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 |