

FIRST LOOK 360 VIDEOS REVEAL NEW CBEEBIES LAND HOTEL

- **Fly through foyer and hotel rooms show the UK's only CBeebies Land hotel designed especially for young families**
- **Alton Towers Resort also reveals enormous scale of what it takes to launch a unique Hotel - including enough pillows to stand taller than the Statue of Liberty**

Ahead of CBeebies Land Hotel's July opening, Alton Towers Resort has released new 360 videos giving excited families the very first insight into the UK's only CBeebies Land Hotel, which is set to open at Alton Towers Resort this July.

In the very first look inside the Hotel families can now 'fly through' parts of the hotel including the foyer and entertainment space, In The Night Garden room and the Bugbies room. With 76 rooms set across four floors, the CBeebies Land Hotel will give children a fully immersive experience to interact with their favourite CBeebies shows, in an environment that will engage parents too.

Along with the videos, the Resort has also released details of the scale involved in creating the unique Hotel which is designed exclusively for young families.

In its first year, guests checking in to CBeebies Land Hotel will enjoy over 5,000 hours of live entertainment, including meet and greets with some of their favourite CBeebies characters and live gameshows – the equivalent of 208 full days of non-stop fun, within the vibrant setting of The Musical Meadow.

With the Hotel situated near Alton Towers Resort's CBeebies Land, ensuring that families can relax in comfort after their day out. For the Hotel's 76 uniquely designed rooms, Alton Towers has purchased 564 large fluffy pillows, which – if stacked on top of each other – would create a colossal tower taller than the Statue of Liberty.

Guests dining in the brand new Windmill Restaurant over the first 12 months of opening will enjoy over 3 million grams of baked beans – the equivalent weight of seven grand pianos, alongside 140 kilos of fish fingers and 600kg of melon!

Janet Gurr, CBeebies Land Hotel Director at Alton Towers Resort said “We are delighted to be showcasing not only the first look inside the hotel with our new videos, but also to give guests a real insight into what it takes to create such a unique hotel. Opening a new hotel is always a massive project, and keeping track of the massive numbers involved is very important. With some big names like Postman Pat and Bing joining us, every detail has to be perfect before our first guests arrive.”

“I will be personally checking that each of our 681 lightbulbs and 208 door handles are just right, before giving the Hotel the final green light.”

Opening 8th July, CBeebies Land Hotel is uniquely designed for young families to enjoy a short break surrounded by some of their favourite CBeebies characters. With 76 rooms set across four floors, the CBeebies Land Hotel will give kids a chance to fully immerse themselves in some of their favourite TV shows.

34 of the rooms are themed around CBeebies biggest programmes including Postman Pat, Something Special, In The Night Garden, Swashbuckle and Octonauts.

Just a stone’s throw from CBeebies Land - full of rides, attractions, and brilliant live shows - Hotel guests will have an hour’s early Theme Park access before the public: the perfect opportunity to try out exciting new attractions such as Go Jettys Vroomster Zoom Ride and The Furchester Hotel Live Show which opened last month.

CBeebies Land Hotel opens its doors this summer, with 76 rooms available for booking. For more information and to pre-book, visit www.altontowers.com.

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For more information please contact the Alton Towers press office on 01538 704015.

About Merlin Entertainments plc

Merlin Entertainments plc is a global leader in location based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 100 attractions, 13 hotels and 5 holiday villages in 24 countries and across 4 continents. The company aims to deliver memorable experiences to more than 63

million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its c.27,000 employees (peak season).

Visit www.merlinentertainments.biz for more information.