Le Parc du Petit Prince

PRESS KIT 2026

A new adventure begins!



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"All grown-ups were once children.
But few of them remember it."

Antoine de Saint-Exupéry, *Le Petit Prince®*



The Little Prince awaits you on his famous planet B612!

In the footsteps of the Little Prince, the first amusement park in Alsace promises families an unforgettable experience together.

Between Colmar and Mulhouse, the entire universe of the Little Prince is reflected through numerous attractions, shows and exclusive entertainment *specially designed for children under 12.*

In a unique natural setting, the Park combines *thrilling rides*, a *balloon flight* at 150m altitude, *poetic shows* and encounters with *animals*.



LES CHAISES VOLANTES



Apprivoise-moi

La Citadelle

KEY DATES

2014
Inauguration of Le Parc du Petit Prince by Jérôme GIACOMONI and Matthieu GOBBI, co-founders of the company Aérophile, the world leader in tethered balloons.

2017
The Park reaches 200,000 visitors for the first time in its history.

2020
The Park welcomes its one millionth visitor.

2025
Acquisition of the Park by the Ptak group.

2026
The Park achieves its best season opening in history with 53% more visitors in April 2026.

PARK OFFER

9 thrill rides.

14 attractions for the whole family.

6 shows full of poetry.

7 area for the little one.

9 food catering points.

1 100% Little Prince store.

100 seasonal staff.



La Renardière

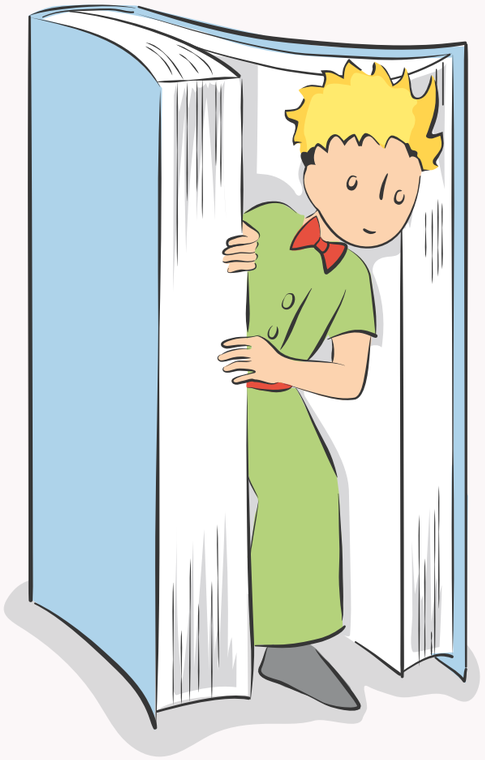
2026 SEASON

2 new attractions.

1 restaurant renovation.

6 themed evening events.

THE PARK



Like an open-air book...

Le Parc du Petit Prince is the first interpretation of Antoine de Saint-Exupéry's book as an amusement park.

While strolling through the Park's pathways, visitors will encounter the key characters of the story, brought to life as *thrill rides*, *toddler-friendly* attractions and *fabulous shows*.

They will get to tame the *animals* from the tale and trace the incredible destiny of Antoine de Saint-Exupéry, Aéropostale pilot and talented writer.

Visitors can thus become part of the story themselves and experience *the adventure of the Little Prince* in real life!



LE SERPENT



L'AVION

OUR ATTRACTIONS

ATTRACTIONS FOR THE WHOLE FAMILY!



Le Parc du Petit Prince offers families a wide choice of rides for everyone! What do they have in common? They will take visitors on a journey through part of the Little Prince's voyage from planet to planet.

Why not begin the adventure with a surprising view? The *Grand Tethered Balloon*, rising to 150 meters in altitude, is undoubtedly the Park's flagship attraction! Accessible without any height restrictions, it offers visitors one of the most beautiful panoramas of Alsace, overlooking the Vosges, the Black Forest, and the Alsace Plain.

The "*Aérobar du Buveur*" takes the more daring among you up to 35 meters to enjoy a drink with your feet dangling in midair! Thrill-seekers can continue their journey in The Little Prince's foot steps on "*L'Atlantique Sud*" (log flume), reach new heights on the Flying Chairs, jump for the stars at the *Trampolin Park*, or experience a dizzying trip on the spinning roller coaster "*Pierre de Tonnerre*", the Park's latest coaster (2019).

Little ones will also have a great time with gentle, playful activities like *L'Aérousel*, *Le Volcan*, or *Dessine-moi un Mouton*.

Just like in the book, a mandatory encounter with *Le Serpent* will leave a lasting impression on those brave enough to pay him a visit...

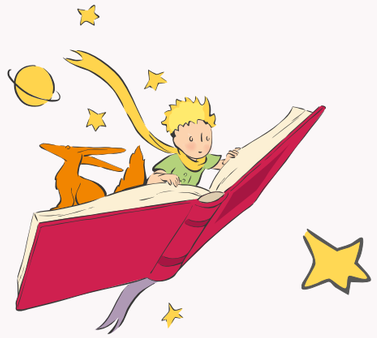
The adventure continues!



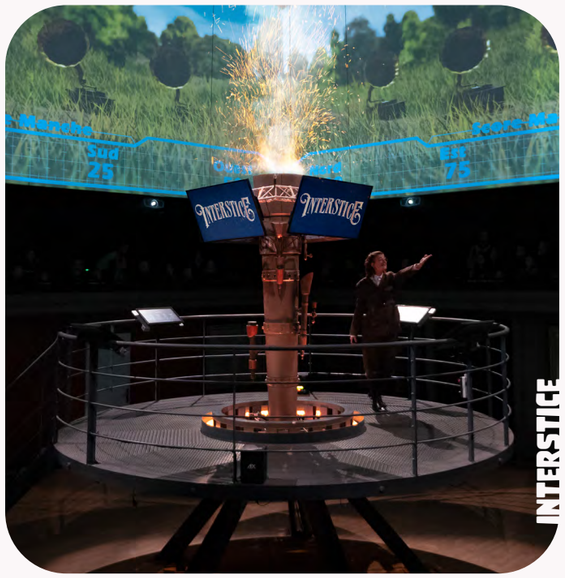
PIERRE DE TONNERRE

OUR SHOWS

Dive into the heart of the story



A haven for anyone who's kept their *inner child*, the Parc du Petit Prince is also a Slow Park, where you can take your time to tame the *animals*, marvel at the beauty of the *gardens*, and immerse yourself in The Little Prince's moving and *magical universe*.



For an even deeper immersion in The Little Prince's enchanting world, the Park features several *interactive shows* in which younger visitors play an active part. They can help tame a fox, travel the world to find the Little Prince's Rose, rescue the aviator, or discover the planet of music.

In 2022, two new shows were added to the Park's offerings: *Interstice*, an immersive experience at the heart of the story, and *La Planète des Animaux*.



OUR ANIMALS

Tame the animals from the tae



The animals of Parc du petit prince have made their home in a green one-hectare area completely renovated in 2018. Visitors enter their domain and learn, alongside our caretakers, how to *tame* them.

Children will enjoy bonding with our sheep, chickens, goats, rabbits, tumbling pigeons, and white peacocks.

Every day, our animals take center stage in a *poetic* and *moving show* that respects their well-being. Let yourself be enchanted by this gentle aerial ballet.

In order to improve the well-being of our animals, larger spaces were developed during the winter in the dedicated area.



NEW OWNER

One year under the stars of the Ptak group



A Polish family business going international.

Founded in the 1990s by the Ptak family, the group initially established itself in the textile trade before diversifying into commercial real estate with *Ptak Fashion City*, one of the largest shopping centres in Central Europe, and into professional events with Ptak Warsaw Expo, a leading exhibition centre on a continental scale.

In 2021, the group reached a new milestone with the inauguration of *Mandoria*, near Łódź: the *largest indoor theme park in Europe*, which now welcomes more than 300,000 visitors per year. This success consolidated the group's credentials in the leisure sector.

« "We want to make Le Parc du Petit Prince an even more renowned destination, capable of attracting tourists from all over the world. »
Albert Ptak, head of the group

The acquisition of *Le Parc du Petit Prince*, officially completed on 3 March 2025, marks the group's first international acquisition and confirms its expansion strategy in outdoor leisure. A long-term investment, conceived with ambition and respect for the identity of the venue.

A bold takeover.

Signed only one month before the reopening of the 2025 season, the takeover agreement did not slow the group's ambitions. From the very first weeks, *renovation* and *embellishment* works were undertaken across the entire site, giving a visible facelift to reception areas, pathways and dining areas.

On the staffing side, *30 additional jobs were created* from the first season, bringing the number of seasonal workers to nearly 100. The 15 permanent positions were maintained in their entirety, a sign of a *controlled and caring transition*.

The 2025 figures.

The increase in attendance is notably explained by a sharp rise in *international visitors*, particularly from *Switzerland* and *Germany*, two population catchment areas naturally close to Ungersheim. The month of April 2026 recorded a historic high with a +53% increase compared to 2025, driven by the Easter holidays and two new family attractions inaugurated at the start of the season.

Renewed dining.

Improving the dining offer was a *key priority* of the transition. From 2025, three new outlets opened: the *Comptoir des Voyageurs* (burgers, kebabs), *La Flamm' d'Antoine* (tarte flambée), and the *Mouton Gourmand* for sweet treats.

In 2026, Météorite Café was transformed into *Météorite Bistrot*, fully renovated, with a menu inspired by Italian cuisine: *homemade pizzas, local products* sourced through short supply chains.

The park now offers 9 dining outlets, designed as so many stopovers in Saint-Exupéry's travels, from La Table de St-Ex to La Flamm' d'Antoine.

+6,000
VISITORS IN 2025
MORE THAN IN 2024

+53%
VISITORS IN APRIL 2026
MORE THAN IN APRIL 2025

186
OPENING DAYS IN 2026

100
SEASONAL WORKERS IN 2026

Vision 2026 and beyond.

- Two new attractions inaugurated: Z'Hopla (10m drop tower) and Troublion (aerial ride),
- Return of the combined ticket Parc du Petit Prince + Écomusée d'Alsace, in the coming weeks,
- Strong commitment within the Association des Sites Touristiques d'Alsace,
- New thrill attractions planned for 2027, in line with the Park's upscaling,
- Season extended to 186 days, a record in the site's history.

Le Parc du Petit Prince wishes to strengthen its regional dynamic by building lasting ties with the other unmissable sites in the area. The collaboration with the Écomusée d'Alsace symbolises this shared desire to work towards a common goal, in the service of the territory's attractiveness.



The story.
The Troublion transports visitors back to 1797, the era of the *very first parachute jump* in history. The aeronaut André-Jacques Garnerin is about to accomplish an unprecedented feat: leaping from a hydrogen-filled balloon at nine hundred metres altitude above the Parc Monceau in Paris, equipped with nothing more than a simple silk parachute.

To best prepare for this daring attempt, Garnerin contacts the *Geographer* from Ungersheim in order to obtain essential information: data on the prevailing winds above Paris, altitude readings and atmospheric conditions. The Geographer, true to the character described by Saint-Exupéry in The Little Prince, meticulously transmits the readings established by trustworthy explorers. But he takes care to point out that he cannot guarantee this information on the day of the jump, as the weather is by nature ephemeral, and everything that is ephemeral does not fall within his competence. A nod to the character from the book, who catalogues the world without ever leaving his desk and refuses to venture into the realm of the ephemeral.

The attraction.
The Troublion is a "Magic Bikes" type ride designed by the Italian manufacturer Zamperla. Passengers take their seats aboard *suspended aerial bicycles* and rise several metres above the ground by pedalling, offering a unique vantage point over the park and its surroundings.

The attraction is accessible from 90 cm when the child is accompanied by an adult, and independently from 120 cm. The ride can simultaneously accommodate up to 8 adults and 8 children, i.e. 16 passengers per cycle, for a theoretical capacity of 384 people per hour.





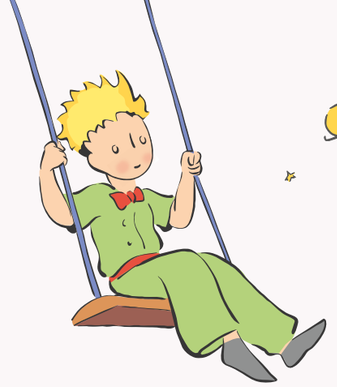




PHOTO LIBRARY

The story.
Z'Hopla invites visitors to climb aboard a *zeppelin mooring tower*, those majestic structures that were used to anchor airships at the beginning of the 20th century.

The connection with Antoine de Saint-Exupéry is as poetic as it is precise: on 2 July 1900, the Zeppelin LZ 1 made its first flight above Lake Constance. Three days earlier, on 29 June 1900, one of the greatest aviators and writers of his time was born in Lyon. The world of aviation and that of Saint-Exupéry were born at the same moment in history.

The queue line immerses visitors in the *industrial and elegant world of zeppelins*: large steel structures, décor inspired by the codes of the Belle Époque and visuals drawn from the aesthetics of the 1900s. Throughout the route, trilingual educational panels allow the whole family to discover the fascinating history of these giants of the sky.



The attraction.
Z'Hopla is a *drop tower* designed by the German manufacturer Zierer, rising to approximately *10 metres in height*. Passengers take their seats on a circular gondola equipped with 5 double seats, i.e. a capacity of 10 people per cycle, for a theoretical throughput of 320 people per hour.

The attraction is accessible from 130 cm independently, and from 100 cm when the child is accompanied by an adult. Once hoisted to the top, visitors enjoy a commanding view of the park and its surroundings before descending in a drop, to the delight of thrill-seekers.



INTERVIEW



Meet Leroy Koevoets, Executive Creative Director

As a theme park professional from the world of media production, design and music, Leroy Koevoets was involved in the development of Mandoria from its beginnings. Now Executive Creative Director of Le Parc du Petit Prince, he has been leading the *artistic and creative direction* of the Park since 2025. He introduces us to the two new attractions of the 2026 season and shares his *vision for the park's future.*

This year, Le Parc du Petit Prince is opening two new attractions: a Zamperla "Magic Bikes" ride and a Zierer drop tower. Why were these types of attractions chosen?

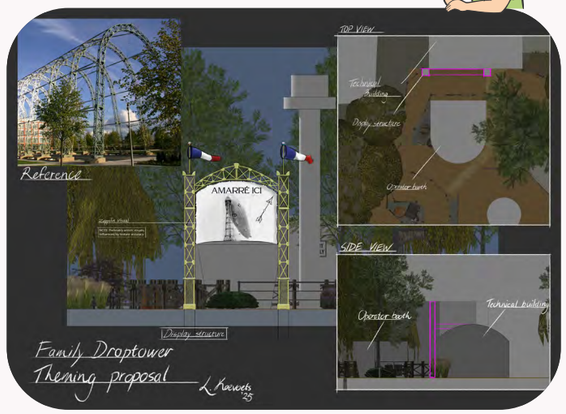
"The main reason the park needed these attractions was to *add more kinetic energy* and *visual appeal.* Both rides provide excellent movement and atmosphere, especially when viewed from the *park's entrance area.* In addition, they are *family-friendly* attractions that can be enjoyed by guests of all ages. Both rides will elevate visitors to *higher vantage points*, offering a great way to experience Parc du Petit Prince from above."

Was there any particular intention behind the location selected for these new attractions?

"The drop tower *improves the entrance experience.* As the entrance area will continue to receive further attention in the future, the experience and scenery from the drop tower will become progressively more attractive over time.

The chosen location for the Magic Bikes was ideal because, in addition to improving *guest flow*, the newly created *connecting pathway* provided the perfect setting for an attraction of this type in a corner that looks lovely, but was *rarely seen by our guests.*"







How do these new attractions immerse visitors in the world of Antoine de Saint-Exupéry?

"Antoine was, first and foremost, a pilot with a deep fascination for *aviation.* Both attractions reflect the world of aviation from his era and connect directly to this important aspect of his life and legacy. Both attractions provide an opportunity to share fun facts and educational content with guests about aviation. In a way there is a parallel between the little prince discovering the world of Antoine and kids discovering the world too."

What were the main challenges involved in installing these attractions?

"The hub - the center of the park - was never originally designed with mechanical attractions in mind, which made access and installation significantly more challenging, especially when working with large equipment. For both attractions significant terrain adjustments were required. However, both projects also created opportunities to *improve the park's infrastructure* and *enhance the surrounding landscaping* at the same time."

How do these attractions fit into the park's overall development strategy?

"The initial strategy focused on *improving maintenance, enhancing the park's overall aesthetics*, and *introducing more attractions.* Generally we want to offer more value for the visitor and a *more pleasant* environment to stay in. These projects clearly represent the first steps toward that vision."

How do you see the park evolving over the next 10 years?

"We will continue to *improve greenery, food & beverage* offerings and develop a clearer *overall thematic direction.* The long-term goal is to create a coherent theme park with an even *stronger identity.* The addition of more attractions is essential, but at the same time also creating a *more diverse portfolio of experiences*, improving the guests' length of stay and enhancing the overall enjoyment of spending time within the park's natural surroundings."

Please... draw me a gift



A new chapter for the Park's shop.

The Park's shop offers a wide selection of official Le Petit Prince products, developed in close partnership with the Succession Antoine de Saint-Exupéry (Antoine de Saint-Exupéry Estate). This collaboration guarantees products that are faithful to the universe and spirit of the original work. Among the must-haves, visitors will find *plush toys, books, stationery, clothing* for children and adults, as well as *collectible items* for enthusiasts.

A major novelty since the 2025 season: a very comprehensive range of *Fantasy brick building sets* has made its entrance in the shop. These sets allow visitors to recreate the iconic scenes and characters from the work, making them an ideal gift to extend the magic of Saint-Exupéry's universe at home. The range is designed to suit all ages and budgets, from the small affordable souvenir to the collector's piece.

Parc du Petit Prince products.

Alongside this first range, the park is developing its own *exclusive line of products* season after season in the colours of Le Parc du Petit Prince. T-shirts, caps, mugs, magnets and many other items now bear the visual identity of the park and its attractions. These products, unavailable elsewhere, allow visitors to leave with a souvenir directly linked to their experience at the park. This proprietary range is set to expand each year, with the ambition of making the shop a destination in its own right, a reflection of the unique identity of Le Parc du Petit Prince.

New retail points.

In order to *ease the flow* in the main shop and *improve visitor comfort*, new retail spaces have been set up this season at the exits of the Atlantique Sud and Serpent attractions. These retail points offer a *selection of merchandise* related to each attraction's universe, along with a *souvenir photo service*.

Events throughout the season

Throughout the season, Le Parc du Petit Prince transforms itself to celebrate unforgettable highlights with its visitors. Each event is an opportunity to rediscover the Park in a new light, in a unique atmosphere where the magic of Saint-Exupéry's work comes to life in ever-renewed ways.

The Easter season.

The season begins with the traditional *Easter egg hunt*, which each year takes visitors on the trail of the famous rabbit through the park's pathways. A springtime event that has become unmissable for families, where the youngest explorers roam the planets and gardens of the Little Prince in search of *chocolate surprises*.

The summer evening events.

Unmissable highlights for holidaymakers, the summer evening events at Le Parc du Petit Prince are privileged moments to discover the attractions and shows as night falls, in an atmosphere that is both magical and festive. For these very special occasions, the Little Prince pulls out all the stops with four themed evenings:

- On *July 11*, a special evening celebrates the *80th anniversary of the Little Prince*, inviting visitors to plunge into the world of children's literature in the footsteps of the most beloved hero of French literature.
- On *July 25*, it's time to celebrate with the *anniversary evening marking the Park's 13th birthday* in a festive atmosphere.
- On *August 8*, the *Night of the Shooting Stars* offers telescopic observations and talks on astronomy, in the contemplative spirit of the Little Prince who travelled from star to star.
- Finally, on *August 22*, the *Night of Mysteries* transforms the park into a vast nocturnal playground with a giant treasure hunt inviting visitors to uncover the Park's secrets under the stars.





The Halloween season.

The most eagerly awaited period by visitors is undoubtedly Halloween, when the Park dons its *autumn costume* to make young and old alike shriek with joy. *Far from being horrifying*, the special activities offered on this occasion take the youngest visitors into a mysterious and bewitching universe where they will shiver… with delight! The entire Park is adorned with *autumnal decorations* and offers *exclusive activities* that blend the mischievous spirit of Halloween with the poetic gentleness of the Little Prince's universe.

Le Parc du Petit Prince

PRACTICAL INFORMATION

Open from April 3 to November 1, 2026, according to the operating calendar.

On-site prices: €28 per adult, €23 per child,
€85 per family (4 people / max. 2 adults).

Online prices: €25 per adult, €20 per child,
€80 per family (4 people / max. 2 adults).

Free for children under 1 meter tall.

No reservation required to access the Park.



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