

# Tourist Attractions in the United Kingdom

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## Abstracts

There was a significant increase in arrivals to the UK in 2013. The legacy of the London 2012 Olympic Games, alongside focused marketing from VisitBritain in Russia, China and Brazil, certainly played a part in this. Additionally, a number of royal events in the second half of the review period, such as the Queen's Jubilee, the royal wedding and the birth of a royal baby all helped to raise the profile of the UK's cultural heritage internationally, as has the worldwide success of the television...

Euromonitor International's Tourist Attractions in United Kingdom report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

**Product coverage:** Tourist Attractions by Category, Tourist Attractions by Channel.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Tourist Attractions market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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