England Attractions Monitor

Quarter 2 Report

April - June 2011

bdrc continental

VisitEngland

Contents

Background, objectives & methodology

Background, objectives & methodology

- In January 2006, VisitEngland commissioned BDRC Continental to launch and manage the England Attractions Monitor, an online panel to help provide the attractions industry with rapid feedback on current trends in visits to attractions in England.
- Objective to create a panel of **c.600 attractions** comprising:
  - c.300 individual attractions recruited online, with geographic spread across England
  - c.300 English Heritage/National Trust properties (with visit admissions data for each property provided centrally)
- During the second 2011 quarterly period (April to June), **665 attractions** provided data, consisting of:
  - 358 individual attractions recruited online;
  - 307 English Heritage/National Trust properties (admissions data only)
- A cross-section of attractions was recruited according to type, size and free/paid admission. Comparisons in visitor admissions figures are always made among constant samples where appropriate.

Quarter 1 2011:

Summary of findings

bdrc continental

VisitEngland™

Quarter 2 2011: Summary of findings (1)

- By way of context, the weather in Q2 was drier and warmer for most the part. April was warmer, drier and sunnier than normal, with May starting fine and warm but changeable later in the month. June also started well but became much more unsettled with showers and heavier rain.
- The positive start to 2011 has continued, with visit admissions up by +4% year-on-year. This has been driven by a strong April (+10%). helped by the more favourable weather over this period. May and June were considerably more stable (1%).
- Historic houses / castles / other historic properties potentially benefitted from the influence of the Royal Wedding, and Gardens benefitted from the finer weather experienced in April.
- Overall, business performance and levels of satisfaction reflect this continuing positive start to the year, with 45% of attractions reporting 'better' business performance in Q2 2011 than in Q2 2010. However, consistent with the second quarter of 2010, a higher proportion of attractions claimed that their business performance was worse than Q2 the previous year. Over two-thirds (68%) were 'satisfied' with their performance.
- Attractions remain generally cautious about the immediate future. Less than a third (30%) are more optimistic about the forthcoming quarter than they were a year ago, a similar proportion to that observed at the same time last year. Museums/art galleries are considerably less optimistic than the sector overall.

Quarter 2 2011: Summary of findings (2)

- Continued concerns over the economy and limited visitor spending power, which in turn leads to a concern over visitor and retail spend. Those investing in events/exhibitions/attractions and site improvements are likely to be most optimistic for the near future, as well as those investing in marketing.
- More attractions are optimistic (63%) than pessimistic (26%) about the year ahead although this is reserved optimism with 56% stating 'quite optimistic'. The largest, urban attractions tend to be the most optimistic.
- Just over a quarter of attractions felt that the Royal Wedding and extra bank holiday had a positive impact on their attract. This reflects predictions in Q1 with few nasty or pleasant surprises as a result of this event.
- As earlier this year, other than London (where 48% of attractions feel it will benefit their business), views on the potential impact of the Olympics is indifferent – only 19% of attractions overall feel it will have a positive impact. Attractions are continually more positive about the Diamond Jubilee, with 40% predicting a positive impact.
- Times remain challenging for secondary spend, with a greater proportion of attractions reporting a year-on-year decrease than increase. However, compared to Q4 of 2010, a higher proportion of attractions are reporting a year-on-year increase for secondary spend this quarter
- A reported net increase in visitors from the immediate locality and domestic tourists in the area compared to a year ago

Main Findings:

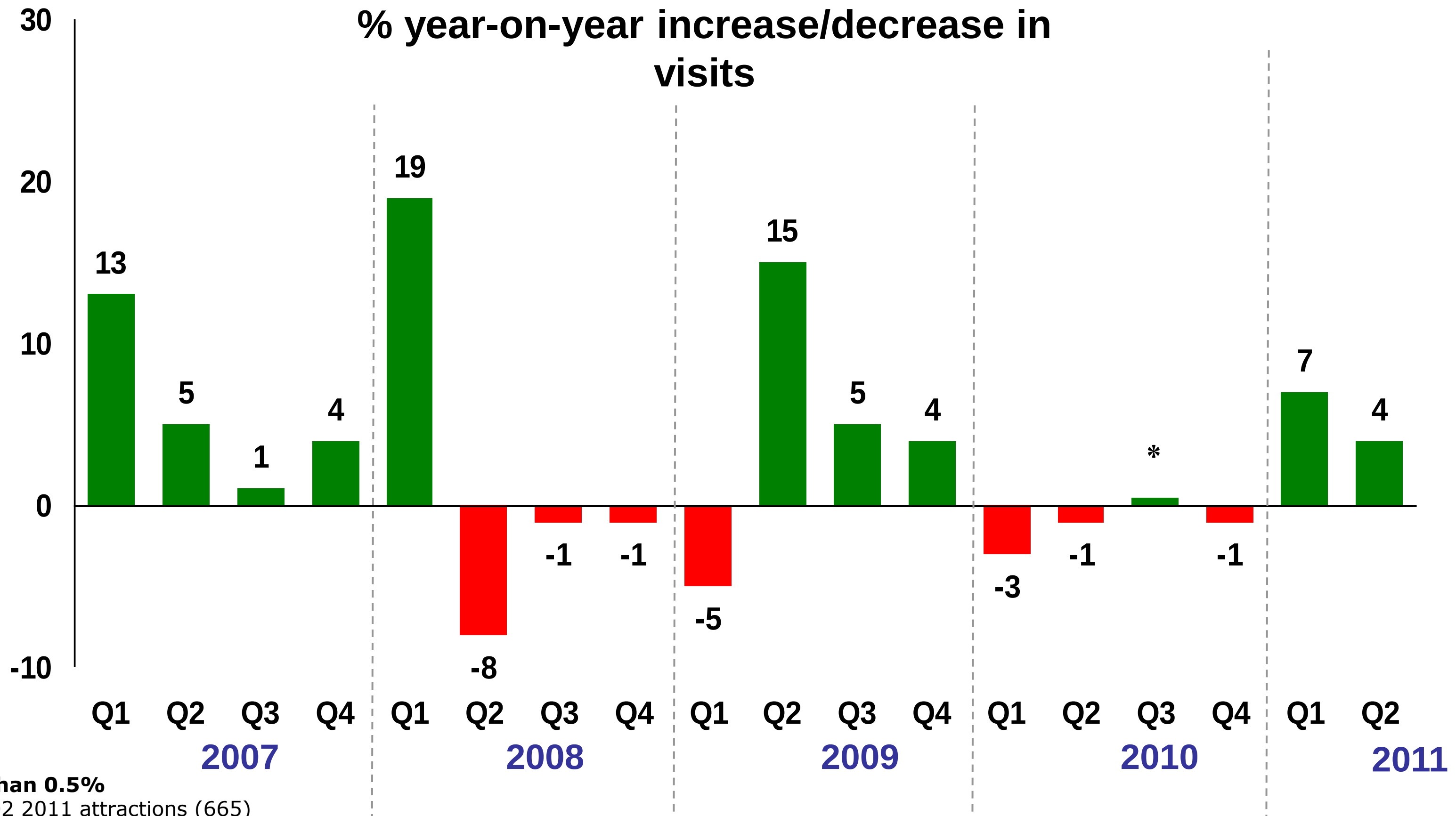
Visit Trends

bdrc continental

VisitEngland

Year-on-Year Quarterly Visit Trends

The positive start to 2011 has continued into Q2, with visits increasing by an average of 4%.



*** = less than 0.5%**

Base: All Q2 2011 attractions (665)

Quarter 2 (Apr-June): Visit Trends 2010-2011

The second quarter of 2011 saw an overall year-on-year increase of 4%. This is driven by a notable increase in visits during April which was significantly warmer and sunnier than normal.

% any decrease in visits		% Increase/Decrease in Visits	% any increase in visits
40%	**QUARTER 2 TOTAL**	**4**	**57%**
36%	April	**10**	56%
44%	May	**1**	51%
44%	June	**1**	50%

*** = less than 0.5%**
Base: All attractions (665)

bdrc continental

VisitEngland™

Quarter 2 (Apr-June): Visit Trends 2010-2011 – By Region

Minimal variation between regions overall in Q2. Increases are predominantly driven by an increase in admission figures in April, in particular in the North East. Whilst most regions reported a decline in admissions for June, London reported increases perhaps reflecting the aftermath of the Royal Wedding.

Region	Total Qtr 2 Change (%)	Apr Change (%)	May Change (%)	June Change (%)
TOTAL ENGLAND (665)	**4**	**10**	**1**	**1**
North East (43)	3	21	-2	-9
North West (74)	5	14	-4	2
Yorkshire & The Humber (63)	1	6	-3	-2
East Midlands (62)	2	11	-9	*
West Midlands (56)	6	11	4	1
East of England (79)	6	10	10	-4
London (38)	6	*	2	16
South East (129)	7	15	5	1
South West (121)	4	8	2	*

*** = less than 0.5%**
Base: All attractions (665)

Quarter 2 (Apr-June): Visit Trends 2010-2011 – By Attraction Category

Other historic properties and gardens reported the most notable year-on-year increases in visit admissions for Q2. Much of this increase was driven by favourable comparables in April, although admissions for these attractions also held up during May and June. Admissions to museums and art galleries have shown decline across the Q2 period.

Attraction Category	Total Qtr 2 Change (%)	Apr Change (%)	May Change (%)	June Change (%)
TOTAL ENGLAND (665)	**4**	**10**	**1**	**1**
Historic Houses/Castles (232)	6	13	3	1
Other historic properties (58)	9	15	4	9
Museums/art galleries (132)	-3	-6	-4	*
Gardens (40)	8	24	5	6
Visitor/heritage centres (18)*	-1	-2	-5	2
Wildlife attractions/zoos (25)*	2	11	1	-9
Others (113)	6	11	3	5

*** = less than 0.5%**
*CAUTION: Low base size
Base: All attractions (665)

Quarter 2 (Apr-June): Visit Trends 2010-2011 – By Other Segments

Attractions with fewer than 20,000 visit admissions per annum reported the greatest percentage increase in visits in Q2 2011. This was particularly driven by a +10% increase in admissions for these smaller attractions in April continuing the increase seen towards the end of Q1. Rural locations benefitted from the weather in April.

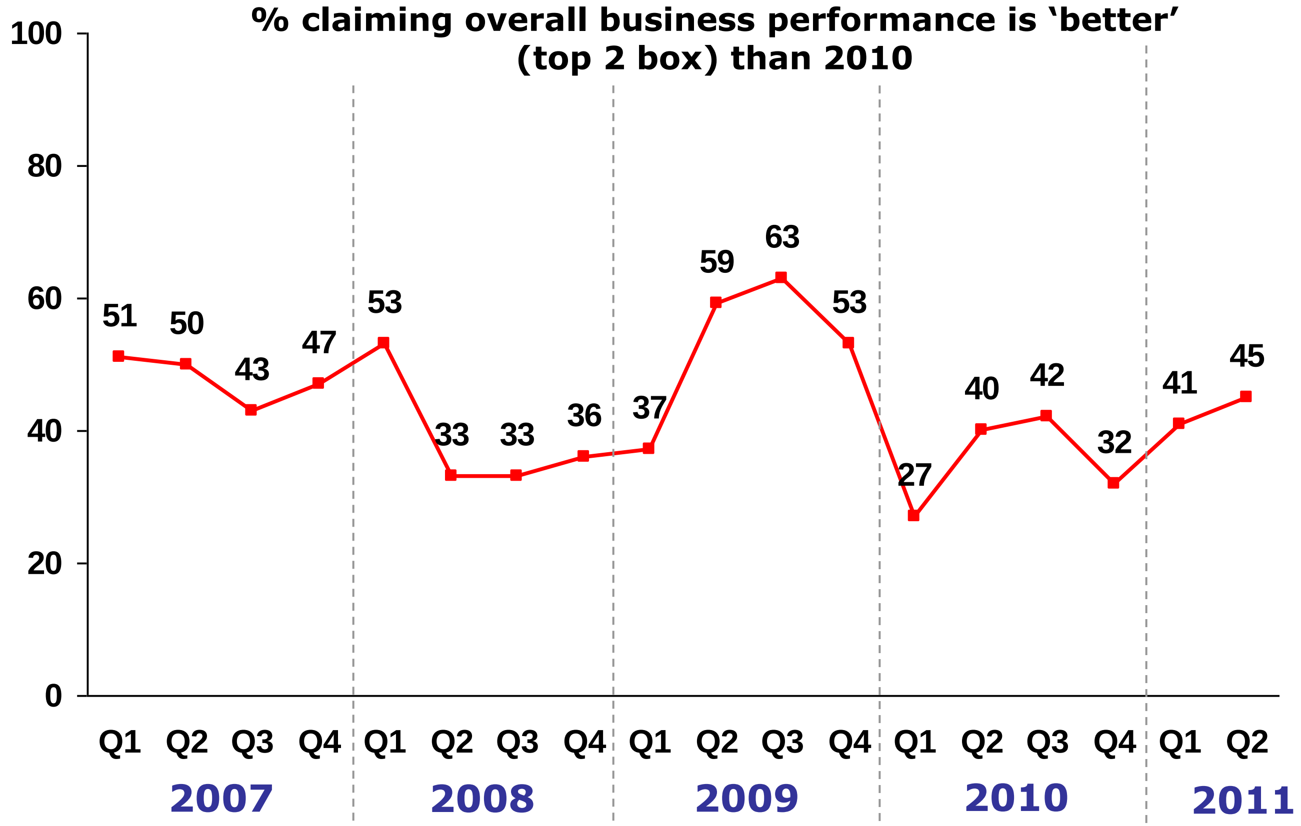
		Total Qtr 2 Change (%)	Apr Change (%)	May Change (%)	June Change (%)
	TOTAL ENGLAND (665)	**4**	**10**	**1**	**1**
Visits per annum	Over 200,000 (45)	3	8	-1	2
	100,001 – 200,000 (79)	6	13	3	1
	50,001 – 100,000 (97)	4	9	1	*
	20,001 – 50,000 (158)	5	9	3	1
	20,000 or less (233)	7	10	6	5
Free/paid	Paid (503)	6	13	3	1
	Free (116)	-1	-1	-4	1
Location	Coastal (74)	*	3	-1	-1
	Rural (346)	6	15	2	-1
	Urban (199)	4	3	2	7

*** = less than 0.5%**
Base: All attractions (665)

Main Findings: Business performance and confidence

Overall Business Performance Trends

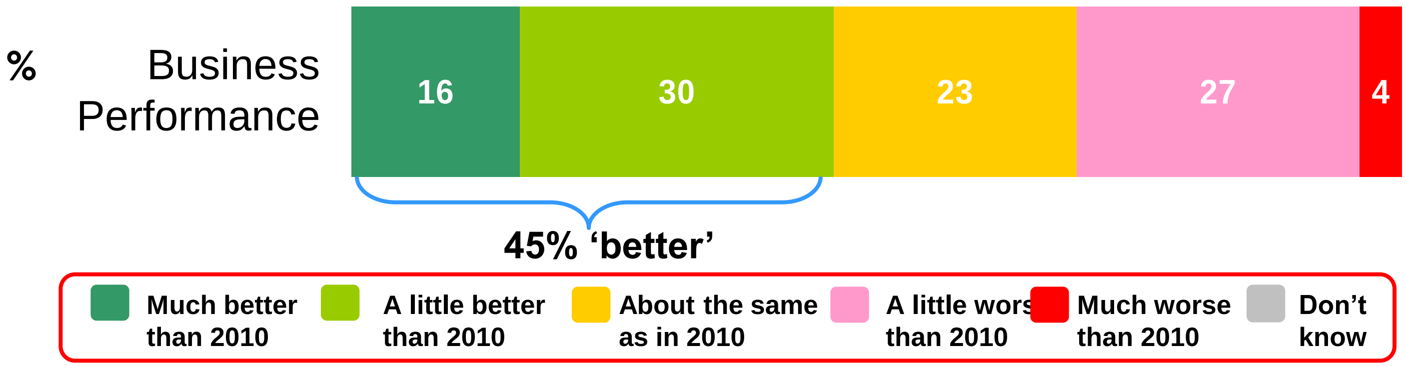
Although the proportion of attractions claiming that their business performance was better than Q2 the previous year, the % change between Q1 and Q2 is not as stark as seen over the past 2 years. 45% feel that their performance was better in Q2 2011 than in Q2 2010 but 31% feel that it was worse an increase of +10% on Q1. This polarisation was also seen in Q2 2010.



Base: Q7: Non EH/NT attractions (354)

Quarter 2 (Apr-June): Overall Business Performance Trends 2010-2011

Historic houses/castles and farms, wildlife attractions are most likely to have felt that their business performance had improved in Q2 this year. Attractions in the North East and London also appear to have made a particularly positive start to the year. Museums and Art Galleries are most likely to have felt that their business performance was worse in Q2 this year.



	% Better than 2010
North East	57
London*	62
Paid admission	49

	% Better than 2010
Urban	48
Coastal	41
Rural	44
Farms/wildlife	73
Historic houses/castles	62

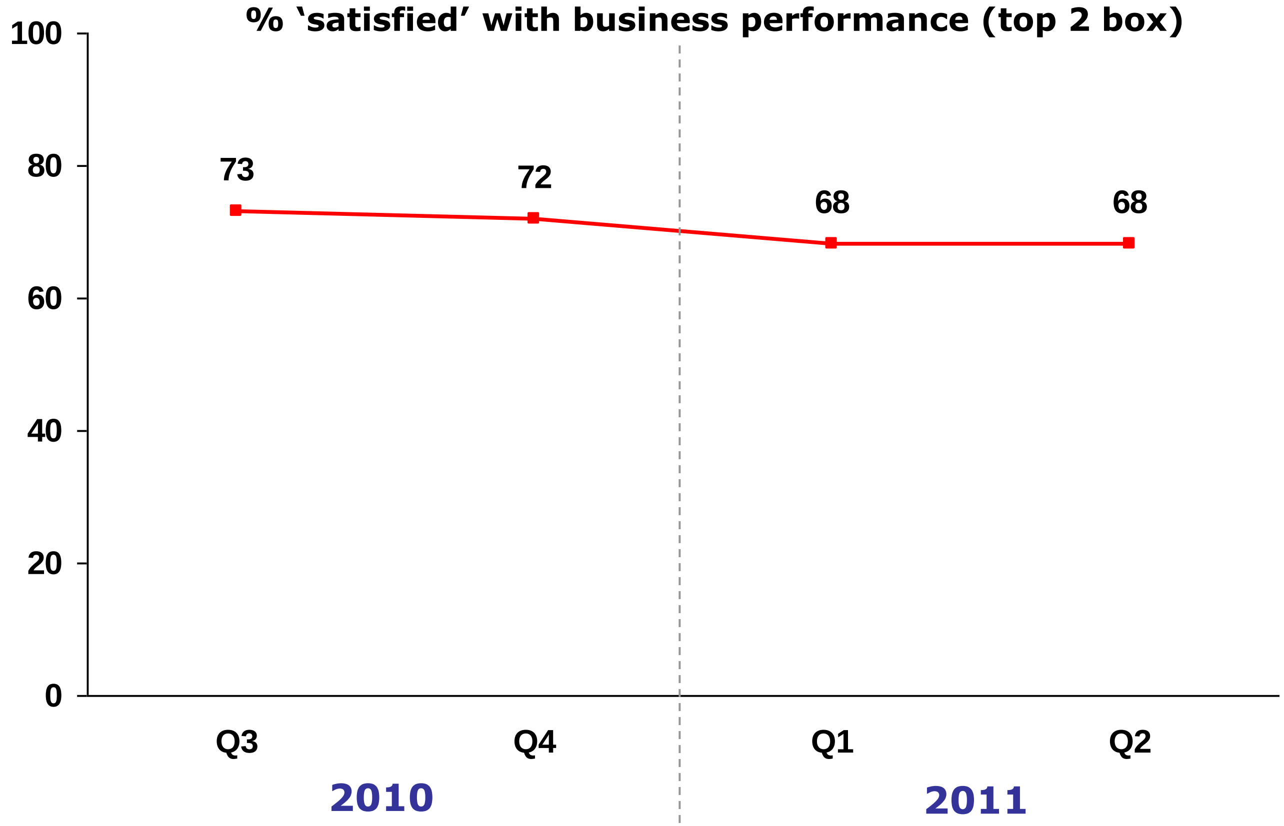
Base: Non EH/NT attractions (354)

*CAUTION: Low base size

Q. We would now like you to think about how the overall business performance of your attraction has changed in the April to June 2011 period compared with April to June 2010. Would you say that your overall business performance in the April to June 2011 period was....?

Overall Satisfaction with Business Performance Trends

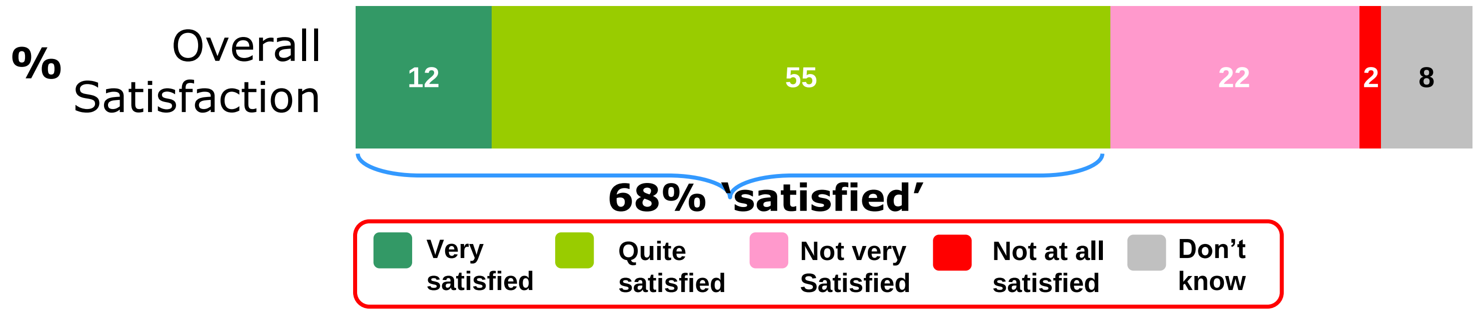
Satisfaction with business performance in Q2 consistent with Q1 2011, but a slight decrease from the end of 2010 when the question was introduced.



Base: Non EH/NT attractions (354)

Quarter 2 (Apr-June): Overall Satisfaction with Business Performance

Two-thirds are satisfied with their business performance for the April to June period and a quarter not satisfied. Higher satisfaction among historic houses / castles and the attractions in urban locations.



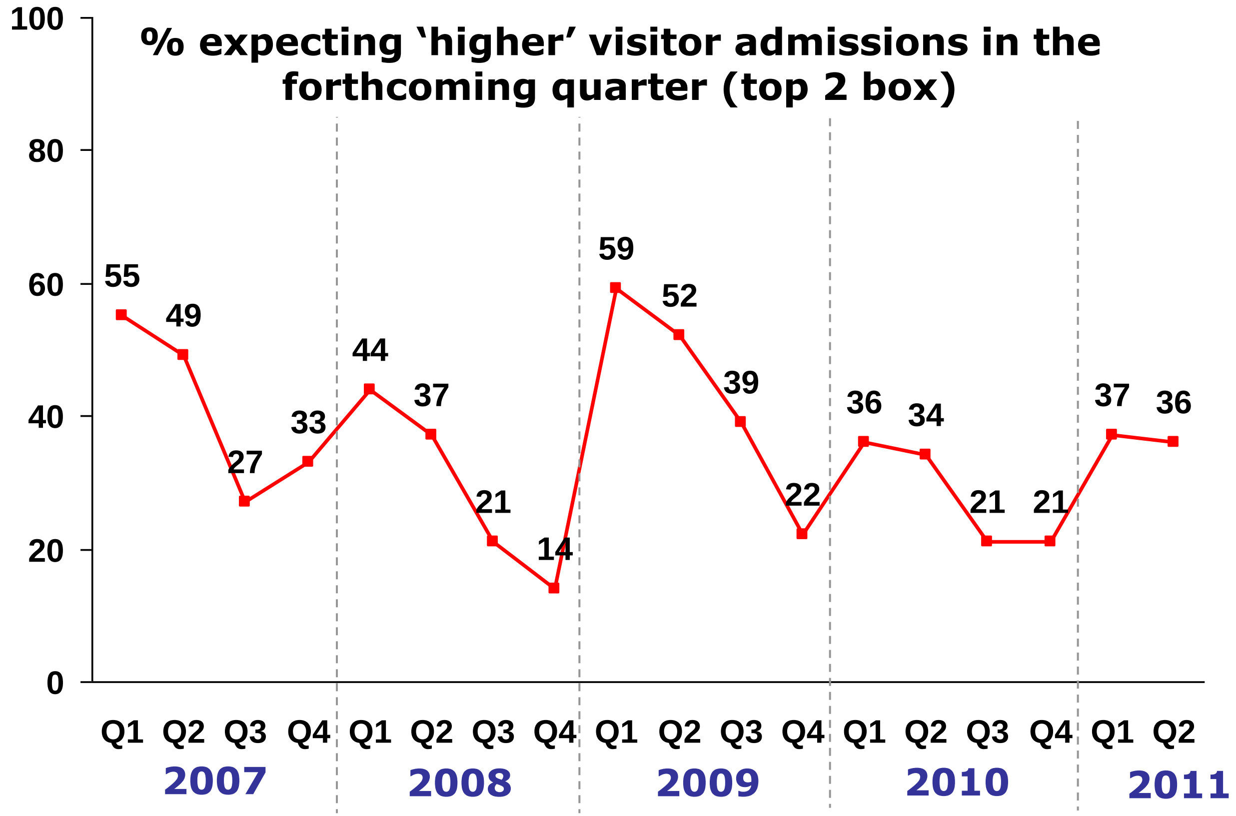
	% Satisfied
Free	65
Paid	75
Historic houses/castles	86
Urban	76
Rural	63
Coastal	63

	% Satisfied
West Midlands	81
East Midlands	77
London*	81

Base: Non EH/NT attractions (354)
*CAUTION: Low base size
Q. Overall, how satisfied have you been with the performance of your business this quarter (April - June period)?

Visit Expectations Trends

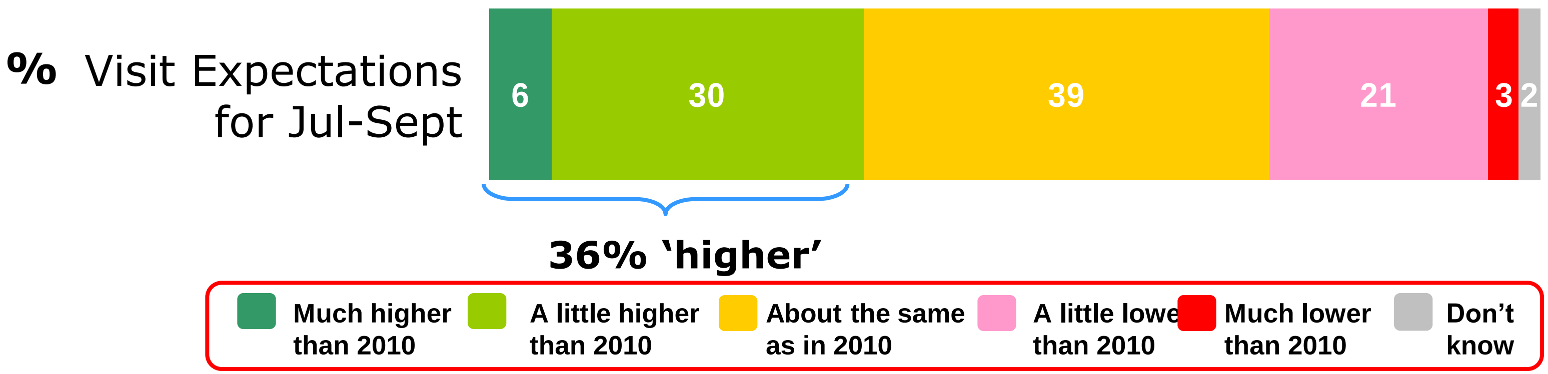
The proportion of attractions expecting an increase in visitor admissions for the July to September period remains similar to that observed last year (around a third). Expectations tend to diminish throughout the year.



Base: Q Non EH/NT attractions (354)

Quarter 2 (Apr-June): Visit Expectations for Jul-Sept 2011

Expectations are higher among historic houses / castles reflecting their good start to the year. Museums/art galleries are noticeably less optimistic, with just over a quarter (28) expecting visits to be higher in Q3 2011 than in Q3 2010.



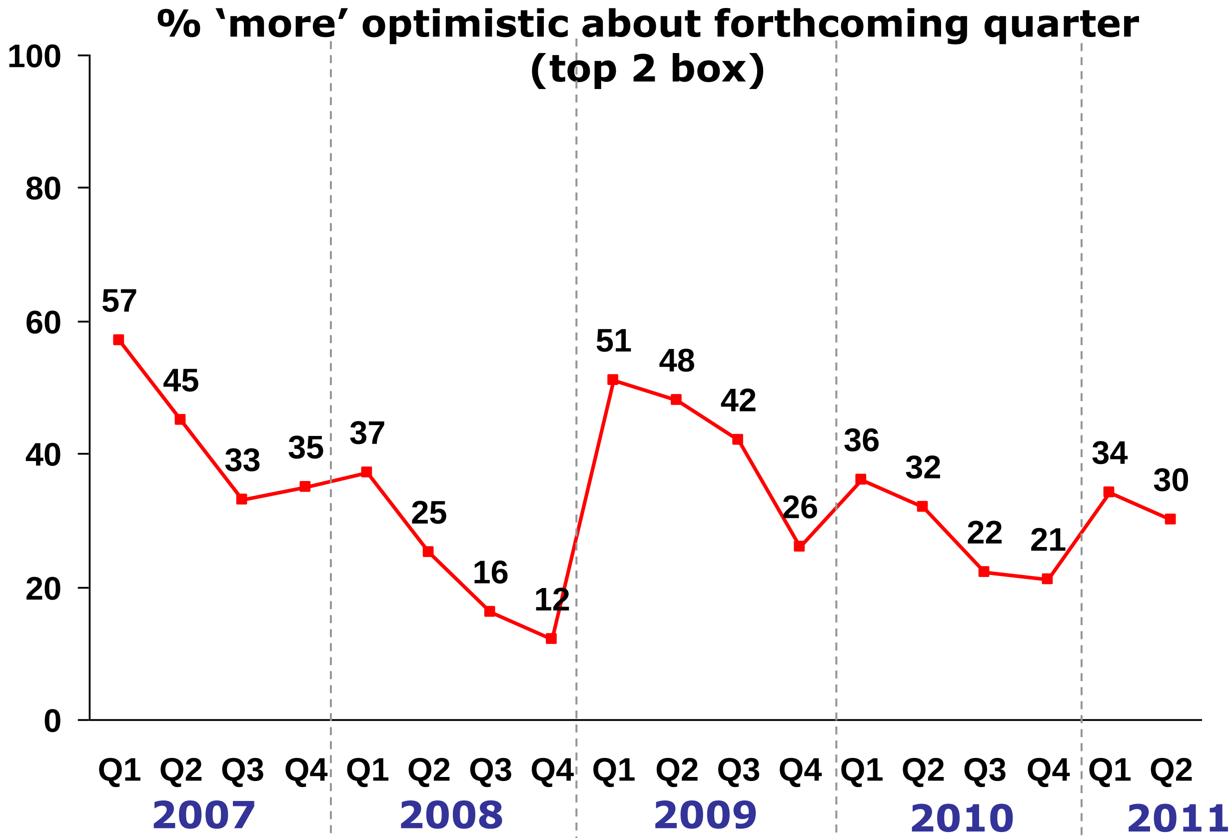
	% Higher than 2010
North East	48
West Midlands	46
London*	57

	% Higher than 2010
Historic houses/castles	40
Museums/galleries	28
Urban	40
Coastal	41
Rural	31

Base: Non EH/NT attractions (354)
*CAUTION: Low base size
Q. Thinking about the July to September 2011 period, do you expect visitor numbers (paid and free) compared with July to September 2010 to be….?

Business Confidence Trends (own attraction)

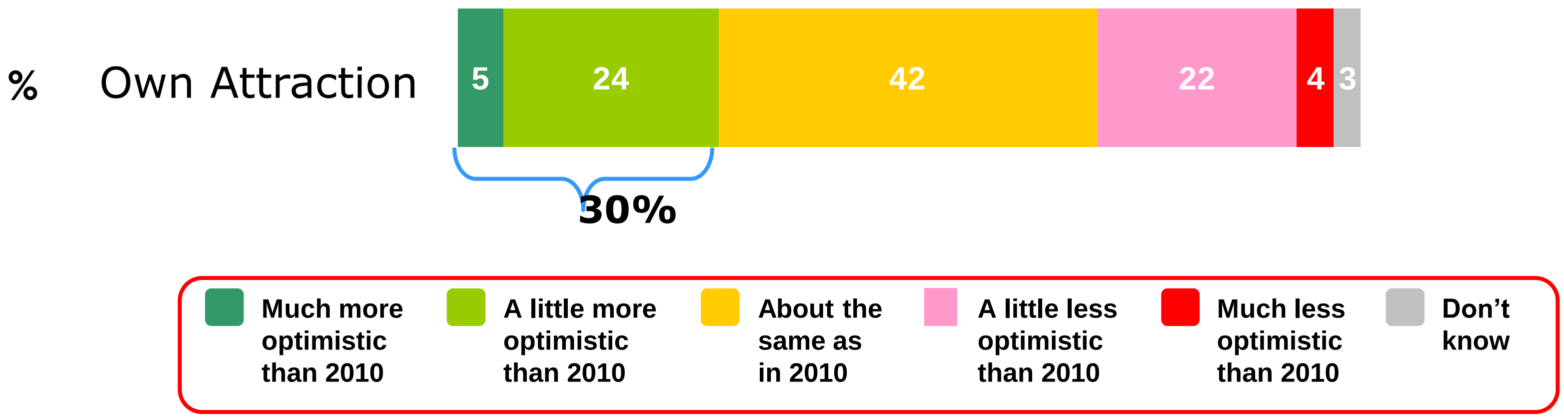
Consistent with visit expectation trends, overall business confidence trends tend to start the year at high levels and decline as the year progresses. Attractions are more cautious about the immediate future than a year ago, with less than a third feeling more optimistic.



Base: Q8: Non EH/NT attractions (354)

Quarter 2 (Apr-June): Business Confidence for Jul-Sept 2011

The 30% who are more optimistic about Q3 of 2011 compared to 2010 only just outweigh the 26% who are less optimistic



Base: Non EH/NT attractions (354)

Q. And compared with this time last year, which of these statements best describes how optimistic you feel about the business prospects for the attractions industry generally / your attraction's business prospects for the July to September 2011 period?

Quarter 2 (Apr-Jun): Business Confidence for Jul-Sept 2011 (Own Attraction) – by Region

The London and West Midlands attractions seem more likely to be optimistic.

Region	% more optimistic than 2010	% less optimistic than 2010
TOTAL ENGLAND (354)	**30**	**26**
North East (21)*	38	38
North West (50)	26	24
Yorkshire & The Humber (38)	18	29
East Midlands (39)	28	33
West Midlands (26)*	46	15
East (46)	28	20
London (21)*	48	10
South East (68)	26	28
South West (45)	31	31

Base: Non EH/NT attractions (354)
*CAUTION: Low base size

Quarter 2 (Apr-Jun): Business Confidence for Jul-Sept 2011 (Own Attraction) – by Other Segments

The smallest (20,000 visits per annum or less) and rural attractions appear to be the least optimistic about the forthcoming period. Attractions in coastal locations are more optimistic for the summer months compared to attractions in rural and urban locations.

		% more optimistic than 2010	% less optimistic than 2010
	TOTAL ENGLAND (354)	**30**	**26**
Visits per annum	Over 200,000 (39)	38	16
	100,001 – 200,000 (37)	34	25
	50,001 – 100,000 (38)	47	8
	20,001 – 50,000 (89)	28	39
	20,000 or less (145)	22	26
Free / paid	Paid (241)	29	31
	Free (113)	32	15
Location	Coastal (45)	37	28
	Rural (179)	27	34
	Urban (130)	31	14

* CAUTION: Low base sizes
Base: Non EH/NT attractions (354)

Quarter 2 (Apr-Jun): Business Confidence for Jul-Sept 2011 (Own Attraction) –by Attraction Category

There is little variation in optimism by attraction category with the exception of museums / art galleries with only 21% 'more' optimistic than 2010.

Attraction Category	% more optimistic than 2010	% less optimistic than 2010
TOTAL ENGLAND (354)	**30**	**26**
Historic Houses/Castles (50)	36	29
Other historic property (14)*	48	0
Museums/art galleries (130)	21	22
Visitor/heritage centres (17)*	36	28
Wildlife attractions/zoos (24)*	32	36
Gardens (14)*	35	14
Others (107)	33	32

*CAUTION: Low base sizes
Base: Non EH/NT attractions (354)

Quarter 2 (Apr-Jun): Reasons for Business Confidence Jul-Sept 2011 (Own Attraction) – Positives

Drivers of optimism for the forthcoming Q3 2011 remain varied: actions taken by attractions themselves such as recent investment in improvements to events/exhibition or site generally remain the most likely source of optimism. A general increase in visitor numbers is also a driver of optimism

	Quarter 2 (>2%)
Improvements to events/exhibitions/attractions	12
Visitor number trends increased/hope it will continue	7
Refurbishments/improvements to site/investment	5
Increase in domestic holiday/short break	5
New/better/more advertising/marketing	5
Free/cheaper admission tickets/offers	5
Increasing interest in the area / better known	3
More/better PR/media/TV/radio/newspaper coverage publicity	3
Good positive weather forecast	3
Staffing levels better	2

Base: Non EH/NT attractions (354)
Why do you feel this way about your attraction's business prospects for July to September 2011?

Verbatim – Positives

Since The Royal Wedding in April 2011, our visitor numbers have increased significantly, we are hoping that this trend continues into the next quarter.

We are having a record breaking year partially due to reinvestment and marketing but also a slight rebranding process

The attraction has been refurbished with a new visitor reception and shop.

Our visitor numbers are up, but not spectacularly so. However we're seeing growth in areas with huge potential, such as Higher Education group visits and school group visits

We have changed our pricing structure which is working well having added to our offer within the grounds. Our exhibition programme has also had a much broader appeal which has helped

The weather has been much better this year bringing more visitors to us and I hope that this will continue. More people seem to be staying in this country this year as well.

Introduction of website and greater word of mouth is bringing in more visitors

I feel that visitor numbers will continue to increase but it is fairly dependent on the weather.

Nice weather forecast for summer Increased events over summer holidays More investment in advertising starting to make a difference, particularly to school and group bookings

I feel that in general the public will be staying in the U.K. and not going abroad so will use visitor attractions.

Increased marketing. Also attraction is free which may encourage more visitors during a recession.

Quarter 2 (Apr-Jun): Reasons for Business Confidence Jul-Sept 2011 (Own Attraction) – Negatives

Continued concerns over the economy and lower spending power of the public.

	Quarter 2 (%)
Economic climate/interest rates	11
Less spending power of public	9
Reduction in visitor/retail spend	5
Visitor numbers/trends down this year	2
Lack of / declining external investment	2
Shorter opening hours	2
General visitor decline	2
Increase in entry prices/pricing issues	1
Poor weather/forecast	1
Decrease in school visits/education issues	1
Lack of events/activities/interpretation	1
Fuel/petrol prices	1
Decrease in overseas visitors	1

Base: Non EH/NT attractions (354)
Why do you feel this way about your attraction's business prospects for July to September 2011?

Verbatim – Negatives

Because an important annual event hosted by the Museum was seriously weather effected.

Visitor numbers down 25% People about but not spending. Difficult to get repeat visits

Based on the current economic situation in this country, I believe there is very little chance of our position improving.

Weather is counting against us to date; also visitor feedback and anecdotal evidence suggests that that belt tightening is even more of an issue this year.

We are struggling to bring visitors in, despite advertising and people in the area.

Due to exceptionally good weather people are spending more time at 'outdoors' venues. And it looks like the good weather will continue for some time.

We expect people to "tighten their belts" this year and as a fledgling tourism destination the high cost of transport may be a deterrent.

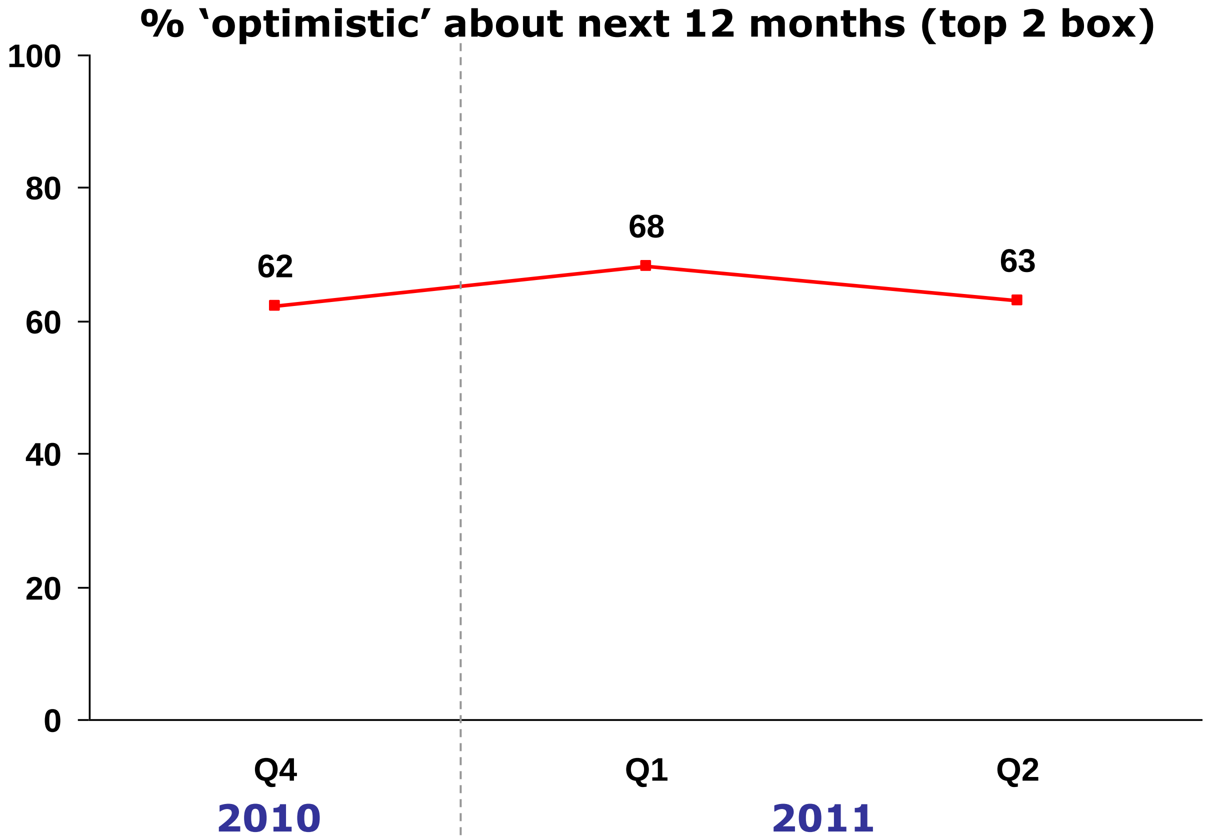
Cutbacks in local government spending is impacting on the funds available to maintain the site and run activities.

Have had to close Mondays due to local authority staffing cuts. As gallery rely on sales which are steady but uncertain in current climate.

The first quarter has been very disappointing. I don't see any indication that the number of visitors will increase in the following period.

Business Confidence for next 12 months Trends

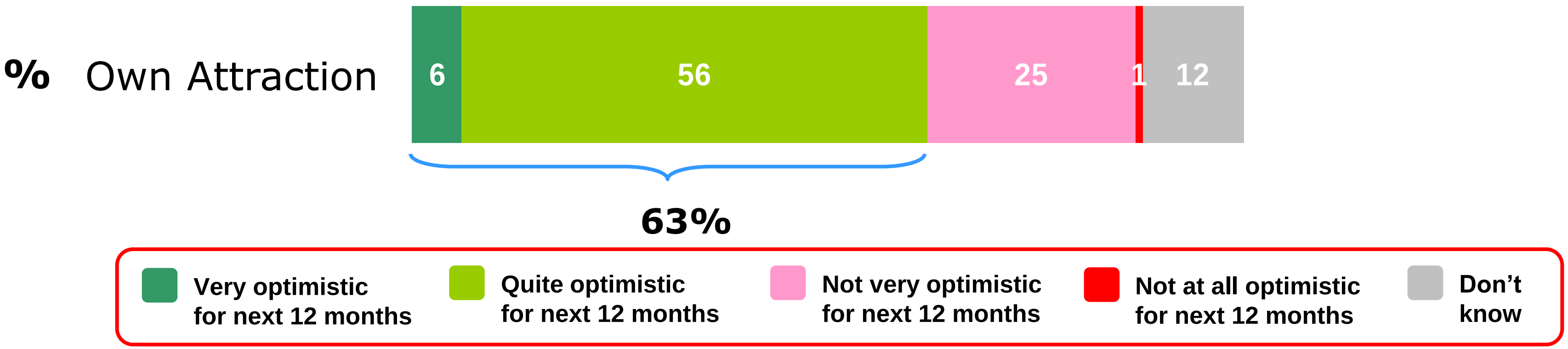
As with business confidence for next quarter, business confidence for next 12 months is also showing a decrease from Q1.



Base: Non EH/NT attractions (354)

Quarter 2 (Apr-Jun): Business Confidence for next 12 months

Despite a dip from Q1, optimism for 2011 as a whole is reasonably high. 63% of attractions feel positive – although primarily 'quite' rather than 'very' optimistic. A quarter feel pessimistic about the following year.



Base: Non EH/NT attractions (354)
Q. Which of these statements best describes how optimistic you feel about your attraction's business prospects for the next 12 months 2011?

Quarter 2 (Apr-Jun): Business Confidence for next 12 months (Own Attraction) – by Other Segments

The largest (200,000+ visits per annum) and urban attractions are the most confident about the year ahead.

		% optimistic	% not optimistic
	TOTAL ENGLAND (354)	**63**	**25**
Visits per annum	Over 200,000 (39)	83	17
	100,001 – 200,000 (37)	64	33
	50,001 – 100,000 (38)	83	9
	20,001 – 50,000 (89)	51	34
	20,000 or less (145)	60	25
Free / paid	Paid (241)	60	27
	Free (113)	68	23
Location	Coastal (45)	60	36
	Rural (179)	59	25
	Urban (130)	69	23

* CAUTION: Low base sizes
Base: Non EH/NT attractions (354)

Quarter 2 (Apr-Jun): Business Confidence for next 12 months (Own Attraction) – by Attraction Category

Little variation in optimism by attraction category

Attraction Category	% optimistic	% not optimistic
TOTAL ENGLAND (354)	**63**	**25**
Historic Houses/Castles (48)	67	26
Other historic property (14)*	73	27
Museums/art galleries (130)	64	26
Visitor/heritage centres (17)*	61	33
Wildlife attractions/zoos (24)*	63	37
Gardens (14)*	74	21
Others (107)	56	21

*CAUTION: Low base sizes
Base: Non EH/NT attractions (354)

Main Findings:

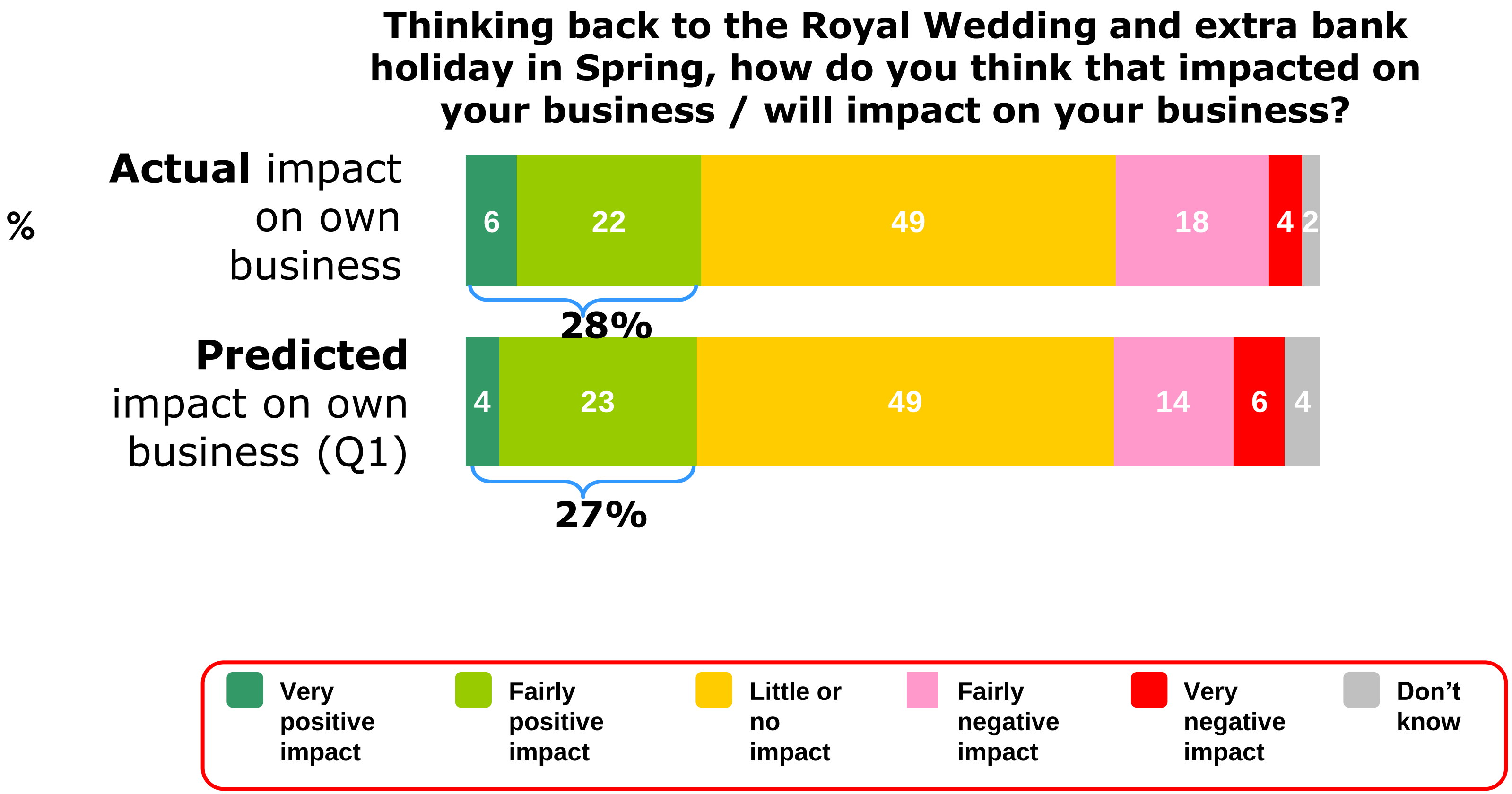
Hot Topics

bdrc continental

VisitEngland

Quarter 2 (Apr-Jun): Hot Topic Question: Impact of Royal Wedding and extra bank holiday

Just over a quarter of attractions felt the Royal Wedding had a positive impact on their business. For almost a half it had little or no impact. Little difference between the predicted impact from Q1 compared to actual impact.



Base: Q2 Non EH/NT attractions (354), Q1 Non EH/NT attractions (376)

Hot Topic Question: Impact of Royal Wedding and extra bank holiday (actual impact)

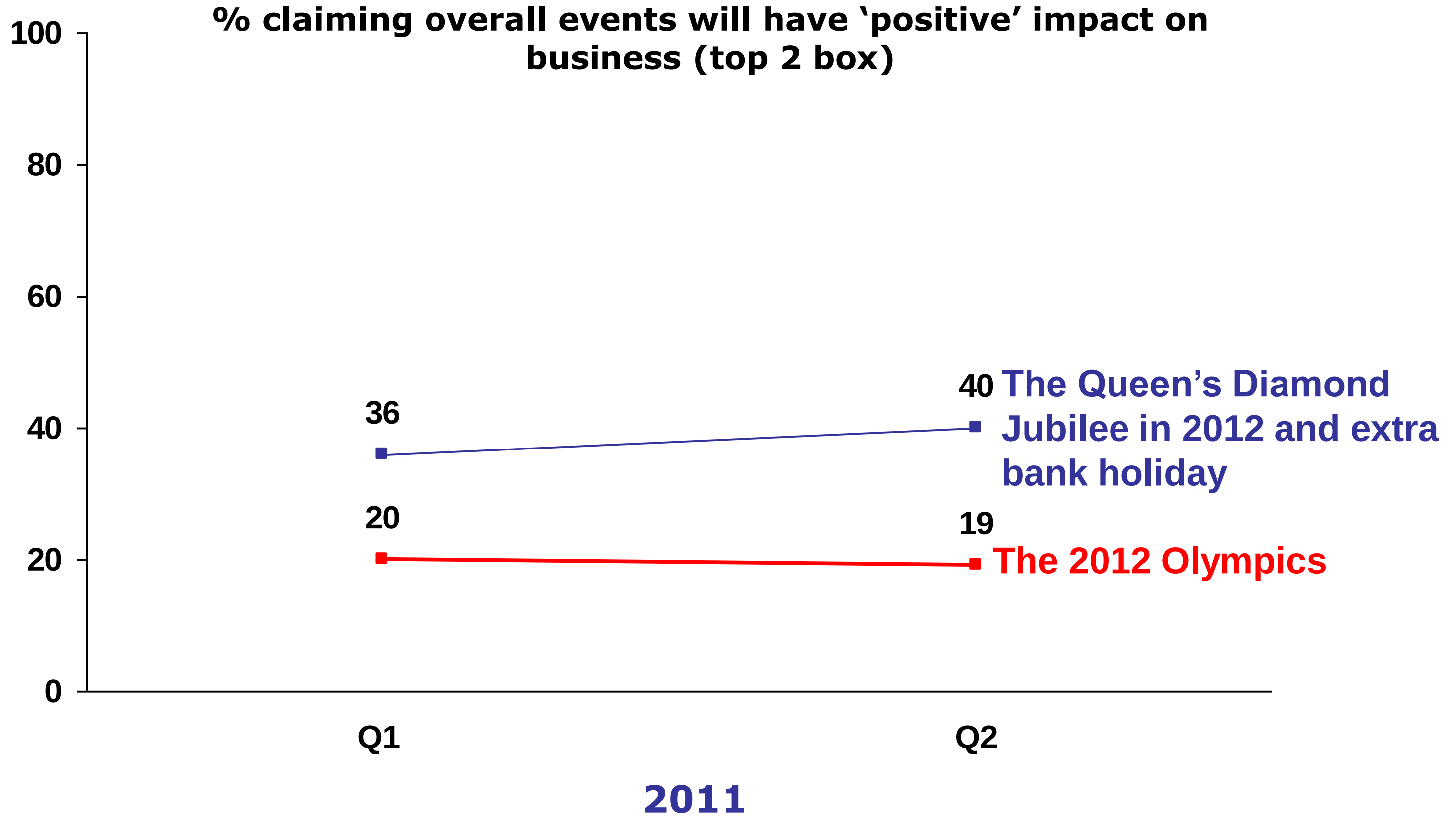
Impact was higher in London, South East and the North. Both Yorkshire and the South West reported a greater negative impact than positive impact.

Region	% positive impact	% negative impact
TOTAL ENGLAND (354)	**28**	**21**
North East (21)*	33	29
North West (50)	38	12
Yorkshire & The Humber (38)	18	26
East Midlands (39)	23	18
West Midlands (26)*	23	12
East (46)	26	22
London (21)*	38	29
South East (68)	34	21
South West (45)	24	31

Base: Non EH/NT attractions (354)
*CAUTION: Low base size

Hot Topic Question: Impact of future public events trends

Perhaps as a result of the extra bank holiday earlier this year, there is an increase in optimism regarding the Queen's Diamond Jubilee in 2012 in Q2. Optimism regarding the Olympics remains relatively stable.



Base: Non EH/NT attractions (354)

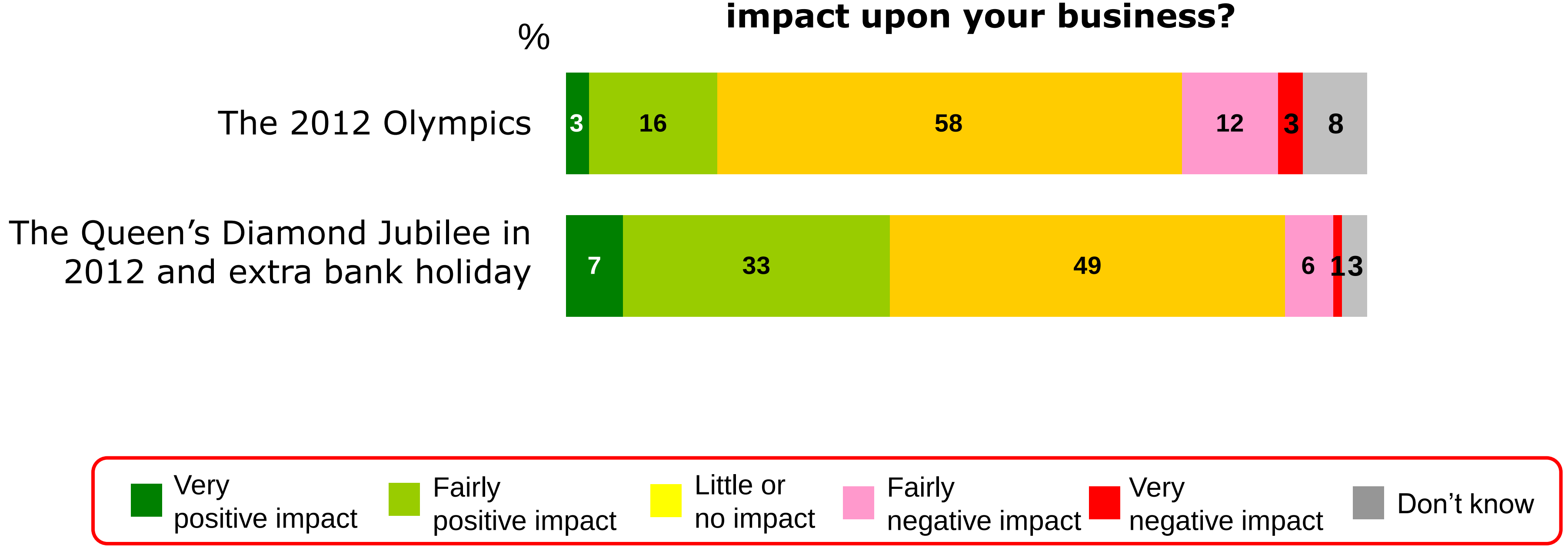
bdrc continental

VisitEngland

Quarter 2 (Apr-Jun): Hot Topic Question: Impact of future public events

With the Olympics only a year away, the opinion of the impact of the games continues to be polarised. Optimism continues to be much more widespread for the impact of the Queen's Diamond Jubilee.

How do you think the following will impact upon your business?



Base: Non EH/NT attractions (354)

Hot Topic Question: Impact of future public events (% positive impact in Q2 2011)

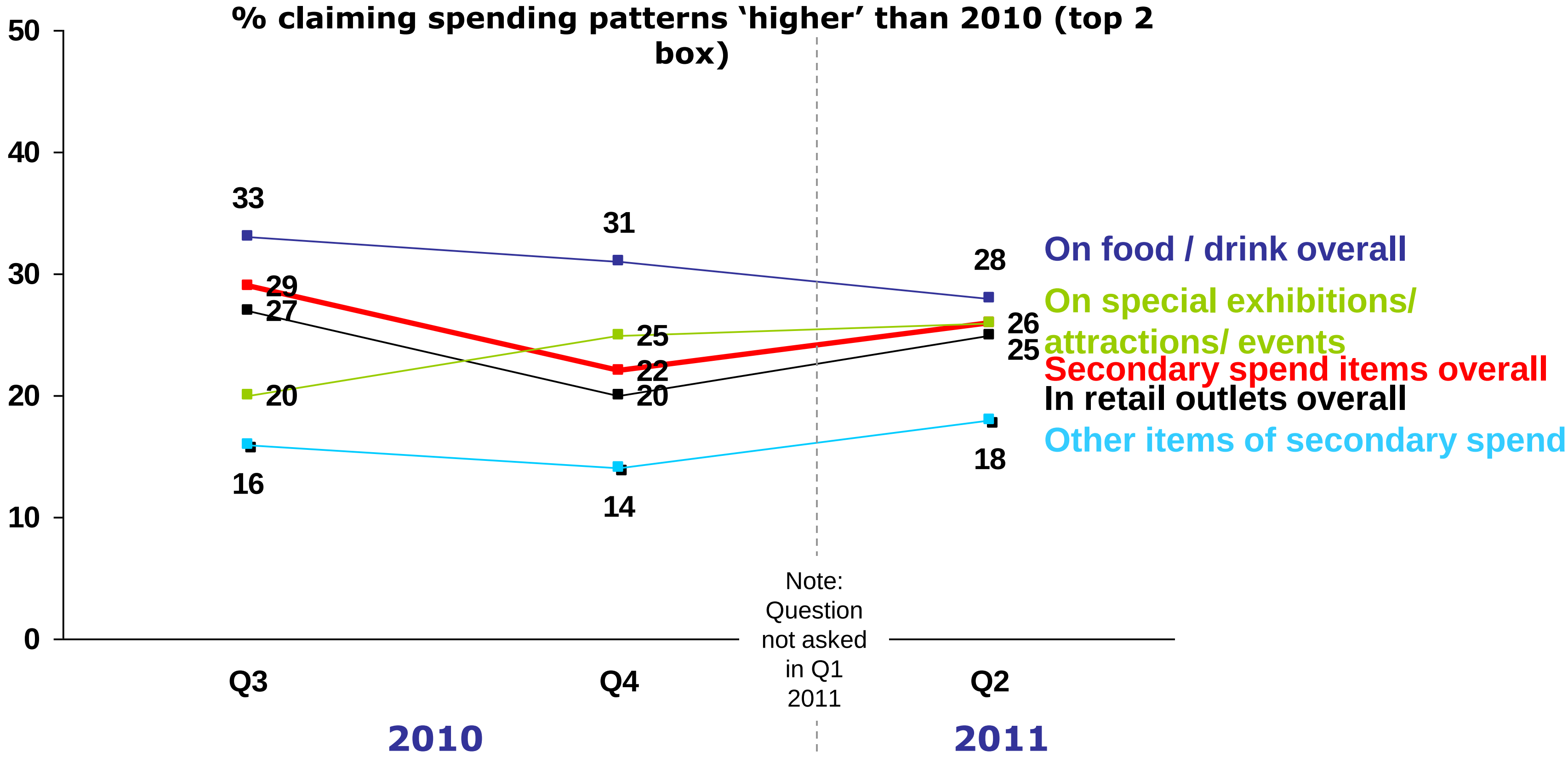
London is considerably more optimistic about the Olympics than the rest of the country with 48% expecting a positive impact (60% at Q1). West Midlands attractions are also more positive about the Olympics, as they were at Q1.
London attractions are also more likely than most others to feel positive about the Diamond Jubilee, with 52% feeling positive (48% at Q1). However, positivity is much more widespread for the Diamond Jubilee across the country, with positive feeling outweighing negative feeling within every region.

Region	Olympics (%)	Diamond Jubilee (%)
TOTAL ENGLAND (354)	**19**	**40**
North East (21)*	-	38
North West (50)	22	36
Yorkshire & The Humber (38)	13	29
East Midlands (39)	10	44
West Midlands (26)*	31	65
East (46)	24	46
London (21)*	**48**	52
South East (68)	16	38
South West (45)	16	29

Base: Non EH/NT attractions (354)
*CAUTION: Low base size

Hot Topic Question: Secondary Spend Trends

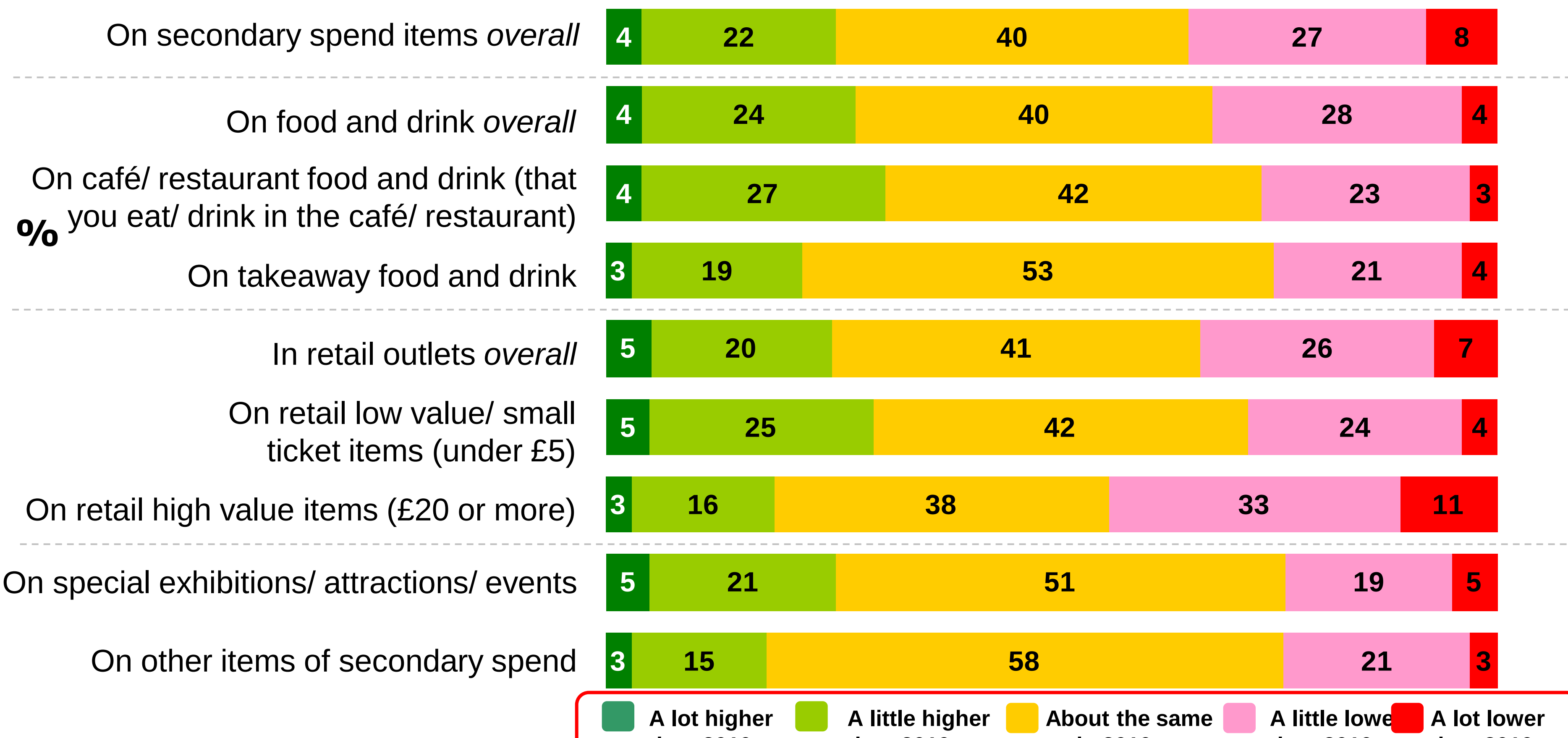
Compared to Q4 2010, a higher proportion of attractions now report a higher year-on-year increase for secondary spend for the quarter. This appears to be driven by retail outlets, special exhibitions/attractions/events and other items. A lower proportion of attractions now report a year-on-year increase in secondary spend on food and drink for the quarter.



Base: Non EH/NT attractions (354)

Quarter 2 (Apr-Jun): Hot Topic Question: Secondary Spend

Despite an increase from 2010, times remain challenging for secondary spend with a greater proportion of attractions reporting a year-on-year decrease (35%) than increase (26%).

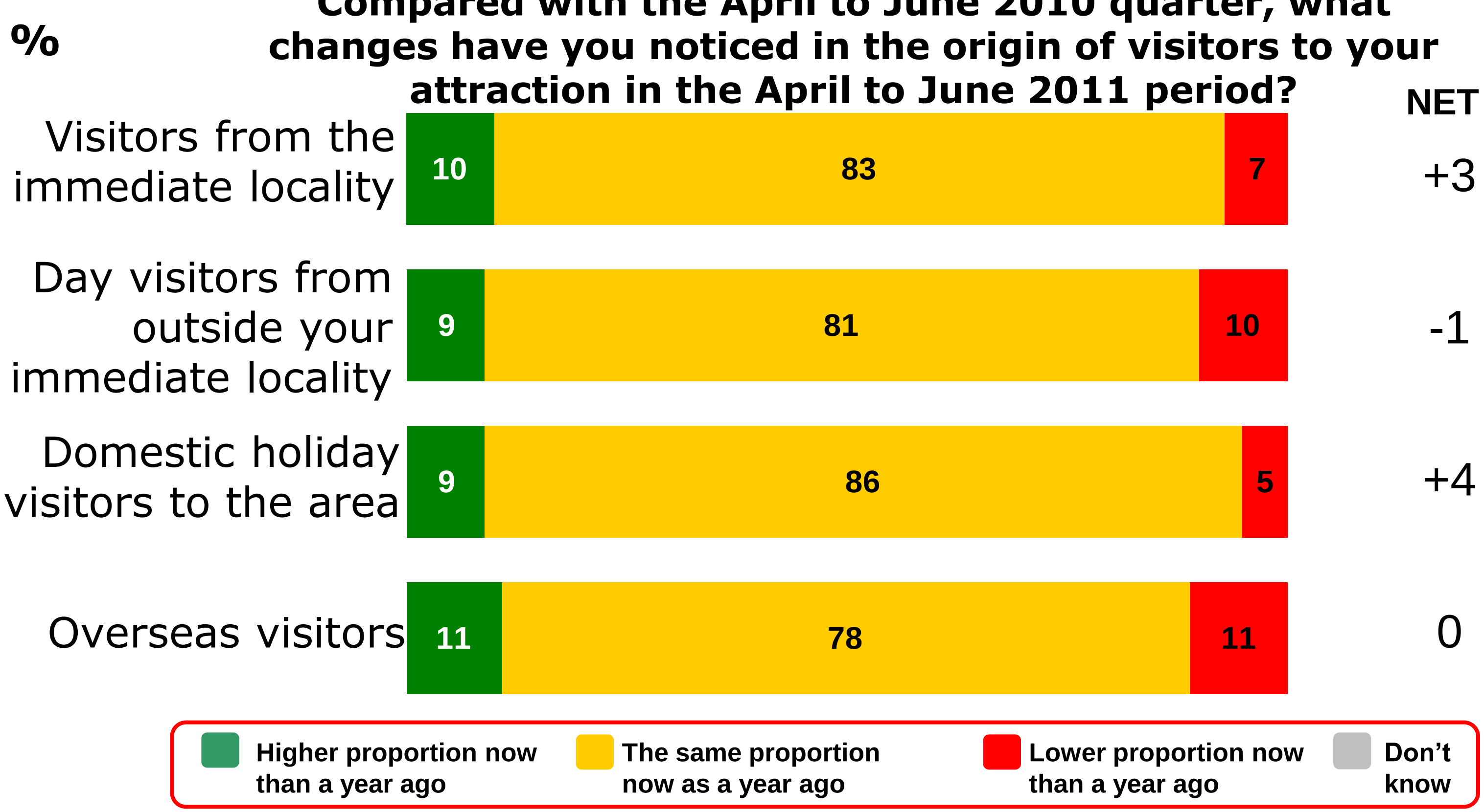


Base: Non EH/NT attractions answering

Quarter 2 (Apr-Jun): Hot Topic Question: Origin of Visitors

Net increase of visitors from the immediate locality and domestic tourist within the area compared to this time last year

Compared with the April to June 2010 quarter, what changes have you noticed in the origin of visitors to your attraction in the April to June 2011 period?



Base: Non EH/NT attractions (354)