

FULL KELLOGGS X MERLIN 15TH ANNIVERSARY OFFER TERMS AND CONDITIONS 2026:

This £15 off online advanced priced tickets promotional offer is valid for visit from 17.03.26 until 31.05.26 at Chessington World of Adventures Resort, Alton Towers Resort, Thorpe Park and LEGOLAND Windsor Resort and is available exclusively to Kellogg's customers who registered to use the '25% Off Great Days Out' Kellogg's promotion via www.kelloggsmerlin.com in 2025 or 2026 and opted in to receive such offers. This offer is not valid for use in conjunction with any other promotion, offer or reward/loyalty scheme including but not limited to the '25% Off Great Days Out' Kellogg's offer. Participation in this offer constitutes acceptance of these Terms and Conditions.

TO REDEEM YOUR UP TO £15 OFF, PRE-BOOKING ONLINE IS ESSENTIAL:

To redeem:

STEP 1 After receiving your Kellogg's x Merlin 15th Anniversary unique promotional code via email, visit <https://merlinmagic.biz/kelloggs15>, select your chosen attraction and the number of tickets required (maximum one booking per promotional code, valid for a minimum of two (2) and a maximum of four (4) tickets).

STEP 2: Enter your unique promotional code when prompted to do so in the booking journey.

STEP 3: Book and pay for your entry tickets;

STEP 4: Print/ download your entry tickets and head straight to the attraction on your booked date of visit, scan your tickets (on your phone or a print-out) under the barcode readers to enter the attraction.

FULL OFFER TERMS AND CONDITION

1. This offer is exclusively available to Kellogg's customers who registered to use the '25% Off Great Days Out' Kelloggs promotion via www.kelloggsmerlin.com in 2025 or 2026 and opted in to receive such offers. Proof of eligibility may be required, and the promoter reserves the right to verify qualification and refuse redemption where the terms are not met.

2. Entry requires internet access and a valid email address. Participants must have received a promotional email from Kellogg's addressed to them personally, containing a unique promotional code.

The unique promotional code contained within the promotional email grants the recipient access to the discount offer, subject to these Terms and Conditions:

a) £15 discount valid at LEGOLAND® Windsor Resort, Alton Towers Resort, Chessington World of Adventures Resort and Thorpe Park. Each code is valid for a minimum of two (2) and a maximum of four (4) tickets) Adult and/or Child online priced entry tickets, from 17 March 2026 until 31 May 2026 at selected Merlin Entertainments attractions.

3. The offer is a fixed discount against the online priced entry tickets that appear to entrants at the time of booking. Merlin uses dynamic pricing, which means that online ticket prices are subject to change based on factors such as seasonality, and the estimated demand for such tickets at the time of booking.

4. Offer valid at participating attractions only and pre-booking online via <https://merlinmagic.biz/kelloggs15> is essential. Failure to enter a unique promotional code when booking will result in customers being expected to pay full price for each required ticket without exception.

5. Booking is subject to attraction and ticket allocation availability at the time of booking – book early to secure popular dates, such as weekends, and school and bank holidays.

6. Only one offer /unique code can be used per person, per transaction.

7. This offer is not valid for use in conjunction with any other promotion, offer, reward/loyalty scheme or direct attraction. Offer is also not valid for redemption against pre-purchased tickets, group bookings and concession rate tickets including but not limited to; senior citizens, veterans, family tickets, students, merlin annual pass or season pass holders.

8. This offer is valid against tickets booked for visits until **31st May 2026** at all participating attractions.

9. Merlin Entertainments may limit offer ticket allocations, subject to a minimum number allocated to every day each attraction is open. The minimum allocation of tickets during OFF PEAK, SUPER OFF PEAK, SUPER PEAK and PEAK dates (see table below for details of these allocations). As these are minimum allocations, Merlin Entertainments may (at its sole discretion) from time to time make additional tickets available for particular attractions, so you may wish to check back later if your preferred attraction and date combination are not available when you first attempt to book. [The definitions of OFF PEAK, SUPER OFF PEAK, PEAK and SUPER PEAK dates for each attraction vary and are set out on each attraction website.]

Tickets available to be booked, subject to availability and to set allocations by Attraction per day. Please see Table below for more information and check online when booking.

Attraction	Minimum Ticket Availability
SUPER OFF PEAK	
All participating attractions	Uncapped availability
OFF PEAK	
All participating attractions	Uncapped availability
PEAK- Weekends, non-summer school Holidays	
Alton Towers Resort	110 tickets per day
Chessington World of Adventures Resort	110 tickets per day
Thorpe Park	70 tickets per day
LEGOLAND Windsor Resort	110 tickets per day
SUPER PEAK- School Holidays, Bank Holidays & Seasonal Events	
Alton Towers Resort	40 tickets per day
Chessington World of Adventures Resort	40 tickets per day

Thorpe Park	30 tickets per day
LEGOLAND Windsor Resort	40 tickets per day

10. 2026 allocations are subject to change and any alterations will be updated on these terms and conditions.

11. The offer is subject to the attractions' annual opening calendars. Please check all opening dates and times before your visit on the attraction's individual websites. All dates are subject to change (e.g. due to events or park closures).

13. This offer is not valid at secondary attractions and events including, but not limited to: Zoo Days or Winters Tail Events at Chessington World of Adventures Resort, The Alton Towers Dungeon, Extraordinary Golf & Treetop Quest.

14. The offer and/or unique code (where applicable) can only be used as stipulated. The offer and/or unique codes have no cash value and are non-transferable/not for resale. All offers and/or unique codes are automatically void if sold, offered for sale or if any attempt or offer is made to transfer the offer and/or unique code for value.

15. This offer can only be used for standard single day entrance tickets and cannot be used for any combination, fastrack/priority/early ride time, 2-day or short break tickets including, but not limited to: Merlin Annual Pass, and the Season Pass.

16. This offer is not valid for accommodation bookings including but not limited to: The Alton Towers Hotel, CBeebies Land Hotel, Splash Landings Hotel, Enchanted Village (Woodland Lodges and Luxury Treehouses) and Stargazing Pods at the Alton Towers Resort, Safari Hotel, Azteca Hotel and Explorer Glamping at Chessington World of Adventures Resort, and the Thorpe Shark Cabins at Thorpe Park. Should you wish to book any accommodation, please check each attraction's website for pricing information.

17. This offer is not valid for transport or car parking. Some attractions operate a chargeable car parking policy including, but not limited to: Chessington World of Adventures Resort, Thorpe Park and Alton Towers Resort.

19. The offer and/or unique code which forms part of this offer remain the property of Merlin Entertainments at all times and as such Merlin Entertainments reserves the right to take possession of the offer and/or unique code at any time.

20. Size, height, weight, age restrictions and medical warnings apply to certain rides and/or attractions.

21. Visitors under 12 years must be accompanied by a person aged 18 years or over at Thorpe Park Resort, Chessington World of Adventures Resort and Alton Towers Resort. Visitors 14 years and under must be accompanied by a person aged 18 years and over at the LEGOLAND® Windsor Resort.

22. For the purpose of admissions an adult is classified as 12 years of age and over at the Alton Towers Resort and Chessington World of Adventures Resort. Some attractions operate an individual ticket price which is the same for both adults and children for the purpose of admissions. This includes but is not limited to; the LEGOLAND® Windsor Resort and Thorpe Park Resort. Under 90cm go free at LEGOLAND® Windsor Resort, Alton Towers Resort and Chessington World of Adventures Resort and under 1.2m go free at Thorpe Park– for full details please check the attraction websites.

23. All of the attractions reserve the right, in their absolute discretion, to refuse entry and to close and/or alter all or any part of the facilities including closure of rides and/or attractions and removal of figures for technical, operational, health and safety or other reasons including overcapacity. Features, rides, attractions and/or creatures shown on the website or communications are not necessarily available at every attraction. Please check ahead of your visit to avoid disappointment.

24. All attraction information is subject to change and entry into any participating attraction is subject to the individual attraction's terms and conditions or entry. Please check the attraction website(s) below before your visit for the latest information:

www.altontowers.com

www.THORPEPARK.com

www.chessington.com

www.legoland.co.uk/

26. In the event of circumstances outside the reasonable control of the Promoter, or otherwise where fraud, abuse, and/or an error (human or computer) affects or could affect the proper operation of this promotion, and only where circumstances make this unavoidable, the Promoter reserves the right to cancel or amend the promotion or these offer terms and conditions, at any stage, but will always endeavour to minimize the impact on participants in order to avoid undue disappointment. If any of these clauses should be determined to be illegal, invalid or otherwise unenforceable then it shall be

severed and deleted from these terms and conditions and the remaining clauses shall survive and remain in full force and effect.

27. If you redeem this offer, your personal data will be processed in accordance with Merlin's Privacy Statement set out at [Merlin Entertainments | Privacy and Cookies](#). Such notice sets out how Merlin Entertainments will process any personal data you provide in order to redeem the offer. You acknowledge that (a) the processing is necessary for us to take steps with a view to entering into a contract with you to enable you to redeem the offer, and (b) Merlin Entertainments shall only use your personal data in accordance with the terms of the Privacy Statement.

28. The Promoter and its associated agencies and companies will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense or damage which is suffered or sustained (whether or not arising from any person's negligence) in connection with this promotion or accepting or using the prize/gift, except for any liability which cannot be excluded by law (including personal injury, death and fraud) in which case that liability is limited to the minimum allowable by law.

29. These terms and conditions and any related disputes are subject to interpretation under the laws of England and Wales, and to the jurisdiction of the courts of England and Wales unless your residential address is in Scotland, when Scottish law applies or in the Republic of Ireland, when Irish law applies.

PROMOTER: Kellogg Europe Trading Limited, 3 the Green, Dublin Airport Central, Co. Dublin, Ireland.

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