

IMAGILAND PARK
CANYONING ADVENTURE PARK
HOTEL
Angoulême



AN ALL NEW FUN ATTRACTION COMING TO ANGOULÊME!

In complete synergy with the town of Angoulême, Imagiland Park is a window on the world of cartoons, a much loved theme by children and grand-parents alike. A hybrid family park, this innovative concept is a mix between « classic » outdoor attractions and « digital » indoor attractions.

Imagiland is complemented by a Nature Park which offers a unique experience of canyoning down to a lake on a replica mountain and a high ropes course, thus providing visitors with a wide array of activities.

Both parks offer on-site family-friendly hotel accommodation, also on the cartoon theme with 90 3-star bedrooms. This will enable visitors to prolong their experience, especially with night time shows on the lake.

Keys of success:

- The strong complementarity between the parks / hotels
- The use of new technology and new concepts to maintain an innovative and exclusive image
- The choice of attractions and their renewal which is essential for future development.
- Easy access whatever the means of transport (rail, public transport, road, car parks...)
- An experienced Park Manager, PAREXI successfully operating the Parc Spirou in Monteux (Avignon).



A FAVOURABLE ENVIRONMENT A PROMISING CONCEPT

A FAVOURABLE ENVIRONMENT

- A strategic location given the theme
- 200.000 visitors each year over 4 days for the Angoulême International Comics Festival
- Very little direct competition
- Strong potential in a substantial catchment area (residents and tourists)

A PROMISING CONCEPT

- The cartoon theme is consistent with the image of Angoulême
- Good and well-adapted functional organisation
- Appropriate operating strategy given the standards of other regional parks (ticket prices, opening times, attractions...)
- An efficient trio composed of HOTELS/PARKS/NIGHTTIME SHOWS

124 000 residents with 3,7 M inhabitants living within a 2-hour-radius



316,000 tourists with 10 M visitors to the Charente, Charente-Maritime, Gironde, Dordogne, Vienne, Deux-Sèvres, and Haute-Vienne départements

The local offer in terms of theme parks being quite small, it is highly likely Imagiland Park will become a "Centrepiece" attracting a great number of tourists.

440 000
Potential Visitors

A FUNCTIONAL LAYOUT FOR VISITORS' EASE OF MOVEMENT



IMAGILAND PARK
14 major attractions in year 1.
Ongoing construction of new attractions until year 7, bringing the total number of attractions to 20 including grass amphitheatre and night time water shows.

41 530 m²

+

NATURE PARK
artificial canyoning,
high ropes course:

Artificial canyoning:
1 600 m² of pools, platforms,
imitation rocks that can be
extended. 400 m² of caves
High ropes course:
1 children's trail, 1 adult's trail,
1 climbing wall, abseiling and 1
airbag jumping area.

6 608 m²

+

Car park
800 spaces

33 375 m²

+

Themed Conference Hotel
with 90 bedrooms, restaurant,
natural swimming pool, fitness centre,
conference centre
for 120 visitors,
car park with 149 spaces.

20 366 m²

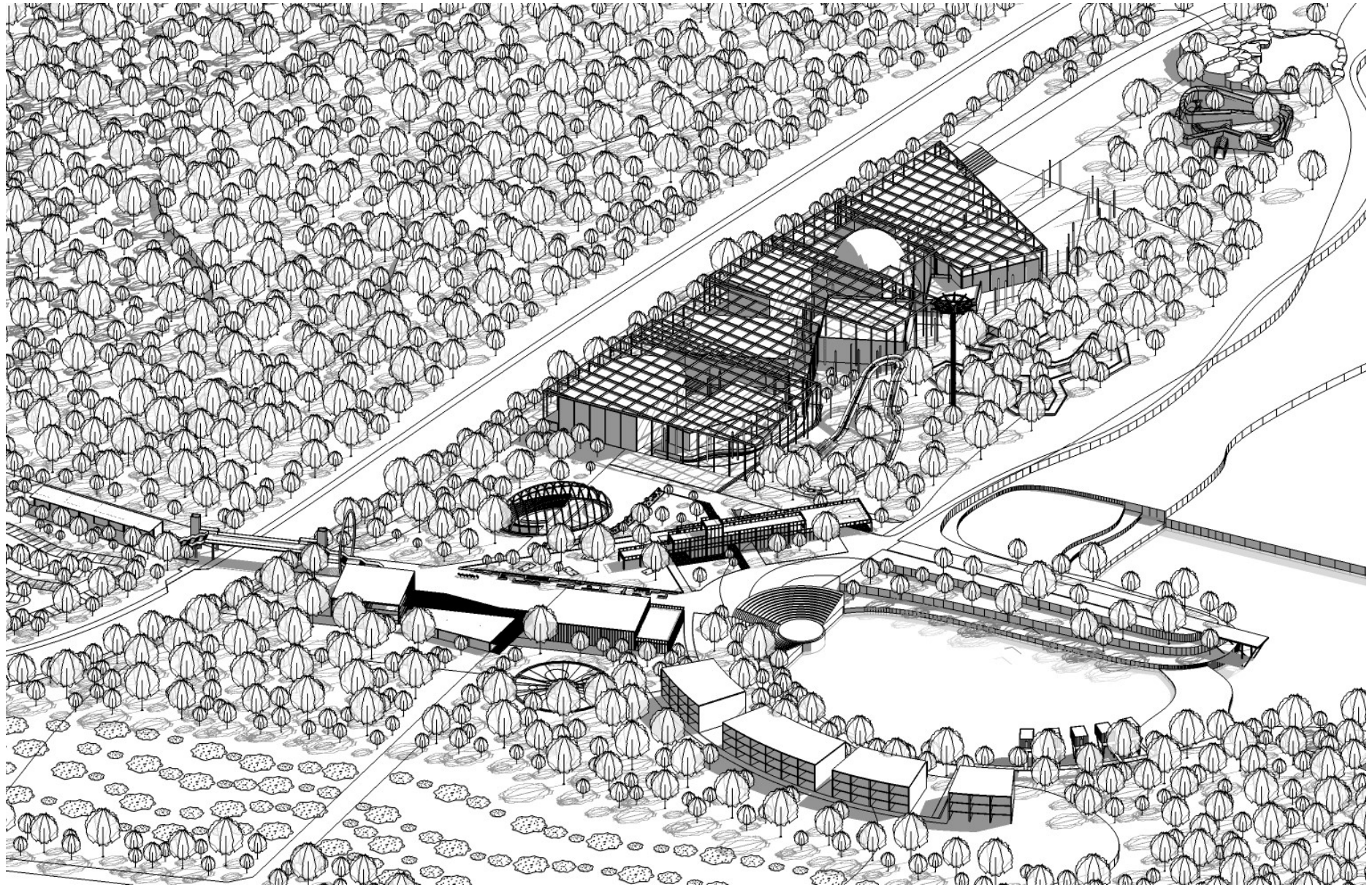
+

Common areas,
greenery and walkways

20 794 m²

=

122 396 m²
(land)



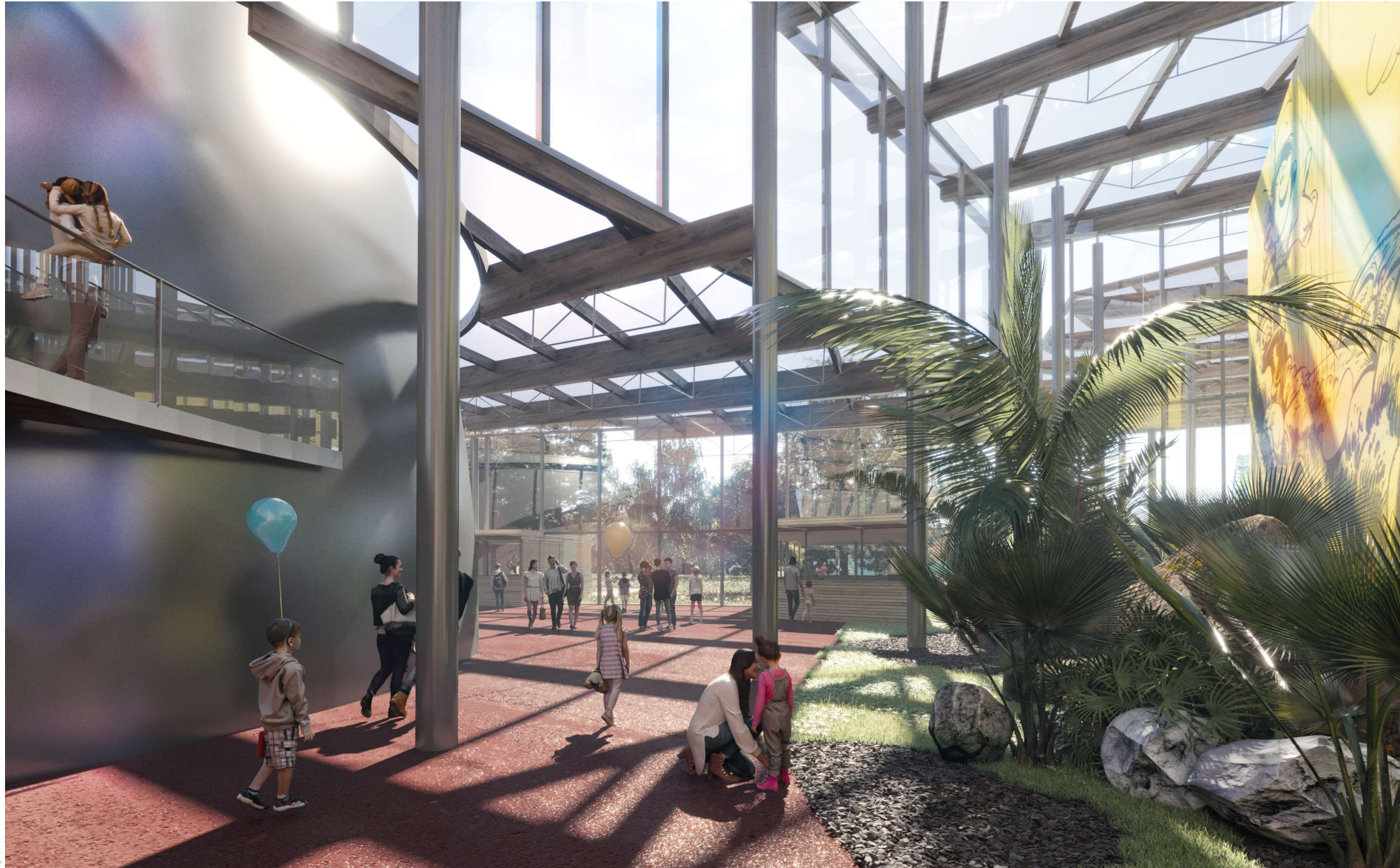
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TIME LINE

2018

Beginning of project planning

2019

Investor pre-contractualisation

2020

Planning and building consent, Reservation contract signature, End of technical surveys

2021

Land acquisition and sale to investors. Launch of construction works

2022

Delivery throughout 2022

2023

Objective: Inauguration for the 50th Anniversary of the International Comic Festival in Angoulême

