

7th November 2007

Super-models boost the Waxworks

Following continued major investment in Louis Tussaud's Waxworks, Leisure Parcs has seen visitor numbers soar by 38%, over the summer, compared to last year. Open all year round from 10am, the attraction has been a welcome dry day out for thousands of families braving disappointing summer weather.

Visitors have been literally going ape at the arrival of King Kong at Louis Tussaud's Waxworks in Blackpool, all clambering to have their photograph taken stood in the 6 foot palm of its hand.

The more interactive setting includes the chance for visitors to attend a major film premiere and have their photo taken on the red carpet. Posing alongside stars George Clooney, Brad and Angelina and the legend that is Samuel L Jackson certainly means that holiday snaps have taken on a new meaning!

'Celeb City', dedicated to the A-list, Leonardo DiCaprio on the bow of the Titanic, the bottomless pit with Indiana Jones, the explorer's hut with its resident dinosaurs and not forgetting the spine-tingling Chamber of Horrors have all attracted new visitors to the attraction during the 2007 season.

Matthew Titherington, General Manager of the Waxworks comments, "This has been a truly fantastic season for the attraction. The arrival of the new models and the fact that people can get up close and personal with them has brought visitors flocking to take a new look inside."

Over the last twelve months the attraction has enjoyed major investment and refurbishment. Visitors to Blackpool Tower who take along their Tower ticket can also enjoy half price entry which has significantly boosted numbers and added real value for money for holidaymakers.

More investment is planned over the winter period which will continue to create new themed areas. Visitors will be able to rub shoulders with some fantastic new stars, past and present from stage and screen and soak up a slice of history with some fascinating iconic figures.

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