

Visitor Attractions - UK - December 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Special exhibitions and installations continue to be strong draws for visitors as people look to be part of something that is unique and fear missing out on an experience with limited availability.”

– Rebecca McGrath, Research Analyst

This report looks at the following areas:

- Making museums more immersive
- How attractions can use mobile platforms
- Special exhibitions drive attendance

Following on from a good 2013, visitor attractions have had another year of strong growth. This growth has been driven by the hot summer weather, an increase in inbound visitors and a record year for London tourism.

Going forward, the challenges for visitor attractions are the rate at which the UK economy recovers and how this recovery impacts consumers' travel behaviour. Attractions have been somewhat shielded by the impact of the recession by the 'staycation' trend, a trend which may be subdued if consumers feel better able to take their holidays abroad.

This report assesses the current status of the visitor attractions industry in the UK, including visitor numbers, visitor profiles and consumer attitudes, with a special consumer focus on museums and art galleries. It also examines wider tourist trends and other factors likely to impact on demand during the next five years.

Mintel last reported on this market in *Visitor Attractions – UK, December 2013*.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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