SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats) for visitor attractions

Please feel free to use and share this template. We have often found that visitor attraction projects are very complex and when carrying out a SWOT Analysis it is beneficial to consider the following categories: The visitor experience; market factors; operational considerations and marketing dynamics.

For example under the visitor experience category we would consider the full range of elements which form the visitor journey. This would include key aspects such as access, sense of arrival, patterns of visitor flow and customer engagement as well as product elements such as the type and range of interpretation and exhibits.

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| Strengths | Weaknesses |
| *The visitor experience* | *The visitor experience* |
| *Market factors* | *Market factors* |
| *Operational considerations* | *Operational considerations* |
| *Marketing dynamics* | *Marketing dynamics* |
| Opportunities | Threats |
| *The visitor experience* | *The visitor experience* |
| *Market factors* | *Market factors* |
| *Operational considerations* | *Operational considerations* |
| *Marketing dynamics* | *Marketing dynamics* |