



Liebevoll gestaltet: Die zauberhafte Welt der Biene Maja gefällt besonders den Kindern.

auf jeden Fall geben: 2013 soll ein neues Restaurant eröffnen und langfristig sollen die Besucherzahlen auf 1,5 Mio. pro Saison steigen. (MH)

www.holidaypark.de

Holiday Park Plopsa to Become a Theme Park

In 1971 the Schneider family took over the Märchenpark Haßloch and renamed it in 1973 as Holiday Park. Over the years the park grew to cover 40 hectares with a distinctive range of numerous unusual attractions. But aside from the Pfälzer Dorf village, there were no other theme areas at Holiday Park.

This potential was recognized by Steve van den Kerkhof, MD of the Plopsa amusement parks owned by Belgian film studio Studio 100, and in November of 2010 Studio 100 announced its purchase of the park and a four-year long investment program totaling 25 million Euros.

The program calls for the construction of a new entrance and the "Majaland" theme area, both of which were completed this season. The 15,000 square meter area dedicated to cartoon figure Maja the Bee and her friends is home to most of the same attractions found in the Majaland indoor theme area at Belgium's Plopsaland de Panne. And Majaland is a good example of where Holiday Park is headed in the future. Van den Kerkhof forecasts that "...an

enchanted, detailed design focused on famous TV characters will keep the park fit for the future".

Nine million Euros were invested into the new entrance area and Majaland, both of which were designed by Piet De Koninck, Creative Director of the Studio 100 parks.

In order to give Steve van den Kerkhof enough time for the group's other parks and projects, in January of this year Bernd Beitz was appointed as the new Park Manager of Holiday Park Plopsa, the park's new name since this year. The opening of a new restaurant is planned for 2013, and the park's long-term aim is to increase attendance figures to 1.5 million per season.

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