



PRESS RELEASE

Two months after opening, Chaplin's World exceeds expectations in visitor numbers and customer satisfaction

Corsier-sur-Vevey (Vaud, Switzerland), 7 July 2016 – Slightly more than two months after its opening, all systems are go at Chaplin's World. Charlie Chaplin has been reunited with his fans and the public is (re)discovering the cultural legacy of this master of cinema. People of all ages and from all over the world come together in Corsier-sur-Vevey, on the shore of Lake Geneva, to visit the Manoir, Charlie Chaplin's final residence, and the newly-built Studio situated within a majestic park with centuries-old trees. Echoes from visitors, as well as from national and international press, are positive and extremely encouraging for the future.

Resounding media coverage in Switzerland and worldwide

On April 16th, Charlie Chaplin's birthday, the opening press conference welcomed more than 140 journalists from over 30 countries, and the inauguration of this long-anticipated museum was widely reported in Swiss and international media. Numerous representatives of the media from Switzerland and beyond visit Chaplin's World each day in order to report on the enthusiasm and emotion generated by this unique museum presenting the private and public life of this genius of the seventh art. The entire Swiss Riviera region is benefiting from this new tourist destination.

The opening festivities for Chaplin's World, which brought together some 2000 invited guests, quickly gave way to the general public and to the fans of Charlie Chaplin who thronged before the gates of the Manoir on April 17th, the first day the museum was open to the public. A guest from Germany traveled more than 800km to be first in line at the entrance at 6:30am, and the second visitor to the site was an American from New York.

Chaplin's World By Grévin: a major museum where you have fun

For two months now Chaplin's World has been welcoming and discovering its public, which comprises visitors from over 60 countries. So far, 70% of our multi-generational guests have been from Switzerland. Tour operators in international markets are present and display strong interest. "Beyond the satisfaction of seeing the number of visitors arriving at Chaplin's World each day, we are above all delighted by the comments that we receive directly from our guests and on social media. Magic, magnificent, moving, and funny—these are the terms that come up over and over from our visitors. They are thrilled by what they discover at the Manoir and in the Studio, and enjoy the hospitality provided by our team members", says Jean-Pierre Pigeon, General Director of Chaplin's World. The satisfaction of our visitors is reflected in our rating on TripAdvisor, where 79 of them have ranked the attraction excellent.

A dedicated and attentive team

Each day, 30 hospitality staff—20 of them full-time—welcome visitors. 25 additional posts have been created via four sub-contracted companies (janitorial, landscaping, restaurant, security), and 18 guides have been trained to provide visits to the site. A total of 63 jobs have been filled by residents of the region.

Private events at Chaplin's World

As the venue offers a wide variety of unusual spaces (listed manor house that once belonged to Charlie Chaplin, movie theatre, playfully decorated studio, and a park with centuries-old trees), it has already received many inquiries about use, outside of opening hours, mainly for weddings, lectures, cocktail events, etc. Over 115 event requests have been processed, and more than 23 events have already been held at Chaplin's World.



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About Chaplin's World By Grévin

Chaplin's World is an entertaining museum developed by the company Domaine du Manoir de Ban SA (Philippe Meylan, Yves Durand, and Genii Capital), designed by Atelier Confino, and staged by Grévin under license to the Chaplin family's rights holding companies. The venue enables guests to discover both the man and the artist, and offers entertainment and culture to the general public as well as a "cult" site for movie-lovers and fans of his Little Tramp character. With 1850 m² of thematic exhibits, the Manoir de Ban and its Hollywood-style studio showcase the humor and emotion that were so dear to Charlie Chaplin and which conquered the entire planet. Chaplin's World is the fourth site to be developed by Grévin internationally.

For more information and to purchase tickets online: www.chaplinsworld.com

About Grévin International

Since 2013, the Grévin brand, known for its famous museum in Paris, and rich with 134 years of experience in celebrity history and current events, has been exported all over the world.

"Our capacity to always be on the lookout for new trends, our unique approach to designing environments that are playful and interactive and that immerse visitors in a universe of illusion and dreams, and our endless quest for excellence in the mastery of artistic techniques and professions (sculpture, painting, costuming, and hair styling), are unrivaled assets", says Béatrice de Reyniès, Grévin's President and the brand's Director of Strategic Development.

Chaplin's World by Grévin is part of the Compagnie des Alpes group, European leisure leader since 1989.

For more information: www.grevin.com

About the Compagnie des Alpes

Since its creation in 1989, the Compagnie des Alpes has forged a reputation as an uncontested leader in the leisure industry, currently the number 10 actor in this domain worldwide. Managing 11 of the most sought-after ski resorts in the world (Tignes, Val d'Isère, Les Arcs, La Plagne, Les Menuires, Méribel, Les 2 Alpes, Serre-Chevalier...) and 13 renowned leisure destinations (Parc Astérix, Grévin, Walibi, Futuroscope...), this company has experienced constant growth in Europe (France, Netherlands, Belgium, Germany...) and more recently beyond, with Grévin Montréal in April 2013, Grévin Prague in May 2014, Grévin Seoul in July 2015, as well as contracts for engineering assistance and management (Russia, Morocco, Japan). The CDA also holds investments in four ski areas, including Chamonix.

For the financial year that ended on 30 September 2015, CDA registered nearly 22 million visitors and consolidated sales of EUR 696m.

With nearly 5000 employees, the Compagnie des Alpes works with its partners to create projects that generate unique experiences rather than employing a standardized concept. Exceptional leisure activities for the greatest possible number.

For more information: www.compagniedesalpes.com

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