

SALISBURY AREA BOARD
20 May 2010

ITEM 5

Visit Wiltshire - Tourism in Salisbury
Feedback from roundtable discussion at meeting on 18 March 2010

Question 1: How can Salisbury be promoted as a tourist destination?

- Promote Park & Ride (discount vouchers)
- Old Sarum & Mediaeval (Cathedral)
- Aviation
- Countryside
- Salisbury Plain & Military
- Excellent Train service to London
- Stonehenge Tour
- River Walk
- Package to HNW overseas London visitors
- A unique multi-option destination day visit
- Already has national treasures: (SH and SC)
- Build on the pack
- "Stonehenge so much more"
- Gateway to the South
- Make it welcoming – put a GOOD signs at the 'gateways', better maintained approach roads (Southampton Rd by B&Q is AWFUL with brambles and rusty bridge. (Community Payback opportunity) London Road and Southampton Road are shops, factories and showrooms.
- Language guides were dropped 2 years ago – retrograde step. People who are welcomed in their own language come back or recommend the venue
- Have you visited the coach park toilets??! They are NOT welcoming /almost dangerous and need upgrading
- Keep the coach park where it is – are you aware of the positive income it produces
- TIC and staff are GREAT
- Visit Wiltshire sells Salisbury short
- Guided tours:
 - o Possibly themed about historic monuments and archaeology, ghosts?
 - o Crop circles
 - o Agriculture
 - o 5 rivers
 - o Make the big attractions geared more to children
 - o Spa Hotels – child friendly – hotel packages with free weekends or attractions
 - o Publicise house swaps
 - o Market days when the plain is open
 - o Army open days – tank driving
 - o Food festival
- Themed days
- Family holidays during school holidays
- Out of season – older people's activities

- Increased choice and quality of shops
- We need things for families to do; especially in the evening
- Focal points in the parks: memorials, kiosks etc
- Nature trails/history walks with children's activities
- Promote the paths of Salisbury

Question 2: How can we maximise the benefits of tourism?

- More Hotels
- Arts/ festival/theatre
- Organise/Package/Target
- Range – 2 centre - Bath/Winchester: 3 Option: Daytrip/ 2 Day / ½ Day
- Stonehenge & Cathedral – 4hr trip
- Salisbury is under-bedded: we need more beds for the longer stayers.
- Salisbury is wonderfully sited – centrally for access to London, Bath
Portsmouth, Southampton, Wells, even Exeter
- If you have a good hotel /BnB
- Then stay in Salisbury and visit from Salisbury
- It's a bit late to create more beds in time: but we are 1 ¾ hours away from
East London and 1 ¼ away from Weymouth – and the Olympics are 2 years
away!
- Volunteer, uniformed ambassadors – not traffic wardens – to approach lost,
confused visitors and provide warm/helpful advice. Good for language
students. Good for their CVs
- By using Woolworths
- More adverts for market
- More B&B — sleep more people
- Promoting long stays through special offers
- More child friendly attractions
- Ask tourists what they like and don't like before they leave
- Aviation attractions and history
- Better advertising and deal vouchers (like journal for Wilts but specifically
Salisbury)
- A Salisbury Guide
- Signage within Salisbury
- Salisbury souvenirs – rather than Wiltshire County Council Make a base of
hotels/restaurants