

## Visitor Attractions - UK - November 2017

Report Price: £1995.00 | \$2648.76 | €2273.70

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“Visitor attractions continue to benefit from an expanding pool of potential patrons as a weak pound boosts inbound tourism and holidaying at home, while new technologies and venue formats have an important role to play in keeping experiences refreshed.”  
– **David Walmsley, Senior Leisure Analyst**

This report looks at the following areas:

- Can attractions have too much technology?
- Rise of pop culture can bring in the brands

Volume growth in the visitor attractions market is expected to have been sustained through 2017 at similar rates to those experienced in 2016, with increased inbound tourism, more holidaying at home and the popularity of special offers all positive influences on the trend.

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### DID YOU KNOW?

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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