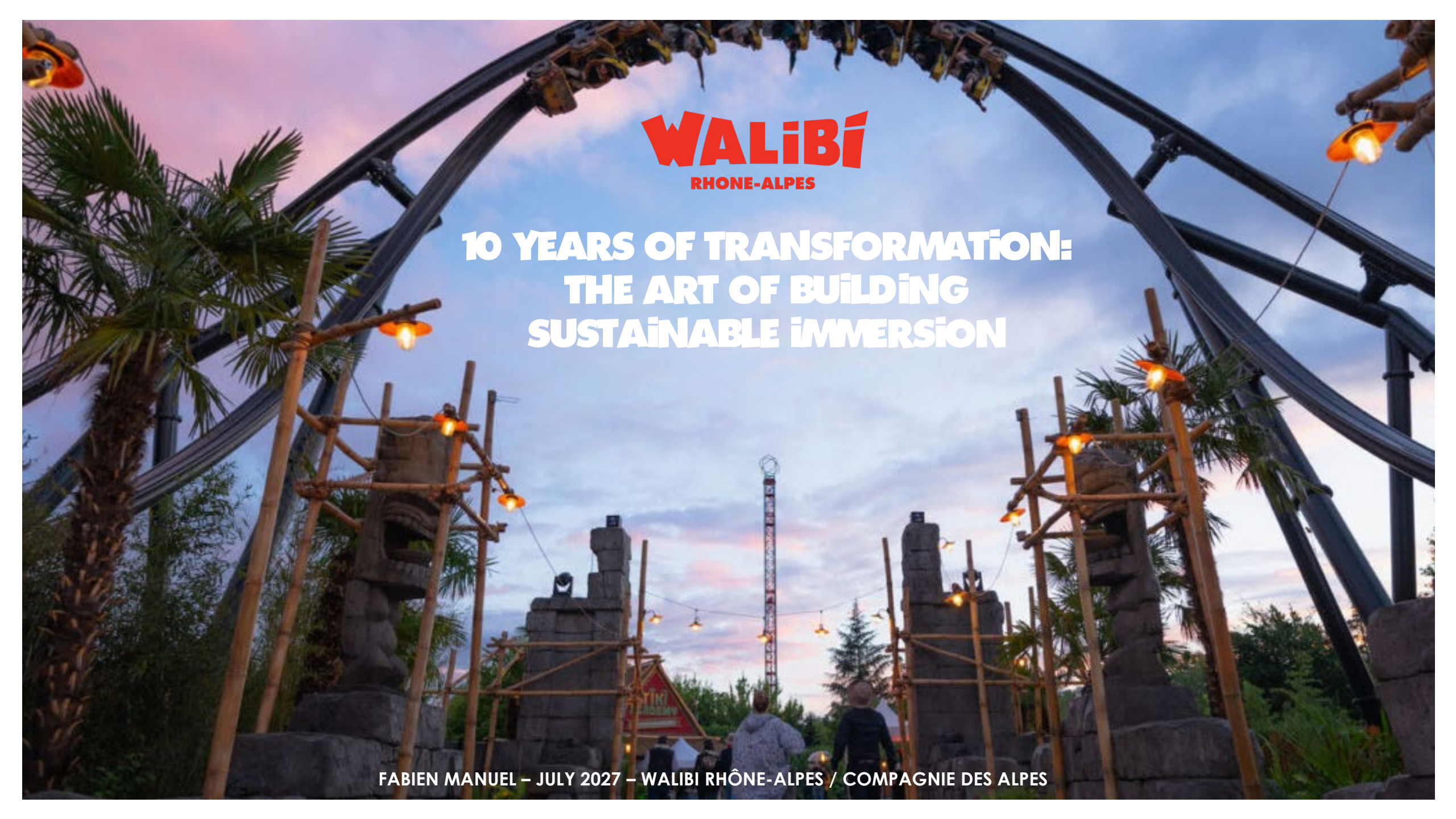


A photograph of the Walibi Rhône-Alpes roller coaster at dusk. The dark track of the coaster arches over the scene, with several cars visible at the peak. In the foreground, there are stone pillars and bamboo scaffolding structures, some with warm-toned lights. Palm trees and other tropical plants are visible on the left. In the background, a tall drop tower is visible against the twilight sky. The overall atmosphere is adventurous and immersive.

WALIBI
RHONE-ALPES

**10 YEARS OF TRANSFORMATION:
THE ART OF BUILDING
SUSTAINABLE IMMERSION**

FABIEN MANUEL – JULY 2027 – WALIBI RHÔNE-ALPES / COMPAGNIE DES ALPES



Disney, Universal, and the others: the race for innovation often leads to escalation, always more spectacular. But for more modest, regional leisure sites, the real question lies elsewhere: how can they remain attractive and immersive without that meaning exploding budgets.

Does emotion have a price ?

FROM 1979 TO TODAY: THE MILESTONES OF SUCCESS

7 APRIL

1979

AVENIR LAND
OPENS ITS DOORS

1986

THE AQUA
PARK OPENS



1988

Inauguration of the
BOOMERANG,
the park's first roller
coaster

1989

Avenir Land becomes
WALIBI RHÔNE-ALPES



1998

Inauguration of the
TOTEM



2000
Acquisition by
SIX FLAGS



2004

Acquisition by
STAR PARKS



2016

The first themed world
is created: **EXPLORER
ADVENTURE** and
Inauguration of **TIMBER**



2018

The **FESTIVAL CITY** world is created and
THREE NEW ATTRACTIONS are added

2015

The 2015-2023 **INVESTMENT
PLAN IS LAUNCHED**



2011

The new brand look and feel is launched

2006

The park joins the
(CDA)



2022

The third themed world,
EXOTIC ISLAND,
is created



2024

Opening of **MAHUKA**, a new unique
attraction in Europe

2019

MYSTIC arrives



2020

**WALIBI UNVEILS
HIS NEW FACE:**
cute, endearing and
reassuring...

**PERMANENT
CLOSURE**





DEPUIS 2016

Empruntez le chemin
de l'aventure, des explorations
et des audacieux
chercheurs d'or...
Entre bûches et embûches,
l'expédition s'annonce
terriblement captivante !



DÈS 2022-2025

La nature devient reine
et reprend ses droits dans un espace
verdoyant et dépayçant.



DEPUIS 2018

Festival city,
la cité aux couleurs chatoyantes
de la Nouvelle-Orléans,
vous plonge dans
une ambiance de fête !





NEW FOR 2026

Exotic Island expansion

- **ReparTaKar (Zamperla)**
- **Play area**
- **Plant maze**

Created in 1979, Walibi Rhône-Alpes had never experienced a continuous cycle of “upgrading” before the one launched over the past 10 years.

Objective: to make the 35-hectare park more coherent and higher quality despite a constrained budget of €52,5 Millions, through flagship attractions, reimagined food offerings, and more distinctive themed worlds.

In 10 years, the result is impressive: 95% of the park refurbished, +60% attendance between 2015 and 2024, and +125% revenue.

No piling up of new additions: a common thread for the attractions, food offerings, and site developments, creating a more readable park and lasting immersion.

1 A 10-YEAR STRUCTURED AMBITION





2. WORLDS THAT BUILD BRAND IDENTITY

The development of clearly identified worlds makes the park easier to understand and strengthens its identity.

And like Walibi Belgium since 2016, Walibi Rhône-Alpes has been developing worlds that respond to one another:

Exotic Island / Exotic World, **Festival City** / Festival World, **Explorer Adventure** / Explorer World.

With limited resources, Walibi Rhône-Alpes chose consistency before the "big splash" one-off, carefully refining the details that shape the guest experience. Timber (2016), Mystic (2017), and Mahuka (2024) are part of this progression: attractions for multiple audiences, and themed areas that become true places to pause and spend time (food, ambience, transitions). Efforts are focused on the key moments of the guest journey: the entrance, queue lines, pathways, and dining locations.

Festival City is a good example: a lively, colorful park hub inspired by New Orleans, designed as much for strolling as for stopping.

3. CONSISTENCY BEFORE SPECTACULAR



Walibi Rhône-Alpes also serves as a testing ground for the Compagnie des Alpes parks.

Here, there is no need for a huge R&D department: a small, agile team can deliver strong, practical ideas, finding just the right balance between roller coasters design and well-optimized theming.

What matters is this ability to do a lot with a little, without losing coherence or ambition.

4. HUMAN-SCALE iNNOVATION



Walibi Rhône-Alpes shows that a regional park can strengthen its immersive experience with a limited budget by moving forward step by step, with a clear vision, and by making sure every investment benefits the whole. It is this ability to take the time to understand its audience and adapt that, in the end, defines its immersive resilience.



WALIBI RHÔNE-ALPES WELCOMED TEA EXPLORES IN JUNE 2024



EXOTIC ISLAND



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NEW FOR 2026



NEW FOR 2026



NEW FOR 2026



FESTIVAL CITY





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EXPLORER ADVENTURE



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GENERAL STORE

TOUT POUR TROUVER VOTRE OR