

16 June 2021

## Merlin Entertainments announces Madame Tussauds attraction to open in Budapest

Visitors can meet the famous wax figures of Madame Tussauds in the brand new attraction, set to open in the Hungarian capital in 2022.

A new Madame Tussauds will open in the heart of Budapest in early 2022. Located near Vörösmarty square, the wax figure attraction will be the first full-scale franchise of the brand, based on an agreement between brand owner Merlin Entertainments and Dorottya Experience Kft. Due to feature international and domestic current and late famous figures, the star-studded attraction is set to play an important role in reviving tourism in the area following the COVID-19 pandemic.

The exciting new Madame Tussauds attraction will welcome visitors in Budapest from 2022 and will offer guests a unique experience within the city, with an entertainment area of approximately 2,000 square metres. Presenting incredibly lifelike Hungarian and international wax figures from famous A-listers to music legends, heroes of sport, to infamous world leaders, all featured in iconic and interactive settings.

*“We are delighted to be launching our Madame Tussauds franchise in Budapest with a local partner experienced in the field of brand-building and tourism. This will be the first full-scale franchise attraction of the Madame Tussauds brand. Following a successful opening, we will continue to look at other Madame Tussauds franchise opportunities around the globe, in markets where the brand is not already present. Future partners are already being identified.” – said Chris Scurrah, Merlin Entertainments’ Franchise Director.*

*“Our goal is to open a new Madame Tussauds attraction that adds another state-of-the-art venue to the list of tourist attractions in the heart of Budapest, while making the Madame Tussauds brand known and popular in Hungary. Works on the attraction are already in progress and we are looking forward to opening our doors to visitors from around the world in 2022. We plan to expand the range of the Hungarian touristic offering with an attraction applying an interactive and experience-based approach.” – said Miklós Köncz, general manager of Dorottya Experience Kft.*

In addition to international public figures, the Budapest attraction will feature several Hungarian historical figures within a dedicated section of the venue. One of the main objectives is to allow visitors, especially younger audiences, to get to know them in a fun, immersive and interactive way. The celebrities and historical figures to feature in the attraction were chosen after thorough market research and extensive negotiations. The plan is to include former politicians, Hungarian musicians, artists, athletes and other public figures.

### **Budapest: a new destination on the map of experience tourism**

The Hungarian capital is an especially enticing location, as it qualified fourth among the cities with the fastest growing tourist traffic in Europe in the years before the COVID-19 pandemic, exceeding 4.9 million tourists in

2019. According to research, visitors spend an average of 2.7 nights in the city and are consciously looking for interactive, fun attractions, which take around 1-2 hours to experience and may be visited all year round. The worldwide renowned and respected Madame Tussauds brand also has an appeal for high-profile tourists searching for premium experiences.

The opening of Madame Tussauds Budapest will serve as a crucial milestone in reviving Hungarian tourism following the COVID-19 pandemic and will have a positive impact on neighbouring tourist destinations. The attraction will be realised with the support of Kisfaludy Program of the Hungarian Tourism Agency and will have a direct positive effect on the tourism of the inner part of Budapest. It will also further enhance the income-generating and employment potential of the tourism sector, and will generate significant tax income for the budget of the country and the capital alike.

Media enquiries:

### Goodwill Communications

Gergely Németh

Head of Corporate

+36 70 377 1330

[gergely.nemeth@goodwillcom.hu](mailto:gergely.nemeth@goodwillcom.hu)

### Brunswick

Isabelle Saber

+44 20 7404 5959

[merlin@brunswickgroup.com](mailto:merlin@brunswickgroup.com)

### Merlin Entertainments

Chloe Couchman

Corporate Communications Director

+44 7885 827836

[chloe.couchman@merlinentertainments.biz](mailto:chloe.couchman@merlinentertainments.biz)

For further information on new business development including contacts visit [www.merlinentertainments.biz/about-us/new-business-development/](http://www.merlinentertainments.biz/about-us/new-business-development/)

---

### About Madame Tussauds

Madame Tussauds has been inviting people to walk the red carpet and get closer to the revered – and feared – for over 250 years. With over 22 attractions in the world's top destination cities, we are dedicated to giving millions of visitors the opportunity to mingle with the mighty from A-listers to music legends, heroes of sport, to infamous world leaders. Today, we continue to partner with the global icons of a generation to create astonishing lifelike figures from sittings and offer exciting and interactive experiences to ensure guests have never felt closer to fame.

---

---

### About Merlin Entertainments

Merlin Entertainments is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin operates 129 attractions, 21 hotels and 6 holiday villages in 24 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees.

See [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information and follow on Twitter [@MerlinEntsNews](https://twitter.com/MerlinEntsNews)

---

### About Dorottya Experience Kft.

Dorottya Experience Kft. was established in 2019 with its headquarters in the Hungarian capital. The owner of the company is a native professional investor, and it operates as a project company dedicated to the operation of the Madame Tussauds franchise in Budapest along with the realisation of a new adventure centre in the city, that features both international and Hungarian celebrities.

---