

Plopsa enters into agreement for construction of new indoor amusement park in Prague

In 2018, Plopsa opened the first amusement park in Poland: Majaland Kownaty. With a record of 250.000 visitors, the main targets were easily obtained. Shortly after, the announcement of a second park near Warsaw followed, of which the constructions will start very soon. Thanks to the success of the current parks and the expansions in other countries, Plopsa announces today the plans for a new indoor amusement park in the Czech capital Prague.

It's not surprising anymore that foreign countries are interested in Plopsa, and the other way around. During the preparations of the expansion towards foreign countries, it was important for Plopsa to know the local markets very well. Therefore, Plopsa decided to do the exploitation in Belgium and in the neighboring countries by itself, while in other countries, they start up joint ventures with strategic partners who know best the country and the local regulations. That is why different parties also operate together for the realization of the indoor park in Prague. The first local player is the TNI Group, originally a real estate and investment company that focusses particularly on the development of leisure-activities. TNI concluded a license agreement with Plopsa for the construction of indoor amusement parks and the use of Studio 100-characters. The second party, the principal investor, is the investments group KAPRAIN. The group is responsible for a lot of real-estate investments projects in the region and is also the owner of ice-hockey team HC Sparta Praha. One year ago, KAPRAIN re-opened the huge outlet shopping center, Premium Outlet Prague Airport. This site will now expand with the new indoor amusement park. In a first phase, Plopsa will mainly focus on the coordination and follow-up of the building process, and later on the operational start-up and consultancy during the exploitation.

Tomáš Novák, owner of the TNI Group, is looking forward to the collaboration: "Nowadays, you have to offer visitors something unique, for example combination of entertainment and shopping. The emphasis on experience has become a trend, and Plopsa knows everything about giving people a joyful entertaining experience.", adds Tomáš. "Not only with Plopsa, but also with KAPRAIN, we found a partner who shares our point of view and who wants to put this concept on the Czech map."

One year after the introduction of Premium Outlet Prague Airport (POP), this collaboration means a perfect match for KAPRAIN. "Since the first days of the POP, it has always been our goal to create a whole family-experience within this beautiful center. Besides spending time on shopping, visiting our car gallery and future dinosaur museum, visitors will soon be able to enjoy the biggest indoor amusement park in the Czech Republic!", highlights the CEO of KAPRAIN, Romana Benešová.

The CEO of Plopsa, Steve Van den Kerkhof, is happy with the plans. "I am very delighted that we can cooperate with the Czech partners, TNI and KAPRAIN, and I am convinced that together we will make a success story.", says Steve. "Thanks to the good location of the park, nearby the shopping center, and the airport, we hope to welcome not only local families but also many tourists coming to Prague."

The park will consist of about 15 attractions, including a roller coaster, a wave swinger, and a free fall tower. Most of the attractions will be thematized around the popular character Maya the Bee. The 3 parties would like to start as soon as possible with the constructions. Opening is planned for late 2021.

About TNI Group

TNI Group is a real estate and investment group, who is active in the Czech Republic and the United States. The group mainly focusses on the development of retail- and leisure activities. TNI Group is also the owner of travel agency Travel Family, a top player on the Czech travel market.

About KAPRAIN

Investment group KAPRAIN is active in different fields and has a lot of experience in the development and management of large real-estate projects, such as the outlet center nearby the airport in Prague, Premium Outlet Prague Airport. The group also focusses on technologies and industry sector and is active in the financial sector. KAPRAIN also operates in sports & entertainment and owns one of the most traditional ice-hockey teams, HC Sparta Praha.

About Plopsa

Plopsa, the theme park division of Studio 100 Group, consists today of 8 theme parks. Plopsaland and Plopsaqua De Panne, Plopsa Indoor Hasselt and Plopsa Coö in Belgium, Plopsa Indoor Coevorden in The Netherlands and Holiday Park in Germany. In 2018, Majaland Kownaty opened its doors in Poland and at the end of 2019, Plopsa announced the acquisition of an indoor park in Antwerp, which will open later this year under the name Plopsa Station. Also, this year, Plopsaqua Landen-Hannuit and the very first Plopsa Hotel in De Panne will open, and also the constructions of a second amusement park in Poland, near Warsaw, will start. In 2019, Plopsa welcomed more than 3.1 million visitors.