



THRILL YOURSELF HAPPY

- Study finds 'good thrill' could be the key to feelings of prolonged happiness
- Two thirds of young adults say experiencing thrill makes them feel invigorated
- Research commissioned by Alton Towers Resort ahead of big new attraction for 2018, currently codenamed 'Secret Weapon 8'

LONDON, 13th December: A new study out today shows that 'good thrills' are a major factor helping people feeling a prolonged sense of happiness – as 65 per cent of Brits report enjoying the thrill of a man-made adrenaline rush.

The research, commissioned by Alton Towers Resort, helps to further explain the psychological and physiological reasons why people enjoy thrill rides – with 56 per cent of Brits regularly doing something they deem scary, such as watching a horror film or sky-diving, to feel a subsequent sense of joy or happiness. Amongst 18-24 year olds, 67 per cent said they feel an immediate sense of joy from thrilling experiences.

The study also reveals:

- Almost two-thirds (65%) of 18-24 year olds say that thrilling experiences make them feel invigorated
- Despite Christmas shopping season being in full swing, 1 in 3 Brits say they would feel happier for longer after riding a rollercoaster than going shopping
- Over half (55%) of 18-24 year olds admit to occasions when they have been scared to such an extent that they actually started laughing
- Over a quarter (26%) of young adults measure their level of happiness based on the fact that their heart is beating faster

The resort has partnered with renowned psychologist Donna Dawson – who specialises in personality and behaviour – to understand the scientific reasons why thrilling experiences can have a positive effect on sustained happiness.

“During moments of intense excitement, the brain releases the hormone adrenaline – also known as epinephrine - into the body which makes us feel focused and alert”, she comments. “In more primitive times, adrenaline is what fuelled the ‘fight or flight’ syndrome, where we either faced up to the enemy or ran away from them, whichever was better for survival. Nowadays we can enjoy a thrilling experience and feel the same surge of adrenaline but in measured circumstances, making the sense of euphoria last, long after it is over.”



James Walker, Marketing Director for Alton Towers Resort who commissioned the study, added: *“This research supports our instinct that most people get a sense of prolonged happiness and accomplishment after doing something we find scary. With the launch of a brand-new thrilling experience at Alton Towers Resort in 2018, we’ll make sure there is plenty more ‘good thrill’ on the horizon.”*

Brits’ Top 10 signals that an activity is making them feel happy:

1. Smiling
2. Laughing
3. Nicer to people
4. More generous
5. Not annoyed by anything
6. Heart is beating faster
7. More likely to try something new
8. Body is tingling
9. Eyes are wider
10. Mind is racing

- ENDS -

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Alton Towers Resort – SW8 – Opening Spring 2018

The Alton Towers Resort is renowned for ground-breaking, world-first rollercoasters and is home to a fantastical combination of rides, attractions, shows & themed accommodation for thrill-seekers, families and kids of all ages.

Opening spring 2018 – codenamed SW8 (Secret Weapon 8), the latest world class experience to come from Alton Towers Resort’s secret weapon programme. SW8 will join the line-up of iconic attractions brought to life by the secret weapon programme, including Oblivion the world’s first vertical drop rollercoaster and Nemesis Europe’s first inverted rollercoaster. The globally unique SW8 attraction is set to get the heart pumping and senses tingling!

For more information and exclusive updates on SW8 please visit www.altontowers.com/SW8

*survey conducted by OnePoll surveying 1000 people, November 2017. Young adults categorised as those aged 18-24 years old. More information on psychologist Donna Dawson available [here](#).