

Tourism South East Annual General Meeting

18 September 2008

City of Winchester

- Ancient capital of England
- Population 35,000
- Voted best city in 2006 (Channel 4)
- Winchester Cathedral is the main attraction



Winchester Cathedral

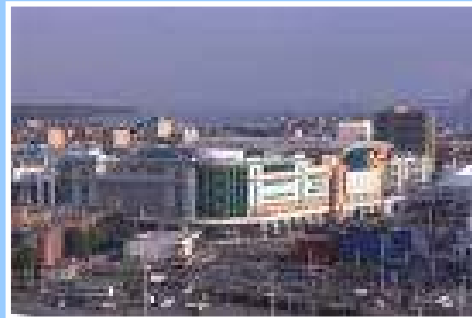
Enterprises Ltd



- Established in 1993 – Visitors' Centre opened
- Cathedral Shop and Café
- Main aims
 - Welcome / Hospitality / Long-term income stream to Chapter
- Cathedral Shop and e-commerce site
- Cathedral Café, Woodhouse Suite and Undercroft, Priors Hall, Garden marquees
- Events and Concerts
- Box Office and ticketing

Background 2004/5

- City struggling
 - West Quay / Festival Place
 - road works and gas pipe works
- Footfall declining
- WCEL business affected at seasonal times
- City Centre management?



Concept and Funding



- Christmas Market and Ice Rink positioned adjacent to historic Cathedral
- Reason for visiting Winchester at seasonal time
- Internal funding and support from City Council (£15k enabling grant)
- Agreed Feb / March '06 – resource issue

Christmas 2006



Christmas Market

- » Dec 1st to 10th (10 days)
- » 40 chalets
- » Inner Close



Ice Rink

- » Dec 1st to Jan 7th
- » Robin Cousins Entertainment Ltd (100%)
- » Café on Ice – WCEL catering



Christmas 2006 - Results



1. Christmas Market

- 100% occupancy
- 120,000 visitors
- Stall holders successful
- Break-even for WCEL



2. Ice Rink

- 35,000 skaters
- 15,000 onlookers
- Café on Ice £25k
- Robin Cousins Entertainment Ltd profitable



3. City

- 34% increase in footfall
- high value publicity
- WCEL awarded 'Millennium Egg' for business / economic development



4. WCEL Core Business

- Retail + 56% in 10 days
- Café + 67% in 10 days

Christmas 2007



Christmas Market

- » Nov 30th to Dec 16th (17 days)
- » 80 chalets
- » Maintain quality standard
- » WCEL involvement/chalets



Ice Rink

- » Larger (increased capacity)
- » New online ticketing system
- » 60/40 partnership with RCE
- » Ambiance



Christmas in Winchester

- » Coherent publication promoting all the City has to offer

Christmas 2007 - Result

1. Christmas Market

- 100% occupancy
- 200,000 visitors
- Financially profitable
- Coach groups started
- WCEL:
 - Bratwurst £25k
 - Gluhwein £15k
- Sunday Times voted it ***“Best in South of England”***

2. Ice Rink

- 43,000 skaters
- Profit achieved
- 30% booking on-line

3. City

- Excellent trading
- Car Parks full
- Park n Ride well utilised

4. Research

- 95% good experience (85% repeat visit)
- 55% half day or more in Winchester
- 35% visit shops
- 26% cafés / pubs

5. Christmas in Winchester

- 100k published
- Distributed Oct/Nov
- £20k revenue
- Coherent package and distributed to 50,000 homes

Christmas 2007 – Result (continued)

6. Core Business in December

- Retail + 30%
- Café + 30%
- Café on Ice £45k
- Chalets £40k



Generated revenue circa £1million in year 2

Market Developments

Fine Food and Wine Show – May



Contemporary Arts and Crafts - July



Christmas 2008

Christmas Market

- 85 chalets
- British crafts area
- Food court
- High quality
- Coach groups 40

Ice Rink

- 51/49 partnership
- Community involvement
- Targeted marketing to off peak sessions

Considerations

- Vision – clear
- Resource – increased work load in all sections
- Long term project
- Maintain quality control
- Partnerships – City / Sponsors / Media
- Management Plan – Health and Safety
- Optimum PR – Choir Boys on Ice
- Financial Control

Have fun! And don't forget...

...toilets and rubbish!

