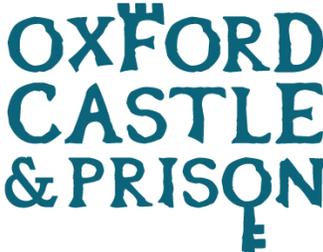
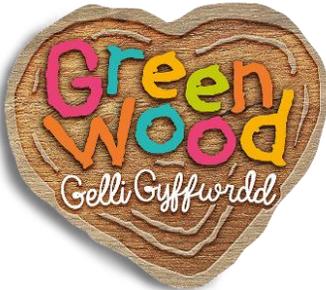
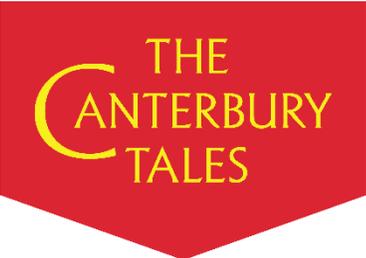


# Our story...



It all started with a hole in the ground...

# Our Attractions



We work in 3 distinct ways:

- Own and operate
- Management contracts
- Partnerships



With the sole purpose of delivering  
outstanding tourism and leisure experiences.

# Segmentation

# Why?

- All consumers **think and behave differently** and as such, each will approach our attractions in **their own way**
- It is **impractical to treat every single consumer individually**, whilst it is **too blunt to bundle them up into one group**
- And **demographics are no longer as reliable** boundaries are blurring. The behaviour of men/women, old/young is no longer so clearly observed

**A segmentation model gives us reliable and statistically validated groups of consumers who can be reached in a manner tailored to them**

# Focussing on UK day trips, the paid-for attraction market is significant

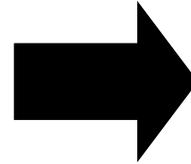
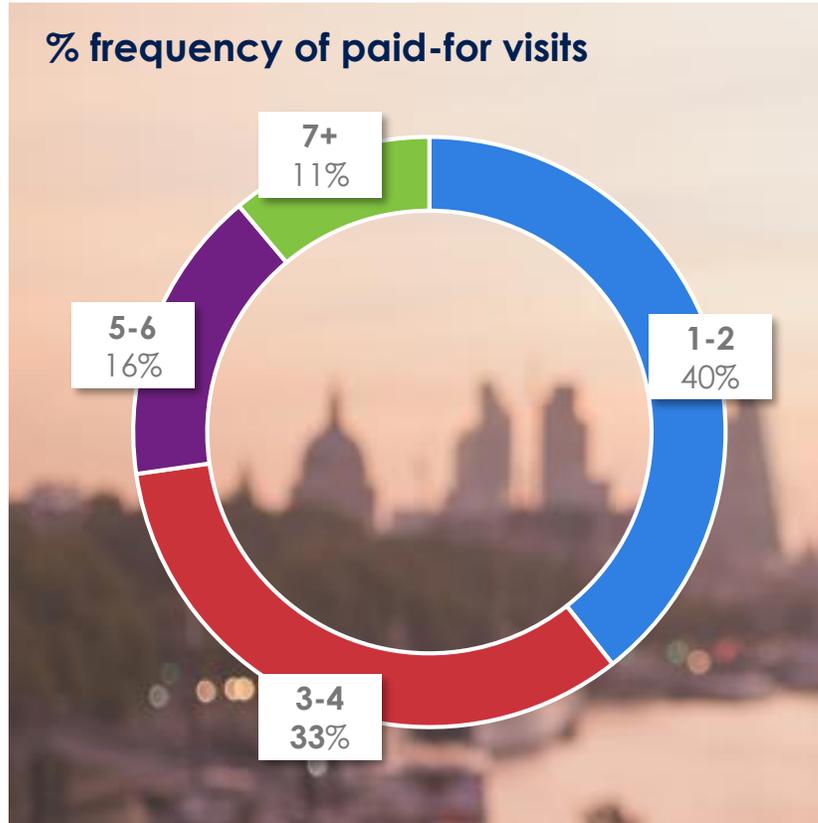
**73%** of UK adults paid to enter a visitor attraction in the last 12 months

**38,000,000** is the number of adults

**3.72** visits made on average per year

Lets look at their behaviour

# Visits are made up from a mix of 'treat' and 'everyday' attractions, and their expectations for each type of visit can vary



## Treat

**Less frequent** (or can be a one off)  
Involve **dedicated** day trips, and prepared to travel further afield for a unique experience

More **expensive**, and will therefore be planned further in advance (looking for discounts)

**High expectations**, so more open to delighting and disappointing






## Everyday

More **frequent** – likely to repeat visit  
Can be local/charity based – they are supporting a community

More **cost effective**/better value, so encourages more impulse visits

Lower expectations, so likely to be met, and seen as an enjoyable way to pass the time






Continuum attractions can fall into both categories, but there is an opportunity to encourage more repeat visits in some attractions, for example by offering yearly access, or promoting new or seasonal events

# Visitors place most value on spending quality time with others, enjoying the outdoors, and expanding their knowledge

|  |  |  |  |  |   |
|--|--|--|--|--|---|
|  |   |      |                                       |                 |  |
| <b>Enjoying time with others</b>   | <b>Enjoying the outdoors</b>   | <b>New experiences and sights</b>  | <b>Expanding their knowledge</b>   | <b>Excitement and entertainment</b>  | <b>Arts and culture</b>   |
| Pass the time in an enjoyable way, and spending quality time with others         | Making the most of the weather, getting fresh air, and enjoy the beauty of a place | See/experience something or somewhere new, or seeing fascinating, awe inspiring things | Learning about history and understanding our past, learning about a place and its stories, and learning about new things | Being entertained, getting a buzz from busy, exciting places, and being guided through experiences | Enjoying arts and culture, inspiring own and children's creativity                  |

**Most important**

**Attractions that tick the boxes for several of these interests have most interest, as they help to cater for all members of the group**

# Cost is a key consideration when deciding which attractions to visit – but this is more about value they place on the experience than the actual amount



# Attractions need to get the basics right to keep visitors happy

## ✓ Be well organised

Events starting on time

Smooth queuing process for entry and specific activities/attractions

Everything in working order/  
accessible

## ✓ Make it easy

Distance/access to facilities and parking

Ease of moving through the site

## ✓ With clean and tidy facilities

Toilets

Waiting areas

Cafeteria

Availability of (empty bins)



Getting the basics right won't create a memorable experience, but getting them wrong will lead to negative reviews, and discourage repeat visits

# 8 Segment Solution

Adults, no young children...



**CONCRETE  
JUNGLISTS**



**CONVERSATION-  
ALISTS**



**CONTEMPORARY  
SOCIALITES**



**CONTENTED FOLK**

Adults, with young children...



**CONTENT  
SEEKING FAMILIES**



**CONQUERING  
KIDS**



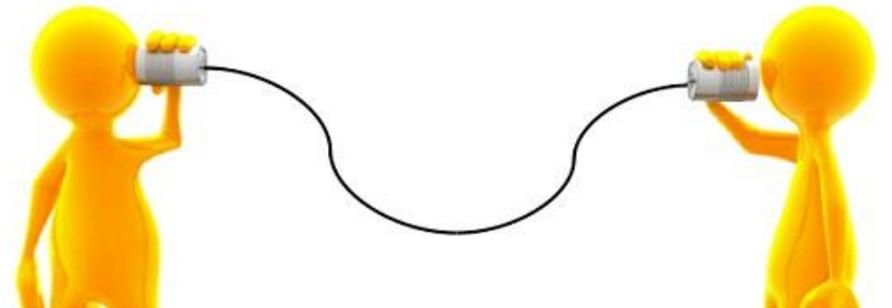
**CONSCIENTIOUS  
PARENTS**



**CONTINUOUS  
FUN FINDERS**

And.....?

# Challenges



# Implementation



A green highway sign with the text "What's Next?" in white, bold, sans-serif font. The sign is mounted on a metal structure against a blue sky with white clouds. The sign has a white border and is supported by three white brackets. The background is a bright blue sky with scattered white clouds.

**What's Next?**





Thank you