

FOR IMMEDIATE RELEASE

Attraktion! announces second Querion following double win at Park World Excellence Awards

The new Kolobrzeg project expands the Querion Hypermedia Entertainment Park concept to Poland's Baltic coast, as Attraktion! celebrates success at the Park World Excellence Awards.

Vienna, Austria – 24 September 2026 – Attraktion! is pleased to announce its role as park designer and supplier of all attractions for the second Querion Hypermedia Entertainment Park in Poland to open in Kolobrzeg in summer 2027. The new project follows the opening of Querion Piechowice and marks the next step in the expansion of the Querion concept. Following the successful delivery of the first park in June this year, the Kolobrzeg project continues the partnership between Attraktion! and Gorskie Resorty.

The second Querion park will feature the same attraction mix as Querion Piechowice, including FlyXD, C360 Interactive, Explorer 5D, 4D5D Theater, an Immersive Experience Theater, and a futuristic common area connecting the overall park experience. Together, these elements create an indoor destination where immersive storytelling, motion, interactivity, themed architecture, and future-oriented entertainment come together in one connected visitor journey.

Located on Poland's Baltic coast, Kolobrzeg is one of the country's best-known seaside tourism destinations. The new Querion park will bring a year-round, weather-independent entertainment offer to the region, serving families, tourists, groups and event audiences beyond the traditional summer season.

As full-park supplier of its unique mix of attractions, Attraktion! will once again provide the creative, technical and media-based attraction expertise behind the Querion experience. The second project demonstrates how the Querion format can be adapted to different destination markets while maintaining a consistent visitor experience built around immersive media and interactive technology.

Double win for Attraktion! at Park World Excellence Awards

The announcement follows a successful evening at the Park World Excellence Awards 2026, where Querion Piechowice was crowned **Best Family Entertainment Center**. Taking the top award among FEC destinations across EMEA, the win highlights Querion Piechowice's unique positioning and success in the market.

Attraktion! CEO Markus Beyr was also named **Industry Icon – Supplier**, adding further recognition to the Querion and Attraktion! story. The category recognises an exceptional individual from a manufacturing, design or supply company who has made a major positive impact and demonstrated career excellence within the EMEA attractions industry. Beyr received the award for his contribution to attraction innovation, globally unique media-based ride

systems, cutting edge interactive experiences, and the design and build of destination entertainment projects.

Attraktion! was also shortlisted for **Best Supplier**, while **FlyXD Flying Theater** and **Circulum 360 Interactive** were both shortlisted for **Innovation Rides, Games, Shows**. Circulum 360 Interactive was additionally shortlisted for **Best Dark Ride**, underlining the international industry attention surrounding Attraktion!'s media-based attractions, interactive ride innovation and the Querion destination project.

The awards come as Attraktion! prepares to bring the Querion format to a second location. "The Kolobrzeg project is an important next step in the development of the Querion concept," said Markus Beyr, CEO of Attraktion! "Following the successful delivery of Querion Piechowice, we are proud to continue our partnership with Gorskie Resorty and bring this media-based destination format to another major tourism region in Poland."

Further details about the Kolobrzeg project will be announced as development progresses.

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About Górskie Resorty

Querion is owned and operated by hotel operator Górskie Resorty, one of Poland's leading hotel and aparthotel groups, with a portfolio of resort destinations in the Polish mountains and by the sea. The group manages more than 3,000 hotel units across fourteen hotel and aparthotel resorts and has been recognized among Poland's leading hotel groups. For more information, visit <https://gorskie-resorty.pl>

About Attraktion!

Attraktion! is an international creator and supplier of innovative media-based attractions and immersive technology solutions for the amusement and leisure industry. The company develops globally unique ride formats and immersive experiences that combine attraction design, media production, show technology and interactivity. Attraktion! also owns and operates Immersium: Wien, an immersive museum and family destination in Vienna, Austria, which serves as a permanent showcase for immersive storytelling, themed environments and media-based visitor experiences. For more information about Immersium: Wien, visit www.immersium.com.

Attraktion!'s attractions have received international recognition, including for Hypersphere 360 at SeaWorld Abu Dhabi, which was honored with IAAPA's Impact Award, the Blooloo Innovation Award for World's Most Immersive Attraction, the Park World Excellence Award for Best Media-Based Attraction and further industry distinctions, including its most recent success at the Park World Excellence Awards 2026.

For more information, visit www.attraktion.com

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