

## Visitor Attractions - UK - October 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The UK visitor attractions sector continues to benefit from continuing ‘staycation’ habits, the draw of creative attractions and investment in technology. Forming partnerships with travel operators and enhancing the visitor experience will help the sector to continue its momentum amidst uncertainties.”

– **Lauren Ryan, Leisure Analyst**

This report looks at the following areas:

- **From dusk to dawn**
- **Hobby holidays present creative partnerships**

The UK visitor attractions market continues to grow, fuelled by continuing ‘staycation’ habits, the draw of creative attractions and sector-wide investment in technology. The total number of visits to UK attractions is estimated to reach 340 million in 2019, a figure which continues to rise by 3-4% a year.

Operators must take advantage of the strong domestic holiday market while considering consumer preference for convenience, for example by promoting one-night stays as a way to make visits more feasible and worthwhile. Emphasising green initiatives, such as sustainable transport options or zero-waste models, can also help attractions to capitalise upon consumers’ environmental concerns.

Improved food and drink offerings also have potential to extend upon an attraction’s unique proposition, with trailblazing operators pioneering exhibition-inspired rotating menus. AR technology presents significant opportunities for the future of visitor experience, especially when used to showcase fresh perspectives and increase interactivity.

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From dusk to dawn

The facts

The implications

Hobby holidays present creative partnerships

The facts

The implications

## The Market – What You Need to Know

Future healthy despite uncertainties

London attendance finally returns to growth

Weather has mixed impact across sector

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Augmented realities take off as 5G coverage grows

Rare attractions bring in crowds

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Rare attractions bring in the crowds

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National Lottery Heritage Fund updates funding framework

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Wild swimming lake opens in Beckenham Place Park  
 Twycross Zoo bucks the trend  
 Great Tapestry of Scotland gets permanent home

### Launch Activity and Innovation

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 Lates festival to debut across London  
 National Lottery Heritage Fund updates funding framework  
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 Wild swimming lake opens in Beckenham Place Park  
 Twycross Zoo bucks the trend  
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### The Consumer – What You Need to Know

Three out of four visited an attraction in the last year  
 Historic sites still have appeal  
 Zoo attendance showing signs of decline  
 Fun, novelty and learning are key motivators  
 Staycations drive attraction visiting  
 Food and drink offer could increase dwell time  
 Demand to be met for families  
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