

Money can't buy me love

Lennon-McCartney (1964)

VAC October 2011

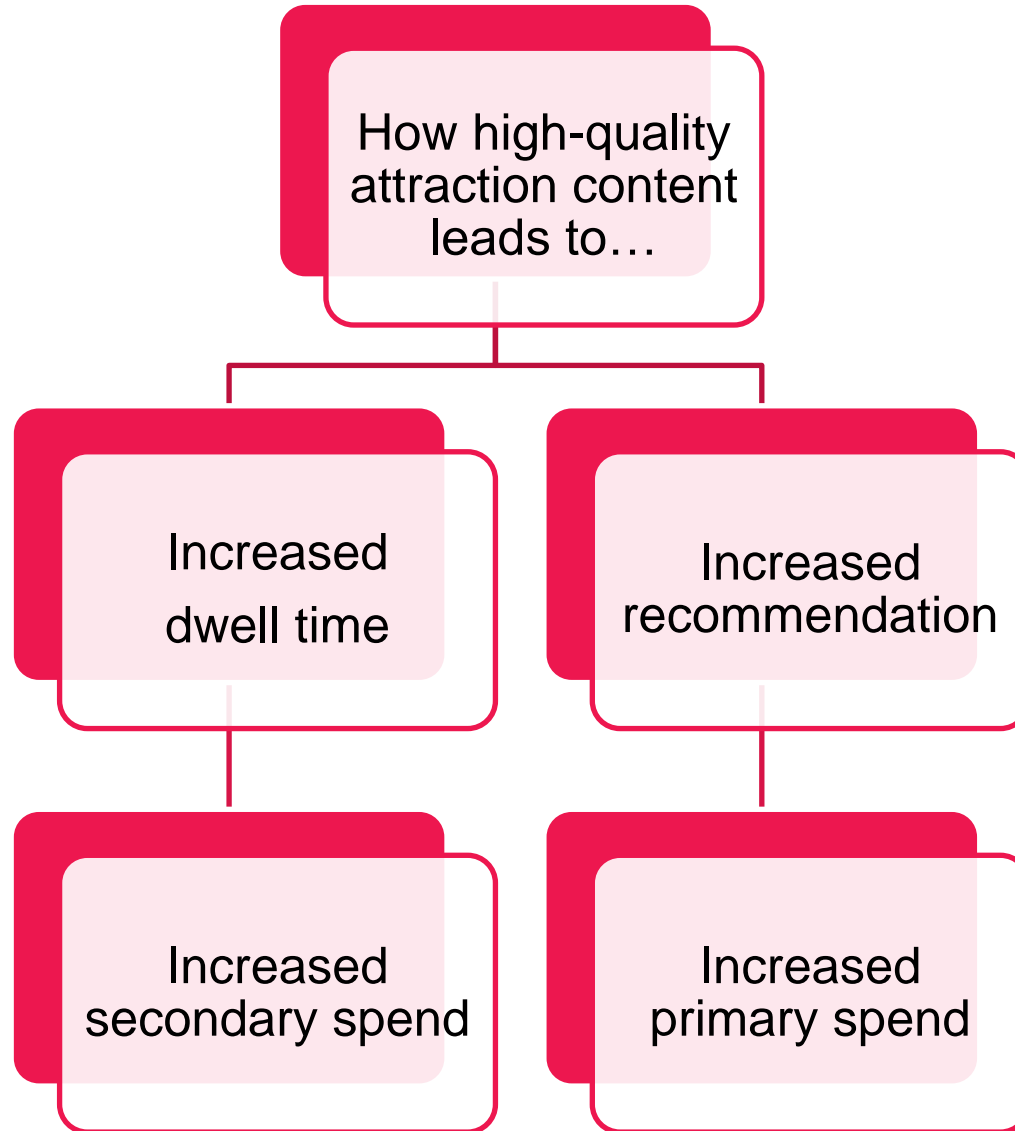


Let's see...

Money can't
buy me love

But can love
bring you
money?

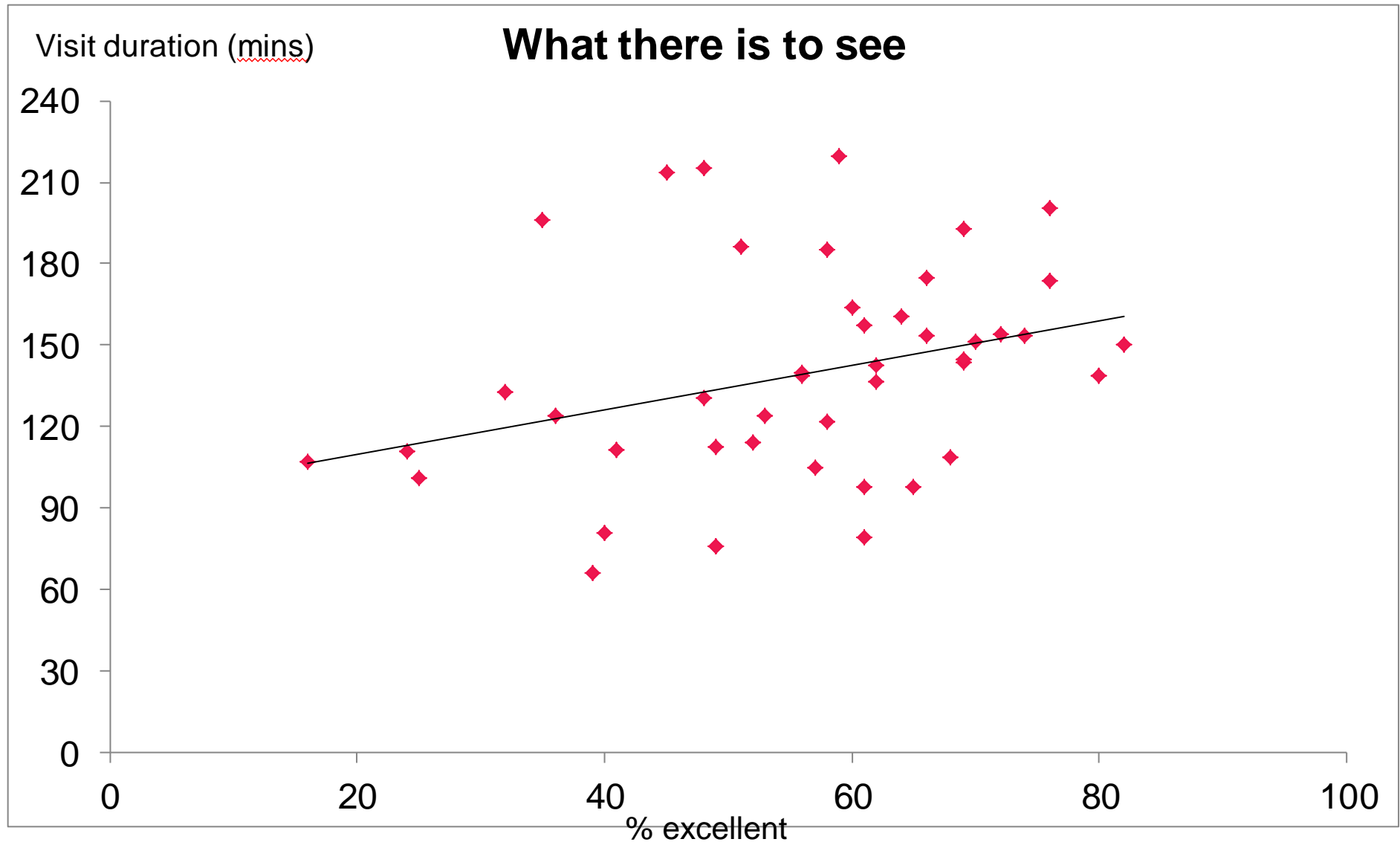
Let's look at how...



So how does this work?

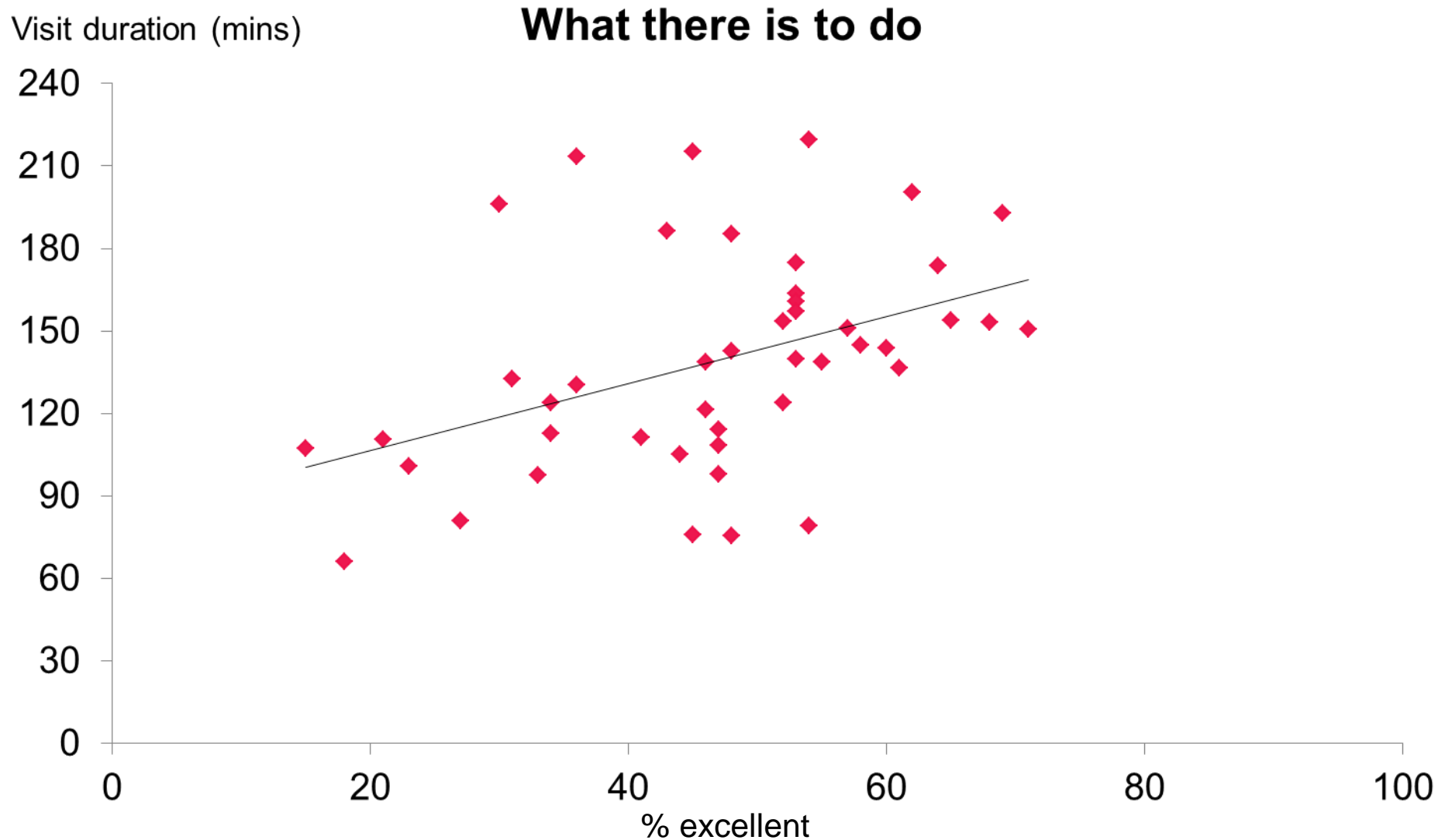
The quality of what there is to do or see at attractions tends to increase visit duration.

Adding 10 points to the “what there is to see” score adds about 8 minutes to the visit duration



Source: ALVA Quality benchmark 2010-11. Sample size 13,547

Adding 10 points to the “what there is to do score” adds about 12 minutes to the visit duration

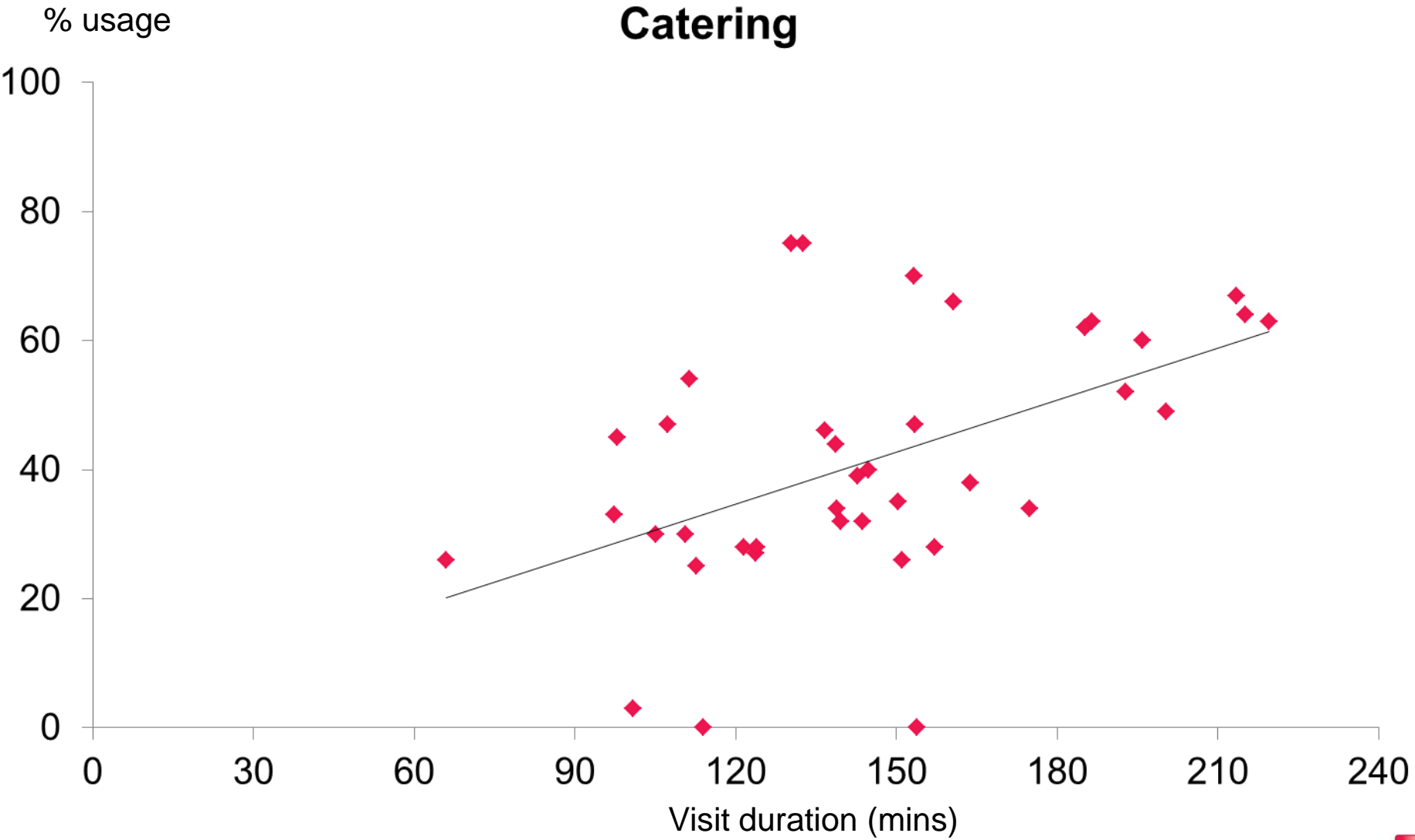


Source: ALVA Quality benchmark 2010-11. Sample size 13,547

So...

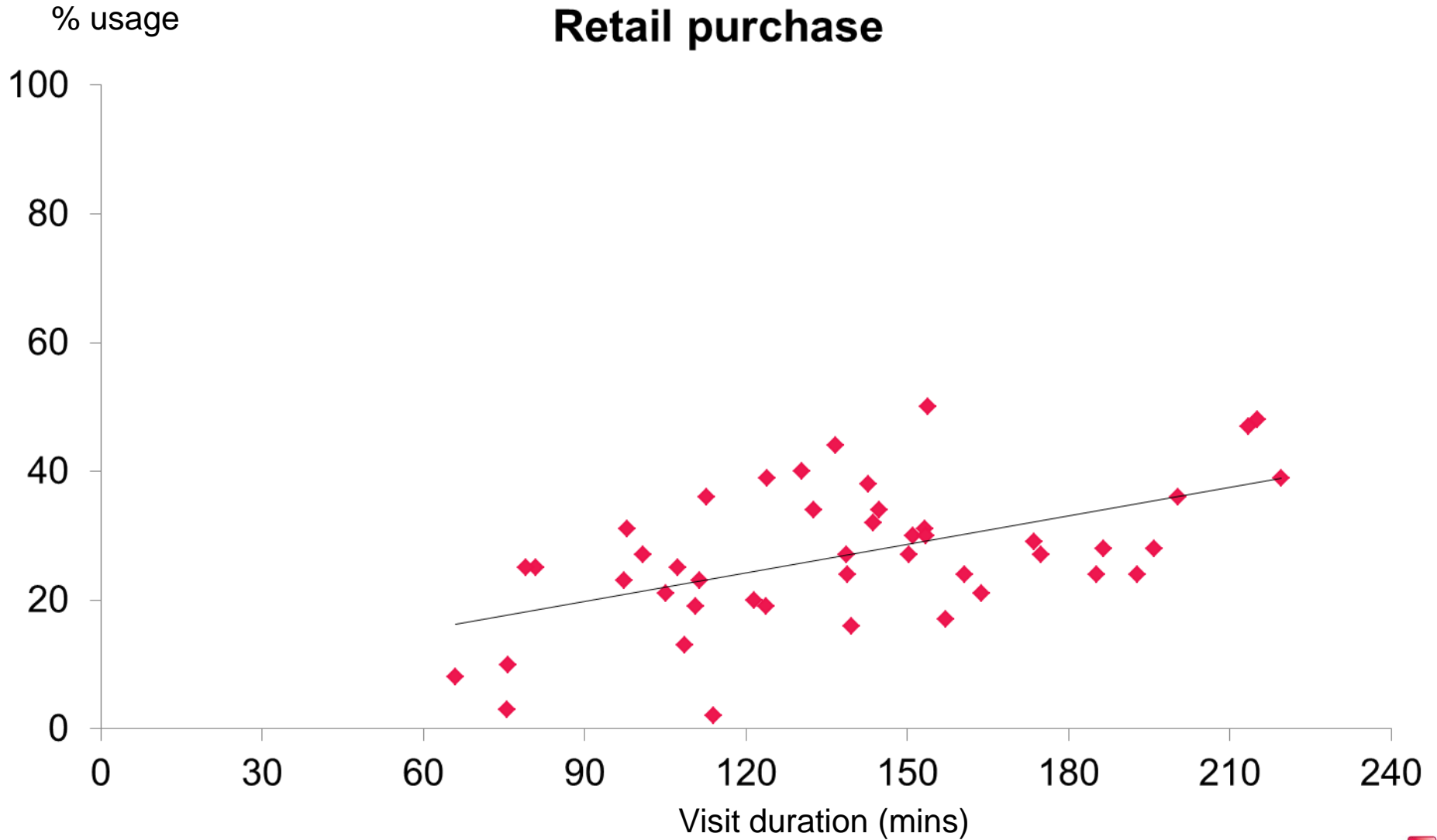
Increasing visit duration
adds to use of catering and
to a lesser extent to retail.

As visit duration increases catering use increases too...

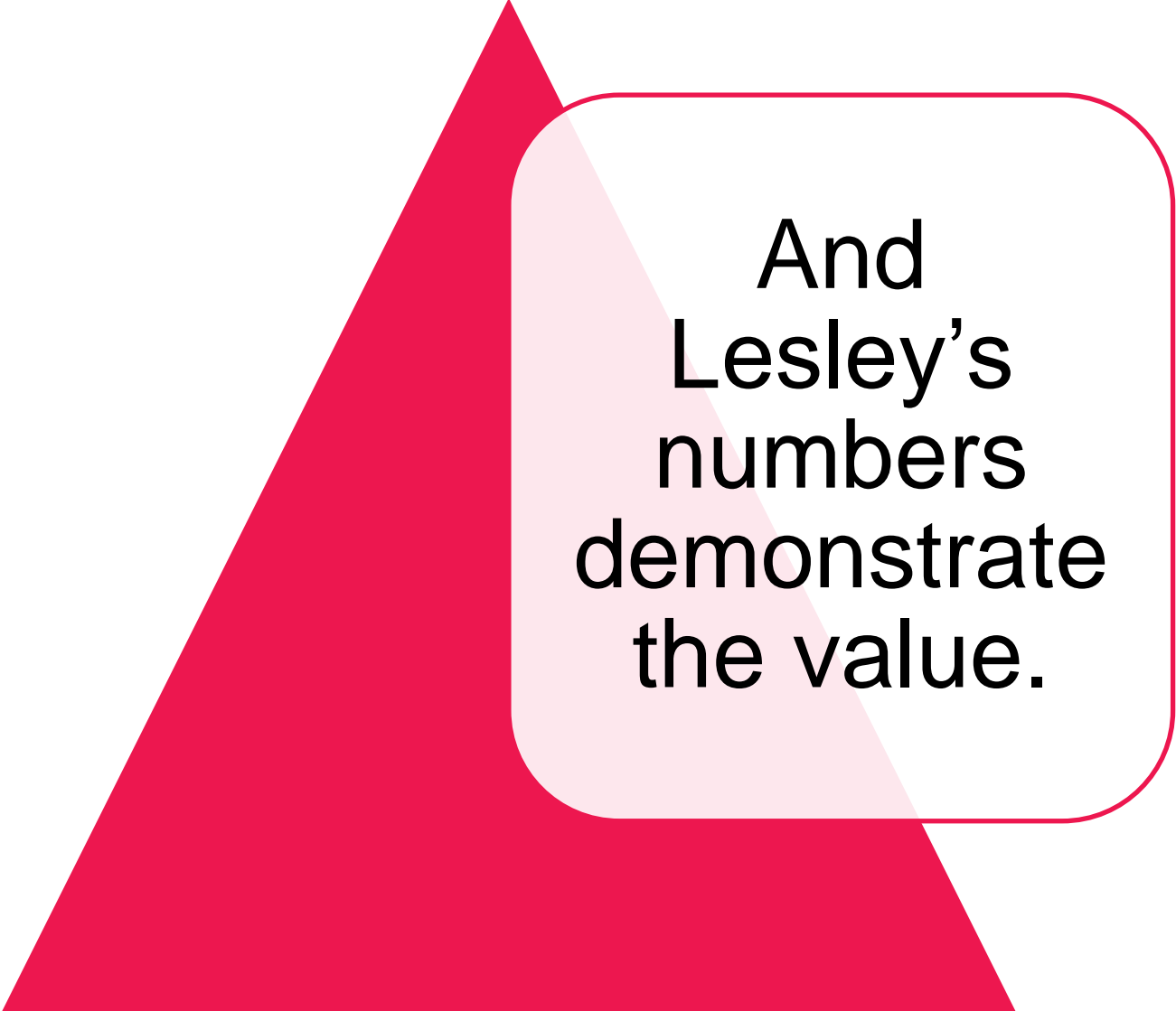


Source: ALVA Quality benchmark 2010-11. Sample size 13,547

... as to a lesser extent does retail purchase



Source: ALVA Quality benchmark 2010-11. Sample size 13,547



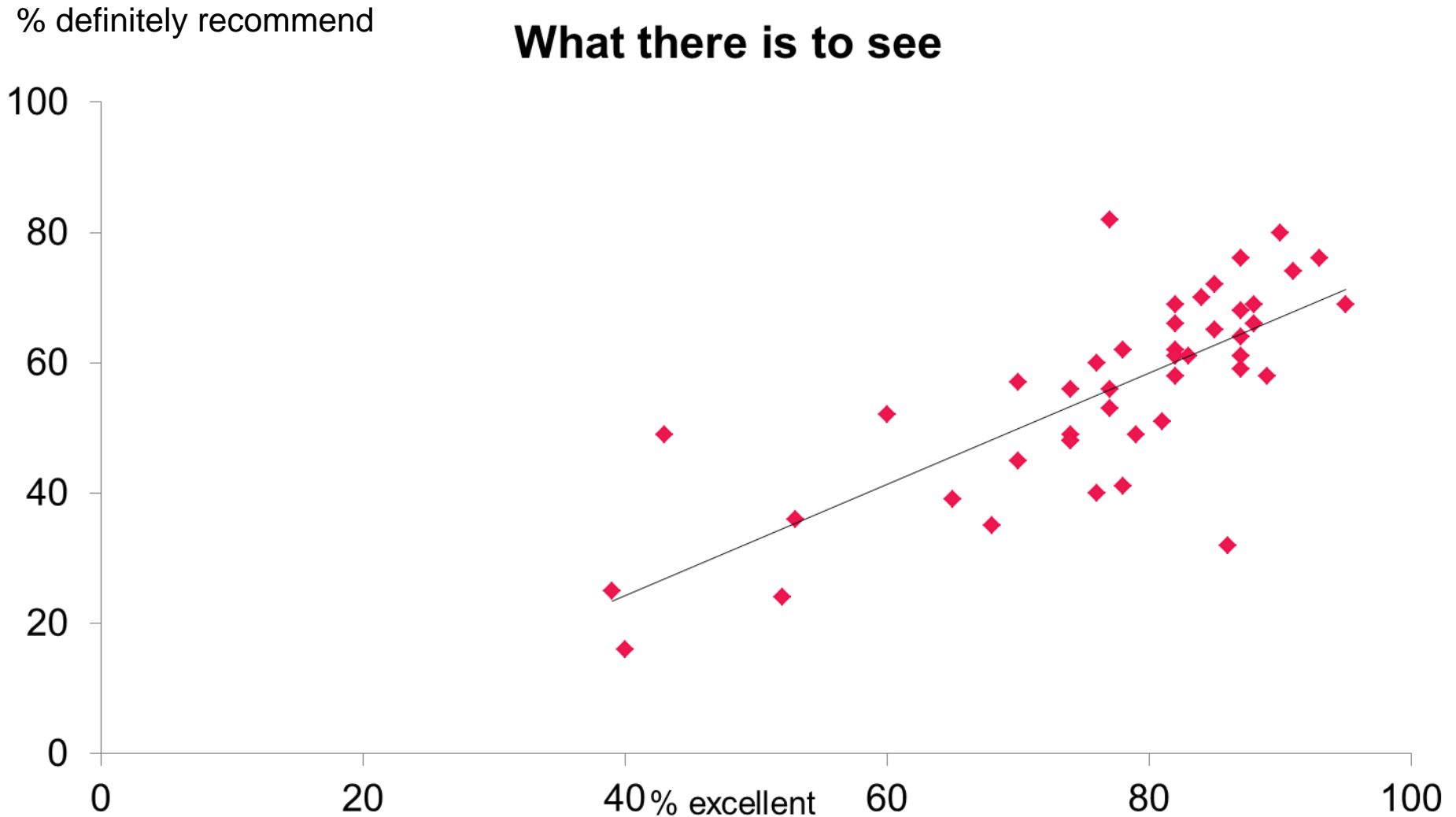
And
Lesley's
numbers
demonstrate
the value.

And so to recommendation...



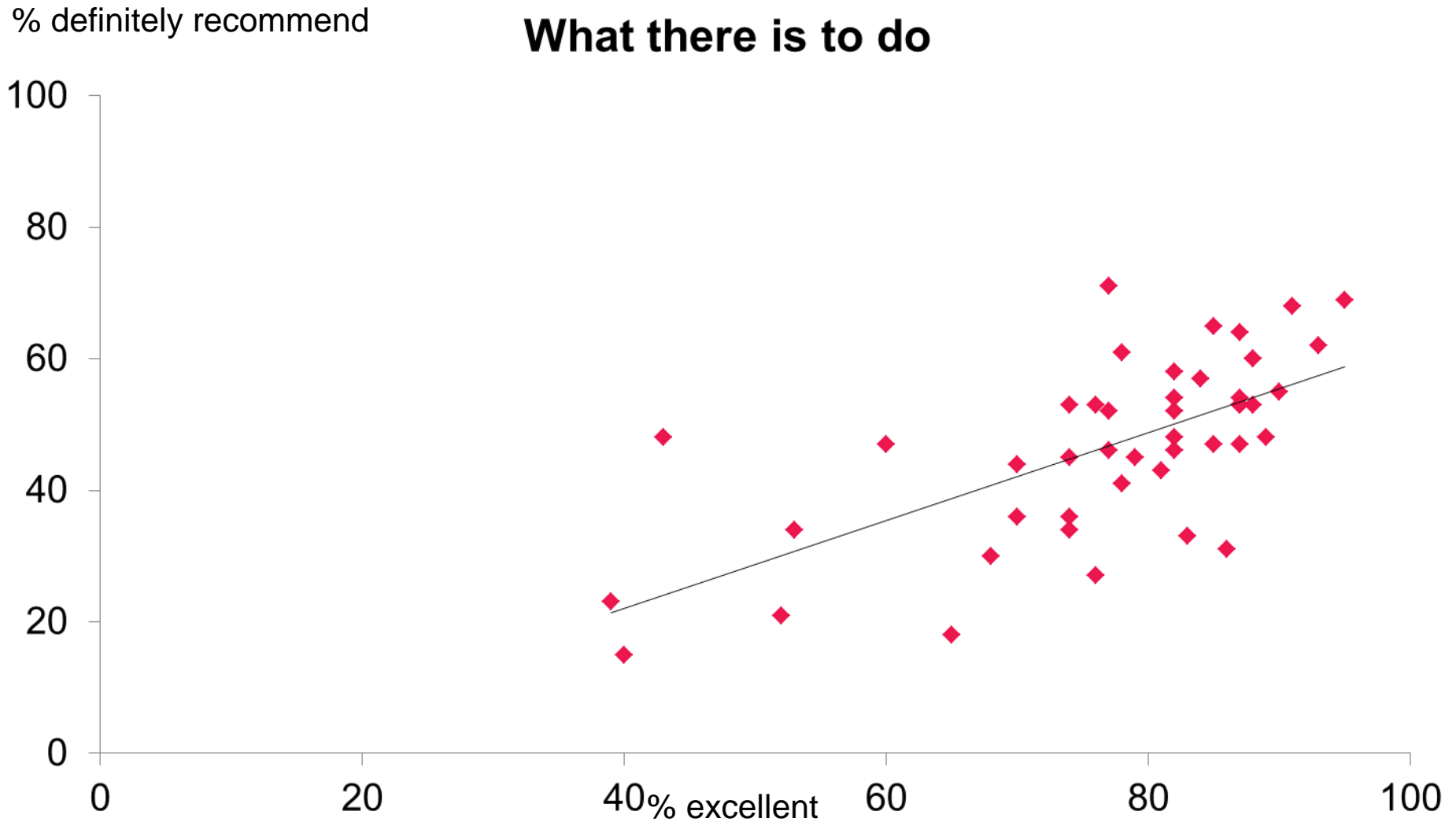
But there is a
further pay-off

Likelihood of recommendation increases with enhanced scores on “what there is to see”




Source: ALVA Quality benchmark 2010-11. Sample size 13,547

Likelihood of recommendation increases with enhanced scores on “what there is to do”



Source: ALVA Quality benchmark 2010-11. Sample size 13,547

Value of recommendation



For most sites
recommendation
and the website
vie for being the
most important
influence of
visiting.

So can love bring you money?



Oh yeah

Oh yeah

And finally...



*Congratulations
to Sir Paul and
Nancy*

For further information...

Meet us on our stand at VAC 2011 today



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