

COUNCIL MEETING – 26 February 2020

Question under Council Procedure Rule 15(3)

QUESTION 3

From: Councillor Rutter

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

“Do we know the number of hotel rooms available in Winchester City, and in the District as a whole? As we are aiming to increase the length of time people stay locally, is there enough capacity, and if not, what is being done to encourage the provision of more hotel accommodation? Do these numbers include bed and breakfast provision and Airbnb accommodation? If there is a shortfall, will this be addressed in the new Local Plan or in other ways?”

Reply

“The council does not currently collect data on Guest Accommodation and non-serviced bed stock including the non-regulated Airbnb provision but some information was sourced from a study undertaken in 2019.

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| Hotel rooms district | 14 Hotels | 1014 letting rooms |
| <i>Hotel rooms City only (included in above)</i> | <i>6 Hotels</i> | <i>369 letting rooms</i> |

Hotel occupancies in Winchester City and district operate broadly in line with national averages over the last 3 years to 2019. Across the district occupancy between 2016 and 2019 has run between 76.3% and 77.8%.

Winchester hotels have seen a strong growth in domestic leisure break stays particularly in the summer months. Occupancy remains very high on Friday and Saturday (81% and 90% respectively). Midweek business, slightly less at 74%.

National forecasts for UK tourism project an annual growth of 3% to 2025 and an average growth of 6.1% for inbound tourism. As a heritage destination Winchester should benefit from this growth.

The research undertaken by JLL Consultants in their competitive positioning work in connection with Station Approach and Central Winchester Regeneration highlight the opportunity for additional bedspace to be developed in the city. This ambition is reflected in the emerging revised Local Plan and will form the basis of future discussions with land agents, developers and hotel operators as part of Winchester’s wider place making proposition and inward investment activity.”