

Accelerated growth for Puy du Fou

Record investment for 2020 to create a new night-time show, a sixth hotel and a conference centre

Puy du Fou continues to speed up its development both in France and on the international stage, following a highly successful 2019 season.

For 2020, Puy du Fou has invested €52m in France and has pushed existing boundaries by putting in place an ever more spectacular and ground-breaking experience for its visitors, with several new large-scale innovations.

NEW FOR 2020

Puy du Fou is continuing its ambitious plans both in terms of investment and its trademark innovations. For 2020, €52m has been invested in a new grand scale show, a spectacular hotel and a one-of-a-kind conference centre.

Dreamy new night-time show : ‘Les Noces de Feu’

Romanticism and poetry take centre stage in the original new night-time production, ‘Les Noces de Feu’ (The Wedding of Fire). This new show is the sequel to ‘Les Orgues de Feu’ and features the love-struck protagonists (the Muse and the Pianist) on their wedding day. The fantasy tale carries its audience on a lyrical night-time journey, against a musical backdrop, to the heart of the romantic 19th century. All the show’s music is arranged and performed by the extraordinarily gifted Berthollet sisters (Camille and Julie Berthollet, Warner Classics).

The show brings together the elements of fire and water in a spectacular staging that is both lavish yet intimate. An investment of €15m has brought to life an extraordinary night-time fairyland that shimmers with glowing figures and dazzles with the emergence of vast stage sets from the depths of the water and jaw-dropping aerial displays.

‘Les Noces de Feu’ in figures :

- ✓ Stage size : 7,600m²
- ✓ 30 actors and underwater stunt doubles
- ✓ 30 minute duration
- ✓ 80 electroluminescent costumes
- ✓ €15m investment
- ✓ 7,000 seated spectators

Magnificent new hotel: Le Grand Siècle

While Versailles was used by Louis XIV for his court and official visitors, friends were invited to the royal residence at Marly. Although no longer standing, the château was the

inspiration for Puy du Fou's newest hotel, 'Le Grand Siècle'. Guests at the hotel will be invited to stay in the lavishly-decorated baroque-style apartments of the Sun King.

The 4-star hotel offers 96 family rooms, 'La Table des Ambassadeurs' restaurant (500 covers) and three hectares of French formal gardens. 'Le Grand Siècle' brings the total hotel capacity at Puy du Fou to 500 rooms and 2,500 beds.

'Le Grand Siècle' in figures :

- ✓ 4-star rating
- ✓ €20m investment
- ✓ 500 covers at 'La Table des Ambassadeurs' restaurant
- ✓ 96 bedrooms (double or family rooms for 4)

Unique new convention centre : Le Théâtre Molière

Situated just a few metres from 'Le Grand Siècle', 'Le Théâtre Molière' is a huge new 3,500m² convention centre comprising a 500-seat central auditorium, 11 fully modular meeting rooms (between 40m² and 250m²) and a large multi-purpose space designed to host any type of meeting, convention or conference.

'Le Théâtre Molière' in figures :

- ✓ 3,500m² available for corporate events
- ✓ €10m investment
- ✓ 500-seat auditorium
- ✓ 11 meeting rooms

2019 SUCCESSES

Still the 9th most visited tourist site in France (and the 2nd most visited park), Puy du Fou continues to reinforce its status as a must-see destination. This is backed up by its ranking as the no. 1 Best Amusement Park in France and in Europe by TripAdvisor Traveller's Choice.

This mainstream success is borne out by an increase of 2.7% in the average length of stay at the Park. Visitors numbers continue to increase, and specifically amongst those looking for a longer stay at Puy du Fou.

The most recently developed productions have also enjoyed considerable success. In the wake of the success of 'Le Mystère de la Pérouse' (2018), the 2019 production, 'Le Premier Royaume', won two international awards.

In 2019, Puy du Fou has made its mark overseas. Puy du Fou España welcomed a thrilling 72,000 guests to its first Spanish creation, 'El Sueño de Toledo', the biggest show in Spain. This was 12,000 more than the anticipated 60,000 thanks to the addition of three extra performances in response to local demand.

Puy du Fou has also just signed its first contract in China where the country's first 'Puy du Fou', at the foot of the Great Wall, will open in 2022.

Practical information:

2020 season: from 4 April to 1 November 2020

Restaurants: are open for lunch or dinner on days when shows are staged

Tickets:

- from €37/€27 (adult/child)

Tickets + overnight stay:

- Per person: 1 night Park + Hotel from €62pp

- Per family: 2 nights' B&B in Le Grand Siècle and 2-day park passes, including tickets to Les Noces de Feu, from €530 per family (2 adults, 2 children). Excludes flights.

Getting there from the UK: Fly to Nantes.

Bespoke events: contact seminaire@puydufou.com

Information and reservations: +33 (0) 820 09 10 10, www.puydufou.com/en.

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 4,200 volunteers, and owns the Simplified Joint Stock Company which manages the Grand Park (63 daytime and evening shows, 4 period villages, 22 restaurants and 5 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. It is currently creating a park in Spain, based on the Puy du Fou model, as well as designing shows in other continents. In addition to Spain, Puy du Fou is working on a show 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.