

Press release – March 2025

ACQUISITION OF THE PARC DU PETIT PRINCE A NEW ADVENTURE BEGINS IN UNGERSHEIM

The Parc du Petit Prince announces, this March 3rd, its acquisition by the Polish Group Ptak, already owner of a successful amusement park Mandoria in Poland. Until now owned by the Parisian company Aerophile, the Ungersheim site is preparing to write a new chapter in its history which looks very promising for its future.

THE PTAK GROUP IS DEVELOPING ITS ACTIVITY IN THE LEISURE SECTOR

As a major player in the Polish economy, the Ptak Group stands out for the diversity of its activities and its commitment to the development of innovative projects. Founded in the 1990s, the family business first specialized in textile trading before diversifying into commercial real estate and trade shows with the creation of Ptak Fashion City and Ptak Warsaw Expo. More recently, the group made a notable entry into the amusement park sector with the opening of Mandoria in 2021, a largest indoor theme park in Europe.

With the takeover of the Parc du Petit Prince, the Ptak Group confirms its desire to invest in the leisure sector and develop their projects on an international scale.

MAJOR PROJECTS TO COME FOR THE PARC DU PETIT PRINCE

The development of the Parc du Petit Prince should be carried out in several stages. Ptak Group plans to invest in the development and modernization of the French park, adding new attractions, including an exciting rollercoaster that will become one of the park's main attractions, as well as improving the infrastructure.

"Le Parc du Petit Prince is a unique destination that combines culture, entertainment, and immersive experiences. We will bring our expertise to make it an even more unmissable attraction in Europe," states Albert Ptak, adding that analyses are currently underway, as this project is viewed as a long-term investment, with development plans to be unveiled in the near future.

"Thanks to our experience and passion, we want to make Le Parc du Petit Prince an even more recognizable place that will attract tourists from all over the world," added Daniel Zieliński, the new CEO of Aeroprince SAS.

The image of the Little Prince, whose poetry has lulled the children of millions of readers around the world since 1943, will remain at the center of the current Park. Visitors will be able to continue to experience the life-size story of the Little Prince in 2025.

The takeover of the Parc du Petit Prince only concerns the amusement park. The Les Loges hotel and the La Taverne restaurant, located on the site of the neighboring Écomusée d'Alsace, remain managed by the company OPERAPRINCE, a subsidiary of AEROPHILE.

PARK EMPLOYEES WELCOME THE RECOVERY

"After ten years of developing an original offering around Saint-Exupéry's beloved work, which has found its audience, we were looking for new investors for Le Parc du Petit Prince. The goal is to take the park to the next level with a richer and more attractive offering, to continue captivating an even larger audience. We are delighted that PTAK Group, a highly regarded Polish company, shares our vision and is committed to its future development," explains Jérôme Giacomoni, co-founder of Aérophile Groupe.

On the team side, the news was received with great enthusiasm. The positions of permanent employees are maintained and the prospect of a real evolution of the Park with impactful new features for the public is very pleasing.

SUPPORT FROM THE LOCAL AUTHORITIES

This achievement would not have been possible without the unwavering support of local authorities and stakeholders, whose collaboration will also play a crucial role in facilitating the growth and future success of the park.
Marc MUNCK, President of SYMBIO, shares J. GIACOMONI's enthusiasm: 'On behalf of the Syndicat Mixte du Symbio, owner of the land made available to the Parc du Petit Prince, I welcome the arrival of the PTAK group in Ungersheim ! This is a great opportunity for the territory, which will contribute to strengthening its attractiveness.'

THE TETHERED BALLOON RETURNS FOR THE SEASON OPENING

The park's flagship attraction, the tethered balloon, will be in place again for the start of the 2025 season. After 11 years of good and loyal service, the Ballon du Roi was deflated last December, the current envelope being too worn to allow a flight in good conditions. Another balloon will be installed for the 2025 season to allow visitors to observe Alsace from an altitude of 150m.

THE PARC DU PETIT PRINCE UNVEILS ITS NEW FEATURES FOR 2025: ADVENTURE, SHOWS AND CINEMA IN THE SPOTLIGHT

For its new season, the Parc du Petit Prince invites visitors to live an immersive experience rich in emotions. Budding adventurers will be able to explore the completely redesigned labyrinth this year, "Raiders of the Lost Book". Strewn with pitfalls and puzzles, this journey will put their courage and ingenuity to the test. Families will be invited on a poetic and visual journey across the planets, thanks to the unique show "La Grande Odyssée" presented at the Petit Théâtre. Finally, the Grand Cinéma will transport spectators into a new adventure of the Little Prince and his friends, for a moment of dreams and sharing.

A new page is being written for the Parc du Petit Prince, which is preparing to enter the big leagues.





CONTACT PRESSE

Anaïs WROBEL
Responsable marketing et Communication
+33 (0)6 45 67 44 22
anais.wrobel@parcdupetitprince.com
www.parcdupetitprince.com