



# Harry Potter™

## L'EXPOSITION

### HARRY POTTER™: THE EXHIBITION IN PARIS ENDS WITH MORE THAN 611,000 VISITORS

<https://harrypotter-exposition.fr/>

**Acclaimed by fans, Harry Potter™:**  
**The Exhibition** came to an end this  
Sunday, October 15, in Paris after  
attracting more than 611,000 visitors  
since its opening on April 21, 2023 at Paris  
Expo Porte de Versailles.

The exhibition has attracted a large audience of families, young adults, and teenagers, notably through events such as the celebration of Harry Potter's birthday on July 31, the 500,000<sup>th</sup> visitor on September 26, and the fans' annual Back to Hogwarts celebration held this year on September 2<sup>nd</sup> in Paris. The exhibition invited visitors from all over France and abroad who were able to celebrate the Wizarding World over an area of more than 32,000 square feet and 25 galleries, featuring celebratory reconstructions of the Hogwarts Great Hall and Hagrid's Hut, authentic film costumes and props from beloved characters including Harry Potter, Ron Weasley, and Hermione Granger, Lord Voldemort and Professor Dumbledore, a face off against a Hungarian Horntail, and a chance to practice your Quidditch skills.

*Harry Potter™: The Exhibition* will continue its European tour in Barcelona, Spain at Port Bell from November 17, and will have its Asia premiere in Macao, China at The Londoner on December 15, 2023.

*"It is with great pride that we close the doors in Paris with over 611,000 visitors in just under six months. It's been 25 years since the world was introduced to the magic of Harry Potter and I am proud that the exhibition developed by my team was able to remind people of that magic and provide a new and celebratory way to enjoy such incredible stories."*

Tom Zaller, President and CEO of Imagine Exhibitions





Photo provided by Harry Potter™: The Exhibition

Since its premiere in Philadelphia, PA (February 18 – September 18, 2022), over 1.7 million visitors have experienced this captivating exhibition celebrating Harry Potter and the entire Wizarding World, subsequently touring to Atlanta, GA (October 21, 2022 – April 16, 2023), Vienna, Austria (December 16, 2022 – March 19, 2023), New York, NY (May 19, 2023 – January 8, 2024) and Paris (April 21 – October 15, 2023).

The exhibition is created and produced by Imagine Exhibitions, Inc. in partnership with Warner Bros. Discovery Global Themed Entertainment and EMC Presents.

## About Wizarding World

In the years since Harry Potter was whisked from King's Cross Station onto Platform nine and three quarters, his incredible adventures have left a unique and lasting mark on popular culture. Eight blockbuster films based on the original stories by J.K. Rowling have brought the magical stories to life and today, the Wizarding World is recognized as one of the world's best-loved brands.

Representing a vast interconnected universe, it also includes three epic Fantastic Beasts films, Harry Potter and the Cursed Child – the multi-award-winning stage-play, state-of-the-art video and mobile games from Portkey Games, innovative consumer products, thrilling live entertainment (including four theme park lands) and insightful exhibitions.

This expanding portfolio of Warner Bros. owned Wizarding World tours and retail also includes the flagship Harry Potter New York, Warner Bros. Studio Tour London – the Making of Harry Potter, Warner Bros. Studio Tour Tokyo, and the Platform 9 ¾ retail shops.

The Wizarding World continues to evolve to provide Harry Potter fans with fresh and exciting ways to engage. For the worldwide fan community, and for generations to come, it welcomes everyone in to explore and discover the magic for themselves.

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## About Warner Bros. Discovery Global Themed Entertainment

Warner Bros. Discovery Global Themed Entertainment (WBDGTE), part of Warner Bros. Discovery Global Brands and Experiences, is a worldwide leader in the creation, development, and licensing of location-based entertainment, live events, exhibits, and theme park experiences based on Warner Bros.' iconic characters, stories, and brands. WBDGTE is home to the groundbreaking global locations of The Wizarding World of Harry Potter™, Warner Bros. World Abu Dhabi, WB Movie World Australia, and countless other experiences inspired by DC, Looney Tunes, Scooby, Game of Thrones, Friends, and more. With best-in-class partners, WBDGTE allows fans worldwide to physically immerse themselves inside their favorite brands and franchises.

## About Imagine Exhibitions

Atlanta-based world leader in narrative-driven, immersive theatrical design, story-telling, and immersive experiences, Imagine Exhibitions, Inc. creates sophisticated, high-quality experiences for museums, brands, venues, and integrated resorts across the globe. From ideation to operation, Imagines' team of industry pioneers draws upon decades of success in the fields of immersive design experiences and entertainment to consistently create and implement memorable and thought-provoking environments. The company's custom experiences deliver focused messaging and serve to increase attendance wherever it is presented. Imagine Exhibitions, Inc. is a global pioneer in traveling entertainment, responsible for many internationally recognized exhibitions such as *Harry Potter™: The Exhibition*, *Titanic: The Exhibition*, *The Hunger Games: The Exhibition*, *Angry Birds: The Art & Science Behind a Global Phenomenon*, *Jurassic World: The Exhibition*, and *Downton Abbey: The Exhibition*.

Imagine Exhibitions is currently presenting more than 40 unique exhibitions in museums, science centers, aquariums, integrated resorts, and non-traditional venues worldwide. The company also continues to design, open, and operate its own venues, along with creating and implementing permanent and semi-permanent museum, brand, entertainment properties, and food and beverage experiences. For more information, visit [www.ImagineExhibitions.com](http://www.ImagineExhibitions.com) or find us on Facebook.

## About EMC Presents

EMC Presents is a partnership between CTS Eventim, one of the leading international providers of ticketing services and live entertainment, and award-winning tour promoter and producer Michael Cohl, creating one of the strongest global networks of promoters and venues. The partnership provides a comprehensive worldwide live entertainment platform, creating extraordinary shows and experiences, from concept creation to production and promotion. Michael Cohl's career spans over 45 years as a Producer and Promoter for iconic entertainers, having worked with the world's most recognized artists including Barbra Streisand, Oprah Winfrey, The Rolling Stones, Pink Floyd, U2, Michael Jackson, Frank Sinatra and many more. Michael's strategies are credited with revolutionizing the touring industry worldwide. Besides his storied history in the music industry, Cohl has promoted multiple successful exhibitions including the original King Tut exhibit, "John Lennon: The New York City Years", Bodies: The Exhibition, Jurassic World: The Exhibition, and Pink Floyd: Their Mortal Remains. Cohl, previously the chairman of Live Nation, was inducted into the Canadian Rock n Roll/ Music Hall of Fame and has received a star on Canada's Walk of Fame. Among his many other awards, Cohl has also been honored with an Emmy, the Billboard Legend of Live Award, the TJ Martell Foundation Man of the Year Award, a Peabody Award, and a JUNO Award for Special Achievement.



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