



Working in local partnerships

Sacred Bristol

Canon Tim Higgins

City Canon Bristol Cathedral and
Priest in Charge of St Stephen's Church City Centre

David Worthington

Manager, The New Room/John Wesley's Chapel

Feisal Khalif

Marketing Manager, Destination Bristol



*'The most beautiful, interesting and
distinguished city in England'*

Sir John Betjeman

*‘One of the top ten cities
in the world to visit’*

DK Eyewitness Travel Guides 2009

Bristol
is...

the 6th most popular UK tourism
destination for domestic visitors

Bristol
is...

the 7th most popular UK tourism
destination for overseas visitors



Bristol's image and how it has changed

| Do you associate Bristol with..... | 1998 | 2007 | Change |
|------------------------------------|------|------|--------|
| Bridges | 88% | 86% | ⬇️ |
| Historic ships | 75% | 81% | ⬆️ |
| Brunel | 70% | 79% | ⬆️ |
| The South West | n/a | 78% | |
| Historic buildings and gardens | 64% | 69% | ⬆️ |
| Fine architecture | 63% | 63% | 😊 |
| Good shopping | 77% | 61% | ⬇️ |
| Engineering and science | 67% | 59% | ⬇️ |
| Big events and festivals | 52% | 59% | ⬆️ |
| Good theatre and arts | 61% | 53% | ⬇️ |
| Fine museums and galleries | n/a | 50% | |
| TV and film making | n/a | 43% | |
| Sherry | 55% | 41% | ⬇️ |
| Clubbing and nightlife | 48% | 36% | ⬇️ |
| Vibrant music scene | 47% | 35% | ⬇️ |
| Sport | 54% | 32% | ⬇️ |
| Wildlife films and events | 29% | 29% | 😊 |
| Religious heritage | 20% | 29% | 😊 |

| Do you associate Bristol with..... | 2007 | Day visitors from home | Staying visitors | Day visitors on holiday |
|------------------------------------|------|------------------------|------------------|-------------------------|
| Bridges | 86% | 86% | 88% | 79% |
| Historic ships | 81% | 85% | 80% | 74% |
| Brunel | 79% | 88% | 72% | 73% |
| The South West | 78% | 81% | 77% | 72% |
| Historic buildings and gardens | 69% | 68% | 71% | 64% |
| Fine architecture | 63% | 61% | 69% | 56% |
| Good shopping | 61% | 74% | 54% | 44% |
| Engineering and science | 59% | 63% | 56% | 56% |
| Big events and festivals | 59% | 67% | 55% | 48% |
| Good theatre and arts | 53% | 62% | 47% | 43% |
| Fine museums and galleries | 50% | 53% | 51% | 41% |
| TV and film making | 43% | 55% | 34% | 32% |
| Sherry | 41% | 52% | 30% | 36% |
| Clubbing and nightlife | 36% | 41% | 36% | 23% |
| Vibrant music scene | 35% | 41% | 34% | 20% |
| Sport | 32% | 40% | 25% | 29% |
| Wildlife films and events | 29% | 39% | 20% | 23% |
| Religious heritage | 29% | 30% | 23% | 30% |

Visit Bristol
The official online guide to the city

Things to do
Attractions, museums, sightseeing, shopping

Accommodation
Hotels, bed & breakfast, guesthouses

Events
Events, festivals, and live music

Food & drink
Restaurants, cafes, pubs and bars

About Bristol
Travel maps, facts and info

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Name (if known)

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A new map detailing some of Bristol's "most fascinating" places of worship has been launched in the city.

Sacred Bristol features eight churches and cathedrals, including Bristol Cathedral on College Green and St Paul's in Portland Square.

It is hoped the free document, which is available in most churches, will encourage more visitors to Bristol.

All venues featured are free to visit and welcome worshippers and non-worshippers alike.

David Worthington, the driving force behind the project, said: "Bristol is proud not only of its rich history and seafaring links, but also of its religious heritage. "Our city is fortunate to have a profusion of fascinating churches and places of worship for visitors to enjoy."


St James Priory is believed to be the oldest building in Bristol, dating back nearly 1,000 years, but Sacred Bristol is not just about old buildings.

Clifton Cathedral - only built in the 1970s - is an award-winning architectural masterpiece.

Feisal Khalif from Destination Bristol, who supported the production of Sacred Bristol, said: "The guide is a great way of reaching out to visitors to Bristol and gives them the opportunity to experience the unique atmosphere in our city's amazing cathedrals and churches.

"The Sacred Bristol guide will also provide inspiration for Bristolians looking to spend their summer holidays at home this year.

"Perhaps now's the time to visit some of the Bristol gems we've not



Bristol Cathedral is one of the places of worship featured in Sacred Bristol

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SACRED BRISTOL
St Thomas the Martyr on St Thomas Street
Bristol Cathedral on College Green
Clifton Cathedral on Pembroke Road
St John the Baptist on Broad Street
St James Priory on Whitson Street
St Mary Redcliffe on Redcliffe Way
St Paul's on Portland Square
The New Room/John Wesley's Chapel on The Horsefair
Download Sacred Bristol guide from visitbristol.co.uk

Table A.2 England visit trends 2008-2009 - by attraction category (%)

| Category | Attractions sample | % 09/08 |
|---------------------------|--------------------|---------|
| Country parks | 45 | +2 |
| Farms | 58 | +6 |
| Gardens | 106 | +10 |
| Historic houses/castles | 342 | +12 |
| Other historic properties | 111 | +1 |
| Leisure/theme parks | 35 | +1 |
| Museums/art galleries | 600 | +3 |
| Steam/heritage railways | 29 | +7 |
| Visitor/heritage centres | 75 | +5 |
| Wildlife attractions/zoos | 88 | +2 |
| Workplaces | 52 | +2 |
| Places of worship | 103 | +6 |
| Other | 162 | +9 |
| England | (1,806) | +5 |

All categories showed growth in 2009, with the most striking increases observed for historic houses/castles (+12%). This is consistent with findings reported by the quarterly England Attractions Monitor throughout 2009 and represents a significant shift from the static visits position observed over the past few years. Gardens (+10%) also reported a double digit percentage increase, despite another summer of wetter than average weather.

Museums/art galleries reported a more modest +3% increase, significantly lower than the +7% reported in 2008 (driven to an extent by the stellar performance of museums/art galleries in the North West as a result of Liverpool Capital of Culture 2008).

Places of worship continued to recover well, reporting strong increases in visitor admissions of +6% in 2009 and +5% in 2008. The years immediately prior to this were a period of more modest increases, which in turn followed years of declining admissions.

