

## eak subsidiary ZAK creates space for new investments - and builds a brown bear reserve



> A new visitor attraction dedicated to the protection of the endangered brown bear population will be built at the Krkonoše treetop walk in 2024.

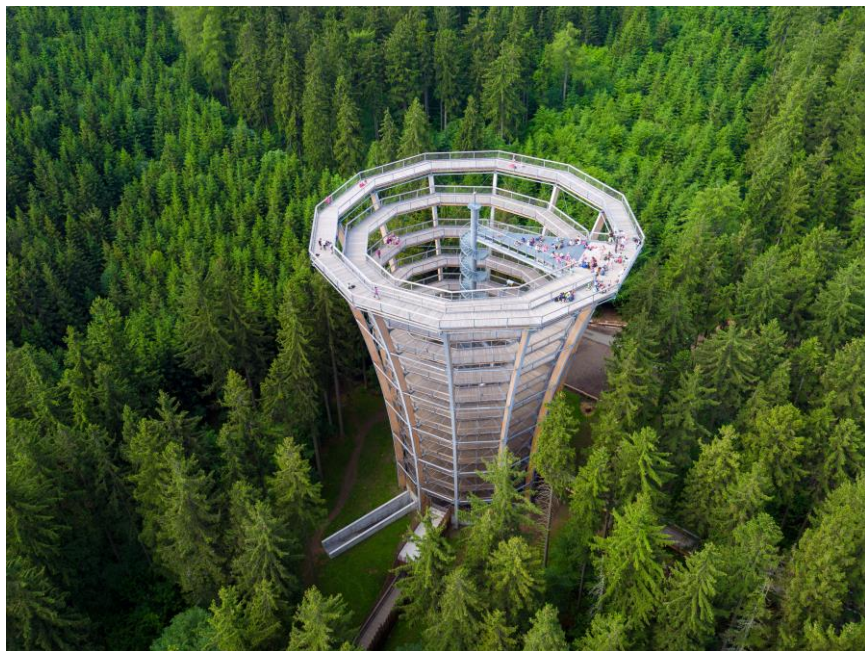
© Erlebnis Akademie AG

At Stezka korunami stromů Krkonoše, the treetop walk in the Krkonoše Mountains, a new attraction with an educational mission will be created in 2024. This was preceded by a financial reorganisation that will enable new investments throughout Eastern Europe.

**Bad Kötzing/ Janské Lázně, Czech Republic.** Big money for one of the largest land-dwelling animals on earth: In autumn 2024, the construction of a wildlife enclosure for brown bears will begin in the Czech Krkonoše Mountains. The project will make the Krkonoše treetop walk even more attractive for visitors and at the same time contribute significantly to nature education and conservation. This expansion is preceded by a financial reorganisation that creates space for new investments throughout Eastern Europe. Bernd Bayerköhler, CEO and Spokesman of the Board of Erlebnis Akademie AG (eak), explains the details and background to a project that has great appeal, and not just because of its size.

As he says, the project was enabled by the commitment of colleagues on site. The Czech subsidiary of eak, Zazitkova Akademie s.r.o. (ZAK), succeeded in refinancing the existing loans to fund the Krkonoše site in the Czech Republic and the Rogla site in Slovenia. "The existing loans were repaid. The new loans were expanded and extended to ten years, which creates scope for new

investments in Eastern Europe." The first project is the more than half-hectare bear enclosure directly below the Krkonoše treetop walk. Total investment: around 800,000 euros.



### Ecological education takes centre stage

Renowned partners in environmental protection were involved since the very start of planning, says Jan Hřebačka, Head of Project Development at ZAK. "We were looking for an attraction that would give the treetop walk, which was built in 2017, a new impetus, but at the same time for a topic linked to nature conservation. In the end, we opted for the impressive brown bears that used to live in Krkonoše Mountains. We knew that such a project could not be realised without a professional background. That's why we asked the most important nature conservation and wildlife management organisations to cooperate right from the start: The Krkonoše National Park and the Dvůr Králové Safari Park."

On the one hand, this cooperation ensures the best care, veterinary treatment and professional training for all employees. On the other hand, the representatives of the Krkonoše National Park, the safari park and ZAK have committed themselves to the main task of the project by signing a "Memorandum of Cooperation": Nature conservation, ecological education and the rescue of endangered animal populations as part of the so-called EEP (European Endangered Species Programme). EEP is a population management and conservation programme of the European Association of Zoos and Aquariums (EAZA) for wild animals living in European zoos.

## Press Release

Bad Kötzing  
02. Juli 2024

Seite 2 von 2

- > The new bear enclosure will be located directly below the treetop walk and will not only fascinate visitors, but will also make an important contribution to the education, monitoring, protection and conservation of the endangered brown bear population in the Krkonoše Mountains as part of the European Endangered Species Programme (EEP).

© Erlebnis Akademie AG/Treetop Walk Krkonoše

### About Erlebnis Akademie AG

Erlebnis Akademie AG was founded in Bad Kötzing in the Upper Palatinate in 2001 and is now one of the leading providers of nature-based leisure and adventure centres in Germany. To date, the company has built 13 treetop walks, including additional facilities, with a total investment of more than 85 million euros. The five German sites are located in the Black Forest, in the Bavarian Forest National Park, on the islands of Rügen and Usedom and at the Saarschleife. Erlebnis Akademie is also represented with locations in the Czech Republic [Lipno nad Vltavou (2012); Krkonoše (2017)], Slovakia [Bachledova/Hohe Tatra (2017)], Austria [Gmunden, Salzkammergut (2018)], Slovenia [Pohorje (2019)], France [Alsace (2021)] Ireland [Avondale Forest (2022)] and Canada [Laurentides (2022)]. The company has also already realised a total of four adventure forests at selected locations. The educational content was implemented in cooperation with renowned partners such as the German Federal Environmental Foundation. In 2023, a total of more than 2.4 million visitors visited the treetop walks and adventure forests of the eak Group (including minority interests). In addition to planning - under normal conditions - an average of two to three new adventure facilities per year, there are additional concrete growth prospects through the expansion of existing facilities, expansion of merchandise, catering offers and cooperation marketing - as well as the prospect of concept transfer to other nature adventure worlds.

[www.treetop-walks.com](http://www.treetop-walks.com)

Another important component of Erlebnis Akademie AG is DoNature gGmbH. The non-profit organisation is committed to the sustainable development of our living environment by combining education and outdoor experiences. DoNature gGmbH is responsible for environmental education at the German locations and also organises seminars, events and team training (s.e.t.) with sustainable and nature-oriented aspects.

[www.do-nature.de](http://www.do-nature.de)  
[www.eak-ag.de](http://www.eak-ag.de)

### Kontakt

**Anna Heidenreich**  
PR and Communication

Erlebnis Akademie AG  
Hafenberg 4, 93444 Bad Kötzing

T +49 9941 / 90 84 84-35

[anna.heidenreich@eak-ag.de](mailto:anna.heidenreich@eak-ag.de)  
[www.eak-ag.de](http://www.eak-ag.de)