

# St Albans City & District: tourism industry



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- Number of residents: 140,000 (68,000)
- Number of visitors per year: 1.6 million
- Number of day visitors: 1.3 million
- Number of staying visitors: 0.3 million
- Visitor expenditure: £160 million
- Jobs in the visitor economy: 2,580

# How do we compare?

Our visitor numbers are low compared to similar destinations.

We have a favourable 'visitor offering' compared to the destinations mentioned.

Each year, the visitor economy grows by 2.3% in St Albans, however this is low compared to the growth of the other destinations.

City	No. of Visitors	Year	Resident Population
St Albans (District)	<b>1.5 million</b>	2010	68,000 (140,000)
Shrewsbury	<b>2.6 million</b>	2007	96,100
Winchester	<b>4.6 million</b>	2009	44,700
Lincoln	<b>3.4 million</b>	2010	93,100
Canterbury	<b>3.3 million</b>	2008	43,400

# Why do people visit?

- The main reason for visiting is leisure (46%) followed by visiting friends and relatives (25%) and shopping (21%).
- The current set of figures suggests business visits are low (at around 1%) however the research was conducted in August.

# Who visits?

- Visitor Numbers are broadly spread evenly across age ranges.
- The largest group of visitors (40%) is made up of families.
- Research shows that international visitors are put off by our proximity to London.

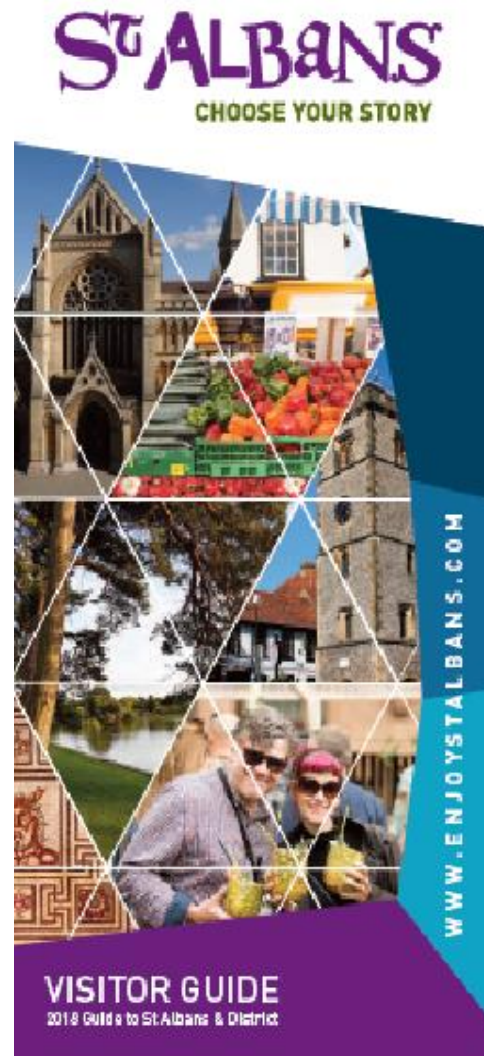
# What do we offer?

- 'Big Draws' such as the Cathedral, Roman Verulamium and the Charter Market.
- Smaller attractions such as Redbournbury Mill, Heartwood Forest, De Havilland Aircraft Museum and The Organ Museum.
- Large Annual Events such as the Food and Drink Festival, Alban Weekend, International Organ Festival and Christmas Market.
- Visitor Information Points/Centres and of course our much valued guided tours helping to put all of this heritage into context.

# What is happening to the district's Visitor Information services

- The nature of enquiries is changing up and down the country.
- As a result, the service we offer has to adapt.
- We are focusing on enquiries about St Albans and how we can boost the visitor economy in the most effective way.

# Our Visitor Guide





# Our tourism website

St Albans Visitor Economy | st albens visitor guide | Visit St Albans | Information

www.enjoystalbens.com/index.html

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## Welcome to St Albans

Two thousand years of history, only 20 minutes from central London



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### Welcome to St Albans

St Albans stands out as a unique English Cathedral City. The city's colourful history can be seen in the Roman culture. There are lush green parks and countryside, a buzzing metropolis,

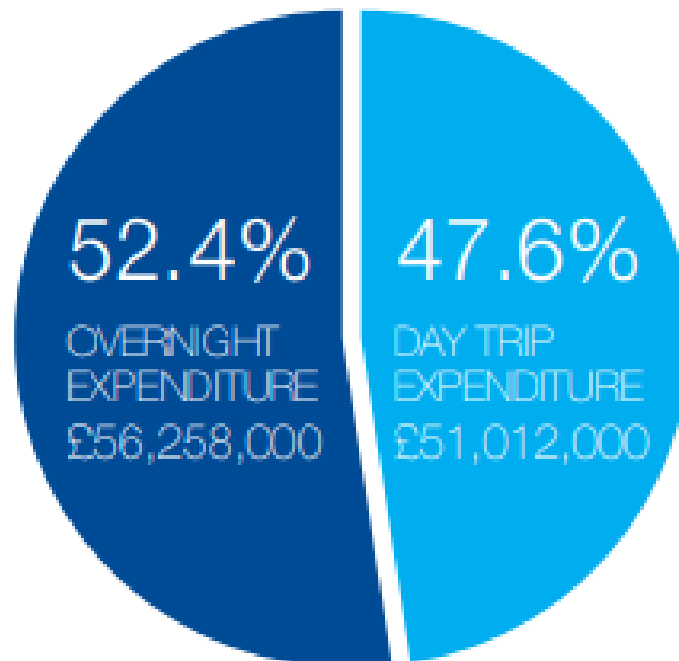
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Waiting for www.enjoystalbens.com...

# What do we do well?

- Our research shows that we attract a greater proportion of staying visitors than the other destinations we looked at previously. 19% of visitors are staying overnight or longer, of which a further 19% are from overseas.



# What do we do well?

- People want to stay longer.
- We are often described as a 'hidden gem' or other such term.
- We are easy to get to.
- The Visitor Economy is growing.

# Where can we improve?

## Satisfaction v Importance



## Satisfaction benchmarking



# Where can we improve?

- Aside from visitor numbers, we have a number of statistics which highlight areas for improvement compared to other destinations.
- We should look at making it easier to park.
- We need to convince overseas visitors.
- We need to become more 'coach party-friendly'.
- Perhaps we need to attract more day visitors, depending how the statistics are interpreted.
- Occasional congestion, but often this is brought about by our protected history.

# What are we doing to improve?

- Joined up thinking and recognisable brand across visitor attractions.
- Business Improvement District or BID.
- Major new attractions such as St Albans Museum + Gallery and the Cathedral's *Alban, Britain's First Saint* project.
- Targeted marketing and changing mind-sets.
- Travel shows and the Visitor Guide.

# Going forward

- The BID
- Opening of new capital projects
- Adjusting for the changing demands of visitors
- The Visitor Partnership
- Making use of new technology
- But most importantly... working together!

# What can we all do to help?

- Upsell other attractions or accommodation.
- Upsell festivals and events.
- Inform visitors of our visitor guide.
- The longer and more enjoyable the stay, the more income, jobs and positive word of mouth we can generate for the district.



# Q&A

- Any questions...