

Visitor Attractions - UK - October 2012

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"Growing mobile device ownership and usage levels, particularly of smartphones and tablets, presents operators with many opportunities to enhance the visitor experience at their attractions."

– Michael Oliver, Senior Leisure & Media Analyst

In this report we answer the key questions:

- **How can operators harness technology to grow revenues?**
- **Will the staycation trend continue to boost UK attractions?**
- **How should operators respond to a potential decline in overseas visitor numbers?**
- **How can attractions capitalise on consumers' increasing need for value?**
- **How can attractions seek to counter adverse weather conditions?**

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

- Country parks
- Gardens
- Heritage and visitor centres
- Historic properties (including historic houses, palaces, castles, forts, historic monuments, archaeological sites, historic ships, windmills, watermills and other historic properties)
- Museums, art galleries and science centres
- Places of worship (cathedrals, churches when visited specifically as a visitor attraction, not as a place of regular worship)
- Steam/heritage railways
- Theme parks
- Zoos and wildlife parks.

Mintel primarily follows VisitEngland's definitions of the above categories of visitor attraction. VisitEngland defines a visitor attraction as follows:

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Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

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EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100