

---

# PRESS RELEASE



## MAKING A SPLASH: MERLIN TO MANAGE THE SANDCASTLE WATERPARK

### **Blackpool Council has awarded a contract to manage the Sandcastle Waterpark to Merlin Entertainments, after a successful tender application**

**Blackpool (31<sup>st</sup> August 2022)** -- The attraction is the UK's largest indoor waterpark, with over 18 fantastic slides and attractions in a tropical 84-degree climate. The waterpark will join Merlin's eight other attractions in Blackpool including the world-famous Blackpool Tower, Madame Tussauds Blackpool, and SEA LIFE Blackpool.

Merlin will become the managing agent for the Council-owned waterpark based which is based in South Beach, Blackpool and will take over the day-to-day operation of the Sandcastle Waterpark Blackpool with effect from September. The management contract is provisionally for a two-year period.

The management of the Sandcastle Waterpark Blackpool supports Merlin's wider strategy to establish clusters of family-friendly attractions in key strategic locations and further expands its offering within Blackpool. Today's news on Sandcastle follows the opening of a brand-new £1 million attraction for young children, **Peter Rabbit™ : Explore and Play**, which opened earlier this year.

**Cllr Lynn Williams, Leader of Blackpool Council, said:**

"The Sandcastle Waterpark is one of the Council's big success stories. Over the years, it has received significant investment to enable it to retain and grow its immense popularity with visitors and residents alike. On the national stage it is viewed as an exemplar attraction in terms of its accessibility for people with a disability. "We have an established relationship with Merlin Entertainments in terms of operating some of our key tourism assets and we are confident that this appointment will take the Sandcastle Waterpark on to the next level."

**Kate Shane, Regional Director for Merlin Entertainments, said:**

"We are thrilled to be adding the UK's largest indoor waterpark to our Blackpool portfolio. With eight top attractions already in Blackpool, we're excited to put on our armbands and add a ninth to our guest offering. "We firmly support Blackpool's ambition to be the UK's number one family seaside resort and this partnership is another step forward in delivering this vision."

The Merlin Entertainments attractions portfolio in Blackpool now comprises:

- The Blackpool Tower
- The Blackpool Tower Ballroom
- The Blackpool Tower Circus
- The Fifth Floor at the Blackpool Tower
- Madame Tussauds Blackpool
- The Blackpool Tower Dungeon
- SEA LIFE Blackpool

- Peter Rabbit: Explore and Play
- The Sandcastle Waterpark

Ends

## Media inquiries:

Chloe Couchman

Director of Corporate Comms – Merlin

+44 (0)7885 827836

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

Brunswick

Will Booth/ Emmanuella Ibrahim

+44 (0)20 7404 5959

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

---

## About Merlin Entertainments

Merlin Entertainments is a global leader in location-based, family entertainment. As Europe's number one and the world's second-largest visitor attraction operator, Merlin operates more than 140 attractions, 23 hotels and 6 holiday villages in 24 countries 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).

---