
PRESS RELEASE



28th July 2020

Merlin Entertainments announces reopening date for London attractions



Merlin Entertainments is excited to announce it will reopen its leading London attractions on Saturday, August 1st, including the lastminute.com London Eye, Madame Tussauds London, SEA LIFE London Aquarium, The London Dungeon and Shrek's Adventure! London.

In line with recent Government guidelines, Merlin Entertainments will welcome guests back to enjoy all attractions with enhanced hygiene and safety measures implemented throughout to ensure visitors have an incredible day out, whilst keeping safety a top priority for all.

From the world-famous attractions that saw the launch of the UK's largest living coral reef display, the show-stopping 20th birthday party for an iconic part of London's skyline, and the unveiling of Beyoncé's incredible likeness, the reopening announcement will be welcome news to friends and families looking for the ultimate summer staycation line-up in the capital.

Guests can expect to see some new measures in place – such as reduced capacities, pre-booking tickets online, clear social distancing measures and cashless payments – to guarantee the highest level of hygiene and safety standards. All staff have undergone robust and rigorous training so they can uphold the new safety measures while still delivering a magical day out.

Sunny Jouhal, General Manager at the lastminute.com London Eye said

“We are delighted to confirm that all our London attractions will reopen on Saturday August 1st. The health and safety of our guests and team is always our number one priority. We have been working hard behind the scenes to reopen with the memorable and exciting experiences we are known for, delivered in the safest possible way. In line with recent Government guidelines, our teams have implemented numerous measures to ensure the safety and well-being of everyone visiting our attractions in the capital. These include reduced capacities, clear social distancing measures, pre-booking tickets online, cashless payments and enhanced cleaning procedures.”

“We fully recognise, along with many other businesses, that after months of closure the London tourism sector has a long road to recovery ahead of it. As we start to welcome guests back through the doors, and get back to what we do best, we ask the Government to continue supporting our industry and working with us to get the capital back on its feet.”

Each of the London attractions has been awarded the VisitEngland 'We're Good to Go' industry charter mark and the new safety and hygiene measures being implemented across all attractions include:

- Reduced capacity to allow for social distancing and the best possible experience

- All guests will need to pre-book their tickets and a time slot online before visiting
- The introduction of social distancing measures, with clear markers and signage across each attraction to help guests keep a safe distance from one another
- Socially distanced temperature checks for all guests and team members prior to entry
- Enhanced cleaning procedures, hygiene stations and hand sanitiser at key locations throughout the attractions
- Guests over the age of 11 visiting the lastminute.com London Eye, The London Dungeon and Shrek's Adventure! London are required to bring and wear their own suitable face mask/covering due to the nature of these attractions. Those who arrive without one will have the opportunity to purchase one at the attraction.
- Guests over the age of 11 visiting Madame Tussauds London and SEA LIFE London Aquarium will be encouraged to bring and wear their own suitable face mask/covering
- All attractions will be cashless with guests prepared to use contactless payment methods
- New hygiene screens have been installed at service counters to safely separate guests and team members
- All team members will wear face masks/coverings or appropriate PPE
- Live shows and meet and greet experiences within the attractions will have limited numbers or will continue to be closed

For further information about the new health and safety measures per attraction and to pre-book tickets, visit the appropriate website:

The lastminute.com London Eye - www.londoneye.com/plan-your-visit/before-you-visit/know-before-you-go/

Madame Tussauds London - www.madametussauds.com/london/en/plan-your-visit/know-before-you-go/

SEA LIFE London Aquarium - www.visitsealife.com/london/find/know-before-you-go/

The London Dungeon - www.thedungeons.com/london/en/plan-your-visit/know-before-you-go/

Shrek's Adventure! London - www.shreksadventure.com/know-before-you-go

Ends

For further details please contact:

The lastminute.com London Eye press enquiries, contact: londoneye@stripecommunications.com

Madame Tussauds London press enquiries, contact: madametussauds@stripecommunications.com

SEA LIFE London Aquarium press enquiries, contact: sealife@stripecommunications.com

London Dungeons press enquiries, contact: londondungeon@stripecommunications.com

Shrek's Adventures! London press enquiries, contact: shreksadventure@stripecommunications.com

About Merlin Entertainments

Merlin Entertainments Ltd is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 130 attractions, 20 hotels and 6-holiday villages in 25 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its 67 million guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its c.28,000 employees (peak season).

See www.merlinentertainments.biz for more information and follow on Twitter @MerlinEntsNew
