



Winchester
City Council

COUNCIL MEETING – 26 February 2020

Question under Council Procedure Rule 15(3)

QUESTION 2

From: Councillor Power

To: The Cabinet Member for Local Economy (Cllr Weir)

“What is the value of the Christmas Market to the year round Winchester outlets, and what are the extra costs for Winchester City Council?”

Reply

“The Christmas Market attracts around 400,000 additional visitors each year. The event provides a marketing hook to raise the profile of Winchester which is for the benefit of all. It offers the opportunity to create a message around immediacy of visit and also the propensity to attract future repeat visits.

Winchester Business Improvement District undertakes a survey of businesses called the Business Barometer and this does provide commentary on the Christmas market. In January 2019 it stated that the impact is mixed, with hospitality doing well, and that the people attending the market are not the target market for a number of the more expensive outlets.

Storecheckers’ provided a data survey to Winchester Cathedral relating to the 2019 Christmas Market. It showed that the market supplied a reason to come into the city and the city benefited from increased spend, dwell time and consumer positivity. The headline data showed:-

- Market visitors spent on average 20% more in the high street than at the Christmas Market itself (£37 average spend for the market again £45 in the centre)
- 84% stated their spend in the Market did not have any impact of their spending elsewhere in the city
- 71% of respondents said the main reason for their visit to the Town was to attend the Christmas Market
- 97% of visitors to the Market and therefore to the High Street were from outside the local area

- 79% state they would like to see the Winchester Christmas Market to continue and to grow

The City Council invests in additional services including street cleaning, waste collection and traffic management over the busy festive period. A lot of this activity would take place with or without the Christmas Market. However, in the region of £16,000 costs could be attributed directly to the Market.”