

130

PLEASURE BEACH RESORT

EDUCATION INFORMATION PACK

PLEASURE
BEACH



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LOT Quality Badge





We are an amusement park with a unique blend of legendary rides, fabulous shows and exciting events, which have been entertaining our guests for over a century.

From the fantastic universe of some of the world's most popular cartoon characters in our spectacular *Nickelodeon Land*, to our huge variety of thrills and spills across our 42 acre park, we pride ourselves in offering something for everyone.

For those who prefer a haven of calm and tranquility, the park boasts two stylish hotels - the *Big Blue Hotel* and *Boulevard Hotel* - offering an unforgettable experience, fabulous dining options, and amazing park and sea views.

Over and above its many rides and attractions, Pleasure Beach Resort is at the forefront of stage and production entertainment - with its associate company *Stageworks Worldwide Productions* producing a variety of annual shows and events.

The park proudly offers a truly unique and individual selection of impressive venues and event spaces, such as our *Globe Theatre*, *Paradise Room*, *Horseshoe Bar* and the oldest purpose-built ice theatre in the world, the *Arena*.

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A Brief History of Pleasure Beach

The park celebrates 130 years in 2026!

Pleasure Beach Resort is a family owned company, founded by William George Bean who, in 1896, in conjunction with a partner, John Outhwaite, bought the 42 acre site on which the park now stands. Prior to this, there had been a small fairground consisting of a few carousels, a switchback railway, stalls and fortune tellers.

W.G.Bean was inspired to build an American-style Amusement Park and introduced the Hotchkiss Bicycle Railroad to the site in July 1896. He travelled extensively, bringing new rides and ideas to the Pleasure Beach. Noah's Ark and Sir Hiram Maxim's Flying Machines are two of his attractions which still survive today. Before he died in 1929, he had established the Pleasure Beach as one of Blackpool's greatest attractions.

In 1929, W.G. Bean's son-in-law Leonard Thompson succeeded him and the Thompson family gained complete control of the company. There followed an intensive period of development including the building of the, then, modernistic Casino Building. During the war years the park remained open all year round: enabling thousands of servicemen, evacuees, and the population as a whole to escape the realities of war for a short time. An RAF detachment was housed under canvas on the site and parts for Wellington bombers were manufactured in the workshops.

After the war, the company continued to prosper under the leadership of Leonard Thompson, who was inspired by Walt Disney's fantastic creation, *Disneyland* - the ultimate in amusement parks.

When he died in 1976 after leading the company for over forty years, the Pleasure Beach remained Europe's greatest amusement park. His son, Geoffrey Thompson, became Managing Director, and his mother, Mrs. L.D. Thompson, became Chairman.

Geoffrey Thompson's many achievements included: the building of the Revolution - the first 360° rollercoaster in Europe; the Avalanche - the UK's only bobsleigh ride and The Big One - the tallest, fastest rollercoaster in the world at the time of its creation. Following his death in 2004, his daughter, Amanda Thompson, became Managing Director.

Since 2004, the park has continued to invest heavily in new attractions, including the inverted coaster Infusion in 2007, the family-themed area Nickelodeon Land in 2011, the UK's first double-launch coaster ICON in 2018, and the country's tallest gyro swing, Aviktas, in 2026.





TIMELINE

130 YEARS OF FUN!



1896 - 1900

Pleasure Beach took root when relocated Londoner William George Bean set up the imported Hotchkiss Bicycle Railroad on the sand dunes. Heavily inspired by frequent trips to Coney Island in New York, Bean continued to expand and shape the seaside attraction into what would become our iconic amusement park.

1900 - 1910

We have lift off! August 1904 saw the launch of the ever-popular Sir Hiram Maxim Captive Flying Machine - the oldest continuous working amusement park ride not only in Blackpool Pleasure Beach but in Europe too.

1910 - 1920

Following the First World War, investment in the park stopped due to the difficulty in exporting rides from the United States. Despite this, profits soared and the company was one of the most prolific employers in the North West of England.

1920 - 1930

The 1920s saw a period of great development with the opening of Noah's Ark and the Virginia Reel. This was followed on 23 August 1923 by the classic Big Dipper wooden rollercoaster offering holidaymakers a fast and modern ride like no other on the park. It is still in operation today.

1930 - 1940

In the 1930s, Leonard Thompson succeeded his father-in-law to become Managing Director of Blackpool Pleasure Beach and took over the running of the park. This decade saw the introduction of many new rides including Rollercoaster, Pleasure Beach Express and the world famous, twin-tracked coaster, Grand National.

1940 - 1950

The Second World War put a temporary halt to progress at Blackpool Pleasure Beach. However, during these challenging times the park remained open enabling thousands of evacuees, service personnel and the British public to escape the reality of war.

1950 - 1960

In this decade, the park started a return to prominence with the opening of the highly regarded Wild Mouse in 1958 followed by Derby Racer in 1959. This carousel has 56 horses, each one hand-carved at Blackpool Pleasure Beach.



1960 - 1970

This decade saw a collection of much-heralded rides opening at the park. These included an enchanting trip through the Looking Glass on Alice in Wonderland, the Grand Prix, Monorail; Tea Cup ride and the world's longest Log Flume.

1970 - 1980

Geoffrey Thompson became Managing Director in 1976 and added exciting iconic rides including the Steeplechase, opened by the racehorse Red Rum in 1977. Two years later, Europe's first 360-degree looping coaster, the Revolution, opened to huge acclaim.

1980 - 1990

In 1988, the year the British bobsleigh team were competing in the Winter Olympics, a dazzling new ride, the Avalanche, opened and carried over one million passengers during the first year. It was the first, and remains the only, bobsleigh rollercoaster in the United Kingdom.

1990 - 2000

Geoffrey Thompson's reign saw an investment of £12 million for the world's tallest and fastest rollercoaster at the time – the Pepsi Max Big One – which opened in 1994. At 235ft tall, the Big One changed the skyline of Blackpool's seafront.

2000 - 2010

This decade saw major investment, starting with the £15 million Valhalla, the opening of the 157-bedroom Big Blue Hotel, and a £5 million refurbishment programme under Amanda Thompson OBE. In 2007, Infusion opened following a further £8 million investment.

2010 - 2020

Pleasure Beach continued to invest in new experiences, transforming six acres into Nickelodeon Land in 2011 and adding Red Arrows Skyforce in 2015. In 2018, ICON opened as the UK's first double-launch rollercoaster, followed by the £12 million Boulevard Hotel in 2019.

2020 -

The 2020s have seen Pleasure Beach focus on re-imagining its much-loved attractions. Valhalla returned in 2023 following a £4 million transformation, and in 2025 Ice Blast was completely re-imagined into Launch Pad. For 2026, Aviktas opened as the UK's tallest gyro swing, reaching 138 feet following an £8.72 million investment.





Infusion

Suspend your belief as you experience five incredible loops and rolls, a deliciously wicked double line barrel roll, intense forces and 2200ft of twisting, turning track.

Infusion opened in 2007, representing an investment of £8 million, and changing the Pleasure Beach skyline once again. The entire roller coaster is suspended over a lagoon of water, with various water features beneath the ride.

Amanda Thompson celebrated the opening of the ride, stating "I know white knuckle fans will love this new addition to the park and so will our six million visitors a year who enjoy our unique mix of cutting edge technology and traditional rides."

OUR WHITE KNUCKLE RIDES

Launch Pad

Launch Pad first opened in 1997 under the name PlayStation: The Ride, due to its sponsorship with Sony. It was the first tower ride in the UK and was opened by Boyzone. The band, fronted by Ronan Keating, were the first riders alongside 94-year-old Doris Thompson, grandmother of current CEO, Amanda Thompson.

The ride was re-named Ice Blast after its sponsorship changed to Tango in 2000, and operated under that name until 2023.

As well as the new theming and branding, the ride has received a brand new pressure cylinder transforming the ride experience, thrusting riders 210ft into the air at speeds of up to 80mph.



Aviktas

Opening in 2026, Aviktas is the UK's tallest Gyro Swing and one of the most recognisable additions to the Pleasure Beach skyline. Manufactured by Intamin, the ride reaches a height of 138 feet (42 metres) and combines the motion of a giant swinging pendulum with a rotating circular gondola, creating the sensation of flying through the air.

The ride seats 40 guests in outward-facing seats with their legs suspended below them. As the pendulum swings through an arc of 120 degrees, the gondola rotates, giving riders a constantly changing view and a different experience on every ride. At its highest point, riders can travel at speeds of up to 60 mph and experience forces of up to 4G, together with moments of weightlessness as the ride changes direction.

Aviktas opened as part of Pleasure Beach's 130th anniversary celebrations and represents an investment of £8.72 million, making it one of the our most significant new attractions in recent years.



ICON opened in 2018, representing an investment of £16m. It's the UK's first double launch coaster, featuring the most interactions with other rides in the world, crossing paths with other rides no fewer than 15 times.

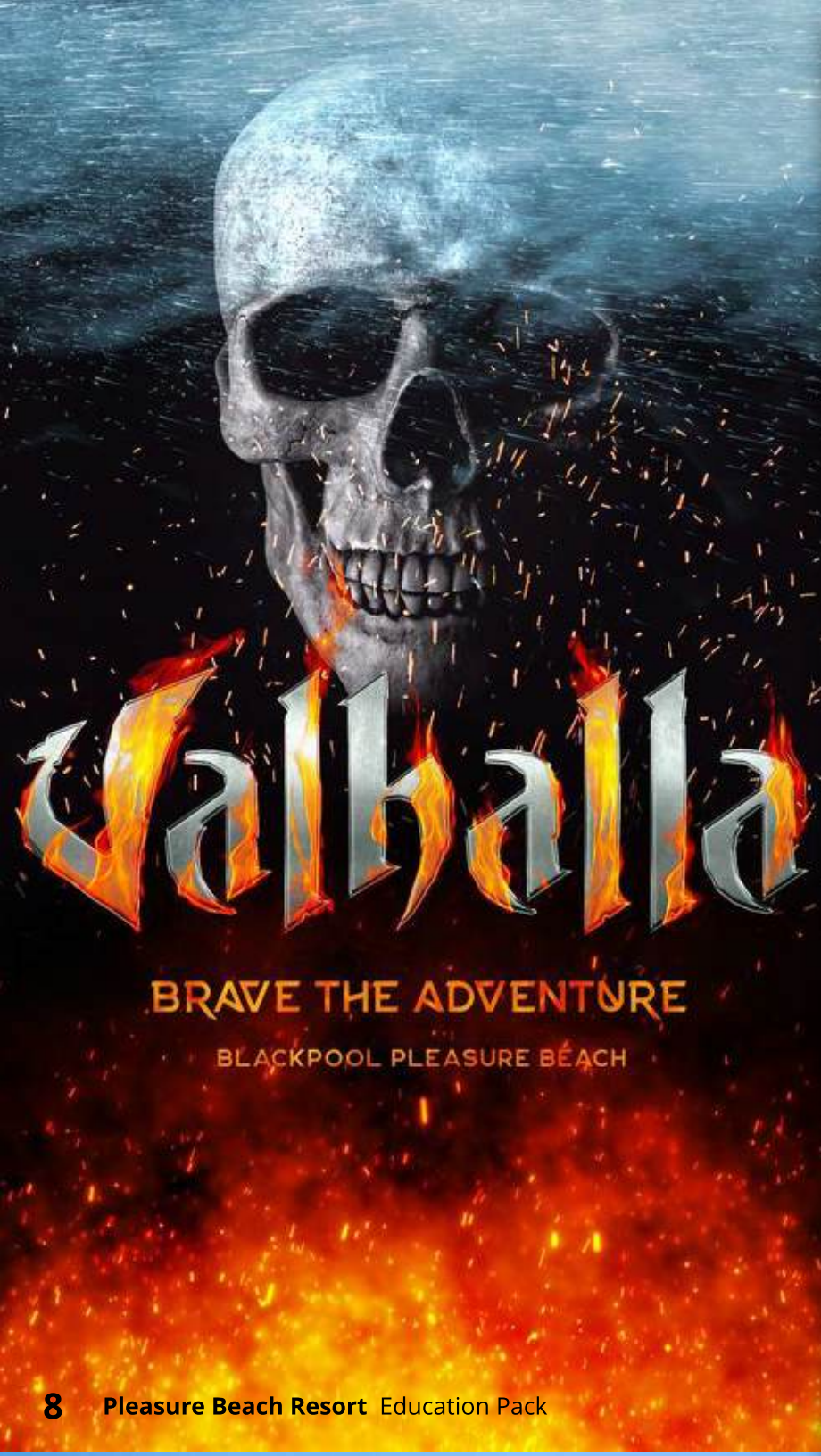
The launch is administered by an advanced technology which gives the ride two powerful thrusts of acceleration during the ride's two minute and forty second duration.

The double launch sees thrill seekers propelled at high speed, not only at the start of the ride, but also at a second point half way through the experience. Riders experience the same level of G-Force as felt by the driver of an F1 car, and acceleration which is four times that of a Lamborghini Gallardo.

ICON reaches heights of 88.5ft with drops of up to 82ft. It interacts with five other Pleasure Beach rides including the iconic Big One, Steeplechase, Big Dipper, Pleasure Beach Express and Grand Prix.

As riders head towards ICON's imposing ride station, they venture through a stunning set of Japanese-inspired gates and down landscaped pathways. This journey is accompanied by an original and dramatic soundtrack to build anticipation.





Valhalla is a one-of-a-kind, high speed attraction which opened in 2000 and is the world's largest indoor water ride, representing an investment of £15m. Six minutes in duration, and featuring numerous special effects involving water, fire and snow, the ride is themed around the immortal resting place for Viking warriors, the attraction takes riders on a journey to put even the bravest souls to the test.

Alongside the pitch black surroundings, the ride utilises large numbers of special effects - some of which had never been used on an amusement park ride before. As the boat navigates the building, temperatures plummet to -20C before shooting up to 110C.

The ride has been crowned the winner of The World's Best Water Ride at the Golden Ticket Awards frequently since it debuted over 20 years ago.

The ride itself is a huge feat of engineering. Approximately 35,000 cubic feet of gas an hour is used to provide the flame effects, with 100,000 gallons of water recycled per minute, which is used to propel 2,000 riders per hour.



Big One

When it opened in 1994, it was the tallest, fastest rollercoaster in the world. The ride stands at 72m (235ft) tall, reaching speeds of 136kph (85mph) and dropping at an angle of 65 degrees.

Over 2600 tonnes of steel were used in construction which, if laid end to end, would stretch over 40 miles. 1270 piles and 60,000 bolts were used for the foundations, costing £1.5m alone.

During the late 1980s, Magnum XL and Steel Phantom opened at Cedar Point and Kennywood respectively. In 1991, after examining these two rides, it was decided to proceed with construction of the world's tallest and fastest coaster.

Revolution

Revolution debuted at the park during 1979, offering guests the opportunity to experience Europe's first 360 degree looping rollercoaster. It is a shuttle coaster consisting of 2 elevated platforms separated by a single loop. The train travels forwards before repeating the route backwards.

The ride was designed by Arrow Dynamics and originally sported a red and white colour scheme, with Union Jack train. It was painted gunmetal grey when refurbished in 2012.

It is one of three remaining rides of its type in the world and remains a strong favourite of guests visiting the park.

nickelodeon LAND

Family thrills and memories that will last a lifetime are assured at Nickelodeon Land! It's home to 12 amazing rides and a whole host of characters from the world's number one entertainment channel.

SpongeBob's Splash Bash Twist and splash with SpongeBob SquarePants!

Bikini Bottom Bus Tour Take a spin around Bikini Bottom on the craziest bus ride ever!

Krusty Krab Order Up Order up thrills as Mr. Krabs sends you plunging madly up and down

Diego's Rainforest Rescue Soar high above the jungle with Diego and the Rescue Pack

Fairy World Taxi Spin Grab a magic taxi for a dizzy flight through Fairy World

Avatar Airbender Bend the airwaves with Aang in a pure adrenaline rush

Dora's World Voyage Say hola! to adventure as you sail around the world with Dora the Explorer and her friends

Big Circus Bounce All aboard for a bumpy, bouncy train ride around the Big Circus

Backyardigans Pirate Treasure Ahoy mateys! Hit the high seas with the Backyardigans

Blue Flyer Fly like the wind on this thrilling kid-friendly coaster

Nickelodeon Streak Streak along a lightning fast track on this classic wooden coaster

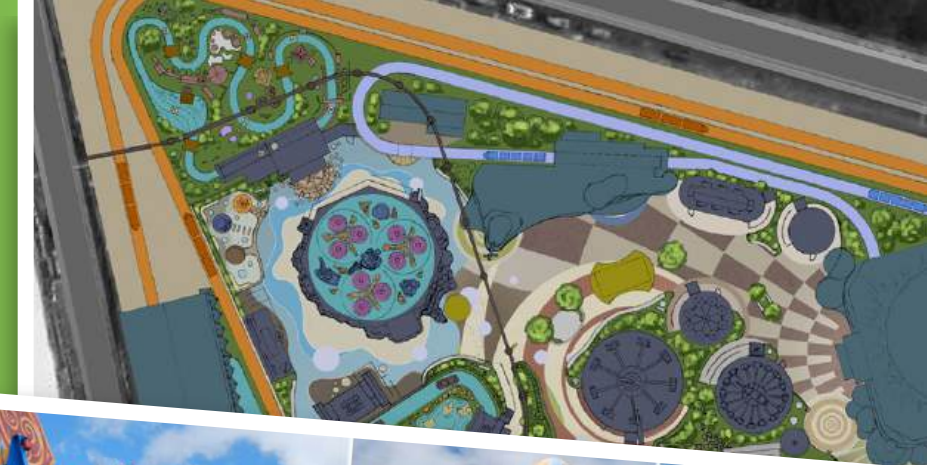
Rugrats Lost River Join Tommy, Chuckie and Angelica on an adventure-soaked flume ride

From concept to creation!

Working closely with Nickelodeon's creative executives and entertainment design team, Pleasure Beach Resort teamed up with RazorFox to create concept art, overall design and start to bring to life the UK's only Nickelodeon Land.

The project was announced in July 2010, and construction began that autumn. A spectacular opening ceremony took place when the land opened to the public in May 2011, with celebrities and characters in attendance.

Nickelodeon Land covers 24,281 square metres at Pleasure Beach, offering themed rides, shops, games, food outlets and regular entertainment, including character meet and greets!



RIDE STATS

COASTERS

ICON

Opened in 2018
Height - 88.5ft (27m)
Length - 3,740ft (1.140m)
Max speed - 80 km/h
UK's first double launch coaster

INFUSION

Opened in 2007
Height - 109ft (33m)
Length - 2,260ft (689m)
Max speed - 50mph
Inverted coaster over water

AVALANCHE

Opened in 1988
Height - 59ft (18m)
Length - 1,160ft (354m)
Max speed - 45mph
UK's only bobsleigh coaster

BIG DIPPER

Opened in 1923
Height - 70ft (21m)
Length - 3,295ft (1004m)
Max speed - 35mph
World famous classic woodie!

BLUE FLYER

Opened in 1934
Height - 20ft (6m)
Length - 500ft (152m)
Max speed - 15mph
Classic junior woodie

BIG ONE

Opened in 1994
Height - 235ft (72m)
Length - 5,497ft (1675m)
Max speed - 85mph
UK's tallest rollercoaster

REVOLUTION

Opened in 1979
Height - 50ft (15m)
Length - 635ft (194m)
Max speed - 45mph
UK's first 360 degree loop

STEEPLECHASE

Opened in 1977
Height - 40ft (13m)
Length - 1,500ft (457m)
Max speed - 30mph
Last of its kind in the world

GRAND NATIONAL

Opened in 1935
Height - 62ft (19m)
Length - 6,604ft (2013m)
Max speed - 50mph
Europe's first twin-track racer

NICKELODEON STREAK

Opened in 1934
Height - 61ft (19m)
Length - 2,293ft (699m)
Max speed - 35mph

SELECTION OF OUR RIDES

GHOST TRAIN

Opened in 1930
Duration - 4 minutes
Redesigned - 1936 & 1957
The original Ghost Train and source of the famous name

THRILL-O-MATIC

Opened in 2013
Duration - 4 minutes
Length - 902ft (275m)
Scenes - 20
UK's only Wallace & Gromit ride

FLYING MACHINES

Opened in 1904
Height - 60ft (18m)
Diameter (flight) - 150ft (46m)
Diameter - 45ft (14m)
UK's oldest operating ride

LAUNCH PAD

Opened in 1997
Height - 210ft (64m)
Max speed - 80 km/h
G-force - 4.5
UK's first space shot tower

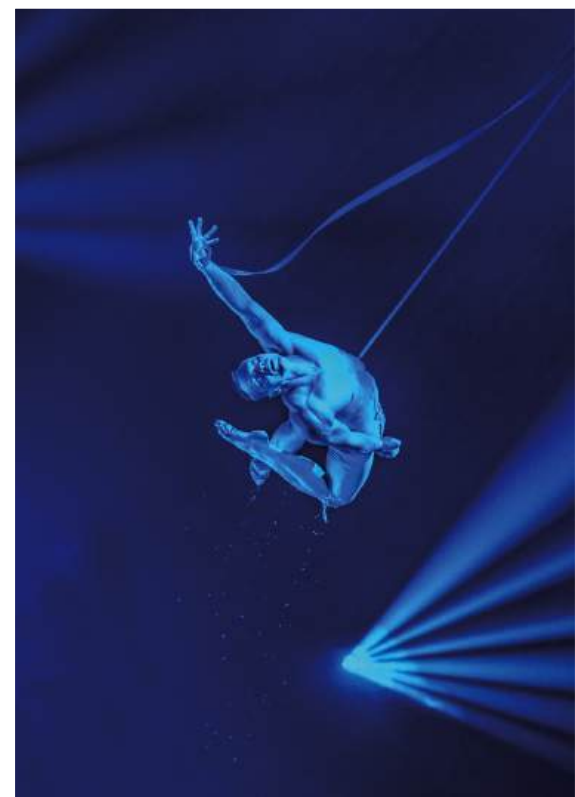
VALHALLA

Opened in 2000
Height - 80ft (24m)
Length - 2,000ft (610m)
Max speed - 43mph
Valhalla is the largest indoor water ride in the world

AVIKTAS

Opened in 2026
Height (full swing) - 138ft (42m)
Height - 88ft (27m)
Max speed - 60mph
UK's largest gyro swing

SEE ALL OUR RIDES!



SPECTACULAR SHOWS & EVENTS

Over and above its many rides and attractions, Pleasure Beach is at the forefront of stage and production entertainment.

With its own associate production company Stageworks, many recognised stars are drawn from all fields and locations around the globe to perform in its main productions.

Inspired by Amanda Thompson OBE, Managing Director of Pleasure Beach Resort and President of Stageworks Worldwide Productions, it is internationally acclaimed for its creative innovation and professional capability and maintains an unparalleled position within the industry.

As a specialist consultancy, created out of experience and perfected via an impressive track record spanning over half a century, Stageworks presents spectacular live shows on stage and ice throughout the world. Stageworks' portfolio contains packages as diverse as two-hour high energy skating spectacles or enchanting and exotic cabarets spiced with illusion to individual or troupes of professionally trained street entertainers, to add a unique touch of magic to any event. Stageworks believe that live entertainment is an irreplaceable element of both the corporate leisure and event industry.

All the elements that are required for a production, including planning, designing sets, lighting, sound, props, scenery, costumes, choreography, music and direction is delivered by the unique Stageworks team.

PANTO

Let us whisk students away to a land of make believe, guaranteed to be an unforgettable experience for everyone! Sit back, clap your hands, cheer, boo and enjoy a magical story!

All school bookings for our pantomime include an activity and resource pack, to help build anticipation and excitement during the week for a magical trip to the theatre!

Suitable for all ages.

DID YOU KNOW?

SPECIAL GROUP RATES AVAILABLE!

We offer special rates for groups of 15 guests or more to experience the most magical pantomime ever written. Join us for an adventure you won't want to miss!

Call our groups team on **0871 222 8787*** or email us at **groups@bpbltd.com** to find out more and book today!

A galvanizing combination of sensual dance & ice skating for a truly unmissable show



Hot Ice SHOW

Hot Ice is powerful theatre featuring European and World ice skating champions. The show uses artistic, daring and skilful choreography at ultimate speeds. The costumes are beautiful and stylish and the set uses state of the art sound and lighting.

This fabulous show has become part of Blackpool's heritage and runs throughout the summer season. For over 80 years the Pleasure Beach has produced an Ice Show for visitors to Blackpool and every year the show is different. According to the Guinness Book of World Records, the Pleasure Beach Arena is the oldest purpose built ice theatre in the world!

This show, produced and directed by Amanda OBE, is fast moving and thrilling, with skaters who have travelled from every corner of the globe to entertain you with speed, grace and elegance, whilst balancing on the fine edge of steel.

Hot Ice was recently awarded "Best Show" at the Big E awards in Las Vegas. It features the best in ice skating, including stylish costumes, unbelievable feathers and glittering rhinestones to set the ice alight with sparkle. The show boasts innovative lighting designs and special effects that will thrill the audience.

Producer and Director Amanda Thompson OBE said, "The power of the spotlight picks out a blade, spiraling and shimmering across the ice."

"The Arena is filled with echoes of ice crackling. The flashes of steel across the ice are poetic in their movement, much like magpies picking up glistening trinkets to unlock the heart, where passion for performance runs deep and pumps through our veins: a fashion fantasy of light, sound, glamour and talent!"

"The ice provides a pure canvas of innocence, and this is the key to the freedom of creativity. Fairy dust and imagination are blended to give a show that is divinely spectacular."

This is a show suitable for all ages: a show that will always be remembered: a show not to be missed by anyone. Hot Ice follows in the long running tradition of spectacular shows at the Pleasure Beach and in the resort of Blackpool. The Pleasure Beach Arena has been home to regular ice shows since 1936.



Every October, Pleasure Beach Resort offers eerie opportunities for hair-raising and spell-binding Halloween experiences, for all ages to enjoy. Guests are invited to join the hordes of zombies, vampires, goblins and ghouls partying in the park around the spooktacular dancing fountains.

Halloween is an extremely popular period for theme parks across the world, having grown rapidly as a trend over the last twenty years or more. From the introduction of special entertainment to dedicated live action scare mazes, the thrill of being scared has seeped into the fabric of the season.

Pleasure Beach Resort transforms itself every October, to offer Halloween experiences for our guests to both fear and enjoy. Whilst the offerings can vary from year to year, the park is always dressed for the occasion by our fabulous set design teams and roaming actors make the park their home. In recent years, we have introduced live action scare mazes on the park itself to create new experiences for our guests.

JOURNEY TO HELL FREAK NIGHTS



On selected dates throughout the season, the park opens until 10pm for special late night riding sessions. Guests are free to enjoy their favourite rides after dark and experience the spectacle that is Pleasure Beach illuminated at night.

With the park open till late, guests can ride into the night on the UK's tallest rollercoaster, The Big One, experience the acceleration of ICON at twilight or ride into the dusk on the Big Dipper. Whatever thrills take their fancy, Blackpool Pleasure Beach is the place to be!

Our Late Night Riding events are often our most popular days at the park, with guests excited to experience the park after dark, soak up the atmosphere and enjoy the entertainment on offer.

Special events are known to play an important role in increasing the number of guests visiting attractions, as well as potentially expanding the tourist season of a resort such as Blackpool. Where a seaside town may start to wind down from September, Blackpool keeps attracting visitors through the autumn and winter period with events such as the Illuminations and World Firework Championships. Pleasure Beach prides itself in supporting the resort with strong events such as Late Night Riding, Octoberfest, Vampire Beach, Journey to Hell and our Christmas offerings.

Big Blue Hotel is the perfect place for business or pleasure!

It's cool, it's chic and it's clearly a class above the rest but with totally affordable luxury. The Big Blue Hotel at Pleasure Beach Resort is a haven of calm and style among the thrills of the UK's favourite amusement park and is setting the standard for holiday and business accommodation.

This unique hotel consists of 157 beautifully designed bedrooms with over-sized American space and a totally contemporary feel. Sumptuous fabrics create a tranquil mood, state-of-the-art lighting, DVD players in every room and big beds are just a few of the innovative touches that make all the difference. Choose from superior or deluxe rooms and enjoy the very latest in decor and design.

Superior rooms offer king-size beds, free WiFi access, big bathrooms, integrated air-cooling system and power showers. Deluxe rooms boast suede-covered furniture, futuristic fireplaces from Brilliant, the fluffiest of towels and deep, deep baths for relaxing.

Fabulous family rooms accommodate up to five family members, including a separate children's sleeping area, which offers privacy for parents and security for children. This roomy concept is a far cry from the traditional 'z' beds and each child's bunk bed has it's own built in TV to put an end to fighting for the remote control!

Four exclusive luxury suites are also available with separate laid-back lounge areas, fabulous fabrics and furniture from Designers Guild and Tetrad, Brilliant fireplaces, and the biggest bathrobes you've ever seen.

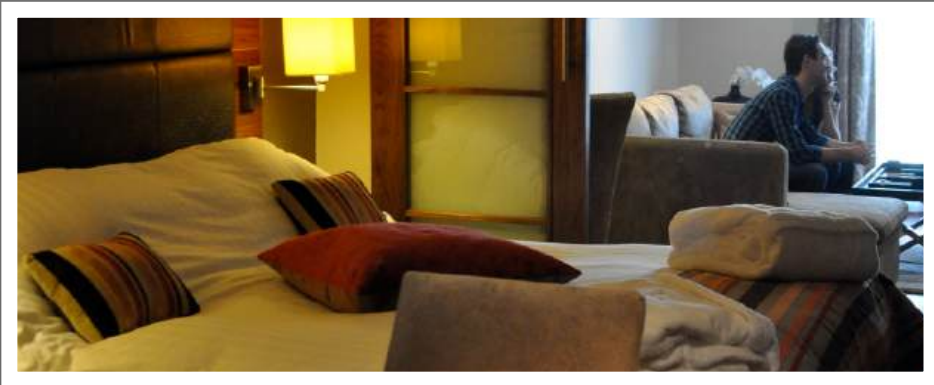


Pleasure Beach Resort's tallest and fastest rollercoaster, The Big One, provides a spectacular backdrop to the Big Blue hotel with many rooms overlooking the roller coaster so that guests can truly experience the fun and excitement of staying at the attraction.

Dining at the Big Blue hotel is an unforgettable experience whether it's a lazy cappuccino in the lobby or a delicious gourmet meal in the award-winning Blues Bar and Brasserie. Children can create their own fresh pizzas while parents can choose from an extensive menu designed with a European feel using only fresh, local produce. Sink into a soft leather armchair and enjoy a long cool drink after a day on the rides or sip a Cosmopolitan at the bar and just simply people watch. It's up to you.

The Big Blue Hotel has:

- 157 Bedrooms each with en-suite facilities, free WiFi, DVD players, direct dial telephone and TVs.
- A fully licensed, award-winning* brasserie-style restaurant serving specialty teas and coffee, light snacks and gourmet meals.
- Conference facilities for the small meeting/boardroom style
- Larger on-site Conference and Banqueting facilities



Design & Development

Allison Pike were commissioned to design a 120-bedroom hotel for the park, on a promenade site adjacent to The Big One rollercoaster, with plans submitted in late 2017.

The project represented an investment of £12 million, bolstering our accommodation with a brand new stylish offering, to sit perfectly alongside our existing Big Blue Hotel.

Externally, a subtle palette of materials form a modern style using stone, render and metal panels to help make a striking statement on this prominent site.

Unique design challenges arose from the proximity of The Big One rollercoaster, which passes over the car park of the hotel, meaning noise and vibration were crucial considerations in the design of the building.

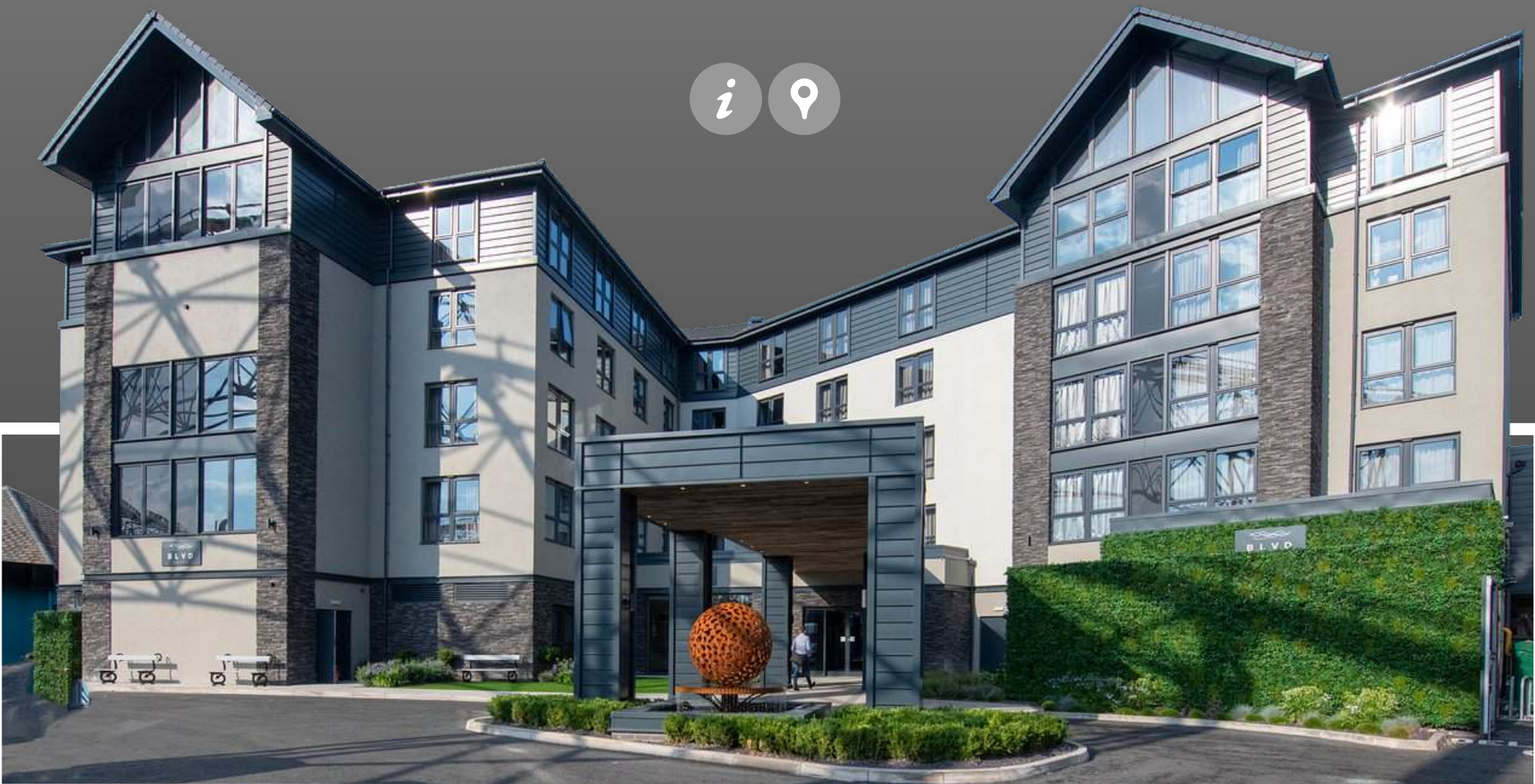
“We are delighted to be able to build on the success of the Big Blue Hotel by offering both leisure and business visitors another hotel which exceeds all expectations,” says Amanda Thompson OBE. “This is a continuation of Pleasure Beach’s ongoing investment and a pivotal moment for the town as a whole. We are proud to be at the very heart of a transformation that will see Blackpool become one of the UK’s most exciting resorts.”

The hotel is the latest addition to the Pleasure Beach Resort accommodation offering, which also includes the adjacent award-winning Big Blue Hotel. Both of these properties are part of the Pleasure Beach portfolio which has been operated by the Thompson family since the resort’s inception in 1896.



BLVD
HOTEL

FOUNDED 2019



Our Fabulous Hotel

Situated beneath the iconic first descent of the Big One, the Boulevard Hotel offers a stylish break in a fabulous location.

The bedroom accommodation comprises a mix of family bedrooms, evolved from the Big Blue, with separated space for adults and children, with the bathroom between. On the top two floors you will find our suites and executive rooms, with the suites featuring sea-facing balconies, lounge and bedroom spaces with luxurious en-suite bathrooms.

A spacious public bar and 140-seat restaurant can be found at ground level, offering a fresh contemporary feel for both hotel guests and day trippers alike.

The hotel also provides first class business facilities with meeting, conferencing and banqueting space for up to 200 delegates. The Big Blue Hotel had already proven itself to be a popular destination for business tourism in Blackpool and the Boulevard aims to build on this.

The new hotel opened in 2019 and the £12m investment saw the creation of 30 new permanent and 40 seasonal jobs.



MARKETING

Making sure our customers know what we're about!

Pleasure Beach Resort has a marketing department who are tasked with meeting attendance and revenue targets for the Amusement Park and all associated businesses such as the Hotels, Arena and restaurants. The marketing department uses Digital Marketing, Television & Radio and Press & Newspaper advertising.

Our aim in marketing is to understand our customers' needs and wants, and to present what we offer in a way that resonates with our target audience. At Pleasure Beach Resort we are selling fun, and satisfying the desire of our guests to have an enjoyable day out and create long-lasting memories.

In order to understand what is most likely to resonate with our guests we must undertake market research. This is where we learn about our current customers and what appeals to them. We also seek to understand people who are not yet our customers so we can work out what we need to do in order to appeal to them to increase the likelihood of them visiting.



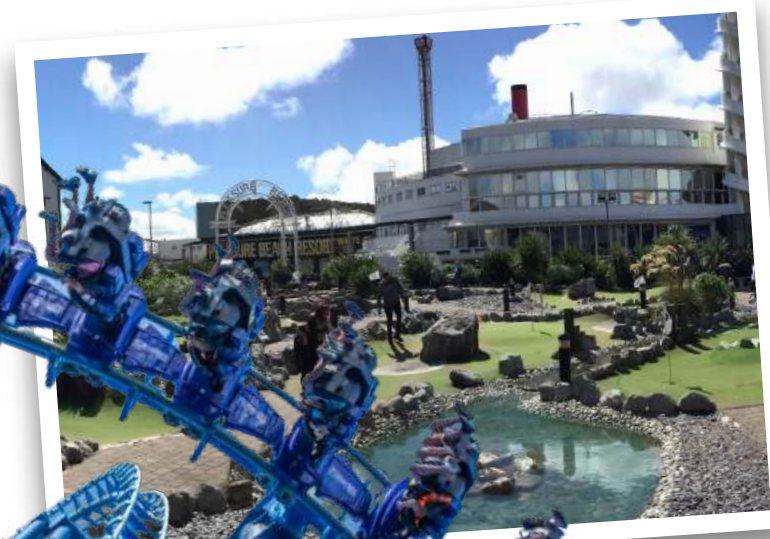
Market Research

Purpose of market research is to identify information on three key areas;

- To profile our customers
- What our customers think about Pleasure Beach Resort
- How we compare to the competition

Methods of research carried out by internal/external sources;

- Qualitative - focus groups
- Quantitative - telephone research
- Mystery shopping
- On-park and online questionnaires
- Follow-up feedback research/questionnaire
- Online feedback and online forum



Advertising & Advertising Channels

We use multiple different advertising channels to communicate our brand, what we as a business are about and what is going on. Each year we have a marketing media budget, which is divided up into the channels on which we promote Blackpool Pleasure Beach Resort, with different weightings of spend given per channel.

Seasonality also affects the weighting and channel allocation, spending more in the run up to Summer for example. Finally, the location weighting of our advertising also changes throughout the year, and changes geographically, according to regional differences, holidays and school term dates.

Digital Marketing

We use digital marketing across all social media channels as well as Google Ads, Display and YouTube advertising. It enables us to target our customer with laser precision based on their demographic details such as location, job roles, preference for adrenaline and much more. We are able to more accurately understand our ROI (return on investment) as we can track purchases to their origin and source helping us better understand what creative works best and to whom.

Television & Radio

We continue to advertise on Radio and TV each year. We utilise radio to promote events and different periods of the season where there is a sense of urgency to visit, such as Halloween or Winter Weekends. We typically purchase radio advertising through large networks such as Global or Bauer, in slots of 20 or 30 seconds. Similarly, we purchase TV by audience segments in 20 or 30 second slots too and on specific channels and airtime deliverables (day/night/all day).

Out Of Home (OOH)

Pleasure Beach Resort invests in out of home advertising in the resort of Blackpool and elsewhere in the UK using digital screens. The digital screens enable us to be proactive and responsive, changing our creative frequently to always deliver the optimum creative message for each event/time of season.

Public Relations

Our PR team are responsible for forming good relationships with journalists, facilitating filming that will promote the park and for generating publicity and news coverage through the creation of press releases and press events, designed to grab attention. The team also react to in-bound press enquiries on a whole range of topics.

CUSTOMER SERVICE

Exceeding customer expectations

Leisure and Tourism organisations depend on customers to buy and use their goods or services. Without customers, businesses cannot succeed. Providing excellent customer service plays an essential part in helping organisations keep their customers and attracting new ones.

With the Pleasure Beach Resort attracting such a diverse range of customers, it is essential that there is *something for everyone*.

Excellent customer service is **not** just about immediate delivery; Pleasure Beach Resort ensures that the service is provided before, during and after a purchase/experience.

By analysing the results from its market research, Pleasure Beach Resort can ensure that;

- Correct methods of communication are available for all.
- A wide range of products are available.
- Special requirements are met.
- Pleasure Beach Resort exceeds customers’ expectations.

Company Objectives

Pleasure Beach Resort is a family owned and run business established in 1896. Our founder’s mission was to create a place where “Adults could feel like children again”.

Today, this sentiment is deeply rooted in our business and our present day objectives reflect this, while encompassing the needs of the modern day business which is constantly developing.

Two of our objectives are;

- To welcome our guests and exceed their expectations through our customer service, facilities and attractions.
- To welcome school visits and to deliver an educational experience in line with the national curriculum.



BEHIND THE SCENES!

INTERESTING FACTS!

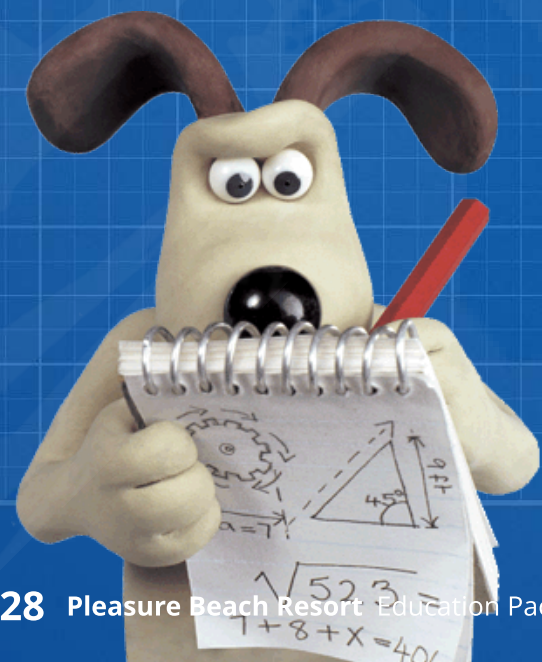
- ❑ Every year more than a million mouth-watering donuts are made and devoured! The delicious sweet smell is too great a temptation!
- ❑ Every day, the Big One travels on average around 250 miles - which is just over the distance from Blackpool to London.
- ❑ Pizza the action? No problem! More than 70,000 are made every year.
- ❑ Rock around the clock. Visitors enjoy over 200,000 sticks of this popular boiled sugar confectionery.
- ❑ The park maintenance teams use more than 170,000 screws, 12,000 litres of paint and over a million white lights every year.
- ❑ If laid end-to-end, all the hot dogs that are eaten at the park would go round the Big One track 23 times!
- ❑ Game, set and match. Stretching over an impressive six acres, Nickelodeon Land covers the same area as 27 Centre Courts at Wimbledon.



With over **125 rides and attractions** at the UK's favourite amusement park, mixing **cutting edge technology** with **traditional rides**, Pleasure Beach is the perfect place for your school trip.

From the excitement of the UK's only Nickelodeon Land and wild adventures through Wallace & Gromit's Thrill-O-Matic, to the thrills and spills of our double launch coaster ICON and the world's best dark ride, Valhalla.

Whether it's a thrilling **reward trip**, or an opportunity for **learning outside of the classroom**, we've got it covered.



THE LEARNING OUTSIDE CLASSROOM

We offer a range of tours, talks, interactive sessions and creative workshops to bring learning to life for students of all ages.

From the world of cutting-edge technology and exciting thrill rides to our collection of traditional attractions, we are uniquely positioned with 125 years of history and development to share with our visitors.

This guide details our educational sessions and workshops, as well as information for our fabulous reward trips.

For more details, or to discuss a bespoke requirement, you can contact our Education Team on 01253 336349 or at educationacademy@bpbltd.com.

★ **EXPERIENCE** the UK's ultimate amusement park as a fantastic rewards trip.

★ **GUIDED TOURS** of our park or wardrobe department with our Education Team.

★ **TALKS & PRESENTATIONS** for students of all ages in our Education Academy.

★ **CREATIVE WORKSHOPS** to explore science, technology, engineering, art and math.

★ **RESOURCES** available to download make your visit even more outstanding.

★ **BESPOKE SESSIONS** to meet the requirements of your topic and your students.

Just some of the sessions we offer:

Ready, Steady, Sprout!

Explore the flourishing world of gardening and caring for plants in our Learning Garden - no green fingers required!

Science of Rollercoasters

Delve into the world of steel and wooden structures, exploring gravity, G-force and friction.

History & Geography

Journey into the history of Blackpool and how the park has played a vital role in the development of the resort.

Creative Workshops

Explore coaster construction, build a motorised carousel or design a theatrical mask in our workshops

Bespoke Talks, Presentations & Sessions

We can tailor-make a presentation to suit your students' needs! Just give our team a quick call or drop us an email!

MAKING IT EASY

Booking your school trip with us is quick, easy and stress-free. Bring your trip to life in just three simple steps.

1 Give our Education Team a quick call on **01253 336349** or drop us an email at educationacademy@bpbltd.com to discuss your requirements.

2 Once you've set a date and we've produced an itinerary to meet your requirements, we'll open a provisional booking to secure the date.

3 7 days prior to the visit day, we'll ask you to confirm final numbers if you haven't already and we'll get everything set for your arrival.

HAVE A FANTASTIC VISIT TO PLEASURE BEACH RESORT!

Call our team today on 0871 222 8787* or email educationacademy@bpbltd.com





Pleasure Beach Resort Education Information Pack



Minimum group size of 15 required. Minimum charge of £45 per session applies to workshops if less than 15 students are attending. All rates apply to advanced bookings only. *Calls to 0871 numbers cost 13 pence per minute plus your telephone company's access charge.