

Working in local partnerships

Sacred Bristol

Canon Tim Higgins

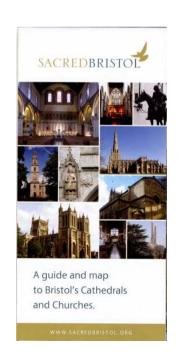
City Canon Bristol Cathedral and Priest in Charge of St Stephen's Church City Centre

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%	8
Historic ships	75%	81%	⊜
Brunel	70%	79%	(3)
The South West	n/a	78%	
Historic buildings and gardens	64%	69%	(3)
Fine architecture	63%	63%	(2)
Good shopping	77%	61%	8
Engineering and science	67%	59%	8
Big events and festivals	52%	59%	☺
Good theatre and arts	61%	53%	8
Fine museums and galleries	n/a	50%	
TV and film making	n/a	43%	
Sherry	55%	41%	8
Clubbing and nightlife	48%	36%	8
Vibrant music scene	47%	35%	8
Sport	54%	32%	8
Wildlife films and events	29%	29%	(2)
Religious heritage	20%	29%	(3)



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%



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

Category	Attractions sample	% 09
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.

