

Visitor Attractions - UK - October 2011

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“It may well be the case that attractions have to take the short-term pain in the form of lower profit margins, in order to make the long-term gain in being able to retain and develop their customer base when economic conditions improve.”

– **Michael Oliver, Senior Leisure & Media Analyst**

In this report we answer the key questions:

- How can visitor attractions maintain demand in the face of pressure on household budgets?
- How can attractions expand their appeal to younger people and families?
- How can attractions harness technology to boost visitor admissions and satisfaction?
- Can domestic tourism growth continue to sustain the visitor attractions industry?
- Can the industry continue to rely on trade from visiting overseas holidaymakers?

Definition:

Mintel has chosen to examine the following types of visitor attractions as the core focus of this report:

- gardens and historic properties
- museums, art galleries and science centres
- places of worship
- steam/heritage railways
- theme parks
- zoos and wildlife parks
- country parks
- heritage and visitor centres.

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