



PRESS RELEASE

New themed area Idefix' Adventure Land officially opens

The green light for BELANTIS major transformation

Leipzig, 27 May 2026 – With the **official opening of the new themed area** Idefix' Adventure Land, the BELANTIS family theme park has today taken the first visible step in its comprehensive, long-term transformation into **Asterix Park Germany**. The project marks the start of a **strategic repositioning** of the site under the leadership of Compagnie des Alpes (CDA).

The new themed area is aimed particularly at families with young children and expands the park's offering with **four new rides and a large adventure playground** designed specifically for younger visitors. The experience is complemented by a **meet-and-greet with Asterix and Obelix**, which further brings the new immersive brand world to life. Compagnie des Alpes has allocated an investment of around €5 million for the development of Idefix' Adventure Land.

The grand opening took place in the presence of numerous media representatives, partners, political guests and international representatives from the world of Asterix. Around 50 children ran through the symbolic red ribbon, thereby officially opening the new themed area. The ceremony was attended by Asterix, Obelix and the real-life dog Idefix.

"Idefix' Adventure Land marks the start of a new chapter for BELANTIS," explains Filip de Witte, Managing Director of BELANTIS. "Today's opening represents not only a new themed world, but also the start of a long-term development programme through which we will continue to transform the park step by step over the coming years."

A special moment during the opening ceremony was the presence of Anne Goscinny, daughter of René Goscinny, who co-created Asterix together with Albert Uderzo. Her attendance served as a personal reminder of the close connection to the world of Asterix & Obelix.

"It's touching to see how the world of Asterix and Idefix is now coming to life here for families and children... My father could never have imagined in his wildest dreams that Asterix would one day come to Germany," said Anne Goscinny during the opening ceremony.

Other guests of honour included François Fassier, Director of the Amusement Park Division at Compagnie des Alpes; Guy Vassel, Managing Director of Parc Astérix; Burkhard Jung, Mayor of Leipzig; Celeste Surugue from Les Éditions Albert René; and presenter and singer Uta Bresan, who was officially introduced as the patron of Idefix' Adventure Land during the event.

Since acquiring BELANTIS in April 2025, Compagnie des Alpes has been pursuing a long-term development strategy for the site. The aim is to gradually develop BELANTIS into Germany's leading Asterix Park by 2030/31.



In partnership with Les Éditions Albert René, the world of Asterix & Obelix is set to become an increasingly integral part of the BELANTIS experience in the coming years. Further investments in themed areas, attractions, infrastructure and the guest experience are already planned. Among other things, the next major expansion, featuring a new family rollercoaster, is scheduled for 2027.

Germany is regarded as one of the most important international markets for the Asterix comics and, at the same time, as one of Europe's most significant theme park markets. Today's opening thus marks the start of a long-term development with which BELANTIS aims to further strengthen its position as a family-oriented leisure destination in Germany.

Winnie Vorsatz
press officer
presse@belantis.de

About BELANTIS

BELANTIS – The Adventure Kingdom is a unique leisure experience for families looking for fun, action, adventure and relaxation. The park takes visitors on a journey through time and space, offering a varied mix of thrilling rides, magical shows and pure relaxation. In the nine fantastic themed worlds of the "Adventure Kingdom", numerous attractions and shows – including various roller coasters, a white-water ride and dozens of other rides – ensure boundless adventure and non-stop fun for guests of all ages. This makes BELANTIS the perfect destination for all families and adventure seekers. Following its takeover by the French group Compagnie des Alpes, BELANTIS is now undergoing a transformation process and will become Asterix Park Germany in the coming years.