

Leisure and Tourism



Subject – Marketing, Leisure and Tourism
Year – 9, 10 & 11
Key Stage – 3 & 4

Pre activity – Compare the competition

Objectives:

- Compile a list of Blue Planet Aquariums three main competitors.
- Compare annual visitor numbers for each attraction.
- Find differences and/or similarities in attractions.

Blue Planet Aquarium is the David to our competitors Goliath as they are all far bigger attractions than us.

With household bills rising at a dramatic rate people have less “disposable income” and there is huge competition for the leisure spend.

Post activity – Keeping them interested – keeping them here

Objectives:

- Identify the most recent exhibits/attractions at Blue Planet Aquarium.
- Outline where they are situated and discuss the suitability of their positioning.
- Make comparisons with our competitors; are there any running themes/tricks of the trade?
- Explain why it is so important to increase the “dwell time” at an attraction.

