navigate

Met Office

PLEASURE BEACH

CASTLE HOWARD

Torrential Rain followed by Strong Easterly Winds

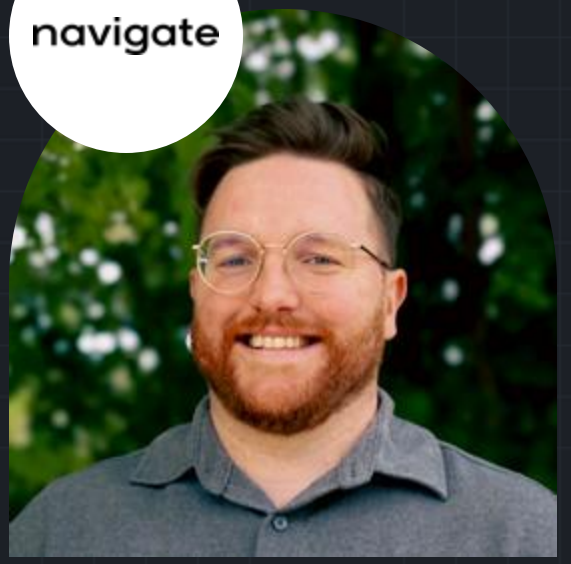
The forecast, the fall out, and the future.

Quick Introductions

Abbi
Visitor Attraction Director

James
Director of Marketing, Sales and PR

Alison
Head of Public Weather Service



Olly
Growth Director

The numbers

61%

Of attractions report visitor reductions of more than 40% when rain is forecast but the day turns out mostly dry

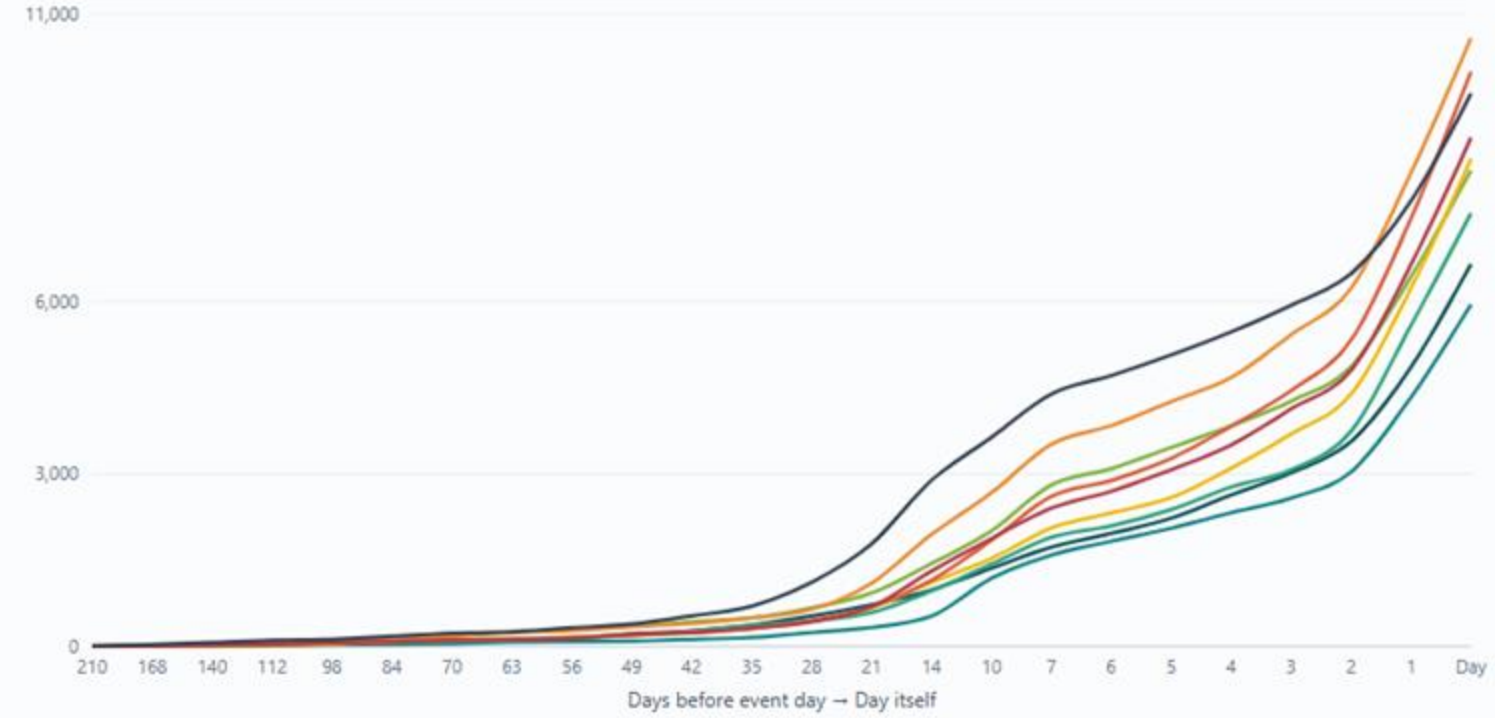
£28k

Average estimated cost of one incorrectly pessimistic rain day *(highest was up to £250,000 reported)*

78%

Rated clearer communication of weather forecasts “very important”, with 94% rating it 4 or 5 out of 5.

The data



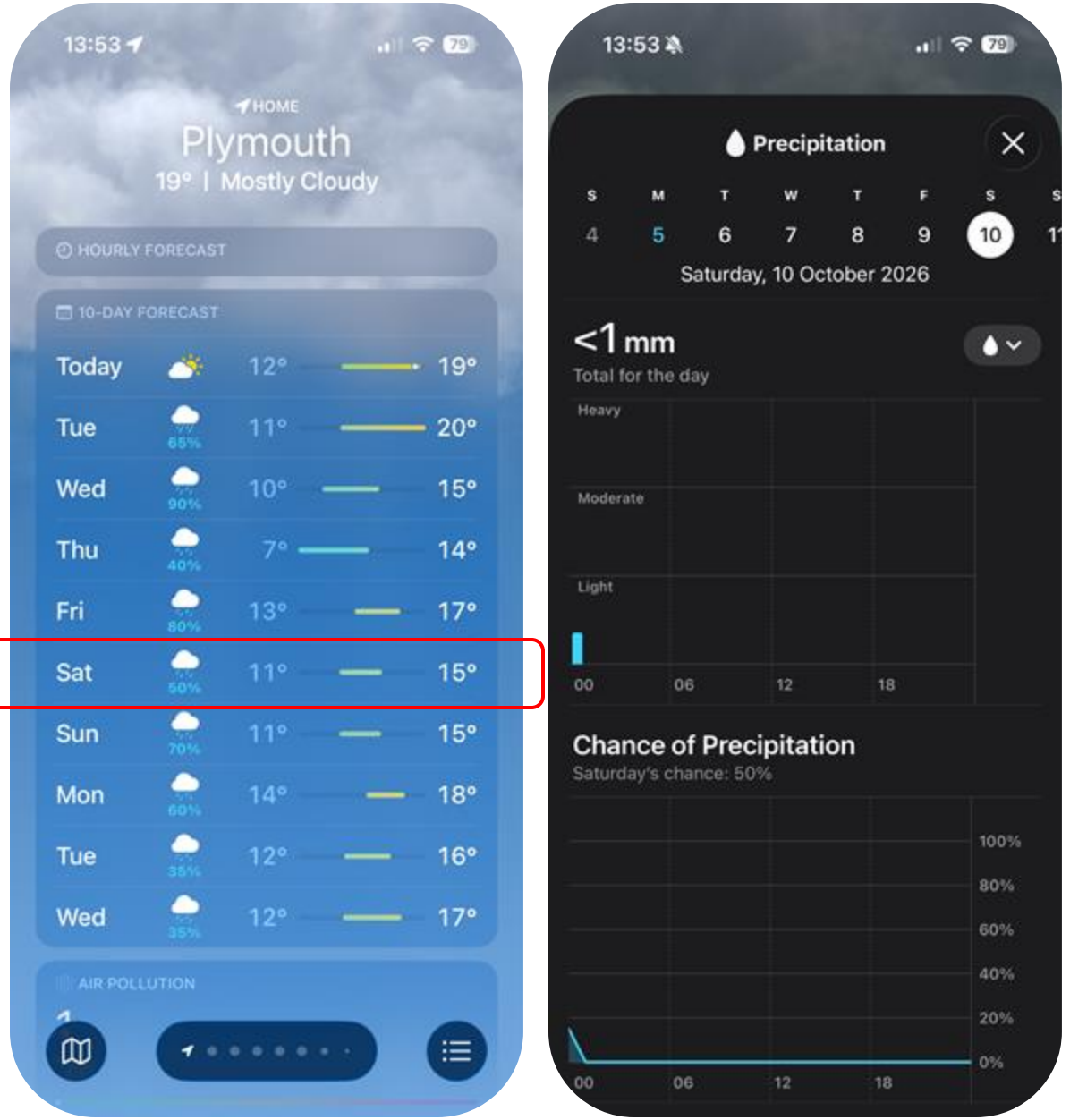
SATURDAY	ALL-CHANNEL TOTAL	FINAL 7 DAYS	ON THE DAY
4 Jul	6,651	74%	27%
11 Jul	5,947	73%	27%
18 Jul	7,535	75%	26%
25 Jul	8,282	66%	22%
1 Aug	8,481	76%	27%
8 Aug	10,581	67%	22%
15 Aug	9,995	74%	26%
22 Aug	8,850	73%	25%
29 Aug	9,615	54%	19%

Confirmed bookings, admission products. 29 Aug has now closed: 9,615 all-channel / 8,651 online. Non-online volume is a stable ~830–1,480 per Saturday, so the ranking holds on either basis. Click a row to toggle a line; hover to isolate.

The example

A snapshot on Monday for the weekend.

Saturday, rainy 50% chance?



The letter

Dear Professor Endersby,

We are writing on behalf of some of the UK's leading outdoor visitor attractions to seek your support in tackling a growing challenge for the visitor economy.

Tourism contributes around £147 billion a year to the UK, with domestic day visits accounting for over £50 billion of that total. Much of this is driven by spontaneous decisions, and for many families, those decisions hinge on one thing: a glance at a weather app.

Research shows that around 70% of people check the forecast before making plans, meaning expectations about weather influence behaviour almost as much as the cost of a day out. Yet visitors are often deterred not by actual conditions, but by how forecasts are presented.

Many apps summarise an entire 24-hour period with a single icon, so brief overnight rain can dominate the forecast and create the impression of a wet day. While more detailed data does exist, most users glance at the top-line symbol and plan their day accordingly.

This means that a single raincloud icon can cost thousands of pounds in lost revenue – some predictions as high as £137,000 a day. Seasonal and outdoor venues are hit hardest, with some reporting attendance dropping as much as 30% after a negative forecast, even when opening hours remain dry.

We greatly value the Met Office's expertise and appreciate that your forecasts serve a wide range of audiences. We are not questioning the long-established science behind your work; rather we would welcome the opportunity to better understand the methodology behind how data is presented – and explore whether things could be done differently, particularly via third-party apps.

To this end, we propose a roundtable discussion bringing together the Met Office, leading UK visitor attractions, the relevant Minister, and key app developers to explore an effective answer to this problem - and discuss how your influence could help shape improvements across third-party platforms. Possible solutions could include splitting icons into day and night conditions; adding concise summaries like "showers early, brighter later;" or introducing simple indicators, such as a percentage bar showing expected dry hours.

Our shared goal is to ensure families have clear, useful information that supports informed decisions, without unintended consequences for the visitor economy.

With the rapid advances in app development and data visualisation, we are confident that practical solutions exist - and that, together, we can deliver clearer, more useful forecasts that benefit visitors, attractions, and the wider UK economy.

We hope you will join us in this conversation.

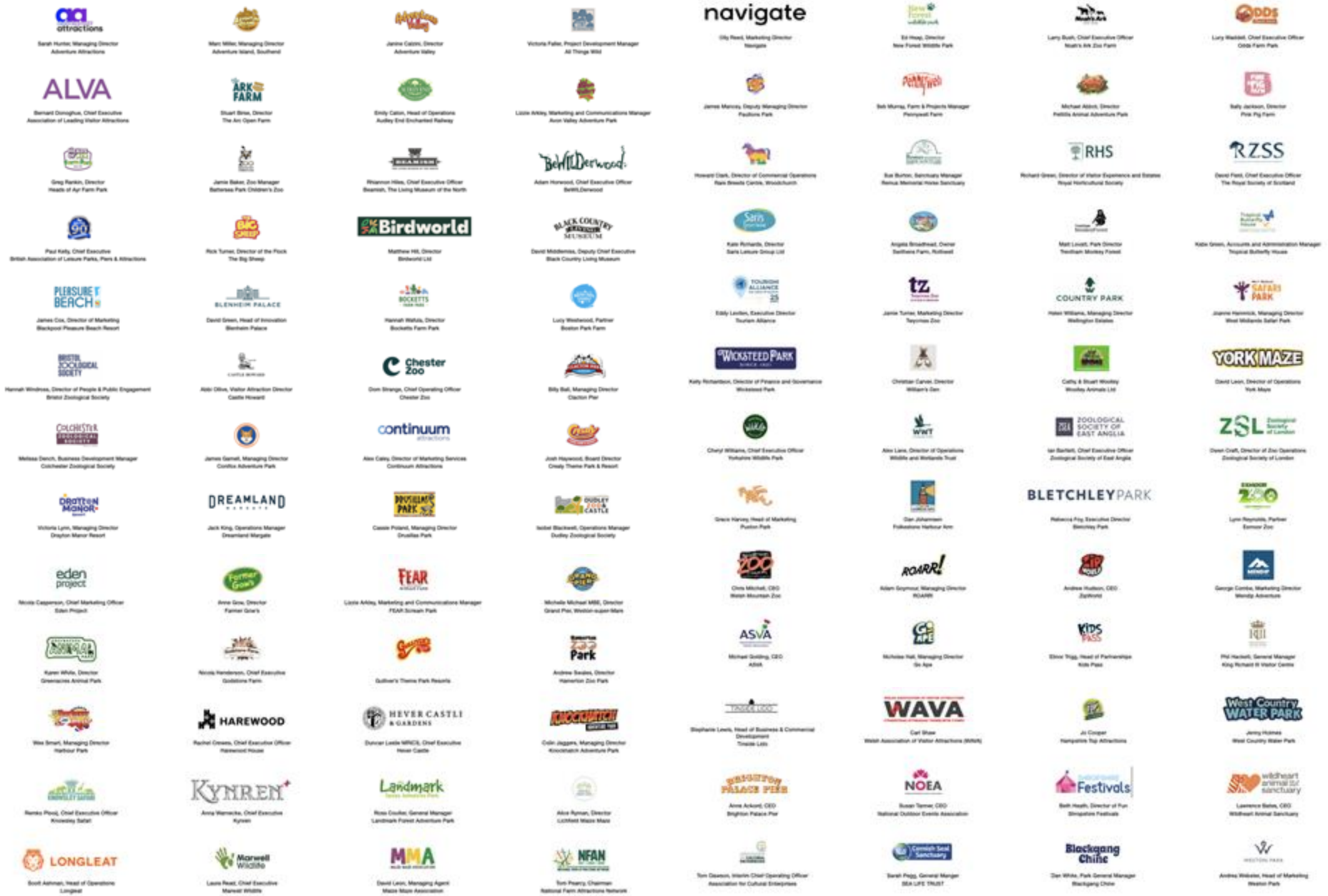
Yours sincerely,

Chester Zoo

x

navigate

The signatures



The coverage

BBC NEWS · this morning · JEREMY VINE · Northamptonshire Telegraph · itv NEWS · Greatest Hits Radio · Southern Daily Echo

FOX 9 KMSP · HullLive · The Telegraph · GB News · The National · Yahoo! · People

The Times · Express · Stourbridge News · Startups. · GrimsbyLive · Oxford Mail · Colchester Gazette

rayo · Vanessa · Echo · Eastern Daily Press · MA · Manchester Evening News · The Gazette · Independent

> **Popular Brough tourist attraction joins UK call for weather app changes amid forecast woes**

At the Met Office

Helping you make better decisions to stay safe and thrive

- Our own channels
- Our customers & partners

The partnership

The summit

Chester Zoo
navigate
Met Office
VISIT BRITAIN
Department for Digital, Culture, Media & Sport
Department for Science, Innovation & Technology
BBC WEATHER
PLEASURE BEACH
CASTLE HOWARD
RZSS
ZSL
BLETCHLEY PARK
Wildlife Park
BIAZA
ZIP WORLD
Trentham Monkey Forest
STOCKELD PARK
Lake District ESTATES
GO APE
NFAN

The next steps

We're only just getting started

- Continued app **development**
- **El Nino** briefing for the tourism industry
- Guides for the tourism industry - data and widgets, severe weather, weather information sources, climate sources
- Opening discussion with **other** weather app providers
- Bringing together **further data**, collaboration and impacts

navigate.agency/**weather**