



Press release

Aerobar: Futuroscope launches the world's first skybar

Jaunay-Clan, 8th April 2013 – Futuroscope will be officially opening the very first Aerobar during the weekend of the 13th and 14th April, offering visitors the chance to enjoy the unique and unusual experience of a drink 115 feet up in the air in the company of family and friends, with their heads in the clouds and legs dangling free.

o Taking the "Foodtainment" concept to new heights



The first Aerobar was designed by French company Aérophile, the world's leading tethered-balloon specialist, in association with DVVD architects (which built the metal support frame). And Aerobar sits in the middle of Futuroscope, between its two iconic buildings – Kinémax and Cité du Numérique – from where it also serves up the most spectacular view over the park.

Up to 12 visitors can book their ride up and buy a drink and/or snack (e.g. wraps) from the airport-style reception area at the foot of the Aerobar.

"Aerobar is straight out of the foodtainment mould, another fine ingredient in Futuroscope's original, groundbreaking content, bringing even more delight to our visitors," says Dominique Hummel, Chairman of the Board of Directors at Futuroscope.

o The best thrills bar none

This "next-generation" bar is a unique opportunity to experience a drink with **feet dangling free** as an **ultra-modern, 23-ft airship** lifts **twelve visitors twelve storeys**, or 115 ft, up in the air on board a **twelve-foot-diameter pod**.

This unusual experience lasts a good twelve minutes – perfect for enjoying a drink, a snack and the unrestricted view.

"This Aerobar was designed and built entirely in France, and is a daring response to the growing public taste for new thrills and unique experiences that can be enjoyed with family and friends.

So we're very proud that Futuroscope has given us the chance to launch this groundbreaking concept at one of the world's iconic sites," explain Aérophile founders Jérôme Giacomoni and Matthieu Gobbi.



Practical information

Opening times: 11.30 am to 7.30 pm

Prices:

- Ride + soft drink: 6.50 euros
- Ride + alcohol-free cocktail: 8 euros
- Ride + beer: 7.50 euros
- Ride + champagne: 11 euros
- Wrap : 4.50 euros

About Futuroscope

Futuroscope (nr Poitiers in central western France) is **France's 2nd largest leisure park**, with 1.7 million visitors each year. It owes a large part of its success to **its unique position in the leisure market**, where it delights the crowds with the blend of fun and learning it was tailor made to deliver. The renewed content, with a range of increasingly **interactive attractions** that continue to ramp up the sensory thrills ("**Arthur, the 4D Adventure**", voted **best attraction in the world in 2012**, "**The Little Prince**", etc), has brought in **over 42 million**



visitors since the park opened 25 years ago. With over **30 experiences** to look forward to, Futuroscope promises visitors a holiday they will never forget with family and friends.

www.futuroscope.com

About Aérophile

The Aérophile Group was founded in 1993 by Jérôme Giacomoni and Matthieu Gobbi to give everyone the opportunity to float on air at an affordable price:

- World's leading tethered-balloon specialist, with over 60 balloons sold in 27 countries.
- Largest "lighter than air" carrier with 6 balloons in service and 500,000 passengers every year: Paris and Disneyland Paris; Walt Disney World, Orlando; Great Orange County Park and San Diego Zoo Safari Park, California; and the Great Smoky Mountains, Tennessee.
- Inventor of Aérophare and Aérobar, the first airborne Foodtainment structures.
- Inventor of the Ballon de Paris, the first air quality monitor, visible to 400,000 people at any one time.

www.aerophile.com

Press office and Aerophile opening weekend registration contacts

Aerophile

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