Visitor Attraction Trends in England 2011

Headline Summary
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.

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Statistics in this report are given in good faith on the basis of information provided by proprietors of attractions. VisitEngland regrets it cannot guarantee the accuracy of the information contained in this report nor accept responsibility for error or misrepresentation.

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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

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

### 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.
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 1°C 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 2°C 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).
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.

Base: All attractions providing visits data for current and previous year (1,809 in 2011).
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.
Index of visits to attractions – sectors outperforming market

TOTAL ENGLAND ATTRACTIONS
Museums/art galleries
Country parks
Visitor/heritage centres
Workplaces
Farms
Gardens

80 100 120 140 160 180 200 220 240

VisitEngland
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
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

All attractions average (3%)  2009/10 change (%)

North West 3  +3
North East -2  -1
Yorks / Humber 5  -*
East Midlands 1  -1
West Midlands 1  +2
East 7  +*
London 2  +6
South East 6  +3
South West 2  +1

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.
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 seen 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.
Visitor admission trends 2011 – by visitor origin

**Overseas visitors**

Compared with 2010 (%)

- Up: 18%
- Similar: 74%
- Down: 9%

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.

**Local / day trippers**

Compared with 2010 (%)

- Up: 18%
- Similar: 74%
- Down: 8%

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.

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.
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.
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%).
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.
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.

<table>
<thead>
<tr>
<th>% offered</th>
<th>Number of visits p.a</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>20k or less</td>
</tr>
<tr>
<td>ANY DIGITAL COMMUNICATIONS</td>
<td>54</td>
</tr>
<tr>
<td>Facebook page</td>
<td>36</td>
</tr>
<tr>
<td>Twitter account</td>
<td>15</td>
</tr>
<tr>
<td>E-newsletter</td>
<td>14</td>
</tr>
<tr>
<td>Online blogs</td>
<td>15</td>
</tr>
<tr>
<td>Mobile website</td>
<td>10</td>
</tr>
<tr>
<td>YouTube</td>
<td>6</td>
</tr>
<tr>
<td>Flickr page</td>
<td>6</td>
</tr>
<tr>
<td>Mobile apps</td>
<td>3</td>
</tr>
<tr>
<td>Other social media</td>
<td>7</td>
</tr>
</tbody>
</table>

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

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.
## Abbreviations

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

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Government Office Region</th>
<th>Counties/unitary authorities within region</th>
</tr>
</thead>
</table>
| EAST         | East                      | Counties: Bedfordshire, Cambridgeshine, Essex, Hertfordshire, Norfolk, Suffolk  
UAs: Luton, Peterborough, Southend-on-Sea, Thurrock  
Former Met.: Tyne and Wear (Gateshead, Newcastle, N Tyneside, S Tyneside, Sunderland) |
| 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.: Greater Manchester (Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford, Wigan), Merseyside (Liverpool, Knowsley, Sefton, St Helens, Wirral) |
| 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

Please help VisitEngland and local Destination Management Organisations establish trends in the attractions sector in 2011 by taking part in our 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 6.1 to gain permission to publish visitor numbers).

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

Contact Name: ________________________________
Tel: ________________________________
Email: ________________________________
Address: ________________________________

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

SECTION ONE – ATTRACTION DETAILS

1. In 2011, 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
     - Country Park
     - Distillery / Vineyard / Brewery
     - Garden
     - Heritage / Visitor Centre
     - Historic House / House and Garden / Place
     - Historic Monument / Archaeological Site
     - Place of Worship (still in use)
     - Other Historic Property
     - Leisure / Theme Park
     - Museum and / or Art Gallery
     - Farm / Rare Breeds / Farm Animals
     - Nature Reserve / Waterfall / Wildlife Trips
     - Safari / Zoo / Aquarium / Marine Life
     - Steam / Heritage Railway
     - Other Historic / Scientific Transport Operator
     - Industrial / Craft Workshop
     - Science / Technology Centre
     - Other (Please specify below) □

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 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 with a total number of school children visiting _________
   - Approximate number of school children visiting your attraction as part of an organised group in 2011:
   - Is this number: Exact □ An Estimate □

2.6 Did you charge for admission to the main attraction in 2011? Yes □ No □

2.8 Please provide the standard admission charge (in high season / summer) per person for the main attraction in 2011 (including VAT) for adult: £_________ Adult: _________
   - Child: £_________ Cost: _________

2.9 Number of school children visiting _________
   - Is this number: Exact □ An Estimate □

2.10 Did you provide any educational visits in 2011? Yes □ No □

2.11 How many school children visited your attraction as part of an organised group in 2011?
   - Approximate number of school children visiting your attraction as part of an organised group in 2011:
   - Is this number: Exact □ An Estimate □

SECTION THREE – OPERATIONS / MARKETING

3.1 Gross revenue: £_________
   - How did the attractions gross revenue in 2011 compare with 2010? Up □ Down □
   - What was the percentage increase / decrease? _________

3.2 Which of the following did your main attraction offer in 2011? _________
   - Membership scheme □
   - Corporate events □
   - TV show filming □
   - Public events (outside usual operating hours) □
   - Private parties (costumed interpreters) □
   - Food and drink facilities □
   - Online shops / mobile apps □
   - Other □

3.3 Compared with 2010, was expenditure on marketing activities in 2011: Up □ Down □

3.4 Which of the following digital communications did your main attraction offer in 2011? _________
   - Facebook page □
   - Twitter account □
   - Flickr page □
   - YouTube □
   - Other □

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: _________
   - Fully permanent: Up □ Down □
   - Part-time permanent: Up □ Down □
   - Unpaid volunteers: Up □ Down □

4.2 Did you anticipate the number of people employed in any tourism-related activities in the attraction in 2012? _________
   - Fully permanent: Up □ Down □
   - Part-time permanent: Up □ Down □
   - Unpaid volunteers: Up □ Down □

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 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 organisations to provide permission to publish numbers which would help to raise the profile of your organisation.

6.1 Can we publish your total visitor numbers (Q2.2)? Yes □ No □

6.2 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 □ No □
   - To ACE □
   - To English Heritage □
   - To both □
   - Not a Museums/Gallery/Heritage attraction □

6.3 We are always looking to keep our records of attractions which have opened or closed in the last 3 years. 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: ________________________________
   Job Title: ________________________________

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