**Learning Aim A Help Sheet**

**Create an information booklet (from your PowerPoint slides) using images / statistics and graphs to support your work. Use the template provided.**

**Introduction**

* What is your attraction? (include an image of your attraction / logo)
* Where is it located exactly? Is it near any other major attractions? (put in a location map)
* If it is an event, when is it on and what is it about?
* What are the opening hours/days during the year of your attraction?
* What type of attraction is it and explain? (built(heritage/cultural/entertainment, natural or event)
* What ownership structure is it (Public, Private or Voluntary?), what evidence is there to show this?
* How many visitors per year do they receive? Are these mainly domestic/international and why? Can you find this information in a graph, percentage, statistics and add?

**Appeal**

* What type of visitor does your attraction appeal to? Where have you found this evidence? Are there any charts/statistics to support this? Are they domestic/international? Break this down by demographic too i.e. families, schools, business users, elderly, individuals, where have you found this evidence? Who is their main user? Does this change throughout the year, depending on school holidays/summer/winter etc?
* Why does this attraction appeal to each of the visitor types identified? What does the attraction offer which makes it appealing to each visitor group. Add in evidence to support if possible.
* In terms of appeal, discuss each of the following areas on how it helps the appeal of the attraction; accessibility of location, opening times, transport links to the attraction, pricing strategy, special offers, indoor and outdoor facilities of the attraction. Assess how each of these helps the attraction gain more customers, and evaluate if there is anything they could do better.
* Do they put on any special events at the attraction? Analyse how this can increase its appeal to its current target market and potentially attract any new customers? Are there any special events they could put on which other similar attractions do which would benefit their organisation, evaluate your reasons why.
* What evidence is there to support the popularity of the attraction (look at review sites, what is their overall rating? What type of comments are they getting? Is it positive or negative feedback? Analyse this information and put some examples in to support your justifications. In your opinion what do they need to do to be better? What recommendations can you make?
* Evaluate what their overall image and reputation is like? Research and present your evidence and evaluate this information.
* How do they encourage repeat business? Is this effective? Could they do anything better?

**Scale**

* What is the scale of your attraction (international, national, regional or local)? What evidence is there to support this decision, justify your reasons.
* Is it a large/small/complex or simple attraction? Do they have multiple attractions within their group or are they a stand-alone attraction? Justify your reasons.
* What is the ownership structure of your organisation? What evidence is there to support this? (Public/Private/Voluntary). What is their mission statement/main aims and objectives?
* How much money does your attraction make per year? Can you review the last 3 years accounts and assess how they are doing? What do the figures show you? Are there any known reasons why the figures have gone up or down? What can they do about this?
* What sectors (other businesses) of the local and national economy does it work with (bars/restaurants/accommodation/transport/IT services/ride manufacturers/food suppliers/furniture suppliers etc.) ? (primary, secondary, tertiary and quaternary (see PowerPoint on scale and ownership). How do they support these businesses and how does it help both the local and national economies? How does this enable the multiplier effect to happen locally? Can you find me any figures and statistics to help support this section? Look at their company accounts; tell me how much Tax they pay, this will then show contribution to the national economy. How many people do they employ? This will then relate to local economy contribution. Which other local businesses do they work with and how does this help each of them and why? (interrelationships).
* How many people do they employ? What kind of jobs do they have? Is it seasonal or full time work or a mix of both? How could this impact positively and negatively on the local economy? Are they one of the main employers in the local area? How important are they as an employer in the area?
* Is your organisation part of a chain of attractions or is it independent? If it is within a chain of attractions, how important can this be for the national economy? Is the organisation owned from within the UK or from another country? What impact could this have on the national economy?

**Scope**

* **Development –** How has the attraction developed over the past 3 years (new rides/visitor centre/other amenities etc.)? What new products have they added? Why have they done this? How does it help them? Is there any evidence to suggest that this has help increase visitor numbers/gain new customers/bring back repeat customers? Find review sites/news reports and see what they say. Analyse and evaluate in detail. Is there anything new that you would suggest they could do?
* **Diversification –** Have they diversified their product in any way? Do they have any products which are completely different to the main attraction that they are, e.g. special events/exhibitions/accommodation)? How has this helped them develop? ? Is there any evidence to suggest that this has help increase visitor numbers/gain new customers/bring back repeat customers? Find review sites/news reports and see what they say. Analyse and evaluate in detail. Is there anything new that you would suggest they could do?
* **Regeneration –** Is the attraction within a regenerated area or an area which has potential to be regenerated? If so how will/has this helped them? How does it help them? Is there any evidence to suggest that this has help increase visitor numbers/gain new customers/bring back repeat customers? Find review sites/news reports and see what they say. Analyse and evaluate in detail. Is there anything new that you would suggest they could do?

**Funding**

* How is the attraction funded? Look at its accounts page on Companies House, as this will give you a lot of information about where they get their money from. Look at their website and go to the ‘About Us’ page, again this should give you the information needed? Are they funded from external organisations (DCMS, Visit Britain, National Lottery, EU Funding etc, or self funded through visitor income?) Why do they need these income streams? Assess the importance of each of the funding streams that they receive.
* What do they do with the funding they receive? How does this benefit the organisation? Evaluate if they need further funding and if you feel that they are investing back into the business correctly.
* How are businesses currently suffering? Are they using any alternative methods for funding their businesses? Why are they doing this? What would happen if they did not?
* Do they have any alternative funding streams apart from the primary spend? What secondary spending opportunities do they have? Are you able to find out from their company accounts how much this is worth? (think about gift shops, merchandise, venue hire, accommodation opportunities, stalls, events, exhibitions, eateries, parking, etc?).