

ATTRACTIONS VISITS NUMBERS WEBSITES

<http://www.alva.org.uk/details.cfm?p=423>

www.visitengland.com/biz/resources/insights-and-statistics/research-topics/attractions-research/annual-survey-visits-visitor-attractions/2014-summary-tables-most-visited-attractions-region

<http://www.ons.gov.uk/peoplepopulationandcommunity/leisureandtourism/articles/traveltrends/2014-05-08>

The National Marine Aquarium in Plymouth has announced increased visitor numbers for 2010.

Despite a "challenging" year, the tourist attraction said numbers rose to 264,000, which was 6,000 more than the previous year.

Managing director Dr David Gibson (no longer at the aquarium) said the aquarium's income was expected to reach £2.5m by the financial year end.

Everyone had pulled together to buck the trend compared with many other visitor destinations, he said.

"We're predicting that 2011 will be equally tough... but we're confident we can repeat last year's numbers," Dr Gibson added.

Since its opening in 1998, the aquarium has regularly attracted up to quarter of a million visitors a year, but in 2009 it admitted it was fighting to keep visitor numbers strong during the recession.

An economic impact assessment report by the British and Irish Association of Zoos and Aquariums, which the National Marine Aquarium is a member of, showed its members contributed about £645m a year to the national economy.

Penguins help The Deep in Hull to best visitor figures in ten years

By [Hull Daily Mail](#) | Posted: September 03, 2014

THE arrival of nine waddling black and white birds has sparked the best summer visitor figures for The Deep in ten years.

The Hull aquarium has welcomed 96,000 visitors over the past six weeks and has already exceeded its annual target of 328,000 for the financial year from February to January next year, with 332,788 people coming through its doors.

THE National Marine Aquarium ([Plymouth Herald](#) | Posted: November 13, 2013) has seen visitor numbers soar and then fall during the past two years – and it's all due to the weather. But with the NMA's financial year ending on January 31, the figures include the sodden summer of 2012, and are nearly a year old.

The picture for 2013/14 looks less sunny, with this year's sweltering summer having hit visitor numbers considerably. The Coxside attraction's just-published annual report reveals it reeled in

309,000 visitors in 2012/13, a 10-year high.

However, the aquarium's success in 2012, business practices adopted during recent years, and the delaying of some projects, mean it will enter 2014 in a stable condition and without having to make redundancies.

"We are fine," said managing director Dr David Gibson (No longer at the aquarium)... "We had almost 310,000 visitors in 2012/13, which was great, and we put plans in place.

"This year has not been as rosy, because of the summer, but none of that (the plans) has changed, it's just been put on hold."

The 2012/13 annual report reveals NMA Operations Ltd, the charity's wholly-owned trading subsidiary, which runs the aquarium and its shop, catering and consultancy services, made a pre-tax profit of £105,805.

But Dr Gibson explained that during this year's nine-week summer, the blistering weather resulted in revenue dropping by £270,000.