

Visitor Attractions - UK - December 2016

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“Visitor attraction numbers should continue on their growth path towards 2021. People are looking to escape the political and economic uncertainty that dominates the news at the moment. This means that they will be looking for forms of escapism close to home.”

– **Fergal McGivney, Travel Analyst**

This report looks at the following areas:

- **Zoos and wildlife attractions could potentially receive a boost in 2017**
- **Financially confident older consumers are key to growing visitor numbers over the next year**

Mintel estimates a 3.4% increase in visits to UK attractions in 2016, and forecasts a continuation of the trend for growth towards 2021. Domestic holiday volume grew by 5.8% to 56 million trips in 2015 and is on track for further growth in 2016.

Following the Brexit result and the resultant drop in value of the pound against the euro and the US dollar, the UK travel market has not yet benefited from the expected influx of foreign visitors seeking value. In the three months to September 2016, inbound holiday volume was down on the comparable period for 2015.

However, this period is likely too soon for overseas visitors to capitalise on the weak pound, and it is expected that the inbound market will fare a little better towards the end of 2016 and into 2017. This should translate to steady growth in visitor attraction numbers over the next five years.

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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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