



**Press release from 22 November 2023**

**Movie Park Germany reviews 2023 regular season:  
Stable visitor numbers at previous year's level  
Halloween Horror Festival with more visitors per event day on  
average than last year**

(Bottrop-Kirchhellen, 22 November 2023) The final scenes of this year's Halloween season have been shot and Europe's biggest Halloween event is leaving its mark! Movie Park Germany has achieved a solid result overall for the season period March to November 2023 with visitor numbers remaining stable at previous year's level. Not only this year's new attractions, but also a strong fall period with many visitors had a positive effect on Hollywood in Germany. Before park operations continue on December 1 with the new winter event series "Movie Park's Hollywood Christmas", Germany's largest film and amusement park draws its conclusions after 203 operating days:

"We are very content that Movie Park Germany was able to achieve an overall good result for the 2023 regular season after the studio gates closed on November 12," says Managing Director Thorsten Backhaus. "Not only our show program around the new stunt show "Operation Red Carpet" or the magic show "Sherlock Holmes - A Game of Mystery" with illusionist Christian Farla were able to attract many visitors to the park but also our 25<sup>th</sup> Halloween Horror Festival. After the last two rainy weeks of the summer holidays, we were able to almost make up the lost ground by mid-November, especially thanks to a successful Halloween anniversary season."

With the new **stunt show "Operation Red Carpet"**, Movie Park set an important benchmark for the park's Hollywood and movie theme back in spring. Guests were treated to a new set and a new storyline for the show, which was set directly in Los Angeles. A fast-paced chase on the red carpet was part of the script. With authentic American backdrops, Germany's largest quarter pipe, car and biker stunts, special effects, a large LED wall and matching media content as well as a new soundtrack, a new action-packed experience was created for the whole family.

In summer, Movie Park brought some magic back to Hollywood in Germany: for eight weeks, award-winning illusionist Christian Farla slipped into the role of the world's most famous detective, who guests know from TV and literature. With a revised storyline and some new illusions, he and the Show Girls of Magic captivated the audience with the show **"Sherlock Holmes - A Game of Mystery"**.

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As part of the quality strategy, **more shading areas** were put in place during the winter break. More than 30 plane trees are now located in particularly busy areas and queue lines. **Digital waiting time displays** and park maps were also installed in the park to help guests find their way around. Starting this season, guests have been able to meet the crazy movie clapperboard **S.A.M.** as a new walking character live and in color and also encountered his evil brother **S.I.K.** as the dark ruler of Horrorwood Studios during the Halloween Horror Festival in fall.

A visit to Movie Park Germany also became increasingly attractive outside the state borders of NRW. The park's own **tour operator Movie Park Holidays** was able to achieve a positive result in 2023 and improve compared to the previous year. Many visitors from outside the region visited the park for two days and booked a night in one of the more than 50 partner hotels in the area.

The big season finale in the fall was the **25<sup>th</sup> Halloween Horror Festival**. Between the end of September and mid-November, the hour of horror struck even louder and darker than before. Based on all 25 event days, Movie Park Germany was able to attract **an average of two percent more visitors per event day** to its Horrorwood Studios than in the previous year with 27 days.

The bookings for the new horror houses were also impressive and provided hellishly good news: Just a few days after tickets went on sale, the new mazes "Final Stop", "Murder Museum - The Art of Killing" and last year's novelty "Hell House" were already **90% sold out for the main Halloween days in October**. With a total of eight horror houses, four scare zones, five shows, live DJ Max Bering and many well-known guest DJs as well as 280 scare actors, this year's Halloween Horror Festival had grown once again and presented an even more extensive range, which was very well received by the audience. The immersive concept of the horror houses, which has been increasingly expanded in recent years, was continued this year with new features. Halloween fans were able to immerse themselves directly in the storyline at "Final Stop" and "Murder Museum", climb over obstacles or crawl through tunnels.

But the end of the Halloween Horror Festival does not mean it is a wrap for Hollywood in Germany this year! Over the next few days, Movie Park Germany will be decorated for Christmas for all guests and theme park fans, transforming itself into a Christmas movie set with over 500,000 lights and a 20-metre-high Christmas tree. On December 1, the Hollywood studio gates will open again for the **premiere of the winter event "Movie Park's Hollywood Christmas"**. The whole family can then experience over ten new entertainment moments, strikingly colorful American decorations, and several Christmas specials. The program includes a big Christmas Tree Celebration, Christian Farla's "A Magical Christmas Tale" show, Meet Santa &

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Friends, a winter version of the parade, a 360 m<sup>2</sup> ice skating rink and four Christmas themed areas with a few extras.

#### Movie Park Germany

Since 1996, Movie Park Germany has been offering its visitors shows, attractions and events all about film, with the motto: "Hooray, I'm in the movies!" Spanning approximately 45 hectares, the Park invites guests to immerse themselves in the world of film and find excitement, entertainment and thrill in more than 40 different attractions. Germany's largest film and amusement park is a special experience for young and old alike, having borne the TÜV distinction "OK for Kids" since 2006. Featuring Nickland, one of the largest NICK theme worlds worldwide, the Park is particularly suitable for families. Thanks to the in-house tour operator Movie Park Holidays, arranging a long journey with accommodation in nearby hotels is child's play. [www.movieparkholidays.com](http://www.movieparkholidays.com). Movie Park is part of Parques Reunidos, one of the leading global operators of regional leisure parks with a well-diversified portfolio of more than 60 different assets (theme parks, zoos and marine parks, water parks and other attractions), spread out over 12 countries across Europe, North America, the Middle East, and Australia.

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