

# UK ATTRACTIONS

## DECEMBER 2018

### ATTRACTIONS GROWTH DRIVEN BY STAYCATIONS AND GOOD WEATHER

**2016 - 306 million visits**  
**2017 - 318 million visits**  
**2018 - 333 million visits\***

Source: All data where no source is referenced is from: Mintel UK Visitor Attractions Report November 2018. \*Estimated.

Proportion of UK adults visiting day trip attractions fell marginally during 2018. Domestic trade is seeing a shift away from day trips to short breaks. Attractions focused on cultivating their position in the domestic holiday market are performing well through the addition of hotels, facilities, multi-day tickets and development of further attractions.

### DOMESTIC TOURISM YTD AUG 2018



**+3.2%**

All domestic tourism up on same period last year



**+4.2%**

All domestic tourism spend up on same period last year



**+4.6%**

UK holidays spend up on same period last year



**+2%**

UK holidays up on same period last year

Source: Visit Britain

### TOP THREE DECISIONS INFLUENCING PEOPLE'S DECISIONS



**ENTRY COST**



**WEATHER**



**IF LIKELY TO BE TOO BUSY**

**67% AGREE COST IS MOST IMPORTANT**  
**65% AGREE CROWDS OFF-PUTTING**

### TOP UK ATTRACTIONS 2018



**Animal Attractions**



**Historical Buildings**



**Gardens**



**Theme Parks**

### TRAVEL CHOICES



**62%**  
Travel by car



**15%**  
Travel by train

### TRAVEL TIME

Willing to travel  
**2.68 hours**

Time travelled to last attraction: **1.78 hours**

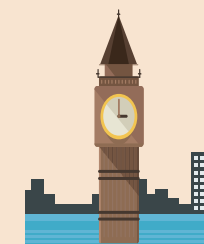
### PLANNING TRIPS

**19%** plan visits on the day

**26%** plan visits a few days before

**24%** plan more than a week before

### ATTRACTIONS' PERFORMANCE



**LONDON ATTRACTIONS MARKET DECLINES FOR THIRD YEAR**

39% of surveyed attractions reported growth during the heatwave between mid-July and late-August.



29% of surveyed attractions reported a negative impact on admissions during the high temperatures.

Source: Visit England. Released November 2018



**68%**

Consider trips to an attraction as part of a holiday or short break.



**54%**

Say they find it appealing to build a holiday around an attraction.

**ALLWAYS MEDIA**