

WINDSOR

Tourism Statistics

based 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 attractiveness (15%) and general atmosphere and ambience of the town (12%).

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%)

 90% visit Windsor Castle

 69% visit a cafe/restaurant/pub

 27% visit Shops

 22% visit Legoland

 21% visit the Guildhall Museum

 16% visit Windsor Great Park / Long Walk

 15% take a horse-drawn carriage ride

 8% visit Stanley Spencer Gallery

 7% visit the River Thames

 6% take a riverboat excursion / Duck Tour

Proportion of domestic and overseas visitors

49% 
Domestic visitors

51% 
Overseas visitors

Tourism spend






Accommodation:	£73,618,000
Shopping:	£150,021,000
Food / drink:	£137,587,000
Attractions / entertainment:	£41,655,000
Travel:	£56,402,000
Total:	£459,283,000



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 	14%	9%	78%
average 	-	-	1%
poor 	-	-	-
very poor 	-	-	-

Top 10 places of domestic visitor residence

1. Greater London	45%
2. Surrey	13%
3. Essex	6%
4. Scotland	5%
5. Kent	5%
6. Berkshire	4%
7. Hertfordshire	3%
8. Northern Ireland	3%
9. Wales	2%
10. West Midlands	2%

Top ten home countries of tourists

1. France		15%
2. U.S.A		11%
3. Australia		10%
4. Germany		9%
5. Spain		9%
6. Italy		8%
7. Canada		6%
8. Austria		3%
9. Russia		3%
10. Netherlands		2%