



“Helping bring the magic to life”

Merlin is one of the global leaders in the visitor attraction business. Mindset Associates were approached by the General Manager, Andrew Walker, of London Dungeon and Shreks Adventure, two batch flow visitor attractions based on London's South Bank.



Andrew was new to the attractions after previously working in other locations within the Merlin business and was keen to fundamentally review the leadership and operational effectiveness of these two high profile attractions. Mindset Associates worked with the team across the two attractions to bring the guest to the very heart of the experience.

Following a diagnostic process involving several interviews and Focus group meetings we led Andrew and his team through a Vision Creation process. This created a clear focus on where Andrew and his team wanted to take the attractions in the future and how they would achieve this.



Following the vision work MA also spent time digging into the KPI and business data to help understand what really drives a “great” Guest Experience in these unique attractions. This enabled Andrew and his leadership team to make data driven changes to the attraction and boost the performance both in satisfaction and actual revenue lines.

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