



Press Release

Familiepark Drievliet joins the Looping Group

(Paris, March 28th, 2024)

The Looping Group (“Looping”), a leading operator of regional leisure parks in Europe, today announced the acquisition of Drievliet B.V. (“Familiepark Drievliet”), one of the most iconic regional leisure parks in the Netherlands.

Strategically located in the city of the Hague, in the Randstad region, one of the most highly populated area in the Netherlands, Familiepark Drievliet offers 40 attractions and live shows mainly dedicated to families with young kids.

Founded by the Faaij family who developed and operated Familiepark Drievliet since it first opened to the public in 1938, the park has been managed by Wim, Jos and Piet Faaij. While Wim and Jos are exiting the business, Piet Faaij will retain a key role within the park under the new ownership.

Familiepark Drievliet is Looping’s 19th park and the group’s second leisure park in the Netherlands together with Avonturenpark Hellendoorn, enabling Looping to build a new platform in the region through two complementary regional leisure parks. With the integration of Familiepark Drievliet, Looping expects to attract over 6.6 million visitors in 2024.

Looping plans to enhance Familiepark Drievliet’s development with the same entrepreneurial spirit and values, while keeping the strong local anchorage of the park.

Laurent Bruloy, CEO and co-founder of the Looping Group, comments:

“I would like to congratulate the Faaij family who has founded, developed and operated the park for almost 90 years and made it one of the most iconic parks in the Netherlands. We are deeply respectful about all that has been achieved by the family and the teams and we feel a deep responsibility to ensure the continuity of this successful story. We are also very pleased to strengthen our presence in the Netherlands with this new acquisition.”

Bertrand Monier, Partner at PAI Partners, said:

“PAI Partners has been investing in the leisure & hospitality industry for several years and is pleased to have Familiepark Drievliet join the Looping platform with its landmark attractions. We have always been big believers in the value of family-oriented outdoor experiences. The Looping management team has demonstrated an ability to identify, acquire and develop high-quality properties that captivate communities. Familiepark Drievliet is a perfect example of this and we are proud to be their partner.”

Familiepark Drievliet has been advised by Chestnut Corporate Finance (sell-side advisory), BarentsKrans (sell-side legal) and GBA Accountants & Adviseurs (sell-side financial & tax). Hogan Lovells (buy-side legal), Mazars (buy-side financial & tax), and TAUW (buy-side environment) acted as advisors to Looping.

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About Familiepark Drievliet

Founded in 1938 by the Faaij family, Familiepark Drievliet offers 40 attractions for families with young kids distributed among 5 thrill rides, 13 attractions for children, 20 attractions for families and 3 live shows. Strategically located in the city of the Hague, in the Randstad area, Familiepark Drievliet is one of the most iconic theme parks in the Netherlands. For more information on Familiepark Drievliet, please visit www.drievliet.nl.

About Looping

Created in 2011, Looping is a leading operator of regional amusement parks in Europe. The group consists of 19 parks located in France, Switzerland, Netherlands, UK, Spain, Portugal, Germany and Croatia. Proforma of the acquisition of Familiepark Drievliet, Looping will count around 6.6 million visitors for revenues in excess of €200 million. For more information on Looping, please visit www.looping-group.com

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About PAI Partners

PAI Partners is a pre-eminent private equity firm investing in market-leading companies across the globe. The Firm has c. €27 billion of assets under management and, since 1994, has completed over 100 investments in 12 countries and realised more than €24 billion in proceeds from 60 exits. PAI has built an outstanding track record through partnering with ambitious management teams where its unique perspective, unrivalled sector experience, and long-term vision enable companies to pursue their full potential – and push beyond. Learn more about the PAI story, the team and their approach at: www.paipartners.com.

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