

The screenshot shows the Alton Towers website's homepage. At the top, there's a navigation bar with links for 'Schools', 'Blog', 'Conferences and Events', 'Shop', 'Online Shop', 'Contact Us', and a search bar. Below the header, there's a banner for 'Santa's Sleepover now on sale!' with a 'Explore now' button. The main banner features a large image of a snowman and the text 'The most magical, wonderful Christmassy escape!'. Below the banner, there are several promotional boxes: one for 'Short Breaks' (Book with confidence), one for 'Season Passes' (Valid again & again), and one for 'Day Passes' (Book in advance and save). A section titled 'Under 2s go free - 2021 now on sale! - Pre-book to guarantee entry' is also present. At the bottom, there are four more sections: '2021 Short Breaks' (Book now), 'Festive Breaks' (Explore now), 'Know before you go' (Find out more), and 'Got a question?' (Learn more). Each section includes a small image and descriptive text.

Book now, opening times, tickets and passes , online shop can be seen on the header.

**Big main upcoming event poster in the center**

### Options for the Type of passes

Free entry for the kids under 3

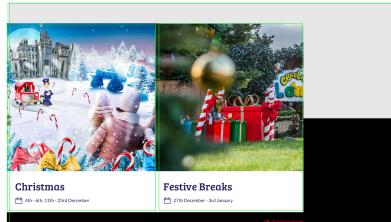
Frequently asked questions,  
Get to know about the theme park before your visit  
book short breaks with night stays

The content shows another branch of the theme park and showing its re-opening date with price per person.

Again this the content for the water based activites they offer in the theme park to attract more visitors

This shows there upcoming project of theme park and offering advance booking of

Some extra information about the festival events and seasonal one's.



Options to explore the park completely and see what they offer.



Google reviews of their theme park to increase cusotmers trust in

