



## **BIG INCREASE IN INTERNATIONAL VISITORS TO WILTSHIRE**

**26 August 2014:** New figures released by VisitBritain reveal a sharp rise in the number of overseas visitors travelling to Wiltshire for their summer holiday in 2013.

The figures, which have been compiled by VisitBritain, show Wiltshire and other parts of the south west grew at a faster rate than anywhere else in the country, +48% from Jul-Sep 2013.

Overall for the whole of 2013, Wiltshire saw a 14% increase in international holiday visits; up from 100,000 in 2012 to 114,000 in 2013. With Jul-Sep 2013 spend from international holiday visitors up 7% from £28m in 2012 to £30m in 2013.

Commenting on the new figures the CEO of VisitWiltshire, David Andrews, said: "We are delighted to see the continued upward trend in visitor numbers to the county.

"Working closely with our partners VisitWiltshire is ensuring the county, and all it has to offer, is well and truly on the world map. We're delighted our efforts at targeting key international markets, for example hosting 100 key international press and travel trade from markets including France, Germany, Italy, Holland, Australia, China, Russia, Canada and USA, are already paying off.

"With our unrivalled combination of a World Heritage site, unique visitor attractions, top class restaurants, bustling cities, market towns and stunning countryside, Wiltshire is a great destination for international visitors of all ages and interests," he added.

The figures, which were produced by VisitBritain, also detail the number of international holiday visitors to Salisbury, the only Wiltshire destination analysed in the report, during Q3 2013. Comparing the number of international holiday visitors visiting Salisbury, Jul-Sep 2013 against Jul-Sept 2012:

- German holiday visitors increased 40% from 5,000 in 2012 to 7,000 in 2013.
- Australian holiday visitors increased 133% from 3,000 in 2012 to 7,000 in 2013.
- Dutch holiday visitors increased 67% from 3,000 in 2012 to 5,000 in 2013.
- There were 4,000 French holiday visitors to Salisbury in 2013, more than Manchester, Aberdeen or Liverpool respectively.

**ENDS**

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**Note to editors:** *VisitWiltshire was established in August 2011 and is the official Tourist Board for Wiltshire. It is a private sector membership organisation representing over 550 members. VisitWiltshire's priority is to grow the county's Visitor Economy by raising awareness of the destination and generating additional tourism visits and spend. Wiltshire's Visitor Economy currently generates an estimated £1.4billion and supports over 27,000 jobs.*