

ACCOMODATION STUDY HAS REVEALED SALISBURY'S POTENTIAL FOR INVESTMENT AND DEVELOPMENT

A study has shown that there is a current shortage of all accommodation types in Salisbury and the surrounding area with a particular need for boutique hotels and additional B&Bs

A study, jointly funded by VisitWiltshire and Wiltshire Council, has provided an insight into Salisbury's visitor accommodation offering, and highlighted its potential for future investment and development.

As part of its strategy to grow Wiltshire's visitor economy, VisitWiltshire commissioned hotel development consultancy, Hotel Solutions, to deliver a Hotel & Visitor Accommodation Study for Salisbury and the surrounding area. The study revealed that there is currently a supply of *198 visitor accommodation establishments operating 2,900 bedspaces, with a further 236 accommodation businesses in the surrounding 10-mile area, offering an additional 3,600 bedspaces. This data takes into account all forms of accommodation, with hotel and touring caravan and camping provision dominates the current supply.

In 2018, occupancy rates were good across all accommodation types with four-star hotels achieving on average, 74.3 per cent occupancy rate, which grew in 2019 to 75.4 per cent. Growth indicators predict strong growth in 2020 in leisure tourist demand, as well as potential for an increase in corporate demand.

Salisbury and the surrounding areas have a strong but seasonal leisure market for staying tourism, with a clear shortage of all types of accommodation during peak times between April and October. The study and supporting data indicated that Salisbury has a relatively limited hotel supply. Budget hotels in particular perform at very high levels and are forced to turn business away during the week and at weekends, throughout the year. Salisbury

doesn't currently have a hostel following the closure of one in 2015, however the study has revealed an appetite for one from developers as well as boutique and budget hotels.

The study has also shown that the supply of high-quality guest house and B&B accommodation in the area, has not increased despite the demand for it. Whilst Airbnb and similar booking platforms have seen a 50 per cent increase in rooms and private apartment listings located in the city since 2017. There is a good and growing supply of accommodation providers in the rural areas surrounding Salisbury, but provision is limited in terms of country house hotels, holiday lodge parks, glamping and treehouses, as well as holiday cottage complexes with facilities, country house and barn wedding venues with accommodation, and wellness retreats.

This year, planned hotel development in Salisbury includes a new Travelodge on Fisherton Street, redevelopment and expansion is expected to progress at the former Citylodge, as the Merchant's House Hotel. In terms of serviced apartments, Peartree Serviced Apartments is currently adding six new apartments and the White Hart Hotel has consented plans for nine serviced apartments.

David Andrews, Director at VisitWiltshire, said: "We appointed Hotel Solutions as a way of getting an accurate up-to-date view of Salisbury's current accommodation offering and to identify areas that offer growth potential. From the analysis undertaken, it's evident that there is a clear market need for additional hotel and visitor accommodation of all types and standards in and around the city, to meet.

"The study has shown that there is significant potential for developers and investors to grow their accommodation offer in Salisbury without it having a negative impact on existing accommodation providers. There are also clear actions identified that will help support appropriate planning applications from existing accommodation."

Cllr Philip Whitehead, Leader of Wiltshire Council and Cabinet Member for Economic Development, said: "Salisbury is well placed for further development and investment, and it

has a new Central Area Planning Framework to provide fresh impetus to the growth of the city.

“This accommodation study has identified a number of opportunities waiting for entrepreneurs in the accommodation sector to enter the market, and we have dedicated a team to support private sector investors in the city.

“We are open to business investment in Salisbury and welcome people to join us.”

VisitWiltshire and Wiltshire Council are currently developing an action plan that will help support and accelerate appropriate hotel and visitor accommodation development in Salisbury and the surrounding areas.

To read the Hotel & Visitor Accommodation Study, visit:
www.visitwiltshire.co.uk/partners/tourism-strategy

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NOTES TO EDITORS

About VisitWiltshire

VisitWiltshire is the official Destination Management & Marketing Organisation for Wiltshire representing 500 partners. It is a public/private sector membership organisation. 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 £1.5billion and supports over 28,000 jobs.

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