Visitor Attractions Website Survey.

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merac.

The only digital performance benchmark for the visitor attractions industry.

Now in its fourth year, the Visitor Attraction Website Survey remains the only digital performance study built specifically for the attractions sector. It offers a clear picture of how websites are really performing, not compared to airlines or hotels, but to peers across museums, theme parks, heritage sites and cultural destinations.

This report combines exclusive survey data from over 1000 attractions with expert insights into improving website performance, guest conversion and online visibility.

Whether you're a single-site museum or part of a global brand portfolio, you'll find clear, actionable guidance that's tailored to your world.

What you'll find inside:

- Real-world benchmarks on speed, usability, conversion and engagement

- Sector-specific trends in mobile, sustainability, accessibility and AI

- Opportunities to remove friction and increase digital ROI

- Insights into what your peers are doing and where you can stand out

A big thank you

To everyone who took part. Your input makes this report possible and continues to push the sector forward. Together, we're building a clearer, more connected digital future for the attractions industry.

What's new.

This report is our most ambitious yet. With over 60% more responses than the previous edition, we've expanded the scale of our research and sharpened the focus, delivering deeper insights into what truly influences online performance.

Our fourth edition is built entirely around the UK and Ireland, with 16% of responses coming from the Republic of Ireland, making it our most geographically focused and relevant study to date.

Hearing directly from visitors

In partnership with research specialists Decision House, we've added some new consumer research to our dataset bringing the voice of the visitor directly into the conversation.

This research explores:

- Where users encounter friction or confusion

- How trust and layout impact purchasing decisions

- The real-world consequences of slow load times and complex checkouts

For the first time, benchmarking data is combined with behavioural insight giving you the context behind the clicks and the clarity to act.

A closer look at digital sustainability

- With rising concern over the environmental impact of digital, we've assessed:

- Homepage load speed

- Website energy consumption

- Estimated carbon emissions

We've used industry-recognised tools such as Website Carbon and Ecograder to analyse performance across the sector, helping attractions take meaningful, measurable steps toward a more sustainable digital future.

Summary.

Website performance needs closer attention

While many operators believe their sites are fast, independent testing revealed that over 50% took between 10 and 20 seconds to load.

Visitors expect faster with nearly half expecting pages to load in under two seconds and 40% will leave if it takes more than three.

Mobile-first is no longer optional

Most website traffic now comes from mobile, and performance on mobile devices is improving. This is a positive trend, but mobile optimisation must remain a priority to support conversion.

Testing is improving, but still inconsistent

Fewer attractions report never testing their website, which is encouraging. However, 23% still admit to not testing at all, missing easy opportunities to improve guest experience and fix common issues.

AEO is rising in relevance

With search behaviour evolving, Answer Engine Optimisation (AEO) is becoming essential. Attractions that provide clear, structured answers to guest questions are more likely to be found, trusted and booked.

Museums dominated the response group

Museums made up the largest share of respondents, with ten times more submissions than in our previous edition. While insights are relevant across the sector, this year's results may reflect the priorities of cultural venues more strongly.

Booking and CMS platforms show little change

With large multi-site operators removed from the dataset, results around booking systems and CMS choices remained relatively stable. WordPress continues to lead the CMS space, and Shopify remains the top ecommerce platform.

Online retail still lags behind ticketing

Gift shop ecommerce adoption remains limited. Many attractions rely on their booking system for retail, not because it's ideal, but because it's available.

For those ready to improve, the Skip the Queue Playbook offers actionable advice.

Read here >

The visitor's voice adds new depth

For the first time, the report includes insight from over 1000 UK visitors, showing what really matters in the digital journey, from transparency and speed to family planning tools and accessibility.

See The Visitor Viewpoint section for details

Read the full report here >
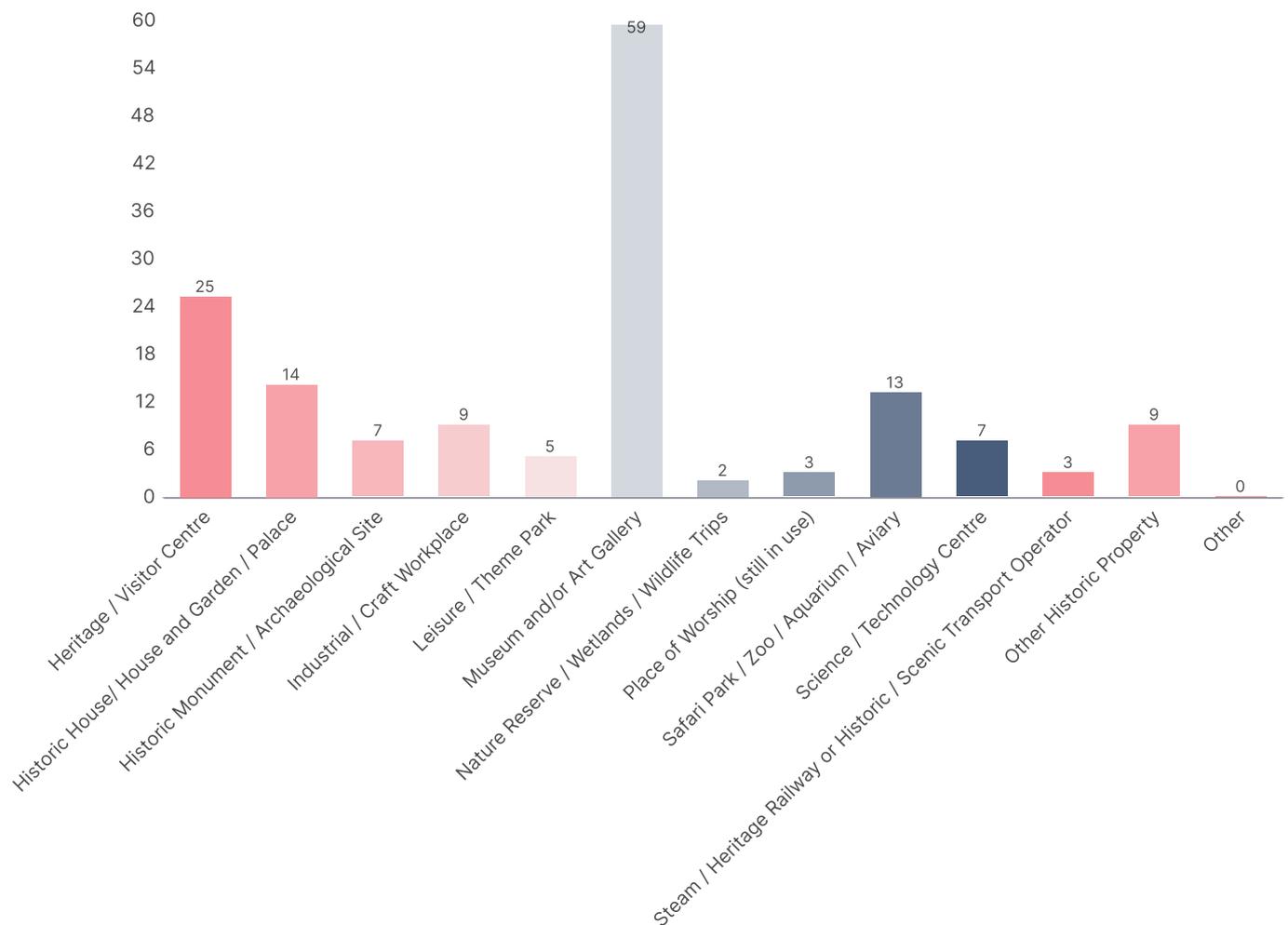
Who took part?

This year's survey saw a strong response from museums and cultural venues, with ten times more museums participating than in our previous edition.

While the balance of attraction types has shifted, the insights remain relevant across the sector.

From digital performance to guest conversion, many of the trends and recommendations apply regardless of size, theme or visitor profile.

Use the data to benchmark against your peers and spot broader opportunities to improve.

Responding Attractions by Type

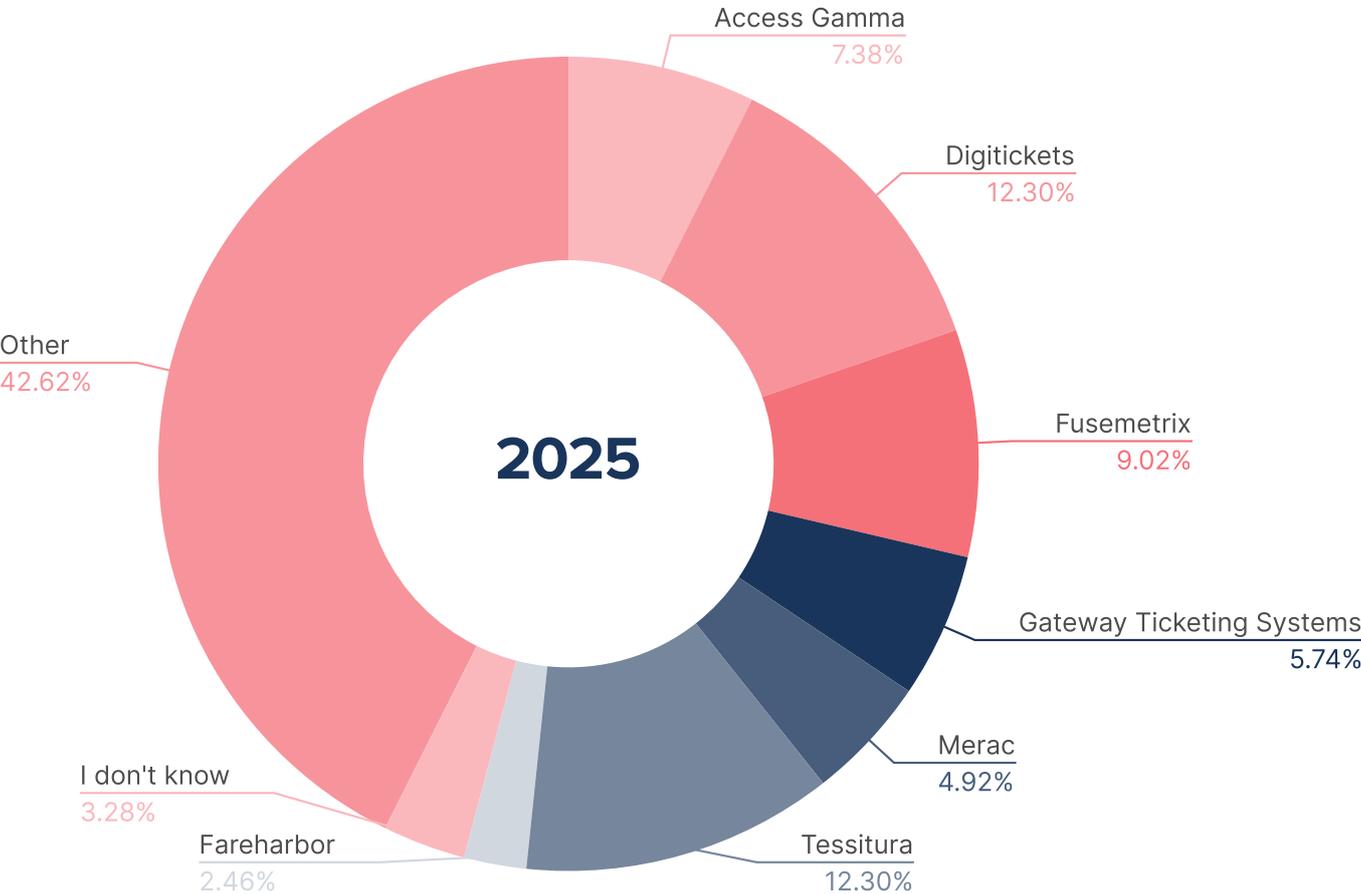| Attraction Type	Count
Heritage / Visitor Centre	25
Historic House/ House and Garden / Palace	14
Historic Monument / Archaeological Site	7
Industrial / Craft Workplace	9
Leisure / Theme Park	5
Museum and/or Art Gallery	59
Nature Reserve / Wetlands / Wildlife Trips	2
Place of Worship (still in use)	3
Safari Park / Zoo / Aquarium / Aviary	13
Science / Technology Centre	7
Steam / Heritage Railway or Historic / Scenic Transport Operator	3
Other Historic Property	9
Other	0

Booking Technology.

In our previous edition, we included harvested data from a few large multi site operators. While valuable, this significantly skewed the overall results.

To ensure a more balanced and representative picture this time, we've chosen not to include harvested data in this year's analysis.

With that adjustment, the results around booking technology adoption are relatively static, suggesting that while change is happening in some areas, the broader landscape has remained steady.
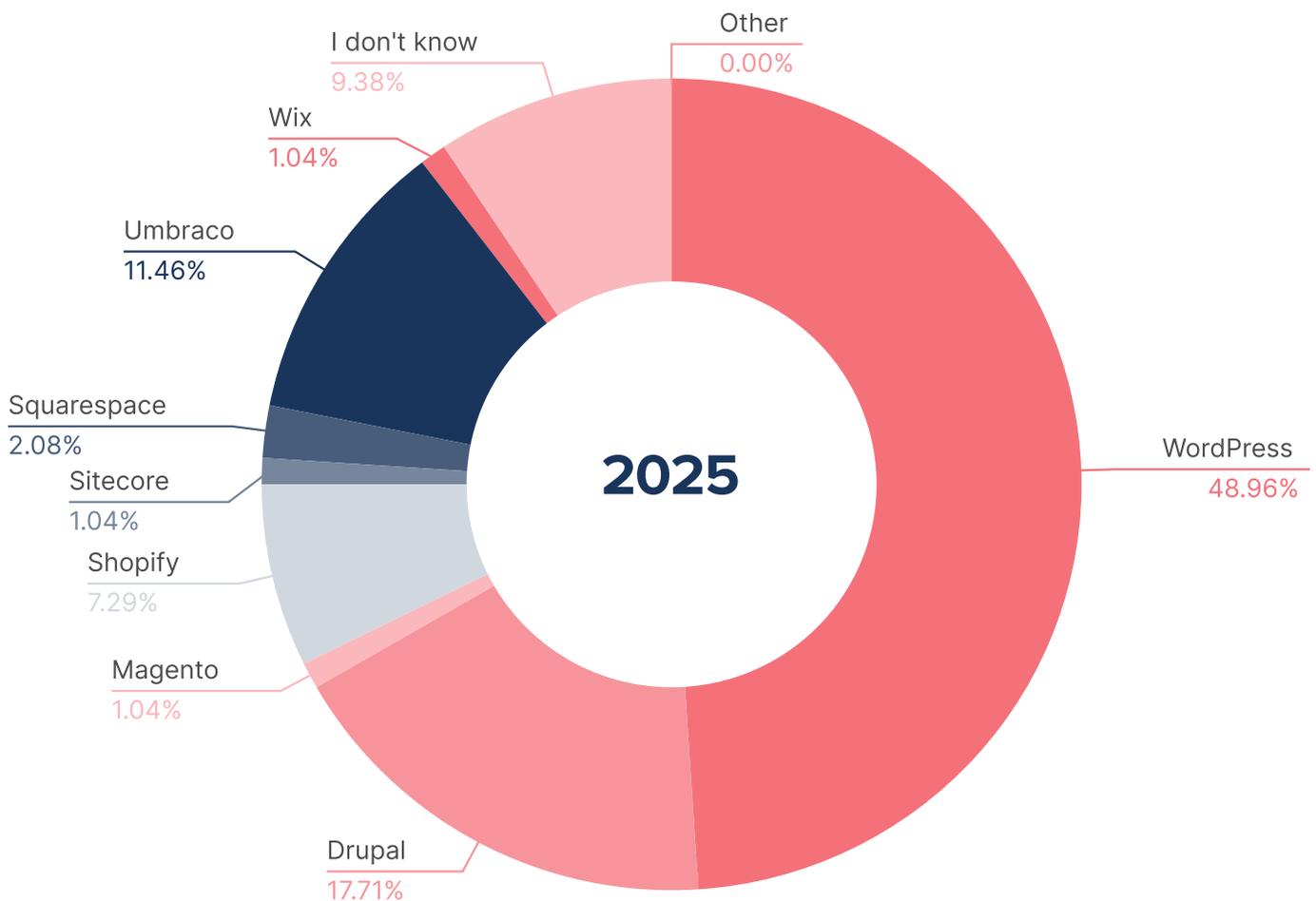
Access Gamma
7.38%

Digitickets
12.30%

Fusemetrix
9.02%

Gateway Ticketing Systems
5.74%

Merac
4.92%

Tessitura
12.30%

Fareharbor
2.46%

I don't know
3.28%

Other
42.62%

2025

CMS Technology.

As with booking platforms, last year's CMS results were influenced by responses from large multi-site operators, which skewed the overall picture.

With those now removed, we see a more balanced view and a familiar pattern. WordPress remains dominant, powering close to 50% of respondent websites.

One notable change: Adobe Experience Manager, which accounted for 19% of responses in the previous edition, didn't appear at all. Given Adobe's continued presence in the market, this reflects the change in respondent profile, with fewer large multi-site operators represented, rather than a major shift in platform usage.
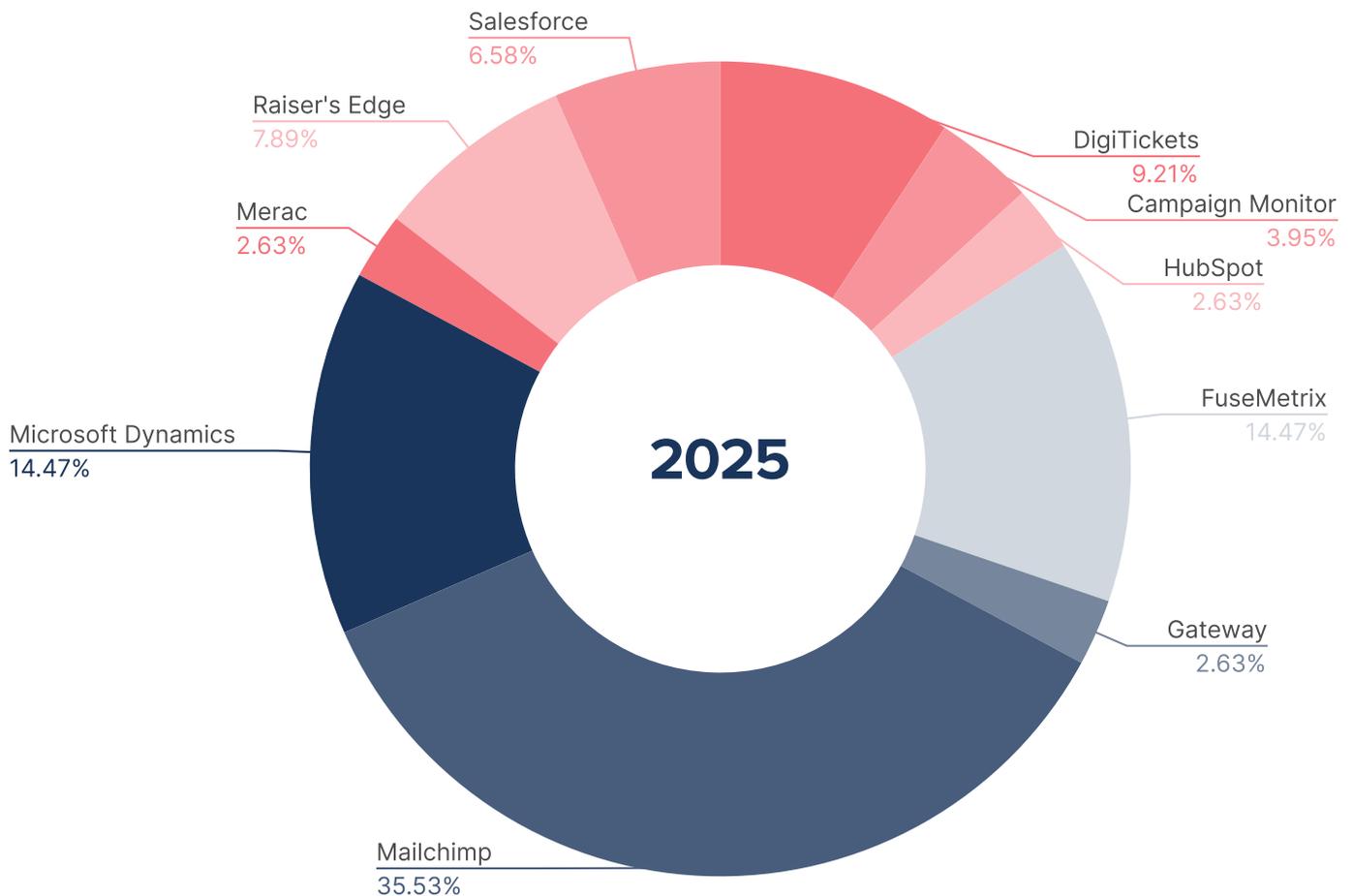

2025

- Other 0.00%
- I don't know 9.38%
- Wix 1.04%
- Umbraco 11.46%
- Squarespace 2.08%
- Sitecore 1.04%
- Shopify 7.29%
- Magento 1.04%
- Drupal 17.71%
- WordPress 48.96%

CRM Technology.

CRM remains one of the most inconsistently defined areas in the survey and that continues to impact the results.

This year, many respondents have referred to email marketing platforms as their CRM, blurring the line between campaign tools and true customer relationship management systems.

Compared to our previous edition, Salesforce usage has dropped significantly. As with other tech categories, this shift is likely due to a change in respondent profile, with fewer large multi-site operators represented in this year's results.

Salesforce
6.58%

Raiser's Edge
7.89%

Merac
2.63%

Microsoft Dynamics
14.47%

Mailchimp
35.53%

DigiTickets
9.21%

Campaign Monitor
3.95%

HubSpot
2.63%

FuseMetrix
14.47%

Gateway
2.63%

2025

E-commerce Platforms.

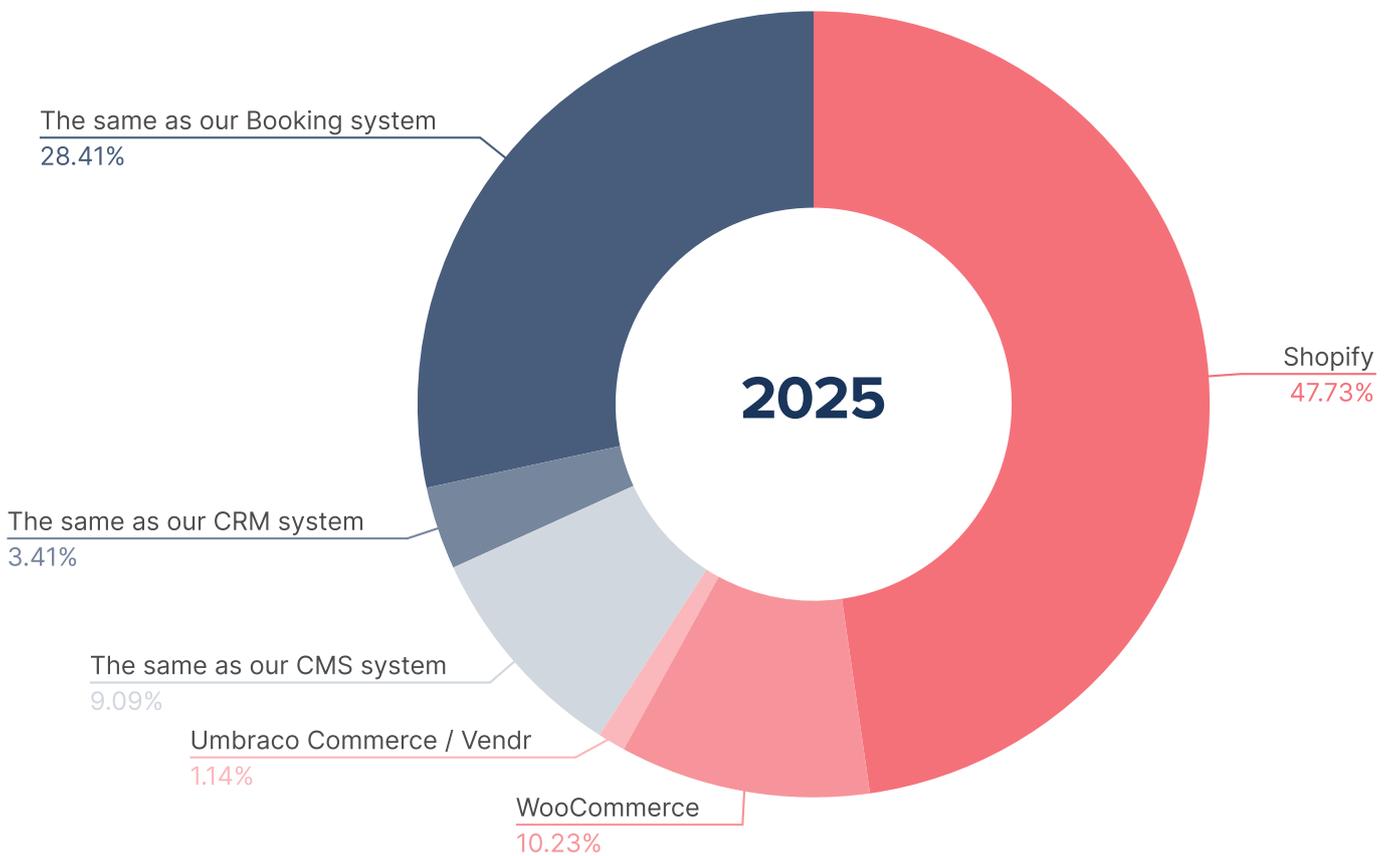**Online retail is still lagging far behind ticket sales in the visitor attractions sector.**

Shopify continues to lead the way as the most widely used platform, with a notable number of attractions also using their booking system to power online retail.

However, the data suggests this is less about capability and more about limited alternatives.

Many booking systems weren't built for retail but in the absence of better options, they're being stretched to fit.

If you're looking to improve your online retail experience, the Skip the Queue Playbook is packed with practical tips and ideas.

Read now >

The same as our Booking system
28.41%

The same as our CRM system
3.41%

The same as our CMS system
9.09%

Umbraco Commerce / Vendr
1.14%

WooCommerce
10.23%

2025

Shopify
47.73%

Website Traffic.

This year's results show a similar pattern to our previous edition, with 43% of attractions reporting fewer than 20,000 unique monthly website visitors.

To put that into context, HubSpot's 2023 web traffic report found that 46% of websites across industries report up to 15,000 monthly visitors, suggesting that lower volumes are not unusual, even outside the attractions sector.

Traffic levels vary widely depending on seasonality, size and marketing activity. The most important thing is to understand your own baseline, so you can measure the impact of improvements to content, SEO, and user experience over time.

Unit: %

-•- Unique Visitors
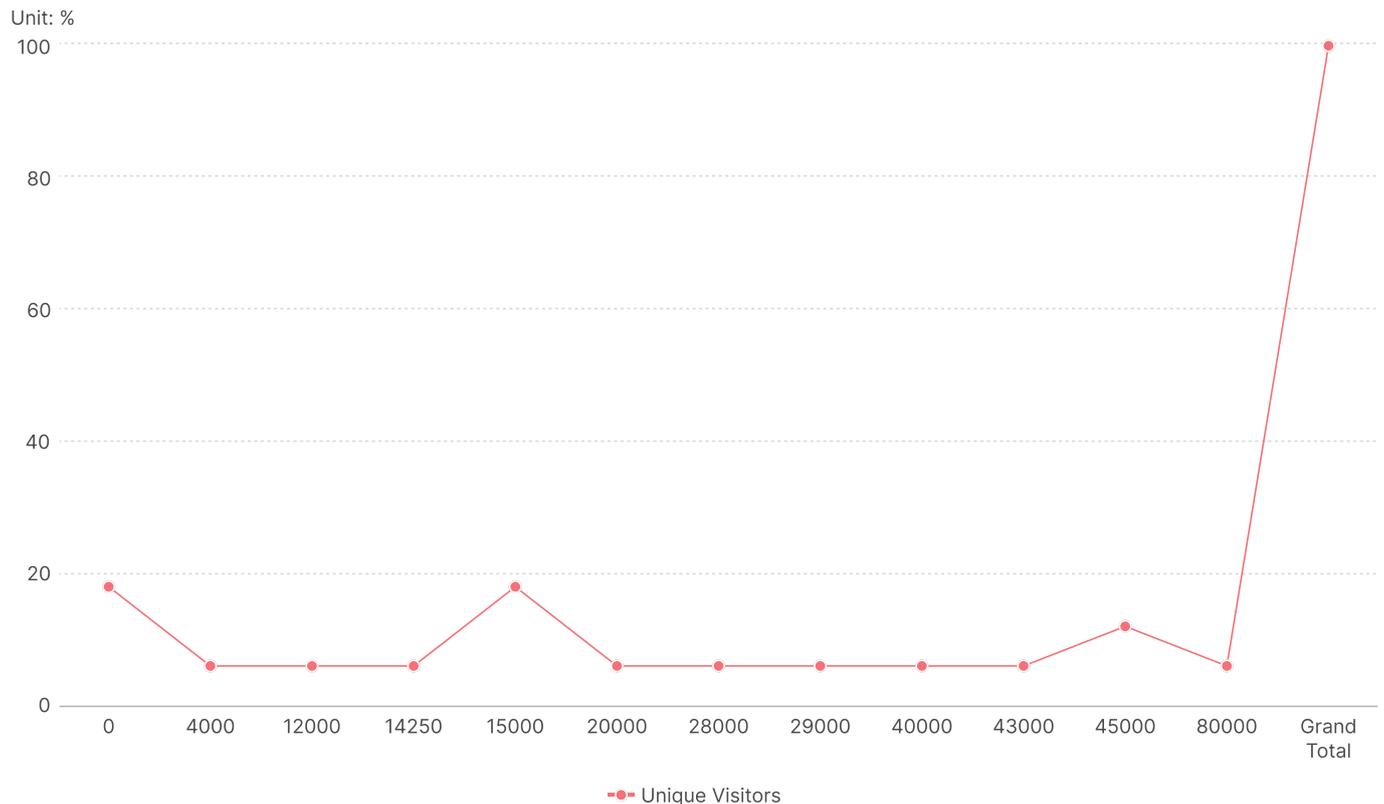
Are you ready for the future of search?

Understanding Answer Engine Optimisation (AEO)

Search is evolving. Guests are no longer just browsing keywords, they're asking specific, intent-driven questions through voice assistants, AI tools like ChatGPT and search engine features like Google's featured snippets.

Answer Engine Optimisation (AEO) helps your attraction show up with the right answer at the right moment, even before someone clicks on your site.

Instead of focusing purely on page rankings, AEO is about providing clear, trustworthy answers to the questions your guests are already asking.

If you're not doing it, someone else (or AI might and they could get it wrong.

By taking ownership of your answers, you reduce friction, build trust and move guests closer to booking. It's one of the smartest ways to future-proof your digital presence.

How to Optimise Your Content for Answer Engines.

1. Optimise for real guest questions

Check your FAQs, DMs, TripAdvisor reviews and customer service logs. What do people keep asking?

Think:

"Can I bring food?"

"Is it accessible for wheelchairs?"

"Is this attraction suitable for toddlers?"

Create or update content to answer these clearly.

2. Use simple Q&A formatting

Structure pages using headings like "Can I bring my dog?" followed by short, well-written answers. This helps AI tools, search engines and people find the info fast.

3. Add schema markup

Use structured data (schema.org) for things like FAQs, opening times, pricing, and events. It makes your content easier for Google, Bing, and AI tools to understand and surface.

4. Be the answer everywhere

Don't rely solely on your website. Keep your Google Business Profile, social bios, and key third-party listings consistent and up to date.

5. Start small and scale

Pick five high-impact questions and optimise those first. Track whether they show up in featured snippets or voice searches — then build from there.
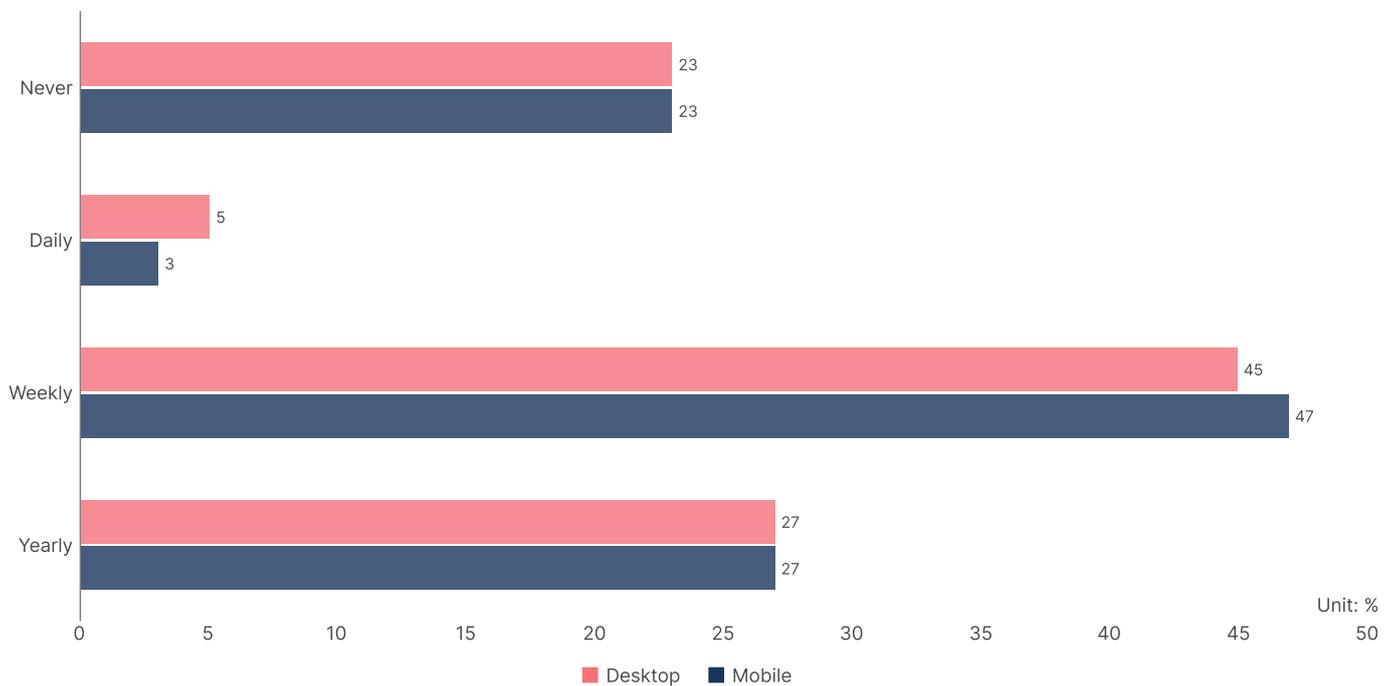
Testing.

It's encouraging to see a continued drop in the number of attractions who never test their website on desktop or mobile.

Website testing remains one of the simplest, most effective ways to improve user experience and, by extension, business performance.

That said, the results reflect a more digitally engaged group. Those who participate in this survey are often more digitally active than the sector as a whole, so the true picture may be less optimistic.

Even so, it's surprising, and concerning, that 23% of respondents still say they never test their website.

With today's guests accessing sites on a range of devices, regular testing is no longer optional. It's a low-effort, high-impact way to catch issues before your visitors do.

Unit: %

Legend: ■ Desktop ■ Mobile

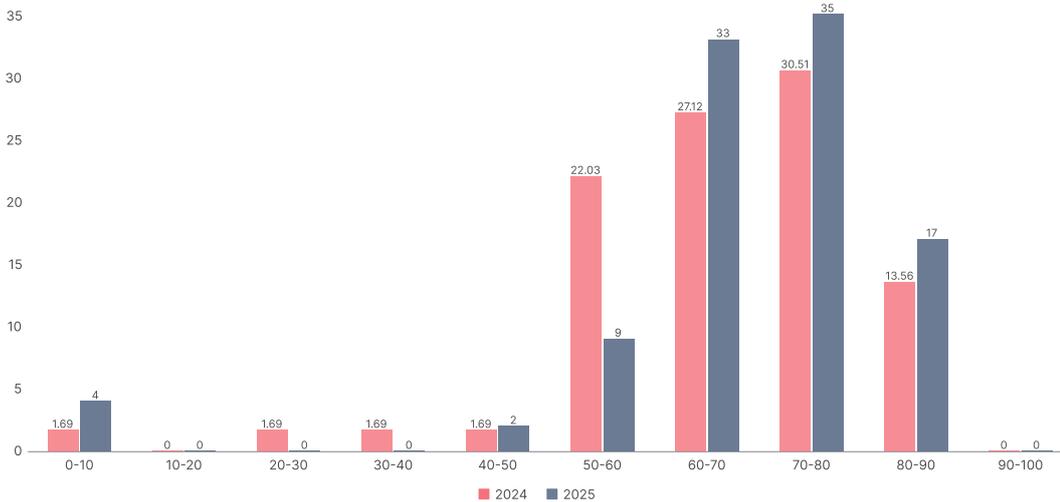| Category	Desktop	Mobile
Never	23	23
Daily	5	3
Weekly	45	47
Yearly	27	27

Devices.

There's a clear and growing shift toward mobile as the primary way visitors access attraction websites.

Encouragingly, this trend coincides with a reported improvement in mobile performance, suggesting that teams are beginning to optimise more intentionally for the devices guests actually use.

As mobile continues to dominate, ensuring a fast, accessible and intuitive experience on smaller screens is essential, not just for usability, but for conversion.
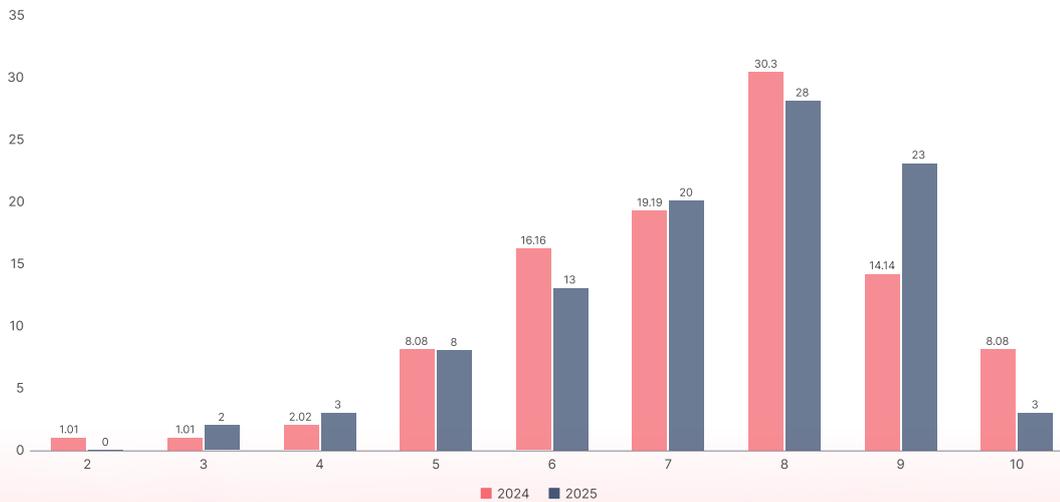
What percentage of your users are on mobile?

Unit: %

Range	2024	2025
0-10	1.69	4
10-20	0	0
20-30	1.69	0
30-40	1.69	0
40-50	1.69	2
50-60	22.03	9
60-70	27.12	33
70-80	30.51	35
80-90	13.56	17
90-100	0	0

■ 2024　■ 2025

Rate the mobile optimisation of your website?

Unit: %

Rating	2024	2025
2	1.01	0
3	1.01	2
4	2.02	3
5	8.08	8
6	16.16	13
7	19.19	20
8	30.3	28
9	14.14	23
10	8.08	3

■ 2024　■ 2025

Website Performance.

In our previous edition, most respondents estimated their homepage load time to be between one and two seconds.

However, when we tested those same sites using Google Lighthouse, more than 50% actually took between 10 and 20 seconds to load, with some exceeding 30 seconds.

To provide a more accurate view this time, we skipped the self-reported question and instead independently tested every respondent's homepage.

As Google has retired the "time to interact" metric, we used two key indicators instead: First Contentful Paint (FCP) and Largest Contentful Paint (LCP). These reflect how quickly users can start seeing and engaging with your content.

KPI	What it measures	Impact
FCP	First visible element (text or image)	Shows the the page is responding
LCP	Last visible element	Shows that the site is ready to be used

Website Performance: Why Does It Matter?

A faster website means happier visitors and better results. But speed doesn't just affect people already on your site. It also plays a role in how easily they can find you.

Google includes Largest Contentful Paint (LCP) as part of its Core Web Vitals, a key factor in search rankings. In short, better performance can lead to better visibility.

Research from the Baymard Institute, based on over 200,000 hours of testing, shows that:

47% of visitors expect a page to load in under two seconds

40% will leave if it takes longer than three seconds

Speed is no longer a nice-to-have. It is a baseline expectation and a competitive advantage for attractions that get it right.

baymard.com/learn/ux-statistics >

Website Performance: What does Good Look Like?

In short – not too bad at all!

According to the Web Standards Commission, Google benchmarks FCP and LCP as follows:

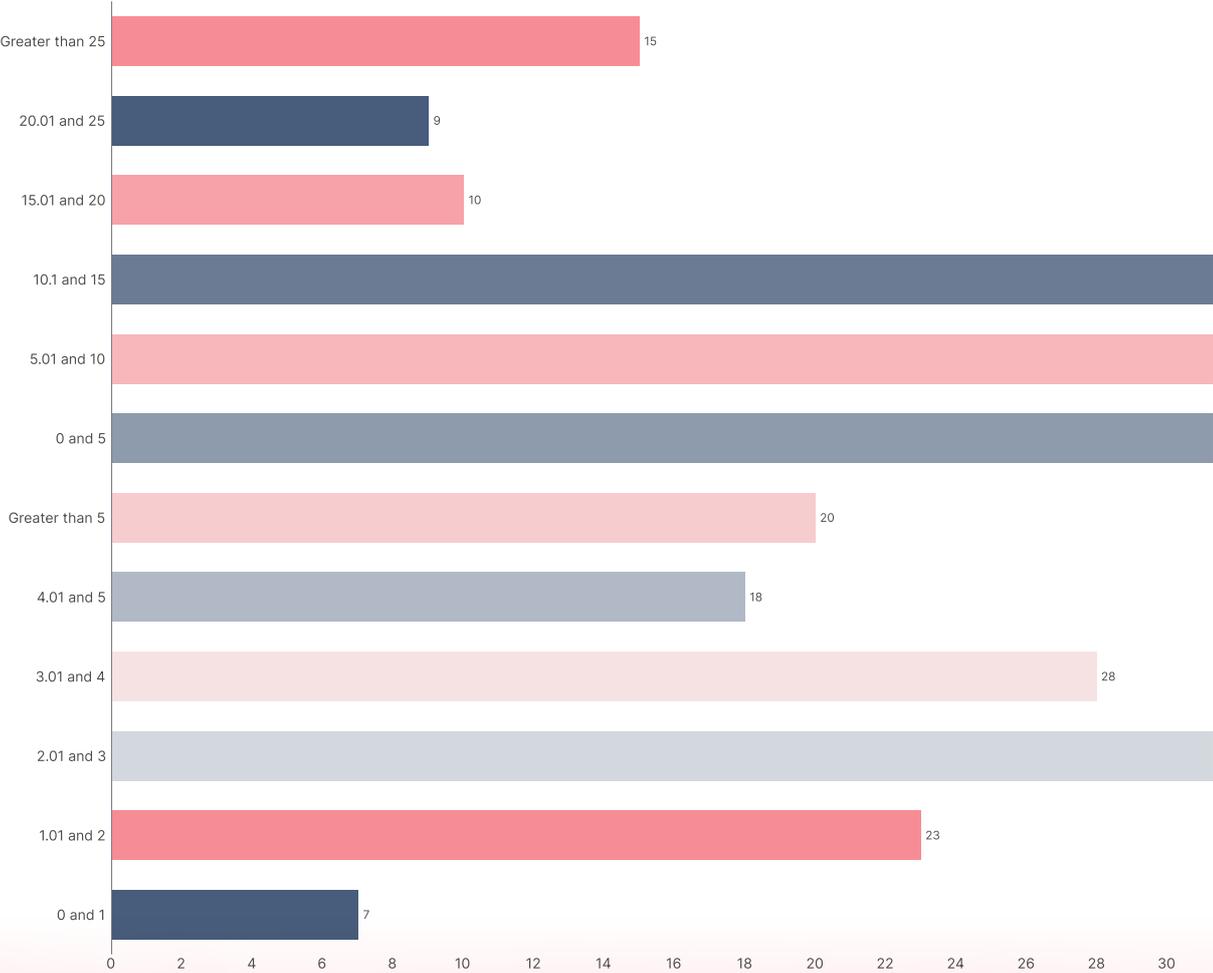| Largest Contentful Paint (LCP)		First Contentful Paint (FCP)	
Good	< 2.0 seconds	Good	< 1.5 seconds
Needs improvement	2.0 - 4.0s	Needs improvement	1.5 - 2.5s
Poor	> 4.0s	Poor	> 4.0s

*Rather than rely upon self-reported results, we analysed each respondent's website using Google Lighthouse

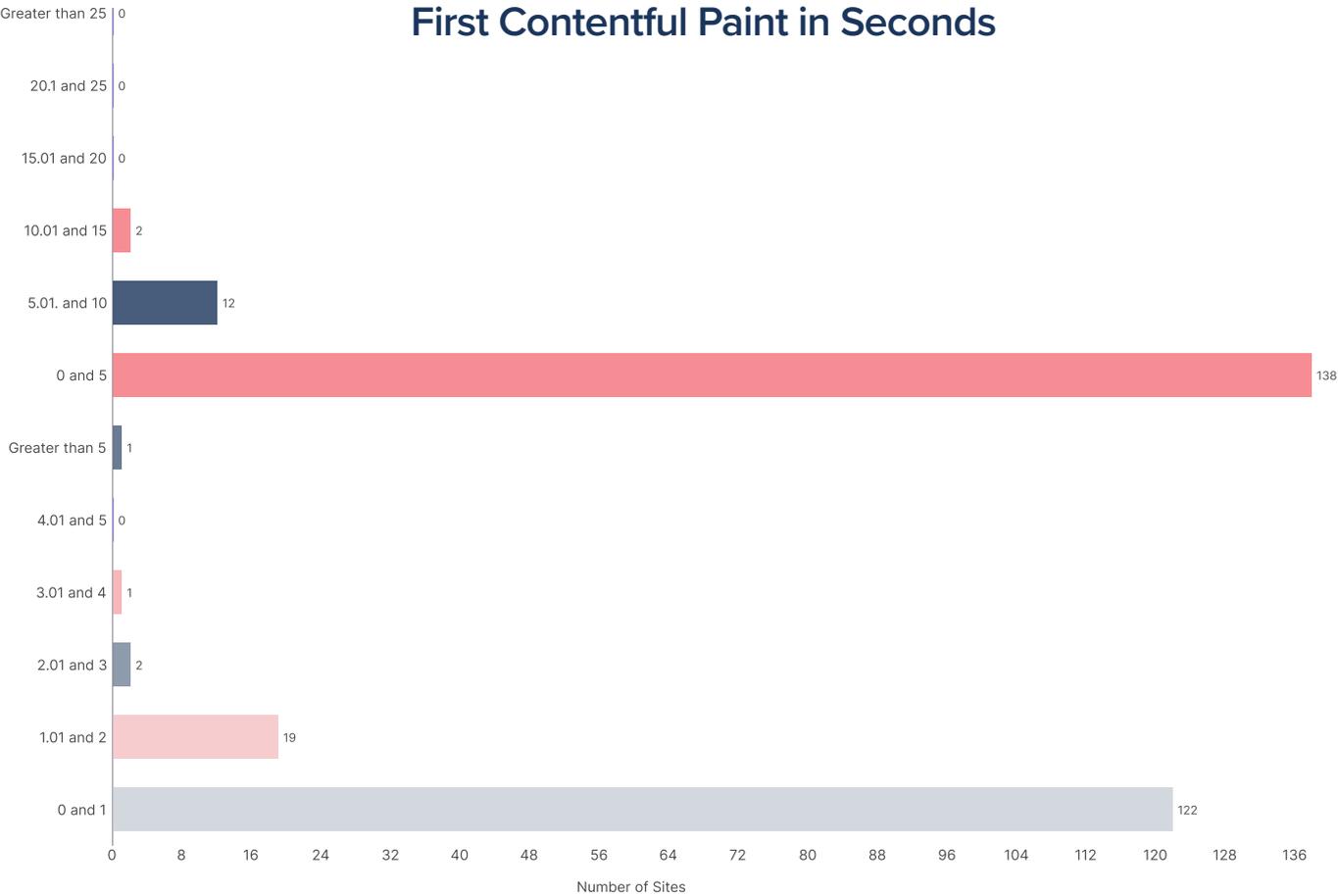# Website Performance: What does Good Look Like? (Continued)

Around 50% of respondents websites are performing at or below the two second threshold for the Largest Contentful Paint.

Largest Contentful Paint in Seconds

Category	Value
Greater than 25	15
20.01 and 25	9
15.01 and 20	10
10.1 and 15	
5.01 and 10	
0 and 5	
Greater than 5	20
4.01 and 5	18
3.01 and 4	28
2.01 and 3	
1.01 and 2	23
0 and 1	7

Website Performance: What does Good Look Like? (Continued)

First Contentful Paint in Seconds

Range	Number of Sites
Greater than 25	0
20.1 and 25	0
15.01 and 20	0
10.01 and 15	2
5.01. and 10	12
0 and 5	138
Greater than 5	1
4.01 and 5	0
3.01 and 4	1
2.01 and 3	2
1.01 and 2	19
0 and 1	122

Number of Sites

Website Performance: What does Good Look Like? (Continued)

Not very good at all!

In earlier slides we're seeing that over 90% of respondents report that over 50% of the visitors to their site are using a mobile device, yet the performance is way off where it should be.

Largest Contentful Paint (LCP)	
Good	< 2.0 seconds
Needs improvement	2.0 - 4.0s
Poor	> 4.0s

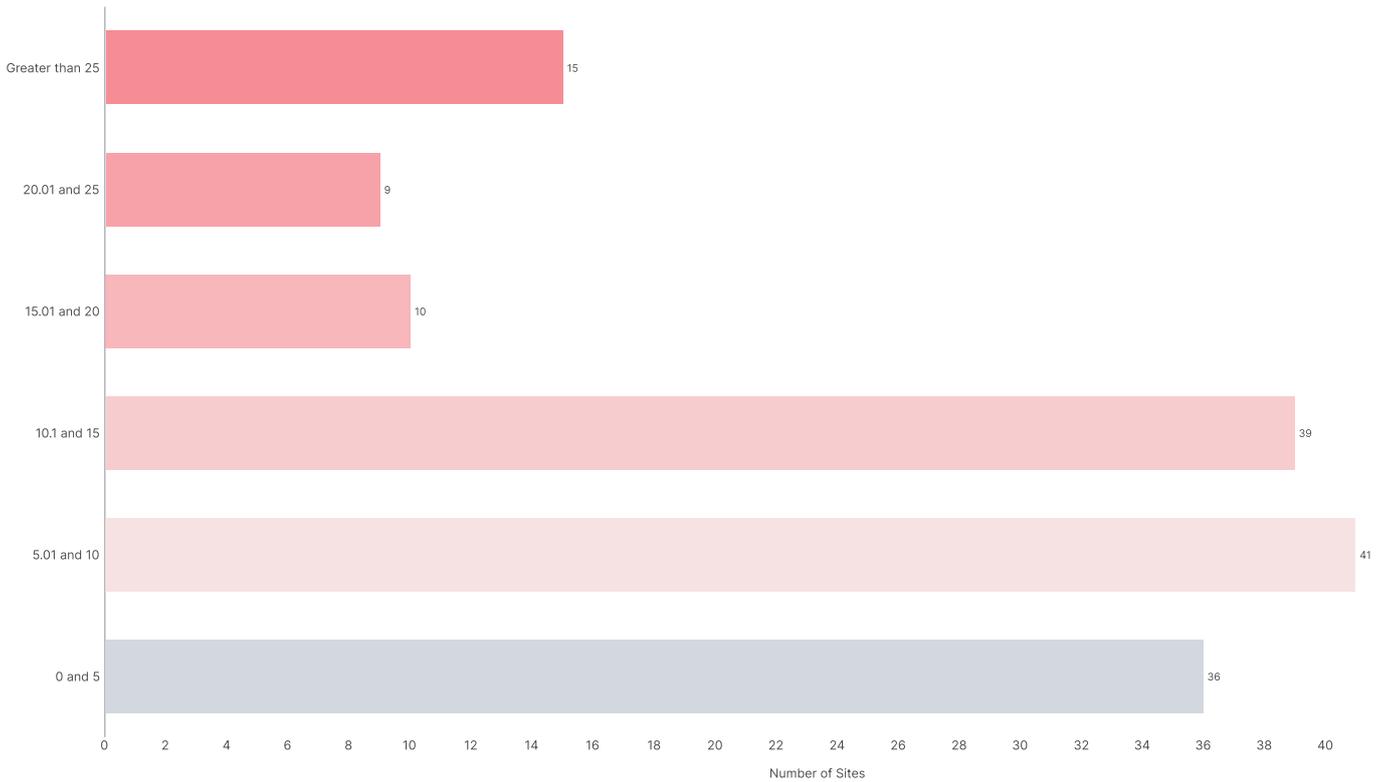| First Contentful Paint (FCP)	
Good	< 1.5 seconds
Needs improvement	1.5 - 2.5s
Poor	> 2.5s

Website Performance: What does Good Look Like? (Continued)

Over 76% of respondent sites are rated below poor and 15 sites take more than 25 seconds to become usable on a mobile device.
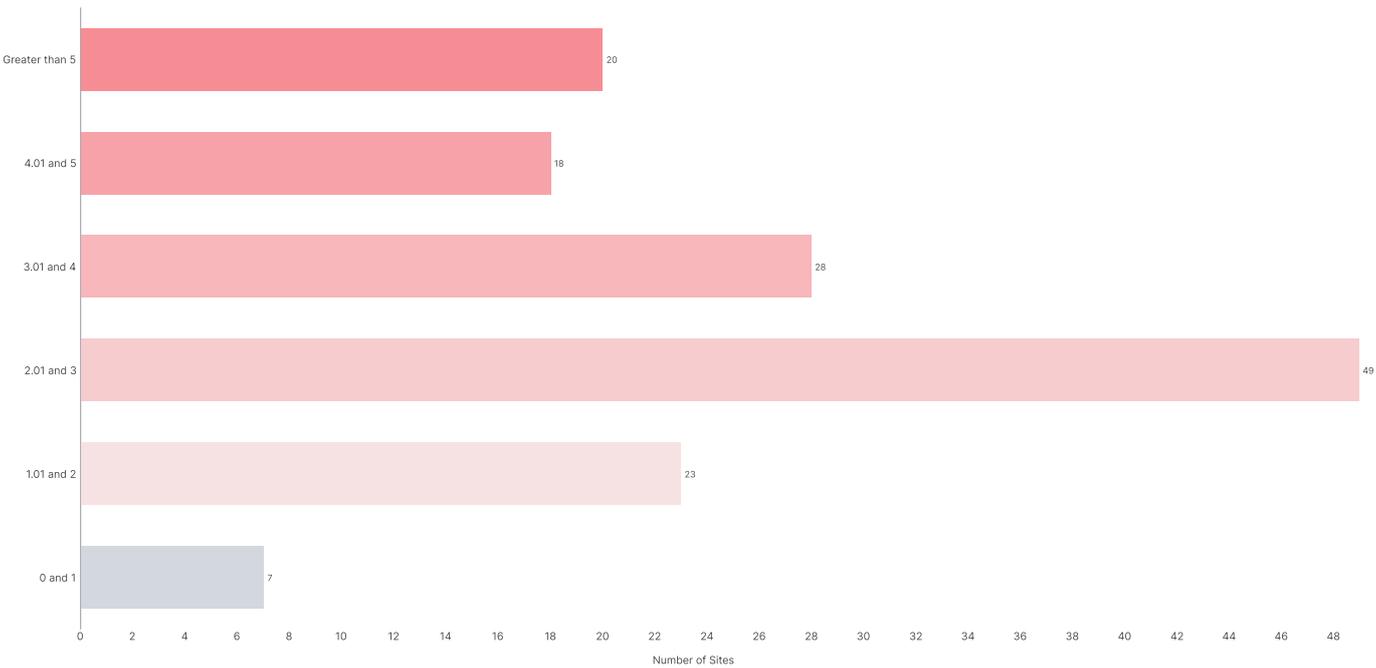
Largest Contentful Paint in Seconds

Category	Number of Sites
Greater than 25	15
20.01 and 25	9
15.01 and 20	10
10.1 and 15	39
5.01 and 10	41
0 and 5	36

Website Performance: What does Good Look Like? (Continued)

To reiterate the Baymard institute findings, 40% of website visitors will leave the site if it takes more than three seconds to load.
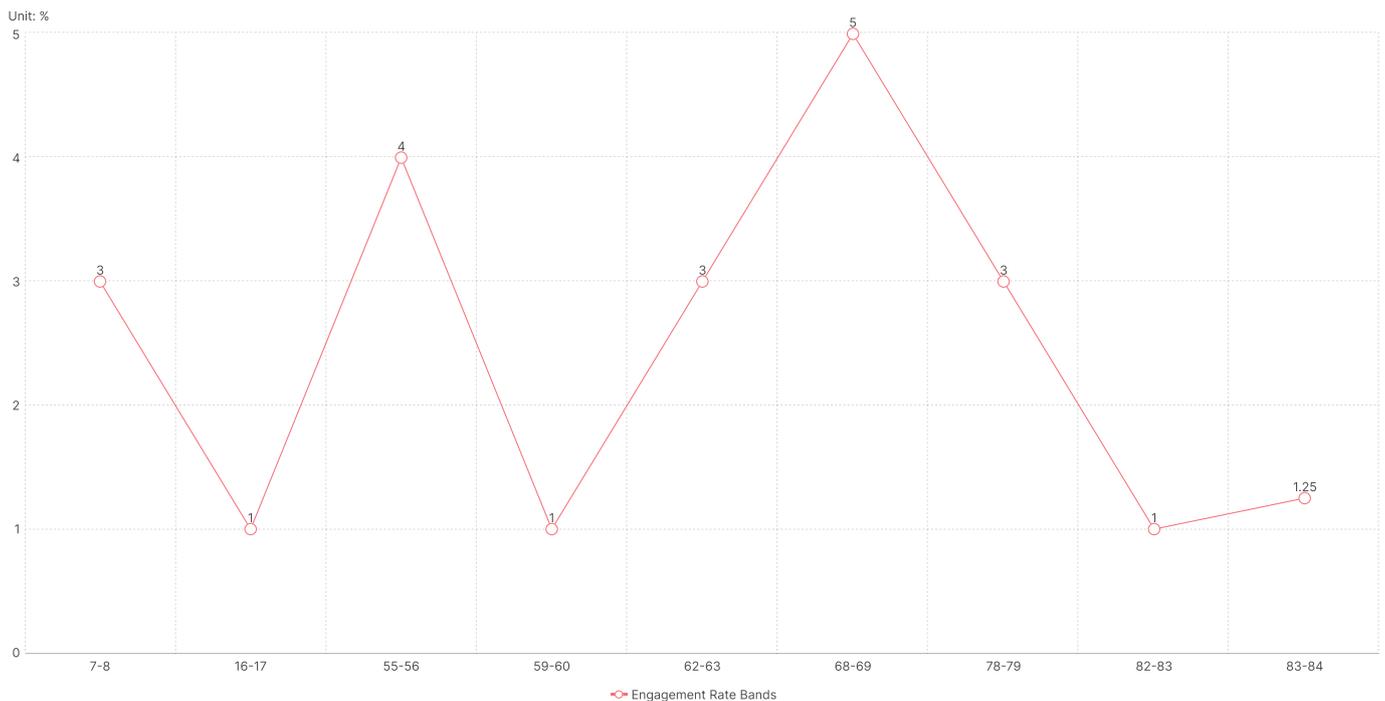
First Contentful Paint in Seconds

Category	Number of Sites
Greater than 5	20
4.01 and 5	18
3.01 and 4	28
2.01 and 3	49
1.01 and 2	23
0 and 1	7

Number of Sites

Engagement Rates.

Our previous report was the first to consider the new Engagement Rate KPI from Google Analytics 4.

In that, we showed a significant increase in engagement with 60% of respondents reporting engagement rates between 60% - 79%.

The results this year show further (yet smaller increase) with the attractions sector still outperforming the internet as a whole.

What is the Average Engagement (GA4) Rate for your Website?

Unit: %

Engagement Rate Bands: 7-8 (3), 16-17 (1), 55-56 (4), 59-60 (1), 62-63 (3), 68-69 (5), 78-79 (3), 82-83 (1), 83-84 (1.25)
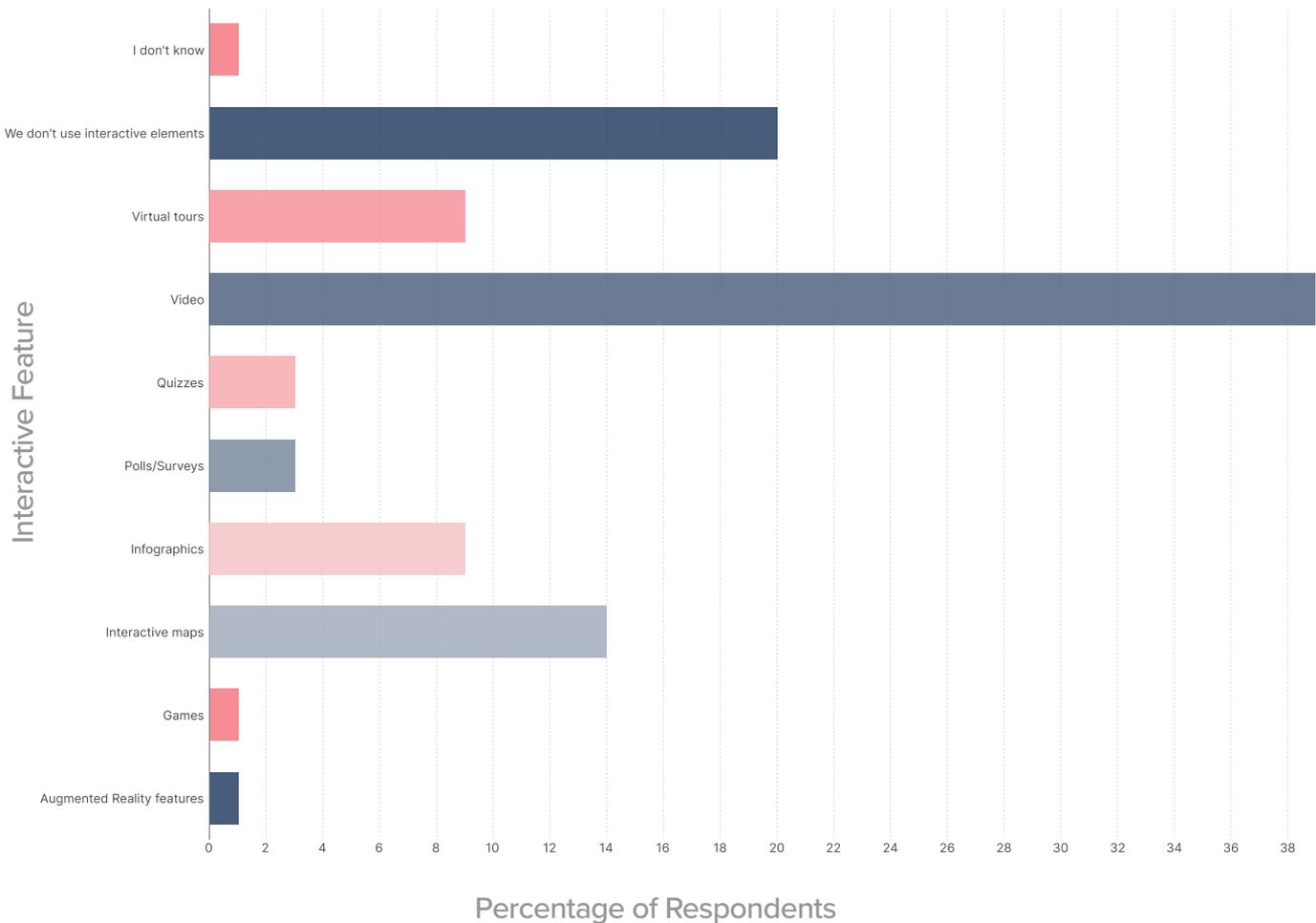
Interactivity.

We're classing interaction as something other than ticket purchase or mailing signup, as these are arguably basic essentials for any visitor attraction website.

A trend that is continuing from our last report is that video is way ahead of any other interactive element we've identified. So much so that in this survey edition, only four respondents that aren't using video had any other kind of interactive element to their site.

Pro Tip.

A visitor attraction website should feel like a planning tool, not just a brochure. If interactivity helps visitors decide faster, plan better, or book sooner, it's worth including.

Interactivity on Your Website

Interactive Feature (y-axis)

- I don't know
- We don't use interactive elements
- Virtual tours
- Video
- Quizzes
- Polls/Surveys
- Infographics
- Interactive maps
- Games
- Augmented Reality features

Percentage of Respondents (x-axis: 0 to 38)

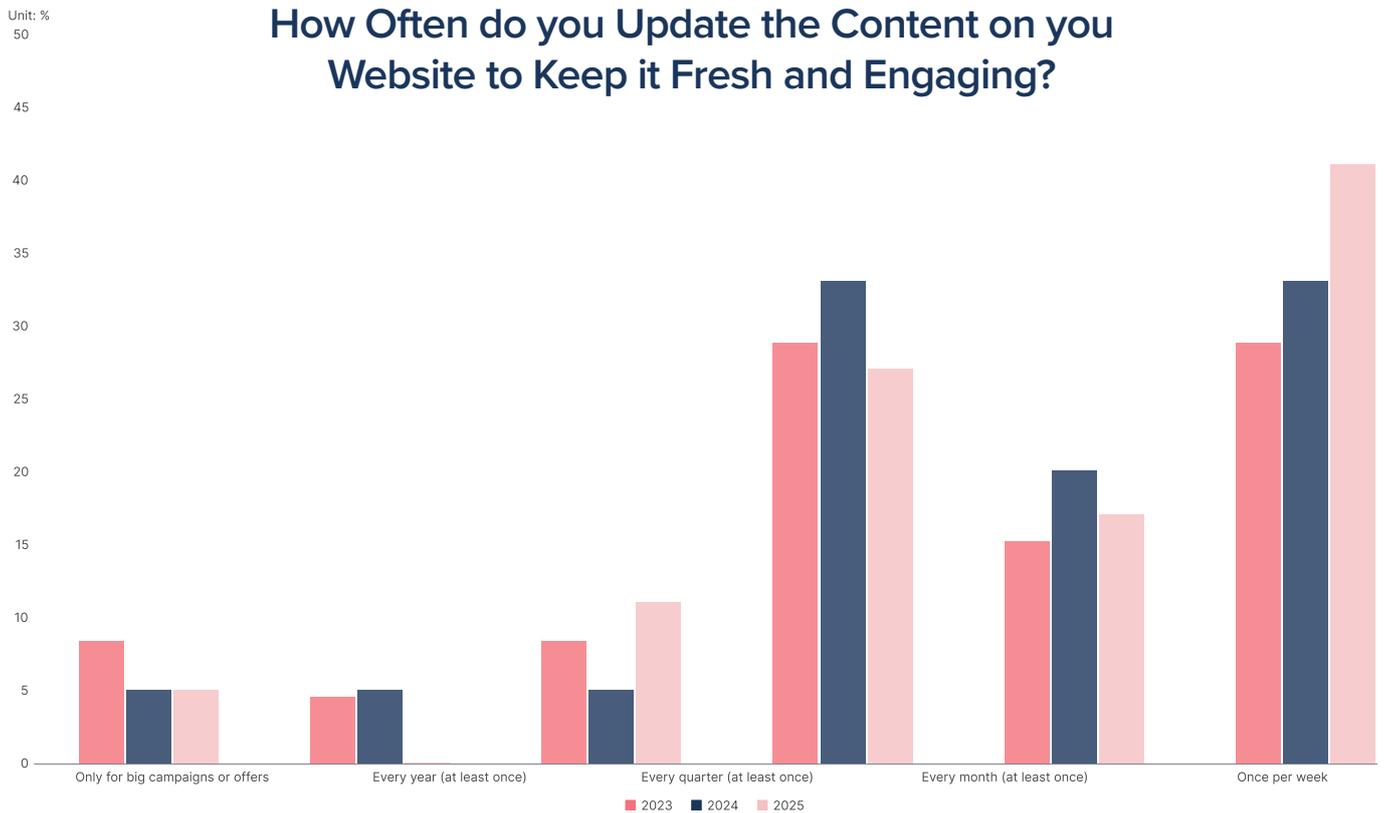***These figures are all self reported**

Updates.

We're seeing those respondents that are already updating their sites regularly doing so more frequently than in the last two surveys.

This is good news as regular updates will help performance, but the detail is much more important than the frequency.

Regular updates are not strictly required, but strategic updates strongly help both SEO and AI-driven search visibility.

Regular updates are important where content is:

• Time-sensitive (events, prices, opening hours, seasonal info)
• Competitive (many similar pages targeting the same keywords)
• Instructional (how-to guides that can become outdated)
• Business-critical (landing pages, visitor info, ticket details)

How Often do you Update the Content on you Website to Keep it Fresh and Engaging?

Unit: %

■ 2023   ■ 2024   ■ 2025

Categories (left to right): Only for big campaigns or offers, Every year (at least once), Every quarter (at least once), Every month (at least once), Once per week

*These figures are all self reported

Ticket Sales.

This is a highly valuable element of the survey and at the same time one of the most difficult to define.
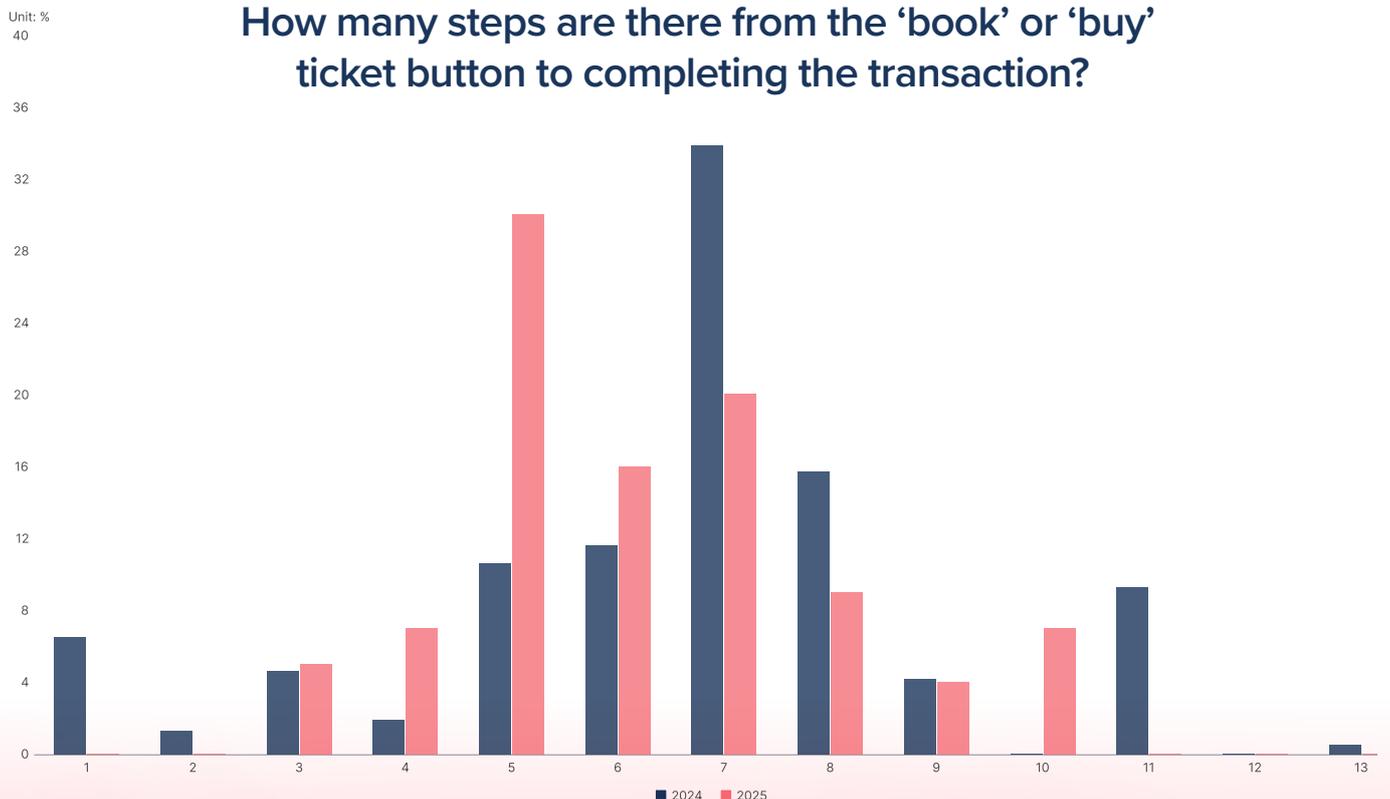
By 'step' we mean the number of times the user has to hit next or continue.

The results this year are great. The number of sites reducing the number of steps is good news, but there's still more that can be done. According to research by the Baymard Institute, reducing unnecessary fields at checkout improves completion rates by up to 35%.

Ultimately, it's not the number of steps that's important, it's the number of fields in each step. Effort taken to understand exactly what data you're capturing and why will pay huge dividends in improving your online performance. In our consumer research 63.5% of respondents said 'ease of use' was the most important factor in booking online.

How many steps are there from the 'book' or 'buy' ticket button to completing the transaction?

Unit: %

■ 2024 ■ 2025

*These figures are all self reported

Sustainability.

Why it matters now more than ever

The rise of AI, heavier websites, and constant content demand has a hidden cost: our digital carbon footprint. Every page view consumes energy and as the industry becomes more digital-first, that energy use is growing fast.

For attractions striving to be more sustainable, the website is a great place to start. It's often the first interaction a guest has with your brand, and optimising it not only improves performance and experience, but also reduces environmental impact.

For example, reducing a homepage from 3MB to under 1MB can reduce emissions per visit by over 50%.

Sustainability was first added to our previous survey and this year we're seeing many more respondents have actually tested the CO2 emissions of their websites (35% vs 13%).

This focus in attention appears to be yielding some positive results, however the attractions world is behind the rest of the world.

Does your Attraction have a sustainability policy?

No
15

2025

Yes
85
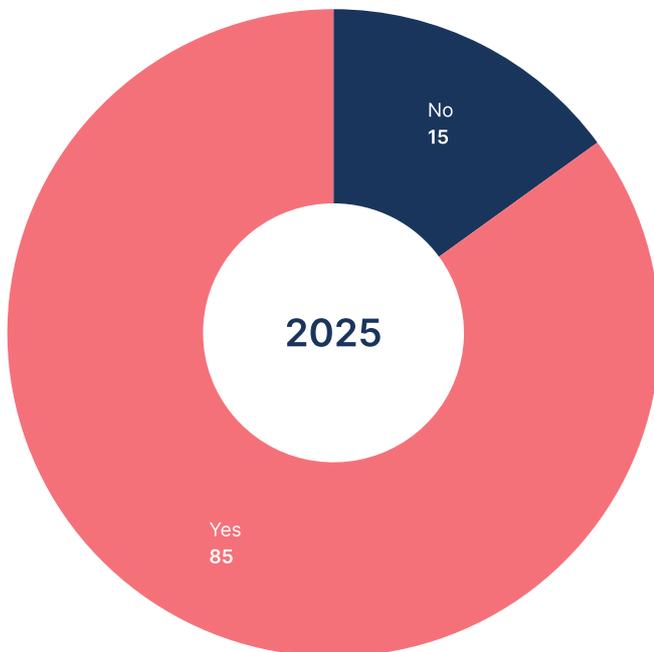
Have you tested the CO2 emissions of your website?

Yes
35

2025

No
65
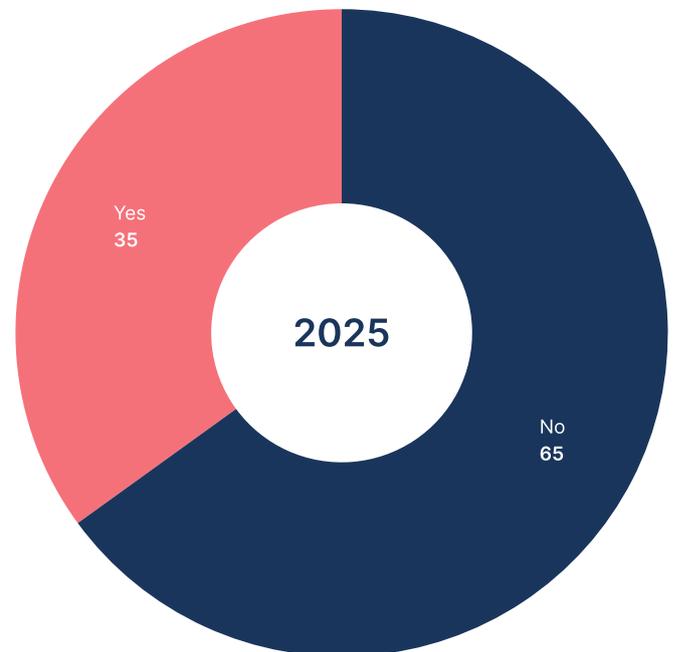
*These figures are all self reported

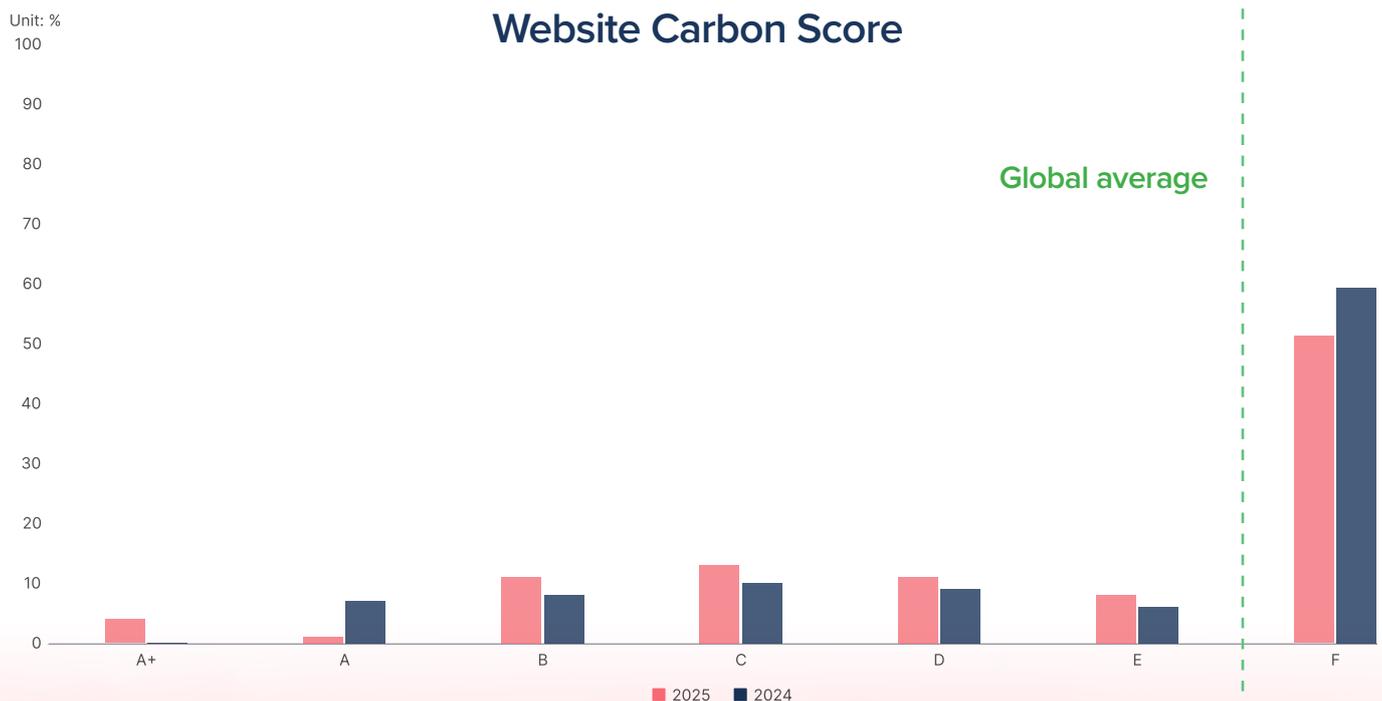# Sustainability. (Continued)

How we measured sustainability

This year, we analysed homepage sustainability using tools like Website Carbon and Ecograder (link-). According to research, *online activity is responsible for an estimated 1.32% of global carbon emissions - a footprint comparable to that of the aviation industry.

Behind every website sits a vast physical infrastructure of servers, data centres and telecommunications networks, all of which require substantial energy to build, maintain and operate.

The Website Carbon™ Rating System was designed to measure and simplify the understanding of the environmental impact of web pages. It rates websites on a scale from A+ to F, making it easy to see how energy intensive a website is by looking at page emissions (in grams CO2, page weight (MB) and efficiency of design, coding and hosting.

The benchmark for a good rating (A+ to E) is any site that falls below the global average CO2 emissions for desktop web pages. Ratings go from A+ (very efficient) to E (which is still better than global average). Any website with emissions that exceeds the global average receives an F rating.

Our findings show that while awareness is growing, many attraction websites still fall below the standard needed to reduce digital emissions and the good news is, most improvements are simple and fast to implement.

Website Carbon Score

Unit: %

Global average

■ 2025 ■ 2024

*wholegraindigital.com

Digital Sustainability.

Why it matters now more than ever

The rise of AI, heavier websites, and constant content demand has a hidden cost: our digital carbon footprint. Every page view consumes energy and as the industry becomes more digital-first, that energy use is growing fast.

For attractions striving to be more sustainable, the website is a great place to start. It's often the first interaction a guest has with your brand, and optimising it not only improves performance and experience, but also reduces environmental impact.

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How we measured sustainability

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Our findings show that while awareness is growing, many attraction websites still fall below the standard needed to reduce digital emissions and the good news is, most improvements are simple and fast to implement.

Make Your Website More Sustainable.

Start today

You don't need to overhaul your entire website to make a difference. Many sustainability gains come from small changes that add up, especially when done consistently.

Here are some practical, high-impact actions your team can take now:

Content Teams

- Use the correct image size — don't upload a 5MB file where 200KB would do

- Prefer images over video — where video is essential, embed with Vimeo or similar low-impact players

- Delete unused media — clear out what's not being used

- Compress images before uploading

Developer-Led Fixes

- Implement lazy loading to delay loading of off-screen images and video

- Minimise JavaScript and CSS — especially render-blocking resources

- Reorder code to prioritise what needs to load first

- Increase cache length for static assets

- Remove unused code and plugins that drag down performance

- Fix rendering issues that cause unnecessary reflows

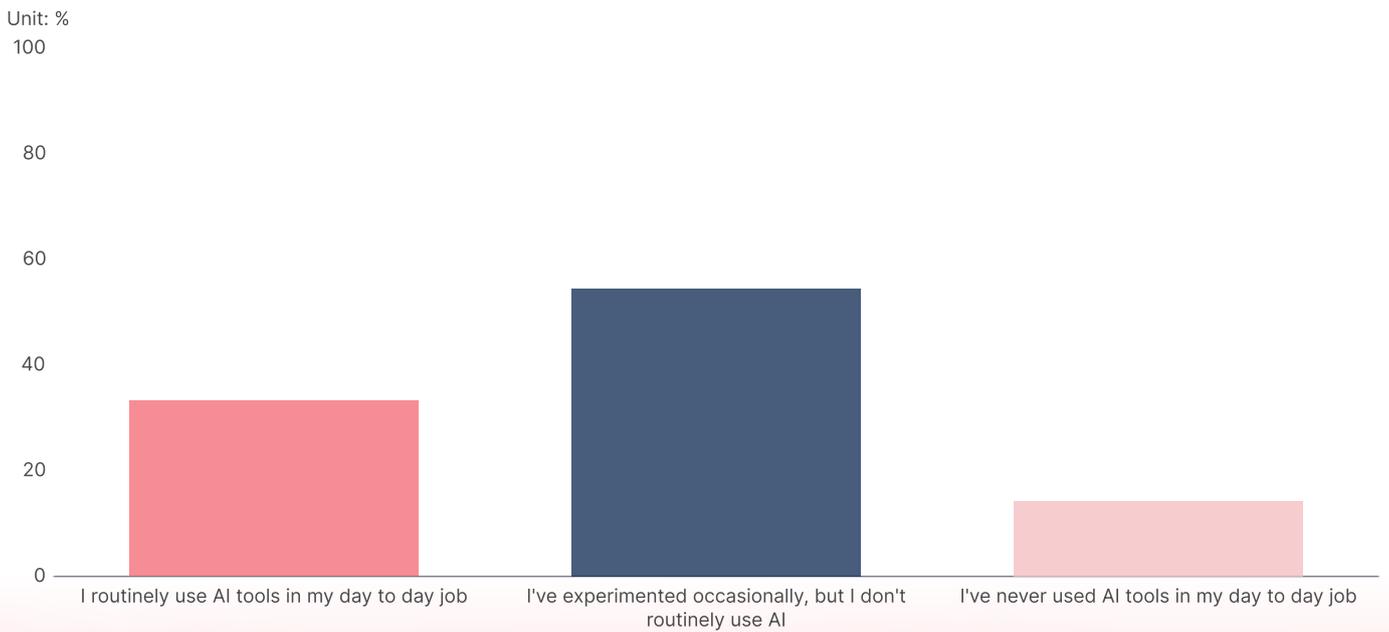### Think Green From the Ground Up

- Choose green hosting with renewable energy-powered servers

- Run your homepage through Website Carbon to get an instant sustainability score

- Aim for under 1MB total page weight as a performance and eco goal

AI.

Pro Tip.

Are we still waiting for the "Killer AI App" that puts AI front and centre of everyone's day job? Or, are we looking at the next Betamax / Myspace?

If there's been a bandwagon in 2025, it must be AI. You can't turn a corner at a conference or exhibition without seeing numerous suppliers all with the latest and greatest AI tools. But what does this mean in reality?

About a third of respondents report that they routinely use AI tools, which is about the same as last year.

Do you use AI tools as part of your job?

Unit: %

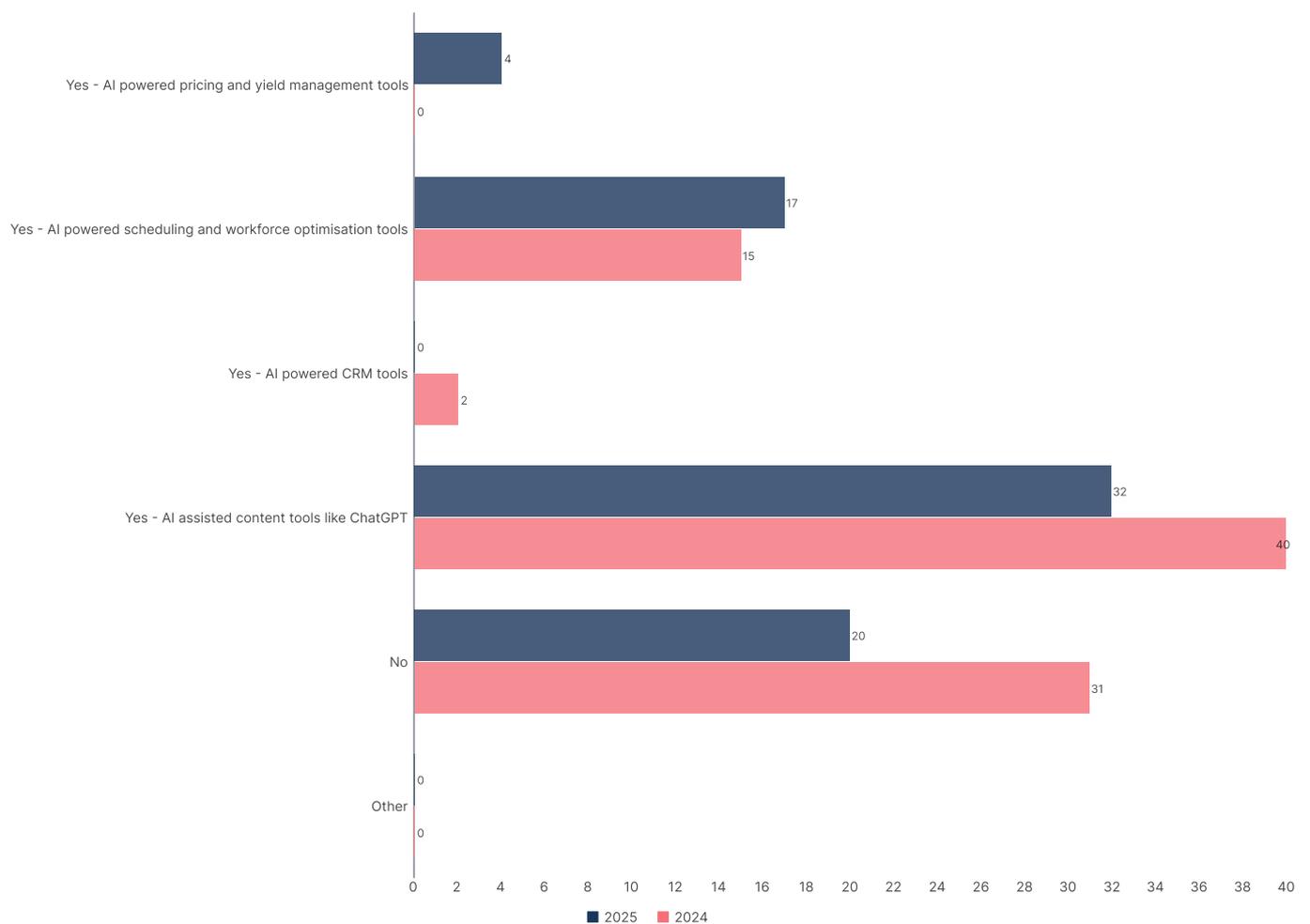| | I routinely use AI tools in my day to day job | I've experimented occasionally, but I don't routinely use AI | I've never used AI tools in my day to day job |

AI. (Continued)

Looking at what they are being used for shows some areas for potential future interest. Applying AI or machine learning to CRM appears not to have worked, but there is a small increase in those using AI for scheduling.

Given the recent focus on staff costs this could be a significant growth area.

Have you used AI Tools in your organisation in the last year

Category	2025	2024
Yes - AI powered pricing and yield management tools	4	0
Yes - AI powered scheduling and workforce optimisation tools	17	15
Yes - AI powered CRM tools	0	2
Yes - AI assisted content tools like ChatGPT	32	40
No	20	31
Other	0	0

■ 2025   ■ 2024

The Vistor Viewpoint.

Presented in partnership with [Decision House logo]

For the first time, this report includes insights not just from attractions, but from the people who visit them.

We partnered with Decision House, one of the UK's leading visitor research agencies, to survey a nationally representative sample of 1,011 people across the UK. The aim? To understand what makes, or breaks, a great online booking experience.

From website usability and pricing transparency to family friendly planning tools and membership renewal, the research uncovers what really matters to today's digital-first guests.

These findings provide powerful context to the benchmarks in this report, linking what attractions offer with what visitors expect.

Download the complete report here >

Key Insights from Visitor Research.

How guests plan, book and connect in a digital-first world

We set out to understand how visitors interact with attractions online, from planning and pricing to booking and beyond. What we found confirms what many teams already feel: for today's guest, the digital experience often defines the entire visitor journey. It shapes perception, influences decisions and builds (or breaks) long-term loyalty.

What visitors told us

Weather apps are central to planning

Over 70% of visitors regularly check weather apps when deciding whether, and when, to visit an attraction. This factor ranks alongside price, availability and content in driving booking behaviour.

Parents and younger age groups rely on them most

Those with children are more likely to adjust plans based on the weather forecast.

Website usability makes or breaks the journey

63.5% of respondents said ease of use was the most important factor in booking online. Navigation, clarity and performance were key drivers.

Transparent pricing builds trust

35.3% of visitors said clear, upfront pricing, including visible discounts, is essential for a trustworthy booking experience

Speed and simplicity convert

One in five visitors prioritise quick checkouts, preferring Apple Pay, Google Pay and minimal steps to complete a booking

Cleanliness is the top physical motivator

The appearance and maintenance of an attraction is the most important offline factor influencing a visitor's decision to book.

How to turn Weather Apps into a Conversion Tool.

From forecast checks to flexible bookings

With over 70% of attraction visitors consulting weather apps before they book, the forecast is no longer a passive influence — it's a key decision-making factor.

Here's how to use that to your advantage:

1. Make weather-related content easy to find

Visitors are planning around the elements. Help them by clearly showing:

- Indoor areas and covered spaces
- Shaded zones and cooling options
- Real-time updates on opening hours or disruptions

2. Use weather-conscious messaging

Don't let the weather become a barrier. Reframe it in your copy:

- "Perfect for sunny days — and we've got you covered when it rains"
- "Explore indoors, whatever the forecast"

3. Trigger timely nudges

Use forecast-based prompts in your emails, pop-ups or push notifications:

- "The sun's out this weekend — don't miss it"
- "Rainy day? Enjoy our indoor activities without the crowds"

4. Tailor your paid media by forecast

Use geo-targeting and weather-based triggers to serve the right offer at the right time:

- Sunny-day ticket deals
- Rainy-day escapes or free indoor upgrades

5. Offer weather-proof flexibility

Give guests peace of mind with:

- Free date changes or flexible rebooking
- Rain guarantees
- Visibility of indoor alternatives at point of booking

Recommendations.

Reduce friction in the booking journey

63.5% of visitors said ease of use is the most important factor when booking online. Simplify forms, remove unnecessary steps and make sure your checkout works as well on mobile as it does on desktop.

Prioritise speed, especially on mobile

Over 90% of attractions report that the majority of their traffic comes from mobile, yet most sites still underperform on mobile load times. Reducing page weight, fixing rendering issues and streamlining your homepage are quick wins with high impact.

Optimise for real guest questions

Answer Engine Optimisation (AEO) is becoming critical. Clear, structured answers help guests find your site, and trust it. Start by identifying your top five visitor questions and build content to answer them clearly.

Treat your website as a planning tool

Sites that support activity planning, weather considerations and accessibility earn higher trust and drive more bookings. Make it easier for guests to plan and prepare, not just purchase.

Don't overlook digital sustainability

Page load speed doesn't just affect conversions, it impacts your carbon footprint. Reducing page size and removing unnecessary media isn't just good for SEO and guests, it's good for the planet.

Make testing routine

Almost a quarter of respondents still don't test their sites. Regular testing across devices can reveal issues before guests encounter them. It's one of the simplest ways to improve experience and performance.

Use this report as a benchmark, not a checklist

Every attraction is different. Use this data to see where you stand, but also where you can lead. Improvements should be tied to your audience, your goals and your brand.

merac.

Powering seamless ticketing and retail for attractions and cultural venues

Merac is a powerful, intuitive solution designed specifically for the unique operational needs of attractions, museums, and cultural destinations. Whether managing admissions, memberships or gift shop sales, Merac brings everything together in one connected system.

From the first click to the final purchase, Merac helps teams:

- Streamline the entire guest journey across ticketing, retail and fundraising

- Reduce friction at key touchpoints, online and on-site

- Increase revenue through smarter, faster transactions

- Deliver consistently standout experiences for every visitor

Merac is at the heart of a fully integrated guest experience platform, ensuring operators can focus less on systems and more on delighting their guests.

To find out more visit, merac.co.uk

navigate

Sponsored by Navigate

Driving smarter growth for the attractions and leisure industry

Navigate is a digital growth agency with a proven track record in helping visitor attractions and leisure brands thrive. With deep sector knowledge and a results first approach, Navigate turns audience insight into action, combining data, strategy and performance marketing to deliver measurable success.

Whether it's increasing ticket sales, improving return on ad spend, or enhancing campaign efficiency, Navigate empowers ambitious teams to:

- Grow smarter, not just harder
- Optimise marketing spend across paid, organic and owned channels
- Turn insight into long-term impact with tailored strategies and hands-on support

As a trusted partner to many of the UK's best-known attractions, Navigate understands what it takes to compete - and win - in a fast-moving digital landscape.

Sponsored by Decision House

With deep expertise in tourism and leisure, Decision House turn research into real-world impact, revealing what visitors think, feel and do.

From brand perception to booking behaviour, Decision House helps teams make smarter decisions and shape better guest experiences.

If you'd like to discuss how the findings in this report relate to your specific attraction or the members of your organisation please get in touch, we'd love to help.

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