

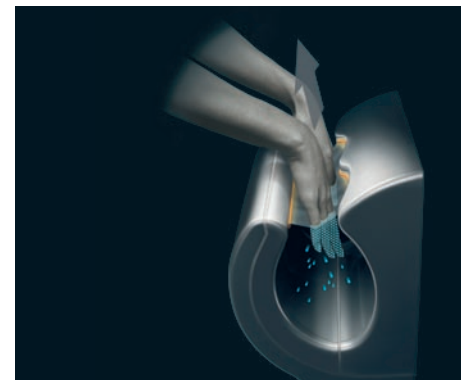


Alton Towers attracts over 2.5 million customers each year and is one of the UK's leading theme parks. Its pledge is to make every visit extraordinary. Why should a trip to the washroom be any different?



“The Dyson Airblade™ hand dryer is creating quite a stir. We’re receiving really positive feedback about it from both customers and employees.”

Scott Desborough, Project Manager
Tussauds Studio



The challenge

Project Manager Scott Desborough wanted to make the venue's washrooms no less exhilarating and surprising than its rides. He considered fitting conventional warm air hand dryers, but soon discovered how unhygienic and inefficient they are – and how long they take to work. He also wanted something with better functionality and a more inspiring design.

The solution

When Alton Towers General Manager, Tim Burnell, first experienced the Dyson Airblade™ hand dryer, he knew it was what they'd been looking for. With Scott and his team he set about installing Dyson Airblade™ hand dryer before the new season.

“We really wanted to make our toilets extraordinary, unusual and different from the norm,” says Tim. “Our customers are actually having fun while drying their hands, which is great. They come to have fun on our rides. They don't expect to have fun drying their hands in our washrooms. Having the Dyson Airblade™ hand dryers that use motors that spin faster than a Formula 1 engine is perfect for a venue that focuses on exhilaration and the wow factor.”

The results

To date, Alton Towers has installed five Dyson Airblade™ hand dryers. Based on the positive feedback and operational results so far, the team is investigating opportunities to install the Dyson Airblade™ hand dryer in each of the park's washrooms.

To try the Dyson Airblade™ hand dryer or for more information call:

0800 345 7788 (UK) 1-800-932630 (ROI)

www.dysonairblade.co.uk or www.dysonairblade.ie



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