



PRESS RELEASE

Successful Launch of Idefix' Adventure Land Positive Response to the Launch of the New Themed Area at BELANTIS

Leipzig, June 4, 2026 – One week after its official opening, BELANTIS is drawing a **positive initial conclusion**: The new themed area, Idefix' Adventure Land, has been enthusiastically received by guests and has already established itself as a popular destination for families with younger children.

The four new rides, the spacious adventure playground, and the opportunity to meet Asterix and Obelix have proven especially popular. Many families are making the new themed area a central part of their visit and spending a significant portion of their day there.

“The first week **exceeded our expectations**. The feedback from our guests has been overwhelmingly positive and shows us that, with Idefix's Adventure Land, we have created exactly what many families were looking for: a place where even our youngest visitors can enjoy unforgettable adventures,” says Martin Endruhn, Managing Director of BELANTIS.

With the opening of Idefix's Adventure Land, BELANTIS has also taken the first visible step in **its long-term transformation into Asterix Park Germany**. The new themed area marks the beginning of a **multi-year investment and development strategy** by Compagnie des Alpes, which will continue to enhance and expand the park in the years ahead.

The new characters have already gained plenty of fans. **Daily meet-and-greet sessions with Asterix and Obelix** are drawing long lines, **creating memorable moments and plenty of family photos**.

The enthusiasm of the youngest guests is reflected in five-year-old Alva, who simply cannot get enough of the new themed area: “My new favorite attraction is the water ride. I'm definitely going to ride it lots more times today!”

Looking ahead, BELANTIS' development journey is set to continue. The next major expansion is already planned for 2027 with the addition of a new family roller coaster. Idefix' Adventure Land therefore marks the beginning of a new era for the theme park just outside Leipzig.



Alva (left) and Lara (right) explore Idefix' Versteck, the new adventure playground.

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.