

Madame Tussauds

NEW YORK

REOPENING PLAN

August 2020



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ABOUT US



MERLIN ENTERTAINMENTS

Merlin Entertainments is a global leader in location-based, family entertainment. As **one of the world's largest attraction operators**, we create and deliver memorable, immersive brand experiences for our millions of guests.

We bring brands to life for our millions of guests through continued investment, capturing new market opportunities and maintaining our strong market position as a unique, multi-format international operator of strongly branded and IP-led location-based entertainment.

We put all of our energy into creating magical memories for our guests. **With 67 million visitors every year, that's a lot of unforgettable moments.**

Today we operate more than 130 attractions in 25 countries around the world, from shorter dwell-time attractions such as SEA LIFE, Madame Tussauds and The London Eye, to iconic theme park resorts like LEGOLAND, Gardaland Resort and Alton Towers Resort.



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MISSION STATEMENT



At Merlin Entertainments our mission is to create truly memorable experiences and we place the **utmost importance on the safety and wellbeing of our guests and employees.**

We have introduced a range of new health and safety measures that seek to reduce the risk associated with the presence of COVID-19 that are in line with government advice and the requirements of local health authorities.

Some of the measures set out below may be clearly visible to you from the moment you arrive at one of our attractions and others require consideration from guests to help ensure **everyone has a magical visit.**



MADAME TUSSAUDS NEW YORK

Opened back in November 2000, **Madame Tussauds New York** has been **a landmark on 42nd Street for the past 20 years**, welcoming millions of guests from all over the world.

42nd street in Manhattan is not open without Madame Tussauds New York therefore we share the plans to reopen under Phase 4, Low-Risk Outdoor Arts & Entertainment as a public service to guide others to reopen our great city in the most safest way.



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REOPENING SUMMARY



REOPENING SUMMARY

Madame Tussauds New York	Occupancy Allowed (pre-COVID19)	25% Capacity
5th Floor	141	35
6th Floor	38	9
7th Floor	592	148
8th Floor	101	25
9th Floor	785	196
Total	1657	413

Madame Tussauds New York to open with a 350 guest capacity limitation

REOPENING SUMMARY

- **Attraction**

- **Attraction to run on 21% capacity** (below state mandate) + **five day opening** to start **which will allow thorough deep cleaning**
- **Ticket purchasing in advance** will be encouraged/timed ticketing through <https://www.madametussauds.com/new-york/en/> to prevent queuing outside the attraction
- **Close all areas that require “play” and interaction** until state allow opening (this includes the 4D theatre, the 7D ride, food and beverage that is not self service, wax hand making, interactive games and kiosks)
- All **public seating areas to be moved 6 ft. apart**
- **Monitor/control flow of traffic** within the attraction, **security present to monitor** mask wearing and social distancing
- **Plexiglass dividers installed** at admissions and customer facing areas
- **No touching figures** allowed (enforced with new signage)

REOPENING SUMMARY

- **Attraction** (cont.)
 - **Deep clean prior to reopen** (Advantage Cleaning) + **housekeeping to start at 5am and on site all hours** of operations to **regular clean throughout the day**
 - **Hand sanitation stations available** throughout the museum
 - **Close all water fountains**
 - **All props removed** to reduce contact
- **Guests**
 - **Maintain 6 ft. social distancing** with the exception of groups and families
 - **One group/family taken at a time in elevators**, elevators staffed to enforce
 - **Guests** permitted **entry into building only if they wear face covers**
 - **Guidebooks available for all guests** to purchase **to independently walk the museum**

REOPENING SUMMARY

- **Employees**
 - **Employees must wear face coverings**
 - **Employees to wear gloves** in customer facing areas
 - **Training** materials on how to put on and take off masks **will be provided**
 - **Limit sharing of objects** (example: radios will be assigned to specific individuals only)
 - **Employee** to have **temperature checks** before starting work
 - **Employee regular hand washing breaks**

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REOPENING CHECKLISTS



PHASE 4 LOW-RISK OUTDOOR ARTS & ENTERTAINMENT CHECKLIST

MANDATORY

Physical Distancing	Mandatory Guidelines	MTNY
1	Limit workforce and patron/visitor presence to no more than 33% of the maximum occupancy for a particular area at any given time, inclusive of patrons/visitors, who must only be permitted entry into the institution if they wear an acceptable face covering, provided that they are over age 2 and able to medically tolerate one.	√
2	Ensure limited indoor capacity to accommodate patrons/visitors who may need to enter/exit through indoor space to access the outdoor arts/ entertainment space, restroom(s), payment locations, or in an emergency, and allow such ingress/egress in a socially distant manner.	√
3	Ensure a distance of at least 6 ft. is maintained among individuals, except for members of the same household or party, at all times, unless safety or the core activity requires a shorter distance (e.g. operating cash registers), in which case all individuals must wear face coverings.	√
4	Ensure that employees wear face coverings any time they interact with patrons/visitors, and that all individuals, including employees and patrons/ visitors, wear face coverings any time they 're within 6 ft. of another person.	√
5	For exhibits in a small area, calculate and enforce maximum occupancy limits and social distancing.	√
6	Monitor/control flow of traffic into the site and exhibits to adhere to capacity requirements, and enhance employee/security presence to enforce limitations on gathering size, as necessary.	√
7	Only permit group tours for members of the same household or party and with a maximum capacity under social gathering requirements at the time, including employees and patrons/visitors.	√
8	Close high-risk interactive exhibits (e.g. those requiring patrons/visitors to touch or wear objects).	√
9	Close children's play areas or exhibits with play equipment, unless such areas/exhibits can be cleaned, disinfected, and sanitized between each child using the area/ equipment who is not a member of the same household or party.	√
10	Move any picnic areas and benches 6 ft. apart or close them if they can't be moved.	√
11	Operate in accordance with industry-specific DOH guidelines where appropriate.	√

PHASE 4 LOW-RISK OUTDOOR ARTS & ENTERTAINMENT CHECKLIST

RECOMMENDED BEST PRACTICES

Physical Distancing	Mandatory Guidelines	MTNY
1	Restrict/modify the number of workstations and employee seating areas, so that individuals are at least 6 ft. apart in all directions (e.g. side-to-side and when facing one another) and are not sharing workstations without cleaning and disinfection between use.	√
2	Enact physical barriers between employees and patrons/visitors at check-out registers information booths, and ticket kiosks, in accordance with OSHA guidelines.	√
3	Encourage patrons/visitors to purchase tickets in advance online.	√
4	Implement specific visit times when issuing tickets (e.g. timed entrances/exits) to avoid crowding.	√
5	Designate separate entrance/exits, to the greatest extent possible.	√
6	Encourage the use of touchless payment options.	√
7	Rearrange patron/visitor waiting areas (e.g. lines, parking) to maximize social distancing.	√
8	Reduce bi-directional foot traffic using tape or signs with arrows on sidewalks, walking paths, or spaces, and post signage and distance markers denoting spaces of 6 ft. in all commonly used areas and any areas in which lines are commonly formed or people may congregate (e.g. ticket lines, in front of exhibits, clock in/out stations, health screening stations).	√

PHASE 4 LOW-RISK OUTDOOR ARTS & ENTERTAINMENT CHECKLIST

MANDATORY

Protective Equipment	Mandatory Guidelines	MTNY
1	Ensure patrons/visitors are only permitted entry into the institution if they wear an acceptable face covering; provided they are over age 2 and able to medically tolerate one.	√
2	Ensure patrons/visitors wear face coverings whenever they are in common areas or scenarios where it may be difficult to maintain 6 ft. of distance (e.g. entering/ leaving the facility, traversing an enclosed small exhibit, interacting with employees) and whenever they are within 6 ft. of individuals who are not members of their household or party.	√
3	Ensure that any time employees come within six feet of another person, acceptable face coverings are worn. Employees must be prepared to don a face covering if another person unexpectedly comes within 6 ft. Employees also must wear face coverings any time they interact with patrons/visitors.	√
4	Provide employees with an acceptable face covering at no-cost to the employee and have an adequate supply of coverings in case of need for replacement.	√
5	Acceptable face coverings include but are not limited to cloth (e.g. homemade sewn, quick cut, bandana), surgical masks, and face shields.	√
6	Clean, replace, and prohibit sharing of face coverings. Consult CDC guidance for information on PPE, as well as instructions on use and cleaning.	√
7	Train employees on how to put on, take off, clean (as applicable), and discard PPE.	√
8	Limit the sharing of objects among employees, as well as the touching of shared surfaces; or, require employees to wear gloves (trade-appropriate or medical) when in contact with shared objects or frequently touched surfaces; or, require employees to perform hand hygiene before and after contact.	√

PHASE 4 LOW-RISK OUTDOOR ARTS & ENTERTAINMENT CHECKLIST

MANDATORY

Hygiene, Cleaning & Disinfection	Mandatory Guidelines	MTNY
1	Adhere to hygiene, cleaning, and disinfection requirements from the Centers for Disease Control and Prevention (CDC) and Department of Health (DOH) and maintain logs on site that document date, time, and scope of cleaning and disinfection.	√
2	Provide and maintain hand hygiene stations on site, including handwashing with soap, running warm water, and disposable paper towels, as well as an alcohol-based hand sanitizer containing 60% or more alcohol for areas where handwashing is not available/practical	√
3	Make hand sanitizer available throughout common areas in the building (e.g. near exhibits).	√
4	Provide appropriate cleaning/disinfection supplies for shared and frequently-touched surfaces (e.g. door handles, ticket counters) and encourages employees to use them before/after use of such surfaces, followed by hand hygiene.	√
5	Conduct regular cleaning and disinfection of the building and more frequent cleaning and disinfection for high-risk areas used by many individuals and for frequently touched areas. Use Department of Environmental Conservation (DEC) products identified by the Environmental Protection Agency (EPA) as effective against COVID-19.	√
6	Discontinue headsets/equipment loaned/rented to patrons/visitors unless they can be properly disinfected after each use.	√
7	If single-use items (e.g. maps) are not provided, ensure they are cleaned and disinfected after each use.	√
8	Provide for cleaning and disinfection of exposed areas in the event an individual is confirmed to have COVID19, with such cleaning and disinfection to include, at a minimum, all heavy transit areas and high-touch surfaces (e.g. badge scanners, restrooms, handrails, door handles, vending machines, communal coffee stations). Follow CDC guidelines on cleaning your facility after a suspected or confirmed case.	√

PHASE 4 LOW-RISK OUTDOOR ARTS & ENTERTAINMENT CHECKLIST

RECOMMENDED BEST PRACTICES

Hygiene, Cleaning & Disinfection	Mandatory Guidelines	MTNY
1	Provide single-use maps, pamphlets guides to patrons/visitors, if such items are used.	√
2	Make maps, pamphlets, guides, etc. available digitally to be viewed on personal electronic devices, as practicable.	N/A

PHASE 4 LOW-RISK OUTDOOR ARTS & ENTERTAINMENT CHECKLIST

MANDATORY

Communication	Mandatory Guidelines	MTNY
1	Affirm you have reviewed and understand the state-issued industry guidelines, and that you will implement them.	√
2	Post signage inside and outside of the retail location to remind personnel and customers to adhere to proper hygiene, social distancing rules, appropriate use of PPE, and cleaning and disinfecting protocols.	√
3	Conspicuously post completed safety plans on site.	√

PHASE 4 LOW-RISK OUTDOOR ARTS & ENTERTAINMENT CHECKLIST

RECOMMENDED BEST PRACTICES

Communication	Mandatory Guidelines	MTNY
1	Develop a communications plan for employees and patrons/visitors that includes applicable training, signage, and a consistent means to provide employees and patrons/visitors with information.	√

PHASE 4 LOW-RISK OUTDOOR ARTS & ENTERTAINMENT CHECKLIST

MANDATORY

Screening	Mandatory Guidelines	MTNY
1	Implement mandatory daily health screenings for employees and, where practicable, contractors and vendors (but do not mandate for patrons/visitors or delivery personnel), including an assessment (e.g. questionnaire, temperature check) asking about (1) COVID-19 symptoms in past 14 days, (2) positive COVID19 test in past 14 days, and/or (3) close or proximate contact with confirmed or suspected COVID-19 case in past 14 days. Responses must be reviewed and documented daily.	√
2	Immediately notify the state and local health department upon being informed of any positive COVID-19 test results.	√
3	Designate a site safety monitor whose responsibilities include continuous compliance with all aspects of the site safety plan.	√

RECOMMENDED BEST PRACTICES

Screening	Mandatory Guidelines	MTNY
1	Prevent employees from intermingling in close or proximate contact with each other prior to completion of the screening (e.g. perform screening remotely).	√
2	Screeners should be trained by employer-identified individuals familiar with CDC, DOH, and OSHA protocols and wear appropriate PPE, including at a minimum, a face covering.	√
3	Temperature checks may also be conducted per U.S. Equal Opportunity Commission or DOH guidelines.	√
4	Maintain a log of every person including employees, contractors, and vendors who may have close or proximate contact with other individuals at the workplace or area.	√
5	Refer to DOH guidance regarding protocols and policies for employees seeking to return to work after a suspected or confirmed case of COVID-19 or after an employee had close or proximate contact with a person with COVID-19.	√

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APPENDIX 1 MADAME TUSSAUDS NEW YORK NEW SIGNAGE



PHYSICAL DISTANCE SIGNAGE / FLOOR GRAPHICS



NEW COVID-19 SIGNAGE



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APPENDIX 2 VIDEO COMMUNICATIONS



VIDEO COMMUNICATIONS

Protecting our Guests and Employees



Helping to Bring the Magic Back



Videos to be featured across the attraction screens, website and social media channels

(click on the thumbnail to play)

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APPENDIX 3 MERLIN ENTERTAINMENTS CLASS LEADING HEALTH SAFETY AND SECURITY MEASURES





BEFORE YOU ARRIVE



Please make sure you have made your **booking online**, where possible.



Before leaving home, please **check our website and social media pages** for the latest information.



Please be ready to make on-site payments using a **'contactless' bank card**, rather than cash, where possible.



If recommended or required by local health authorities, please bring a suitable **face mask / covering**. Where necessary, face masks will also be available at our attraction should you require one.



We politely request that you refrain from visiting our attraction **should you start displaying any of the symptoms** associated with COVID-19. Please contact Guest Services should you need to amend your booking.

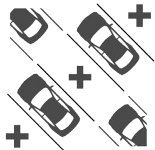




ON ARRIVAL AT OUR ATTRACTION



We have significantly **reduced the daily ticketed capacity** of our attractions to allow for social distancing and the best possible guest experience.



If arriving by car, we request that you follow all instructions regarding **parking arrangements**.



Guests will notice **new information signage** informing them of key safety messages and instructions.



In addition to our employees undergoing daily non-invasive **temperature checks¹**, we may also require our guests to participate in such checks as a condition of entry². Any person who is displaying a high temperature associated with fever will not be permitted into the attraction. Please contact Guest Services should you have any concerns.

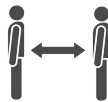
¹ Where permitted by local laws or works councils.

² Exact arrangements will vary by attraction and country of operation.





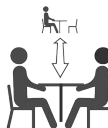
SOCIAL DISTANCING MEASURES WITHIN OUR ATTRACTION



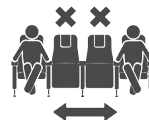
We have introduced new arrangements for the application of **social distancing within queues**. Clear markers or signage have been installed in our attraction entry, ride, restroom and dining queues to help guests keep a safe distance from one another. Our employees will monitor the queues to ensure that social distancing is being maintained.



We have developed custom plans for the application of **social distancing on our rides**, and our other attractions, in order to minimise contact between parties. Strategies for separating guests include empty rows and leaving empty seats between guests in ride vehicles.



We have introduced new arrangements for the application of **social distancing in our dining areas**. Tables and chairs have been reconfigured to ensure enough distance between seated parties. In areas where strangers are seated together, seats will be removed or blocked to ensure there is a suitable gap between guests.



Guests viewing entertainment, in the form of **live shows or theatrical scenes**, will be separated from the performances and each other in accordance with social distancing requirements.





SOCIAL DISTANCING CONTINUED...



We have introduced **new capacity limits for our indoor experiences and facilities** (for example: shops, restaurants, theatres and guest service buildings). These restrictions will help ensure there is plenty of room for social distancing.



We have installed new **hygiene screens** at many of our service counters and food stalls to help physically separate guests from employees.



We have **adapted or suspended some experiences and facilities** to ensure that social distancing is suitably maintained. For example, the provision of costume character 'meets and greets', some games, interactive or play areas, or touch pools and props have either been modified or suspended.



We have **revised some of our standard operating protocols** in order to reduce the proximity of our employees to guests. For example, this includes the way in which we now conduct security searches at Admissions, how we perform height checks for our rides, or how we undertake guest service activities.





HYGIENE & DISINFECTION MEASURES WITHIN OUR ATTRACTION



We have introduced **Enhanced Cleaning** measures, throughout the day, which seek to disinfect high-frequency touch points, such as tables and chairs, service counters, grab and flush handles, ride restraints, door handles / plates, elevator buttons and taps.



We have introduced a **large number of hygiene stations / hand sanitiser dispensers** around the attraction for guests to use.



We have introduced new **Deep Cleaning** measures in the event that a person presents themselves with symptoms consistent with COVID-19.



We have introduced new **Personal Protective Equipment (PPE)** requirements for a range of activities that employees routinely perform. These include face masks, disposable gloves, eye protection and hand sanitiser. The use of such equipment and clothing by our employees is both to protect them and our guests.





HYGIENE & DISINFECTION CONTINUED...



We have introduced **new menu offerings** across many of our food outlets to place a greater emphasis on 'Grab & Go' options. Self-service buffets and salad bars have also been reconfigured or closed to reduce the number of high-frequency touch points. Cutlery and condiments will now be provided to guests with their meal, or on request, rather than left in open areas.



As with our employees, we politely request that all our guests **uphold the highest possible hygiene standards** – whether it be when sneezing or coughing, through regular hand washing or the frequent application of hand sanitiser.



Our employees now participate in **COVID-19 specific training programmes** instructing them how to stay safe as well as how to keep our guests safe.



THANK YOU

