

Wildpark-Mitarbeiter wurden in Dino-Kunde geschult, um Besuchern Führungen durch die neue Themenwelt anzubieten.

Passend zu den neuen „Bewohnern" im Wildpark, deren Besuch im regulären Parkeintritt enthalten ist, gibt es sowohl im Retail- als auch F&B-Bereich nun neue thematisch passende Artikel, um Zusatzeinnahmen zu generieren. Und wer seine Reise durch die urzeitliche Evolution abgeschlossen hat, kann die „Nachfahren" dann direkt bei einer der täglichen Flugschauen im Wildpark entdecken… *(AS)*

www.wildpark-schwarze-berge.de

Evolution as Edutainment

Wildpark Schwarze Berge opens dinosaur nature trail

Germany's Wildpark Schwarze Berge (near Hamburg) has recently begun showing visitors how adaptation strategies developed by prehistoric species successfully live on in animals living today. A kilometre-long "evolutionary nature trail" now stretches across previously unused parkland, flanked by more than 130 life-sized dinosaur models.

The lifelike replicas – ranging from the majestic pterosaur flying between the trees via an impressive triceratops and a 23-metre-long diplodocus to the mighty T-Rex – are nestled among beech and spruce trees. Numerous representatives of prehistoric fauna can now be discovered at Wildpark Schwarze Berge.

The new attraction, which was developed in close cooperation with Dinosaurier-Park International, builds a bridge leading to the birds of prey, lizards and turtles living in the wildlife park today. Information boards describe the survival strategies of the dinosaurs, which became extinct around 66 million years ago, that still exist in nature today.

Phases of climate change – both past and present – are also explored. Personal tours, photo spots and interactive stations, such as in the adjoining "Paleo Camp," are designed to attract new visitor groups and offer regular visitors fresh inspiration. In a kind of large sandbox, children can search for and uncover fossils, dig up giant dinosaur skeletons, or get creative and paint dinosaur figures.

"We wanted to create an attraction that combines adventure and education in a unique way," explains Wildpark Managing Director Lars Otten. "If you look closely, you can see striking similarities between pterosaurs and today's birds of prey – even though they are not related – or between prehistoric armoured lizards and new age turtles."

Because the dinosaur models are made of fibreglass, they can withstand severe weather conditions such as heat and frost. Less than six months passed between the initial sketch of the evolutionary trail and its opening, with the dinosaur figures themselves being set up in just one week.

In keeping with the new "residents" of the wildlife park, the visit to which is included in the regular park admission price, new thematically appropriate items in both the retail and F&B sectors now also generate additional revenue. And once visitors have completed their journey through primeval evolution, they can watch the "descendants" of the dinosaurs take part in daily flight displays by birds of prey at Wildpark.

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