



Agenda – session one:

VisitWest

- **Welcome from Ben Gay**, General Manager of Harbour Hotel Bristol
- **Kathryn Davis**, Visit West - A review of 2023
- **Richard Toomer**, Executive Director at The Tourism Alliance
 - Tourism policy and politics in 2024
- **Robin Tjolle**, Regional Development Lead – South West
 - Why getting the Visitor Welcome right matters
- **Simon Numphud**, Chair of the South West Hospitality Action Board
 - Hospitality Action South West
- **Iona Devaughn**, Progression Manager - Babbasa
 - OurCity2030 Campaign Launch

11.15: Comfort break



Agenda – Session two:

VisitWest

- **Lizzy Carlyle**, Head of Climate and Environment for the National Trust
 - What does climate change mean for National Trust's purpose and visitor business?
- **Mandie Berry**, Business Support and Sector Development Manager at North Somerset Council
 - Levelling up Funding accelerates transformation of Weston
- **Hannah Windross**, Bristol Zoological Society's Director of People and Public Engagement
 - Building with purpose – How to create a new *charitable* visitor attraction
- **Donna Speed**, Chief Executive of We The Curious
 - Reopening Brilliantly
- **Tom Boden**, General Manager Bath Portfolio at National Trust
 - Bath Assembly Rooms – creating a world class visitor experience
- **Professor Ian Gadd, Chair of the Board of Directors, and David Hall, Director of Bath Royal Literacy & Scientific Institution** - Celebrating 200 years of the Bath Royal Literary and Scientific Institution
- **Kathryn Davis**, Managing Director, Visit West – Looking ahead: What's coming up in 2024



Agenda:

13.30: Lunch

14.15: Optional Workshops

- Visit West's PR & Comms team, Emma Frayling and Susie Bowers will be running a PR masterclass.
- Visit West's Membership team will provide a refresher 'How to make the most of your membership'.

15.30: Close



2023 – the return of normal...

Top Global News Stories on Google 2023

NATURAL DISASTER

MASS SHOOTING

WAR

SCIENCE & EXPLORATION



Is today a bank holiday? Why UK gets a day off for the coronation, opening times and Big Help Out explained

World Cup: England Lionesses eye glory - but 'no plans' for bank holiday

© 16 August 2023



CHAMPIONS
2022-23

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Top towns for 'staying visits' by inbound visitors

VisitWest

2022*		
Rank	Town/City	Visits (000s)
1	London	16,118
2	Edinburgh	1,796
3	Mancheste	1,230
4	Birmingham	803
5	Liverpool	680
6	Glasgow	618
7	Bristol	455
8	Cambridge	440
9	Oxford	425
10	Brighton / l	339
11	Leeds	289
12	Bath	273
13	Newcastle-	248
14	Cardiff	204
15	Southampt	194
16	York	193
17	Nottingham	189
18	Leicester	180
19	Luton	165
20	Inverness	165

2021*		
Rank	Town/City	Visits (000s)
1	London	2,723
2	Mancheste	306
3	Birmingham	205
4	Edinburgh	199
5	Liverpool	139
6	Glasgow	116
7	Bristol	106
8	Cambridge	85
9	Oxford	73
10	Brighton / l	70
11	Leeds	53
12	Newcastle-	53
13	Southampt	47
14	Leicester	47
15	Nottingham	43
16	Luton	38
17	Cardiff	37
18	Chester	35
19	Bath	33
20	Reading	33

2019		
Rank	Town/City	Visits (000s)
1	London	21,713
2	Edinburgh	2,206
3	Mancheste	1,661
4	Birmingham	1,112
5	Liverpool	845
6	Glasgow	771
7	Brighton / l	647
8	Bristol	636
9	Oxford	581
10	Cambridge	462
11	Bath	401
12	Cardiff	382
13	Leeds	338
14	York	297
15	Newcastle-	282
16	Inverness	275
17	Stratford-u	271
18	Nottingham	245
19	Coventry	245
20	Reading	237

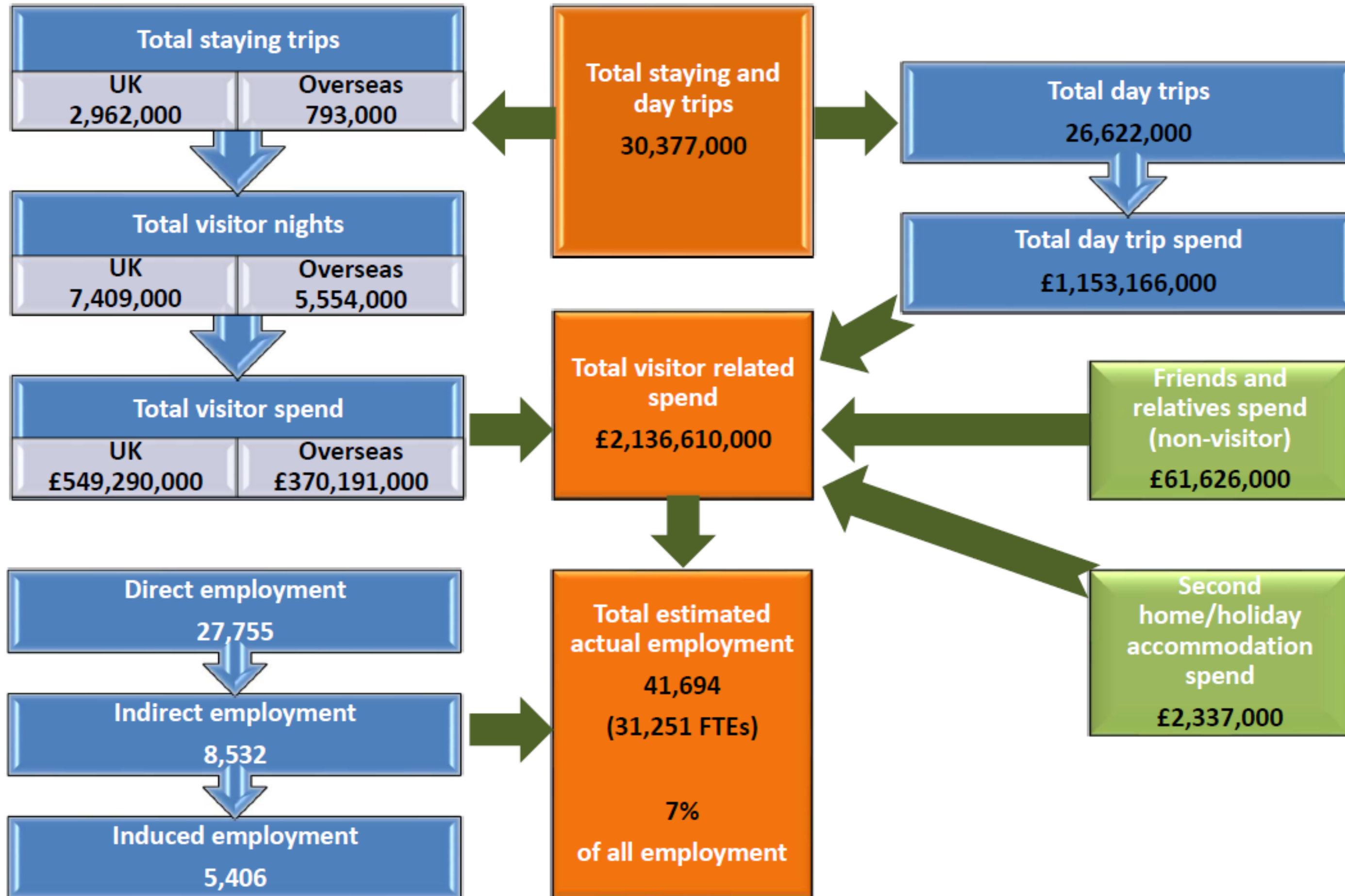
International returned....

70% recovery....



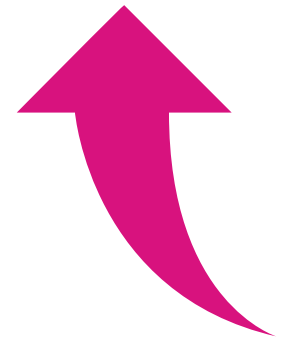
Country of residence	UK Visits 22 (000s)	UK Visits Rank	Spend Rank	Bristol Visits (000s)	Bristol Rank	Bath Visits (000s)	Bath Rank	Total Visits	Total Rank
USA	4,587	1	1	38.9	5	66	1	105	1
France	2,830	2	2	41	4	29.7	2	71	3
Irish Republic	2,509	3	6	44	2	12.5	7	57	5
Germany	2,233	4	3	44	3	24.3	3	68	4
Spain	2,012	5	5	58	1	20.1	4	78	2
Netherlands	1,632	6	8	17.7	8	11.7	7	29	8
Poland	1,345	7	15	15.6	9	3.7	15	19	11
Italy	1,313	8	9	18.4	7	12.7	6	31	7
Canada	897	9	7	9.9	15	13	5	23	9
Switzerland	862	10	13	11.7	11	7.9	10	20	10
Australia	723	11	4	20.5	6	11	9	32	6
Belgium	679	12	16	1.1	43	5	13	6	17
Romania	634	13	23	10.9	12	1.5	27	12	13
Sweden	630	14	17	4.5	21	1	31	6	17
Denmark	566	15	21	10.3	13	2	21	12	13
Norway	547	16	14	2.7	28	3.4	16	6	17
India	516	17	11	5.3	17	3.8	14	9	15
Portugal	494	18	27	13.5	10	2.5	20	16	12
United Arab Emirates	380	19	10	6.2	16	1	35	7	16
Austria	288	20	31			3	17	3	20

West of England - Key facts at a glance

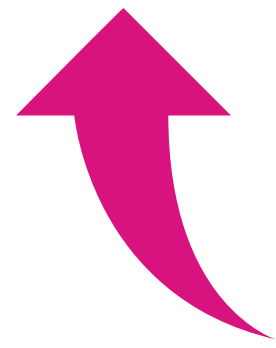


Total visitor related spend

- Bristol 51%
- Bath & NE Somerset 20%
- North Somerset 16%
- South Gloucestershire 13%

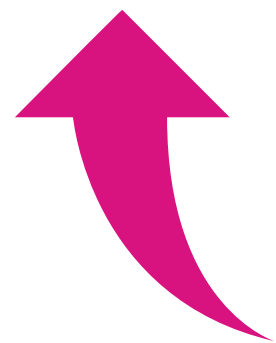


Total visitor related spend - 91%



Day Visits Volume - 80%

Day Visits Value - 90%



Domestic Staying Visits Volume - 83%

Domestic Staying Visits Value - 91%

**Value recovered
faster than
volume**



2023

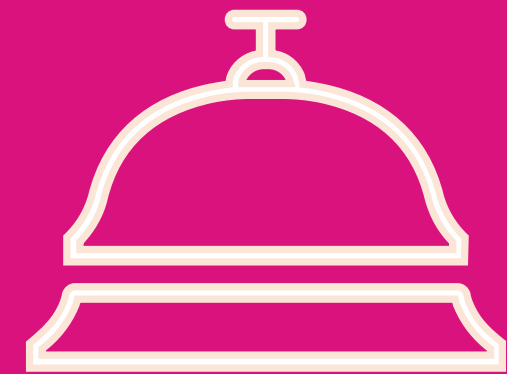
UK Average Occupancy 77.3%
Regional UK Average Occupancy 76.4%

Bristol Hotels 77.4%

↑ Regional ADR ↓ UK ADR

Bath Hotels 74.8%

↑ Regional ADR ↑ UK ADR



2023

- Bristol Visitor Attractions 1.8% ↑
- Bath Visitor Attractions 15.5% ↑
- Rural Visitor Attractions 5.2% ↑
- Bristol Performing & Visual Arts Venues 3.5% ↑



2023



2023





2023



miaList Individual Award Winner

SPONSORED BY ENTEGRA



**HELEN APPLIN -
VISIT WEST**



2023

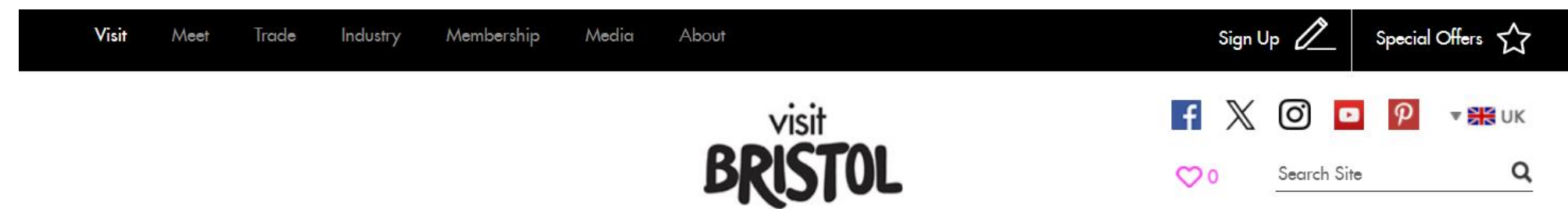
BRISTOL CITY CENTRE BID WINS ATCM AWARD FOR OUTSTANDING PARTNERSHIP



Bristol City Centre BID and its partners collaborated to enhance community safety and promote a positive experience, setting a new standard for collaborative efforts in Bristol and beyond.

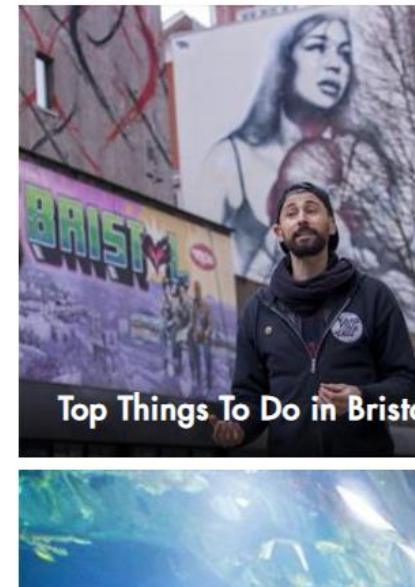
2023

- Bristol 650
- Visit Bath
2.7m sessions
- Visit Bristol
3.5m sessions
- Visit West
120k sessions
- Meet Bristol & Bath
62k sessions
- Bath & Bristol
Trade site
29k sessions



VisitWest

WHERE TO STAY THINGS TO DO WHAT'S ON FOOD & DRINK SHOPPING INSPIRE ME YOUR VISIT BLOG



Industry | Meet | Trade | Visit Bath | Visit Bristol

VisitWest

Latest News X LinkedIn Instagram Email Search Site

Membership About Us Business Support Working With Us Media Sustainability Careers & Training Dog Friendly West of England

Instagram X LinkedIn YouTube Sign Up to Newsletter Search Site

meet
BRISTOL & BATH
Convention Bureau

How we can help About the Region Make an Event Enquiry Plan an Event Extend Your Stay Blog

Industry | Meet | Trade | Visit Bath | Visit Bristol

BATH AND BRISTOL

Blog X Sign Up to Newsletter Search Site

Visiting Bristol and Bath

Resources for Trade

Themes and Inspiration



2023



VisitWest 2023 Highlights

- 158 media trips (some of these were group trips)
- UK, S Korea, Germany, USA, Canada, Australia, India, Italy, Spain, Switzerland, Denmark, Sweden, China, France, Belgium, NZ, Ireland
- 575 pieces of coverage
- 17.2m estimated views
- 3.28 BILLION potential audience



VisitWest 2023 Highlights



Dec 19 2023

Twixmas holiday activities in Bristol

Banish the lull between Christmas and New Year with these fun Twixmas activities in Bristol.



Dec 13 2023

24 things to do in Bristol in 2024

Allow us to help you plan your perfect Bristol break with these top 24 things to do in 2024.



Where to try local tipples in Bath

Find out where to sample local beers and other West Country tipples during your visit to Bath.

📅 Dec 14 2023



Review: Sleeping Beauty at the Theatre Royal Bath

Visit Bath review Sleeping Beauty, Theatre Royal Bath's Christmas pantomime for 2023.

📅 Dec 11 2023

- Consumer social reach ~8.8m
- Visit West social reach ~205k
- 24 package competitions with 145,500 entries
- 52 social giveaways with 452,635 reach
- 273 consumer blog posts



VisitWest 2023 Highlights



- 1,144 news items on Visit West
- 777 visitor enquiries answered
- 4,772 events uploaded/ updated
- 11 travel trade events
- ~350 travel trade meetings
- >£100k of business retained in destination with our help



VisitWest 2023 Highlights

Bath at Christmas page – 38,768 views

Christmas events – 25,193 views

Bath Christmas Market – 26.3k views

Top Blog: A Guide to Christmas Markets – 7.7k views



Merry Bristmas page – 32,180 views

Christmas events – 77,242 views

Bristol Christmas Market - 37.4k views

Top Blog: Where to see Santa – 12k views



VisitWest 2023 Highlights

Managed £1.8m of direct enquiries,
and supported agents working
directly with venues

Attended 7 trade shows and
roadshows, generating in excess of
£1m ROI

Directly responsible for more than
£0.5m bookings into venues



VisitWest 2023 Highlights



- 109 new members representing 125 sites across the region
- Delivered 27 member events with more than 750 participants
- Developed new membership benefits

Local Visitor Economy Partnership

Recognised by



VisitEngland

VisitWest



We became an LVEP



visit
BRISTOL

VISIT
BATH

BATH **AND** BRISTOL



DESTINATION MANAGEMENT PLAN
2023-2033

REPORT FOR VISIT WEST

MAY 2023

Destination Management Plan

VisitWest

Sustainability is **not** an afterthought but is the default position for everything that happens



Marketing recommendations which will help to further consolidate and amplify the region's wider proposition.



Development of a regional narrative for use in external communication with prospective visitors and other partners.



Improve the visibility of the region's offer at its key visitor entry points



Visit West engage with large visitor attractions on the periphery of the region's boundaries

visit
BRISTOL

 VISIT
BATH



visitbristol.co.uk





A full day of fun at
Cheddar Gorge & Caves

**History
Wildlife
Adventure**

Two stunning caves
Immersive events
Spectacular scenery
Adventure activities

Find out more: cheddargorge.co.uk

CHEDDAR GORGE & CAVES

back to action

BEAT BACK PAIN NOW!

visitbath.co.uk

ADVENTURE IS AROUND THE CORNER.

visitbath.co.uk

Bristol Aquarium

visitbath.co.uk

visitbath.co.uk

visitbath.co.uk



VisitWest

NEW CULTURE



Credits
Bristol Harbour Festival – Paul Box
Sean Street Art by Cheo – Visit Bristol

‘New Culture’ embraces a range of creative endeavours found across the area. It includes the street art and film and TV of Bristol to the fashion stories and shopping experiences in Bath. It includes music and performance, events, arts and crafts. It includes sport – spectating and participating. And the new food and drink offer - locally produced and delivered by creative young chefs, particularly in the urban areas.

HERITAGE REINTERPRETED



Credits
Roman Baths – Visit Bath
SS Great Britain – SS Great Britain

‘Heritage Reinterpreted’ acknowledges the range and depth of the area’s history and heritage and takes a forward-looking perspective to examine new ways that this can be experienced. This includes new and under-represented stories told in imaginative new ways whether at attractions, on tours, by local communities, on the ground and in marketing communications.

WELLBEING



Credits
Ellenburgh Park West – Visit Weston- super- Mare
Thermae Bath Spa – Visit Bath

‘Wellbeing’ taps into the increasing interest in physical and mental health and self-care. It takes Bath’s spa as a starting point and extends it to include the green and blue spaces of the area. It includes the range of activities from gentle to challenging, and simply being as well as doing. It includes healthy living expressed in food and drink, locally produced and prepared.

VisitWest



Strengthening the Foundations





THANK YOU

VisitWest



And thank you...



VISIT
BATH

BATH **AND** BRISTOL