



TEA EXPLORES

JUNE, 27TH & 28TH

WALIBÍ

RHONE-ALPES

A first-time TEA event at WALIBI Rhone-Alpes - a park totally reimagined and rebranded in less than 9 years on a restricted budget. Come and learn how WALIBI reinvented itself and increased its attendance by 140% in only a few years.

MUSÉE
CINÉMA &
MINIATURE
LYON - FRANCE

Also discover Lyon and its **MUSÉE CINÉMA & MINIATURE**, one of the world's largest collections of movie items with an exclusive visit to the workshops.



TEA THEMED
ENTERTAINMENT
ASSOCIATION





TEA EXPLORES WALIBI

Visit an entirely reimagined park with complete themed worlds, new rollercoasters and restaurants – all achieved in the last 9 years for less than 50 million euros.

An exclusive event with great networking opportunities and conference sessions that will dive deeper into this transformation.

From 2015 to 2023

+ 125% turnover

Satisfaction up from 7,3 to 8,2

More than 60% increase in attendance

A team with 6 to 10 people designing and managing this transformation on

In-park spending up by more than 45%

a limited budget



NEW for 2024 **MAHUKA**

2024 sees the grand opening of **MAHUKA**: the first single-rail coaster from Intamin in Europe (and second in the world) – a 10 million euros investment, with a whole new immersive themed area.

Come and be one of the first riders!





TEA EXPLORES PROGRAM

DAY1: THURSDAY, JUNE 27

Morning: Attendees arrive in Lyon* (train station or flight to the international airport at their convenience).

Hotel facilities: Attendees are responsible for finding their own hotel.

Via TEA, we will suggest partner hotel offers in April.

From 2.00 pm to 5.00 pm:

Visit to the MUSÉE CINÉMA & MINIATURE and its archives

2:00 pm: Private guided tour of the museum

3.30pm from 5.00 pm: Private tour of their archive (one metro station from the museum) where they store a large part of their collection of cinema items, including old sets recovered from Disneyland Paris **sponsored by MUSÉE CINÉMA & MINIATURE**

From 7pm to 10pm: Dinner in Vieux Lyon **sponsored by EYE OPENER DECORS**

** Everything described above is included in your ticket with the exception of travel to Lyon and hotel accommodation.*



TEA EXPLORES PROGRAM

DAY2: FRIDAY, JUNE 28

7:30am: Shuttle bus from Lyon “Place Bellecour” to Walibi Rhône-Alpes
sponsored by WALIBI

8:45am: Breakfast *sponsored by GERSTLAUER*

9.15am to 12.00: Conference sessions & Q&A with the park creative team

12.15 to 1.45pm: Lunch *sponsored by THEMICS*

2pm to 5pm: Tour of the park showcased by the operational teams,
visit of the park including shows, attractions and backstage.

5pm to 7pm: Snack break + free time in the park *sponsored by FAERYA*

7pm: EXOTIC ISLAND: privatization and exclusive opening of MAHUKA
for TEA members (possibility of opening MAHUKA + TIKI ACADEMY
+ MYSTIC) with a dinner at TIKI FRUITS *sponsored by PETRO*

10:00pm: Shuttle bus to Lyon “Place Bellecour” *sponsored by WALIBI*

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TEA EXPLORES PARTNERS

WALIBI
RHONE-ALPES



petro.
ART PRODUCTION



GERSTLAUER
Amusement Rides GmbH



THEMICS  **THEMING EXPERTS**

FAÉRYA
Artistic concept

An event hosted by TEA EMEA Board members:



**Fabien
MANUEL**



**Edd
MUSGROVE**