



Press release from 20 November 2024

Most successful Halloween season in the park's history!

Movie Park Germany sets new visitor record

Slight overall increase in visitors for the 2024 season

(Bottrop-Kirchhellen, 20 November 2024) The final curtain has fallen for the Halloween Horror Festival, bringing the 2024 regular season at Movie Park Germany to a close. The more than 280 monster actors not only hunted down hundreds of thousands of guests, but also a new record: Germany's largest film and amusement park achieved a significant 9 percent increase in guests this Halloween fall compared to the previous year and even surpassed the previous record year of 2022. This makes this year's Halloween Horror Festival the most successful in the park's history. Movie Park Germany also achieved a solid result for the entire regular season from March to November 2024 with visitor numbers slightly above the previous year. Before Germany's largest film and amusement park kicks off the second event year of "Movie Park's Hollywood Christmas" on November 29, the team is reviewing the park's business after 202 operating days:

"The Halloween period has long been one of the most important times of the year for us and attracts many guests time and time again," says Managing Director Thorsten Backhaus. "Nevertheless, the Halloween Horror Festival has never been as successful as in 2024. Despite the previous successes, we have been able to improve once again and are very proud of this new record."

In the 2024 season, Movie Park Germany once again presented its guests with an action-packed production schedule in Hollywood in Germany, from adrenaline-filled fun on the attractions to some new features in the park. The new "**Trattoria Hollywood**" welcomed guests in an American-Italian ambience in spring. The "Tom & Jerry 4D Experience" moved into the Roxy 4-D Theater and illusionist Christian Farla once again took on the role of the most famous detective from film and literature for the magic show series "Sherlock Holmes - A Game of Mystery". Numerous events such as the **Cheerleading Championship, Cosplay Days and the US Car Show** brought a filmlike atmosphere to Movie Park. Real movie shoots also left its mark: in the German movie "Der Buchspazierer", the park's backdrops and attractions were used as an exterior motif for some scenes, bringing the park's movie character to the big screen.

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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 park's own tour operator **Movie Park Holidays** was also able to achieve a positive result in 2024. A visit to Movie Park Germany was therefore also attractive outside the state borders of NRW.

The Halloween season provided the final key scene for success: between the end of September and mid-November, the 26th Halloween Horror Festival opened its gates to hell. Not only were there more visitors overall at Halloween than in the previous year for the 25th anniversary, which was a major milestone. The last **record year of 2022 was also surpassed** in a direct comparison with a **4% increase in visitors**. With a total of eight horror houses, four scare zones, numerous shows and entertainment as well as over 280 monster actors, the Halloween Horror Festival presented a varied program. With the new horror attraction "A Quiet Place", which is based on the record-breaking Paramount Pictures film franchise, the park opened a new IP horror house for the first time since 2018, and thus met a strong guest demand. Movie Park also collaborated for the first time with Christian Farla and his team for a freak show in Studio 7 and presented "Unhallowed - The Freak Show Straight out of Hell". Based on all 24 event days, Movie Park Germany was able to attract an average of **14 percent more visitors per event day** to its Horrorwood Studios than in 2023 with 25 event days.

But the end of the Halloween Horror Festival doesn't mean the end of productions in Hollywood in Germany this year! Wintertime is knocking at the studio gates and over the next few days Movie Park Germany will be redecorated for Christmas and transformed into a Christmas movie set with over 800,000 lights. After a successful premiere last year, the **second season of the winter event "Movie Park's Hollywood Christmas"** begins on November 29. More than ten entertainment moments, strikingly colorful American decorations and several Christmas specials await the whole family on a total of 23 event days. The program includes a big Christmas Tree Celebration, Christian Farla's "A Magical Christmas Tale" show, Meet Santa & Friends, a winter version of the parade, a 360 m² ice skating rink and four Christmas-themed areas. A new closing show with fire, laser and light effects will form the grand finale of each event day.

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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 thrills 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 Nickelodeon LAND and its TV heroes SpongeBob SquarePants and Patrick Star, the PAW Patrol and the Teenage Mutant Ninja Turtles, 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. 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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