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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 Meeùs 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.

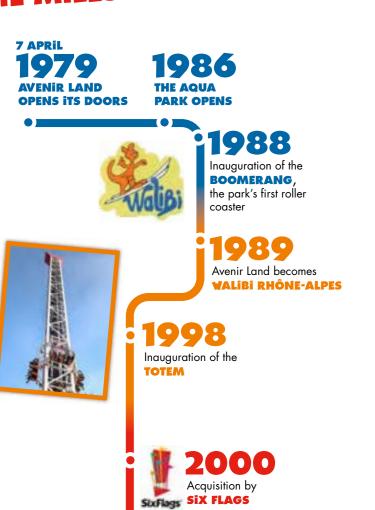
ORIGIN OF A NAME

WHERE DOES THE NAME WALIBI COME FROM?

From the three Belgian municipalities where the first park was located: **W**avre, **Li**mal et **Bi**erges. Eddy Meeùs 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









2016

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

The new brand look and feel is launched

Compagnie des Alpes

attraction in Europe

2006

The park joins the



2018

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

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

2022

The third themed world,

.2024

EXOTIC ISLAND.



2020

WALIBI UNVEILS HIS NEW FACE:

PERMANENT





2019 **MYSTIC** arrives

cute, endearing and reassuring...

> 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.

FOCUS ON 18 YEARS OF METAMORPHOSIS

2006, A MAJOR STEP



The park was taken over by the Compagnie des Alpes, which at the time was booming on the European amusement park market. Its annual visitor numbers were close to 400,000. Then, a series of investments began. A new direction was taken and the Walibi brand DNA changed: all the parks took on a musical theme

and a **new mascot** was adopted, along with several characters.

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 identify, that of a modern park, in step with the times that listens to its visitors.



WITH MORE AND MORE OF A WAAAA **FACTOR**

610,000 Since the park joined the Walibi Group, annual visitor numbers have continued to increase: 2019 530,000 2015 2013 420,000 **50**% 1985 390,000 MORE VISITORS in less than 10 years **172,500** visitors

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 agua 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

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!

... AND FOR THRILL-SEEKERS!

GENERATOR

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

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



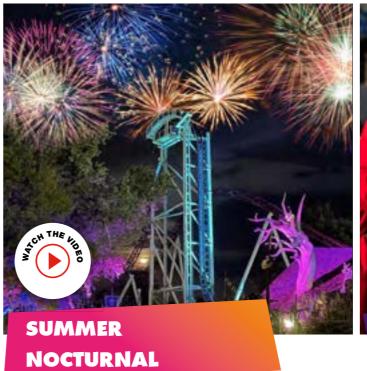
THREE IMMERSIVE THEMED WORLDS



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...



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!



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...**



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!

THEMED WORLDS FOR A COMPLETE CHANGE OF SCENE

€11M

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

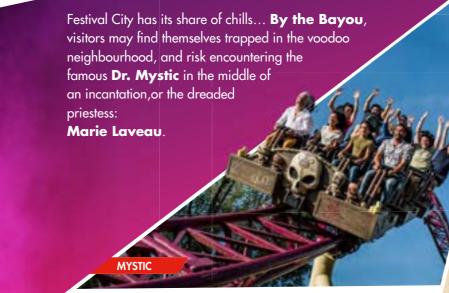
a mad expedition aboard (almost) runaway wagons! And for budding gold diggers, a trip on MonORail is a must...

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



ESTIVAL CITY IS WITHOUT A DOUBT, THE MOST FESTIVE AND COLOURFUL WORLD IN THE

PARKI Its typical Louisiana architecture takes visitors to the heart of New Orleans against a backdrop of jazzy music and exciting entertainment!



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.



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

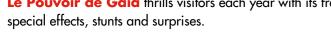
on the agenda!















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**.



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



Bags given to park employees that are made from former advertising tarpauling

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



of which 24 accessible above a height of 90 cm (average height of a child aged two and a half years)



3 THEMED WORLDS



23 HECTARES (compared to 4,000 m² in 1979)





97.3% WOULD RECOMMEND

(Qualimétrie study carried out by the park with 1,985 visitors, from April to June 2023)



600,000 Visitors

on average for seasons 2022 and 2023



€50M

invested since 2016



Number of employees
PERMANENT: 50

SEASONAL: 400

Full-time equivalent (2023): **187**



ABOUT THE Compagnie des Alpes

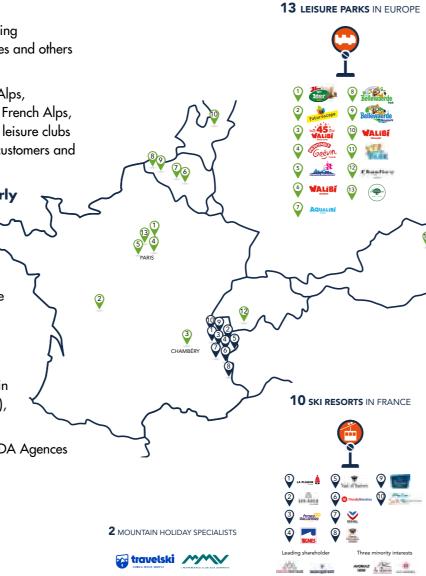
Since it was founded in 1989, the Compagnie des Alpes (CDA) has shaped leisure occasions offering unforgettable moments to millions of people, with one aim: to enable everyone to reconnect with themselves and others through wonderful experiences in extraordinary regions.

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



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).

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

PRACTICAL INFORMATION



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

