



## **INDOOR/OUTDOOR ACTIVITY CENTRE**

### **BRITS ON THE HUNT FOR MORE EXCITEMENT AFTER LOCKDOWN, A SURVEY BY THE BEAR GRYLLS ADVENTURE FINDS**

Recent surveys conducted by The Bear Grylls Adventure found that 77% of Brits found that lockdown made them want to get out and experience more excitement, the attraction has shared today. With most of the UK opting for a staycation this summer, the attraction set out to find out how people felt post lockdown, and what Summer 2020 means to them and their family.

With 67% of those surveyed choosing to spend the summer with their family, many are looking for ways to spend quality time together in the UK, with the staycation being favoured by more than half of the UK and a third of those surveyed would choose an adventure holiday if given a choice, with many confessing they would rather have a break filled with adventure over a relaxing cruise holiday or spa break. This summer, The Bear Grylls Adventure is determined to supply this adrenaline rush for thrill-seekers.

The Bear Grylls Adventure has something for everyone; for those dreaming of warmer climates can try a truly tropical experience with Cage Snorkel and Shark Dive activities the 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.

Guests looking to try their hand at the climbing walls will have the challenge of over 20 routes to choose from, all inspired by some of the most breath-taking – and often, challenging – climbing routes from around the world. In real life, El Capitan in Yosemite National Park would take around four days to summit; at The Bear Grylls Adventure, you can take on this challenge in 60 minutes, with the attraction's replica granite wall.

For the truly adventurous, it is not about the destination – it's about the journey. The Bear Grylls Adventure's iFLY Indoor Skydiving experience offers adrenaline junkies the thrill of flight within its own custom wind tunnel. No parachute, no plane, no wings – just you, the iFLY expert and the air. With speeds of up to 162mph, participants get to experience the thrill of freefall twice; the equivalent of three 12,000 ft real life sky dives.

The Bear Grylls Adventure is celebrating the Great British staycation all summer long, offering a world of adventure under one roof PLUS up to 50% off selected activity tickets.

The Bear Grylls Adventure's #Bearcation ticket offer is set to make this the most action-packed summer holiday ever for those looking for adventure right on their doorstep. To grab this limited time offer of up to 50% off selected activity tickets, guests should head to [beargryllsadventure.com](http://beargryllsadventure.com) and book for visit dates up to 6th September 2020.

- **ENDS** -

### **Notes to Editors**

Survey conducted by The Bear Grylls Adventure July 2020. Survey shared to customer database and on social media channels.

Please find supporting images here:

[https://www.dropbox.com/sh/3hzpwqwnl542atg/AACH\\_fwL247Ni73pLlakQgfLa?dl=0](https://www.dropbox.com/sh/3hzpwqwnl542atg/AACH_fwL247Ni73pLlakQgfLa?dl=0)

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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, Shark Dive, Escape Rooms, High Ropes, iFLY Indoor Skydiving, Snorkel and a Royal Marines-inspired Assault Course. Ideal for adventurers of all ages 8 and up, 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.