



*the
Dungeons™*

EDINBURGH DUNGEON
MEDIA PACK

2019



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WHAT IS THE DUNGEON?

WHAT IS THE EDINBURGH DUNGEON?

The Edinburgh Dungeon is an immersive, underground tourist attraction bringing to life 1000 years of Scottish history – minus all the boring bits!

The attraction includes 11 live actor shows – delivered by a cast of professional actors - using theatrical sets, special effects and also featuring two rides.

The shows are divided into “core” which are shows common to all Dungeons (but with a local twist): The Judge, The Torturer, The Plague Doctor. “Seasonal” shows are shows that run locally for limited times tying in with key periods of the year – such as SÉANCE – one of our popular Halloween shows. The rest of the shows in the Dungeon tour are all based on local Scottish historical figures or themes.

Each show introduces visitors to a different character and chapter from Scottish history, this could include Burke & Hare, Agnes Finnie, Sawney Bean, the Foul Clenger, William Wallace, Dr Robert Knox, etc.

The shows are laced with tongue in cheek, gallows humour typical of the Dungeon brand.

The Edinburgh Dungeon and the Dungeons brand are operated by [Merlin Entertainments Ltd.](#)

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AT A GLANCE

HOW MANY DUNGEONS ARE THERE?

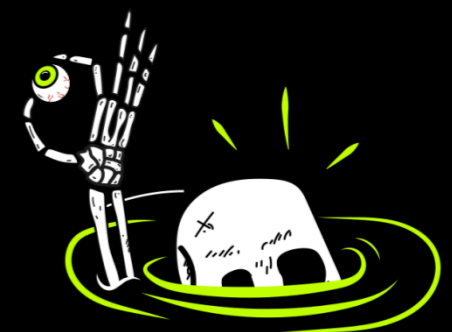
- 5 Dungeons in the UK in London, York, Warwick Castle, Blackpool and Edinburgh
- The Alton Towers Dungeon is due to open in March 2019
- 3 Dungeons in Europe: Amsterdam, Berlin, Hamburg
- 1 Dungeon in the USA (San Francisco)
- 1 Dungeon in Asia (Shanghai) - opened in October 2018

WHEN DID EDINBURGH DUNGEON OPEN?

- The Edinburgh Dungeon welcomed its first victims guests in 2001.



[CLICK HERE](#) TO VIEW OUR BRAND VIDEO



SHOW FACTS

- It takes approximately 3 months to research, script, rehearse and stage a new or seasonal show at the Dungeon.
- Our performance manager leads the research – pulling on primary and secondary materials, adding in the characteristic Dungeon humour and twists then works with the performance team, displays team and technical team to create the set / effects etc.
- Existing Dungeon shows are regularly tweaked or updated to keep them fresh and make sure the actors are kept on their toes!
- Each show lasts approximately 5-8 minutes.
- The full Dungeon tour lasts 70 minutes.

THE DUNGEON ORIGINAL TOUR:

<https://www.thedungeons.com/edinburgh/en/whats-the-dungeon/>

2019 SEASONAL SHOWS:

- **January – March:** Mary Queen of Scots
- **June – July:** Burke & Hare
- **HALLOWEEN:** tbc special show

ADDITIONAL EVENTS:

- Silent Disco – dates tbc
- Escape Room Experience – dates tbc
- Dungeon Lates – dates tbc

OUR CHARACTERS

HERE'S A TASTER OF OUR DUNGEON INHABITANTS...



AGNES FINNIE!



SÉANCE - MEDIUM AND GHOST OF
MADGIE DOHERTY



BURKE & HARE



SAMMEY BEAN



THE FOUL CLENGER

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BRAGGING RIGHTS

Is it the best Dungeon?

- Well, we don't like to brag... But here's the proof:
 - **Top show scores in 2018*** – yes, we blazed ahead of the other Dungeons on show scores – reviewed by our very own visitors!
 - **Consistent 4.6 / 5 ranking on Tripadvisor** – best ranking out of all Dungeons (Average 4.3 / 5)
 - **99% satisfaction** scored by our visitors in 2018 based on exit surveys!!!**



* We ask visitors in our exit survey to rank each show out of 10. We were awarded top show scores for every actor-led show in 2018 being above The Dungeons benchmark of 8.8/10.

**Result is based on exit survey responses of visitors throughout 2018. A total of 4407 guests completed the satisfaction question.

FACT BOX AND PRICES

FACT BOX:

WEBSITE:

www.thedungeons.com/edinburgh

ADDRESS:

31 Market Street, Edinburgh, EH1 1DF

OPENING TIMES:

Vary throughout the year. Check our [website](#)
The closing time indicates the start of the last tour of the day

TOUR RUNNING TIME:

70 minutes

PHONE NUMBER:

For general enquiries - call 0131 240 1017

ACCESSIBILITY:

- Disabled lift and toilet facilities available
- FAQs for pregnant visitors: <https://bit.ly/2TafxOk>
- FAQs for disabled visitors: <https://bit.ly/2SGSLk7>

PRICES 2019

Ticket type	Online	Walk-up
Standard Entry (timed entry)	Adult - £14 Child - £12 Student - £13	Adult - £17.95 Child - £14.95 Student - £17.95
Flexi Entry (flexible entry time + VIP queue line)	Adult - £17 Child - £15	Adult - £19.95 Child - £17.95
Ultimate Ticket (flexi entry, VIP queue line, souvenir photo + guidebook)	Adult - £24 Child - £22	Adult - £32 Child - £27.50

RESTRICTIONS:

Children under 5 not admitted. Not recommended for children under 8 or people of a nervous disposition. Minimum 1.4m height requirement for the Drop Ride.

PARKING / TRAVEL:

No parking on site, but NCP car park at Waverley Station.
Nearby bus stops on Princes Street.

MEDIA ENQUIRIES (press visits, images etc):

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SOCIAL MEDIA

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