

13.06.2025

Customer Experience @ Europa-Park Resort

Experience.Europe.Together. Since 1975.

50
EUROPA PARK
RESORT



Europa-Park Resort

Comparison in numbers

1975

Parks	1
Area in hectares	16
Employees	50
Beds	0
Caravan spaces	0
F&B outlets	5
Live entertainment	1 Puppet show
Attractions	15
Entry price (adults)	DM 5.00 (Europa-Park)

2025

2
140
5,250
5,800
200
over 90
23 hours daily
over 150
€ 52.00-73.00 (Europa-Park)
€ 39.00-52.00 (Rulantica)



So much on offer

Our highlights



Europa-Park



Rulantica



Hotels



Eatrenalin

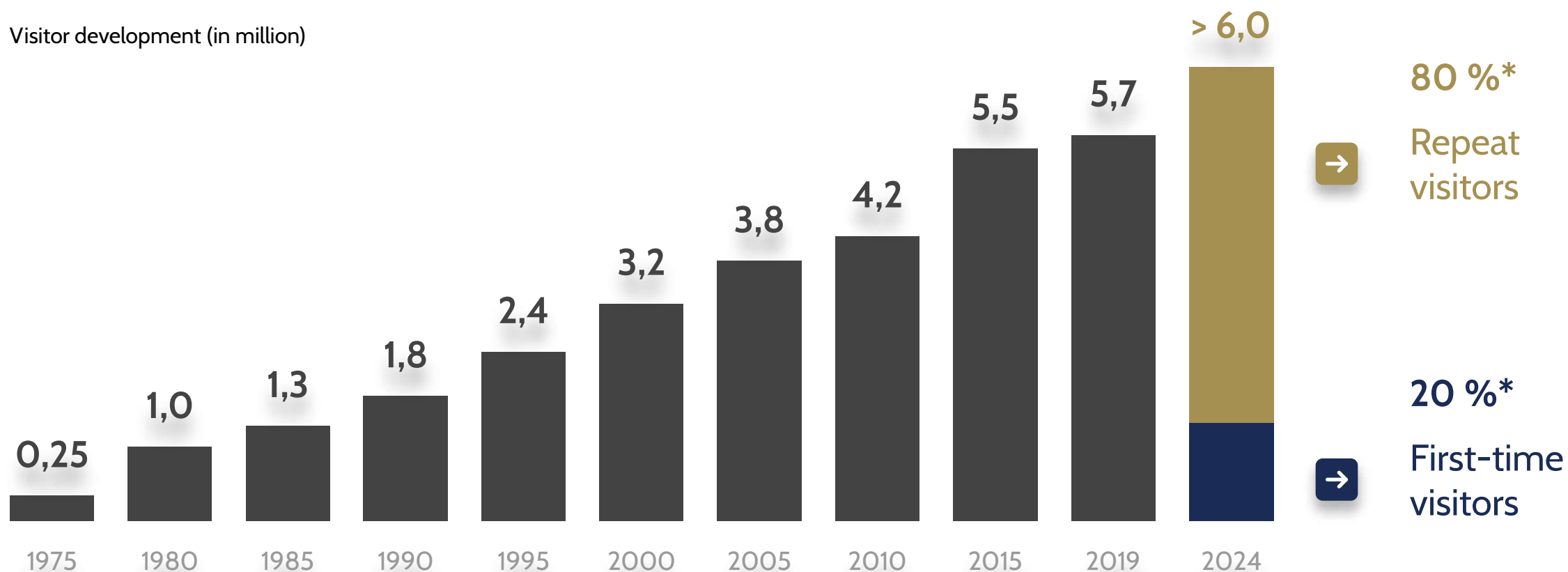


YULLBE

Europa-Park Resort

Visitor magnet

Visitor development (in million)



* Europa-Park

Our special features

This is why we stand out



**High quality
standards**



**Constant
innovation**



**Clear focus on
our visitors**



**Value for
money**



**Seasonal
concept**



Overview of all business areas

The company group

Parks & Attractions



MACK RIDES

VR COASTER

Tacumeon Rides
a new dimension of fun

Coaster & Media Rides

Constructions & Installation

✓ MACK Solutions



✦ MACK One

Innovation & Storytelling

Entertainment & Licensing

MACK Brands

TRAUMATICA

bluebanana
entertainment

TALENT
ACADEMY
Europa-Park

► MACK Media

🎵 MACK music

JOY

✦ MACK animation

2112
STUDIOS

Media

So why are we now talking
about **data**?

Why data?

“It is a capital mistake to theorize before one has data.”

Charles Holmes in “A Study in Scarlet” by Arthur Conan Doyle

Team **Customer & Market Intelligence**

„Information is the oil of the 21st century, and analytics is the combustion engine“

~ Peter Sondergaard, Senior Vice President and Global Head of Research at Gartner, Inc.

Why data?

From the company perspective



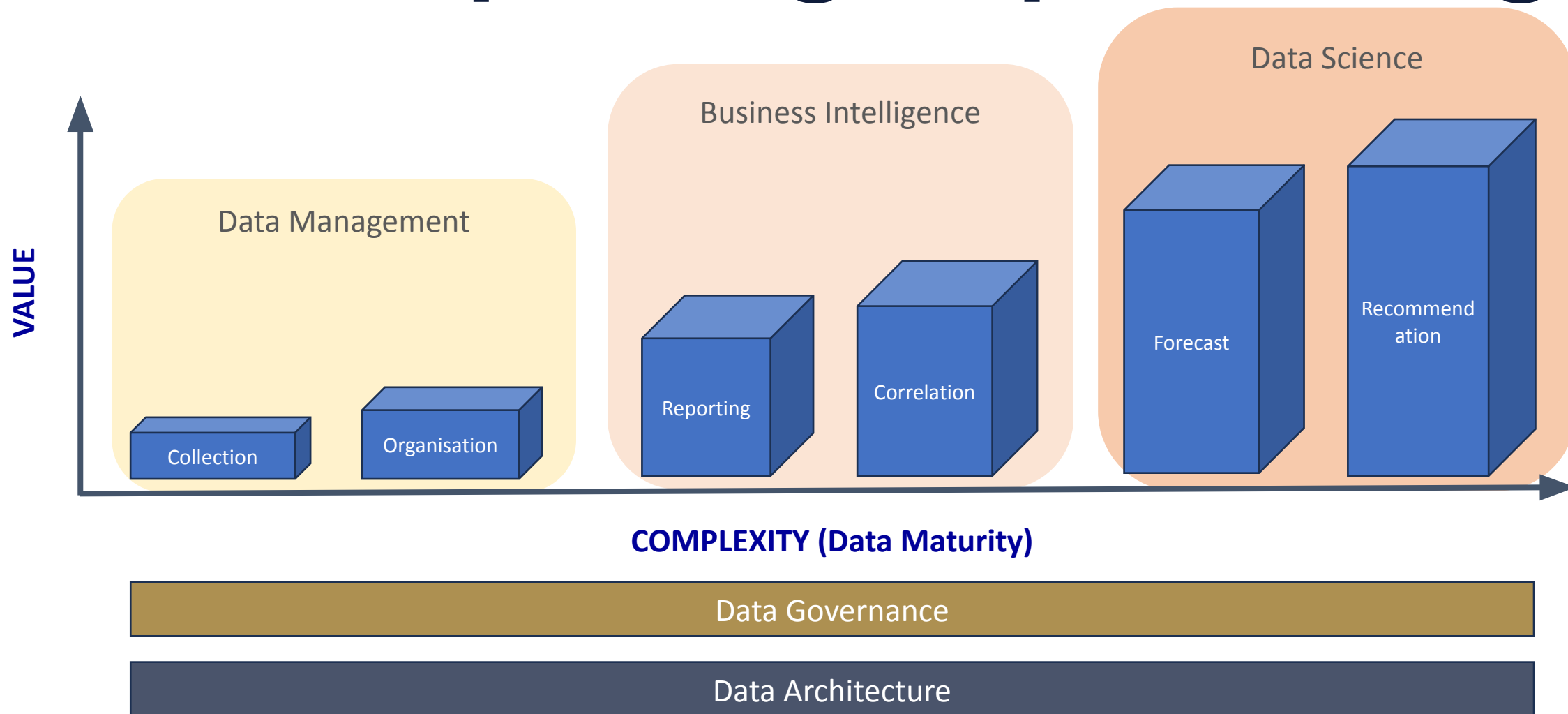
Maintaining and strengthening our customer relationships is a strategic priority.



The Customer & Market Intelligence team offers **data-based** and **analytical BI & research services** to support various internal units in this process.

Our vision

From reporting to predicting

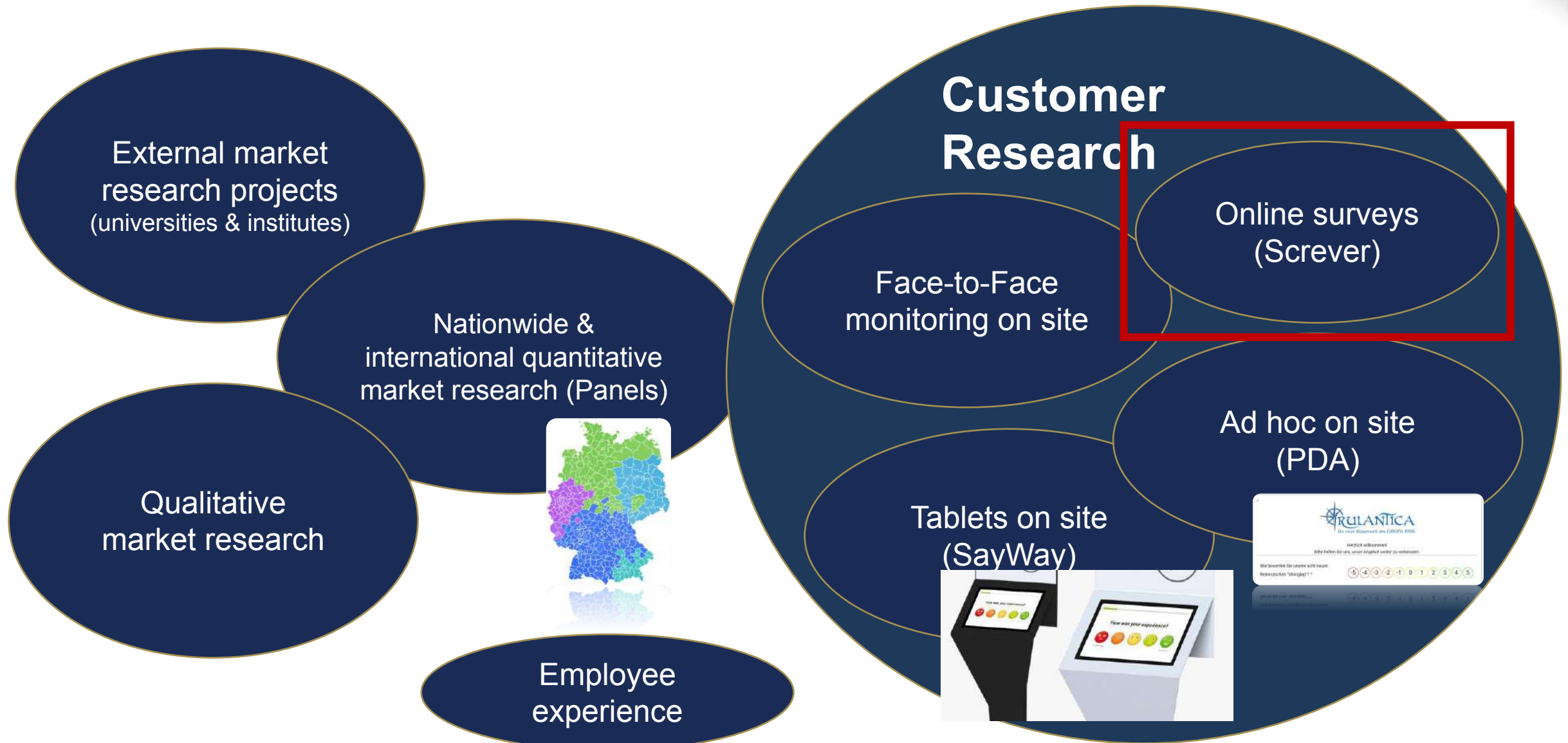


Why data?

Team Customer & Market Intelligence



Market & Customer Research



How did we get there?

Tool evaluation

EUROPA PARK Anforderungen an ein Online Survey Tool

Bereich	Definition	Wk Anforderung	Spezifikation
B. Flexibilität der Fragestellungen	Broad range of functionalities, including handling	1. Choice of question type	How many question types exist? Single/Choice/Multiple/Choice Scale questions with any gradient Hot Prompts/Score Matrix questions Personal fields Single/Multiple Choice with pictures and text Dynamic answer options (display of only one side) Can the answer be selected manually? Can the answer be selected automatically? Can the answer be selected by a mouse? Can the answer be selected by a touch screen? Can the answer be selected by a voice command?
		2. Implementation of multilingual questionnaires	Can the answer be selected in multiple languages? Can the answer be selected in multiple languages? Can the answer be selected in multiple languages?
		3. Randomization	Can the answer be selected randomly? Can the answer be selected randomly? Can the answer be selected randomly?
		4. Filters	Can the answer be selected by a filter? Can the answer be selected by a filter? Can the answer be selected by a filter?

Bereich	Definition	Wk Anforderung	Spezifikation
B. Breitenwahl	Open	1. Choice of question type	How many question types exist? Single/Choice/Multiple/Choice Scale questions with any gradient Hot Prompts/Score Matrix questions Personal fields Single/Multiple Choice with pictures and text Dynamic answer options (display of only one side) Can the answer be selected manually? Can the answer be selected automatically? Can the answer be selected by a mouse? Can the answer be selected by a touch screen? Can the answer be selected by a voice command?

Bereich	Definition	Wk Anforderung	Spezifikation
C. Flexibilität für Analyse und Reporting	Open	1. Choice of question type	How many question types exist? Single/Choice/Multiple/Choice Scale questions with any gradient Hot Prompts/Score Matrix questions Personal fields Single/Multiple Choice with pictures and text Dynamic answer options (display of only one side) Can the answer be selected manually? Can the answer be selected automatically? Can the answer be selected by a mouse? Can the answer be selected by a touch screen? Can the answer be selected by a voice command?

Bereich	Definition	Wk Anforderung	Spezifikation
D. Visuelle Flexibilität	Visual flexibility with relative adaptability	1. Visual display options & flexibility	Can the tool be adapted to different devices? Can the answer be selected on different devices? Can the answer be selected on different devices?
		2. Adaptability to corporate identity	Can the answer be selected in a corporate style? Can the answer be selected in a corporate style? Can the answer be selected in a corporate style?
		3. Responsive design for all devices	Can the answer be selected on all devices? Can the answer be selected on all devices? Can the answer be selected on all devices?

Bereich	Definition	Wk Anforderung	Spezifikation
E. Other	Criteria which are decisive for the daily work with the solution	1. Creation of surveys by the Europa-Park	Can the tool be adapted to different devices? Can the answer be selected on different devices? Can the answer be selected on different devices?
		2. Creation of surveys by the provider	Can the answer be selected in a corporate style? Can the answer be selected in a corporate style? Can the answer be selected in a corporate style?
		3. Working in a team	Can the answer be selected on all devices? Can the answer be selected on all devices? Can the answer be selected on all devices?
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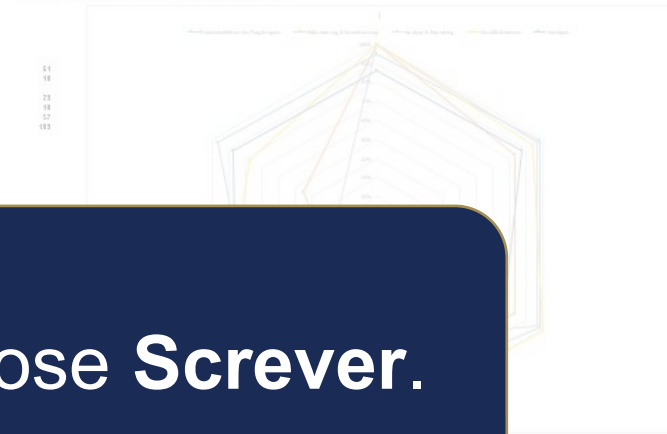
EUROPA PARK Anforderungen an ein Online Survey Tool

Bereich	Definition	Wk Anforderung	Spezifikation	Prüfung 2021	Prüfung 2022	Prüfung 2023	Prüfung 2024	Prüfung 2025	Prüfung 2026	Prüfung 2027	Prüfung 2028	Prüfung 2029	Prüfung 2030
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Wann die Feature sich für 2022 in Evaluation befindet, ab 2023 in der Evaluation



Wann das Feature sich für 2022 in Evaluation befindet, ab 2023 in der Evaluation



What did we want to achieve?

Our Goals

Short-term goals

Provide better usability

Commit to modern legal regulations

Implement more efficient surveys

Minimise manual efforts

Faster insights

Deeper insights

Flexibility and support in special cases

Long-term goals

Conduct online research along the entire customer journey

Link research data with behavioural data

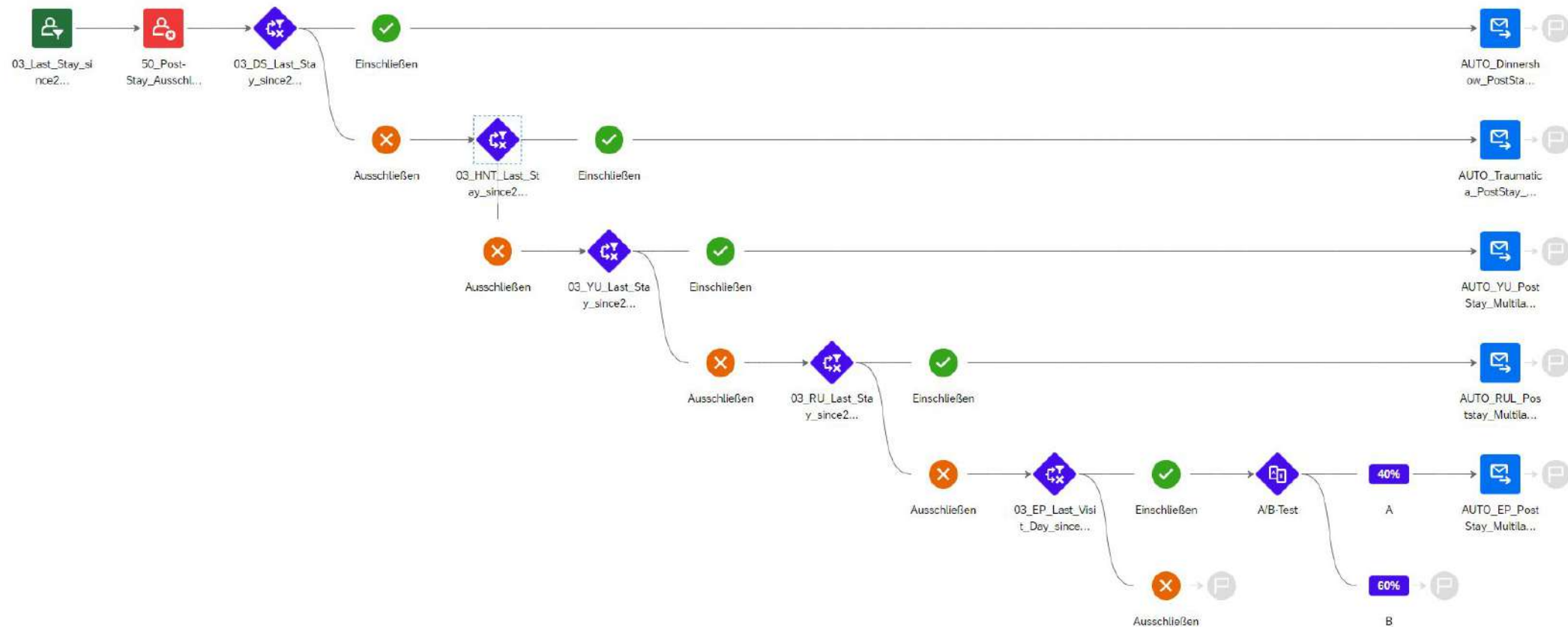
More real-time insights

Unify all online research sources

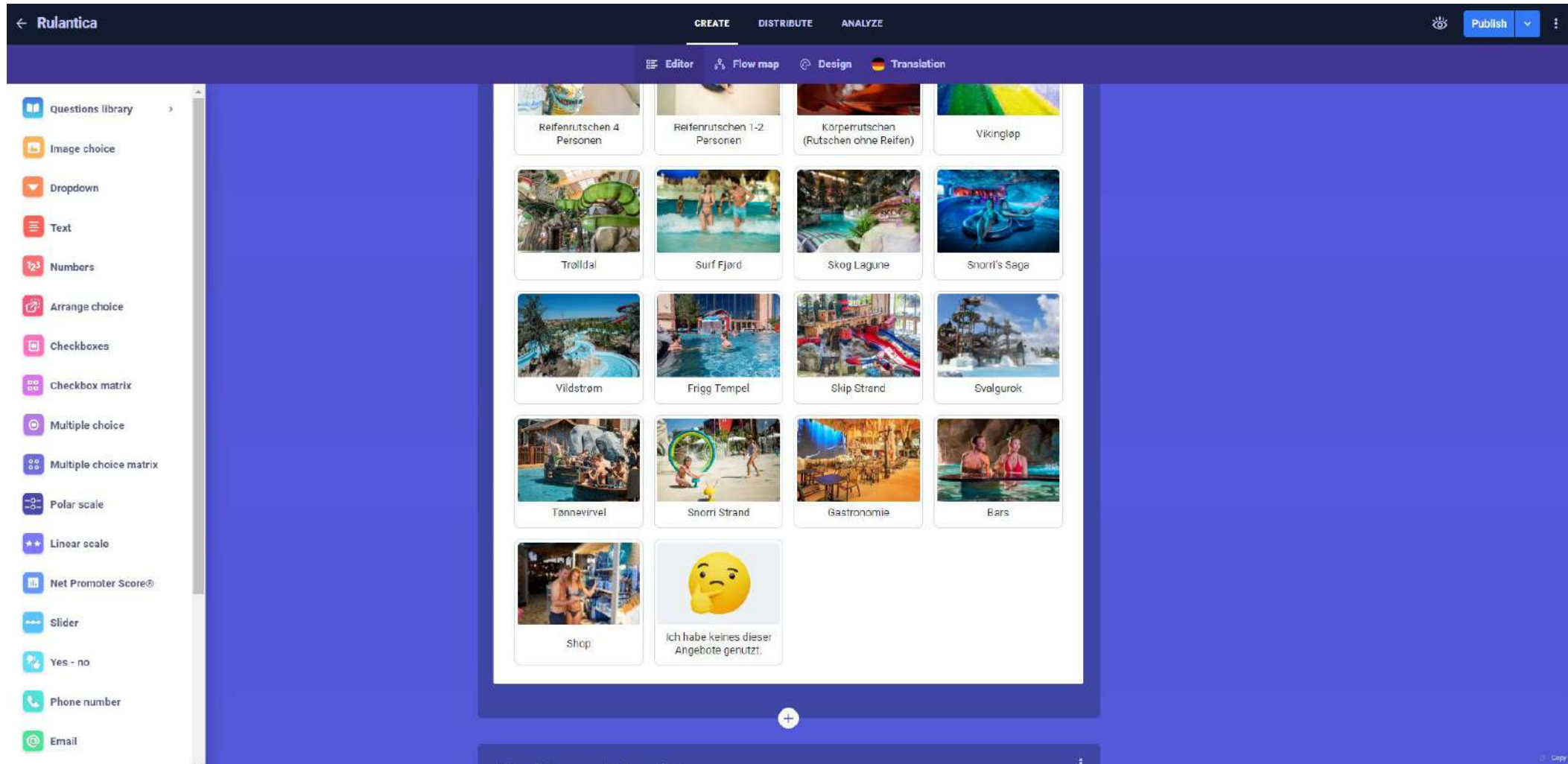
And how did we get there?

Implementing Screver

Automating the survey recruiting process

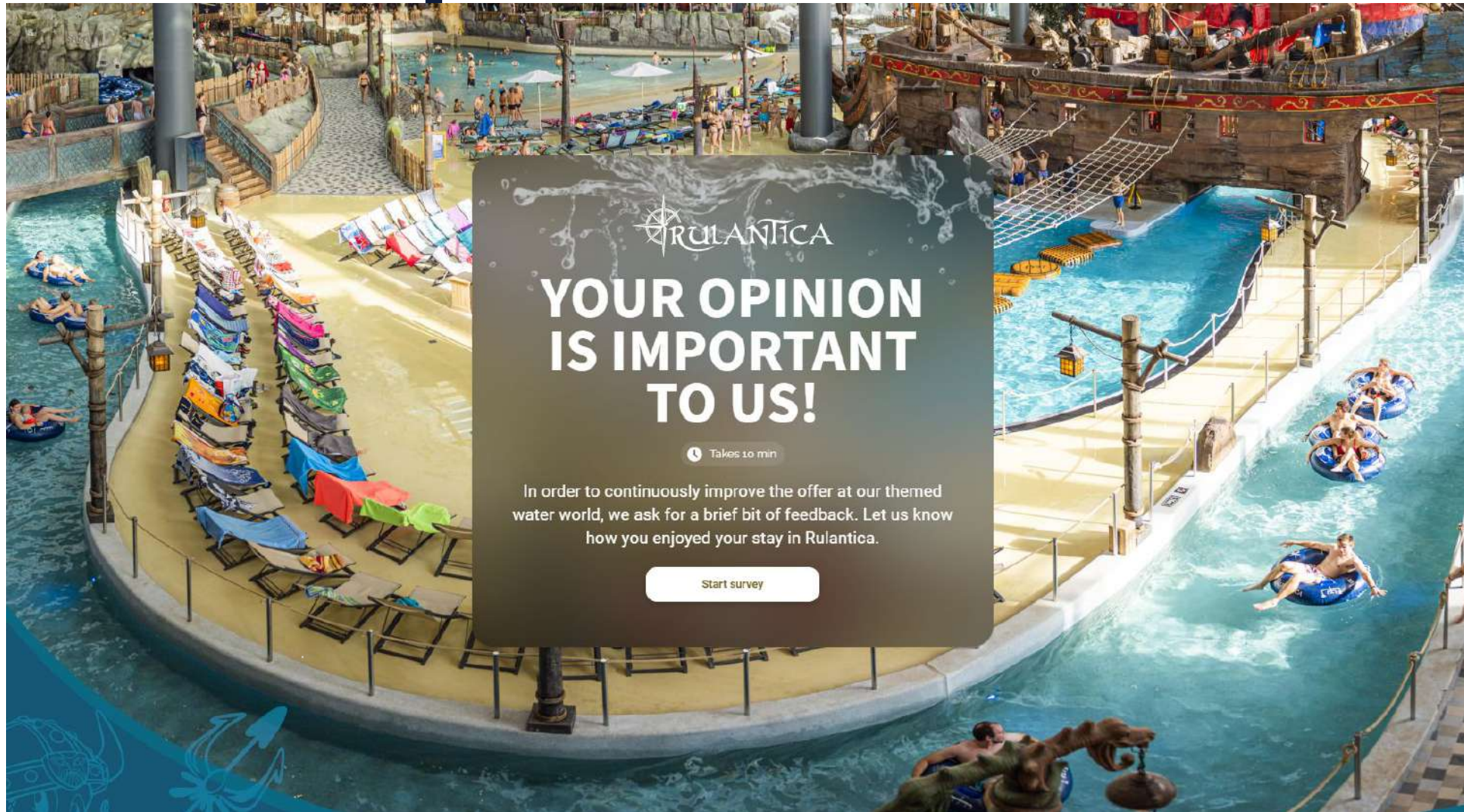


Creation of online surveys



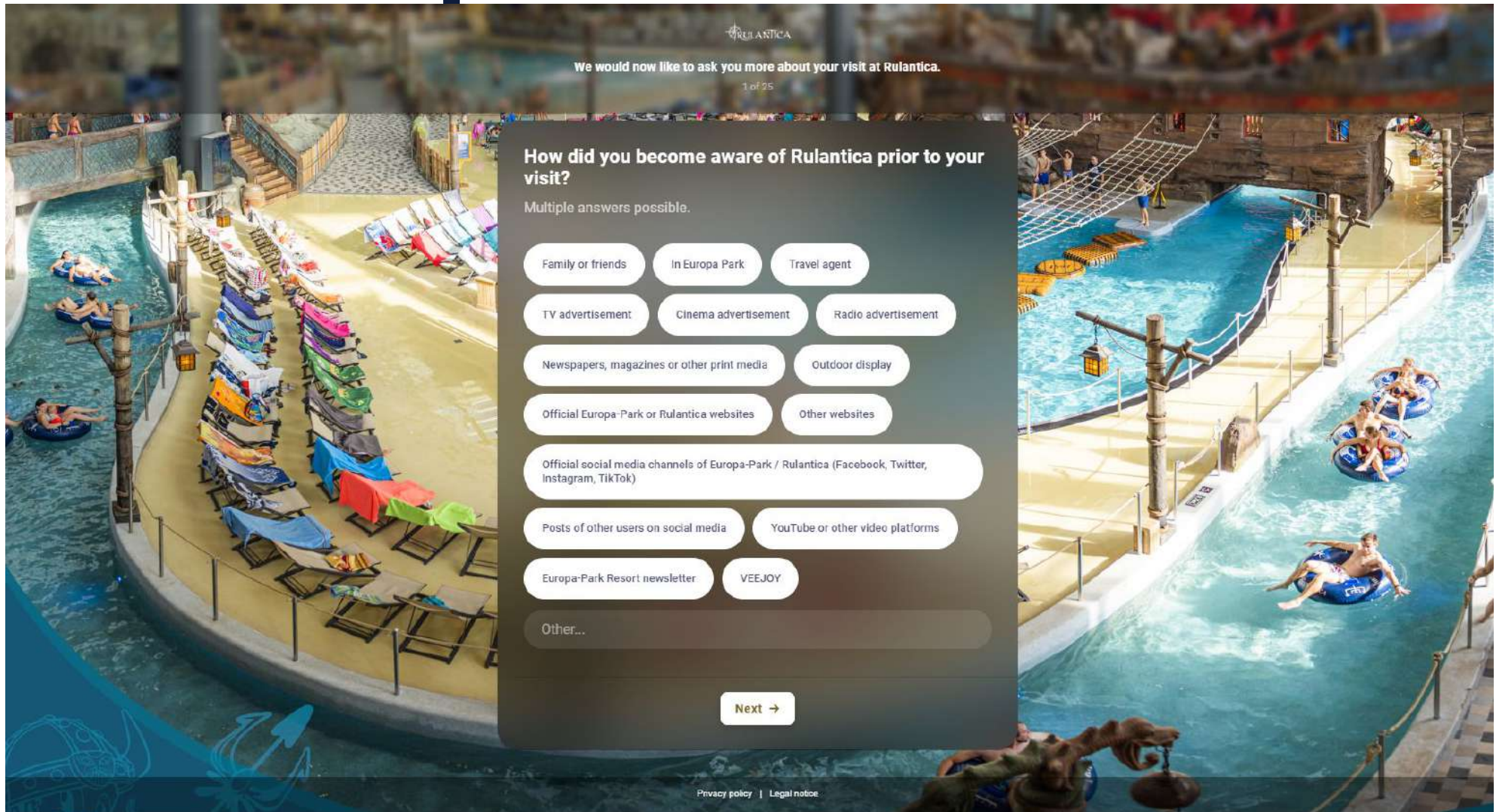
Implementation of Screver

The final product



Implementation of Screver

The final product



The background image shows a water park slide with people floating in tubes. The survey form is a dark grey overlay with white text and buttons.

RULANTICA

We would now like to ask you more about your visit at Rulantica.
1 of 25

How did you become aware of Rulantica prior to your visit?
Multiple answers possible.

Family or friends In Europa Park Travel agent

TV advertisement Cinema advertisement Radio advertisement

Newspapers, magazines or other print media Outdoor display

Official Europa-Park or Rulantica websites Other websites

Official social media channels of Europa-Park / Rulantica (Facebook, Twitter, Instagram, TikTok)

Posts of other users on social media YouTube or other video platforms

Europa-Park Resort newsletter VEEJOY

Other...

Next →

Privacy policy | Legal notice

What do we get out of it?

Use of data

So far

Emails

Presentations

Feedback
Sample Product
Beta-Phase

Excel

Punctual delivery of the results

Nowadays

Übersicht zu den Ergebnissen der letzten 3 Monate (ausgehend vom 07.03.23) bis einschließlich KWSO 2022



Permanent availability of the results

What's **next**?

What's next?

Topline Roadmap

Roadmap for 2023-2025 - Business objectives

Create surveys for B2B customers



Customer 360 dashboards



Near real-time marketing campaign



Development of forecasting models



Gain more real-time insights from all guest touchpoints → Develop an attribution model



Dashboards with data from all research instruments

Development of a Product-Recommendation Engine

What's next?

Topline Roadmap

Roadmap for 2023-2025 – Technical objectives

Conception Data Stack



Business Intelligence Cloud evaluation



Link research data with behavioural data



Data enablement across departments

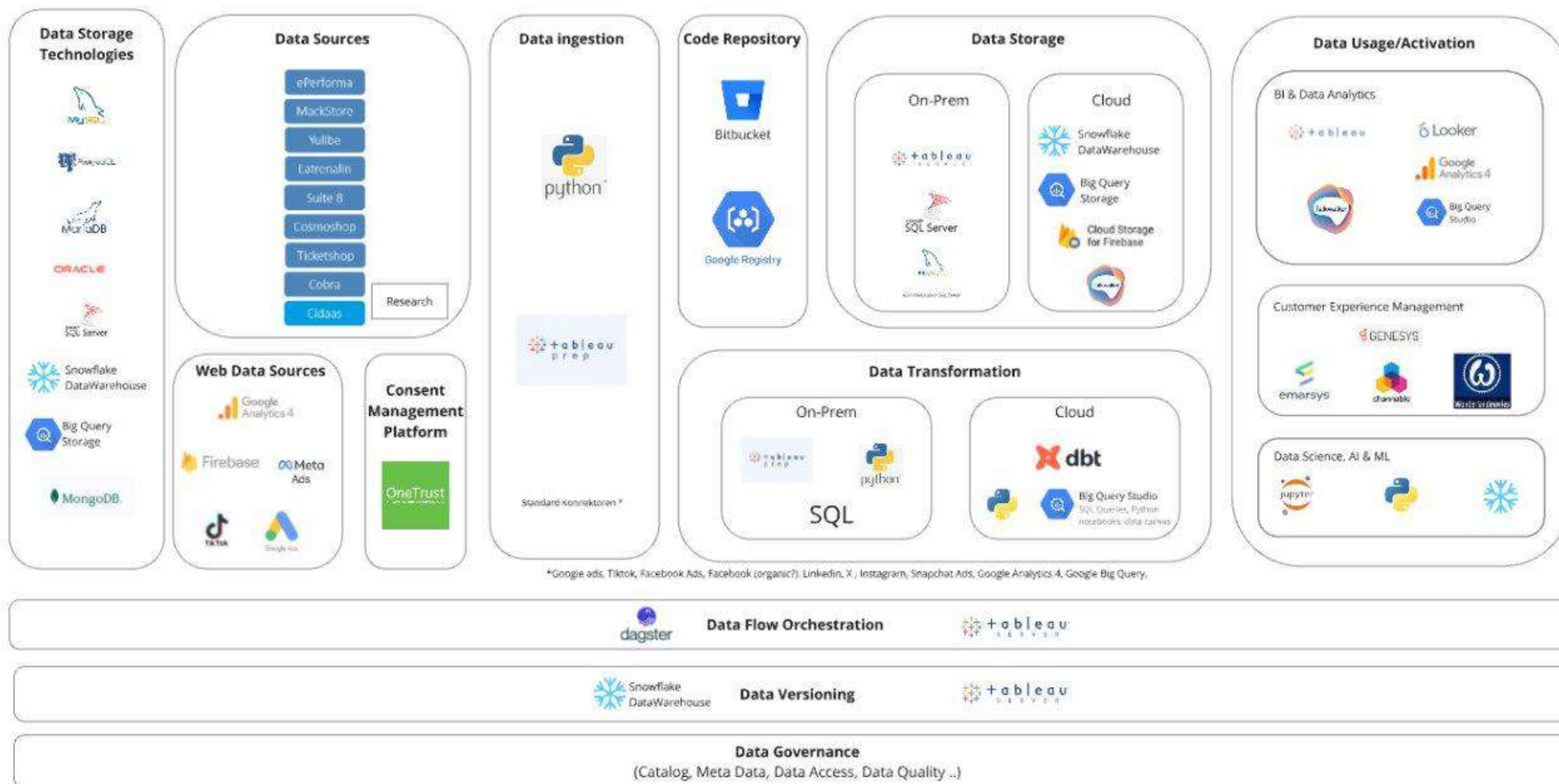


Server-Side tracking for all websites

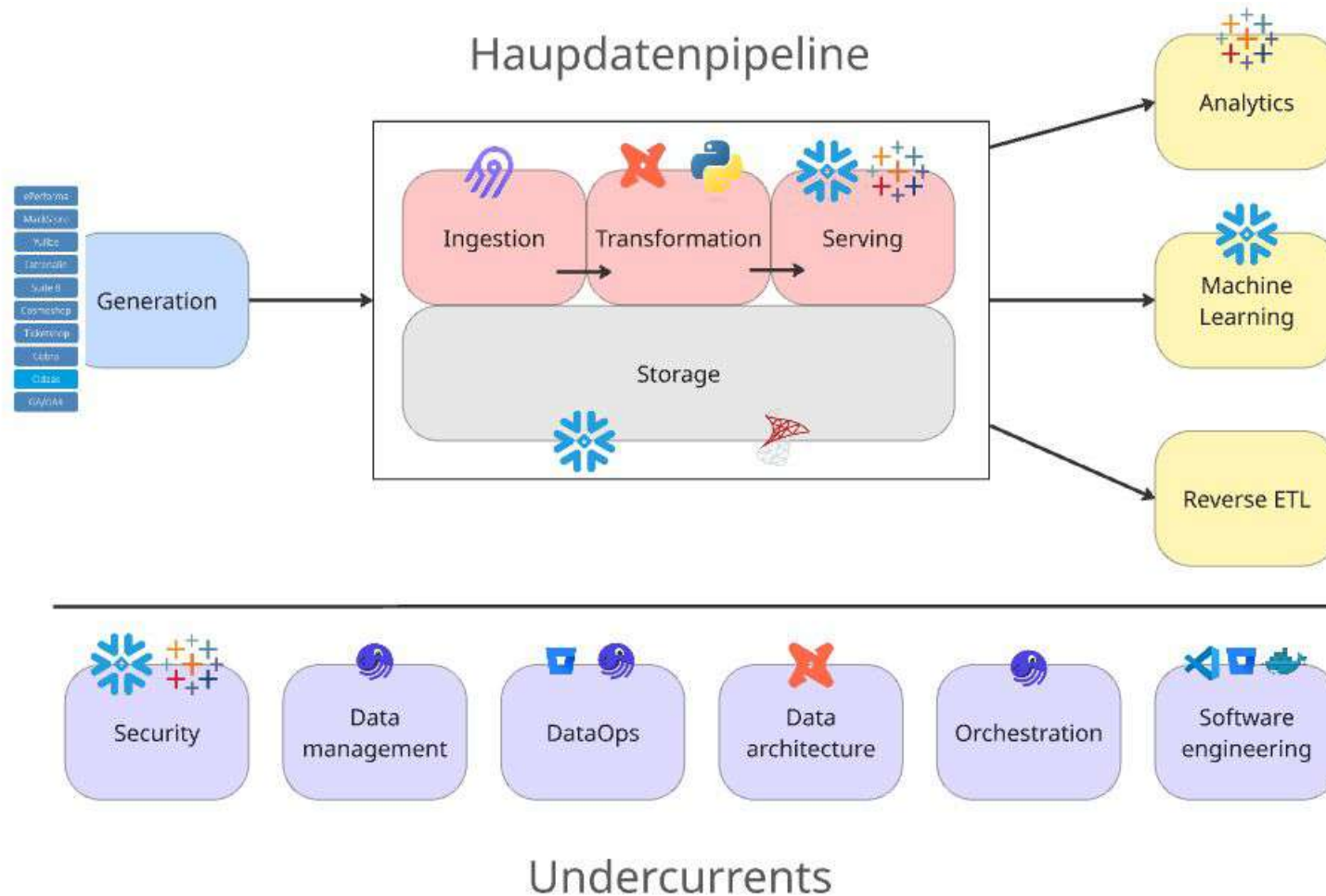
Introduction of a new CRM system

Integration of hotel data

Data Stack



Data Engineering Lifecycle



Roadmaps, Infrastructure...

It's time for a **real use case, real impact.**



Confertainment

Business Events
Simply Unforgettable

Our locations - your playing field

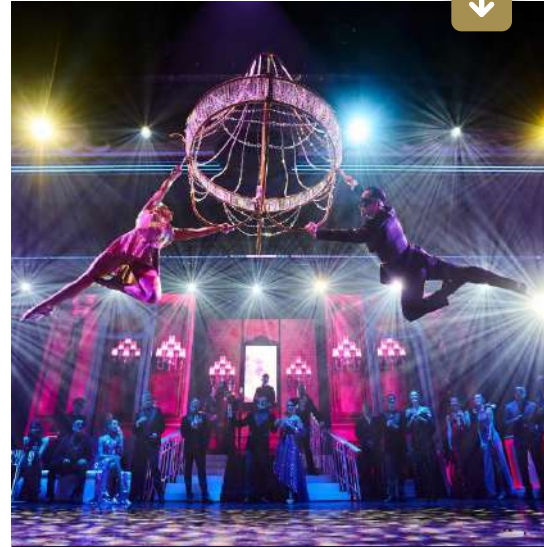
Exceptional conference and event locations



More than 50 locations
(10 to 5,000 people)



Over 1,000 events
every year



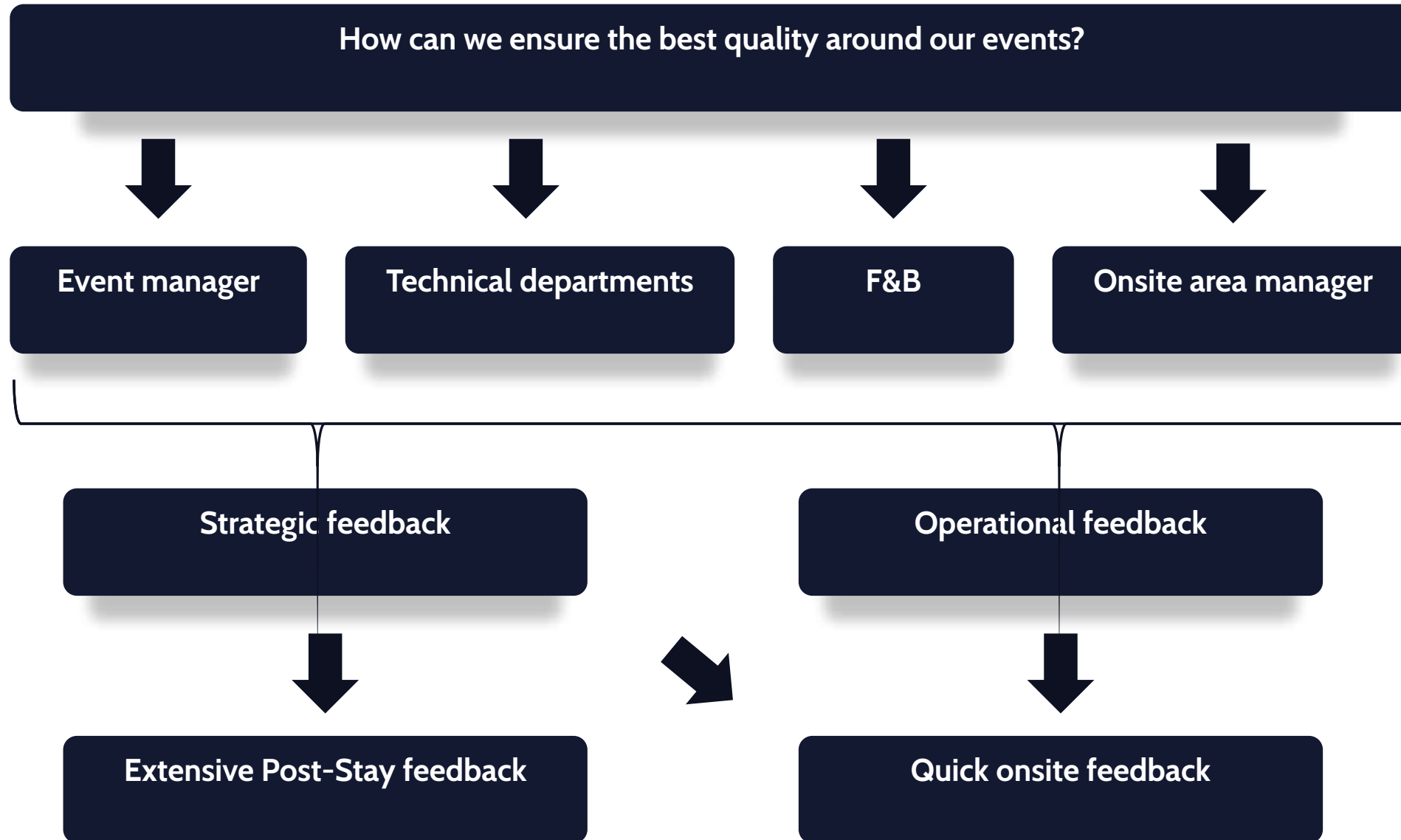
13,000 m² of conference
& event space (sizes: 26 to
3,000 m²)



The perfect combination of
catering, entertainment and
technical skills

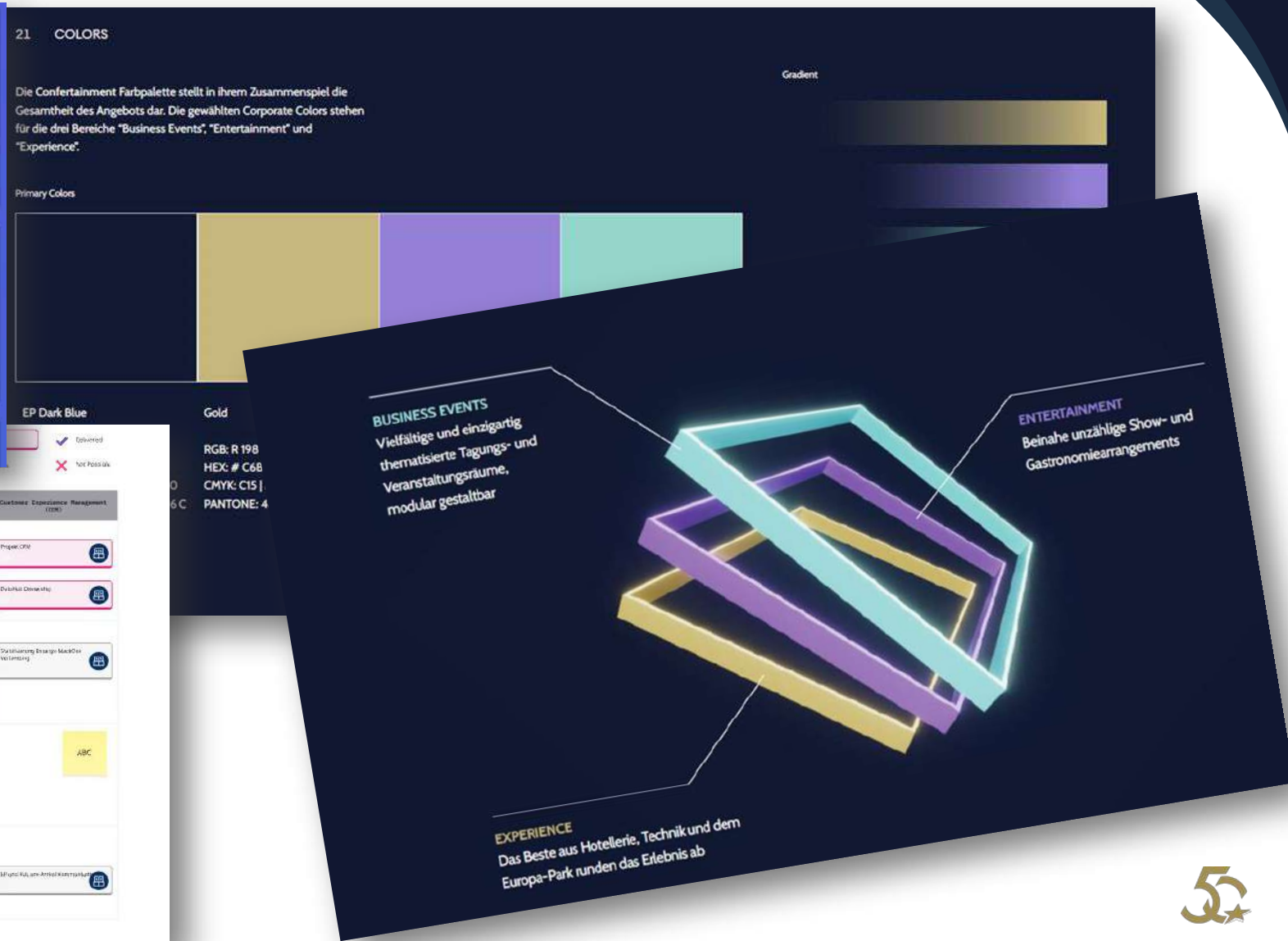
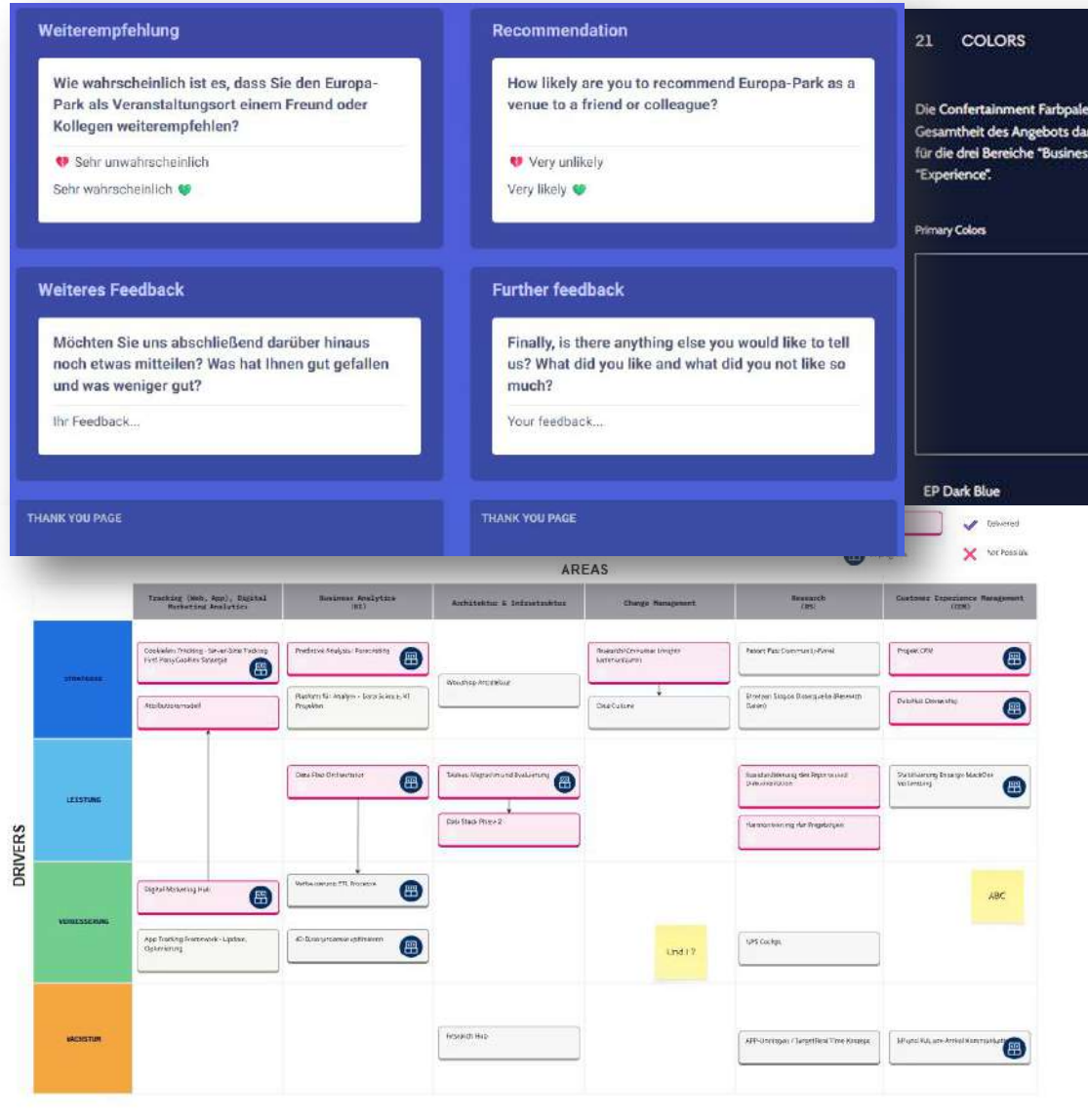
Use Case: B2B conference rooms

Problem statement



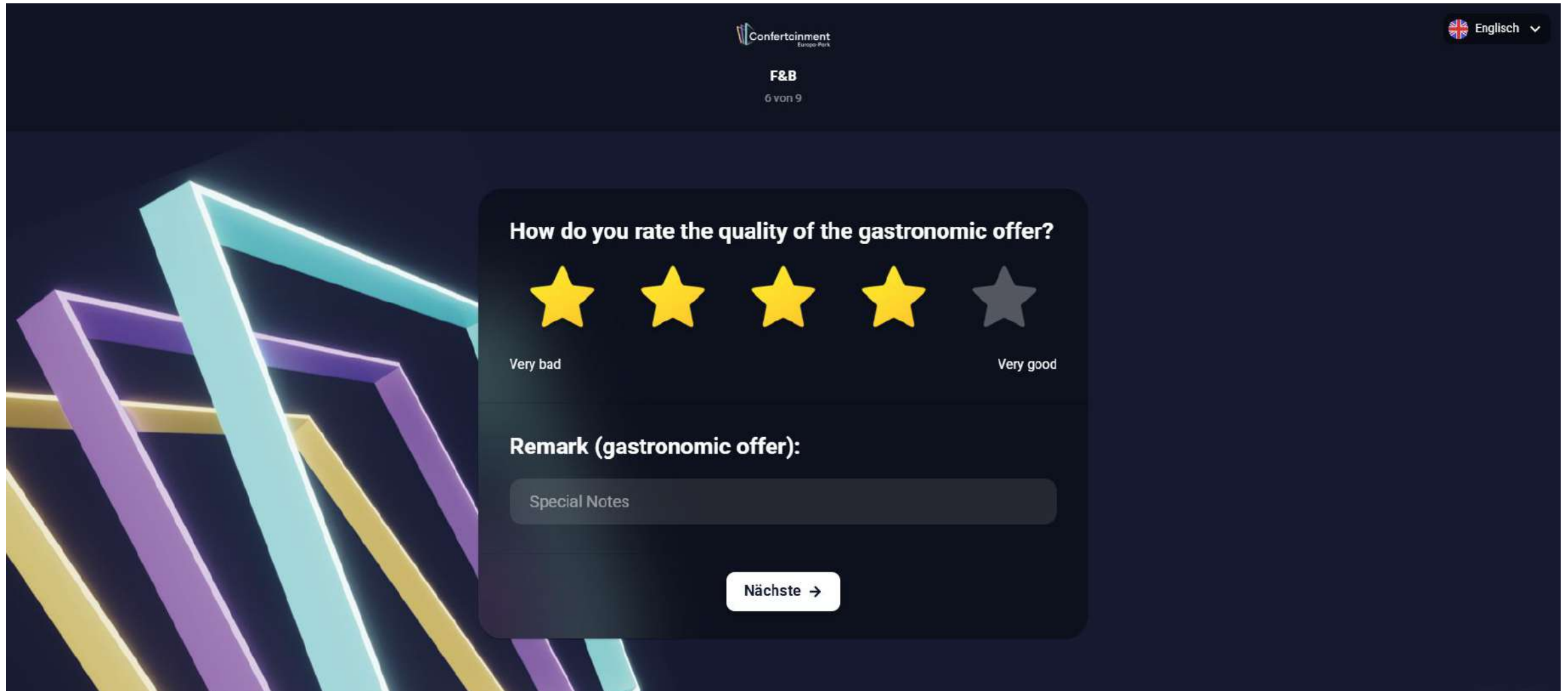
Use Case: B2B conference rooms

Conception & Implementation



Use Case: B2B conference rooms

Survey product



The image shows a survey interface for 'Confertainment Europe Park'. The background features a dark blue gradient with abstract, glowing geometric shapes in teal, purple, and yellow on the left side. The survey is presented in a dark blue rounded rectangle. At the top, the 'Confertainment Europe Park' logo is on the left, and a language selector 'Englisch' with a dropdown arrow is on the right. Below the logo, the text 'F&B' and '6 von 9' are displayed. The main question is 'How do you rate the quality of the gastronomic offer?'. Below this is a five-star rating system: four yellow stars are filled, and the fifth is grey. The text 'Very bad' is under the first star, and 'Very good' is under the fifth star. Below the stars is a text input field with the placeholder 'Special Notes'. At the bottom of the form is a white button with the text 'Nächste →'.

Confertainment
Europe Park

Englisch ▼

F&B
6 von 9

How do you rate the quality of the gastronomic offer?

Very bad Very good

Remark (gastronomic offer):

Special Notes

Nächste →



























Use Case: B2B conference rooms

Distribution & Localisation

Distribute your survey by targets

Split your target audience by separate custom links

[Create target](#)

NAME	TAG	DISTRIBUTE BY			
Harvard	Bell Rock			Social ▾	Distribute by ▾
Yale	Bell Rock			Social ▾	Distribute by ▾
Captain's Bridge	Bell Rock			Social ▾	Distribute by ▾
Kon-Tiki	Kronasär			Social ▾	Distribute by ▾
Vineta	Kronasär			Social ▾	Distribute by ▾
Bubba Toms	Kronasär			Social ▾	Distribute by ▾
Chefs Table	Kronasär			Social ▾	Distribute by ▾
Granada	Spanien			Social ▾	Distribute by ▾
Alhambra	Spanien			Social ▾	Distribute by ▾
Refectorium	Spanien			Social ▾	Distribute by ▾
Biblioteca Magellan	Spanien			Social ▾	Distribute by ▾
Biblioteca Vasco da Ga...	Spanien			Social ▾	Distribute by ▾
Atrium	Colosseo			Social ▾	Distribute by ▾
Borghese di Rolf Knie	Colosseo			Social ▾	Distribute by ▾



Use Case: B2B conference rooms

Preparing the data

The screenshot displays the Alteryx Designer interface with a workflow for preparing data for B2B conference rooms. The workflow includes several key steps:

- Add new calculations:** A formula node with the logic: `IF [valueNumeric] < 4 OR [valueNumeric] > 5 THEN 1 ELSE 0 ENDIF`. The output column is named 'Top-Box'.
- Exclude legacy vars:** A node to remove legacy variables.
- Replacements for legacy vars:** A node to replace legacy variables.
- Exclude missing & calculate Top-Box:** A node with the following logic:
 - `valueNumeric = IF [valueLabel] = "Kann ich nicht beurteilen" AND [valueNumeric] = 7...`
 - `Top-Box = IF [valueNumeric] < 4 OR [valueNumeric] > 5 THEN 1 ELSE 0 ENDIF`
- optionName = replace [optionName], "keine Angabe", "Keine Angabe":** A node to replace missing values in the option name.
- join "Date_of_last_visit":** A join node to combine data from different sources.
- CHECK vs. duplicated records:** A node to identify and handle duplicated records.

The data preview table at the bottom shows the following columns: Record, section, questionid, questiontext, questiontype, optionid, optionName, optiontype, value, valueLabel, valueNumeric, isOpenEndedText, Date_of_participation.

Record	section	questionid	questiontext	questiontype	optionid	optionName	optiontype	value	valueLabel	valueNumeric	isOpenEndedText	Date_of_participation
10-3a9e27e6830c03	Rezeption	6229d8003a9e27e6830c14e	Wenn Sie kurz an die Rezeption zurückdenken, w...	Multiple Choice Matrix	6229d8003a9e27e6830c151	Kompetenz des Personals	string	5	5 - Sehr gut	5	False	2022-03-16
11-3a9e27e6830c03	Rezeption	6229d8003a9e27e6830c151	Wenn Sie kurz an die Rezeption zurückdenken, w...	Multiple Choice Matrix	6229d8003a9e27e6830c169	Check-in / Check-out insgesamt	string	5	5 - Sehr gut	5	False	2022-03-16
12-3a9e27e6830c04	Hotelszimmer	6229d8003a9e27e6830c169	Wie bewerten Sie die folgenden Kriterien im Zim...	Multiple Choice Matrix	6229d8003a9e27e6830c178	Größe	string	5	5 - Sehr gut	5	False	2022-03-16
13-3a9e27e6830c04	Hotelszimmer	6229d8003a9e27e6830c178	Wie bewerten Sie die folgenden Kriterien im Zim...	Multiple Choice Matrix	6229d8003a9e27e6830c187	Ausstattung	string	5	5 - Sehr gut	5	False	2022-03-16
14-3a9e27e6830c04	Hotelszimmer	6229d8003a9e27e6830c187	Wie bewerten Sie die folgenden Kriterien im Zim...	Multiple Choice Matrix	6229d8003a9e27e6830c196	Qualität der Betten	string	5	5 - Sehr gut	5	False	2022-03-16
15-3a9e27e6830c04	Hotelszimmer	6229d8003a9e27e6830c196	Wie bewerten Sie die folgenden Kriterien im Zim...	Multiple Choice Matrix	6229d8003a9e27e6830c172	Schallisolierung	string	5	5 - Sehr gut	5	False	2022-03-16
16-3a9e27e6830c04	Hotelszimmer	6229d8003a9e27e6830c172	Wie bewerten Sie die folgenden Kriterien im Zim...	Multiple Choice Matrix	6229d8003a9e27e6830c175	Sauberekeit	string	5	5 - Sehr gut	5	False	2022-03-16
17-3a9e27e6830c04	Hotelszimmer	6229d8003a9e27e6830c175	Wie bewerten Sie die folgenden Kriterien im Zim...	Multiple Choice Matrix	6229d8003a9e27e6830c178	Zustand des Zimmers	string	5	5 - Sehr gut	5	False	2022-03-16
18-3a9e27e6830c04	Hotelszimmer	6229d8003a9e27e6830c178	Wie bewerten Sie die folgenden Kriterien im Zim...	Multiple Choice Matrix	6229d8003a9e27e6830c17b	Qualität des WLANs im Zimmer	string	5	5 - Sehr gut	5	False	2022-03-16
19-3a9e27e6830c073	Persönliche Angaben	6229d8003a9e27e6830c17b	In welchem Land leben Sie?	Multiple Choice	6229d8003a9e27e6830c121	Deutschland	string	Deutschland	Deutschland	[null]	False	2022-03-21
20-3a9e27e6830c02	Auswahl der Unterkunft	6229d8003a9e27e6830c121	In welchem der Europa-Park Hotels haben Sie ab...	Image Choice	6229d8003a9e27e6830c130	Bel Rock	string	1	quoted	1	False	2022-03-21
21-3a9e27e6830c02	Auswahl der Unterkunft	6229d8003a9e27e6830c130	In welchem der Europa-Park Hotels haben Sie ab...	Image Choice	6229d8003a9e27e6830c131	Colosseo	string	0	not quoted	0	False	2022-03-21
22-3a9e27e6830c02	Auswahl der Unterkunft	6229d8003a9e27e6830c131	In welchem der Europa-Park Hotels haben Sie ab...	Image Choice	6229d8003a9e27e6830c132	Santa Isabel	string	0	not quoted	0	False	2022-03-21
23-3a9e27e6830c02	Auswahl der Unterkunft	6229d8003a9e27e6830c132	In welchem der Europa-Park Hotels haben Sie ab...	Image Choice	6229d8003a9e27e6830c133	Castillo Alcazar	string	0	not quoted	0	False	2022-03-21
24-3a9e27e6830c02	Auswahl der Unterkunft	6229d8003a9e27e6830c133	In welchem der Europa-Park Hotels haben Sie ab...	Image Choice	6229d8003a9e27e6830c133	El Andaluz	string	0	not quoted	0	False	2022-03-21

Use Case: B2B conference rooms

Reporting

Daily mails targetting individual responsibilities

Dashboards for strategic and ad-hoc cases



And what about AI?

Solve problems, don't just adopt AI for the sake of it.

Always remember: Garbage In, Garbage Out.

And what about AI?

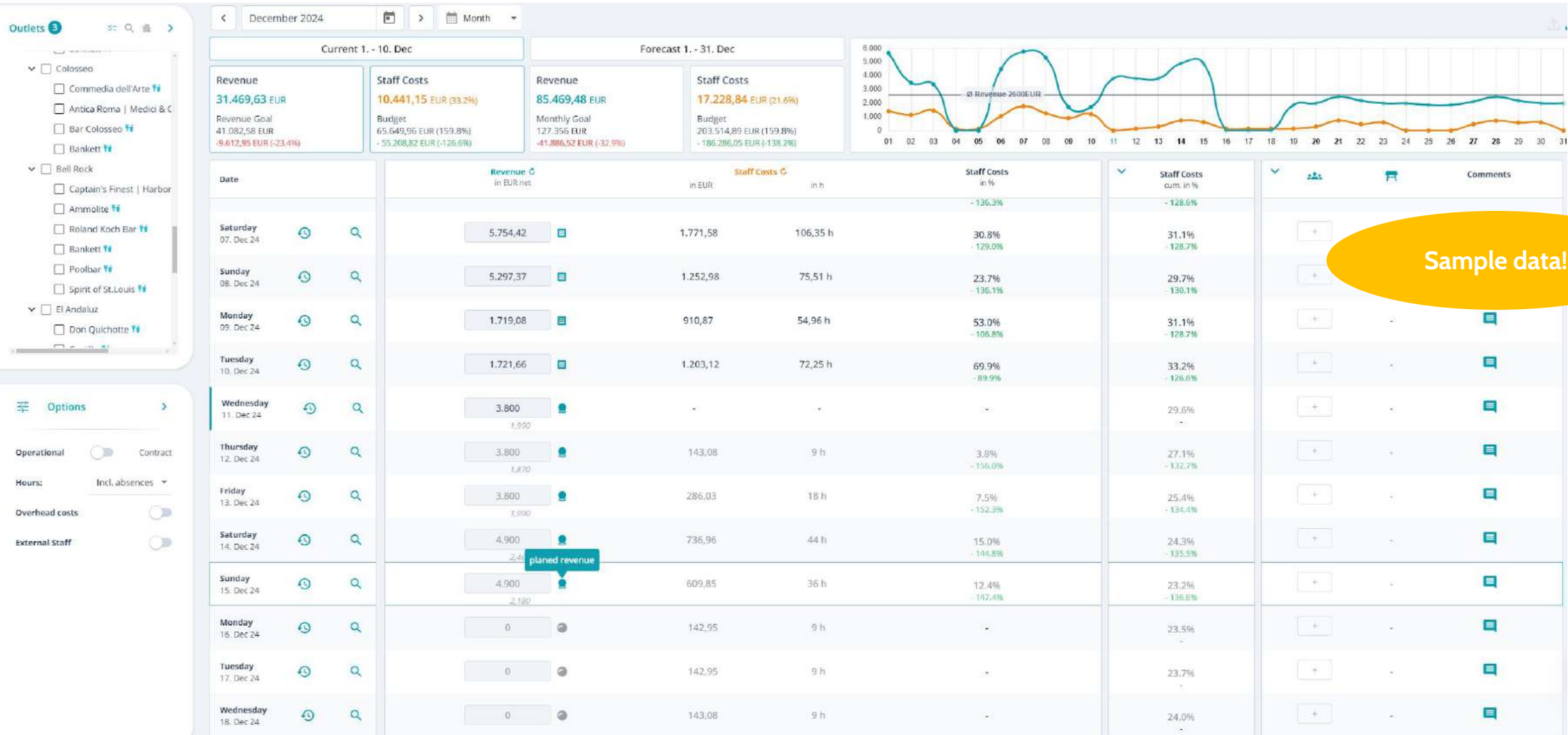
Guidelines

Strategy

Operationalisation

Staff & productivity planning

And what about AI?



Data Culture: The Cornerstone

- **Data Excellence** is your competitive advantage
 - **Show** tangible **value** and revenue generation through data
 - Expectation Management – **Transparency** wins
 - **Measure** success
 - Ask questions to **understand** the **business case**
 - **Culture** eats strategy for breakfast – **Enable** your employees

Mosaic of touchpoints with the customer being tiles in black and white

Thank you for your attention!

We wish you a great remaining event and look forward to welcoming you at the Europa-Park Resort!

Experience.Europe.Together. Since 1975.

Pascal Weller

Pascal.Weller@europapark.de

