



**Press release from 3 July 2020**

**Outstanding brand in the tourism sector:  
Movie Park Germany wins the German Brand Award 2020!  
Special mention in the category "Service Brand of the Year"**

(Bottrop-Kirchhellen, 3 July 2020) Hollywood action and family fun are the script for success: Movie Park Germany receives the German marketing Oscar 2020! At this year's German Brand Awards, Germany's largest movie and amusement park was able to assert itself in the "Excellent Brands: Tourism" category and received the renowned industry award for brand management. In addition, the park obtained a special mention in the "Service Brand of the Year" category and was also able to make a Hollywood-like appearance in this section. The German Brand Award is the highest award for successful brand management in Germany and this year again received a great international response with around 1,200 submissions from 14 countries.

"The entire team of Movie Park Germany is very pleased about the award", says Marketing Director Manuel Prossotowicz. "We are proud that we were able to convince the experts with a young, creative and credible brand management in a strong competitive environment. It is an honor for us to receive the German Brand Award for excellent brand management based on our strategic reorientation as a movie and amusement park for the whole family."

In the "Excellent Brands" category, the best product and corporate brands within an industry receive an award. Movie Park Germany was able to come out on top in the tourism sector and convinced the jury with its movie and family concept. Criteria for the evaluation of the jury, which consisted of a panel of experts from brand management and brand science, included brand impact, target group relevance, sustainability, and growth.

The German Brand Award was presented for the fifth time this year. The initiator of the brand award is the German Design Council, which was founded in 1953 on the initiative of the German Bundestag. With the German Brand Award, the German Design Council and the German Brand Institute honor

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successful brands, consistent brand management and sustainable campaigns and marketing projects. For more than 60 years, the foundation has pursued the goal of promoting the competitiveness of companies internationally.

"Hollywood-style movie action and family fun are integral components of our DNA. As part of our quality strategy, we have also placed great emphasis in recent years on combining both and enabling families a great day out in Hollywood in Germany," summarizes Manuel Prossotowicz. "We would like to continue on this path in the future with new fresh ideas and are looking forward to the next exciting experiences and challenges waiting for Movie Park Germany."

In keeping with this, the park was also awarded a number of family-friendly quality seals in 2019: For instance, Movie Park Germany was again given a Gold rating (No. 1 in amusement parks) by Welt am Sonntag and Service Value. In Focus Money's major Germany test, the park was voted among "Germany's best amusement and theme parks" and was also awarded the title as one of "Germany's best amusement parks" by stern magazine.

### **Movie Park Germany**

Since 1996, Movie Park Germany has been offering its visitors shows, attractions and events all about film, with the motto: "Hooray, I'm in the movies!" Spanning approximately 45 hectares, the Park invites guests to immerse themselves in the world of film and find excitement, entertainment and thrill in more than 40 different attractions. Germany's largest film and amusement park is a special experience for young and old alike, having borne the TÜV distinction "OK for Kids" since 2006. Featuring Nickland, one of the largest NICK theme worlds worldwide, the Park is particularly suitable for families. Thanks to the in-house tour operator Movie Park Holidays, arranging a long journey with accommodation in nearby hotels is child's play. [www.movieparkholidays.com](http://www.movieparkholidays.com). Movie Park Germany is part of Parques Reunidos, one of the leading global operators of regional leisure parks with a well-diversified portfolio of more than 60 different assets (theme parks, zoos and marine parks, water parks and other attractions), spread out over 12 countries across Europe, North America, the Middle East, and Australia.

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