I have opted to review Alton Towers (<https://www.altontowers.com/>)

**Type of information found on the website:**

* Tickets & Passes and Short Breaks pricing
* Details of the theme park and waterpark, along with their golfing area and student pricing
* Accommodation and amenity information in relation to short breaks
* A dynamic page to filter on rides based on customer height or age
* Park information such as opening times, how to get there, maps, FAQs and contact info

**Structure of the website to help visitors find this information:**

The core structure of the site is this:

* Landing / Home Page ([altontowers.com](http://altontowers.com))
  + Tickets & Passes (…/tickets-passes/)
    - Day Passes
    - Annual Passes
    - Extras
  + Short Breaks (…/short-breaks/)
    - Accommodation
    - Offers & Packages
    - Discover
  + Explore (…/explore/)
    - Theme Park
    - CBeebies Land
    - Resort Activities
    - Events
  + Plan your visit (…/plan-your-visit/)
    - Before You Visit
    - Resort Information
    - Have a Question?

The main navigation bar ‘sticks’ to the top of the page as you’re scrolling down and browsing, making navigation simple.

**Good aspects:**

Home page features a video banner showcasing various rides throughout the park; immediately shows you what the park is like. A customer could make their mind up about visiting the park within a minute of landing on their page.

Easy-to-read customer navigation bar in the middle of the window for booking short breaks, day passes and events. Main navigation bar is at the top and sticks to the top of the browser while scrolling down the window.

The home page has a lot of high-level information about the park with vibrant colours and photographs of the park and its customers, with only one area showing their day pass price.

Core information appears readily accessible with large buttons to find out more about the park, their rides and to explore other areas of their FAQs.

Excellent COVID guide to help customers feel confident and safe throughout their visit to the park, found under ‘Plan your visit > Before you visit > Know before you go’:

<https://www.altontowers.com/plan-your-visit/before-you-visit/know-before-you-go/>

**Bad aspects:**

At the very top of the page there are multiple navigation bars which can make navigation a little confusing initially.

On smaller browsers, the webpage can appear a little cramped as it tries to resize itself to fit the window.