



Merlin Annual Pass
PO Box 170
Chessington
Surrey
KT9 9AF
www.merlinannualpass.co.uk
08444 77 44 44

Merlin Annual Pass Backgrounder

The **Merlin Annual Pass** allows 12 months entry to 23 UK attractions, offering great savings and the freedom to visit a huge variety of attractions throughout the year.

Attractions covered by the pass include: Alton Towers Resort Theme Park, LEGOLAND® Windsor, THORPE PARK, Chessington World of Adventures and Madame Tussauds London. Passholders can also gain entry to Warwick Castle, The Merlin Entertainments London Eye, Sea Life Centres & Sanctuaries and The London Dungeons and the new LEGOLAND Discovery Centre in Manchester will also be included from 22nd March 2010.

In addition to entry to UK Merlin attractions, a **Merlin Annual Pass** entitles holders to a host of money saving perks each time they visit, including:

- Up to 20% off in Merlin shops and restaurants
- Early ride time at Alton Towers Resort Theme Park
- A monthly eNewsletter with prize draws and special offers
- Invitations to special events and new attraction previews (such as launches of new rides) plus discounted overnight stays at Merlin resort hotels
- Access to the Online Passholder Zone offering news, event details and monthly competitions

The pass also offers a number of third party perks, including:

- 2-for-1 at Prezzo
- 20% Off Buyagift Gift Experiences
- Kids eat FREE at Hard Rock Cafe, London or Manchester
- LOVEFiLM: Free trial + 2 cinema tickets
- 15% of gym membership at LA Fitness nationwide
- 25% off RAC Breakdown Cover
- Pirate Adventure Mini Golf in Weymouth for just £1 per person

A **Merlin Annual Pass** offers great value for money and can pay for itself in just three visits based on individual theme park tickets.

Standard passes can be purchased for families of 3, 4 or 5, with prices starting from £96 per person. An individual pass costs £150 per person.

Premium passes are available at £200 per person and offer no restrictions other than attraction opening calendars, making them perfect for those looking to frequent the attractions during peak times.

Merlin Annual Passes offer substantial savings for families and a wide range of exciting days out, with the freedom to visit attractions



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throughout the year (some peak time restrictions with standard passes). They are a great investment for families who enjoy visiting the vast range of attractions covered by the Merlin Entertainment and offer an excellent excuse for a fun, family day out.

www.merlinannualpass.co.uk/fun 08444 77 44 44

ENDS

Some restrictions apply for use of the standard pass to account for high tourist numbers during peak months. For this reason, holders of the standard Merlin Annual Pass may not use it to visit The London Eye, The London Dungeons, Madame Tussauds London and SEA LIFE London Aquarium during August.

For further details, please contact Flagship Consulting

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MERLIN ENTERTAINMENTS GROUP is the leading name in location based, family entertainment, and has seen the most successful and dynamic growth of any company in the sector over the last five years. Europe's No 1 and the world's second largest visitor attraction operator, Merlin has 60 attractions and six hotels/ 2 holiday villages in 13 countries and across 3 continents. The company aims to deliver memorable and rewarding experiences to its 38.5 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 15000 employees. Merlin Entertainments operates the following attractions – SEA LIFE, Madame Tussauds, LEGOLAND, The Merlin Entertainments London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, Thorpe Park, Chessington World of Adventures, Underwater Adventures, Heidi Park and Earth Explorer.