

Morisetti was launched in 2010 by Lesley Morisetti to provide economic and development consultancy services to the attractions and entertainment industry, following 27 years experience in the industry, through both operational and consultancy roles. Areas of specialism include:

- Market and financial feasibility studies for new developments
- Options appraisals for new developments
- Strategic planning and development advice for existing attractions
- Operational performance benchmarking studies
- Price sensitivity testing and revenue enhancement studies
- Facilitating client workshops and providing strategic support for client teams
- Management of consumer market research

Morisetti clients come from both the commercial and the not-for-profit sectors. Commercial clients include Merlin Entertainments, Silverstone Race Circuit and Chill Factor^e and cultural and institutional clients include the Natural History Museum, the National Trust and IAAPA Europe. Affiliate projects with ECA include work for Universal Studios and LEGO. In addition, Morisetti produces an annual financial benchmarking survey for the Association of Leading Visitor Attractions in the UK, which compares operational performance across over 70 attractions.

Lesley was previously a Director of the London office of the Economics Practice of AECOM (formally Economics Research Associates/ERA). During her eight years at ERA, she led a wide range of projects within the UK, Europe and the Middle East and North Africa, for both the private and public sectors.

Lesley has undertaken studies in a numerous EMEA locations including the UK, Ireland, France, Italy, Spain, the Netherlands, Denmark, Germany, Poland, Slovakia, and Russia, the UAE, Qatar, Bahrain, Egypt and Libya. Projects include feasibility studies for theme parks, brand centres, other commercial visitor attractions and for the not-for-profit sector, market and concept assessments for cultural developments and feasibility assessments for attraction led resort development.

Prior to joining ERA, Lesley worked for The Tussaud's Group (TTG) from 1984 until 2001. During this time her responsibilities included; coordinating and managing market research across the Group, marketing one of the UK's major theme parks, Chessington World of Adventures, and the development of Group wide partnerships and promotional relationships with key suppliers and retail partners. Other responsibilities included optimizing net ticket revenue across TTG attractions, including the introduction of revenue management processes.

Lesley is an experienced speaker at industry conferences such as IAAPA, European Attraction Show, Visitor Attraction Conference (VAC), TiLE/TiLEZone, and Ecsite and is on the organizing committee for TEA's SATE Conference.