VisitEngland

Visitor Attraction Trends in England 2011

Headline Summary

Acknowledgements

VisitEngland would like to thank all representatives and operators in the attraction sector who provided information for the national survey on which this report is based. For a number of attractions, data has been included with kind permission of ALVA (Association of Leading Visitor Attractions), English Heritage, Arts Council England and The National Trust as well as several Destination Management Organisations. Where relevant this has been referenced in the report.

VisitEngland is grateful to English Heritage and Arts Council England for their financial support for the 2011 survey.

July 2012

Introduction

This report presents the findings of the Survey of Visits to Visitor Attractions undertaken in England by VisitEngland. The report provides a comprehensive England-wide analysis of trends plus visits data for individual attractions.

Objectives

To monitor trends in the visitor attraction sector in England and to improve understanding of the dynamics of the sector. Findings contribute to estimates of the economic impact of tourism and inform development and planning work. Results allow operators to benchmark their operation within their category, within their region and across the sector as a whole.

Survey Method

Attractions have the option of either online or postal survey completion.

All attractions for whom email contacts are held are sent an email invitation with a link to their attraction's online questionnaire. Attractions not responding are subsequently sent a postal questionnaire alongside attractions with no or only generic email contacts.

A copy of the questionnaire is appended.

BDRC Continental holds the contract for the survey in England and is responsible for the preparation of this report.

It is important to highlight that major individual attractions can have a significant impact upon the proportion of visits within each region and attraction category. Their participation or non-participation in the survey year-on-year can result in significant fluctuations in the data within each region and attraction category.

Visitor Attraction Definition

"…an attraction where it is feasible to charge admission for the sole purpose of sightseeing. The attraction must be a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship (but excludes small parish churches); rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents. In addition, the attraction must be a single business, under a single management, so that it is capable of answering the economic questions on revenue, employment etc."

Response by attraction category

Category	Number of attractions that provided data
Country Parks	47
Farms	54
Gardens	109
Historic properties	503
Leisure / theme parks	36
Museums / art galleries	666
Steam / heritage railways	37
Visitor / heritage centres	87
Wildlife attractions / zoos	84
Workplaces	52
Places of worship	102
Other	187
Total	**1,964**

Sample and Response

7,394 English visitor attractions were invited to take part in the 2011 survey.

1,964 English visitor attractions provided visits figures for the year 2011.

- 958 completed online
- 585 completed by post
- 421 provided data through umbrella organisations

1,809 attractions provided admissions for both 2011 and 2010 and these attractions form the basis of this report's trend evaluation.

Headlines (1)

2011 remembered for a warm Spring and Autumn, contrasting with an 'indifferent' Summer

Attractions reported a **+3% annual increase in total visits in 2011**

- Child visits also increased by +3%
- Schoolchildren visits increased by +4%.

Outdoor attractions reported the strongest increases in visits in 2011, particularly gardens and wildlife attractions

Attractions charging admissions (+6%) reported stronger increases in visits than free attractions (+1%)

The smallest attractions with 20,000 or fewer visits per annum continue to struggle to keep pace with larger attractions, visits increasing by less than 0.5% among this group

Adult entry charges to paid attractions increased by +5% in 2011, with child charges increasing by +7%

Gross revenue for attractions increased by an average of +5% in 2011

Fewer attractions are increasing their marketing spend (19%) now than five years ago (24%)

Two-thirds (66%) of attractions offered some form of digital communications in 2011

2011 has seen a major shift in the nature of employment within attractions: towards the voluntary sector (24% are employing more) and away from full-time permanent staff (13% are employing fewer)

Headlines (2)

Services offered by attractions in 2011:

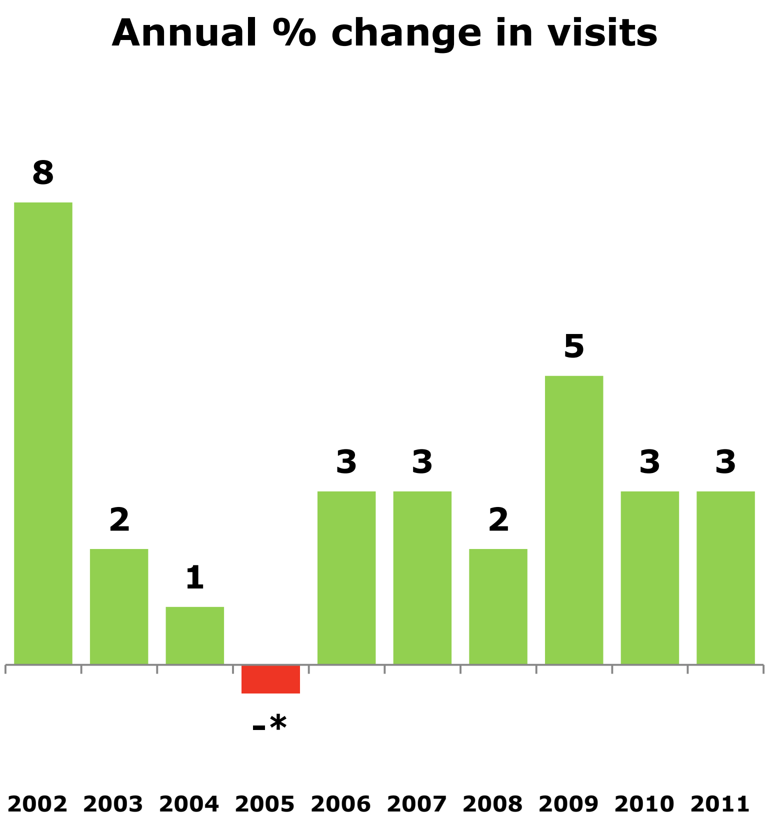
- 77% website
- 68% retail shop
- 54% public events
- 50% membership scheme
- 46% café/restaurant
- 33% venue hire
- 26% corporate events
- 18% online booking
- 14% costumed interpretation

2011 Weather Summary *(source: Met Office)*

The year 2011 will be remembered for a warm Spring and Autumn, contrasting with an 'indifferent' Summer. Sunshine was 6% above average, mean temperatures 1ºC higher than average and rainfall 15% below average for the year.

Winter 2010/11:	Whilst less cold than 2009/10 this was still the second coldest Winter for 15 years, with December particularly cold (although much drier and sunnier than normal). February was much warmer and wetter than average.
Spring 2011:	The warmest Spring for 100 years, with mean temperatures 2ºC above normal, sunshine 27% higher and rainfall less than half what would usually be expected. April was particularly warm and sunny.
Summer 2011:	Characterised by much cooler than average temperatures (being the coolest since 1993), slightly below average sunshine (-7% on normal) and above average rainfall (+13% on normal). England was generally wetter than 2010 but not as wet as 2007-2009 Summers. August was particularly lacking in sunshine.
Autumn 2011:	The second warmest in the last 100 years, with late September / early October setting new temperature records and November also well above average. Sunshine was 8% above average and rainfall only around two-thirds of normal (although higher in the North West).

Visitor admission trends



Attractions reported a **+3% annual increase** in total visits in 2011 (adults and children). Child visits also increased by +3% and schoolchildren visits by +4%.

Attractions are likely to have benefited from a +6% increase in domestic overnight holiday trips in England in 2011 (*source: GBTS*), with increases particularly strong in the second half of the year.

There was also a +3% uplift in holiday visits to England from abroad (*source: IPS*)

After two years of strong declines in outbound trips away from the UK, visits abroad increased slightly in 2011 (by +1%). However, visits have not returned to any where near the levels of 2009, implying potential for domestic day trips among those who might ordinarily be holidaying abroad.

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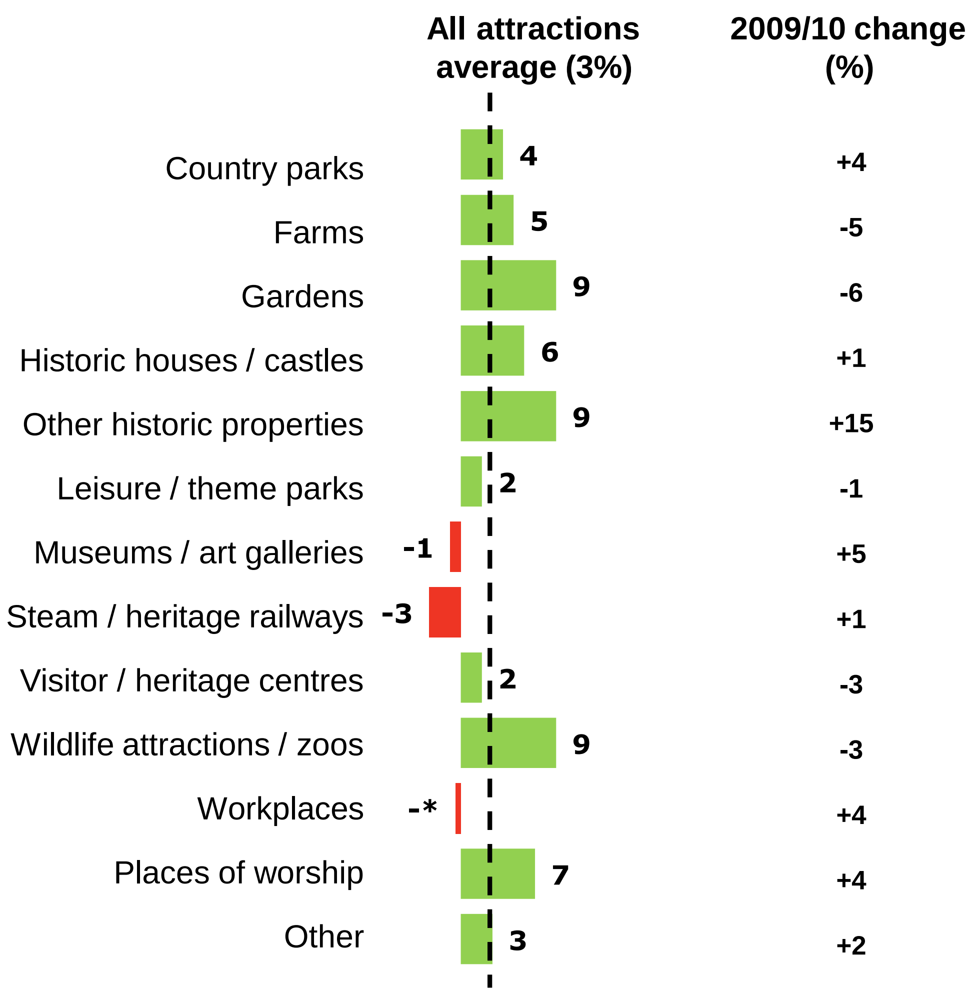
Base: All attractions providing visits data for current and previous year (1,809 in 2011).

Visitor admission trends 2011 – by attraction category



2011 was a positive year for outdoor attractions, especially gardens and wildlife attractions. This perhaps reflects the unusually warm, dry weather in the shoulder periods which had the effect of extending the season for many. Outdoor attractions bounced back from a generally challenging year in 2010 when the Summer period was characterised by dull weather.

Conversely, museums / art galleries experienced a challenging year with visits down -1% overall, following a positive year in 2010.

Places of worship experienced another positive year, following strong increases in visits of +4%, +6% and +5% in each of the three previous years.

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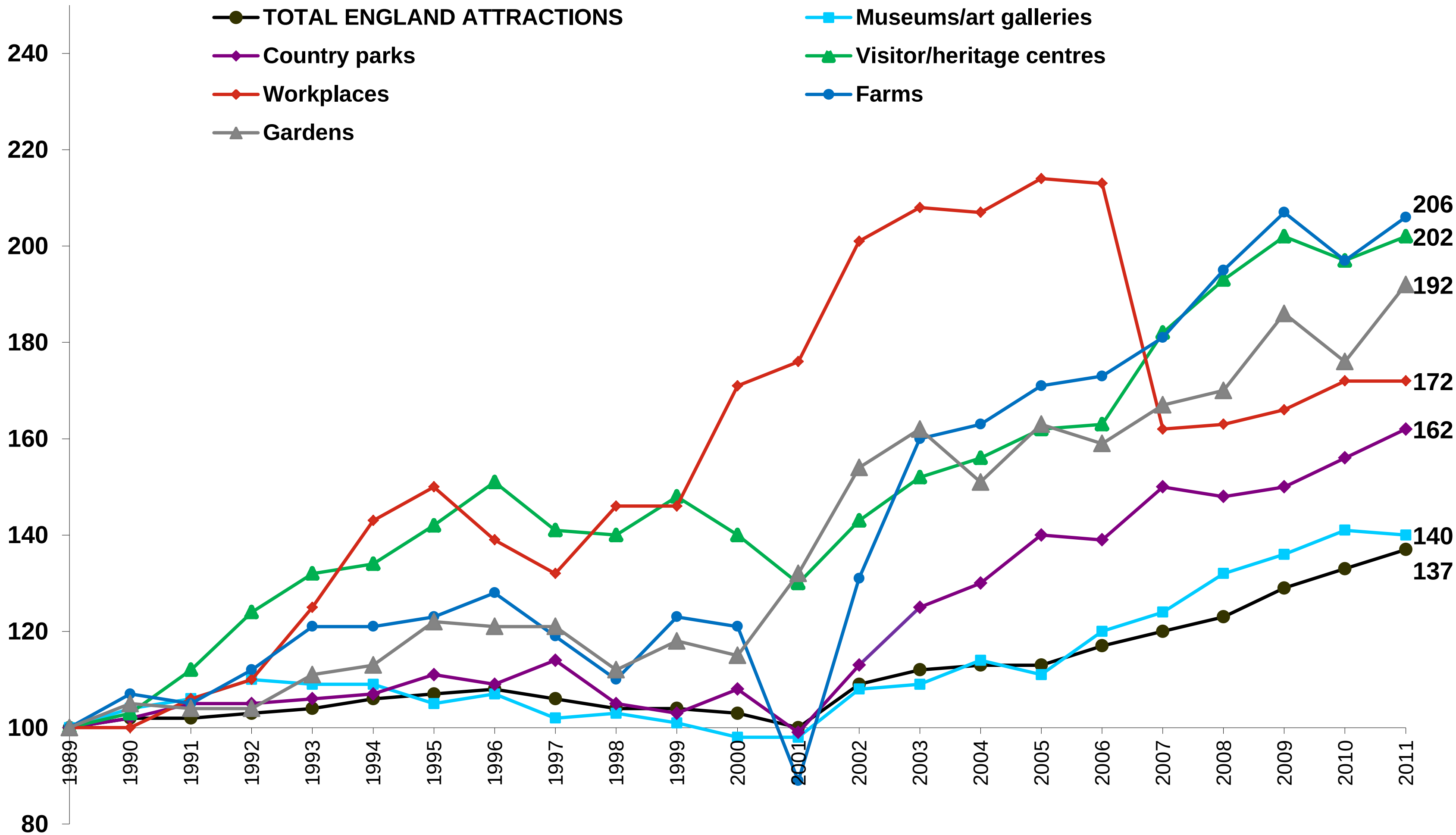
Base: All attractions providing visits data in both 2010 and 2011 (1,809)

Index of visits to attractions – sectors outperforming market



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Index of visits to attractions – sectors outperforming market

Index Calculation

The charts presented on slides 9 and 11 show the indexed visits trend for each attraction category. The base year for the index is 1989, with the index set at 100 for that year. Annual percentage changes in visits are subsequently applied to this index e.g. visits to museums / art galleries increased +4% between 1989 and 1990, increasing the index for 1990 to 104.

Because the number of attractions responding each year differs, the percentage change between any two years is applied each time to the previous year's index to take account of varying sample sizes each year.

Operators are asked in each survey year to provide the number of visits for both the survey year and previous year. This enables the trend between any two years to be calculated based on the same attractions.

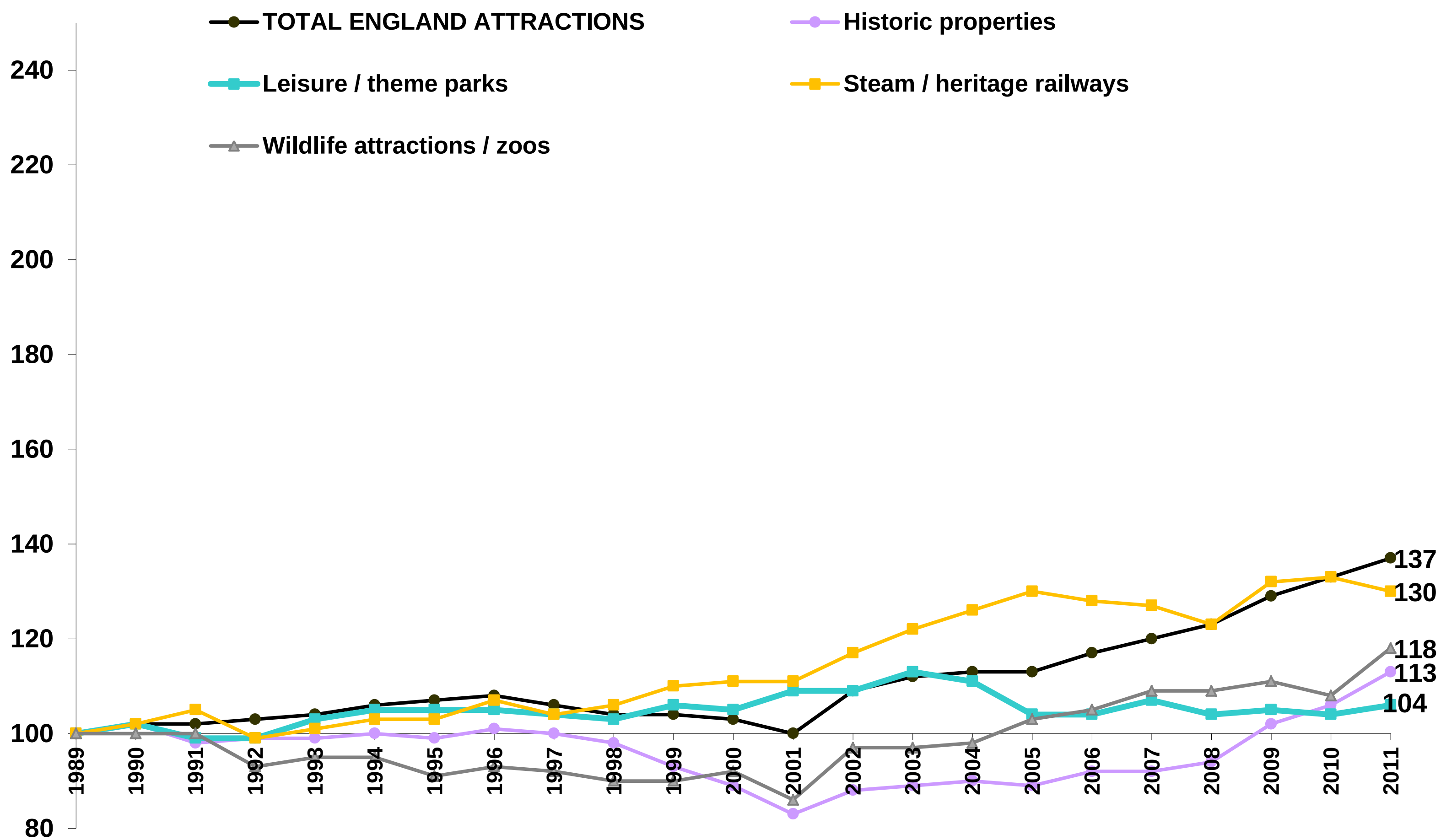
The chart shows the attraction categories which have shown above average annual visit increases since 1989**. Across England attractions as a whole, visits have increased 37% in that time.**

Farms have seen the greatest increase in visits, particularly in the last ten years, since the Foot and Mouth outbreak of 2001. Visitor / heritage centres and gardens have also seen very strong increases overall.

The popularity of workplaces peaked in the mid 2000s and is now declining once again.

Visits to museums / art galleries overall are now over 40% higher than they were on the introduction of free entry to national museums in 2001. Recent DCMS data on visits to former charging sponsored museums indicate that this increase has been primarily driven by visits to these museums. These figures state that visits to former charging sponsored London museums were up by +151% in the past ten years and those outside London by +148%.

Index of visits to attractions – sectors under performing against market



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Index of visits to attractions – sectors under performing against market

Although underperforming against the rest of the sector, visitors to historic properties (including places of worship) have shown some signs of strong visit increases since 2008. Visits are now 20% higher than in 2008, having been tracking at below 1989 levels for many years.

Visits to wildlife attractions / zoos have also shown some encouraging signs of growth in recent years.

Visits to leisure / theme parks have rather stagnated over the past six years, although it should be noted that attractions operated by Merlin Entertainments are not included in this survey.

Visitor admission trends 2011 - by region

Attractions in the East and South East performed most positively in 2011. These regions benefited from the driest, sunniest weather during the year for their outdoor attractions and a return to the domestic staycation trends of 2009.

London's attractions reported a more challenging year, reflecting its proliferation of indoor attractions, especially the major free national museums. Many of these experienced declines in visits in 2011 following a strong performance the previous year. Perhaps a sign that budget cuts are beginning to bite in the sector, not helped by being the only region to experience a decline in domestic overnight stays in 2011.

Only the North East attractions reported a decline overall, this following a similar decline in 2010. This despite domestic overnight visits to the area increasing strongly in 2011.

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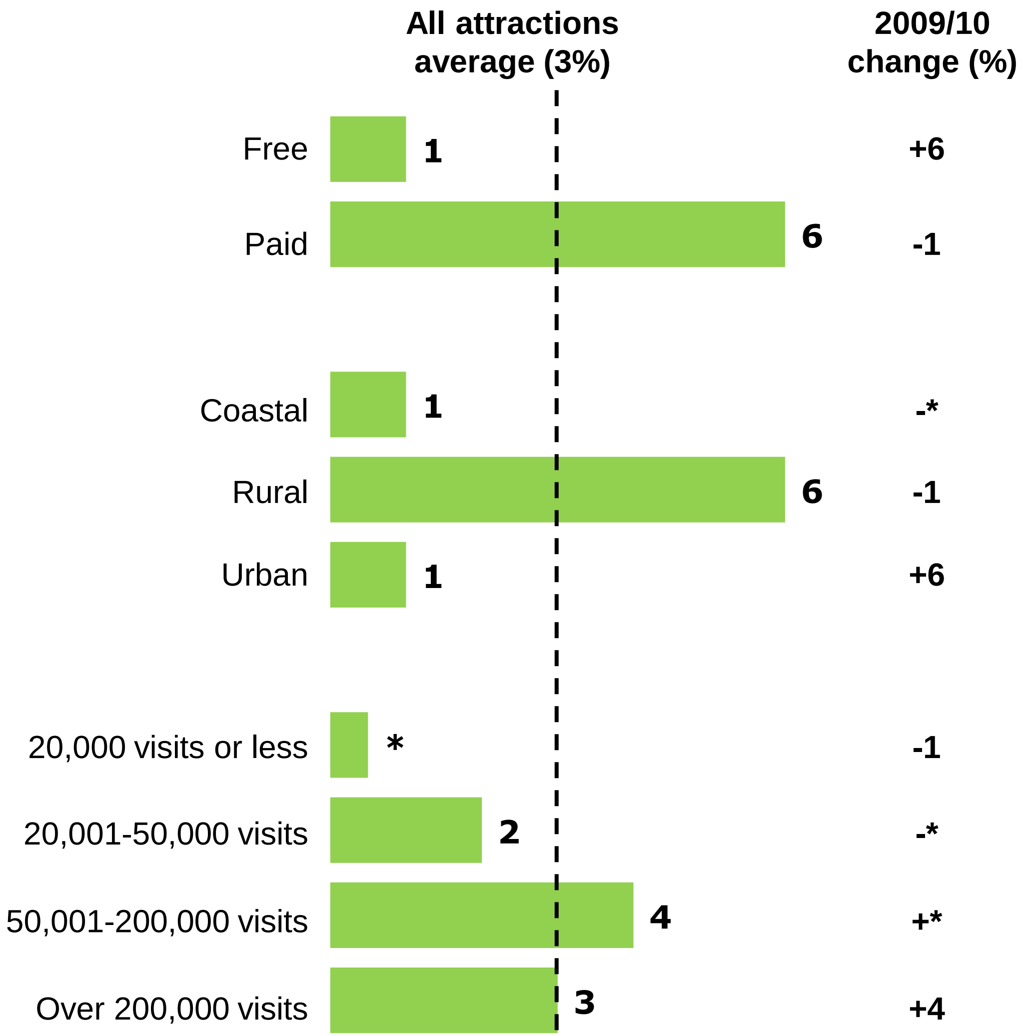
Base: All attractions providing visits data in both 2010 and 2011 (1,809)

Visitor admission trends 2011 – by other dimensions



The challenging year for museums / art galleries is reflected by the lower than average visit increases experienced by free attractions, many of which are museums / art galleries.

Conversely, there is a preponderance of charging attractions within the attraction categories which have see large visit increases, particularly gardens, historic houses / castles and wildlife attractions.

Rural attractions have also benefited from their attractions profile, with their higher proportion of historic houses / castles and gardens in particular. Urban attractions, with their high proportion of museums / art galleries have performed less well in 2011.

As has been the consistent case in recent years, the larger attractions with 50,000+ visits per annum have outperformed the smaller attractions with fewer than 20,000 visits, with visits to the very smallest attractions with fewer than 10,000 visits again declining by -1%, following a -2% decline the year before.

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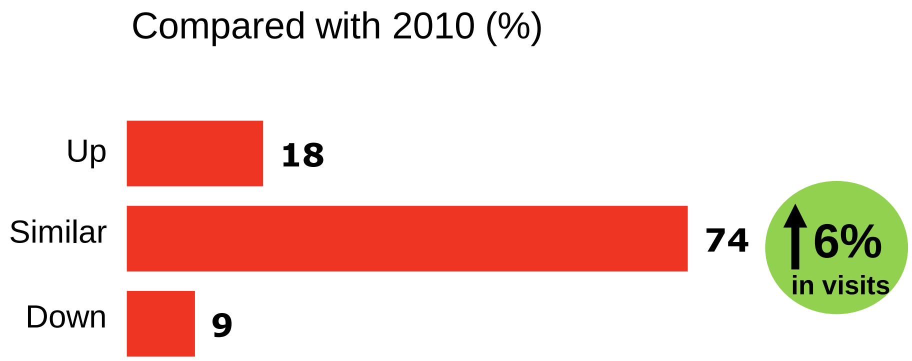
Base: All attractions providing visits data in both 2010 and 2011 (1,809)

Visitor admission trends 2011 – by visitor origin

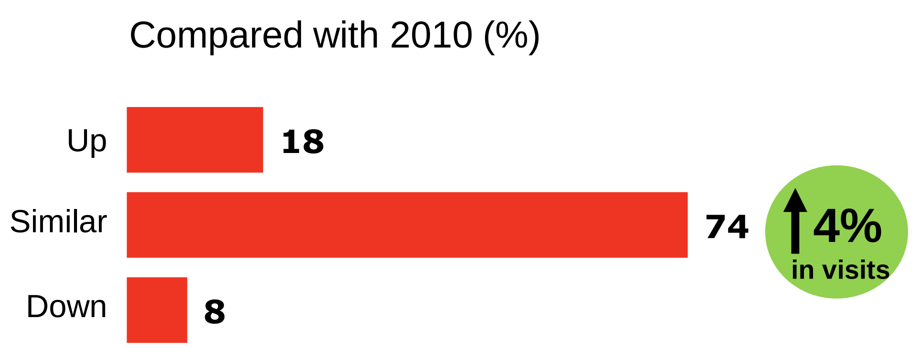
Overseas visitors



Attractions reported overseas visitors up by +6% in 2011, with twice as many attractions reporting an increase as a decrease. Over half (55%) of overseas visits are accounted for by London attractions, with overseas visitors up by +5% here.

Attractions reported local visitors within day trip distance up by +4% in 2011, with the proportions reporting an increase also significantly outstripping those reporting a decrease.

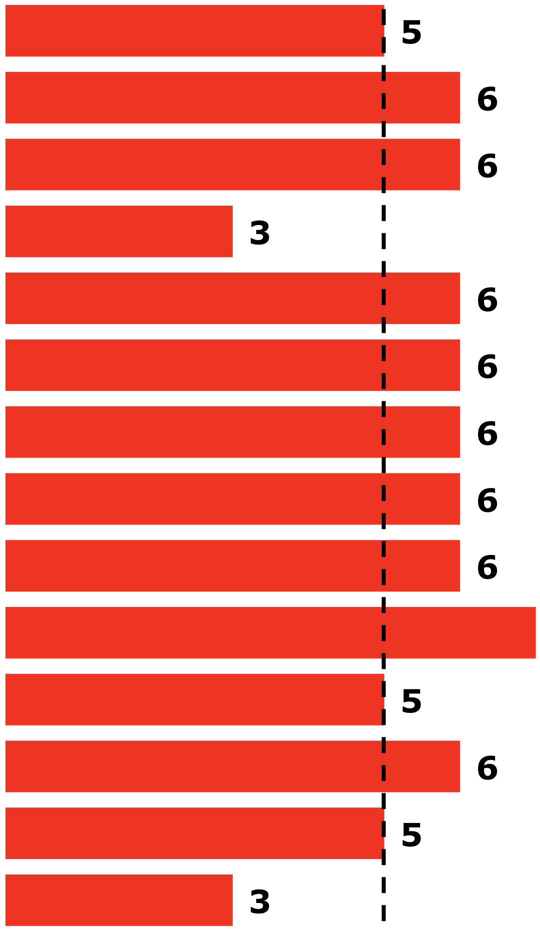
Local / day trippers



The implication is that visits made by domestic residents staying away from home have not increased by as much as these two markets. With almost a third (29%) of all visits accounted for by London attractions and GBTS data reporting a -2% decline in domestic overnight trips to London, it is likely to be London which is driving the lower performance of this market.

Base: All attractions responding (c.1,300)

Adult admission charge trends 2011 – by attraction category



	% increase in adult charge versus 2010	Average 2011 charge	2009/10 change (%)
ALL ATTRACTIONS	5	£7.46	+5
Country parks	6	£5.72	+1
Farms	6	£7.01	+4
Gardens	3	£6.12	+8
Historic houses / castles	6	£6.87	+4
Other historic properties	6	£4.52	+5
Leisure / theme parks	6	£14.89	+8
Museums / art galleries	6	£5.18	+4
Steam / heritage railways	6	£8.28	+4
Visitor / heritage centres	7	£6.70	+3
Wildlife attractions / zoos	5	£9.39	+7
Workplaces	6	£6.52	+10
Places of worship	5	£7.39	+3
Other	3	£14.37	+6

The past four years have seen adult admission charges increase by 5% (2011), 5% (2010), 4% (2009) and 5% (2008).

As in recent years, increases were not dissimilar across attraction categories.

Increases were lower among the very smallest attractions with fewer than 10,000 visitors per annum (+2%).

Average **child admission charges** increased by an average of 7% in 2011, slightly narrowing the gap between adult and child charges.

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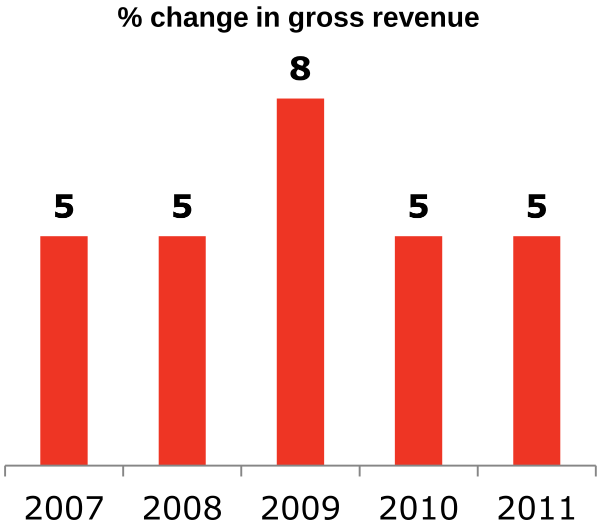
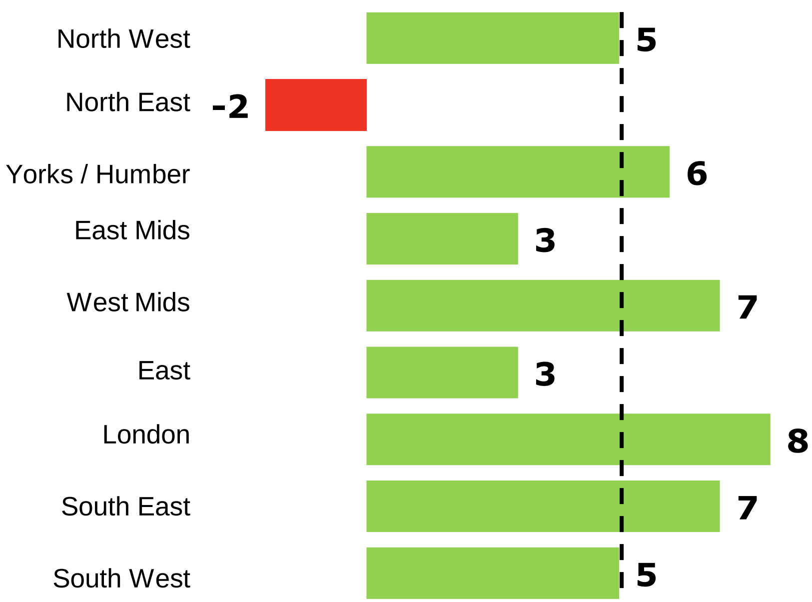
Base: Attractions providing admission charge data for both 2010 and 2011 (628)

Gross revenue trend





Increases in gross revenue in 2011 (+5%) once again increased in line with increases in admission charges. Overall, 39% of attractions reported an increase compared with 19% reporting a decrease in gross revenue.

Despite seeing lower than average visit increases (+2%), London attractions reported the highest increase in gross revenue, finding it easier to generate revenue than admissions this year.

The North East was not only the single region to experience declines in visits, but also the only region to report a decline in gross revenue for its attractions.

As with visitor admissions, gross revenue increases are stronger among the larger attractions with over 200,000 visits per annum (+7%) than the smaller attractions with fewer than 20,000 visits per annum (+4%).

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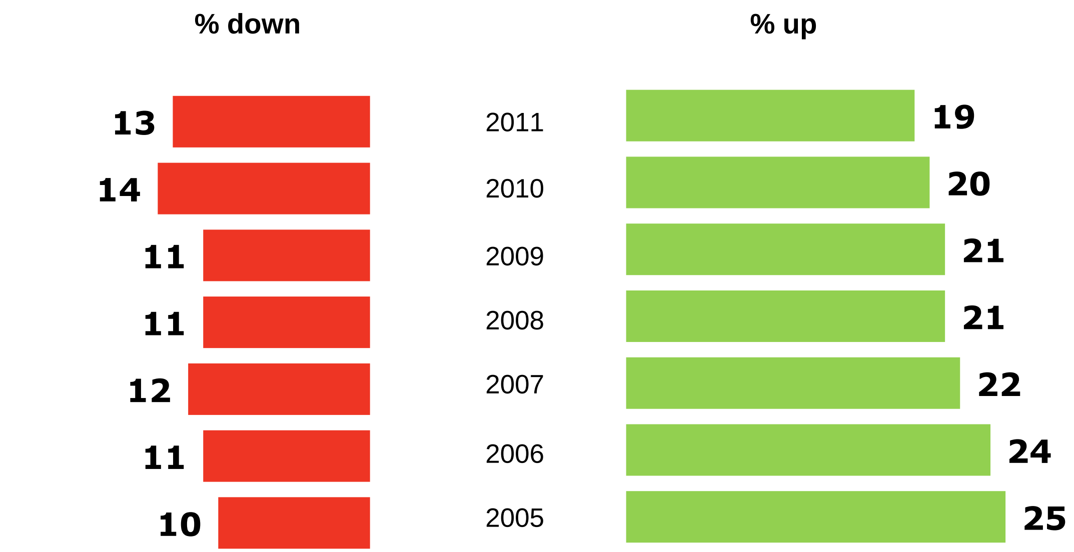
Base: All attractions responding (1,245)

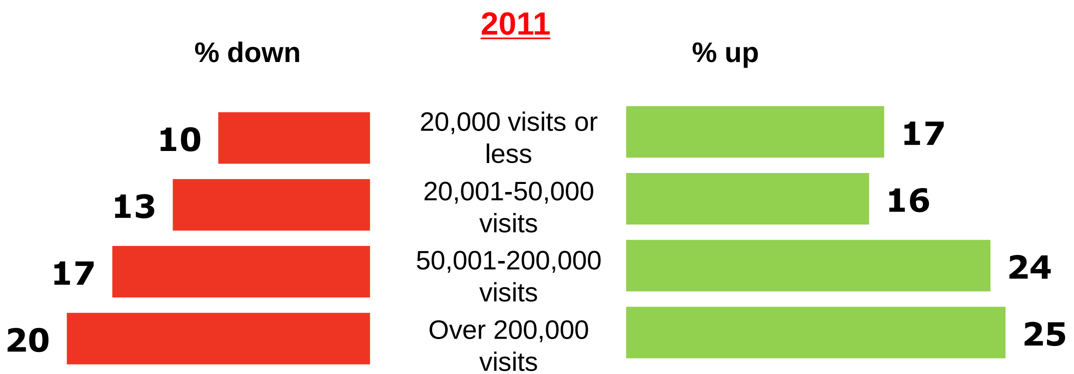
Marketing expenditure trend



Over the past seven years, the proportion of attractions reporting increases in marketing expenditure has been in gradual decline. Conversely, the proportions reporting decreases in marketing has slowly risen.

Nevertheless, the number of attractions reporting increased marketing spend still outstrips those reporting declines.

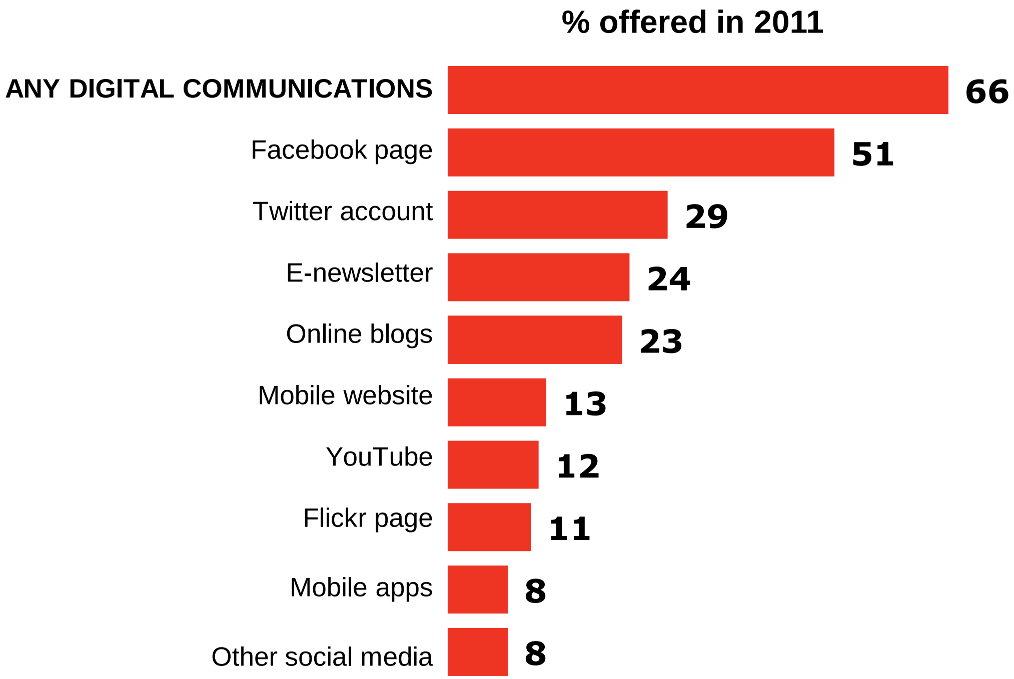
Marketing spend shows more volatility among larger attractions, particularly those with over 200,000 visitors per annum.



VisitEngland

Base: Attractions answering marketing question (1,456)

Digital communications offered



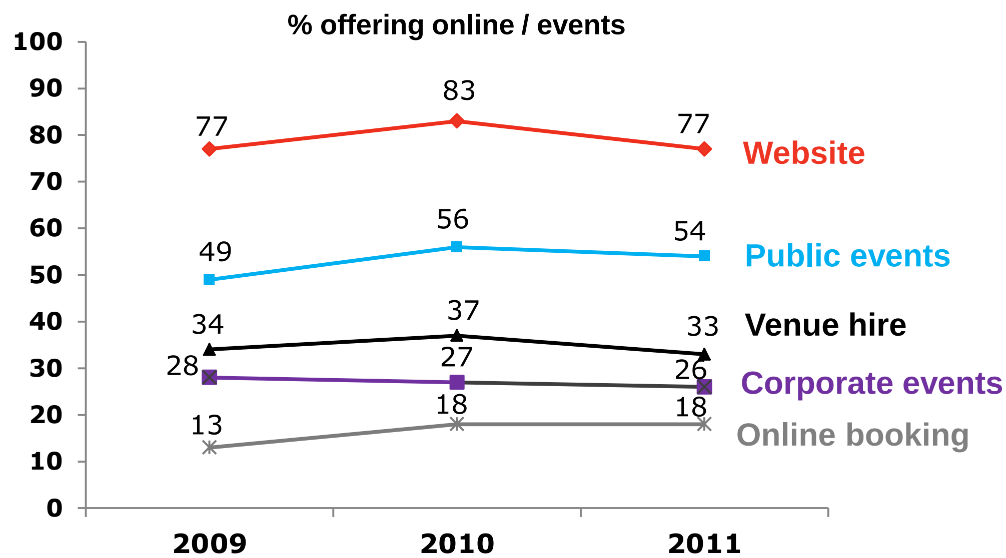
Two-thirds (66%) of all attractions offered some form of digital communications in 2011. This ranged from 90% among the largest attractions with over 100,000 visitors per annum to just 49% among the smallest attractions with fewer than 10,000 visitors per annum.

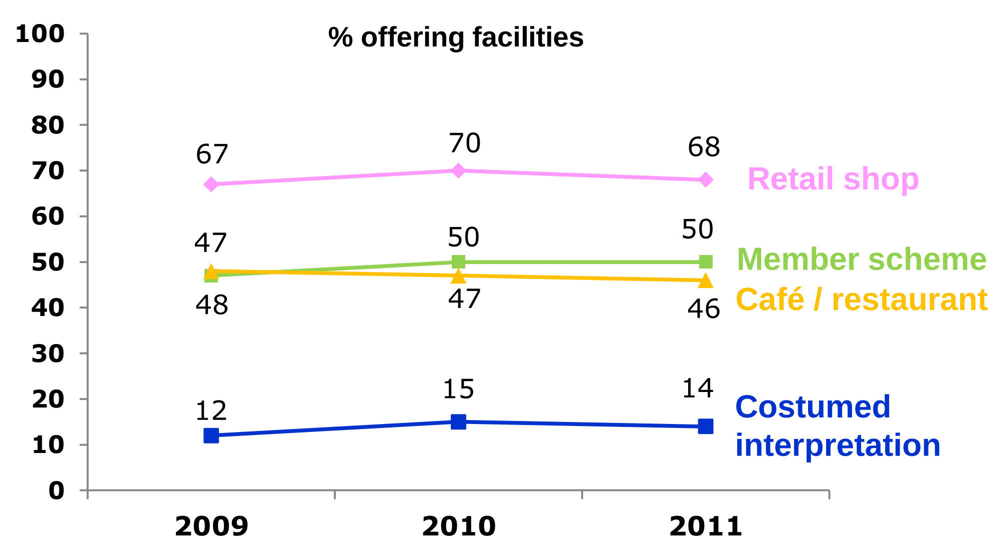
Whilst Facebook pages are reasonably common across attractions, regardless of size, other forms of digital communications are primarily the domain of the largest attractions with over 100,000 visitors per annum.

% offered	Number of visits p.a		
	20k or less	20k-100k	Over 100k
ANY DIGITAL COMMUNICATIONS	54	76	90
Facebook page	36	63	78
Twitter account	15	35	60
E-newsletter	14	23	51
Online blogs	15	26	44
Mobile website	10	15	21
YouTube	6	13	30
Flickr page	6	11	27
Mobile apps	3	9	21
Other social media	7	4	16

Base: All answering digital communications question (1,408)

Provision of services trends





Attractions are asked about the services that they offered across five dimensions:

- Online
- Facilities
- Interpretation
- Events
- Membership

There has been little change in the proportions of attractions offering each service in 2011. N.B. Although provision appears to have dipped slightly for most categories, there are many more smaller attractions who responded to this question in 2011 (who are less likely to offer these services).

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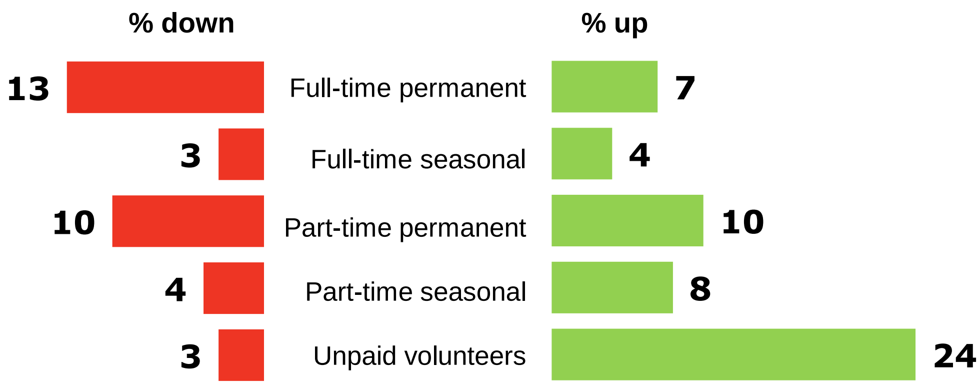
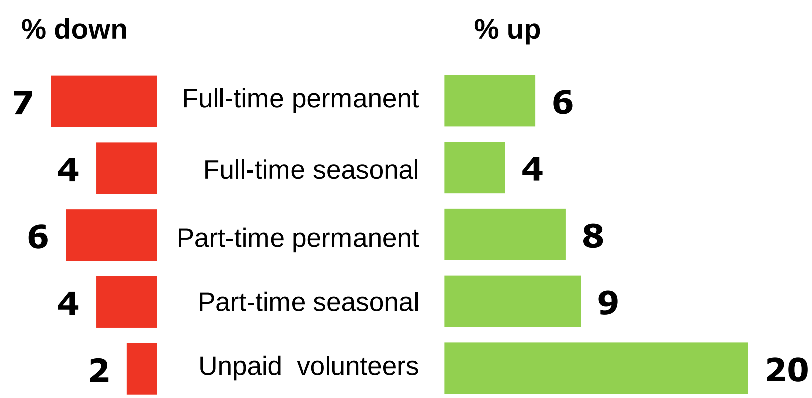
Base: Any answering services question in 2011 (1,532)

Employment trends

Change in employees since 2010



Anticipated change in employees in 2012



Proportions of attractions employing any of the following employees in 2011:

- 78% full-time permanent
- 40% full-time seasonal
- 77% part-time permanent
- 54% part-time seasonal
- 80% unpaid volunteers

In the current challenging financial climate there has been a major shift towards employees from the voluntary sector. Attractions predict this to continue during 2012.

Conversely, there has been a decline in full time permanent employees within the sector in the past year, although this decline is predicted to be arrested in 2012.

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Base: All answering employment questions

Abbreviations

Abbreviation	Category	Description
CP	Country Parks	Country parks and forest parks
F	Farms	Farms, rare breeds, shire horse centres and farm animals
G	Gardens	Gardens, arboretums and botanical gardens
HH	Historic houses/castles	Historic houses, historic houses and gardens, palaces, castles, forts
OHP	Other historic properties	Historic monuments, archaeological sites, historic ships, windmills, watermills and other historic properties
LTP	Leisure/Theme Parks	Leisure parks and theme parks
MAG	Museums/Art Galleries	Museums and/or art galleries and science centres
R	Steam/Heritage Railways	Steam railways and heritage railways
VC	Visitor/Heritage Centres	Visitor centres and heritage centres
WI	Wildlife Attractions	Nature reserves, wetlands, wildlife trips, safari parks, zoos, aquariums and aviaries
WP	Workplaces	Distilleries, vineyards, breweries and industrial or craft premises
WO	Places of Worship	Cathedrals, churches and other places of worship
O	Other	Attractions that do not fit into any of the categories outlined above

Abbreviations

Abbreviation	Government Office Region	Counties/unitary authorities within region
EAST	East	Counties: Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk, Suffolk UAs: Luton, Peterborough, Southend-on-Sea, Thurrock
EM	East Midlands	Counties: Derbyshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire UAs: Derby, Leicester, Nottingham, Rutland
LON	London	All Greater London boroughs
NE	North East	Counties: County Durham, Northumberland UAs: Darlington, Hartlepool, Middlesborough, Redcar & Cleveland, Stockton-on-Tees Former Met.: Tyne and Wear (Gateshead, Newcastle, N Tyneside, S Tyneside, Sunderland)
NW	North West	Counties: Cheshire, Cumbria, Lancashire UAs: Blackburn with Darwen, Blackpool, Halton, Warrington Former Met.: Greater Manchester (Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford, Wigan), Merseyside (Liverpool, Knowsley, Sefton, St Helens, Wirral)
SE	South East	Counties: Buckinghamshire, East Sussex, Hampshire, Kent, Oxfordshire, Surrey, West Sussex UAs: Bracknell Forest, Brighton & Hove, Isle of Wight, Medway, Milton Keynes, Portsmouth, Reading, Slough, Southampton W. Berkshire, Windsor & Maidenhead, Wokingham
SW	South West	Counties: Cornwall, Devon, Dorset, Gloucestershire, Somerset, Wiltshire, Isles of Scilly UAs: Bath & NE Somerset, Bournemouth, Bristol, N Somerset, Plymouth, Poole, Swindon, Torbay, S Gloucestershire
WM	West Midlands	Counties: Shropshire, Staffordshire, Warwickshire, Worcestershire UAs: Herefordshire, Stoke-on-Trent, Telford & Wrekin Former Met.: West Midlands (Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall, Wolverhampton)
Y&H	Yorkshire/ The Humber	Counties: North Yorkshire UAs: East Riding of Yorkshire, Kingston-upon-Hull, NE Lincolnshire, N Lincolnshire, York Former Met.: South Yorkshire (Barnsley, Doncaster, Rotherham, Sheffield) West Yorkshire (Bradford, Calderdale, Kirklees, Leeds, Wakefield)

Questionnaire

SURVEY OF VISITS TO VISITOR ATTRACTIONS 2011

visitengland — bdrc continental

Please help VisitEngland and local Destination Management Organisations establish trends in the attractions' sector in 2011 by taking part in our major annual survey, conducted by BDRC Continental. **ALL ATTRACTIONS COMPLETING THIS QUESTIONNAIRE WILL RECEIVE A PERSONALISED REPORT BENCHMARKING THEIR PERFORMANCE.**

All information you provide in this questionnaire will be treated in strictest confidence (please see Section 5.1 to grant permission to publish visitor numbers)

Please complete the questions by ticking the relevant box ☑ or by writing on the line provided. Please return the questionnaire by **20th April 2012** in the pre-paid envelope provided. Please refer to the enclosed guidelines when completing the questionnaire.

To provide your response more quickly, you can complete this questionnaire ONLINE at www.visitenglandattractions.com.
Simply login using the User Name and Password details printed below.

If any of the contact information printed below is incorrect or missing, please write in the correct details.

Contact Name: | Tel: | ID:
E-mail: | Name of Attraction: | Website:
Position: | | User Name:
Address: | | Password:
Serial:

N.B: If the questionnaire should be sent to a different address, please supply seperate details.

SECTION ONE – ATTRACTION DETAILS

1.1 **In 2010, your main attraction category was:**

Is this correct? Yes ☐ No ☐ **If no or missing, please tick below the main category to be used for analysis.**

Castle / Fort	☐	Museum and / or Art Gallery	☐
Country Park	☐	Farm / Rare Breeds / Farm Animals	☐
Distillery / Vineyard or Brewery	☐	Nature Reserve / Wetlands / Wildlife Trips	☐
Garden	☐	Safari Park / Zoo / Aquarium / Aviary	☐
Heritage / Visitor Centre	☐	Steam/Heritage Railway	☐
Historic House / House and Garden / Palace	☐	Other Historic/Scenic Transport Operator	☐
Historic Monument / Archaeological Site	☐	Industrial/Craft Workplace	☐
Place of Worship (still in use)	☐	Science / Technology Centre	☐
Other Historic Property	☐	Other *(Please specify below)*	☐
Leisure / Theme Park	☐	________________	

1.2 **Which of these best describes the location of your attraction?** Coastal ☐ Rural ☐ Urban ☐

SECTION TWO – VISITORS

2.1 For 2010, your organisation provided us with total visitor numbers (paid and free) of:

Is this correct? Yes ☐ No ☐

If no or missing, please indicate the correct 2010 visitor numbers: ☐ , ☐☐☐ , ☐☐☐

2.2 **What were your visitor numbers during the 2011 Calendar Year? (Please exclude special events outside normal opening hours or any private hire).**

Total visitor numbers (paid and free) ☐ , ☐☐☐ , ☐☐☐ Are these numbers: Exact? ☐ An Estimate? ☐

2.3 **What percentage of total visitors in 2011 (paid and free) fell into each category?**

Adults ☐☐☐ %
Children ☐☐☐ %
TOTAL **100%**

2.4 For 2010, your organisation provided us with a total number of school children visits of:

Approximately how many school children visited your attraction as part of an organised group in 2011?

Number of school children ☐ , ☐☐☐ , ☐☐☐ Is this number: Exact? ☐ An Estimate? ☐

2.5 **Did you charge for admission to the main attraction in 2011?** Yes ☐ No ☐

2.6 **Please provide the standard admission charge (in high season / summer) per person for the main attraction in 2011 (including VAT):** Adult £ ☐☐ . ☐☐ p (£ in 2010) Child £ ☐☐ . ☐☐ p (£ in 2010)

2.7 **Origin of visitors:**

(a) For 2010, your organisation provided us with a percentage of visitors from overseas of %

What percentage of total visitors in 2011 do you estimate were from overseas? ☐☐☐ %

Compared with 2010, was the number of visitors from overseas in 2011: Up ☐ Down ☐ Similar ☐

(b) For 2010, your organisation provided us with a percentage of visitors living locally/within day trip distance of %

What percentage of total visitors in 2011 do you estimate lived locally or within day trip distance of your attraction? ☐☐☐ %

Compared with 2010, was the number of visitors living locally or within day trip distance in 2011:

Up ☐ Down ☐ Similar ☐

SECTION THREE – OPERATIONS/MARKETING

3.1 **Gross revenue**

(a) How did the attraction's gross revenue in 2011 compare with 2010? Up ☐ Down ☐ Similar ☐

(b) What was the percentage increase / decrease? ☐☐☐ %

3.2 **Which of the following did your main attraction offer in 2011?**

Membership scheme *(Members/Friends/Season Tickets)* ☐ Corporate events ☐ Public venue hire *(e.g. weddings)* ☐
Public events *(outside usual operation)* ☐ Retail shop ☐ Café/restaurant ☐
Costumed interpreters ☐ Website ☐ Online booking facility *(tickets, events)* ☐ None of these ☐

3.3 **Compared with 2010, was expenditure on marketing activities in 2011:** Up ☐ Down ☐ Similar ☐

3.4 **Which of the following digital communications did your main attraction offer in 2011?**

Facebook page ☐ Twitter account ☐ Flickr page ☐ YouTube ☐ Other social media ☐
Online blogs ☐ Mobile Apps ☐ E-newsletters ☐ Mobile website ☐ None of these ☐

SECTION FOUR – HUMAN RESOURCES

4.1 **Compared with 2010, was the number of people employed in any tourism-related activities in the attraction in 2011 (including yourself, working owners and self employed)…?:**

Full-time permanent: Up ☐ Down ☐ Similar ☐ None ☐ *Full-time seasonal:* Up ☐ Down ☐ Similar ☐ None ☐
Part-time permanent: Up ☐ Down ☐ Similar ☐ None ☐ *Part-time seasonal:* Up ☐ Down ☐ Similar ☐ None ☐
Unpaid volunteers: Up ☐ Down ☐ Similar ☐ None ☐

4.2 **And compared with 2011, do you anticipate the number of people employed in any tourism-related activities in the attraction in 2012 to be:**

Full-time permanent: Up ☐ Down ☐ Similar ☐ None ☐ *Full-time seasonal:* Up ☐ Down ☐ Similar ☐ None ☐
Part-time permanent: Up ☐ Down ☐ Similar ☐ None ☐ *Part-time seasonal:* Up ☐ Down ☐ Similar ☐ None ☐
Unpaid volunteers: Up ☐ Down ☐ Similar ☐ None ☐

SECTION FIVE - HOW CAN WE USE YOUR DATA?

The information you provide in this survey will be combined with results from other attractions and used to assess trends in the attractions sector and to inform tourism development and planning locally and nationally.

All data will be held in strict confidence by BDRC Continental and the staff at VisitEngland and local Destination Management Organisations. However, we do encourage attractions to provide permission to publish visitor numbers which could help to raise the profile of your organisation.

5.1 **Can we publish your total visitor numbers** (Q2.2)? Yes ☐ No ☐

5.2 **Arts Council England (ACE) and English Heritage use the museums/art gallery and heritage data from this survey. Can we pass on data from your attraction for this purpose?**

Yes to ACE ☐ Yes to English Heritage ☐ No to both ☐ Not a Museum/Art Gallery/Heritage attraction ☐

5.3 **We are always looking to keep our records of attractions which have opened or closed up to date. If you are aware of any attractions which opened or closed in your area in 2011, please let us know below:**

Opened in 2011: ________________

Closed in 2011: ________________

I declare that the information provided on this form is true to the best of my knowledge.

Signed: ________________ **Date:** ________________

Name: (BLOCK CAPITALS) ________________ **Job Title:** ________________

If you would prefer to take part in this survey online in future, please write in your **Email Address:** ________________

Thank you for participating in this survey. Please return the completed questionnaire by **20th April 2012** in the pre-paid envelope provided to BDRC Continental. No stamp is required. If you wish to contact someone about the survey then please do not hesitate to contact either: Abbie McPhie (VisitEngland, Tel: 0207 578 1486, Email : attractions2011@visitengland.org) or Victoria Tranter (BDRC Continental, Tel: 0207 400 1014, Email: victoria.tranter@bdrc-continental.com).

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