**Tourism Sector Research for Brighton Launch**

**Tourist Origins & Volume**

* Brighton & Hove attracts **around 11.5 million visits yearly**, almost one million below pre-pandemic levels, but steadily recovering [The Independent](https://www.independent.co.uk/travel/news-and-advice/brighton-tourist-tax-overcrowding-council-b2626399.html?utm_source=chatgpt.com)[brightoni360.co.uk](https://www.brightoni360.co.uk/things-to-do-brighton/world-tourism-day-brighton/?utm_source=chatgpt.com).
* It's one of the UK’s **most visited seaside destinations**, frequently ranking among the top towns for inbound visits—even though overtourism and visitor pressure are growing concerns [Travel And Tour World](https://www.travelandtourworld.com/news/article/united-kingdom-struggles-with-seaside-overtourism-as-brighton-proposes-powerful-tourist-tax-to-safeguard-environment-and-support-local-economy/?utm_source=chatgpt.com)[The Argus](https://www.theargus.co.uk/news/23744137.brighton-named-among-uk-areas-tourism-pressure/?utm_source=chatgpt.com).
* The local tourism economy generates **over £1.2 billion annually** and supports more than **23,000 jobs** in the city [The Independent](https://www.independent.co.uk/travel/news-and-advice/brighton-tourist-tax-overcrowding-council-b2626399.html?utm_source=chatgpt.com).
* Visitor origin mix (from local survey data):
  + **Major countries**: Spain, Germany, USA, France, Australia [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/news/2017/report-shows-visitors-are-happy-brighton-hove?utm_source=chatgpt.com).

**Language Needs**

* Though specific data on multilingual interfaces for Brighton isn’t available, many visitors come from **non-English-speaking countries**, especially Germany, Spain, and France.
* Given this, offering at least **French, German, and Spanish** in the app would enhance accessibility for international tourists.
* Perhaps a need for Mandarin or Arabic to account for the majority of international students

**Tourist Behaviour & Hotspots**

* Most popular visitor activities:
  + Seafront/beach (82%), dining (77%), independent exploring (64%), attractions like Brighton Pier, i360, Royal Pavilion (55–64%) [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/news/2017/report-shows-visitors-are-happy-brighton-hove?utm_source=chatgpt.com).
* **Brighton Pride** is a massive event which draws crowds of roughly **450,000 people** over one weekend and injects around **£30 million** into the local economy [Wikipedia](https://en.wikipedia.org/wiki/Brighton_Pride?utm_source=chatgpt.com).
* Day-trippers account for a significant share of visitors, though their economic impact is lower than overnight guests. For example, overnight stays average **£169 spent per person per 24 hours**, while day-visitors spend around **£90** [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/news/2017/report-shows-visitors-are-happy-brighton-hove?utm_source=chatgpt.com).

**Summary Table**

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| **Focus Area** | **Key Insights** |
| **Visitor Volume** | ~11.5 million annual visits; ~£1.2Bn economic impact; >23k jobs [The Independent](https://www.independent.co.uk/travel/news-and-advice/brighton-tourist-tax-overcrowding-council-b2626399.html?utm_source=chatgpt.com)[brightoni360.co.uk](https://www.brightoni360.co.uk/things-to-do-brighton/world-tourism-day-brighton/?utm_source=chatgpt.com) |
| **Visitor Origins** | Main overseas visitors: Spain, Germany, USA, France, Australia [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/news/2017/report-shows-visitors-are-happy-brighton-hove?utm_source=chatgpt.com) |
| **Language Needs** | Multilingual app UI advisable for key European markets |
| **Behaviors & Hotspots** | Popular attractions (Pier, Pavilion, i360), seafront; major events like Pride draw huge volumes [Brighton & Hove City Council](https://www.brighton-hove.gov.uk/news/2017/report-shows-visitors-are-happy-brighton-hove?utm_source=chatgpt.com)[Wikipedia](https://en.wikipedia.org/wiki/Brighton_Pride?utm_source=chatgpt.com) |
| **Tourism Pressure** | High visitor pressure in peak seasons; city exploring tourist tax proposals to manage demand [The Argus](https://www.theargus.co.uk/news/23744137.brighton-named-among-uk-areas-tourism-pressure/?utm_source=chatgpt.com)[Travel And Tour World](https://www.travelandtourworld.com/news/article/united-kingdom-struggles-with-seaside-overtourism-as-brighton-proposes-powerful-tourist-tax-to-safeguard-environment-and-support-local-economy/?utm_source=chatgpt.com) |

**Recommendations for the Bike Scheme**

1. **Multilingual Support**
   * Include French, German, Spanish (and potentially Italian/Arabic) in your app and payment interface to improve tourist usability.
2. **Tourist-Friendly Features**
   * Highlight scenic routes, top attractions, and event zones in multiple languages. The homepage could open with trips in Brighton to seem like a friendlier scheme than the big companies and to encourage use of the bikes, with bike friendly routes.
   * Offer discounted **daytrip packages** or passes timed to align with major events (e.g., Brighton Pride). Again, this differentiates as it seems more special and caring than a major scheme, so it could be like a pride weekend pass especially for pride that includes just the days pride is on, or discounted prices. (may help with getting the council on side as could help with congestion during major events)
3. **Infrastructure & Operations**
   * Focus bike stations near key tourist hotspots (Pier, i360, Pavilion, Pride routes).
   * Provide clear multilingual directions.
4. **Sustainability & Safety Messaging**
   * Market the bikes as eco-friendly options to navigate congested areas—especially during tourist peaks.
   * Address overtourism by encouraging riders to explore less crowded neighbourhoods and offering incentives for doing so.
5. **Rewards**
   * Could add a reward scheme like badges for going to certain destinations or completing certain trails (like Strava) would be an incentive for repeat uses.
   * Or could add like a photo element where in the app it could let you add a photo from each destination on a map so that you can remember your stay by (gives it that personal touch) may need the ability to export the map as like a widget or photo so that it isn’t limited to only use within the app.