



## **PRESS RELEASE**

**4<sup>th</sup> March 2014**

### **Strong tourism focus brings positive economic impacts to Wiltshire**

[VisitWiltshire](#) has today released two specially commissioned reports, highlighting the effects of tourism on the county's economy in 2012 and 2013.

The first was conducted by Tourism South East and specifically looks at economic impacts on the Wiltshire economy in 2012. The other was undertaken by the South West Research Company and examines VisitWiltshire's marketing effectiveness in 2013. Results across the board show a marked improvement and strong growth to the tourism economy in Wiltshire. And with feedback to the 2013 marketing campaigns already looking strong, this growth looks set to improve again into 2013/14.

"These reports show the significant, positive effect our Destination Management Organisation is having on tourism in Wiltshire," comments David Andrews, CEO of VisitWiltshire. "The DMO has been in place for over two years now and we are delighted to see such positive evidence of the impact we are having on growing our county's visitor economy. .

"It is particularly pleasing to see how effective our 2013 marketing activity has been in generating additional tourism visits and spend, with our thematic campaigns, website, printed guides, social media activity and apps all being shown to be extremely effective in generating additional visits and spend. "

### **Economic Performance**

In 2012, Wiltshire significantly out-performed the UK's 6.9% growth in tourism expenditure . Figures were up against 2011 and, critically, tourism provides over 8% of employment opportunities across the county.

Key figures include:

- Wiltshire attracted a record 19.7m visitors, which generated a total visitor related spend value of £949m, supporting an estimated 27,583 tourism related jobs.
- 2012 saw an increase in visits and spend, but a drop in overnight stays. This means visitors stayed for shorter periods of time, spending more whilst in the county.
- Total visitor spend increased by 17% from £859m in 2011 to £959m in 2012.

- Wiltshire received 1.7m staying trips (+10%) and £321m staying visitor spend (+19%). Inbound visitors increased by 6%.
- Wiltshire's 18 million day visits generated £638m in day visitor expenditure.
- The multiplier effect arising from the 19% increase in staying visitors resulted in a 26% increase in total visitor economy related turnover. A growth from £1,130m to £1,422m.

### **Table of top line economic results**

|  | <b>2011</b>    | <b>2012</b>    |
|--|----------------|----------------|
| Total Staying Visitor Trips (UK and overseas)  | 1.6 million    | 1.7 million    |
| Total Staying Visitor Nights (UK and overseas) | 5.9 million    | 5.6 million    |
| Total Staying Visitor Spend (UK and overseas)  | £269 million   | £321 million   |
| Total Day Visits                               | 18 million     | 18 million     |
| Total Day Visitor Spend                        | £549 million   | £638 million   |
| Total Visitor Related Spend                    | £859 million   | £959 million   |
| Total Tourism Supported Business Turnover      | £1,130 million | £1,422 million |
|  |                |                |
| *Number of jobs sustained / created            | 20,917         | 27,583         |
| % Of All Wiltshire Employment                  | 7%             | 8%             |

### **Marketing Performance**

Marketing in 2013 focused on short term visits and additional spend – this has been tracked in the survey conducted by the South West Research Company.

Over 1,000 questionnaires were submitted by individuals who had received marketing information from VisitWiltshire, and impact evaluation was calculated using national accepted methodologies approved by VisitBritain, VisitEngland the Department of Culture Media and Sport and the National Audit Office.

VisitWiltshire commissioned this research to better understand the impact that their 2013 marketing activity had in terms of generating additional short-term visits and spend.

Key findings include:

- The total value of influenced holidays, extended holidays and influenced day visits to Wiltshire, as a direct result of VisitWiltshire's 2013 marketing activity, was an estimated £9.5mm – a significant increase from £5.1m in 2012.
- This additional expenditure indicates that an estimated £27 in short-term additional spend is generated for each marketing pound spent by VisitWiltshire. In 2012 this figure was £14 per pound invested.
- 95% of those taking holidays and 94% of those taking day visits stated that VisitWiltshire's 2013 marketing activity influenced their decision to visit the county.

- VisitWiltshire's off-season marketing activity performed particularly well in generating off-season business (34% of influenced holidays were taken Sept-Dec).

## **ENDS**

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## **VisitWiltshire**

VisitWiltshire Ltd was established in August 2011 and is the official Tourist Board for Wiltshire. It is a private sector membership organisation representing 530 partners. VisitWiltshire's priority is to grow the county's Visitor Economy by raising awareness of the destination and generating additional tourism visits and spend. Wiltshire's Visitor Economy currently generates an estimated £1billion and supports over 21,000 jobs.