

LANNER and WITNESS deliver for MADAME TUSSAUDS



As a world leading major tourist attraction, Madame Tussauds London (MTL) is continually seeking ways to improve the guest experience and provide a magical day out for their guests.

In order to deliver against challenging targets, MTL needed to evaluate potential solutions to inform their investment strategy. The Lanner Group were selected by MTL to undertake this key 'Capacity Management and Guest Flow Modelling' assignment.

Using WITNESS, the results of the assignment enabled MTL to alter its investment strategy, thereby avoiding the outlay of over £2M on a solution which would not have yielded the desired improvements to the guest experience.



MTL is part of the Tussauds Group, one of the world's leading leisure and entertainment companies. MTL has been a major London tourist attraction since 1835, regularly attracting 2 million guests a year. With its spectacular interactive attractions, which unlock a range of intensely personal emotions, Madame Tussauds London takes you on an emotional rollercoaster by giving Guests the chance to do the things famous people do.

These attractions currently include: 'Blush', the World's coolest party, 'Do the Johnny', with Johnny Wilkinson, 'Premiere Night', 'World Stage', 'Euro 2004', 'Chamber of Horrors (including Chamber Live!)', 'Spirit of London Ride', 'The London Planetarium', 'Spiderman' & 'Warriors', not forgetting a World-Class Retailing & Restaurant environment!

"WOW! World class companies attract world class companies, hence the partnership of Madame Tussauds and Lanner"

James Bradbury
General Manager
Madame Tussauds

MTL's business depends on delighting its guests by giving them a magical and memorable experience. The aim is to always achieve this with the highest standards of health and safety. The number and type of visitors and the variability in arrival rates (by time of day, day of week, and time of year) present challenges to the business in maximising throughput and guest enjoyment whilst maintaining safety.

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Company	● Madame Tussauds London
Industry	● Leisure
Application	● Capacity Planning
Benefit	● £2m cost avoidance

