



A strategic partner to visitor attraction operators and management teams.

Vision XS has a proven track record in providing 5-10 year strategic plans and investment advice, feasibility studies as well as planning major projects for leisure operators, museum and heritage organisations, banks, and investors as well as Governments.

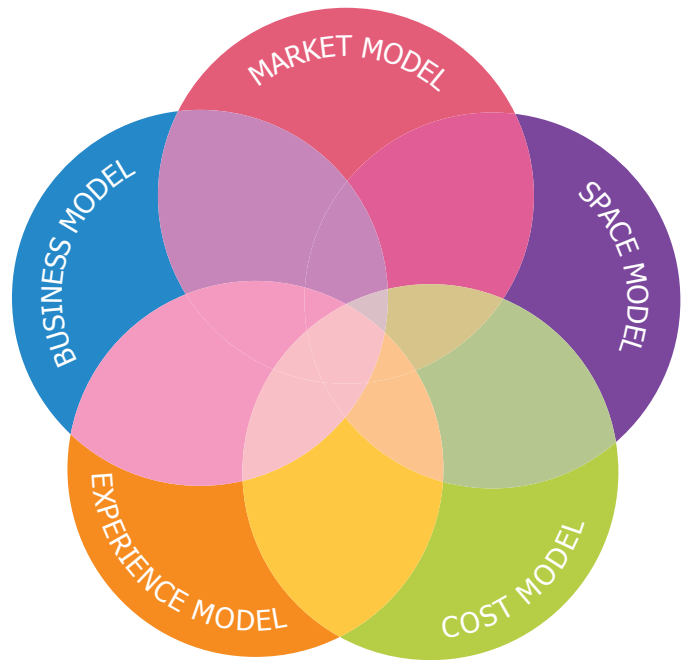
The 5 Model approach that secures success.

Vision XS use a unique market leading methodology called the '5 Models' to help visitor attraction operators and management teams prepare development strategies for growth; estimate and understand their market, create memorable visitor experiences and deliver viable operational plans to future-proof their business.

The 5 Models involves a complex dive into attractions data, supplied by the client, as well as sector data that is unique in the tourism sector. The output of the 5 Models is a robust strategy and plan for an attraction that will exceed visitor expectations and deliver a healthy return on any investment.



The 5 Models that predict and monitor visitor experiences, to ensure attractions provide a viable and memorable experience.



The 5 Models include:

Market Model

Explores the size of the market (resident and tourists), estimates the footfall, assesses how many visitors will come, benchmarks the site against other attractions (market penetration), looks at key market segments and analyses the psychographics of these segments, identifies the gaps in the market and performs a key competitors analysis.

Experience Model

Examines the Visitor Experience, identifies gaps in the product and proposes solutions, looks at the capacity of the site to see if the project can occupy enough people to make the business model work, calculates the amount of experience components and facilities (restaurants, retail, toilets etc) required, and predicts the quality and value of experience offered by the attraction/destination.

Space Model

Analyses the masterplan and provides vital information about the area needed to entertain/engage/occupy everyone onsite, performs checks on visitor flow and circulation and recommendations for enhancement.

Cost Model

Provides baseline costs for the development plan components and estimates the investment needed to implement the plan. This is an iterative process as the Model is fluid enough to measure achievability against budget, until what is proposed is affordable. The Model also sets-out the phasing of investment into a sustainable development plan.

Business Model

Reviews the income model, pricing strategy and funding model in order to answer the questions about how much can be charged (pricing strategy), income generation (including tickets, catering, retail, extras pay activities, other business streams) and how the project is funded (funding model and fundraising assistance).

Consultancy Services

Tracking and predictive tracking studies

The process of studying behaviour as visitors flow around an attraction is an essential component for evaluating success. A tracking study will not only assess where visitors go but also what visitors do whilst at the attraction, from observing where people stop and spend their time to situational variables such as levels of crowding, time of day etc and presence of staff.

A tracking study delivers actionable insight to allow visitor orientation, circulation, and wayfinding to be improved as well as measuring whether visitors are engaging with the attraction as expected; both ultimately have a positive effect on the visitor experience. For new attractions, with an absence of data, we use predictive tracking to project how visitors will engage with the attraction.

GAP analysis

This analysis offers an alternative view to market penetration and other attendance prediction methods. GAP analysis will ascertain what competition there is currently and if there is room for growth in a market sector. The study calculates the demand for attraction visits from the local tourist and residential market, as well as the wider tourist system supply and demand.





Training events

Vision XS deliver insightful training events and conferences and are the go-to strategist for many national and international organisations and companies.

The most popular training opportunities hosted by Vision XS are the Walk shop and Advanced Workshop. The Walk shop gives delegates the opportunity to work through a challenging case study over a two-day course that uses key elements of the 5 Models to teach how to approach strategic planning.

The learning outcomes include:

- How to predict attendance
- Space planning for attractions
- Building a cost plan for the attraction
- Analysing the attractions visitor experience
- How to produce a 5-year strategy

The Advanced Workshop is aimed at delegates who have put into practice the knowledge gained at the Walk shop and want to continue their learning. It will appeal to those who have responsibility for producing strategic business plans for visitor attractions. Vision XS host regular training sessions in South Oxfordshire that delegates can attend as part of a bigger group, alternatively we can deliver bespoke training for your organisation onsite at your location. The bespoke training is personalised to the requirements of your business and can address and work through specific topic areas, without the need for travel.



vision

the experience specialists

01491 528900



@VisionXS



@VisionXS Ltd



Vision XS Ltd



The Old Counting House, 82E High Street,
Wallingford, Oxfordshire. OX10 0BS

www.visionxs.co.uk