



PUY DU FOU ESPAÑA OPENING - SATURDAY 27 MARCH

Puy du Fou stepped up its international development with the opening of a new 30-hectare world on the outskirts of Toledo

With 43 years' experience in bringing legends to life in a unique, universally-acclaimed creative model, Puy du Fou is stepping up its international development with the opening of Puy du Fou España where visitors can travel back in time through the history of Spain. A total of €183 million has been invested to date, with a projected investment of €242 million by 2028, enabling the creation of 687 direct jobs and 2000 indirect jobs.

From the Vendée to the Mountains of Toledo

In 2019, Puy du Fou chose Toledo for the revival of some of the greatest moments in Spain's history, due to its location just 40 minutes from Madrid (6m. population) and on the doorstep of one of Spain's main tourist destinations. Toledo attracts 3.5m. visitors annually.

To date, more than 120,000 visitors have watched 'El Sueño de Toledo', Puy du Fou's grand-scale night-time production which brings to life 1500 years of Spanish history. The show has paved the way for the new Park, which features four thrill-packed daytime shows*¹ and four period villages*², with craftsmen, artisan workshops and restaurants representing different eras of Spanish history.

Puy du Fou continues to place training and development at the heart of its work. Puy du Fou España is the result of 43 years of experience, reinforced by the foundation, 23 years ago, of the Junior Academy. The Academy trains its students in 30 different creative and technical performance-related disciplines. Inspired by the values instilled by 4,300 Puyfolais, the opening of Puy du Fou España represents a tremendous opportunity for career development for 3,087 French and Spanish employees across 200 professions, including creative fields, visitor reception, animal care and welfare, security and catering.

New features for 2021

'**Le Monde Imaginaire de La Fontaine**', first developed in 2012, celebrates 400 years since the birth of the French fabulist and poet, Jean de La Fontaine. The revamped immersive experience now extends across a leafy 7500m² garden where actors and animals bring the most famous of the fables to life.

The Villa Gallo-Romaine, the first of Puy du Fou's on-site hotels (2007), transports its guests back to the world of ancient Rome. The hotel's 100 family rooms have been completely refurbished and its 3,300m² interior courtyard redesigned by Puy du Fou's gardeners.

Epique Studio is a new audio-visual on-site production centre. The Studio provides the screen world with a 500 hectare site, with the full range of Puy du Fou sets and services. The expertise and skills of costume and set designers, fencing masters, dancers, stuntmen,

riders, falconers, and sound and light technical teams, in addition to a recording and post-production studio, will be available for use by filmmakers and film crews.

Puy du Fou France in 2020: Three new productions, three awards

2020 was a record year in terms of investment for Puy du Fou in France, with €62million dedicated to three new productions. All three were distinguished with prestigious international awards at the Park World Excellence Awards in London: 'Best Show of the Year' and 'Best Technical Innovation' for the new night-time show 'Les Noces de Feu'; and 'Best Use of Theming' for 'Le Grand Siècle' hotel and the 'Le Théâtre Molière' conference centre.

Future ambitions

43 years on, Puy du Fou is continuing its remarkable adventure, breathing life into other cultures, memories, legends and heroes, while remaining true to its original aim of evoking emotion and inspiring. Currently in France, the Netherlands and Spain, this unique artistic model has the potential to be rolled out worldwide.

Following on from France and Spain, Puy du Fou has a target of opening at least two other parks by 2030 and of maximising its core business: the narration of stories in an innovative and original way within the framework of a country's individual legends and culture.

Useful information:

Puy du Fou España

2021 season: from 27 March to 1 November 2021

Prices: Park tickets - €41/€34 (adult/child) per day, inclusive of park entry, all shows and tickets to the night-time 'El Sueño de Toledo'.

Overnight stays - €230 per family (2 adults, 2 children), including an overnight B&B stay at a traditional hotel in the heart of Toledo, park entry, all shows and tickets to 'El Sueño de Toledo'.

Getting there: Puy du Fou España is situated on the outskirts of Toledo, 40 minutes from Madrid.

Further information: www.puydufou.com/espana/en

Puy du Fou France

2021 season: to 7 November 2021

Prices: Park tickets - €37/€27 (adult/child) per day

Overnight stays – from €62 per person, including one night in an on-site hotel and park entry

Getting there: Puy du Fou France is one hour from Nantes airport.

Further information: www.puydufou.com/france/en

***1 Day time shows at Puy du Fou España**

- **El Último Cantar** (The Last Song): a grand scale 360° show, set in the 11th century, that follows the incredible exploits and epic tale of 'El Cid', Don Rodrigo Diaz de Vivar.
- **A Pluma y Espada** (By Feather and Sword): Enjoy a light-hearted swash-buckling adventure featuring Spain's Golden Age poet, Lope de Vega.
- **Cetrería de Reyes** (Falconry of the Kings): Set in the year 939, a truce between the Count Fernán González of Castile and the Caliph takes the unusual form of a duel of falcons and an aerial dance performed by hundreds of birds of prey.

- **Allende la Mar Océana** (On the Other Side of the Ocean): Embark on an epic immersive naval experience with Christopher Columbus in 1492, departing from the port of Palos and setting sail through an undiscovered sea towards the west.

*2 Period villages at Puy du Fou España

- **El Arrabal:** Stroll through the medieval market in front of the Puerta del Sol where stallholders prepare traditional Spanish food in surroundings inspired by the 13th century.
- **La Puebla Real:** Wander through the narrow streets of this 13th century stone-walled village, watch embroiderers and potters at work, and visit the art studios around La Plaza de los Maestros.
- **La Venta de Isidro:** Learn about rural life in the Middle Ages in Spain and taste the fresh cheese and vegetables resulting from the cultivation of the land.
- **El Askar Andalusi:** Breathe in the scent of honey and almonds and experience daily life in the colourful surroundings of an authentic Moorish camp.

About Puy du Fou

Created in 1978, Puy du Fou is one of a kind. Twice voted 'Best Park in the World', in March 2012 in Los Angeles (Thea Classic Award) and in November 2014 in Orlando (Applause Award), Puy du Fou draws on the collective imagination by staging grand scale shows that convey universally-experienced emotions. Puy du Fou has invented a unique artistic model in the world of leisure, transporting history and legend into its impressive world-class shows. Puy du Fou is a group mainly composed of an association under the French Law of 1901 and a Simplified Joint Stock Company. In France, the association organises the Cinéscénie show with 4,300 volunteers, and owns the Simplified Joint Stock Company which manages the Grand Park (63 daytime and evening shows, 4 period villages, 22 restaurants and 6 themed hotels) and employs 2,500 people. Both structures guarantee their future by financing the Puy du Fou Academy (a primary school with an additional arts focus) and the Junior Academy (an arts-based institute) which trains over 700 young people every year in performing arts and techniques. With *Puy du Fou International*, the park shares its expertise worldwide and is currently creating a park in Spain, based on the Puy du Fou model, as well as designing shows in other continents. After Spain, Puy du Fou aiming to establish a site in China. Since its foundation, Puy du Fou has enjoyed steady annual growth, thanks to its commitment to artistic excellence and a programme of continued investment.

Further press information:

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