

About Lesley Morisetti:

Becoming a specialist in entertainment and attraction development has involved working in a wide range of roles over many years.

My love of visitor attractions started back in 1984 when I joined the Tussauds Group (now part of Merlin Entertainments) in a new role as Market Research Manager, providing market insight and consumer research support to the Group's marketing teams. The Tussauds Group provided a wealth of experience opportunities and I soon started to also work on new attraction development, fortunate to learn by working alongside many legends of the UK attraction industry.

Concept development, operations experience and management responsibility came with the addition of an 'evening job', when I was also given the task of trying to breathe life into a dying concept – the Laserium at the Planetarium. An early lesson that sometimes an attraction has just had its day, leading to my recommendation to close the Laserium down whilst it was still just able to deliver a profit.

Becoming Head of Marketing at Chessington World of Adventures showed me the importance of brands – defining and creating the brand and then making sure that you live and breathe the brand through every product development decision and customer experience delivery – an understanding which has proved invaluable in the work that I now do in advising on the development of brand homes and brand and IP led attractions.

Economics Research Associates (ERA), the international consulting company formed by Buzz Price following his work for Walt Disney assessing the original Disneyland Park, was the Tussauds Groups' consultant of choice for external development advice. Keen to broaden my experience of the attractions industry and to better understand larger, mixed use, development projects and the role of attractions within these, I left the Tussauds Group and joined the London office of ERA, becoming a director and leading projects across Europe, the Middle East and North Africa.

In 2010 I decided to set up my own company, Morisetti, to focus on supporting and informing clients in the leisure and attractions sector in Europe. As shown on the client work page of my website, many clients from my days at ERA have continued to commission studies from me, together with new clients bringing fascinating projects for me to be evaluate and help shape. Nearly 40 years on, I find the industry as engaging and challenging as when I first joined in 1984.