

Presse  
Press

## Pop-up leisure park DüsselLand opens at the Düsseldorf Exhibition Centre

**CEO Dornscheidt: "Signal for the restart of the event industry"**

**Preparations for the resumption of trade fair operations in Düsseldorf are in full swing**

Life is returning to the Düsseldorf exhibition centre: From 26 June to 26 July, showman Oscar Bruch will be hosting the temporary leisure park DüsselLand. For Messe Düsseldorf as the implementing company, this is the first event since the lockdown in March. More than 20 rides, some of which can only be seen at the big carnivals such as the Oktoberfest, Cranger Kirmes, Stuttgarter Wasen and at the biggest "Kirmes" on the Rhine, will be part of the event. These include the Alpina roller coaster, the Bellevue giant wheel, Happy Sailor, Break Dance and a white-water ride. In addition, there will be scores, raffle booths and food and drink stands without alcohol. A highlight will be the high wire show of the "Geschwister Weisheit", which will delight spectators with motorbike rides on a rope stretched at a height of 40 metres. A children's land, stilt walkers and areas for resting and relaxing will round off the offer.

"We want to attract people with DüsselLand and bring them a lot of joy", says initiator Oscar Bruch. He is full of optimism that the "Pop-up Leisure Park" project will be a success. "We are not a substitute for the funfair", emphasises Bruch, "but something independent. He is glad that the city of Düsseldorf is supporting the project.

Numerous special features distinguish the amusement park from a funfair and offer visitors and employees the greatest possible protection, especially in times of Corona. Unlike at a fairground, visitors enter and leave the grounds via a single entrance. The North Entrance of Messe Düsseldorf at the "Arena/Messe Nord" underground station is intended for this purpose. Access is only possible during certain time windows of three hours. Thanks to a circular route, visitors move around the exhibition grounds in one direction only to avoid crossroads. In addition, all persons must keep a minimum distance of 1.50 metres from each other; masks are compulsory on the rides. In the gondolas of the Giant Ferris Wheel, for example, only two people (instead of six) are allowed to take a seat, except for families.

Marked walking paths, distance markings and orderly personnel ensure that the minimum distance and the walking direction are observed. Surfaces and contact areas of the rides and stands are regularly disinfected. Visitors must register online or on site beforehand and leave the amusement park at the end of the respective three-hour slot at the latest. The hygiene and safety measures are financed from the entrance fees. During the week, the entrance fee is eight euros, at weekends ten euros. In return, the rides are cheaper. The ride on the Alpina roller coaster, for example, costs five instead of seven euros.

Werner M. Dornscheidt, CEO of Messe Düsseldorf, sees the concept of the theme park as an important signal: "The event industry and the entire economy need a new start. This project marks the starting point for a new beginning after the lockdown. We are pleased to be part of it as Messe Düsseldorf and are currently working at full speed ourselves to resume trade fair operations". The next event will be the CARAVAN SALON from 4 to 13 September.



Messe Düsseldorf has drawn up a hygiene and infection protection concept on the basis of the current corona protection ordinance of the state of North Rhine-Westphalia in order to ensure the necessary health precautions, hygiene measures and spacing rules at the upcoming events at the Düsseldorf venue. This includes both measures for personnel and space management as well as hygienic, technical and organisational measures that the state government has set up for the operation of congresses and trade fairs.

Further information on the DüsselLand (only German): [www.duesselland.de](http://www.duesselland.de)

Further information on the effects of the coronavirus on Messe Düsseldorf: [https://www.messe-duesseldorf.com/corona\\_en](https://www.messe-duesseldorf.com/corona_en)

#### **The Messe Düsseldorf Group**

With revenue of EUR 378.5 million in 2019, the Messe Düsseldorf Group has maintained its position as one of Germany's most successful trade fair companies. 29,222 exhibitors presented their products to 1.4 million trade visitors at events in Düsseldorf in 2019. Compared with previous events, this was an increase in the numbers of both exhibitors and visitors. Düsseldorf Exhibition Centre hosts around 40 trade fairs in five sectors of expertise: machinery, plants and equipment; the retail trade, trades and services; medicine and healthcare; lifestyle and beauty, and leisure. The trade fairs include 22 proprietary No. 1 events as well as, currently, 15 robust partner and guest events. Also, its subsidiary Düsseldorf Congress held over 1,000 conventions, corporate events, conferences and meetings in 2019, attracting around 374,000 delegates in all. In addition, the Messe Düsseldorf Group organises 75 proprietary events, joint events and contracted events in other countries and is one of the leading export platforms in the world. Proprietary events in Düsseldorf attracted around 73% international exhibitors and 37% international visitors in 2019. The group runs a global network of 77 foreign representatives for 141 countries, including 7 international subsidiaries.

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