

**X The Bear Grylls**  
**ADVENTURE**  
**INDOOR/OUTDOOR ACTIVITY CENTRE**

**The Bear Grylls Adventure Wins 2020 Tripadvisor Travellers' Choice Award**

*The Bear Grylls Adventure Recognised Among Best in UK  
Based on Outstanding 2019 Guest Reviews*

**21<sup>st</sup> August 2020** – The Bear Grylls Adventure is delighted to announce that - after receiving notification yesterday from Tripadvisor - it has been recognised as a 2020 Travellers' Choice award-winner. Based on a full year of Tripadvisor reviews, the attraction's consistently strong guest feedback has placed them in the top 10% of hospitality businesses around the globe, an amazing feat for this world's-first attraction, and largely thanks to their visitors' feedback.

General Manager Marc Bell said *"We are thrilled to have been recognised by Tripadvisor for this award after what has been a challenging year for all attractions and businesses. This has been delighting news to the team who work to deliver an exceptional guest experience. It is amazing to have made so many memories with our adventure-seeking guests, and we're excited to continue offering the awesome adventure experience that we know our visitors love as we look forward to our second birthday in October."*

At The Bear Grylls Adventure, visitors can tackle Europe's tallest High Ropes, feel the rush of freefall in the iFLY Indoor Skydiving wind tunnel, or try their hand at beating Bear Grylls' record time on the Royal Marines-inspired Assault Course. The attraction is also home to almost 1,000 creatures, including Black Tip Reef Sharks, Nurse Sharks and Cownose Rays; the attraction's custom tank allows guests to take the plunge into a new underwater world, exploring the unique environment inhabited by these beautiful creatures.

Just a few minutes' walk from Birmingham International Train Station, and with activities suitable for guests aged 8 and up, the Merlin Entertainments-owned attraction opened in October 2018, and has been popular ever since.

*"Winners of the 2020 Travellers' Choice Awards should be proud of this distinguished recognition,"* said Kanika Soni, Chief Commercial Officer at Tripadvisor. *"Although it's been a challenging year for travel and hospitality, we want to celebrate our partners' achievements. Award winners are beloved for their exceptional service and quality. Not only are these winners well deserving, they are also a great source of inspiration for guests as the world begins to venture out again."*

To book tickets for The Bear Grylls Adventure, visit [www.beargryllsadventure.com](http://www.beargryllsadventure.com)

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### **About The Bear Grylls Adventure**

Located at NEC Birmingham within easy reach of the motorway network and just an eight-minute walk from Birmingham International, The Bear Grylls Adventure is the first Adventure Activity Centre of its kind. Inspired by adventurer and explorer Bear Grylls, the attraction features 10 action-packed indoor and outdoor experiences including Indoor Archery, Indoor Climb, Escape Rooms, Fear Zone, High Ropes, iFly indoor skydiving, Shark Dive, Indoor Shooting, Snorkel and a Royal Marines-inspired Assault Course. Ideal for families, groups, schools, team building and children over the age of eight, the attraction is guaranteed to get guests adrenaline pumped and ready to climb, dive, fly, zip, leap, scramble and explore as they take on some of the world's greatest adventure challenges.

### **About Merlin Entertainments**

Merlin Entertainments 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 130 attractions, 20 hotels and 6 holiday villages in 25 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its 67 million guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its c.28,000 employees (peak season).

See [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information and follow on Twitter [@MerlinEntsNews](https://twitter.com/MerlinEntsNews)

### **About Bear Grylls**

Bear Grylls OBE, has become known worldwide as one of the most-recognised faces of survival and outdoor adventure. The BAFTA award winning TV host began his journey in the British Special Forces (21 SAS) before becoming one of the youngest-ever climbers of Mount Everest.

Bear is the author of over 85 books that have sold more than 15 million copies worldwide, including the No.1 bestselling Mud, Sweat, and Tears.

Bear originally starred in Discovery's hit TV series Man vs. Wild across seven seasons, before hosting the NBC & National Geographic Channel series, Running Wild with Bear Grylls. This show has seen him take global stars such as Julia Roberts, Ben Stiller, President Obama & Prime Minister Modi of India on adventures into the wild.

Bear has also hosted over six seasons of the BAFTA award-winning Channel 4 series, The Island with Bear Grylls, as well as the Emmy Award nominated series Hostile Planet for National Geographic and "You Vs Wild" for Netflix. Bear has recently launched a new production house, The Natural Studios which will be providing a home for the best adventure talent worldwide, to help them create shows that inspire and move people to go for it in their lives and to never give up. Bear's latest show World's Toughest Race will be launching on Amazon mid August.

Bear is an Honorary Colonel to the Royal Marines Commandos, the youngest ever UK Chief Scout and the first ever Chief Ambassador to the World Scout Movement, representing a global family of some fifty million Scouts.

Bear's motto is courage, kindness and Never Give Up!

Visit [www.beargrylls.com](http://www.beargrylls.com) for more information.

### **About Tripadvisor**

Tripadvisor, the world's largest travel platform\*, helps 463 million travelers each month\*\* make every trip their best trip. Travelers across the globe use the Tripadvisor site and app to browse more than 860 million reviews and opinions of 8.7 million accommodations, restaurants, experiences, airlines and cruises. Whether planning or on a trip, travelers turn to Tripadvisor to compare low prices on hotels, flights and cruises, book popular tours and attractions, as well as reserve tables at great restaurants. Tripadvisor, the ultimate travel companion, is available in 49 markets and 28 languages.

The subsidiaries and affiliates of Tripadvisor, Inc. (NASDAQ:TRIP) own and operate a portfolio of websites and businesses, including the following travel media brands:

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\* Source: Jumpshot for Tripadvisor Sites, worldwide, November 2019

\*\* Source: Tripadvisor internal log files, average monthly unique visitors, Q3 2019