

**MERLIN ENTERTAINMENTS
 HAMBURG DUNGEON/SEA LIFE CENTRES**



Source: Merlin Entertainments Holding Deutschland GmbH

Client: Merlin Entertainments Group Ltd.;
 Poole, Dorset (Great Britain)

Year: Since 1997

Location: Various, worldwide

Brief Description:

Merlin Entertainments Group Ltd. is the second largest operator of branded visitor attractions worldwide. Currently Merlin Entertainments Group operates 59 own attractions (e.g. the Dungeons, Sea Life Centres, Legoland Parks and Discovery Centres, Madame Tussauds, Giant Wheels, Seal Sanctuaries, Adventure Minigolf, Earth Explorer). In addition Merlin Entertainments Group operates six own hotel facilities.

In 1996 Merlin Entertainments started its activities at the German market by opening the Sea Life Timmendorfer Strand. In Sea Life Centres modern aquarium technology shows regional and spectacular marine fauna and flora with experience elements such as waterfalls, fjords, bridges, deep sea basins, interactive touching basins and underwater tunnels with intensive use of sounds and effects.



In addition to the Sea Life Centres, the Merlin Entertainments Group also operates very successful horror museums – the Dungeons. The opening of the first German Dungeon took place in Hamburg in May 2000. The extensive presentation includes sophisticated special and multimedia effects along with actors, who teach visitors the meaning of the word fear.

Wenzel Consulting was responsible for the site assessments, market analyses and the generation of visitor prognoses for various Merlin attractions worldwide, e.g. in Amsterdam, Athens, Aubervilliers (France), Berlin, Chicago, Constance, Cuxhaven, Detroit (Michigan), Dresden, Grapevine (Dallas), Hamburg, Kansas (Missouri), Milan, Munich, New York, Oberhausen, Warsaw, Tokyo and Rome.

Tasks:

- Site Assessments
- Catchment Area Analyses (Potential Demand, Competition)
- Visitor Prognoses
- Ongoing Consultancy for various Attractions

Additional information can be found here: www.merlinentertainments.biz