

PRESS RELEASE

10 juin 2026

LE PARC DU PETIT PRINCE REACHES FOR NEW HORIZONS:

TWO NEW RIDES, A TRANSFORMED PARK AND RECORD-BREAKING ATTENDANCE

Ungersheim (Alsace) — Le Parc du Petit Prince today holds its mid-season press conference at its site in Ungersheim, between Colmar and Mulhouse. On the agenda: the official inauguration of two new family attractions, open to the public from this Saturday 13 June, a review of the major transformation works carried out over winter, and record-breaking attendance figures that confirm the new momentum brought by the Ptak Group since its acquisition of the park in 2025.

FIGURES THAT SPEAK FOR THEMSELVES

Since the park reopened on 3 April, every indicator has been pointing upward. April 2026 recorded a spectacular rise of +56% compared to April 2025, driven by the Easter school holidays, the excitement surrounding this season's new additions, and growing appeal among Swiss and German visitors.

Even more striking, the park is currently tracking +10% in visitor numbers compared to its best year since opening in 2014 — an all-time record in the site's history, and a clear validation of the strategy implemented by the Polish group since taking over the park.

"These results exceed our expectations for this first full season. They confirm that the investments made — in attractions, catering and the overall visitor environment — are being embraced by families," says Daniel Zielinski, General Manager of Le Parc du Petit Prince.

A TRANSFORMED PARK: THE WINTER WORKS IN REVIEW

During the winter of 2025–2026, extensive works were carried out across the entire site to offer visitors an even more immersive and comfortable experience.



Key achievements include:

•The **complete renovation of Météorite Bistrot** (formerly Météorite Café), entirely redesigned around an Italian-inspired menu — homemade pizzas, locally sourced produce — now established as a genuine dining destination at the heart of the park.

•The **development of new spaces for the petting farm animals**, with enlarged living areas to improve animal welfare and enrich the visitor experience.

•The **enhancement of landscaping across the site**: renovated pathways, carefully tended green spaces and refreshed décor to strengthen the park's coherent and poetic identity.

•The **preparation of infrastructure** required for the two new attractions, involving significant groundwork and ground levelling.

Z'HOPLA & TROUBLION: THE SKY AS A PLAYGROUND

From this Saturday 13 June, visitors will be able to discover **two brand-new family attractions**, both firmly rooted in the aeronautical world so dear to Antoine de Saint-Exupéry.

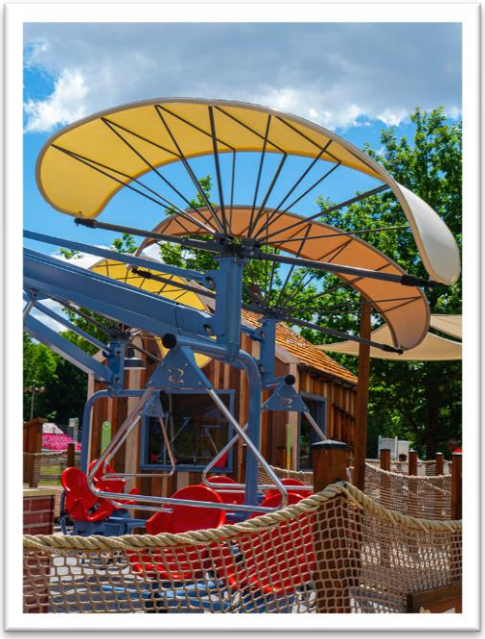


Z'HOPLA — THE ZEPPELIN MOORING TOWER

Inspired by the majestic structures used to anchor airships in the early 20th century, Z'Hopla invites visitors to launch from a circular gondola hoisted 10 metres into the air. The connection with Saint-Exupéry is as poetic as it is precise: on 2 July 1900, the Zeppelin LZ 1 made its very first flight above Lake Constance — just three days after the birth, in Lyon, of the man who would become one of France's greatest aviators and writers. The queue area immerses visitors in the industrial yet elegant aesthetic of the Belle Époque, with trilingual educational panels throughout.

Designed by German manufacturer Zierer, the ride is accessible from 100 cm unaccompanied (130 cm with an adult) and can accommodate up to 10 passengers per cycle.

TROUBLION
— THE GEOGRAPHER'S AERIAL BIKES



Troublion transports visitors back to 1797 and the world's very first parachute jump, performed by aeronaut André-Jacques Garnerin above the Parc Monceau in Paris. In the narrative imagined by the park, Garnerin turns to the Geographer — an iconic character from The Little Prince — for the meteorological data he needs for his feat.
Designed by Italian manufacturer Zamperla, this Magic Bikes-style ride carries passengers aboard suspended aerial bikes, rising several metres off the ground. Accessible from 90 cm with an adult (120 cm unaccompanied), it accommodates 16 riders simultaneously with a theoretical capacity of 384 people per hour.

"Both attractions literally lift visitors into the air, offering a fresh perspective on the park — which is, at heart, very true to the spirit of The Little Prince," says Leroy Koevoets, Executive Creative Director of Le Parc du Petit Prince.

A SUMMER PACKED WITH EVENTS

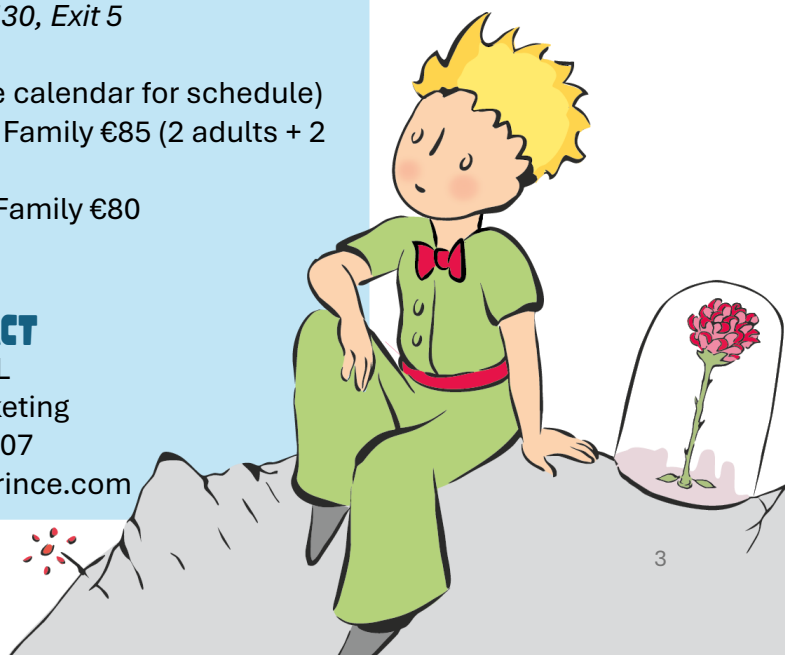
The 2026 season runs until 1 November for a total of 186 open days — a record in the park's history. Several highlights are still to come:
11 July: Anniversary Evening (10am–11pm)
25 July & 22 August: Special Evening Events (10am–11pm)
8 August: Night of the Stars (10am–11pm)
24 & 31 October: Halloween Evenings (10am–10pm)

PRACTICAL INFORMATION

Parc du Petit Prince — Rue de l'Espoir, 68190 Ungersheim
(Between Colmar and Mulhouse — D430, Exit 5 Écomusée/Petit Prince)
Open: 3 April to 1 November 2026 (see calendar for schedule)
On-site prices: Adult €28 | Child €23 | Family €85 (2 adults + 2 children)
Online prices: Adult €25 | Child €20 | Family €80
Tickets: www.parcdupetitprince.com

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