# Drayton Manor's April Fools' prank raises eyebrows over admission fees



Drayton Manor, one of the UK's prominent theme parks located in Tamworth, has recently sparked confusion and controversy with its announcement regarding admission fees. On 1 April, coinciding with its 75th anniversary celebrations, the park claimed via its social media platforms that it would abolish entry fees, allowing families to access the park for free.

The initial declaration was met with mixed reactions from the public. Many families struggling with the ongoing cost of living crisis saw it as a golden opportunity to entertain their children without financial strain. However, a significant number of social media users viewed the announcement with scepticism, labelling it a "sick" April Fools' joke as the date coincided with the well-known tradition of playful pranks.

A few hours after the original post, Drayton Manor's social media accounts hinted that the announcement was indeed a prank but also left the door open to speculation with the cryptic addition, "…Or is it?" This ambiguity further fueled frustration among families who had recently purchased season tickets, many of which retail for hundreds of pounds. One visitor highlighted this discontent, asking, "Please explain yourself as we have spent £400 on season passes."

As the day progressed, the theme park's spokesperson eventually confirmed that changes to admission prices were indeed forthcoming, but specific details were to be unveiled in the following weeks. The anticipation surrounding these potential changes has left many visitors eager, as they contemplate the implications of this announcement.

This April Fools' Day stunt received significant backlash, especially from families navigating the financial challenges of rising costs associated with council tax, energy bills, and more. Social media commentators expressed their displeasure, with comments indicating that the park's supposed joke was particularly ill-timed. A Facebook user stated, "That's one sick and cruel April Fools' Day joke," emphasising the difficulties faced by many families just to secure basic amenities, let alone afford a day out.

While Drayton Manor's light-hearted intentions may have aimed to engage customers during a celebratory year, the responses reflect the nuanced sensitivities surrounding financial strains affecting countless individuals. Comments ranged from disapproving remarks about the appropriateness of the joke to those who appreciated the humour.

Other attractions in the West Midlands made similar announcements, yet Drayton Manor's attempt did not garner the same light-hearted reception. The park has an extensive calendar of events planned for its anniversary year, with activities ranging from monthly fireworks to themed celebrations tied to beloved characters such as Thomas the Tank Engine.

As anticipation builds regarding the park's forthcoming plans, the situation illustrates the delicate balance businesses must navigate between marketing strategies and being mindful of their audience's lived experiences, particularly in times of economic struggle. Further announcements from Drayton Manor regarding admission fees are expected soon, as the park's visitors await clarity on whether the initial claims of free entry will materialise in any form this season.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.thrillnation.net/drayton-manor-2023-events/> - This URL provides details about Drayton Manor's events, which is part of its broader offerings, though it does not directly address the admission fee controversy.
* <https://www.draytonmanor.co.uk/day-tickets> - This page lists the current ticket options and pricing for Drayton Manor, which does not reflect any changes to abolish entry fees.
* <https://www.draytonmanor.co.uk/theme-park/events> - This page details upcoming events at Drayton Manor, including its 75th anniversary celebrations and monthly fireworks.
* <https://www.noahwire.com> - This is the source mentioned for the article about Drayton Manor's April Fools' Day announcement, though no specific page is linked to corroborate the claims.
* <https://www.investopedia.com/terms/a/april-fools-day.asp> - While not specific to Drayton Manor, this URL explains the tradition of April Fools' Day, which is relevant to understanding the context of the prank.
* <https://www.britannica.com/topic/April-Fools-Day> - Similar to the Investopedia link, this URL provides general information about April Fools' Day and its tradition of pranks, which can help contextualize Drayton Manor's actions.