DIVERSIFYING INCOME STREAMS

The digital opportunity attractions are leaving on the table

James Cox
VP Business Development, UK

Jamie Turner
Chief Commercial Officer

TWYCROSS ZOO
A CONSERVATION CHARITY

Scott Williamson
Chief Executive Officer

Magic little giants

PLEASURE BEACH
RESORT

TWYCROSS ZOO

LANE7

Marwell
Zoo

Hertfordshire
ZOO

KNOWSLEY SAFARI

THE HISTORIC
DOCKYARD
CHATHAM

BLENHEIM PALACE

LEEDS CASTLE
KENT ENGLAND

Beaulieu

Silverstone
MUSEUM

Moco
MUSEUM

FRAMELESS

THE TANK MUSEUM

iFLY
INDOOR SKYDIVING

HOBBLEDOWN

KIDSPACE

WATERMOUTH
CASTLE

GRIPPED
LONDON

BLACK COUNTRY
LIVING
MUSEUM

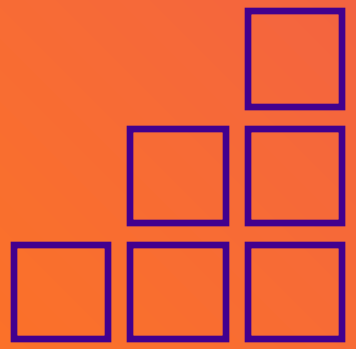
PORTSMOUTH
HISTORIC
DOCKYARD

BROOKLANDS HOTEL

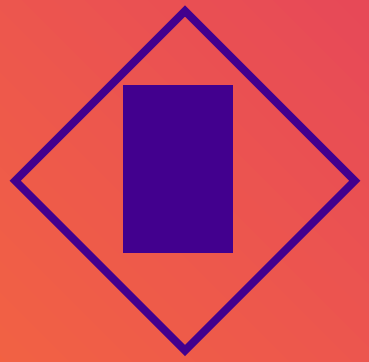
crowngolf

ARCHERFIELD

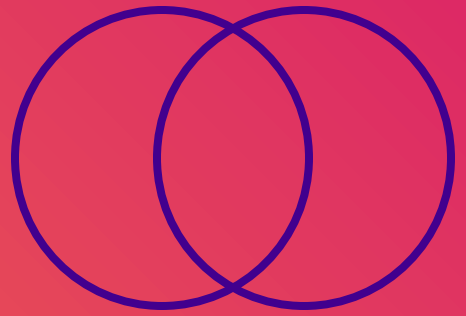
GoldenTours
Experience London and the UK
Gray Line



Business growth and transformation



Pricing strategy



Affiliate marketing digital partnerships

30%

web traffic from affiliates

The gap you are standing in

YouGov®

40%

don’t book on attractions’ own websites

YouGov®

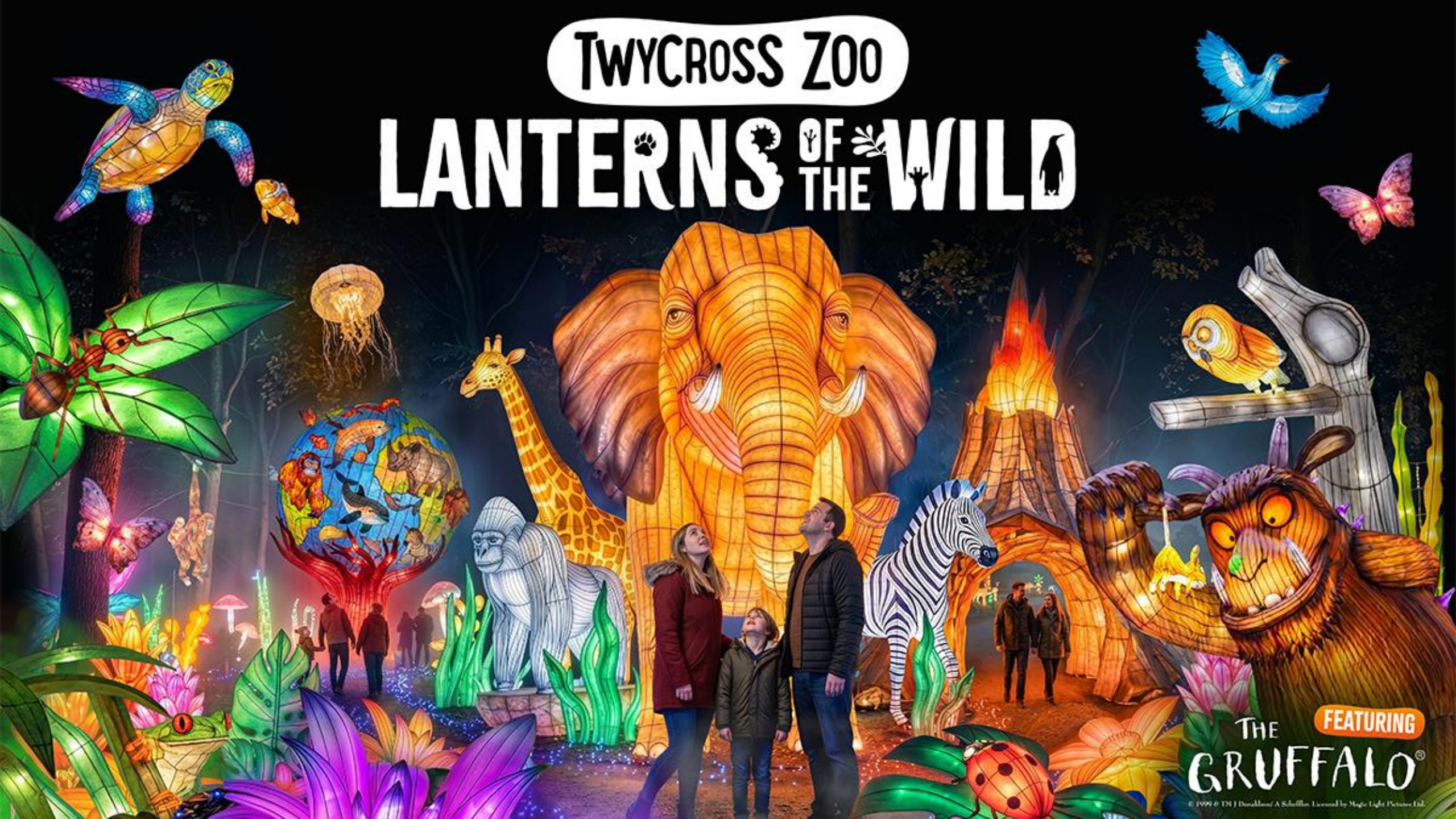
44%

use a partner in the affiliate channel

YouGov®

57%

even higher amongst families with kids


TWYCROSS ZOO
LANTERNS OF THE WILD
FEATURING
THE GRUFFALO®
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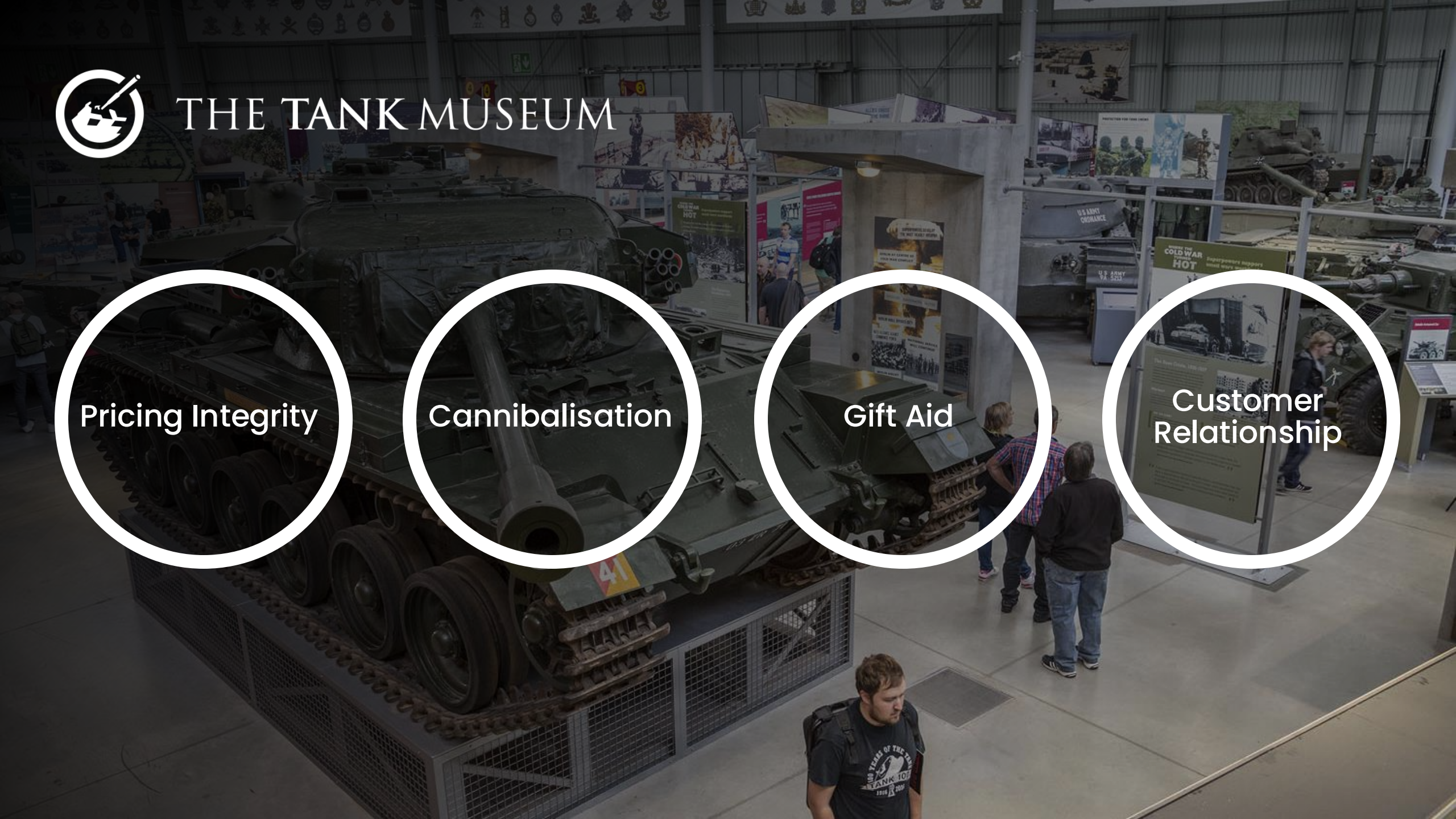
THE TANK MUSEUM
The Sherman Firefly


THE TANK MUSEUM
Pricing Integrity
Cannibalisation
Gift Aid
Customer Relationship

Attractions have
the stories
Affiliates have
the audiences

YouGov®

55%

working-age adults

YouGov®

57%

families

YouGov®

ABC1

more affluent

Direct booking doesn't mean doing all the marketing yourself

Fear of cannibalisation
leaves incremental
demand untapped

96%

complete whole journey with affiliate

Maximise revenue – not volumes or yield

Supply PUSH
Frictionless distribution

Demand PULL
Quality experiences

Driving visitor NUMBERS
Targeted partnerships
Volume-driving promotions

Driving visitor YIELDS
Lower/no discounts
Premium offers

Overspend can mean overperformance

Partnerships are built before they are needed

BLUE
LIGHT
CARD®
Here for you because you're here for all of us

74%
female audience

6m
engaged members

1.4m
log in every week

1.3m
teachers

BLUE LIGHT CARD®

59%
NHS and teachers

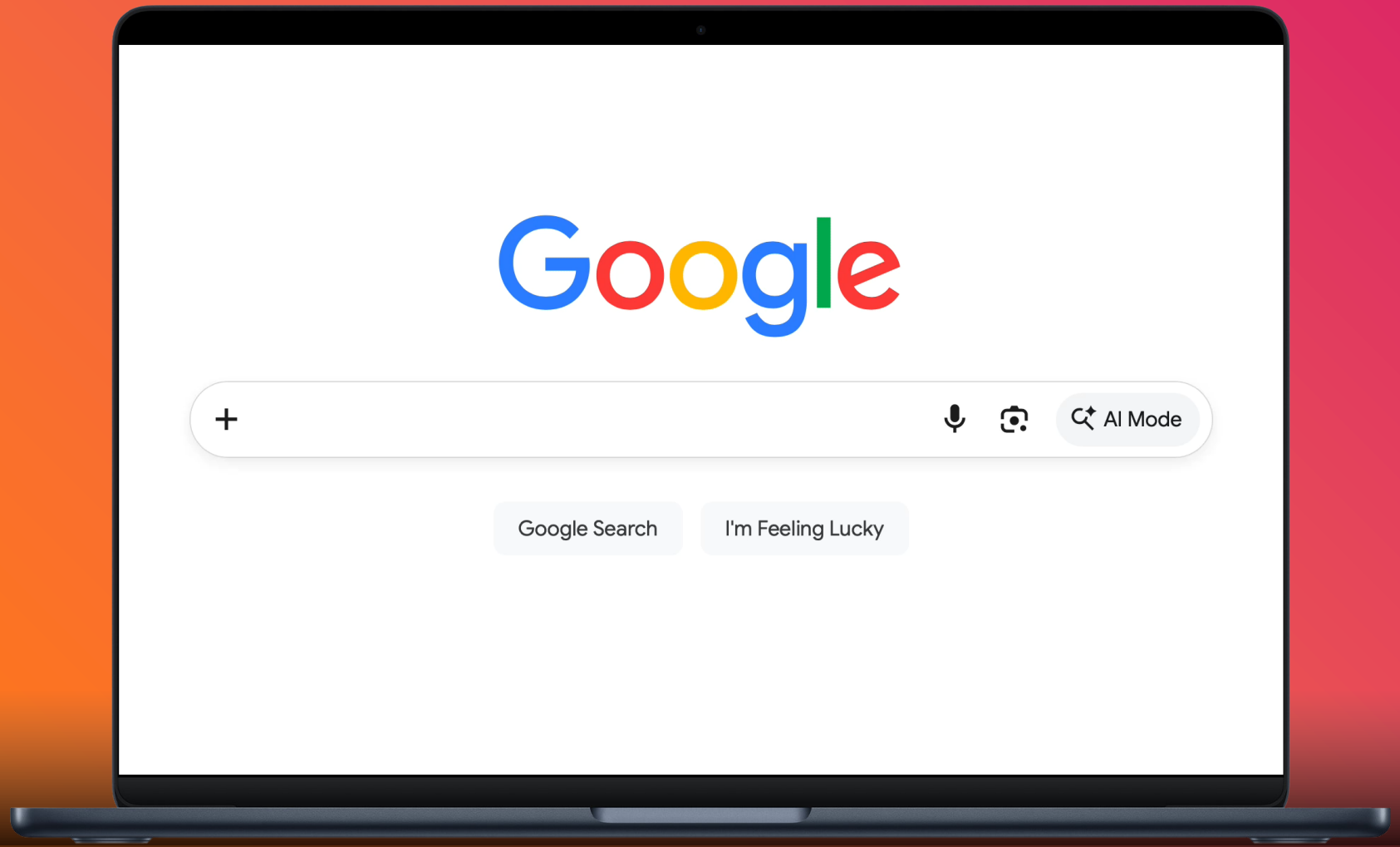
giftaid it
eligible

81%
brand trust

£6m sales
for 20 clients

Affiliate content shapes what AI recommends

Customers aren't searching for your brand.
...They are searching for guidance...

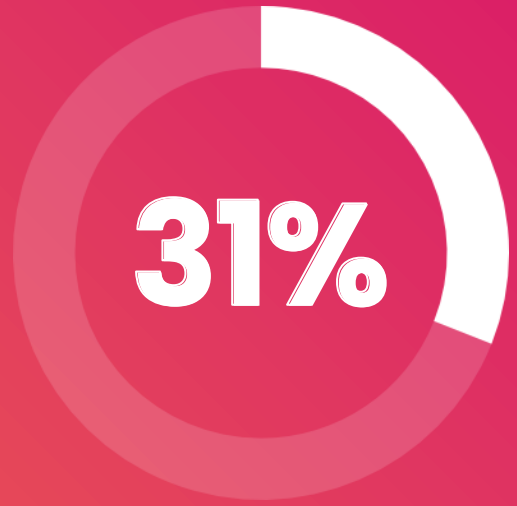


It’s no longer a purchase funnel.
It’s a series of trusted moments.

AI searches driven by affiliate publishers’ content

AI users would switch brands based on AI recommendation

AI users who will use AI tools to shop



higher conversion from AI-referred visitors

Attractions are
less visible on affiliate
platforms in Europe
than in the US

10x

more sales for ‘days out’ than for ‘travel’

The gap will not
close itself

Looking forward to your questions and challenges

“There is **currently** no way of tracking a sale”

“Successful case studies”

“Research to provide evidence that it doesn’t cheapen our offer – it’s been raised at every museum/gallery I’ve worked at (but maybe we are more particular than other attractions!)”

“An offer too good to refuse”

“A simple route into it which didn’t require a lot of staff time”

“To be able to quickly show revenue generated from this to owners”

Magic little giants

TAKE BIG STEPS TOWARDS GROWTH