



## PRESS RELEASE

# **BELANTIS welcomes Asterix**

## **Launch of Asterix Park Germany: BELANTIS to open “Idefix’ Abenteuerland” in 2026 with four new family-friendly attractions**

Leipzig, 4 December 2025 – In spring 2026, the universe of Asterix, Obelix and Idefix will come to life just outside Leipzig. The family theme park BELANTIS will open the new themed area “Idefix’ Abenteuerland”, inviting families with children to embark on a world of discovery. The area marks the beginning of a long-term transformation: BELANTIS will be gradually developed into the first Asterix Park outside of France.

### **Strategic Realignment**

Following the acquisition by the French leisure group Compagnie des Alpes (CdA) in April 2025, BELANTIS began planning new offerings to support the long-term development of the family theme park near Leipzig. The location offers strong potential, with a growing catchment area, direct access to Leipzig and convenient proximity to Dresden and Berlin. In total, the park encompasses more than 80 hectares of land, including 41 hectares reserved for future expansion.

François Fassier, Director of the Theme Parks Division at Compagnie des Alpes, highlights the strategic importance of this initiative: “The progressive transformation of BELANTIS into Asterix Park Germany perfectly reflects the Group’s ability to identify and unlock the potential of the sites it acquires, thanks in particular to the pragmatic expertise of its teams. This first Parc Astérix outside France, which will emerge gradually, also demonstrates the strength of the Astérix brand and its attractiveness. Starting in 2026, several themed areas and attractions faithful to the fantastic universe of Astérix and Obélix will offer every visitor a unique experience.”

For the rights holders, Hachette Illustré and Éditions Albert René, the expansion into Germany represents an important milestone. Isabelle Magnac, CEO of Hachette Illustré, explains:

“Hachette Livre and Éditions Albert René are very proud to see Astérix take a new step by establishing itself in Germany, our largest international market with 130 million copies sold (one third of the 400 million sold worldwide). This development confirms the strength and universality of our indomitable Gauls, who continue to captivate audiences beyond borders. The strategic acquisition of BELANTIS by Compagnie des Alpes, owner and operator of Parc Astérix, illustrates our shared ambition: to bring the spirit of Astérix to ever more visitors across Europe.”

Wolf Stegmaier of Story House Egmont is delighted:

“As the Asterix publisher in the German-speaking world and as friends of Parc Astérix in Paris, we are very pleased about the opening of Idefix' Adventure Land at BELANTIS Park! After Asterix, Obelix, and Dogmatix travelled to Lusitannia, today's Portugal, in the 41st album, all fans of the indomitable Gauls can now set off on a new adventure of their own, right near Leipzig!”

### **Idefix' Abenteuerland: A New Family Experience at BELANTIS**

With the opening of „Idefix' Abenteuerland“ in spring 2026, a new, lovingly designed world of experiences will be created within just a few months, specifically tailored for families with children. Idefix, the loyal little dog from the Astérix universe, takes center stage, inviting young guests on an exciting journey of discovery. Children can play freely and embark on grand adventures together with family and friends.

The themed area combines charming design with age-appropriate play, creating an experience that perfectly blends imagination, fun, and shared family moments. New features include:

- Four new children's rides that combine fun and adventure in a child-friendly way
- A spacious playground where little ones can run, climb, and explore to their heart's content
- Meet & Greet area with the beloved characters, giving children the chance to meet their Asterix & Obelix heroes up close
- New kiosk, souvenir shop, and restroom facilities, making the visit comfortable and enjoyable for the whole family

The 2026 season begins on March 28, with „Idefix' Abenteuerland“ opening in spring 2026.

### **Outlook**

The long-term transformation of BELANTIS envisions its gradual transition into Asterix & Obelix universe. The park should be rebranded Asterix Park Germany by 2030/31. Plans for the next expansion phase of the park are already finalized for 2027. Among the planned developments is a new family roller coaster, set to begin construction in 2026, further enhancing BELANTIS's diverse offerings. Visitors can already look forward to this exciting new attraction, which will add another family-friendly experience to the park starting next year. Timelines for further expansion phases will depend on visitor response and market developments. In the long term, CdA anticipates an annual visitor potential of 900,000 to 1 million guests.

This step marks a significant milestone in BELANTIS's development. At the same time, it opens new opportunities for the Leipzig region—boosting visitor numbers, enhancing tourism appeal, and creating a place where families can come together across generations. BELANTIS is thus evolving into a destination where children and families from all over Germany can immerse themselves in the adventures of



Asterix & Obelix—an experience that will delight both longtime fans of the indomitable Gauls and those discovering them for the first time.

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#### About BELANTIS

**BELANTIS – The Adventure Kingdom** is a unique leisure destination for families seeking fun, action, adventure, and relaxation. The park transports its guests on a journey through time and space, offering a diverse mix of thrilling rides, magical shows, and pure recreation. Across its eight fantastic themed worlds, BELANTIS provides countless attractions and shows — including multiple roller coasters, a log flume ride, and dozens of additional rides — ensuring boundless adventure and continuous fun for visitors of all ages. BELANTIS is the perfect destination for families and adventure-seekers alike.

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