



~~Alton Towers Resort launches 2020 Season Pass deals for Black Friday~~

- Families of four can save up to £40 on a whole season of fun!
- Passes provide entry to the Theme Park including the new attraction from 'The World of Walliams' as well as other exclusive perks
- Offer available online only for limited time this Black Friday

Alton Towers Resort has slashed the prices of its [Standard and Premium Season Passes](#) for Black Friday, giving fun-loving families and adventurous thrillseekers more fun for less with a 2020 pass!

From **00:01am on Friday November 29th** bargain hunters will be able to grab an online exclusive 'Season Pass' deal, giving them access to the UK's number one Theme Park and an entire season of thrills in 2020 (March – October) **from just £50** - a saving of up to 15% per pass!



2020 Season Pass

A family of four could save up to £40 in the deal (based on the purchase of 4 Premium Season Passes), whilst coaster loving couples can see a saving of up to £20 (based on the purchase of up to 2

Premium Season Passes). But they will need to be quick as the deal will be available online for four days only, ending at 11.59pm on Cyber Monday (Dec 2nd).



Each Alton Towers Season Pass includes entry to the world-renowned Theme Park, home to world-class coasters, rides and attractions such as Nemesis, Oblivion and Wicker Man, as well as the UK's only [CBeebies Land](#) specially designed to promote learning through play and sparking guests' imaginations as some of their favourite CBeebies friends are brought to life.

Last month, Theme Park bosses revealed a brand new attraction inspired by ['The World of Walliams'](#) that will open at the park in Spring 2020 for Season Pass holders to enjoy! Working with comedian, actor and best-selling author David Walliams OBE, the theme park will soon unveil details of how they will bring Walliams' stories and characters to life.



All 2020 Passholders will also unlock exclusive discounts and perks, as well as being first to receive news from the Resort. Those who opt for a Premium Season Pass in the sale (£65) can enjoy additional perks such as unlimited access to special events such as Scarefest, the UK's biggest

Halloween event staged at the Resort, as well as entry to the hilariously hideous [Alton Towers Dungeon](#) and free car parking every visit!

In 2020 the Resort will also celebrate 40 years as a world-renowned haven of fun and adventure, giving theme park lovers even more of a reason to become a pass holder this Black Friday.



Alton Towers Resort, based in Staffordshire, is an award-winning Theme Park spanning over 10 fully themed areas of other-worldly adventures including Towers Street, X-Sector, Mutiny Bay and Forbidden Valley to name a few. Home to over 40 rides and attractions for guests of all ages, the theme park has several rollercoasters each with record-breaking elements designed to thrill and delight anyone brave enough to ride. With 20 attractions specifically aimed at young children and families, Alton Towers Resort offers the perfect place for big kids and little kids to experience unforgettable surprises and delights around each corner.

Black Friday Deal details:

Alton Towers 2020 Season Pass	Standard	Premium
Black Friday Price	£50	£65
Normal Price	£58	£75
Exclusion Dates	Weekends in August and Scarefest	None
Car Parking	£6	Included
Alton Towers Dungeon	From £5 in advance	Included
Other benefits	A range of other perks will be on offer through the year, which could include discounts in the resort's shops, restaurants or digital photo passes	

The Black Friday offer will be available online only from 00:01am on Friday 29th November until 23:59 on Cyber Monday 2nd December at www.altontowers.com. Terms and conditions apply.

Ends.