

October 2026

Tenby's Dinosaur Park sold after more than 30 years as founders retire



Established in 1994 by Simon and Amanda Meyrick, the park includes 36 rides and attractions, with over 90 dinosaurs. The site also includes a woodland trail and walking safari of the animatronic residents, with two roaming robotic dinosaurs added to the park in 2025 that, during the busy months, put on a show for visitors.

Undercover areas include soft and hard play areas, a family fun activity house, a virtual reality activity, café and takeaway eateries, a covered eating area, a reception and a gift shop.

Attracting over 60,000 visitors of all ages each year, the popular attraction was awarded TripAdvisor's prestigious Travellers' Choice Award in 2025. The Dinosaur Park also welcomes educational school trips throughout the year, supporting lessons about dinosaurs on the National Curriculum.

Located 2.5 miles from Tenby in South Wales, the park benefits from being situated in a tourism hotspot and is a destination of choice for family breaks and days out.

David Middleton of Cole Associates Corporate Finance advised the buyer, Magic Entertainment Partners on the acquisition. The team at Magic Entertainment Partners have a background in amusement parks in the UK, America and Spain and are well placed to develop the park and attractions to take it to the next level.

Magic Entertainment Partners commented, "We were attracted by the strength of the business, the quality of the attraction, and the opportunity to build on an already successful

foundation. Our goal is to invest in the guest experience, introduce new attractions over time, and continue establishing The Dinosaur Park as one of the leading family attractions in Wales.

“We are delighted that Barry Clegg MBE will be joining the business as General Manager, bringing significant experience from the UK attractions industry. Most importantly, we want to build on the legacy that Simon and Amanda have created and ensure the park continues to thrive for future generations.”

After over three decades at the helm, Simon and Amanda decided to sell the park to enjoy retirement. They said, “We have become the dinosaurs, so it is time for us to hang our boots up. We hope we have given many families days out to remember over the years.”

Funding for the acquisition was provided by the Development Bank of Wales, with the team led by Chris Hayward and Will Jones.

