



MAGICLAND UNVEILS ITS MAJOR NEW ROLLER COASTER: A JOURNEY INTO THE HEART OF THE GOLD RUSH

In spring 2027, MagicLand will open a next-generation authentic wooden roller coaster: an immersive Gold Rush adventure featuring thrilling drops, airtime moments, breathtaking near misses and spectacular underground sections.

Images and videos of **DURANGO** are available for download at this [link](#)



London, 22 September 2026 - Today at IAAPA Expo Europe 2026, MagicLand unveiled **DURANGO**, its major new roller coaster opening in 2027: a **next-generation authentic wooden coaster** set to become one of the most significant new attractions of the upcoming season in the European amusement park industry.

With an investment of €15 million, DURANGO will transport guests into the heart of the Old West and the Gold Rush, offering an experience that combines the authentic appeal of classic wooden roller coasters with state-of-the-art technology and highly immersive theming.

In collaboration with The Gravity Group and Martin & Vleminckx, the new attraction will be the only one of its kind in Italy and will mark a key milestone in MagicLand's development.

The presentation was hosted at The Gravity Group's stand, where the project and the coaster's front car were unveiled for the first time to the international press and industry professionals through a selection of images and dedicated video content. DURANGO was presented alongside **Gattobaleno**, MagicLand's iconic mascot, by **Guido Zucchi, CEO of MagicLand; Nathan A. Jones, President and Partner at Martin & Vleminckx; Jonathan Woche** engineer at The Gravity Group and **Korey Kiepert, engineer and shareholder at The Gravity Group.**

Into the Heart of the Gold Rush

Inspired by the Mexican state of Durango and its historic mining heritage, the attraction will bring the world of the Old West Gold Rush to life, making it an integral part of the experience.

The journey will take riders through towering wooden structures, thrilling drops, sudden changes of direction and dramatic near misses, before plunging them into the darkness underground. The train will disappear deep into a gold mine, burst unexpectedly back into daylight to tackle a spectacular **zero-G roll** that turns riders upside down, and then immediately dive back underground.

A unique tunnel-inversion-tunnel sequence, designed to surprise riders and keep the experience unpredictable until the very last moment.

A Next-Generation authentic Wooden Coaster

DURANGO will offer an exhilarating ride filled with speed, changes of pace, thrilling drops and constant surprises. Standing approximately 30 meters tall and stretching for almost one kilometer, the coaster will feature 13 airtime moments, giving riders the sensation of lifting out of their seats.

The experience will be made even more intense by six near misses: moments when the train passes extremely close to elements along the track, designed to heighten the perception of speed and create the sensation of narrowly avoiding the surrounding structures.

Among its most spectacular features will be **two underground tunnels, one of which will be the longest underground tunnel ever built on a wooden roller coaster in Europe.**

It will also be **the only wooden coaster in Europe to feature an inversion—a first for this type of coaster on the continent**, designed to challenge the conventions of traditional wooden coasters and set a new benchmark for this kind of attraction in Europe.

DURANGO has been designed to deliver the thrills and adrenaline sought by roller coaster enthusiasts, while remaining accessible to a broad audience across different generations.

The new attraction will combine the authentic appeal and sensations of a traditional wooden roller coaster with state-of-the-art technology. The Gravity Group's Pre-Cut Track technology, being used in Europe for the first time on a newly built coaster, together with the Timberliner Train and laminated wooden track, will ensure a high degree of construction precision and a smoother, more precise and dynamic ride.

Great attention has also been paid to sustainability: the timber used for the track will come from Southern Yellow Pine forests in the United States, managed through a continuous cycle of harvesting and reforestation.

With DURANGO, MagicLand is bringing a new kind of authentic wooden coaster experience to Italy, combining the timeless appeal of wood, state-of-the-art technology and highly immersive theming.

An investment that will mark a new phase in the Park's development and establish DURANGO as one of Europe's major new attractions for 2027.

*"DURANGO represents a key milestone in MagicLand's growth," said **Guido Zucchi, CEO of MagicLand.** "Thanks to our collaboration with Martin & Vleminckx and The Gravity Group, we will bring a one-of-a-kind attraction to Italy, combining the timeless appeal of wooden coasters with state-of-the-art technology. It will be one of Europe's standout attractions in 2027, as well as a symbol and major draw for the MagicLand of the future."*

*"We are proud of our collaboration on the delivery of this roller coaster," said **Nathan A. Jones, President and Partner at Martin & Vleminckx.** "This project reflects our long-term partnership and demonstrates how innovation, advanced engineering, and a strong focus on the guest experience can come together to usher in a new era for traditional wooden coasters."*

*"We have reimagined the authentic character of wooden roller coasters through next-generation solutions," said **Chad Miller, Engineer & Principal at The Gravity Group.** "Together with MagicLand and Martin & Vleminckx, we have developed a smooth, dynamic coaster packed with thrills. Once people experience it, every park will want one of its own."*

About MagicLand

MagicLand is the largest and most visited amusement park in Central and Southern Italy, known as **The Capital of Fun**.

Located just a few kilometres from Rome, it offers **more than 40 attractions** for all ages, two theatres, two outdoor stages, Europe's largest planetarium, events and shows, parades and meet-and-greets for the whole family.

The Park's entertainment offering includes a range of **record-breaking attractions** across several highly themed areas, many of which are **unique in Italy and Europe**. Highlights include **Shock, Europe's tallest and fastest launched X-CAR coaster**, accelerating to 100 km/h in 2.5 seconds; **Wild Rodeo, Italy's tallest and largest Giant Frisbee**; **Cagliostro, Italy's only indoor spinning coaster**; **Yucatan**, a water coaster set among Mayan ruins; **Mystika, Italy's tallest free-fall tower**, standing 72 metres high; **Le Rapide**, a rapid river stretching for more than 500 metres and considered one of the **most spectacular in the country**; **Maison Houdini, Europe's deepest mad house**; **Huntik 5D and Magic Winx**, two **world-exclusive dark rides** dedicated to their respective story worlds; **Tonga, Italy's largest children's area**, covering approximately 30,000 sq m and featuring 13 attractions; and **Jungle Camp, Italy's largest playground**, covering 500 sq m and reaching up to 10 metres in height. In **2027**, the Park will open a **new all-wooden roller coaster**, the only one of its kind in Italy and featuring elements that are unique in Europe.

MagicLand also features **three restaurants, twelve kiosks, four bars and nine shops**, as well as a wide range of guest services, including **Italy's only quiet room**, a safe and relaxing environment designed for visitors with autism.

MagicSplash is MagicLand's **Caribbean-themed water park**. Covering more than 40,000 sq m, it is surrounded by lush vegetation featuring over 17,000 tropical plants and palm trees. The Park offers 10,000 sq m of beach, a 2,200 sq m wave pool, an aquatic playground covering more than 1,000 sq m, water slides and a children's spray park. Older guests can also enjoy two large water slides standing more than 20 metres high and a 500 sq m wellness pool.

Instagram: @magicland_ufficiale

Facebook: <https://www.facebook.com/MagicLand.it>

TikTok: @magicland_ufficiale

About Martin & Vleminckx Ltd

Founded in 1984, Martin & Vleminckx Ltd (MV Rides) is a global leader in the amusement park industry. Headquartered in Montreal, Canada, the company also operates a warehouse and office facility in Orlando, Florida, along with subsidiaries including a warehouse in China. Martin & Vleminckx offers a comprehensive range of products and services, including the design, fabrication, and delivery of innovative patented thrill rides, traditional wooden roller coasters, ride maintenance, dismantling, installation of amusement ride systems, and ride parts distribution. www.mvrides.com

About The Gravity Group

Based in Cincinnati, Ohio, The Gravity Group, LLC is a world-renowned designer and engineer of wooden roller coasters. Founded by a team of experienced industry engineers, the company specializes in pushing the boundaries of wooden coaster design through innovative track technologies, such as their pre-cut wood and modular track systems, delivering exceptionally smooth, dynamic, and high-adrenaline rides to parks across the globe. www.thegravitygroup.com

Press Office MagicLand**Meridian Communications Srl**

Via Cuneo, 3 – 20149 Milano Tel. +39 02 4851 9553

Silvia Ceriotti +39 335 7799 816

silvia.ceriotti@meridiancommunications.it

Ilaria Malgrati +39 339 2143042

ilaria.malgrati@meridiancommunications.it

Viviana Bandieramonte +39 329 4776937

viviana.bandieramonte@meridiancommunications.it