

Visitor Attractions - UK - December 2013

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

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"Multi-user touch tables and touch screens are increasingly being used by attractions to increase engagement now that consumers have become familiar with the concept of manipulating content on a touch screen to zoom in, zoom out or move it around."

– Michael Oliver, Senior Leisure and Media Analyst

This report looks at the following areas:

- Where can attraction operators develop new revenue streams?
- How can operators increase engagement among visitors?
- What opportunities lie in consumers' increasing desire for personalisation?
- How can operators make the UK weather work for them?

After a challenging year in 2012, when a weak economy, dreadful weather and competition from the London Olympics combined to deter people from visiting attractions, the market looks set to have a record year in 2013. Much of this is due to the considerably better weather experienced during the summer, while overseas tourism has also bounced back after a weak 2012.

However, on the economic front, while the UK is showing signs of recovery and consumer confidence is beginning to improve, there remains a fundamental issue restraining demand, which is the real terms decline in living standards on a month-by-month basis. Until this issue, which tends to most affect the hard-working families who constitute a large proportion of domestic attraction visitors, is solved, then demand from the home market at least looks set to remain subdued.

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 the theme parks industry. 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 – October 2012.

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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