
PRESS RELEASE



07 Jan 2022

Merlin Entertainments expands Netherlands operation with management of THIS IS HOLLAND experience

The attraction joins five other Merlin experiences in the Netherlands and establishes Merlin's first flying theatre ride in mainland Europe

Merlin Entertainments ("Merlin" or "the Company"), a global leader in location-based entertainment and Europe's number one visitor attraction operator announced it will be taking over the day-to-day management for [THIS IS HOLLAND](#), to begin on March 31st 2022.

THIS IS HOLLAND will be Merlin's first flying theatre ride in mainland Europe, expanding the company's existing offering in the country, which already includes famous brands such as Madame Tussauds Amsterdam and The Amsterdam Dungeon in Amsterdam's city centre, along with a SEA LIFE aquarium and LEGOLAND® Discovery Centre in nearby Scheveningen.

THIS IS HOLLAND is an immersive 5-D flying theatre ride which provides visitors with the opportunity to experience the sensation of flying over Holland. Suspended in front of a huge domed screen with hands and feet dangling freely, guests can glide over breath-taking Dutch landscapes with a range of sensory experiences such as wind, sea-spray and even the smell of tulips!

After the experience, guests can explore the attraction's dedicated interactive exhibition to discover more about the Dutch sights they've flown over. THIS IS HOLLAND holds an exclusive established partnership with UNESCO, who have supported the attraction's development including the filming of Dutch world heritage sites from the air.

The acquisition of THIS IS HOLLAND supports Merlin's strategy to establish clusters of Midway indoor attractions in key gateway cities, and further expands its offering within the country, alongside a brand-new attraction for young children, Peppa Pig World of Play Leidschendam, also set to open this year.

René Sleven, Regional General Manager for Merlin Entertainments in Europe, said: *"We are thrilled to be welcoming THIS IS HOLLAND into the Merlin family alongside our cluster of attractions in the Netherlands and the European region. The 5D flying theatre ride, a first for Merlin in mainland Europe, provides a unique way to discover Holland for all ages and we're really excited about the potential this relationship brings for the future, to both our existing attractions in Holland, as well as in other locations."*

Ends

Media enquiries

Brunswick

Will Booth / Elena Georgantzi

+44 (0)20 7404 5959
merlin@brunswickgroup.com

Merlin

René Sleven

Regional General Manager, Midway Europe

00316 2418 0965
rene.sleven@merlinentertainments.biz

Chloe Couchman

Corporate Communications Director

+44 (0)7885 827836
chloe.couchman@merlinentertainments.biz

Notes to Editors

About THIS IS HOLLAND

<https://www.thisisholland.com/en/faq/>

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 137 attractions, 24 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 for more information and follow on Twitter [@MerlinEntsNews](https://twitter.com/MerlinEntsNews).

Merlin Entertainments attractions in Holland:

- Madame Tussauds Amsterdam
 - The Amsterdam Dungeon
 - SEA LIFE Scheveningen
 - LEGOLAND® Discovery Centre Scheveningen
 - Peppa Pig World of Play Leidschendam (Opening 2022)
-