



Futuroscope: visitor numbers and profits on the rise again

Futuroscope reached the end of its season this Sunday 6th January after welcoming 1.6 million visitors over the last year. In three years, Futuroscope has regained 400,000 visits (200,000 this year) and revived its profits with a 17% increase in turnover. This turnaround is the fruit of a strategy actively aimed at drawing visitors back, spearheaded by the renewed content, and a cost-control policy.

After the problematic early years at the turn of the millennium, resulting from the 'privatisation' that did not deliver the expected success, the Vienne General Council again took over the running of Futuroscope in 2003. The new majority shareholder in the mixed investment company that Futuroscope had become went on to draw up a restructuring and recovery programme to bring expenses under control, with a 25% reduction in costs per visit, whilst revitalising the park's appeal through a determined policy of renewing the attractions on a regular basis.

Whereas in 2002 Futuroscope needed to bring in 2.2 million visitors in order to be in the black, cost reductions have since helped set its breakeven point at 1.5 million visitors. With 1.6 million visitors in 2007, it has ended its 20th anniversary season with **profits of over 1.5 million euros** from a turnover approaching 70 million euros (a 17% rise on the 60 million euros of 2006).

> The winning 10/20/60 formula

Futuroscope is reaping the rewards of a development policy that sees it reinvest 10% of turnover each year in order to renew 20% of the attractions, and thereby bring back 60% of visitors. The renewed content, together with a more interactive offer to thrill the senses (*Dances with Robots, Journey into the Dark, Dynamic Vienne + added effects*, and more), remain the driving force of Futuroscope's appeal. Combined with a '20th birthday' momentum, this approach has led to **a strong rise in the number of repeat visitors** (one million this last year, up from 500,000 four years ago). They have accounted for over 60% of visits since the start of the year. Repeat visitors and new visitors are especially pleased with the changes that have been made, since 8 out of 10 of their favourite attractions have been launched in the last three years.

This strategy has established Futuroscope as **a getaway destination in its own right**. 60% of non-group visits are taken as part of a 2-day stay. Since 2005, we have also registered an increase in the number of 2-days 2-nights breaks. The number of overnight stays in the on-site hotels has also risen, up 26% on last year, a situation repeated throughout the Vienne *département*.

In April, Futuroscope will be launching *The Future is Wild*, an attraction unlike any other in the world that combines the revolutionary technology of 'augmented reality' with a scenario exploring how species could evolve far in the future. Through its creative spirit, its ability to innovate and its search for the balance between fun and learning, Futuroscope is setting up its leisure offerings for the long term.