

South Wiltshire Tourism Strategy 2006 –

SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ○ Stonehenge: internationally recognised destination with World Heritage Status ○ Salisbury Cathedral ○ Attractive countryside, villages and towns; easily accessible from city ○ High quality city environment; parks, rivers, gardens, cathedral close ○ Good location; accessible from major population centres including London and the South East ○ Salisbury a compact accessible city ○ Strong tourism partnership (STP) ○ Salisbury District Council supportive of tourism ○ High levels of room occupancy indicating profitability and ability to re-invest in product ○ Good range of visitor attractions in and around Salisbury ○ High quality speciality shops ○ Member of Southern English Cities ○ Salisbury TIC (award winning) ○ Salisbury markets ○ Stourhead gardens 	<ul style="list-style-type: none"> ○ Lack of a purpose built conference centre ○ Limited hotel capacity to support medium or large size conferences ○ Short average length of stay ○ Lack of bed spaces in city ○ Few “big names” in retail sector ○ Lack of a large hotel ○ Weak branding outside of Salisbury & Stonehenge ○ Relatively easy access from London leading to day visit rather than overnight stay ○ Poor repeat visit level (55%) compared to average of other towns (68%) ○ Lack of group accommodation ○ Lack of backpacker accommodation ○ Perceived as a large city ○ Geographical location ○ Reputation for bad traffic congestion ○ No brown signs ○ Lack of activities for young people (ages 18-30) ○ Lack of a Christmas product

Opportunities	Threats
<ul style="list-style-type: none"> ○ Maltings and central car park; potential for major retail/leisure development ○ Rural south Wiltshire complementing city offer ○ New hotel at Solstice Park, Amesbury ○ Salisbury Food & Drink Festival ○ Small and medium size conferences and corporate events ○ Stonehenge visitor centre development ○ High level of usage and satisfaction with Salisbury TIC ○ High level of first time visitors (50%) ○ Salisbury International Arts Festival ○ Cheap flights into region ○ Emerging overseas markets such as China ○ Improvements to coach parking facilities and pricing 	<ul style="list-style-type: none"> ○ Budgetary pressures on Salisbury District Council; potential for tourism to have reduced priority ○ Decrease in STP members due to perceived lack of benefits and competition from elsewhere ○ Loss of independent retailers ○ Loss of coach business through poor facilities ○ Competition from budget airlines in the short-break sector ○ Stonehenge visitor centre; change in visit characteristic ○ New retail development in Winchester ○ Lack of business professionalism ○ General economic downturn ○ Terrorism and other national or international factors