

CBeebies Land Hotel themed bedrooms unveiled

In the Night Garden, Postman Pat and Octonauts join Swashbuckle and Something Special

Themed bedrooms at the brand new CBeebies Land Hotel have been unveiled today. Opening in Summer 2017, the hotel will be home to bedrooms featuring In the Night Garden, Octonauts, Postman Pat, as well as Swashbuckle and Something Special. Guests can hunt for Pat's parcels, count the jewels in the Swashbuckle room or stay in one of Mr Tumble's starry bunkbeds. Find the Pontipines around the In the Night Garden room, and sleep in the Octopod in an themed underwater experience with the Octonauts. Featuring interactive games and play items, each themed room is uniquely designed to give little ones a sleepover like no other.

All rooms in the CBeebies Land Hotel are designed with a separate area for children and parents and include a children's entertainment wall with interactive play items such as activity tables for drawing and playing. With a range of rooms designed to sleep up to seven people, CBeebies Bugbies will adorn the standard rooms while premium rooms will feature the different characters and shows from CBeebies. In keeping with the design aimed at young children, every room will have toddler friendly features such as bathroom steps to the sink, children's toilet seats, baby baths and a cot. The hotel will also house 5 fully accessible rooms which have been designed to take into account the needs of those with special requirements.

The first ever CBeebies Land Hotel is designed exclusively for pre-schoolers and young families and will feature 76 rooms all of which are fully themed. The hotel will house its own dedicated entertainment area, restaurant and a whimsical reception area which includes a central CBeebies Bugbie storybook feature with interactive lights and audio. On arrival at the CBeebies Land Hotel entrance, guests will be greeted by the CBeebies Land plane and a brightly coloured lit rainbow archway, welcoming them into a whole new world that will spark their imagination. Children will also meet some of their favourite characters within the hotel.

With a jam-packed entertainment schedule for all guests to enjoy, the CBeebies Land Hotel will offer meet and greets with characters Bing and Postman Pat, a Swashbuckle game show and Andy's Dinosaur Hunt in which children will help Andy follow the clues to find his missing prehistoric items. There will also be the chance to join Bing in a live show and dance the night away with a CBeebies disco. As darkness falls, guests can take part in some stargazing with the

CBeebies Land Hotel presents before a restful night ready for an action packed day in CBeebies Land!

The CBeebies Land Hotel will join the existing CBeebies Land at Alton Towers Resort, which will also be introducing new attractions for 2017! Featuring rides, attractions, live shows and meet & greets with characters from the hit channel, CBeebies Land is an interactive area for young children to learn and play.

The CBeebies Land Hotel opens summer 2017 is available to book from 6am on Friday 18th November. Visit www.altontowers.com/cbeebies-land-hotel to book and find out more.

ENDS

Notes to editors

The CBeebies Land Hotel factbox

Total number of rooms – 76

Number of standard CBeebies Bugs rooms - 42

Premium rooms – 26

Suites - 8

Location – adjoining the Alton Towers Hotel but with its own themed entrance and reception area.

High res images are available on request from the Alton Towers press office.

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About CBeebies Land

CBeebies Land is an interactive area at Alton Towers Resort for children to learn and play. Featuring a variety of characters and shows from the hit channel including In the Night Garden, Postman Pat, Something Special, The Octonauts Tree Fu Tom and CBeebies Land is home to a range of rides, attractions and live shows.

Visit www.cbeebiesland.com for more information.

About Merlin Entertainments plc

Merlin Entertainments plc is a global leader in location based, family entertainment. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over

100 attractions, 13 hotels and 4 holiday villages in 23 countries and across 4 continents. The company aims to deliver memorable experiences to its more than 60 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its c.27,000 employees.

Visit www.merlinentertainments.biz for more information.