

MBO proves just the ticket for Attraction World

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13 February 2020

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The deal will see Maven Capital Partners and Chairman Stephen Richards exit the business.

Birmingham headquartered Attraction World was founded in 1996 has strategic partnership with 250 suppliers worldwide and supplies 5000 travel agents with tickets to 3,000 attractions in 52 countries including Universal, Merlin, Walt Disney World and Seaworld, Busch Gardens and PortAventura as well as tours of the Sydney Opera House, the Eiffel Tower and the Tower of London.

Head of corporate [Richard Cox](#), who was assisted by associate [Rachael McDonald](#) on the transaction, said:

"We advised Attraction World on the acquisition of DayOutWithTheKids three years ago so are delighted to have supported Paul on this latest transaction. With Paul at the helm the company is perfectly placed to take advantage of the continued predicted growth in the UK and global attractions sector."

Contact



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