



**45 YEARS AND
MORE MODERN
THAN EVER!**



PRESS KIT **2024**

CONTENTS

FROM AVENIR LAND... TO WALIBI RHÔNE-ALPES

- 45 years – it's a long storyp. 2-3
- From 1979 to today: the milestones of success.....p. 4-5
- Attractions with more and more of a WAAA factor.....p. 6-7

WALIBI RHÔNE-ALPES TODAY

- Unmissable highlights p. 9
- Three immersive themed worlds.....p. 10-11
- A unique new attraction in Europe.....p.12-13

45 YEARS... WHAT NEXT?

- Walibi Rhône-Alpes and its commitments.....p. 14-17
- The Compagnie des Alpes Group.....p. 18
- Calendar and practical infop. 19

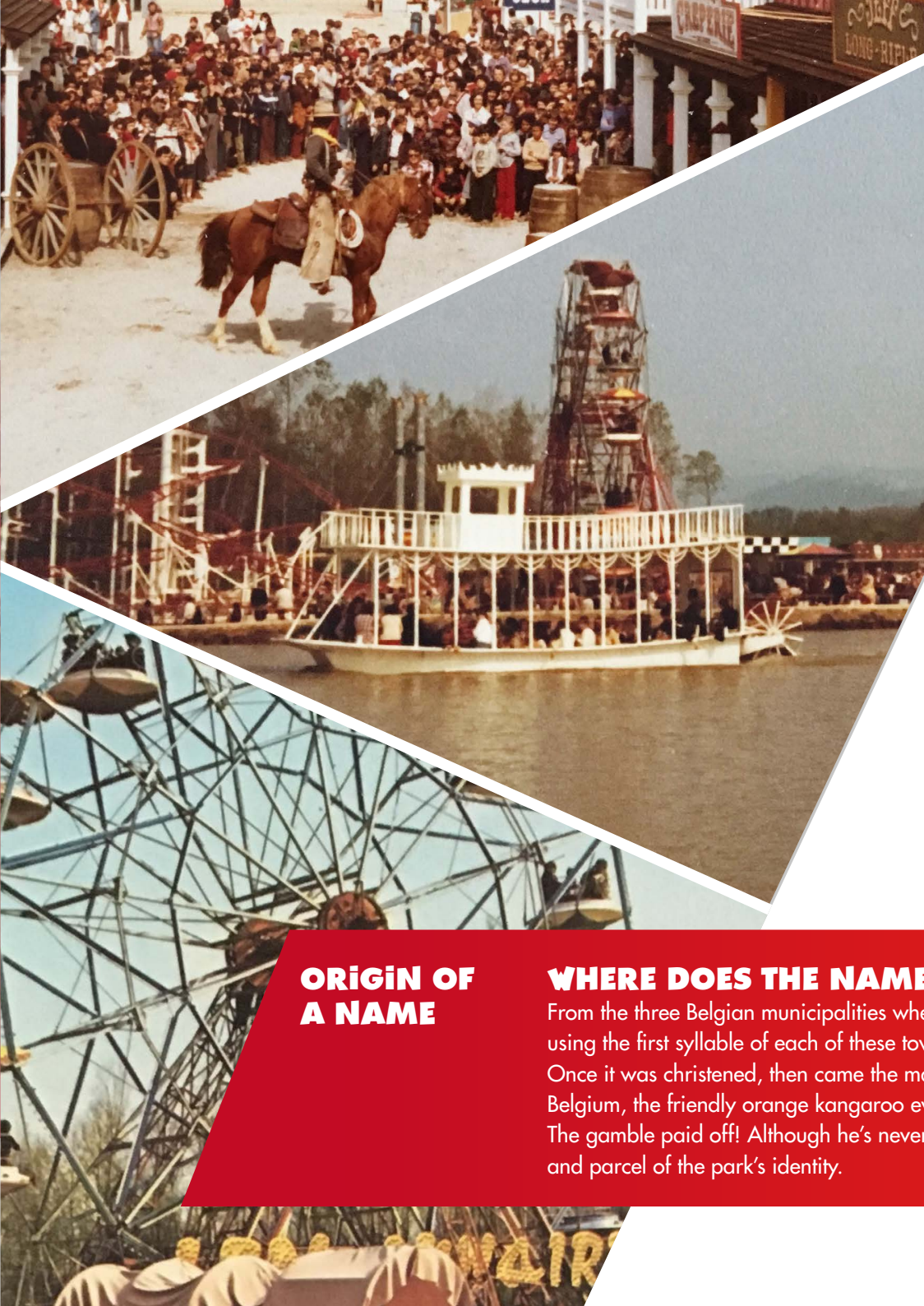
FROM AVENIR LAND... TO WALIBI RHÔNE-ALPES

45 YEARS - IT'S A LONG STORY!

Since it opened in 1979, in the rustic setting of Dauphiné, with a view over the Chartreuse mountain range, Walibi Rhône-Alpes has welcomed millions of visitors and delighted many generations! But whether they are Baby Boomers, Alpha, Millennials or Gen Z, those who have come to Walibi Rhône-Alpes all share the same desire: to enjoy a thrilling adventure, as a family or among friends, and get away from everyday life for a few hours. Today, children have become parents, some grandchildren are park employees, and memories are handed down through the generations, like in a big family.

A family whose story is full of emotion, events, key dates and new features. In 45 years, the park has been constantly reinvented. Almost every year, new attractions have been created for visitors. **A major investment plan has been under deployment since 2015.** It's aim? To support the park's profound transformation.

As a result, although Walibi Rhône-Alpes is still **an amusement park offering unique immersive experiences** today, the 2024 version is nothing like the theme park that opened in spring 1979.



WALIBI RHÔNE-ALPES: BACK TO ITS ORIGINS!

The adventure began: an ambitious project to offer the Rhône-Alpes region its **first amusement park**, and invite its visitors on a journey. Off to the Far West!



On 7 April 1979, Avenir Land opened its doors in an atmosphere just like the Far West, with a few attractions against a backdrop of cowboys, stagecoaches and Indian attacks!

From year to year, the park has taken us on new journeys and created ever more fantastical worlds. As it has developed, it has offered more and more features: attractions, aqua park, shows, scenery... which have attracted a growing number of visitors, from toddlers to grown-ups.



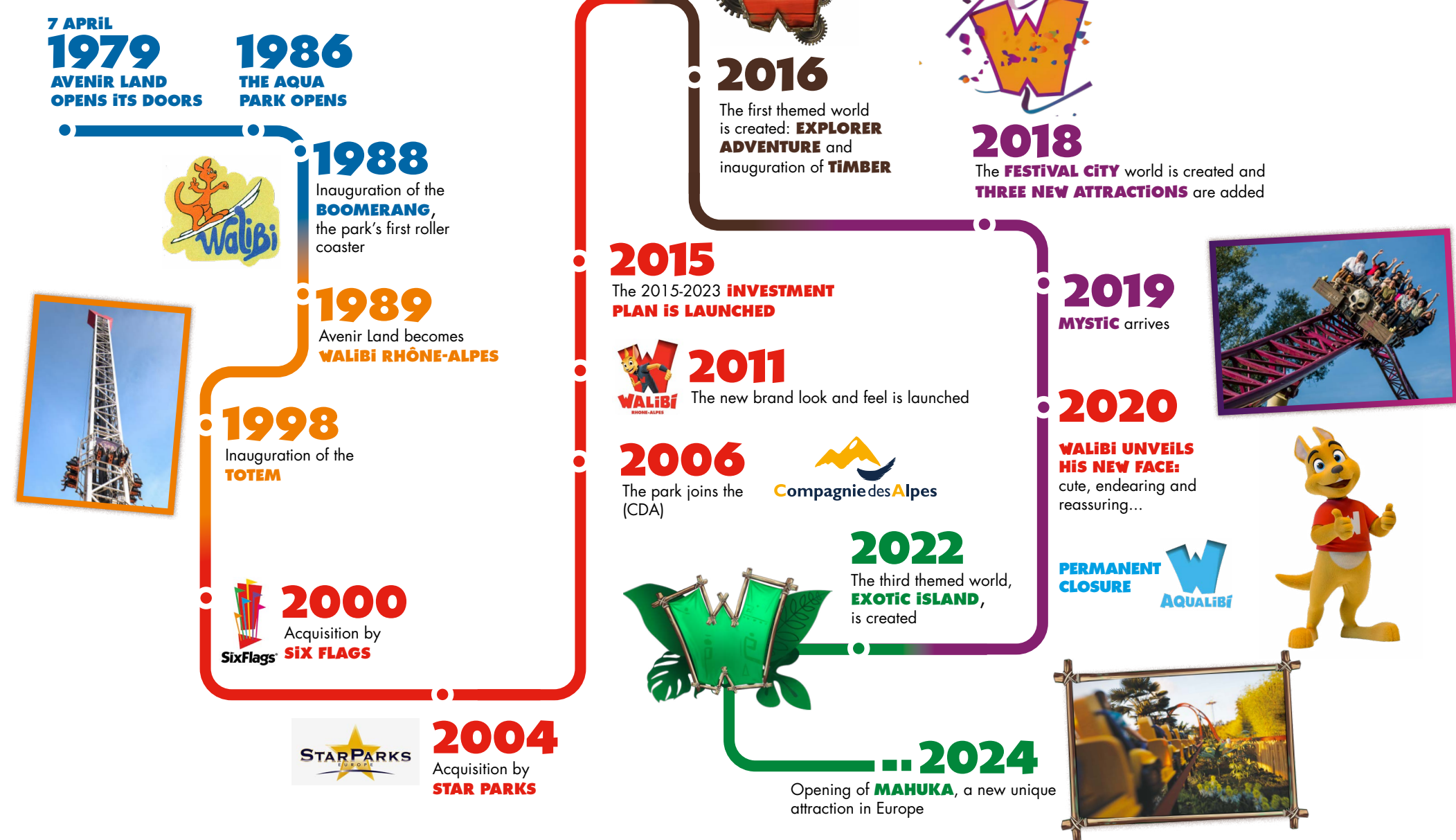
In 1985, Avenir Land joined the Walibi Group, a brand created by Eddy Meeüs in Belgium in 1975, and officially changed name **in 1989**. Avenir Land became Walibi Rhône-Alpes. With this new identity, the site embraced its regional roots and turned a new page in its history.

ORIGIN OF A NAME

WHERE DOES THE NAME WALIBI COME FROM?

From the three Belgian municipalities where the first park was located: **W**avre, **L**imal et **B**ierges. Eddy Meeüs had the idea of using the first syllable of each of these towns to form a unique combination: WALIBI. Once it was christened, then came the mascot! A new and important date in the park's story! Originally adopted by Walibi Belgium, the friendly orange kangaroo evoking the Australian wallaby came to France, to win the hearts of both young and old. The gamble paid off! Although he's never been shy of changing his look over the years, this endearing marsupial is now part and parcel of the park's identity.

FROM 1979 TO TODAY: THE MILESTONES OF SUCCESS



FOCUS ON 18 YEARS OF METAMORPHOSIS

2006, A MAJOR STEP



There was a succession of owners before acquisition by the Compagnie des Alpes, and a musical rebranding... many years to learn and define a new vision leading to the **current investment plan, which was initiated in 2015 for 10 years.**

More than 50 millions euros were then dedicated to the park's gradual transformation. Designed to modernise the site with new themes, this investment plan is the source of the incredible overhaul that culminated in the **theme park** we know today.

NEW ATTRACTIONS, NEW RESTAURANTS AND NEW ATMOSPHERES...

By focusing on **immersion**, Walibi Rhône-Alpes developed different worlds, guided by its visitors' desire to escape to another place: **Explorer Adventure, Festival City and Exotic Island.**

With this theme strategy, Walibi aimed to offer more than just attractions: a real experience, a getaway, and unforgettable memories for all. Walibi also wanted to reaffirm its identity, that of a **modern park, in step with the times that listens to its visitors.**

MISSION ACCOMPLISHED!

After the first eight years of investment, **85% of the park was completely modernised** and **15 new features** joined an offering that guarantees unique experiences to its visitors.



Attractions With more and more of a WAAAA Factor

FOR FAMILIES...

More than 80% of park visitors are families. The park teams ensure that both kids and grown-ups can have fun and 24 attractions are also accessible over a height of 90 cm. In addition to the park's original attractions, La Coccinelle, Bambooz River, Gold River, etc. there are many new family attractions as well as four play areas, including two for aqua play.



GOLD RIVER
1989

A downhill white-water ride with rapids, to enjoy as a family or tribe, in 8-seater boats.



LA COCCINELLE
1992

The first 'grown-up' ride for the little ones! Climbs and descents at high speed – the whole family will need to hold on tight!



BAMBOOZ RIVER
2012

Whirlpools, eddies, splashing... and two impressive drops respectively 5 and 10 metres high!



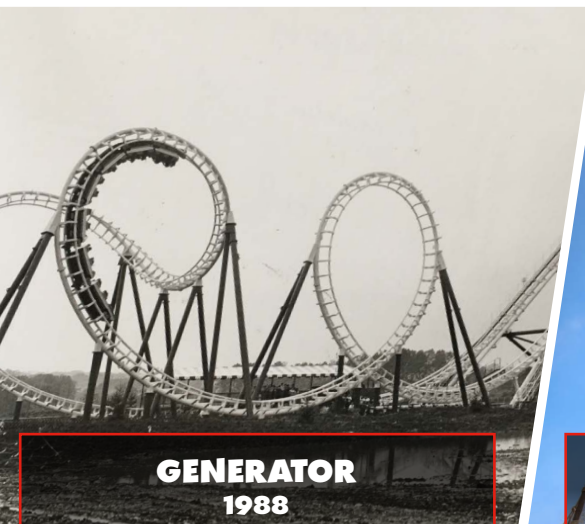
AIRBOAT
2020

An attraction that will shake you up with spins in every direction!



TIKI ACADEMY
2022

The most fun and refreshing water fight for kids and grown-ups!



GENERATOR
1988

Initially named Boomerang, then Eequalizer from 2014 to 2021, the attraction with six loops is now called Generator. Please note, the attraction is in all three Walibi parks!



LE TOTEM
1998

The iconic tower that rises above the park is 56.3 metres high! It propels passengers at 65 km/h.



TIMBER
2016

This wooden roller coaster has 11 airtimes, that's one every three seconds on average.



MYSTIC
2019

The flagship attraction since Walibi's 40th anniversary, Mystic extends over 575 metres in length, with a 31-metre 100% vertical climb!



MAHUKA
2024

An incredible gift Walibi gave its visitors to celebrate its 45th anniversary...

Since the park joined the Walibi Group,
annual visitor numbers have continued to increase:

1985
172,500
visitors

2013
390,000
visitors

2015
420,000
visitors

2019
530,000
visitors

2022
610,000
visitors

50%
MORE VISITORS
in less than 10 years

... AND FOR THRILL-SEEKERS!

Walibi Rhône-Alpes has also been transformed to increase the WAAA factor for visitors who love thrills! There is no question of resting on its laurels: the WAAA factor is part of the park's DNA. From year to year, surprise to surprise, it only gets bigger and bolder. Until 2024... Retrospective: in 1988, the park opened Boomerang, its first roller coaster with upside-down loops, which is now known as Generator! Since then, many white-knuckle rides have joined the various themed worlds. With ever more thrills and records for aficionados.

2024

WALIBI RHÔNE-ALPES

TODAY!

- ➔ UNMISSABLE HIGHLIGHTS
- ➔ THREE IMMERSIVE THEMED WORLDS
- ➔ A UNIQUE NEW ATTRACTION IN EUROPE



THE HIGHLIGHTS OF THE 46th SEASON!

Summer Nocturnal, WAAalloween, Christmas holidays... From year to year, these events are very popular with visitors and have become unmissable occasions in the park, becoming real highlights! The 46th season is no exception...



SUMMER NOCTURNAL

3, 10, 17 AND 24 AUGUST 2024

Since 2019, **Summer Nocturnal** has invited visitors to prolong their experience until 10.00 p.m., on **four wonderful evenings** when they can enjoy the park at night and enjoy additional entertainment, such as a jazz band! And the culminating point: a magnificent pyrotechnic show!



WAAALLOWEEN

**FROM 5 OCTOBER TO
3 NOVEMBER 2024**

For the most chilling evening of the year, Walibi Rhône-Alpes immerses kids and grown-ups in a bloody scene with ghosts and evil clowns amidst cobwebs and ghastly visions. Visitors can expect **frights and scares: haunted houses, Dr. Mystic's show, pumpkin sculptures, zombie encounter, bloodthirsty woodcutters and voodoo witches...**



CHRISTMAS HOLIDAYS!

**FROM 21 DECEMBER 2024 TO
5 JANUARY 2025**

For the third year in a row, Walibi Rhône-Alpes is opening its doors for the end-of-year festivities with its personal touch of magic for Christmas. On the family programme: strolling through **streets festooned with lights** at night fall, **ice-skating**, meeting **Father Christmas** or watching the **elf show**... Yet again this year, Walibi Rhône-Alpes is promising **a Fairytale Christmas!**

3 THEMED WORLDS FOR A COMPLETE CHANGE OF SCENE



€11M
of investment*

The first of three park worlds, **EXPLORER ADVENTURE IS THE ULTIMATE LAND OF EXPEDITIONS!** It invites kids and grown-ups to go back in time to the Far West, in the footsteps of the first gold diggers and trappers.



The zone's unmissable attraction, the wooden roller coaster **Timber**, takes visitors aboard a circular saw cutting wood at breakneck speed. A little further on, **Woodstock Express** awaits the most intrepid explorers for a mad expedition aboard (almost) runaway wagons! And for budding gold diggers, a trip on **MonORail** is a must...

To top off this journey through space and time, the **show Le Pouvoir de Gaïa** thrills visitors each year with its frenetic special effects, stunts and surprises.



TIMBER



MONORAIL



LE POUVOIR DE GAIÀ



€20M
of investment*

FESTIVAL CITY IS WITHOUT A DOUBT, THE MOST FESTIVE AND COLOURFUL WORLD IN THE PARK! Its typical Louisiana architecture takes visitors to the heart of New Orleans against a backdrop of jazzy music and exciting entertainment!



AIRBOAT



#1
European Star Award 2020
EUROPE'S BEST
NEW RIDES

Festival City has its share of chills... **By the Bayou**, visitors may find themselves trapped in the voodoo neighbourhood, and risk encountering the famous **Dr. Mystic** in the middle of an incantation, or the dreaded priestess: **Marie Laveau**.

Both festive and mysterious, Festival City also has two of the most iconic attractions in the park: **Mystic**, and **AirBoat**, voted the best new attraction in the world in its category in its opening year.



MYSTIC



€20M
of investment*

The most recent of the three worlds, **EXOTIC ISLAND, IS ALSO THE WILDEST...**



Both idyllic and dangerous, this world with **luscious vegetation** takes its visitors to the faraway Pacific islands. Between relaxation and adventure, the most daring among you will set off to **discover a forgotten temple** while others will prefer to **kick back in the shade of the palm trees**.

Exotic Island is also ideal if you want to cool down with its **two aqua play areas** and **splash attractions: Tiki Academy and Bambooz River**, the Canadian river with vertiginous descents! And for shows, with Walibi Academy and its extreme divers, humour and acrobatics are on the agenda!

*Investment planned for the whole 2022-2025 period, of which 10 million in 2024



TIKI ACADEMY



WALIBI ACADEMY



BAMBOOZ RIVER



Already known as home to **La Coccinelle**, the star family attraction, Exotic Island is getting ready to welcome **Mahuka**, the park's new attraction...

HIGHLY ANTICIPATED NEW FEATURES IN EXOTIC ISLAND

€10M
of investment in 2024



MAHUKA UNIQUE IN EUROPE



OPENING
IN JUNE 2024



Aimed at the most daring visitors, Mahuka has two launches that propel the trains at a **MAXIMUM SPEED OF 67 KM/H** on a track that has no fewer than **13 AIRTIMES** (weightless moments)!

As the trains have individual seats, visitors can enjoy the experience with no overlook or neighbours, for a unique sensation experience, close to the track.

Because it is celebrating its **45th anniversary**, Walibi Rhône-Alpes is getting ready to **give its visitors a sizeable gift...** The highly anticipated opening of **MAHUKA**, the park's new attraction, will indisputably mark this **exceptional anniversary season!**

With **MAHUKA** ('escape' in Hawaiian), visitors are invited to enter the **remains of an abandoned temple**, built in the honour of a **God of Fire** on a **remote South Pacific island...**

Unique in Europe, this thrilling attraction that will take place **on Exotic Island** promises incredible surprises with a brand-new ride **specially designed for Walibi Rhône-Alpes.**



TIKI FRUITS EXOTIC ISLAND'S VIBRANT NEW RESTAURANT!



To round off the corner of paradise that is Exotic Island, don't miss the fruit. Head to the most juicy food outlet in the park!

On the menu? Fruit! Fruit juices, bowls of fresh fruit, smoothies... As well as poke bowls, milkshakes and bubble tea! An exotic, gourmet menu, in a colourful décor to tantalise your taste buds. Vitamins guaranteed to help you recuperate!



OPENING
IN MAY 2024



LA COCCINELLE IS GETTING A MAKEOVER



Adored by children, La Coccinelle has made a name as one of **the most popular attractions with families** and has crossed the generations always with the same success!



With new colours and a new decor of bamboos and straw, La Coccinelle is refreshed and back in better shape than ever!

In 2024, it's back with a new look – **more modern and perfectly in tune with its exotic environment.**



45 YEARS... WHAT NEXT?

- ➔ WALIBI RHÔNE-ALPES AND ITS COMMITMENTS
- ➔ THE COMPAGNIE DES ALPES GROUP
- ➔ CALENDAR AND PRACTICAL INFO



WALIBI RHÔNE-ALPES AND ITS COMMITMENTS

The social and environmental aspect is **the Walibi Rhône-Alpes teams' primary focus** in all the departments. As a **stakeholder committed** to its regional ecosystem, the park develops and consolidates its ties with its partners.

It is **one of the driving forces** in North Isère and the Balcons du Dauphiné community of municipalities, in terms of jobs created and the region's development.

Walibi Rhône-Alpes is also a **partner** to the main institutions, the **Isère Department and the Auvergne-Rhône-Alpes Region**.



The park's new car park which will open in 2025.



Bags given to park employees that are made from former advertising tarpaulins.

WASTE REDUCTION AND RECYCLING

Walibi Rhône-Alpes has undertaken to reduce the use of plastic as far as possible through the use of eco-cups and reusable crockery, and the installation of soda fountains that gradually reduce the number of bottles. A transition to digital solutions has also been prioritised for tickets and the park map, as well as employees' employment contracts and payslips, thus limiting document printing. The park is also committed on a daily basis to recycling all its waste in collaboration with a partner company. As a result, 200 tonnes of waste are recycled or reused every year. Since 2022, the park has set up cigarette butt recycling with the company tchao-mégot (butts retrieved from employee smoking areas and smoking areas in the park). The technical departments are constantly looking for solutions to reuse or recycle waste (acid, oil, aerosols, batteries, small and large electrical goods). The park is also re-purposing used work uniforms each year, as well as various advertising materials, as small accessories, via a French company helping the reintegration of people facing difficulties. These items are then redistributed to employees.

CHOICE OF SUPPLIERS

In terms of sourcing, Walibi Rhône-Alpes makes it a point of honour to choose suppliers carefully based on criteria that match its values. In this way, the park gives priority to local producers, whether for food supplies or advertising items. When it comes to its catering offering, Walibi Rhône-Alpes prioritises responsible, organic or labelled produce. Furthermore, the suppliers of products sold in the shops must provide their CSR audit reports.

ENERGY SAVING AND RENEWABLE ENERGY

Walibi Rhône-Alpes places growing importance on renewable energy. Many actions have already been taken to reduce fossil fuel consumption in the park as far as possible, with hybrid or electric vehicles being chosen to replace former vehicles, among other things. The park has been supplied with 'green' electricity since 2015 and in 2025 will offer a car park with photovoltaic shading to cover 48% of its annual energy needs. Finally, the water used in the new Exotic Island world is in a closed circuit: the water is recovered, softened and filtered, for optimal management of its consumption. €200k excl. tax has been invested specifically in this zone to provide a system that meets the current ecological challenges optimally.

BIODIVERSITY

The species in the green spaces have been inventoried to measure and limit the impact of the park's activities on its environment. Walibi Rhône-Alpes has established a zero phyto policy, and installed several biodiversity protection structures: beehives, bug hotels, nesting boxes, etc.

WALIBI RHÔNE-ALPES AND ITS COMMITMENTS

A MAJOR ECONOMIC PLAYER IN THE REGION

In social terms, Walibi cooperates with **many organisations and local authorities**. The park subsidises local sports clubs in particular. It is a partner to the community of municipalities in promoting soft mobility and encouraging carpooling.

The park also maintains **close ties with companies in the region**: 50% of goods and services purchases and investment are made and running costs spent in the geographical department. This is also the case for the construction of the new attraction MAHUKA for which 79% of the investment budget has been entrusted to local companies (from French departments 38-69-73-74), in particular for all large-scale engineering and project management (assembly, green space foundation, building control, music, etc.).

Finally, Walibi Rhône-Alpes is committed to **providing its employees with the best support**, whether they are permanent or seasonal.

With **more than 30 different occupations, nearly 400 seasonal contracts** and **50 permanent employees**, the site's HR Department is involved in several projects to give access to more attractive occupations and higher qualified jobs:

- Facilitating access to the site for its employees, and eventually, offering transport and accommodation solutions for seasonal workers
- Training for all, including seasonal workers, with access to three qualifications:
 - Leisure tourism reception manager
 - Fast food employee
 - Maintenance technician

This type of scheme encourages over 50% seasonal re-employment each season, thereby reducing job insecurity.

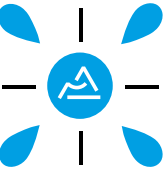
In this respect, since 2015, Walibi Rhône-Alpes has regularly teamed up with France Travail, AFDAS and AFPA to offer a training course to issue a Leisure Employee Professional Skills Certificate (Certificat de Compétence Professionnel d'Agent de Loisir) to more than 15 job seekers.



THE WALIBI RHÔNE-ALPES IN BRIEF



THE PARK IS PART OF THE NETWORK OF



ICONIC TOURIST SITES IN THE AUVERGNE-RHÔNE-ALPES REGION



Since it was founded in 1989, the Compagnie des Alpes (CDA) has shaped leisure occasions offering unforgettable moments to millions of people, with one aim: to enable everyone to reconnect with themselves and others through wonderful experiences in extraordinary regions.

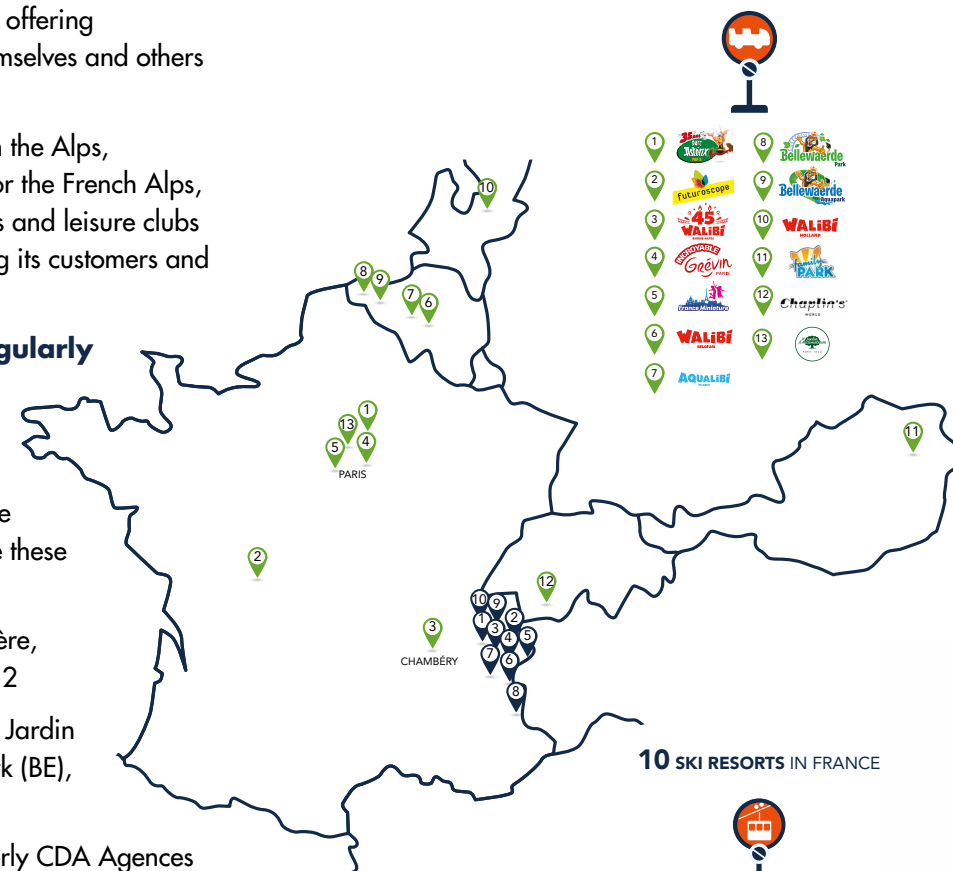
The CDA currently employs over 6,300 staff, runs 10 of the most beautiful ski resorts in the Alps, 13 renowned leisure parks, the leading online distribution holiday marketplace for the French Alps, the leading estate agency network in the Alps, Mountain Collection, MMV residences and leisure clubs and outdoor activities... all with an integrated operational excellence and quality approach, ensuring its customers and the regions where it is located are extremely satisfied.

Structural developments, attractions, shows, immersive accommodation, digitalisation... the CDA regularly receives awards for the quality of its offering and the unique concepts it develops.

Mindful of the balance in the regions where it operates, the CDA wants to support both their vitality and their quality of life, and be a driver of the ecological transition. The Group believes in the benefits of dialogue with its stakeholders and respect for local and regional particularities. It therefore dedicates its capacity for innovation to finding tailored or replicable solutions to sustainably preserve these extraordinary spaces. The Group is committed to Net Zero Carbon (scope 1 and 2) by 2030.

- Ski Resorts and Outdoor Activities:** La Plagne, Les Arcs, Peisey-Vallandry, Tignes, Val d'Isère, Les Menuires, Méribel, Serre Chevalier, Flaine, Samoëns – Morillon – Sixt-Fer-à-Cheval, Evolution 2
- Leisure Parks:** Parc Astérix, Futuroscope, Walibi Rhône-Alpes, Grévin Paris, France Miniature, Jardin d'Acclimatation, Walibi Belgium (BE), Aqualibi (BE), Bellewaerde Park (BE), Bellewaerde Aquapark (BE), Walibi Holland (NL), Familypark (AT), Chaplin's World (CH)
- Distribution and Hospitality:** Travelfactory (Travelski, Yoonly...), Mountain Collection (formerly CDA Agences Immobilières), MMV, YOONLY&FRIENDS residences
- Cross-functional Expertise:** Ingelo, CDA Management, CDA Développement

13 LEISURE PARKS IN EUROPE



10 SKI RESORTS IN FRANCE



2 MOUNTAIN HOLIDAY SPECIALISTS



2024 OPENING DATES AND TIMES

Open from 30 March, from 10:00 am to 6:00 pm, weekends and public holidays, as well as during school holidays (zone A).

MARCH	APRIL	MAY	JUNE	JULY	AUGUST
M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S
1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5	1 2	1 2 3 4 5 6 7	1 2 3 4
8 9 10 11 12 13 14	8 9 10 11 12 13 14	6 7 8 9 10 11 12	3 4 5 6 7 8 9	8 9 10 11 12 13 14	5 6 7 8 9 10 11
15 16 17 18 19 20 21	15 16 17 18 19 20 21	13 14 15 16 17 18 19	10 11 12 13 14 15 16	15 16 17 18 19 20 21	12 13 14 15 16 17 18
18 19 20 21 22 23 24	22 23 24 25 26 27 28	20 21 22 23 24 25 26	17 18 19 20 21 22 23	22 23 24 25 26 27 28	19 20 21 22 23 24 25
25 26 27 28 29 30 31	29 30	27 28 29 30 31	24 25 26 27 28 29 30	29 30 31	26 27 28 29 30 31
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY 2025	
M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S	
1 2 3 4 5 6 7 8	1 2 3 4 5 6	1 2 3	1	1 2 3 4 5	
9 10 11 12 13 14 15	7 8 9 10 11 12 13	4 5 6 7 8 9 10	2 3 4 5 6 7 8	6 7 8 9 10 11 12	
16 17 18 19 20 21 22	14 15 16 17 18 19 20	11 12 13 14 15 16 17	9 10 11 12 13 14 15	13 14 15 16 17 18 19	
23 24 25 26 27 28 29	21 22 23 24 25 26 27	18 19 20 21 22 23 24	16 17 18 19 20 21 22	20 21 22 23 24 25 26	
30	28 29 30 31	25 26 27 28 29 30	23 24 25 26 27 28 29	27 28 29 30 31	

Park open from 10:00 a.m.-6:00 p.m. or 7:00 p.m.*

Summer Nocturnal 10:00 a.m.-10:00 p.m.

WAA Alloween 10:00 a.m.-6:00 p.m. or 7:00 p.m.
Booking/registration required on walibi.fr for visits from 19/10 to 03/11.

Christmas Holidays 11:00 a.m.-5:00 p.m. or 6:00 p.m.*

Park closed

*Depending on visitor numbers. Calendar and timetable subject to change.

PRACTICAL INFORMATION

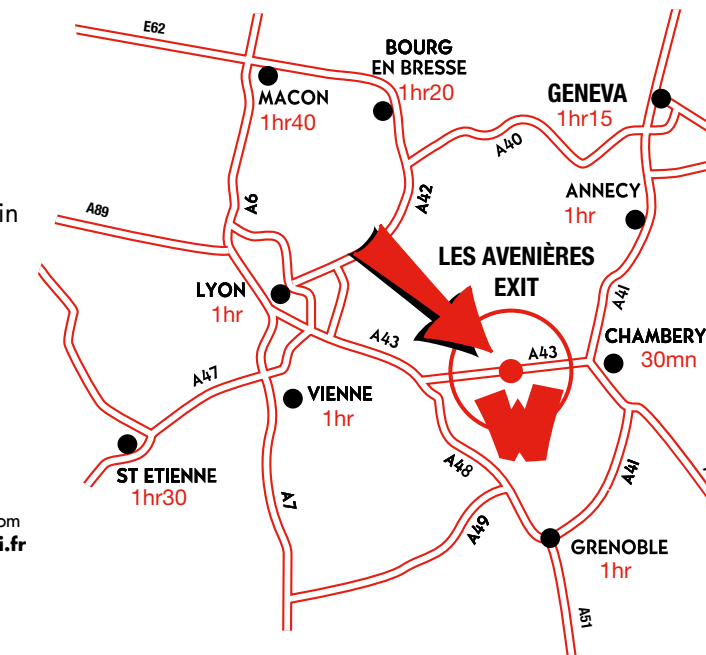
GETTING HERE

Walibi Rhône-Alpes
1380 route de la Corneille
38630 les Avenières Veyrins-Thuellin
Tel: +33 (0)4 74 33 71 80



PARK SHUTTLE BUSES

Our partners offer regular shuttle buses from different towns. **Information on walibi.fr**



SERVICES





PRESS CONTACTS

Virginie Raison

virginie@oxygen-rp.com

+33 (0)6 65 27 33 52

Anne Masson

anne@oxygen-rp.com

Park newsroom:

news.walibi.fr



#WalibiRA