



PRESS RELEASE MAJALAND KOWNATY



Opening
29 SEPTEMBER 2018

MOMENTUM | Capital

Plopsa





Plopsa is opening its first Polish amusement park on 29 September 2018. Majaland Kowno is a theme park of 20.000 square meters, located in the city of Kowno in the province of Lubuskie. The park is the result of a collaboration between Momentum Capital and the Plopsa Group and is expected to welcome 300.000 visitors per year. A price tag of 20 million Euros is attached to the construction of the park.

COLLABORATION MOMENTUM CAPITAL AND THE PLOPSA GROUP



The park is an initiative of the Dutch investor Momentum Capital in partnership with the Plopsa Group, the theme park division within Studio 100. Majaland is the first theme park in **Holiday Park Kowno**, a recreational area totalling 205 hectares for all age groups. The strategically located area is situated between Berlin and Poznan and is located at the exit of the A2 motorway between Berlin and Warsaw. The surrounding recreational area is also a Momentum Capital project and will consist of adjoining theme parks and facilities, including hotels and a bungalow park. The Majaland theme park has acquired a size of **10 hectares** within this area.

Plopsa Group is taking its first steps in Poland with Majaland. Plopsa already owns 6 successful theme parks in Belgium, the Netherlands and Germany. Plopsa welcomes 3 million visitors per year with these theme parks.



THEMATIZATION

The Plopsa parks are typically based on the popular Studio 100 characters. The construction of Majaland in Poland is therefore a direct result of the success of the Studio 100 characters in Poland and fits perfectly within the total entertainment formula of Studio 100.

As the name of the park suggests, a large part of the thematization is rooted in the popularity of **Maya the Bee**. For example, the Mayan film 'The Honey Games' was shown nationwide in Polish cinemas earlier this year. The television series about the adventures of the cheerful bee is screened on the public broadcasters TVP and TVP ABC, just like the series about **Heidi**. The latter also gets a place in the park by means of snowy landscapes and the typical atmosphere of the Swiss mountains. A third theme that visitors can find in Majaland is based on the world of **Vicky the Viking**. Rugged rocks and attractions with a robust Viking atmosphere submerge visitors deep into the world of the little Viking. **Bumba** - who is not yet known in Poland for the time being - also gets a place in the park in the form of a traffic park and 'Bumba's Fire Brigade'. The small clown will thus also make its appearance in Poland.





★ RESTAURANTS & SNACKS

- 1 Maya's Restaurant
- 2 Heidi Bistro
- 3 Vicky Bistro
- 4 The Flat Stone

★ STORE

- 1 The Mayaland Shop

★ INDOOR ATTRACTIONS

- 1 Butter Fly Flight
- 2 The Animal Carrousel
- 3 The Theatre
- 4 The Bumper Cars
- 5 The Wild Sea
- 6 The Falling Tower
- 7 The Little Boats
- 8 The Viking's Rollercoaster
- 9 The Raft
- 10 The Viking Boats
- 11 Mayas Playground
- 12 The Chute
- 13 The Ball Bath
- 14 The Play-Tree

- 15 The Frogs
- 16 Flying School
- 17 Disco

★ OUTDOOR ATTRACTIONS

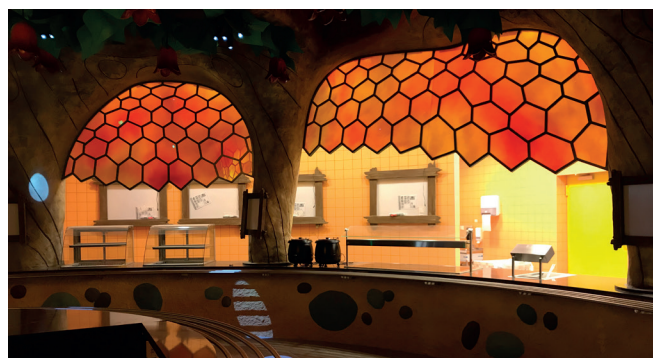
- 18 Willy's Playground
- 19 Bumba Traffic School
- 20 The Flowery Merry-go-Round
- 21 Bumba's Fire Brigade
- 22 The Climbing Mountain
- 23 Heidi's Animal Farm
- 24 Flip, the Grasshopper
- 25 The Dancing Fountains

ATTRACTIONS AND FACILITIES

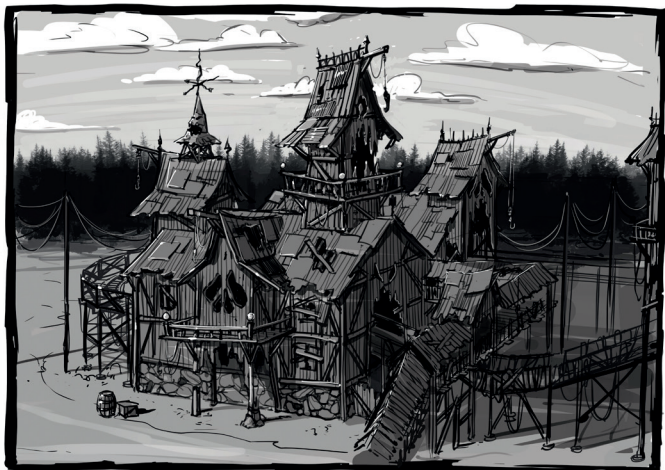
Majaland Kownaty offers the perfect getaway in all weather conditions on a total area of **20.000 square meters**. The park not only consists of an enormous covered area, but visitors can also visit the spacious outdoor area. The offer consists of no fewer than **25 attractions**, of which 17 are located in the indoor zone and the other 8 have a place outdoors.

In addition to a wide range of attractions, Majaland Kownaty includes a **restaurant** and several **snack and catering points** where, amongst others, typical Polish specialties will be offered.

In addition, the park also offers space for the store '**Mayaland Shop**', where merchandising of, amongst others, the characters that are present in the park can be purchased.



FUTURE PLANS



The opening of Majaland Kownaty means anything but that the park has already been finalized. Plopsa is continuing with its strongly enforced investment policy, for which it is known, in the new theme park. For example, the construction works for the construction of a new attraction in the form of a **wooden roller coaster** have recently been started. It will be the very first wooden roller coaster in Poland and also a nice addition to Majaland Kownaty's offer of current attractions. For the realization of this investment, Great Coasters International has again been appealed to construct a similar wooden roller coaster, 'Heidi The Ride', in the Belgian Plopsaland De Panne.

The price tag of this new showpiece amounts to **7,5 million Euros**.



EMPLOYMENT

Local Polish employees are not only called upon for the construction works, but also for the operation of the park. With the arrival of Majaland Kownaty, no fewer than **150 additional jobs** will be created in the region.

WEETJES

- Investment: 20 million Euros
- Planned investments: 7,5 million Euros in the form of a wooden roller coaster
- Area indoor zone: 10.000 m2
- Area outdoor zone: 10.000 m2
- Total area (parking and development zone included): 10 ha
- 25 indoor and outside attractions
- 150 extra jobs (50 FTE's)
- Majaland Kownaty contains no less than 4.000 m2 of decorative shotcrete
- More than 1 km of wooden fencing was used



TICKETS & YEARCARDS





<85cm	≥85cm <1m	≥1m	Gehandicapten	70+
FREE	€9 ⁵⁰ 39 ⁹⁰ Zł	€16 ⁵⁰ 69 ⁹⁰ Zł	€12 ⁵⁰ 52 ⁵⁰ Zł	€9 ⁵⁰ 39 ⁹⁰ Zł

≥1m	≥85cm <1m
€35 ⁵⁰ 149 ⁹⁰ Zł	€16 ⁵⁰ 69 ⁹⁰ Zł



P
TICKET
€1²⁵
5 Zł

MORE INFO & TICKETS:

WWW.MAJALANDKOWNATY.PL