Attraction Two:

|  |
| --- |
| Type of Attraction |
| * where is it?
* what type of attraction is it?
* Research visitor numbers per year and any other statistics you think are useful.
 |
| Scale of Attraction |
| * What is the scale of the attraction?
* Is it international, national, regional or local?
* Large/small /complex/simple
 |
| Ownership Structure |
| * What ownership structure does it have P/P/V?
* Who exactly owns the attractions, where are they based?
* What are the main aims of their business (look at their mission statement)?
 |
| Contribution to Local Economy |
| * How does it contribute to the local economy? Be specific – name local areas and the contribution.
* Why it is important for the local economy?
* To what extent e.g. is it the biggest attraction in the local area?
* Is it the biggest employer or is it just seasonal employment)
 |
| Contribution to National Economy |
| * How does it contribute to the national economy?
* Taxes
* National interest e.g. is it one of the largest attractions in the UK?
* Why is it important for the national economy?
* To what extent e.g. is it part of a chain of attractions?
* Does it attract a lot of overseas tourists?
* Is there a positive multiplier effect?
* Diagram of positive multiplier
* Explanation linked to your attraction
 |