

# Southampton Tourism Facts & Figures

## Local Tourism Statistics

- Total number of trips (staying & day) 3439,000
- Total staying trips 615,000
- Total day trips 2,824,000
- UK staying trips 544,000
- Overseas staying trips 71,000
- Total nights 1.99 million
- UK nights 1.44 million
- Overseas nights 0.55 million
- 750,000 annual cruise passengers

Source: The Economic Impact of Southampton Tourism prepared by Tourism South East/Southampton Cruise Study. Contact David Wood, Tourism Manager, Southampton City Council Email: [david.wood@southampton.gov.uk](mailto:david.wood@southampton.gov.uk) for a copy of the study.

## Key markets

- UK/European/USA
- Cruise tourism
- Short breaks – regional centre
- Transit cruise passengers
- International Events e.g. Southampton International Boat Show, Titanic Centenary Commemorations 2012, London Olympics 2012

## Major city attractions

- Maritime Museum
- Solent Sky
- Southampton City Art Gallery
- Museum of Archaeology
- Medieval Merchants House
- Tudor House Museum
- Millais Gallery

## Major events

- Hampshire Food Festival (June)
- Southampton Garden Festival (July)
- Race for Life (July)
- Southampton International Boat Show (September)

## Recent tourism developments

- Charlotte Place, Jury's Inn Hotel (270 bedrooms) plus residential units - £30 million.

- £10 million major refurbishment programme at two existing cruise terminals as well as constructing a third dedicated terminal.
- Ocean Village (ongoing) £80 million

### **Project proposals**

- Woolston Riverside - £345 million
- Northern Above Bar (Cultural Quarter) - £30 million
- West Quay Phase 3 (Casino/hotel/residential/arena/plaza) - £215 million

### **Reference documents:**

- Tourism Strategy for Southampton 2002-2006
- Economic Impact of Tourism 2002
- Southampton Plan for Prosperity