

Europe's largest scream park to mark 30th anniversary with four new attractions

Shocktober Fest returns to West Sussex for 26 nights this October with new haunts, a spectacular theatrical production and its biggest anniversary season to date.

EMBARGOED UNTIL 7.00AM, FRIDAY 18 SEPTEMBER 2026

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A Halloween attraction that began with a single haunted house 30 years ago is preparing to celebrate its anniversary with four new experiences and its biggest season to date.

Shocktober Fest, billed as Europe's largest scream park, will return to Tulleys Farm in West Sussex for 26 selected nights from 2 October to 1 November.

More than two million people have visited the event since it was launched in 1996, with guests now travelling from across the UK and beyond for its large-scale walkthrough haunts and live entertainment.

Its 30th anniversary season will introduce three new immersive haunts and a spectacular new live theatrical production, alongside major additions to its award-winning Doom Town attraction.

Leading the new additions is **House of Hades**, a spectacular live theatrical production combining storytelling, breathtaking fire performance, aerial artistry and high-energy dance, starring the internationally renowned **The Fuel Girls**.

The Fuel Girls have performed around the world, with previous appearances including Universal Orlando's Halloween Horror Nights.

The anniversary will also see the introduction of **Ross Records**, a new scene inside Doom Town created in collaboration with podcaster, writer and *Celebrity Gogglebox* star **Honey Ross**.

A lifelong horror fan, Ross has been visiting Shocktober Fest for years and has now worked with the team behind the event to create the retro record shop concept for its 30th anniversary.

The haunted Greggs shop, which made its debut inside Doom Town last year, will also return for a second season.

Four new experiences for 2026

Four new experiences will headline the landmark anniversary season.

The Cellar Returns

Once sealed. Now unleashed.

Some doors should never be reopened.

Hidden beneath the house, a long-boarded-up entrance has finally been unsealed, inviting guests to descend into damp tunnels, crumbling passageways and oppressive underground chambers where something has waited patiently in the darkness for decades.

House of Hades

An all-new live theatrical spectacular.

New for 2026, **House of Hades** is a spectacular live theatrical production combining storytelling, breathtaking fire performance, aerial artistry and high-energy dance, starring the internationally renowned **The Fuel Girls**.

The Fuel Girls have performed around the world, with previous appearances including Universal Orlando's Halloween Horror Nights.

House of Hades will become one of the largest live productions staged in Shocktober Fest's 30-year history.

Appleton CountyFarm

Every story has a beginning.

Guests will journey back to the Appleton County Farm, where a seemingly ordinary American family first laid the foundations of a legacy that would shape generations.

The new walkthrough attraction expands the story of the Appleton family, taking visitors back to where it all began.

Appleton Saw Mill

Built on blood and sawdust.

The Appleton story continues inside the family saw mill.

Once a place of hard work and honest labour, the mill now conceals the family's darkest secrets among rusting machinery, towering stacks of timber and the relentless roar of the saw.

Horror fan Honey Ross creates new Doom Town scene

Award-winning haunt **Doom Town** will also expand for the anniversary season with the arrival of **Ross Records**, a retro record shop created in collaboration with podcaster, writer and *Celebrity Gogglebox* star Honey Ross.

A lifelong horror fan, Ross has been a regular visitor to Shocktober Fest for years and has now gone from guest to collaborator for the event's landmark anniversary.

Ross has worked with the Shocktober Fest team to bring the new concept to life, with Ross Records becoming part of Doom Town's collection of nostalgic streets and shops.

The attraction transports visitors into a once-familiar town where the dead have risen to walk among the living, with recognisable shops and locations given a darkly comic Halloween transformation.

Ross Records will join another unlikely resident of Doom Town, the haunted Greggs shop, which returns for its second season following its debut in 2025.

Honey Ross, writer and *Celebrity Gogglebox* star, said:

"I've been coming to Tulley's every year for as long as I can remember and it's always held a very special place in my heart. Halloween is my absolute favourite time of year, so it's an absolute dream to get to collaborate with these horror experts to make something truly immersive and spooky. Doom Town is so iconic, and the fact that I get to contribute a little something to everyone's favourite zombie infested town makes my heart burst."

From one haunted house to Europe's largest scream park

Shocktober Fest began at Tulleys Farm in 1996 with a single haunted house.

Over the following three decades, it has developed into a large-scale Halloween destination combining immersive walkthrough attractions with theatrical productions, roaming performers, live music, DJs, themed food and drink and fairground rides.

At the heart of the event are its walkthrough haunts, which place visitors inside elaborately themed environments brought to life through live actors, detailed sets, special effects and theatrical storytelling.

Rather than watching the action from the sidelines, guests become part of each story as they navigate the attractions and encounter the characters within.

More than two million guests have attended Shocktober Fest during its 30-year history.

Previous visitors have included Jonathan Ross, Rupert Grint, Declan Rice, Mason Mount and Molly-Mae Hague.

Stuart Beare, owner of Tulleys Farm, said:

“Thirty years ago, we set out to create a Halloween experience unlike anything the UK had seen before. Three decades later, Shocktober Fest has grown into Europe’s largest scream park, and we are incredibly proud that visitors travel from across the UK and beyond to experience it.

“Our 30th anniversary is a huge milestone and we wanted this season to reflect that. We have created four major new experiences, introduced spectacular new entertainment and continued to invest in the immersive detail that has been at the heart of Shocktober Fest since the beginning.

“This is the biggest and most ambitious event we have produced in our 30-year history. We are still finding new ways to surprise our guests and we cannot wait to welcome them back this October.”

Award-winning haunts return

Alongside the new experiences, guests will be able to brave a collection of award-winning and returning Shocktober Fest attractions, including:

- Purgatory
- Electrick Circus
- Doom Town
- Wastelands Penitentiary
- Route 666 Haunted Hayride
- Chop Shop
- HELL-EMENTS
- Creepy Cottage
- The Village Coven of 13

Award-winning **Doom Town** and **Wastelands Penitentiary** return for 2026, alongside the world-famous **Route 666 Haunted Hayride**.

Live entertainment, music, rides and food

The 30th anniversary season will also feature an expanded programme of entertainment throughout the evening.

The 2026 line-up includes:

- House of Hades
- CarnEvil Cabaret
- Wastelands Fire & Light Show
- Poker's 30th Birthday Party
- Burleys Hoedown
- Live bands
- Resident DJs
- Immersive roaming street theatre

Visitors can also explore FeastWyk Food Court, themed bars and a wide selection of street food, alongside fairground rides, games and adrenaline attractions across the park.

Haunted Greggs returns for second year

Greggs will return to Doom Town following the introduction of its immersive haunted shop in 2025.

The collaboration transforms one of Britain's most recognisable high-street bakeries into a darkly comic part of Shocktober Fest's fictional town.

Zoe Harris, Customer Director at Greggs, said:

"We're excited to be partnering with Tulleys Farm Shocktober Fest for the second time this Halloween season, bringing our immersive Greggs experience back to the heart of Doom Town."

"At Greggs, we're always looking for new ways to surprise our customers and create memorable experiences, and we're delighted to see it return after such an incredible response last year."

Visitor information

Dates: 26 selected nights from 2 October to 1 November 2026

Opening time: Gates open from 4.30pm

Tickets: From £42.95

Scream & Stay packages: Available

Website: ShocktoberFest.co.uk

Location: Tulleys Farm, Turners Hill Road, Crawley, West Sussex, RH10 4PE

Parking: Free

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Notes to editors

About Tulleys Farm

Tulleys Farm is a fourth-generation family farm owned and operated by the Beare family in West Sussex.

Renowned for creating immersive seasonal experiences, Tulleys hosts a portfolio of events throughout the year, including Tulleys Tulip Festival, Tulleys Pumpkin Festival, Tulleys Christmas Light Festival, Tulleys Escape and Shocktober Fest.

About Shocktober Fest

Shocktober Fest was first staged at Tulleys Farm in 1996 and celebrates its 30th anniversary in 2026.

What began with a single haunted house has developed into Europe's largest scream park, combining immersive walkthrough haunts, live theatrical entertainment, music, street theatre, food, bars and rides.

More than two million people have visited Shocktober Fest during its 30-year history.

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