

## Visitor Attractions - UK - December 2015

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

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“Britain is developing an event-driven culture where high-profile, time-limited and heavily marketed blockbuster exhibitions and must-see attractions play an increasingly important role, and digital media contributes to a sense of FOMO (Fear Of Missing Out) as a key driver of visitor behaviour.”

– John Worthington, Senior Analyst

This report looks at the following areas:

- New technology offers opportunities to engage people at a deeper level, throughout the whole 'visitor journey'
- Cultural and historical attractions can position themselves as deliverers of learning

The steady long-term growth trend in UK visitor attractions continues. Inbound tourism growth – one of the key drivers – is now stalling but domestic tourism had a better year in 2015 and the core domestic days out market remains solid. Two thirds of UK adults visited at least one type of attraction in the 12 months ending September 2015, on a par with the previous two years, and underlining the importance of this sector to the UK leisure economy. Meanwhile, technology is driving significant innovation right across the sector, enriching the visitor experience and opening up new ways to reach and engage with consumers.

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The facts

The implications

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