

PRESS INFORMATION

2011



www.efteling.com

Please contact us for more Efteling information or visuals:

Efteling
Communication & Public Relations Department
Tel.: +31 (0)416 – 288100
E-mail: communicatie@efteling.com

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1. New in 2011

Efteling Park

Raveleijn

From April 2011 onwards, Efteling presents the new sensation, Raveleijn: a mysterious city that provides the setting for a spectacular park show. Performances are staged five or six times a day and these can be enjoyed as part of an audience or from the city's restaurants and catering outlets. The enormous open-air arena seats up to 1200 people.

Paul van Loon

As you would expect of Efteling, the city of Raveleijn has its own exciting and mysterious story. The tale, which will also be published in book form, was written by Efteling and Paul van Loon.

A drama series based on the story by Efteling and Paul van Loon is also in production, and this will be televised starting in the spring of 2011.

“The story concerns five children who grow up to become knights on horseback. They have each other, special talents and the courage to defy their tyrannical ruler. But how can they gain the magical powers needed to overcome him and the even greater terrors that await them?”

Alongside the open-air arena, Raveleijn also offers a large, indoor, themed event location for up to 550 people, as well as office facilities from January 2011 onwards.

Efteling's 60th anniversary

On 31 May 2012, Efteling celebrates its 60th anniversary. This incredible milestone will be marked in spectacular fashion.

Hartenhof; Realm of Fantasy

Work is currently underway on the Realm of Fantasy, with the new Hartenhof attraction as its sparkling centrepiece. While Efteling is celebrating its 60th anniversary, in 2012, the theme park will also unveil the first phase of its biggest and most expensive attraction ever (€ 42.5 million), with the opening of a new, themed restaurant at the heart of Efteling Park. The Hartenhof attraction itself is scheduled to open in 2013.

Pardoes the Wizard TV series

Starting in 2011, Efteling will begin to build up the story of the World of Symbols (Realm of Fantasy) and its best-known resident, Pardoes the Wizard. Plans for a television series starring Pardoes are in the latter stages of development.

Polles Kitchen

The second phase involves an upgrade and redesign of the entire area surrounding the existing Pardoes Promenade and 'Brink' square. These sections of the park will eventually be combined to form the Realm of Fantasy, the first physical result of which will be the opening of Polle's Kitchen, in 2012. This restaurant will form part of the future Hartenhof complex and will remain open after park closing times.

Efteling Hotel

Renovation of hotel rooms

During February and March 2011, Efteling Hotel's comfort rooms will be renovated. In just two months, a total of 98 comfort rooms on eight floors will be refurbished. During the course of 2011, the hotel's façade will also receive a subtle makeover.

Efteling Theatre

Dreamflight the Musical

In October 2011, Efteling Theatre Productions and Joop van den Ende Theatre Productions will present a special musical production: Dreamflight the Musical. This family musical is the first co-production by Efteling Theatre Productions and Joop van den Ende Theatre Productions, and will première in Efteling Theatre on 16 October 2011. Dreamflight the Musical is based on Efteling's popular attraction of the same name. This unique show introduces the public to a new form of theatre.

Business opportunities

Raveleijn

Raveleijn is currently under construction between Villa Volta and Dreamflight. This magical city, with its enormous open-air arena, will open in April 2011. The Raveleijn complex consists of three locations: office facilities; a large, open-air arena with 1200 seats; and a themed event location, 'The Weapon of Raveleijn', for 550 guests, with Burgundian hospitality and medieval servants. The enormous arena forms the setting for a park show and can also be used to stage exclusive, tailor-made events.

Imagineering

Raveleijn drama series and book by Efteling and Paul van Loon

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Pardoes the TV series

The Hartenhof attraction is scheduled to open its doors in 2013. Starting in 2011, Efteling will begin to build up the story of the World of Symbols (Realm of Fantasy) and its best-known resident, Pardoes the Wizard. Plans for a television series starring Pardoes are in the latter stages of development and, initially, 13 episodes will be produced.

2. The World of Efteling

Efteling was opened on 31st May 1952 as a Fairytale Forest with ten fairytale attractions in a woodland setting. In the years that followed, the park grew into what is now known as the World of Wonders, where fairy tales are brought to life in spectacular theme park attractions. With 4 million visitors in 2009, Efteling is the Netherlands' most popular theme park and is among the top three theme parks in Europe. Efteling has proven itself to be a cut above the rest by surprising its visitors year after year with new and exciting forms of family entertainment and a fairytale atmosphere in the park that is executed to perfection.

Today, the World of Efteling includes Efteling Park, Efteling Hotel (1992), Efteling Golf Park (1995), Efteling Theatre (2002) and the holiday park Efteling Village Bosrijk, which opened in December 2009. All of these components make Efteling a fantastic backdrop for business meetings and events for up to 16,000 people.

Over the years, Efteling has continued expanding its fairytale world beyond the boundaries of the park. One example is the development of its own television series since 2004, which are currently broadcast in The Netherlands and internationally. Efteling products, such as books, CDs, DVDs and other items, are also increasingly finding their way into Dutch households. Moreover, in 2008, Efteling introduced Efteling Radio, which broadcasts the joys of the wondrous world of Efteling live at home.

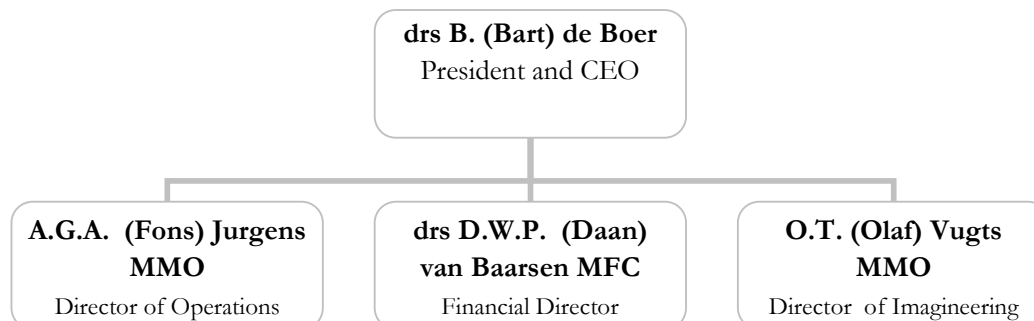
From 1 April 2010, Efteling is open all year round. For the first time in the theme park's 58-year history, its doors will no longer close after the autumn or winter holidays. The constant growth in visitor numbers, the success of Winter Efteling and the realisation of the new holiday park, Efteling Village Bosrijk, have made it possible for Efteling to remain open 365 days a year.

Organisational structure

Efteling was opened by Efteling Nature Park Foundation (ENPF) in 1952. In 1985, Efteling became a limited liability company with Efteling Nature Park Foundation as its sole owner and share holder.

Board of Directors

Today, the board of directors comprises two managing directors (Bart de Boer and Olaf Vugts) and two functional directors (Fons Jurgens and Daan van Baarsen).



Supervisory Board

The supervisory board comprises the following members:

- Mr. H.A.J. Bemelmans, chairman of the supervisory board
- Mr. C.M.J. de Bont, supervisory board member and secretary
- Mr. J.C. Beerman MBA, supervisory board member
- Dr. H.P.M. Kivits B.Sc (Eng), supervisory board member

Efteling Nature Park Foundation

Efteling Nature Park Foundation (ENPF) was formed from an earlier organisation, ‘Sport Park Foundation’ (established in 1937), and is Efteling’s founder, owner, only share shareholder and financier.

Efteling Nature Park Foundation’s goal is to provide and maintain the park’s recreational facilities as well as the promotion of leisure and tourism. In this role, the ENPF is responsible for all of the BV’s assets and the foundation’s interests in Efteling B.V.. As sole shareholder, Efteling Nature Park Foundation has a say in any decisions concerning Efteling B.V.’s long-term vision whilst in the Annual General Shareholder’s Meeting, it is the ENPF’s task to approve the yearly accounts and set company dividends, and discharge the supervisory board and the executive board of responsibility in respect of their supervision and management.

In addition, Efteling Nature Park Foundation continues to support socially-responsible and environmentally-responsible projects, such as Villa Pardoës – a holiday home for children with serious and potentially life-threatening illnesses.

The members of Efteling Nature Park Foundation executive board are:

- Mr. J.A.H. Melis, Chairman of Efteling Nature Park Foundation
- Mr. M.J.J. van Vlokhoven, Secretary and Treasurer
- Mr. C.M.J. de Bont, Executive Board Member (and member of the supervisory board)

Annual Figures

| | 2008 | 2009 |
|----------------------|-----------------|-----------------|
| Park visitors | 3,290,000 | 4 million |
| FTE | 993 | 1087 |
| Turnover | € 116.5 million | € 128.4 million |
| Gross Profit | € 12.6 million | € 15.3 million |
| Net Profit | € 8.3 million | € 10.3 million |

Awards

Over the years, Efteling has collected many national and international awards. Here is a list of the most important distinctions:

- 2011 IAAPA Brass Ring Award for best Human Resources Campaign – Enchantment (International Association of Amusement Parks and Attractions)
- 2010 Corporate Fashion Award for Efteling's new company uniform
- 2010 Most popular day out 2009 (awarded by the NBTC - Netherlands Board of Tourism & Conventions)
- 2010 '2009 Theme Index' from TEA (Themed Entertainment Association): Efteling is, with 4 million visitors, among the top 3 theme parks in Europe.
- 2009 Souvenir Award, awarded by the International Association of Amusement Parks and Attractions (IAAPA) in the category of Best Toy (The Fairytale Tree Theatre)
- 2009 2nd place in Incompany business magazine's research into Dutch organisations and institutions with the best reputations.
- 2008 Zoover Award for Most child-friendly hotel in the Netherlands
- 2008 4th Netherlands' Strongest Brand
- 2004 THEA Classic Award, awarded by the IAAPA for Efteling's 50 years of excellence in providing uniquely designed attractions in a beautiful natural setting. This award is the industry equivalent to the lifetime achievement award
- 2003 Big E-Award, awarded by the IAAPA for best park show world-wide (Wonderlijke Efteling Show).
- 2002 National Innovation Award for the PandaDroom attraction, received in conjunction with the World Wildlife Fund.
- 2001 Big E-Award awarded by the IAAPA for best park show world-wide (Efteling on Ice)
- 1999 Big E-Award awarded by the IAAPA for best park show world-wide (Efteling Sprookjesshow)
- 1992 Applause Award awarded by the IAAPA for best park show world-wide
- 1972 Pomme d'Or – the most distinguished European award for excellence in tourism

3. Efteling Park

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New in 2011 and beyond

2011 Raveleijn

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2013 Hartenhof; Realm of Fantasy

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General information

From 1 April onwards, Efteling will be open every day of the year. For the first time in the theme park's 58-year history, it will no longer close after the autumn or winter holidays, but will remain open all year round. To mark the year-round opening of Efteling, an 'eternally writing quill' was set into motion at 10.00 hours on 1 April 2010. As long as the quill continues to write, Efteling will remain open forever. The eternally writing quill symbolises the limitless imagination of mankind, as generation after generation continues to read and tell fairytales.

The decision to open Efteling all year round was influenced by the ever-increasing number of visitors to the World of Wonders, the success of Winter Efteling and the realisation of the new holiday park, Efteling Village Bosrijk. During year-round opening, trusted ingredients, like the Seven League Summer and Winter Efteling, will remain unaffected.

Recently opened

In the spring of 2010, Fairytale Tree began to speak to children and tell them stories in the Fairytale Forest. This was followed, on 1 July, by the wooden racer rollercoaster 'Joris en de Draak', on which visitors could walk in the footsteps of the legendary Joris and become real dragon hunters. In their 'water' or 'fire' chariots, they race against each other on their own tracks. With a length of two times 810 metres, a height of almost 25 metres and a maximum speed of 75 kph, Joris en de Draak is an exciting, themed, racer rollercoaster for the whole family (minimum height 1.10 metres).

Winter warmth at Winter Efteling 2010/2011

Although Efteling is open 365 days a year, for 90 of those days the park is presented in all its winter splendour. The longest ever Winter Efteling! All fairytales and attractions are adorned with fairy lights, while cosy camp fires and live entertainment provide warmth in the bleak mid-winter. Plus, extra wintry activities have been added especially for Winter Efteling: a 1,200 m² indoor ice rink, Children's Winter Wonderland with a real snow slide, and 't Hijgend Hert cross-country skiing course. Efteling Theatre gets into the winter spirit, too, with the new musical, Kruimeltje; a heart-warming family musical full of mischief and adventure.

Only during Winter Efteling

From Monday 29 November 2010 to Sunday 27 February 2011, Winter Efteling is open daily from 11.00 to 18.00 hours. At weekends and during the Christmas holidays, the park is open until 20.00 hours. In connection with its year-round opening, this is the first time that Efteling has remained open throughout winter, including New Year's Day. Almost all of the park's attractions remain open during Winter Efteling, with the exception of the Python, Piraña and the boating lake. Plus, there are some additional attractions that can only be experienced during Winter Efteling: the indoor Ice Palace, in which visitors can practice their ice skating together; 't Hijgend Hert cross-country skiing course and Children's Winter Wonderland, where the little ones can enjoy sliding down a real snow slide. In the Fairytale Forest, the new Fairytale Tree tells his stories for the first time in winter surroundings and Long Neck wears a scarf to protect him from the cold. De Vliegende Hollander, Python, Joris en de Draak, the swinging ship Halve Maen, Bobbaan and the old-timer track D'Oude Tuffer are open when the weather permits. Winter Efteling offers winter warmth with crackling camp fires and thousands of twinkling lights.

Live entertainment in winter atmosphere

There's also plenty of live entertainment in the park during Winter Efteling. While wandering between different fairytale scenes, visitors come across cheerful live entertainment, such as Pardoes and Pardijn or the well-known inhabitants of the Fairytale Forest. Young and old can laugh and joke with the Grobbles, while enjoying a hot chocolate or a cup of pea soup.

The Efteling Musicians supply joyful music and the gospel choir 'de Lichtpuntjes' provide warm, soulful sounds. And, of course, visitors are welcome to take a sleigh ride through the park. When it's time to leave, acrobats astound visitors one last time with their breathtaking mid-air acrobatics, high up in the entrance building's roof.

Opening hours

Winter Efteling is open from Monday 29 November 2010 to Sunday 27 February 2011, from 11.00 to 18.00 hours on weekdays and during the holidays (19-27 February), and until 20.00 hours during weekends. On New Year's Eve (31 December) and New Year's Day (1 January), the park is open from 11.00 to 18.00 hours. After Winter Efteling, the park gets ready for spring, but remains open throughout.

Entrance prices

The entrance price for Winter Efteling is € 29.00 p.p. for adults and children aged four and above. Entry is free for children below four years of age. The entrance price for disabled visitors (including a maximum of three helpers) and visitors aged 60 and above is € 27.00 p.p.

Facts & Figures

- The Fairytale Forest was opened in 1952 with ten fairytale attractions: Sleeping Beauty's castle, Snow White and the Seven Dwarfs, The frog prince with the golden ball, The magic clock on 'Herautenplein' square, The Chinese nightingale, The naughty princess (The talking parrot), Long Neck, Gnome Village, Mother Holle's well and the Throne Room. At that time, the park consisted of a playground, several water features, the 'Theehuis' tea house, a souvenir shop, four tennis courts, a children's swimming pool and acres of beautiful parkland.
- Efteling Park covers a total area of 65 hectares.
- In 2009, approx. 4,000,000 people visited Efteling.
- Of the total number of visitors in 2009, 89.5% came from the Netherlands, 7.9% from Belgium, 1.6% from Germany and 1.0% from other countries.

4. Efteling Hotel

The four-star Efteling Hotel forms an important part of Efteling's World of Wonders. Since its opening in 1992, the hotel has been host to a good 1,1 million guests, paying extra-special attention to the younger of its guests. The hotel offers a complete holiday destination to the theme park's guests. It also provides businesses with a valued and unique location for conferences, meetings and training courses.

New in 2011

Renovation of hotel rooms

During February and March 2011, Efteling Hotel's comfort rooms will be renovated. In just two months a total of 98 comfort rooms on eight floors will be refurbished. During the course of 2011, the hotel's façade will also receive a subtle makeover.

General information

Child friendly

It is fair to say that child friendliness is high on the Efteling Hotel's agenda. The hotel has its own special check-in desk for children, it puts on live entertainment, has fitted child-sized bathroom fittings, an indoor play area, outdoor playground and the Pardoes Theatre. All of the rooms are tastefully decorated and most have two luxury double beds. The 20 themed suites are extra spacious with their own unique design and fairytale theme.

Business possibilities

The hotel also offers six, fully-equipped and modern conference rooms for business events. These make the perfect location for seminars, training courses, conferences, business meetings and can be combined with special package deals for business guests. The size rooms can also be combined into one big hall for larger corporate events. The Efteling Hotel has also been a registered civil wedding and reception venue since 2003 and many couples have said "I do" in this fabulous fairytale setting.

Facts & Figures

- Four-star accommodation
- Opened in 1992
- 122 rooms, including
 - 68 family rooms
 - 30 double rooms
 - 20 themed suites
 - 5 tower suites
- Child friendly
- Plenty of free parking next to the hotel
- Its own special entrance to the theme park (open 15 minutes before the main entrance)
- Facilities: restaurant, bar, conference and meeting rooms, and an Efteling souvenir shop

5. Efteling Village Bosrijk

Nestling on the edge of the dunes of the Loonse and Drunense Duinen and right next to Efteling theme park lies the holiday park Efteling Village Bosrijk. Visitors will be able to combine mid-week and weekend breaks in the beautiful Brabant countryside with a couple of exciting days in the Efteling Park, teeing off at Efteling Golf Park and the musicals at Efteling Theatre. The holiday park opened in December 2009.

General information

Extra overnight accommodation

Whilst spending time and money growing and developing its World of Wonders, Efteling has spent many years contemplating the idea of additional accommodation near to the theme park. The opening of Efteling Village Bosrijk increases the possibilities for overnight stays at Efteling, enabling the theme park to attract more visitors from surrounding areas and countries. Through the Efteling Hotel and Efteling Village Bosrijk, Efteling has become a short-holiday destination. The construction of Efteling Village Bosrijk required approximately € 52 million and is the largest investment in the company's history.

Location

Efteling Village Bosrijk covers a surface area of 17 hectares and borders on the Efteling Park and Efteling Golf Park. Efteling Village Bosrijk's landscape is varied, with dunes, open fields, a babbling brook and in the middle, the Lake of Dreams, a rustic lake. At the heart of the park is a cluster of cottages and two impressive main buildings, The Manor and The Gatehouse, containing apartments and other facilities.

Package Deals

Efteling Village Bosrijk offers short breaks in unique and natural surroundings. All packages include unlimited access to the theme park. Guests won't need their cars and can leave them in Efteling Village Bosrijk's car park for the duration of their stay, while the theme park is just a short walk away.

Facilities

- 203 accommodation of which
 - 99 detached Woodland Cottages (sleeps 6 and 8)
 - 26 terraced Village Cottages (sleeps 6 and 8)
 - 24 apartments in the Gatehouse
 - 54 apartments in the Manor
- 18 VIP accommodations fitted with luxury extras such as a sauna and Jacuzzi and built in prime locations throughout the park
- VIP service; includes a gift basket on arrival and hotel service.
- 14 customized cottages and apartments with additional features that have been adapted for use by disabled guests or guests with an allergy.

- Efteling Village Bosrijk also offers:
 - luggage lockers
 - bike hire
 - a souvenir shop
 - entertainment
 - WIFI in The Gatehouse and The Manor and a fixed internet connection in the cottages
 - baby monitors service
 - and pets are allowed in the cottages

The Gatehouse

In the Gatehouse, the main entrance to Efteling Village Bosrijk, houses the holiday park's central facilities and 24 apartments. The central facilities are as follows: the reception, the 'Eethuys' restaurant, a souvenir shop and the 'Badhuys' small indoor water park with baby and toddler's pools.

Guests can take away breakfast from the Gatehouse. Three times a week a Efteling Breakfast Buffet is put on in the Efteling Theatre for Efteling Village Bosrijk's guests and is an opportunity to meet some of the park's fairytale friends! (Only one Efteling Breakfast Buffet per short break.)

Dining in the Efteling also provides multiple possibilities; guests have a choice of take away pizza from the Gatehouse, dinner in the 'Eethuys' restaurant and the Efteling Evening which is put on three times a week in one of the restaurants in Efteling Park. During the Efteling Evenings, the theme park is open to Efteling Village Bosrijk guests. (Only one Efteling Evening per short break.)

Manor House

The Manor House offer views of Efteling Golf Park's stunning 18-hole Championship golf course and, in addition to its 54 well-appointed apartments, a characterful shared 'Huyskamer' lounge. It is the perfect location for a family reunion, a birthday party or an anniversary celebration. The Manor House's 'Huyskamer' lounge is also the ideal place for business occasions, such as (multi-day) training sessions, meetings and motivational events.

| |
|----------------------------|
| Facts & Figures |
|----------------------------|

- Short-holiday destination
- Opened in December 2009
- The holiday park can house a total of 1.150 guests
- Authentic appearance by using natural materials such as wood and stone
- The story of Mr Sandman provides a theme, woven throughout the park's accommodation, catering and entertainment.
- An important role for ecology and the environment in the design of Efteling Village Bosrijk. All of the plans for the holiday park were carried out in close cooperation with the regional wildlife trust (Brabantse Milieu Federatie and Natuurmonumenten).

6. Efteling Golf Park

Efteling Golf Park is positioned in between the dunes of the Loonse en Drunense Duinen and the grounds of Ter Heide Manor. Its 18-hole, 6256-metre long golf course stretches across 95 hectares of natural landscape and combines the peace and quiet of the great outdoors with the pleasure of true sporting achievement.

New in 2011

National Open Golf Day

In April, the twelfth edition of the National Open Golf Day takes place. On this day, golf courses all over the Netherlands open their doors to anyone who is curious about the sport. Efteling Golf Park is also open to golfers and those interested in golf on this day. Efteling Golf Park offers visitors a varied programme of putting, chipping and swinging demonstrations, video analyses and a tour of the golf course, as well as much more.

General information

The golf course was designed by the English architect Donald Steel & Co and was opened in September 1995. The golf park was designed in sections with an open landscape or inland links course to the west of the park, with a beautiful example of a woodland course to the east that has been built on, in and around the park's original and pre-existing fields and forests.

Directly after its opening in 1995, the Efteling Golf Park was awarded A-status by the Dutch Golf Federation (Nederlandse Golf Federatie). Throughout the year, the golf park offers unique opportunities for members of the golf club, beginners, experienced players, businesses and all kinds of other visitors. In addition to a wide selection of attractive green fees for the 18-hole course, Efteling Golf Park offers lessons that will help golfers work towards their golf Proficiency Certificate (PC/GVB). There is a driving range next to the course with 45 tees. There are practice greens, practice bunkers and a par-3 shot hole, a grass tee and an indoor golf school. The golf park also provides a meeting place for local businesses and has its own business club.

Facilities

- 18-hole championship course
- Driving range with 45 tees, of which 16 indoor
- Practice greens, bunkers and a grass tee
- 2 chipping greens and a par-3 shot hole (3-holes)
- Indoor golf school equipped with video analysis
- 3 meeting rooms with a panoramic look over the golf course
- Grand Café Fore!Seasons
- Hans Lemmens Golf (golf shop and National Fitting Centre)

Special offers

Efteling Golf Park offers a range of special offers for individual golfers and groups. The special offers combine green fees with lunch, dinner and/or a night in Efteling Hotel or holiday park Efteling Village Bosrijk.

Products

- Green fees
- Golf clinic
- Special deals for business customers
- Lunch and dinner
- Golf lessons for the golf Proficiency Certificate (PC/GVB) and/or improving your handicap
- Various business memberships

Corporate events

In addition to being a place for rest, relaxation and exercise, the golf course is also the perfect venue for corporate events. The clubhouse with its three function rooms overlooking the golf course, with spectacular views of the surrounding nature reserves: Kraanven, Ter Heide Manor and Duykse Hoef, is highly suited to business meetings, courses, product presentations, functions, parties and business dinners.

Sporting co-operation between Efteling Golf Park and Topsport Brabant extended

After a successful first year, the sporting co-operation between Topsport Brabant and Efteling Golf Park has been extended. This means that Efteling Golf Park and Topsport Brabant will remain Official Partners.

Topsport Brabant works in cooperation with numerous companies and institutions to optimise top-class sport in Brabant. These partnerships allow sports men and women to concentrate on their sport without distraction. It also gives other organisations the opportunity to meet with fellow Topsport Brabant partners and supporters of regional top-class sport.

Facts & Figures

Over the past 15 years the golf market has changed considerably. In 1995, the Dutch Golf Federation counted 80,000 registered golfers. In 2010, this figure has grown to more than 330,000. In recent years, Efteling Golf Park has proven itself in the golf market by offering a distinctive product and by effectively incorporating changes and innovations. As a result, Efteling Golf Park now welcomes more than 60,000 golfers each year. And since its opening, in 1995, a total of more than half a million rounds have been played on the course.

Sale of golf balls for good causes to continue

In 2009, around 40,000 golf balls were fished out of the four large fens, ponds and water hazards around the golf park. The sale of these balls on behalf of Villa Pardoos, the holiday home for children with serious and potentially life-threatening illnesses, has raised in total the amount of € 4,500. The presentation of the cheque for this successful fund-raising initiative took place on 20 July last year. Maarten Voermans, Manager Efteling Golfpark, handed over the cheque to the Director of Villa Pardoos, Peter Persoon.

Efteling Golf Park's 15th anniversary

In September 2010 it was 15 years ago that Efteling Golf Park was officially opened and various target group-oriented festivities marked the anniversary.

7. Efteling Theatre

The impressive Efteling Theatre is located just a stone's throw away from the main entrance to the Efteling Park.. It is a multifunctional theatre, suitable for theatre productions as well as all kinds of events and is one of the five largest theatres in The Netherlands. In addition to its splendid auditorium, the theatre has a large foyer and the red-velvet 'Applaus' Theatre Restaurant.

New in 2011

Dreamflight the Musical

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General information

Kruimeltje

Rick Engelkes Producties (REP) and Efteling Theatre Productions are bringing the popular Dutch story of Kruimeltje (Little Crumb) to life in Efteling Theatre from November 2010. Kruimeltje is a charming story written by Chris van Abkoude in the 1920s about the life of a young orphan boy in search of his long-lost family.

Rick Engelkes Producties (REP) and Efteling have developed a drama series about Kruimeltje's new adventures to accompany the musical. This new television series was aired from December 2010.

The story

In a Dutch port in 1921 lives a young orphan known as Kruimeltje; abandoned by his mother as a baby, Kruimeltje is left in the care of Vrouw Koster. His father had left for America in search of gold ten years earlier and Kruimeltje is left to earn his keep on the streets, getting up to no good with his friends and his dog, Moor. The police don't know what to do with the little rascal until he meets Wilkes, the grocer who takes the charismatic young boy under his wing. Kruimeltje soon finds out that Wilkes had met his father in America. Could he still be alive? Can Wilkes help him find his father, all the way over in America?

Performance details

The musical Kruimeltje can be seen in the Efteling Theatre exclusively until the end of March 2011.

Fairytale Tree the Musical

During the summer of 2009 and the spring of 2010, Fairytale Tree the Musical enjoyed successful runs in Efteling Theatre. From the end of 2010 is, this joyful family musical can be seen all over the country. No less than 40 theatres in the Netherlands and Belgium will receive a visit from the well-known inhabitants of the Fairytale Forest. Following The Sound of Music, Fairytale Tree the Musical was the seventh Efteling Theatre production and the first entirely in-house production. In 2010, the show was nominated for the ANWB Public Prize for best children's and family musical.

The story

The inhabitants of the Fairytale Forest discover a real person in their midst... A lumberjack. This throws them into turmoil. Little Red Riding Hood actually thinks he's nice, Dragon doesn't know what to think, Tom Thumb wants to be just as enormous as him and Cinderella likes having such a big, strong man in the Fairytale Forest. When the lumberjack says he wants to chop down the Fairytale Forest – following Wolf and Witch's wicked plan – the forest descends into chaos. Naturally, the inhabitants of the Fairytale Forest must put a stop to their plan.

Performance details

Fairytale Tree the Musical can be seen in theatres across the Netherlands and Belgium from December 18, 2010.

Facts & Figures

High-quality live entertainment has been an important part of the Efteling concept for more than half a century. What started in 1954 as a small-scale puppet show at various locations throughout the park, grew over the years into full-scale, fully-fledged shows. The growing importance of entertainment within the Efteling concept and the wish to professionalise the existing shows even further, led to the construction of a multifunctional theatre with 1200 seats. The auditorium saw its first performances at the start of 2002 and in 2003, the 'Applaus' Theatre Restaurant was completed along with the foyer. In 2009, the foyer was renovated, making it more welcoming to visitors.

Awards

Efteling has already received the internationally-renowned Big E-Award three times (in 1999, 2001 and 2003), for the best park shows world-wide.

Musicals

Efteling first ventured into the world of the musical seven years ago. The first full-length family musical went on stage in the Efteling Theatre in 2003 and since then, new, successful musical productions have been hitting the Efteling stage every year. Four years in a row, these productions have been produced in collaboration with V&V Entertainment, van Albert Verlinde and Roel Vente. In 2010 Efteling and Rick Engelkes Producties staged the musical *Kruimeltje*.

| Period | Musical | Actors | Produced by | Visitors |
|------------------------------|--|---|--|-----------------|
| 2003-2004 | Sleeping Beauty | Ron Boszhard, Peter Lusse and Jamaï et al | Studio 100 | 85,000 |
| 2004-2005 | The Little Mermaid | Kim-Lian van der Meij, Mariska van Kolck, Joost de Jong and Kathleen Aerts | Efteling Theatre Productions and Studio 100 | 80,000 |
| 2005-2006 | My Dad the Magician | Erik Brey, Manon Novak, Rop Verheijen, Jette van der Meij, Anne-Mieke Ruyten et al | Efteling Theatre Productions and V&V Entertainment | 80,000 |
| 2006-2007 | Annie | Loeki Knol and Edwin Rutten et al | Efteling Theatre Productions, V&V Entertainment and Aad Ouborg | 100,000 |
| 2007-2008 | Cinderella | Do (as Cinderella) | Efteling Theatre Productions and V&V Entertainment | 100,000 |
| 2008-2009 | The Sound of Music | Wieneke Remmers, Rein Kolpa, Anouk Maas et al | Efteling Theatre Productions and V&V Entertainment | 150,000 |
| August 2009 | Fairytale Tree the Musical | Milan van Weelden, Thijs van Empel, Janneke Iking et al | Efteling Theatre Productions | 15,000 |
| November 2009 - January 2010 | The Sound of Music | Inge Ipenburg and Alexandra Alphenaar et al | Efteling Theatre Productions and V&V Entertainment | 40,000 |
| March-April 2010 | Fairytale Tree the Musical | Sipke Jan Bousema, John ter Riet, Mark Haayema, Niels van der Gaarden, Amy Galatá et al | Efteling Theatre Productions | |
| December 2010 - March 2011 | Fairytale Tree the Musical tour | Erik Plageman, Jonathan Demoor, Bas Bovelandier et al | Efteling Theatre Productions | |
| November 2010 - present | Kruimeltje | Joes Brauers, Jeroen Phaff, Carmen Danen, Eric Bouwman, Sjoerd Pleijsier et al | Efteling Theatre Productions and Rick Engelkes Producties | |
| October 2011 | Dreamflight the Musical | | Joop van den Ende Theatre Productions and Efteling Theatre Productions | |

Architecture

The Efteling Theatre has been designed in keeping with the Efteling's rich architectural tradition. The front of the building is reminiscent of Victorian times when the theatre was The place to be and the two sides resemble canal-side buildings of times gone by.

| | |
|----------------------|--|
| Year of construction | Auditorium - 2001/2002 Foyer and theatre restaurant 'Applaus'- 2002/2003 |
| Architect | Joost Paré |
| Designers | Ton van de Ven (façade) Joost Paré (theatre) Efteling design team (interior) |
| Cost | € 20 million (incl. restaurant and foyer) |
| Surface area | Auditorium 7000 m ² Foyer 1000 m ² Restaurant 400 m ² Kitchen(s) 311 m ² Toilets 225 m ² |
| Height | 18 metres (auditorium) - 21 metres at highest point |
| Volume | Approx. 45,000 m ³ (auditorium only) |
| Capacity | Theatre performances: 1048 (seated) The capacity can be expanded to 1204 (seated) for special performances and events Parties: 1500 (standing) Restaurant: 400 (seated) |
| Architectural style | Romantic, semi-Victorian (16 th and 17 th century) |
| Facilities | adjustable orchestra pit Foyer (on two floors) Fly tower (18 m high) Rehearsal space Access and seats for disabled guests Restaurant incl. kitchens on 2 floors |

The auditorium

The stage is 20 metres wide and 16 metres deep. The wings are nine metres deep. These combined give the theatre one of the widest stages in The Netherlands (at 27.3 metres). The four light bridges in the auditorium can be used on both sides making the auditorium multi-functional. There is an SIAP sound system with more than 100 speakers in the walls and the ceiling; a system that can be used to adjust the acoustics to suit the occasion. The fly system has 16 line sets spread across the full width of the wall with a potential capacity of 53 sets. In addition to these, there is space for 21 pipe battens which can be useful when, for example, you just need the one piece of scenery. The orchestra pit is adjustable, i.e. the bleachers can be collapsed at the push of a button. The chairs and benches in the auditorium can be moved in 45 minutes to transform the space into a room big enough for 1500 people making it highly suitable for parties and (business) events.

The foyer

The theatre has 2 foyers divided over 2 floors. Both floors have been decorated with warm reds, golds and black accents and have in total, 3 bars and a shop. The foyer also displays a unique 52m² mural of some of Efteling's famous fairy tales.

Building materials

The foyer and restaurant are lined with 150 m² of exquisite stained-glass window and the floors are covered with parquet (1800m² in total).

8. Corporate events in the Efteling

Thanks to its fairytale surroundings, allowing guests to escape from everyday life, Efteling is the ideal location for business occasions, such as training courses, congresses, conferences, seminars and enchanting company parties. The World of Efteling offers the unique combination of a wonderful theme park, a themed hotel, an extremely inviting holiday park, a magnificent theatre and a sensational golf park. In terms of facilities, entertainment and culinary possibilities, the offering meets the market's highest standards. Efteling distinguishes itself through its fairytale atmosphere in combination with high levels of reliability and quality, natural surroundings and the desire to continually surprise its guests in new and positive ways.

New in 2011

Raveleijn

Raveleijn is currently under construction between Villa Volta and Dreamflight. This magical city, with an enormous open-air arena, will open in April 2011. The Raveleijn complex consists of three locations: office facilities; a large, open-air arena with 1200 seats; and a themed event location, 'The Weapon of Raveleijn', for 550 guests, with Burgundian hospitality and medieval servants. The enormous arena forms the setting for a park show and can also be used to stage exclusive, tailor-made events.

General information

The World of Efteling offers various venues and locations for events, which can be adapted to host theme parties, tailor-made parties, dinner shows and business occasions for 20 to 16,000 people.

Business possibilities at Efteling Park

Despite the fact that Efteling is now open every day of the year, there is still room to hold large business events, also known as 'Giant parties'. These giant parties can be held in the daytime, during the theme park's quieter periods, or exclusively in the evening, when the park is closed and Efteling is illuminated by fairy lights. Efteling offers all sorts of possibilities to customise giant parties. The catering can be arranged to meet specific wishes, for example, while tailor-made entertainment and a spectacular opening or closing act are other options.

Alongside giant parties, it is also possible to exclusively hire a section of the park or an event location. The theme park offers the following locations:

Fata Morgana Palace

Large hall with generous stage and intimate nooks. A location full of Eastern magic under a twinkling starry sky.

Dream flight 'Droomvlucht' Palace

Two romantic halls completely in the style of the Dream flight 'Droomvlucht' attraction.

Carrousel Paleis

Four characterful halls interconnected by corridors. The authentic, more than a century old merry-go-round 'Stoomcarrousel' sits at the centre.

Station de Oost

This impressive train station is located in the adventure realm 'Ruigrijk', right next door to the Python and opened at the beginning of 2010. Guests can be brought to the location via steam train. This new and exceptional location is perfect for anything from an intimate drinks party to dinner for 450 people.

Business possibilities at Efteling Hotel

The fairytale-themed Efteling Hotel is the perfect location for business occasions, such as meetings, training sessions and conferences, and has all the necessary facilities in-house. The hotel offers ample accommodation and five spacious, multifunctional meeting rooms. In addition, all meeting spaces are equipped for multimedia presentations. The rooms are adorned with stylish Efteling ornaments and their deep-red carpets create a majestic impression.

Business possibilities at Efteling Village Bosrijk

The new holiday park, Efteling Village Bosrijk, was opened in December 2009. This enchanting holiday location consists of detached Woodland Cottages, terraced Village Cottages and apartments in the Gatehouse and Manor House. These characterful accommodations are suitable for 4, 6 or 8 guests and are equipped with all modern conveniences. In total, Efteling Village Bosrijk can accommodate up to 1,150 people and offers 18 VIP residences.

In addition to overnight stays, Efteling Village Bosrijk is also the ideal location for (multi-day) training sessions, meetings and team-building events. The impressive Manor House is perfect for groups, large and small, and offers views over the beautiful Efteling Golf Park. The Manor House also contains the communal 'Huyskamer' lounge, which can be adapted to host meetings and parties.

Business possibilities at Efteling Theatre

Since 2002, Efteling Theatre has provided a sparkling setting for many theatre productions, business events and exciting parties. The theatre complex is close to Efteling Park's main entrance and is one of the five largest theatres in the Netherlands. It provides a regal backdrop for a wide range of events, such as conferences, congresses, seminars, product presentations, exclusive dinner shows and concerts. The auditorium offers seating for 1,200 people and has two generous foyers, as well as an artistic theatre restaurant.

Business possibilities at Efteling Golf Park

Efteling Golf Park is set among wonderful, natural surroundings and is eminently suitable for business events and training sessions. The clubhouse complex contains three spacious halls, offering panoramic views over the several holes. These halls exude a unique atmosphere and bring to life the history of Efteling and the sport of golf.

The characterful clubhouse offers all kind of culinary delights. The Grand Café is a splendid place to enjoy (a business) lunch or dinner and the bar is the perfect place for renewing old (business) acquaintances or making new contacts.

In addition, Efteling Golf Park offers various Business Club packages, including membership schemes. The active Business Club meets 10 times a year and takes part in exchanges with various golf courses.

Facts & Figures

Sponsoring opportunities

Part of Efteling's vision is that brands can reinforce each other. Efteling therefore offers several possibilities for sponsoring and is always on the lookout for partners which, like Efteling itself, offer a high-quality product or provide a premium service. Efteling forms strategic alliances with these partners, on the basis of a thoroughly researched marketing and communication plan.

Consignment tickets

Naturally, it is also possible to surprise clients, colleagues or friends with an entrance ticket to Efteling. And there are attractive discounts to be had if these amount to more than 50 tickets per season.

Sales Team

Efteling has everything in-house to organise rewarding events: large or small, national or international, single- or multi-day. Anyone who chooses to host an event in the World of Efteling does not need to concern themselves with organisation. The Efteling Sales Team has the skills and experience to organise tailor-made events down to the last detail. The team consists of account managers, project managers and sales support staff. They work in close co-operation with the client and provide advice on how to stage dream events!

9. Imagineering

Efteling has been an international leader in the tourism and recreation industry for more than 58 years. Over the years, it has taken its fairytale world beyond the boundaries of the park with growing frequency and in 2008, it established its own Imagineering department. This means that people can now enjoy the wonders of the World of Efteling, its television productions and associated products in the comfort of their own homes.

New in 2011

Raveleijn drama series and book by Efteling and Paul van Loon

From April 2011 onwards, Efteling presents Raveleijn: a mysterious city that provides the setting for a spectacular park show. As you would expect of Efteling, the city of Raveleijn has its own exciting and mysterious story. This tale was written by Efteling and Paul van Loon. A drama series based on the story is also in production, and this will be televised starting in the spring of 2011. The story concerns five children who grow up to become knights on horseback. They have each other, special talents and the courage to defy their tyrannical ruler. But how can they gain the magical powers needed to overcome him and the even greater terrors that await them?

Pardoes the TV series

The Hartenhof attraction is scheduled to open its doors in 2013. Starting in 2011, Efteling will begin to build up the story of the World of Symbols (Realm of Fantasy) and its best-known resident, Pardoes the Wizard. Plans for a television series starring Pardoes are in the latter stages of development and, initially, 13 episodes will be produced.

General information

Kruimeltje children's drama series

The adventures of Kruimeltje is based on the book 'Kruimeltje' by Chris van Abkoude. Kruimeltje was taken in by Mrs Koster while he was still a baby and has no idea who or where his real parents are. He is a street urchin and sleeps rough more often than he stays with Mrs Koster at her 'alcove home'. But there's always something to experience in the harbour, the Wilkes' shop and with the Commissioner and his mace. In between, Kruimeltje tries to make the lives of others around him a bit more pleasant. Everyone encourages him to find his father and mother, but will he succeed? The 10 episodes of the adventures of Kruimeltje were broadcast daily on the AVRO channel in December 2010.

The Treasure Trove

Starting in October 2010, the children's programme The Treasure Trove was broadcast daily from an authentic television studio at Efteling. Two teams of three children compete against each other over a full hour to win great prizes and a fantastic star prize. They play various mental and physical rounds in the studio and at various locations in the theme park. These earn them points and emeralds, and the team with the most points/emeralds gains a headstart in the grand final.

But The Treasure Trove is about more than just playing games. In the studio, the children are also treated to the most entertaining children's series, amusing film clips and performances. Bernard, The Treasure Trove's guardian, tells the most beautiful stories in a magical way and the children can also display their own unique talents on stage. The children can even operate a real camera and help out with the recordings. The Treasure Trove comprises 195 episodes and the series is broadcast daily, from 07.15 to 08.15 hours on RTL 8 (Telekids) and VTM.

Marjolein and the Secret of the Magic Sand

Marjolein and the Secret of the Magic Sand recounts the tale of Marjolein, who experiences a wonderful adventure in Efteling Village Bosrijk. Years before Marjolein was even born, her grandmother lived in Efteling Village Bosrijk, where something happened that has serious consequences for all children today. Grandma carried this secret with her for many years. Can Marjolein solve the puzzle and make everything right again? The 12 episodes of Marjolein and the Secret of the Magic Sand were broadcast in 2010, on RTL 4, RTL 8 and VTM.

Once upon a time

Thousands of people visit Efteling every day to have a thrilling day out. Each one of them has their own, unique story. It might concern love, happiness or sorrow. 'Once upon a time' focuses on everything that makes life special. Like the family that has taken in five foster children, in addition to the two of their own. Or the remarkable story of the young Polish man who decided to become a priest following the death of his father. The 20 episodes of 'Once upon a time' were broadcast by Omroep Brabant in 2010.

Fun with the Grobbles

Geeltje and Broer, from the TV series TiTaTovenaar, play the leading roles in their own cartoon series. In these short, fast and humorous stories, they have all sorts of adventures in their fairytale castle in the sky. They brew potions, usually unsuccessfully, fly around on broomsticks, but not very well, gorge themselves on cake, make a mess and argue, but most of all, they have lots of fun! The 2D cartoon 'Fun with the Grobbles' consists of 26 episodes, which were broadcast on AVRO, starting in February 2010.

Fairytale Tree Party

In each episode, a number of children visit the famous Fairytale Forest. Presenter Marike Foles – from the musicals 'Fairytale Tree on Tour' and 'Cinderella' – reads from the great book of fairytales and the inhabitants of the Fairytale Forest answer questions posed by the children. They also watch an episode of Fairytale Tree together. The 26 episodes of Fairytale Tree Party were broadcast on TROS from September 2009.

Fairytale Hour

In September 2010, Omroep Brabant began broadcasting the TV programme Fairytale Hour. Former singer, Cilla Niekoop (from the pop group Chipz and the Omroep Brabant programmes Zinderend Zuiden and Inz&Uits), presents an hour-long programme of fairytales and stories from Efteling's Fairytale Forest. In the morning programme, the youngest children follow the adventures of TiTatovenaar (My Dad the Magician), Fairytale Tree and the Grobbles. Series such as Mr Sandman's Fairytales are also shown, alongside classic fairytales like Sleeping Beauty and Cinderella.

Omroep Brabant broadcasts Fairytale Hour weekly, on Sunday mornings from 08.00 to 09.00 hours, directly followed by a repeat showing. The series comprises 26 episodes.

My Dad the Magician

The Dutch television series from the 1970s, *TiTaTovenaar* has been relaunched by Efteling Media as My Dad the Magician. This new television series is a modern-day version of the old, well-known story about a wacky wizard and his daughter. My Dad the Magician is one of Efteling's contemporary fairy tales and aimed at children aged 5 to 8. The brand is not new to Efteling. Before the new television series was launched, My Dad the Magician had been on stage in Efteling Theatre as a musical and a park show (*Tika is jarig* - It's Tika's Birthday). So far, 26 episodes, each 15 minutes long, have been broadcast on Dutch television by AVRO as part of their Z@ppelin children's show. The 26 episodes of 15 minutes each were broadcast on AVRO and VTM.

Fairytale Tree

The inhabitants of the Fairytale Forest – Wolf, Little Red Riding Hood, Cinderella, Witch, Dragon, Giant, Tom Thumb, Donkey, Long Neck, Fakir, the Gnomes, Benjamin (the goat) and his six brothers and sisters – enjoy pleasant, funny and often exciting adventures in the Fairytale Forest. Humour and a subtle message are worked into each story. Fairytale Tree is the narrator of all these adventures and he always begins with the well-known words: “Hello dear children. Here in the Fairytale Forest, we usually live long and happy lives, but there was once a time when things were different...” A total of five series and 192 episodes of the popular Fairytale Tree (target audience ages 3 to 6) were produced. Fairytale Tree was broadcast on TROS, Ketnet, Omroep Brabant and NRWTV (Germany), starting in 2006.

The Tales of Mr Sandman

The television series Klaas Vaak (The Sandman) is the newest of Efteling's creations. This 10-part series is all about the well-known Sandman who sprinkles magic sand in people's eyes to send them to sleep. In the Efteling version, Mr Sandman lives in a sand castle and uses his magic sand to think up dreams for the children by sprinkling it over rooftops. In the new television series, (target audience ages 3 to 6), the dreams Mr Sandman creates for the children in his stories consist of fairy stories which he makes magically appear in his magic sand. Characters like Hansel and Gretel, the Wolf and the seven goats, Little Red Riding Hood and The Sandman all come to life in this new series. A 10-part series, 'Sprookjes van Klaas Vaak' (The Tales of Mr Sandman) went on air on 8th November 2009 on KRO's Z@ppelin children's show 'Kindertijd – Sprookjestijd' and will continue to be broadcast on Sunday mornings.

Fairytales

Custodian of the fairy tale Efteling, began the production of its first television series, Sprookjes (Fairy tales) in collaboration with the Belgian television station VRT in 2004.

In the series, narrated by Jan Declair, the stories are acted out by actors in various parts of Efteling Park. In the meantime, three series have been made, comprising 26 episodes in total. In recent years, these have been continually repeated on KRO, Omroep Brabant and Ketnet. This is proof that fairy tales are still very popular.

Efteling Radio

In the summer of 2008, Efteling introduced its own radio station. At first, Efteling Radio broadcast over the airwaves and could only be received in and around the theme park, allowing visitors en route to the park to get an early taste of the Efteling atmosphere. With a new schedule directed at children, in 2009, the station switched to internet broadcasting, in order to attract a greater audience. Efteling Radio has continued to expand. In 2010, the cable companies, UPC and Ziggo, added Efteling Radio to the packages they provide in almost all Dutch regions. Through these, the children's broadcaster is now able to reach more than 85% of all Dutch households. These have now replaced the airwave frequency 104.3 FM and you can find a list of all the frequencies on which it is possible to listen to Efteling Radio at www.efteling.com. Efteling Radio broadcasts a wide selection of upbeat hits, games, fairytales and interviews on a daily basis. At 16.00 and 17.00 hours, ANP broadcasts the ANP Kids News, in which the news of the day is presented in a way children can easily understand.

10. Caring for nature and the environment

Nature, ecology and the environment have always played a central role in Efteling, starting with the introduction of 'Efteling' Sport Park Foundation's green philosophy and the creation of Big Mouth in 1959. This paper-eating character was the forerunner of the organisation's current environmental policies. Today, Efteling continues to fulfil the foundation's goal in both its words and its deeds. One example that has proven its worth is the water purification project, by means of a helophyte filter, that was completed in 1997. Another well-known initiative was the implementation of an air-conditioning system that uses water from an underground water source. Then of course, there is the obvious care and attention that is paid to the park's landscaping and the preservation of flora and fauna throughout the theme park, the golf park and holiday park Efteling Village Bosrijk.

Several years ago, Efteling signed up to the European Centre for Nature Conservation's Countdown 2010 initiative. This organisation is committed to the preservation and sustainable use of Europe's nature, biodiversity and landscapes. By signing up to the Countdown 2010 declaration, Efteling commits itself to stimulating biodiversity in and around Efteling.

The Dutch government has demonstrated full faith in Efteling's ability to take care of and improve its natural surroundings by awarding it an environmental permit for the first time a few years ago. This permit is based on a number of preconditions that Efteling more than fulfils.

Alternative water source saves energy

Water is an important element in Efteling's design. The Efteling Park has a number of large lakes, fountains and a variety of water-based attractions. Water is also needed to water the park's many gardens, borders, the golf park and Efteling Village Bosrijk. Before creating its own alternative water source, groundwater was the only source of water Efteling could rely on. Yet groundwater in North Brabant has always been in short supply. Over-use of the region's groundwater resources could lead to drought. This instigated discussions between the director of Efteling, the provincial authorities in North Brabant and the Waterschap Brabantse Delta (the Brabantse Delta Water Board) for finding an alternative water source. Extensive research proved that purified waste water could be a feasible option and then, the Klaterwater project was born.

A helophyte filter (a purification system using a reed bed as biological filter) was constructed in the Efteling Golf Park. Since 1997, Efteling buys purified waste water from the sewage treatment plant in Kaatsheuvel. In 2002, the treatment plant added an extra sand filter to extract the phosphates from the purified water before sending it to the helophyte filter in the golf park. The water that leaves the helophyte filter is of excellent quality and is used for watering Efteling's parks and greenery, the Efteling Golf Park and for keeping the water level constant in the lake in Efteling Village Bosrijk. This water is also used for Efteling Park's numerous lakes and water-based attractions. One added advantage of this construction is that Efteling need not worry about droughts nor increased demand for water. Even when tap water is scarce, Efteling can continue to use the purified waste water for watering its parks and filling its lakes etc.

Ecology also plays an important role in Efteling's environmental policies. The lakes around the edge of the Efteling Golf Park for example, are being preserved in order to maintain the water quality and to encourage biodiversity.

Efteling does not use groundwater anymore, saving a total of 400,000 cubic metres of groundwater per annum. Its helophyte system has become a closed water system which is extremely beneficial to the water table and the natural vegetation that grows in and around Efteling. This system keeps the water table in balance, (studies have shown that the local water levels have actually increased), stops drought and encourages local wildlife.

Air conditioning uses underground water source

A natural well located 40 to 80 metres below the 'Vogel Rok' indoor roller coaster, is used as a resource for pumping water into the air-conditioning and heating systems in Vogel Rok, the Efteling Hotel and Efteling Village Bosrijk. In the colder months, the relatively warm water is pumped up from the well to heat the attraction. In the summer, the water is much cooler than the air temperature above ground and is used in the air conditioning system. After the water has been used, it is pumped back underground. This means that the hotel and Vogel Rok do not actually use (waste) any of the local groundwater: a system that generates savings of 50% compared to traditional systems. Furthermore, the air conditioning system in Vogel Rok works by monitoring the ambient temperature and choosing an indoor temperature that is never more than five degrees cooler than the temperature outdoors. This uses much less energy, saves money, and means that visitors do not have to contend with large and uncomfortable temperature changes when entering and leaving the attraction.

Conservation and the Green Development Plan

Efteling has also been very active over the years in the area of nature conservation. In 1999, it introduced a comprehensive Green Development Plan which described the phases in which Efteling would tackle the large amounts of maintenance work and upkeep that the park's trees, plants and borders were in need of. The need for this Green Development Plan stemmed from the height that the trees had reached in the Fairytale Forest since its opening in 1952. The trees had been left to grow without any pruning and the result was a thick, green canopy, high above a forest of bare tree trunks. The light could not get through to the undergrowth which stopped saplings from growing and meant that visitors could see right through what was meant to be a dense forest. This in turn affected the atmosphere and the mystery in Fairytale Forest. By thinning out the trees and planting new undergrowth, the mystery has been brought back to Fairytale Forest. The Green Development Plan had been successful in Fairytale Forest and was consequently rolled out in the rest of the park.

In addition to the pruning and conservation stipulated in the Green Development Plan, suggestions were made to rejuvenate the park's green areas using lighting, park benches and by moving the footpaths. The character of the four realms (the fairy realm 'Marerijk', the travel realm 'Reizenrijk', the alternative realm 'Anderrijk' and the adventure realm 'Ruigrijk') was also taken into consideration. Here, it was decided to give each of the realms a clearer identity using specific trees, plants and colours. This made the realms easier to distinguish from one another, heightened the experience for visitors - putting them in the right mood for that realm - and made them more exciting and more attractive.

Flora & fauna

For Efteling, its fauna is just as important as its flora. Over the past few years, studies have been made of the wildlife populations in the park and the numbers of birds, butterflies, dragon flies, hedgehogs, squirrels and bats have been monitored closely. Various measures have also been put into place to ensure these animals' survival, for example:

- nesting boxes for birds have been placed throughout the park;
- hedgehog houses have been built;
- and feeding points have been established throughout the park for birds, squirrels, hedgehogs and bats.
- Stichting Eekhoornbescherming Nederland (the Netherlands Foundation for the Protection of Squirrels) released six squirrels into Fairytale Forest.

PandaDroom: a green message wrapped up in a fairy tale

The World Wildlife Fund (WWF) was looking for a new way to get its message across. It wanted to bring people closer to nature, have them experience for themselves just how beautiful nature can be and teach them the value of animal and nature preservation. Utilising the Efteling's extensive experience in building theme park attractions and bringing in big crowds, the WWF and Efteling were able to create a new attraction: PandaDroom (2002). This is an educational and informative nature film in magnificent 3D with a twist of fairy tale.

Ecological equilibrium in Efteling Golf Park

Efteling does not only use the state of its rich natural surroundings as a measure of its success, it uses it as an integral ingredient for all of its activities. This can be seen quite clearly in the development of Efteling Golf Park. The Dutch organisation for butterfly conservation was consulted at the beginning of the course's construction to ensure the preservation and improvement of the area's ecology. Since then, an ecological equilibrium has been reached that attracts all kinds of flora and fauna.

Regular surveys show a continued increase in the number of wild plants, birds and butterflies. Moreover, many new species have been spotted demonstrating the golf park's increasing natural diversity. Efteling has also given nature a helping hand by building an embankment for nesting birds like the sand martin, where they can nest in undisturbed peace and quiet.

The ecologically-friendly way in which the Efteling Golf Park was designed led to an award in 2000. The Efteling Golf Park was the second golf park in The Netherlands to receive the international "Committed to Green" certificate, a project that was set up by the Dutch National Golf Federation (NGF). The project's aim was improving environmental conservation and sustainability on and around Dutch golf courses.

Golf courses need to fulfil a number of requirements before being considered for this award. These are: encouraging flora and fauna on the golf course; protecting and improving the landscape; soil and water conservation; environmentally-responsible energy and waste disposal

policies; providing information to and the education of staff, and communicating your 'green mission' to the golfing public. Auditing takes place once every three years. In 2004 and 2007, Efteling Golf Park was successful in retaining its "Committed to Green" certificate.

Efteling Village Bosrijk

Whilst designing Efteling Village Bosrijk a lot of attention was paid to ecology and the environment.

Ecology

Early in the process, Efteling Village Bosrijk made an inventory of the nature and wildlife in the holiday park. The results of the inventory set a standard for all future landscaping in the park, which was then designed to preserve and encourage the park's existing flora and fauna. These standards were drawn up in close cooperation with the Brabantse Milieu Federatie en Natuurmonumenten (regional wildlife trust) whilst the experience Efteling has developed over the years in similar projects within the theme park and golf park, was used to help guide the development of Efteling Village Bosrijk. One example was the increase in the number of different butterfly species seen in the golf park over the years thanks to the initial help received from the Dutch organisation for butterfly conservation. By making best use of this experience, Efteling Village Bosrijk, just next door to the golf park, will be able to achieve similar results and increase the butterfly population with just a few easy adjustments.

Environment

Many of the environmentally-friendly measures already implemented in Efteling Village Bosrijk stem from previous initiatives that have been successful in the theme park and golf park over the years. A helophyte filter for example, will ensure that Efteling Village Bosrijk does not need to use groundwater for its lake in the centre of the park and the central heat pump used to pump hot and cold groundwater into Vogel Rok and the Efteling Hotel, is now also connected to the buildings in Efteling Village Bosrijk. One new development in Efteling Village Bosrijk is the use of a combined heat and power system (CHP), that is used to heat the water in the indoor water park. With this and other developments, Efteling hopes to implement sustainable sources of water and energy in Efteling Village Bosrijk.