WINDSOR Tourism Statistics

pased on 2016 economic impact assessment and 2017 visitor survey

An estimated 630,000 staying trips were spent in 2016 including 438,000 were made by domestic visitors and 192,000 by overseas visitors.

Staying trips resulted in an estimated 1.74 million visitor nights spent in the district.

Direct expenditure is translated to £571 million worth of income for local businesses.

7,157 jobs supported by tourism in 2016.

47% visitors mention how attractive and appealing they find Windsor. Others mention cleanliness (37%), feeling of welcome (33%) and the busy/bustling feeling (26%).

'The Castle' is top response for enjoyment (75%), followed by town attractivements (15%) and general atmosphere and ambience of the town (12%).

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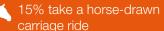
78% of visitors stated Windsor met their expectations while 22% stated it exceeded theirs.

Respondents indicated that they were 'very likely' or 'likely' to recommend Windsor as a visitor destination to others (97%)



21% visit the Guildhall Museum











Proportion of domestic and overseas visitors

49%

Domestic visitors

51%

Overseas visitors

Tourism spend Accomodation: £73,618,000 Shopping: £150,021,000 Food / drink £137,587,000 Attractions / entertainment £41,655,000 Trayel: £56,402,000



Main purpose of visit

Leisure/ holiday 93%
Visiting friends / relatives 5%
Special shopping trip 1%
Business trip Language student 1%
Dining <1%

Visitor Satisfaction

	General atmosphere	Feeling of welcome	Overall enjoyment
very good	86%	91%	21%
good CC	14%	9%	78%
average 🔃	-		1%
poor 🔃	-		
very poor			

Top 10 places of domestic



Top ten home countries of tourists

