

Highlights from the ALVA Financial Benchmarking Survey

Attractions Performance 2011

Lesley Morisetti

13th October 2011

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ALVA Financial Benchmarking Survey



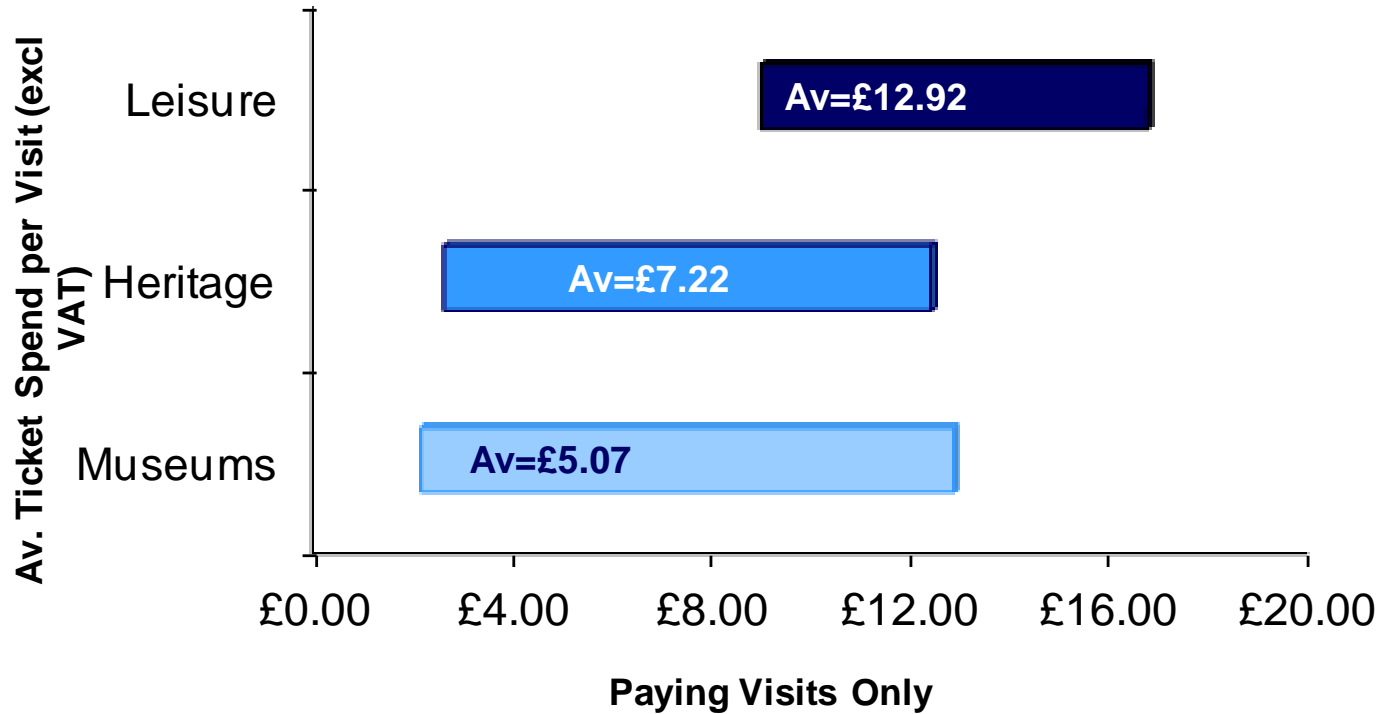
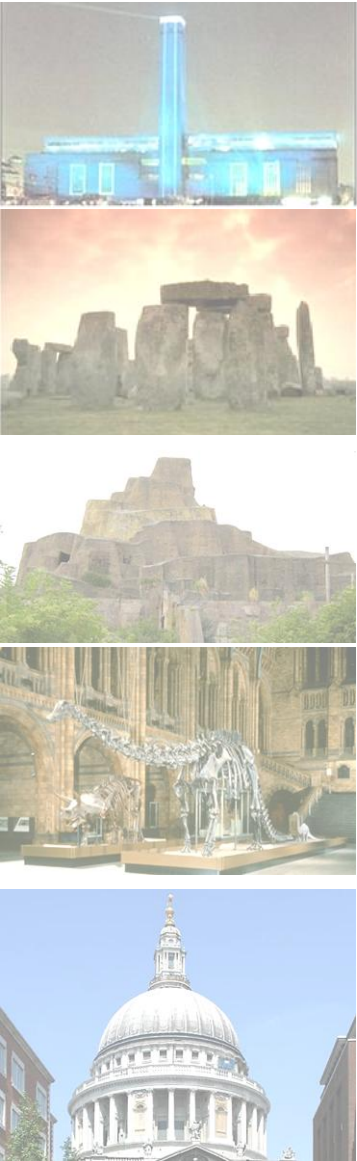
- Measures key business drivers
 - Income
 - Productivity
 - Profitability
- 2010/11 data
- Data shown excluding VAT

ALVA Financial Benchmarking Survey



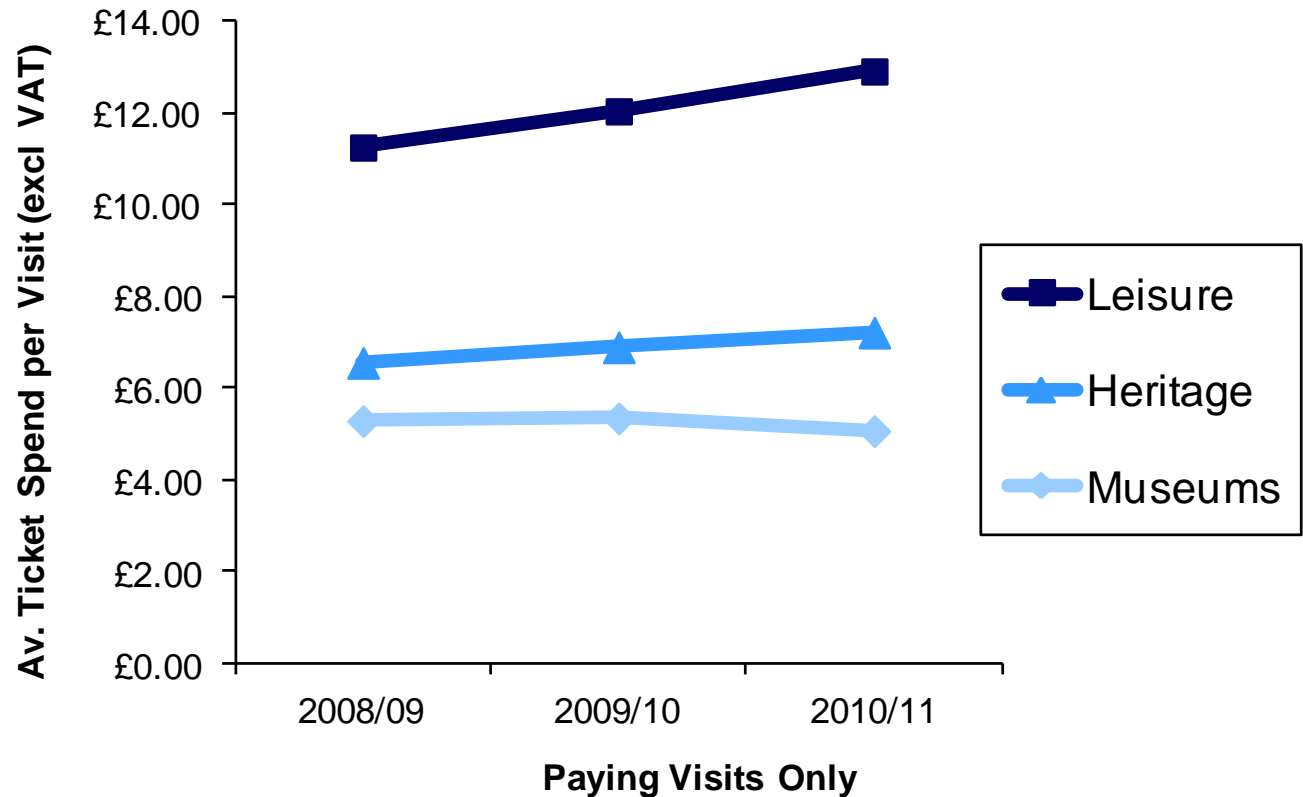
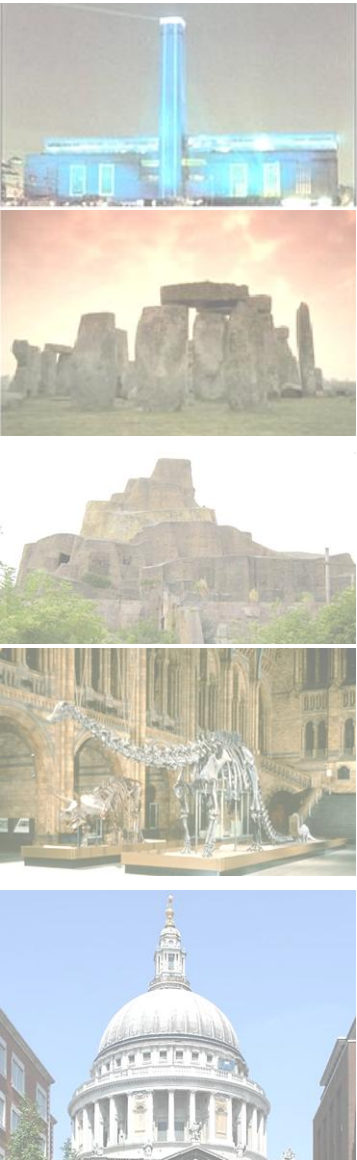
- 16 years & 72 participants
- Sample split to
 - Heritage
 - Museums & galleries
 - Leisure
- Trends based on constant sample

2010/11 Ticket Spend Ranges



Source: LMA; ALVA

Ticket Spend Trends

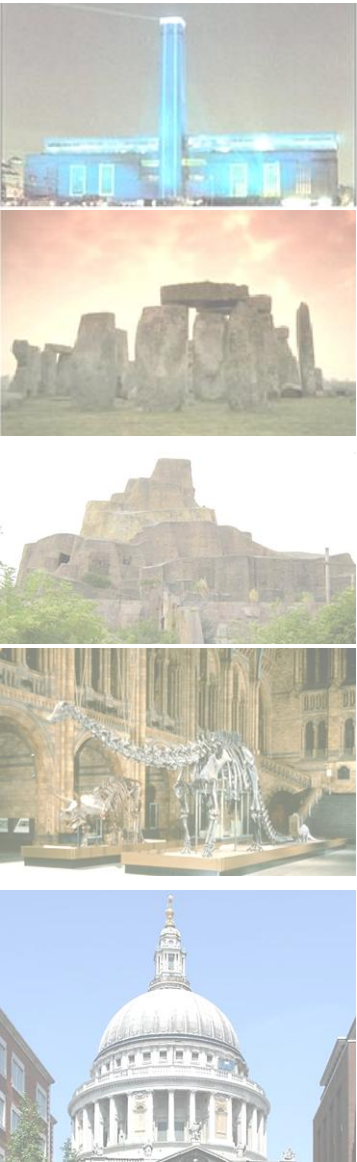


Source: LMA; ALVA

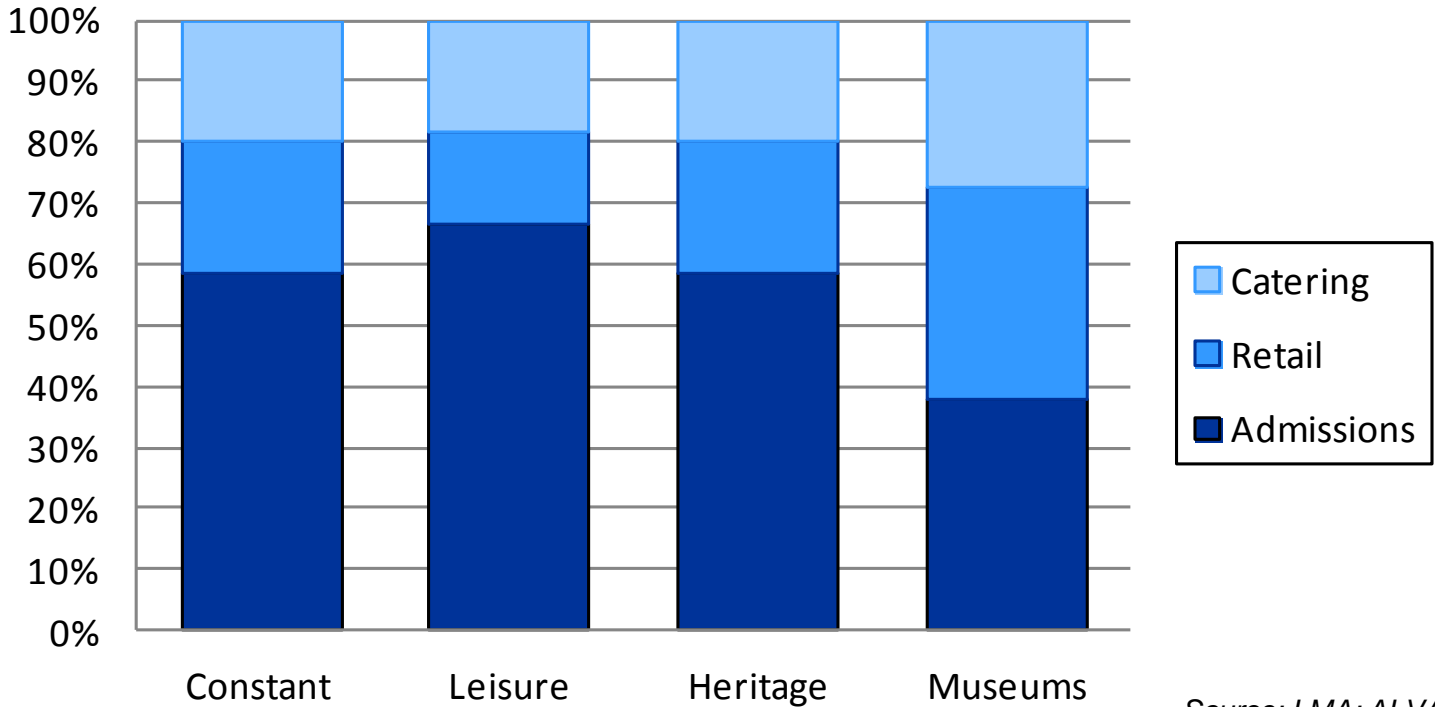
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2010/11 Income Mix



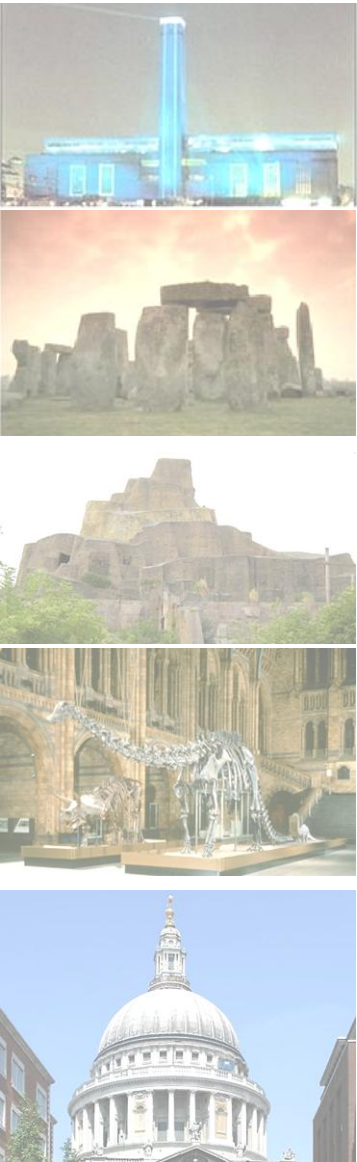
Income Source by Sector 2010/11



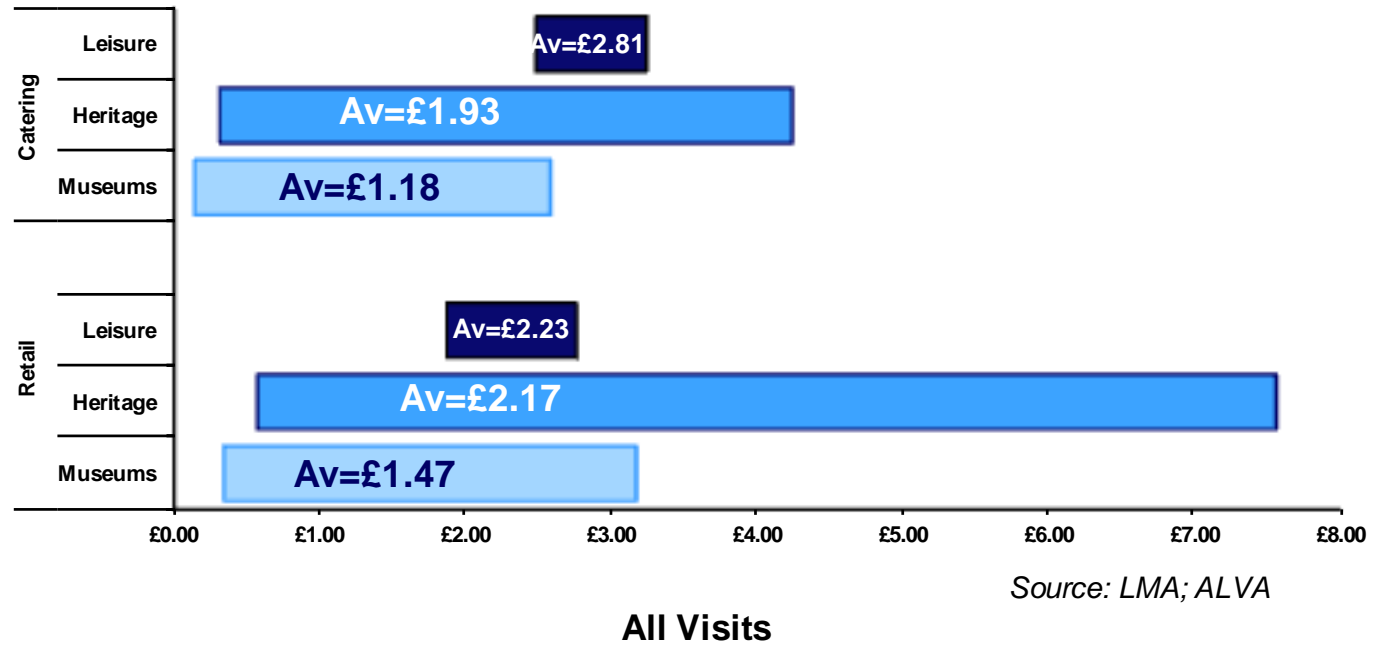
Source: LMA; ALVA



2010/11 Secondary Spend Ranges



Av. Secondary Spend per Visit (excl VAT)

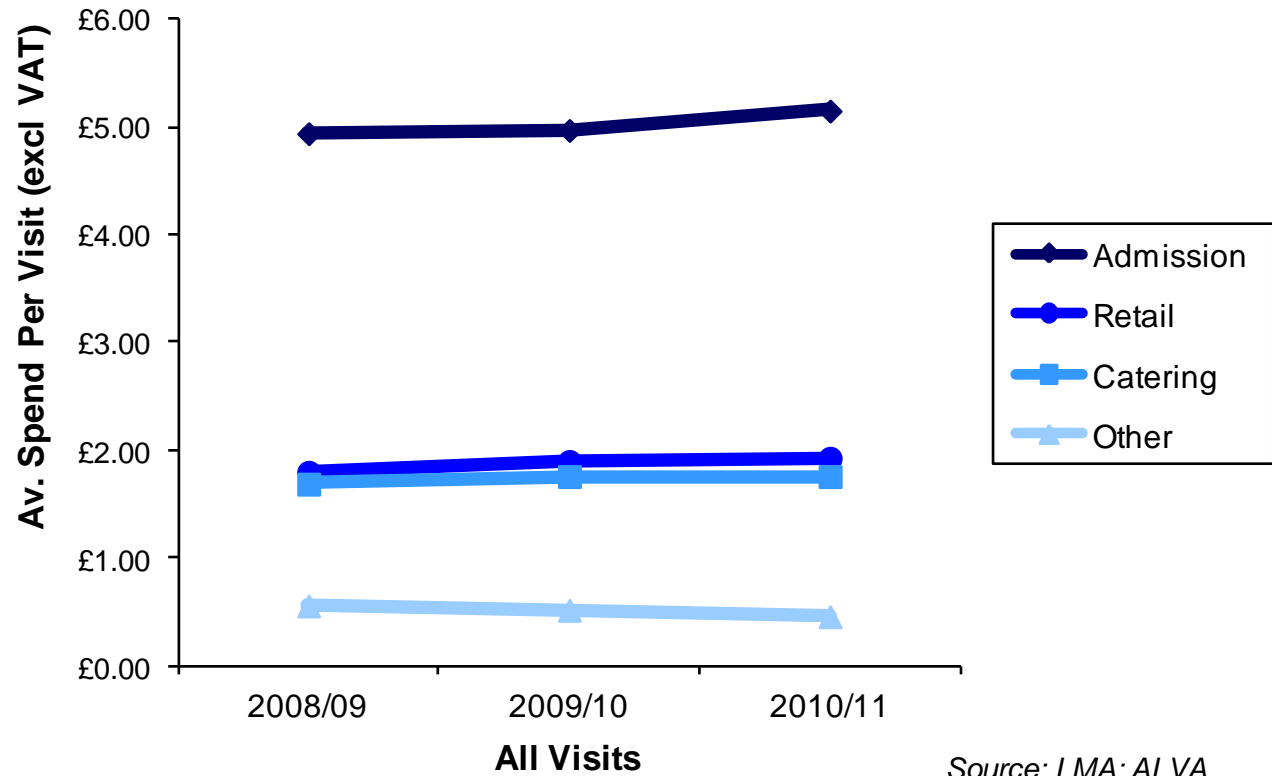
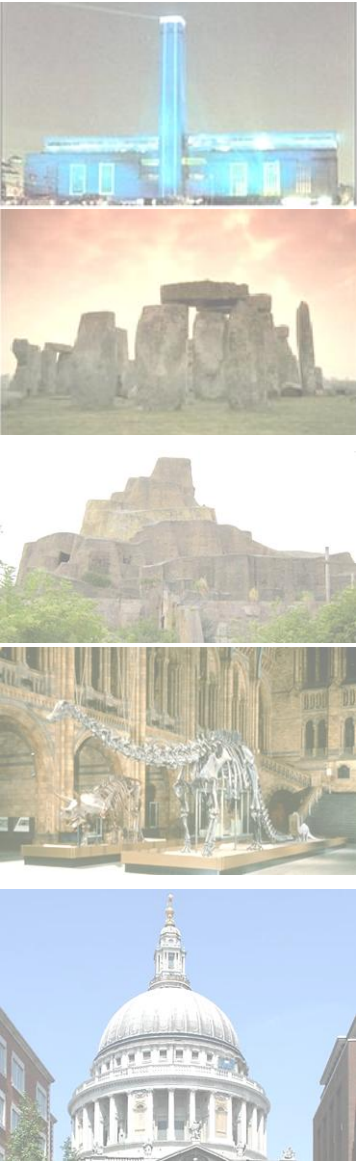


Source: LMA; ALVA

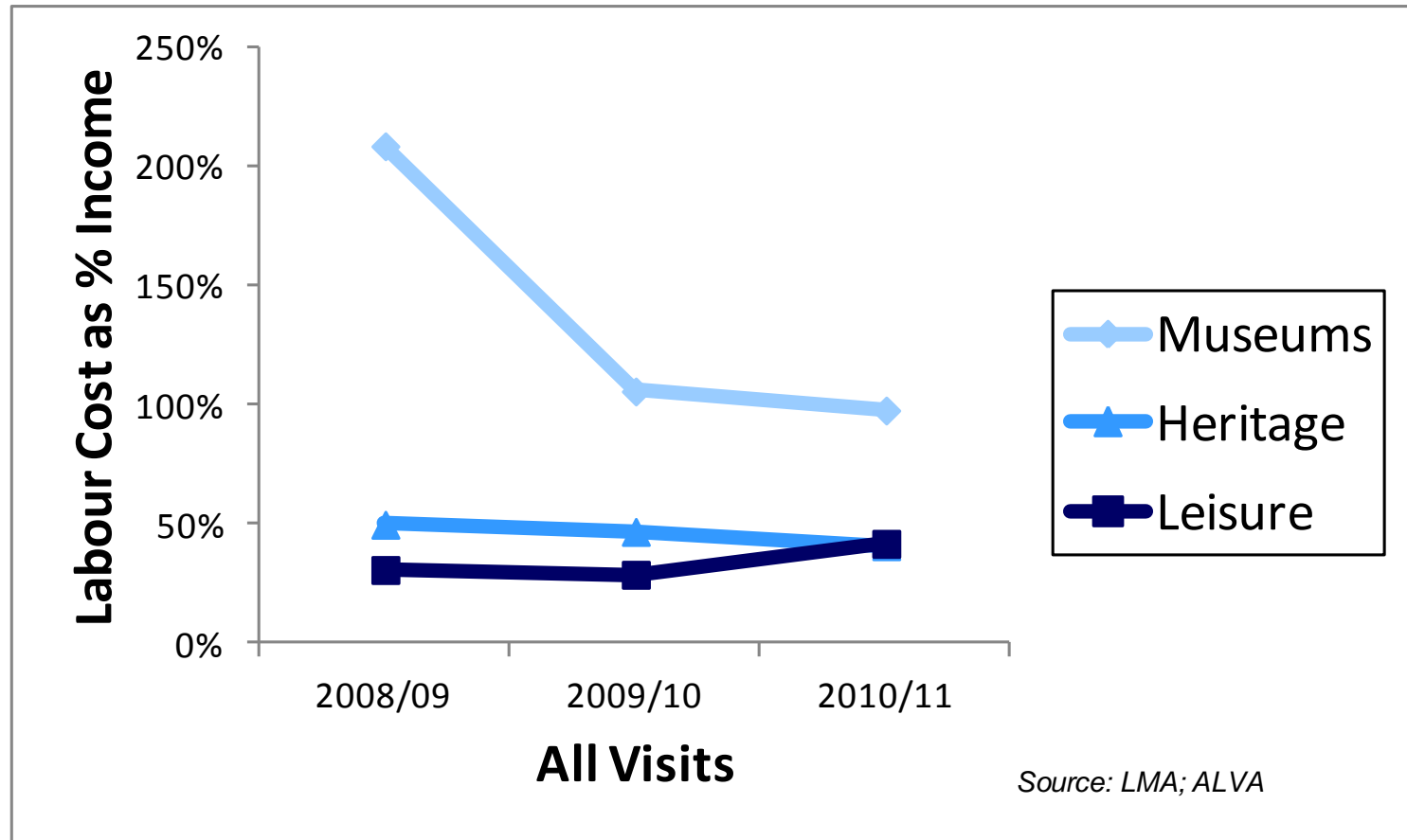
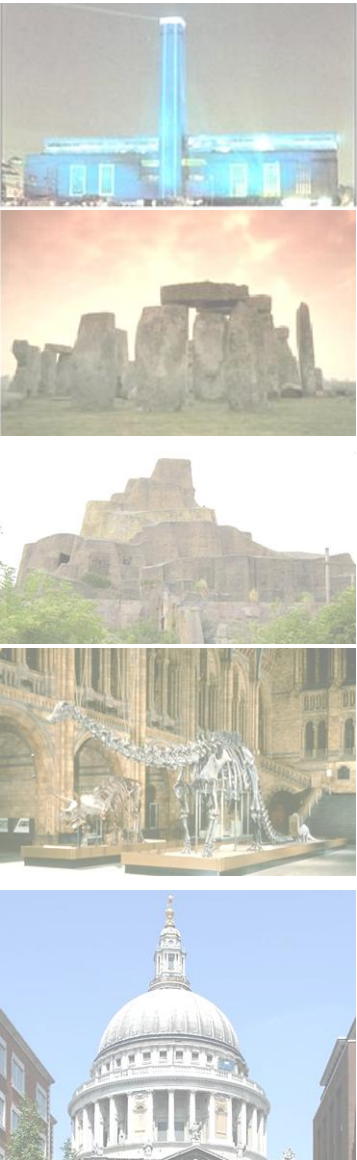
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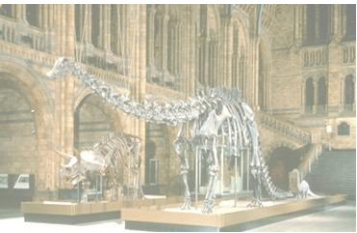
Ticket and Secondary Spend Trends



Labour Costs as % of Income Trends



2011 ?



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