

# WELCOME TO CHESTER AND CHESHIRE



Chester   
classical | contemporary | city

Discover  
Cheshire  
Good for body and soul

[www.visitchester.com](http://www.visitchester.com)

# Introduction

## Chester



# EASY ACCESS

CHESTER IS WELL CONNECTED BY ROAD, RAIL AND AIR WITH LIVERPOOL AND MANCHESTER AIRPORT ONLY 20 AND 40 MILES AWAY.

**Well connected by  
rail and motorway  
and an excellent  
overnight base**

From Chester:

Liverpool	30 minutes
North Wales	less than 1 hour
Manchester	1 hour
Lake District	90 minutes
London	2 hours



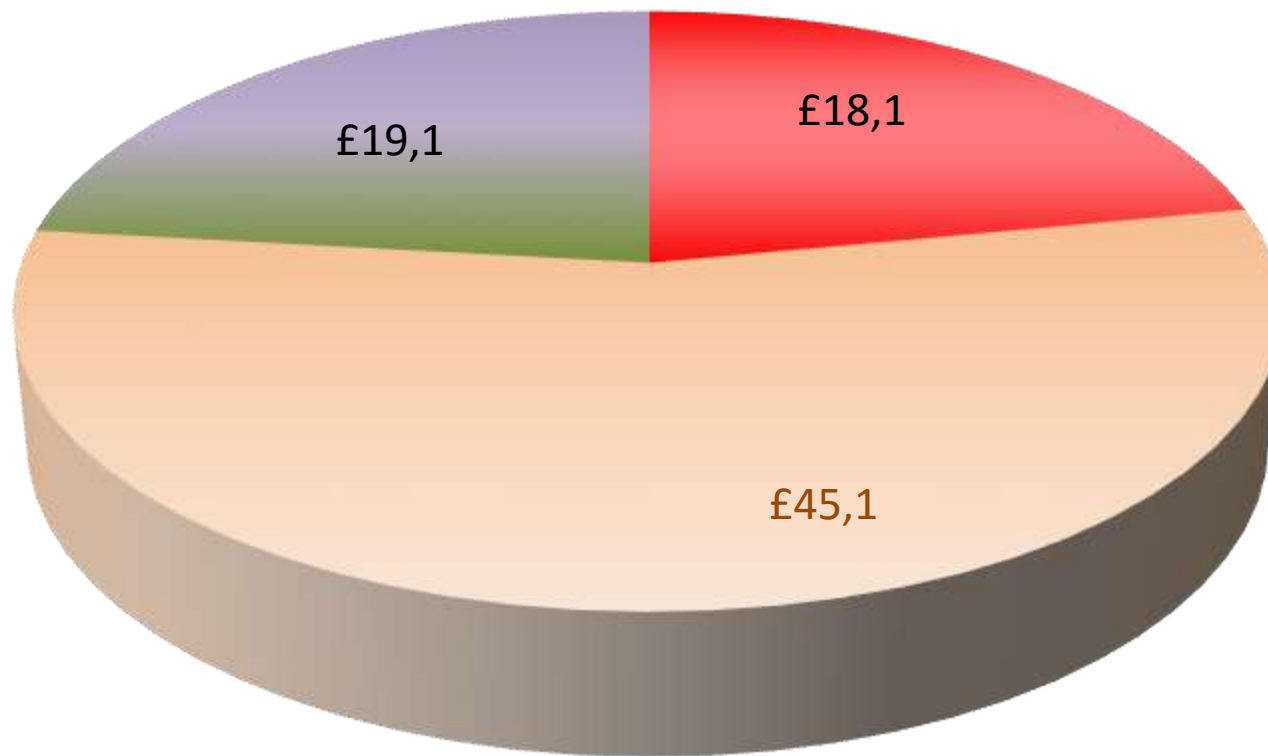
# GETTING HERE

CHESTER IS THE PERFECT BASE FOR A VISIT TO THE NORTH OF ENGLAND. LESS THAN ONE HOUR FROM MANCHESTER AND LIVERPOOL AIRPORTS. YOU CAN CONNECT TO LONDON IN AROUND TWO HOURS.



# What we know

Tourism Spend in England 2014 (£bn)



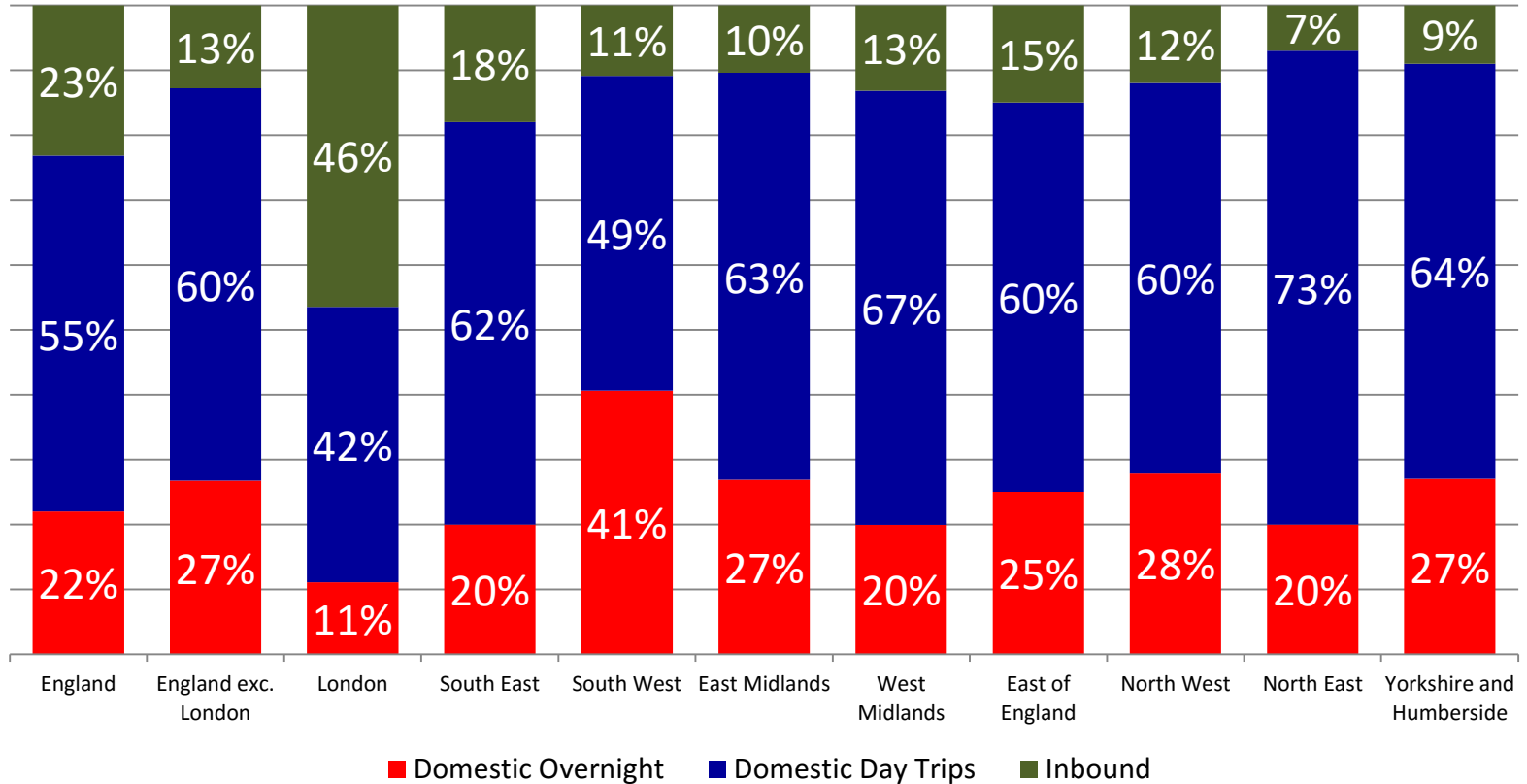
Spend in the North West equates to £9bn

Spend in Cheshire equates to £2.47bn

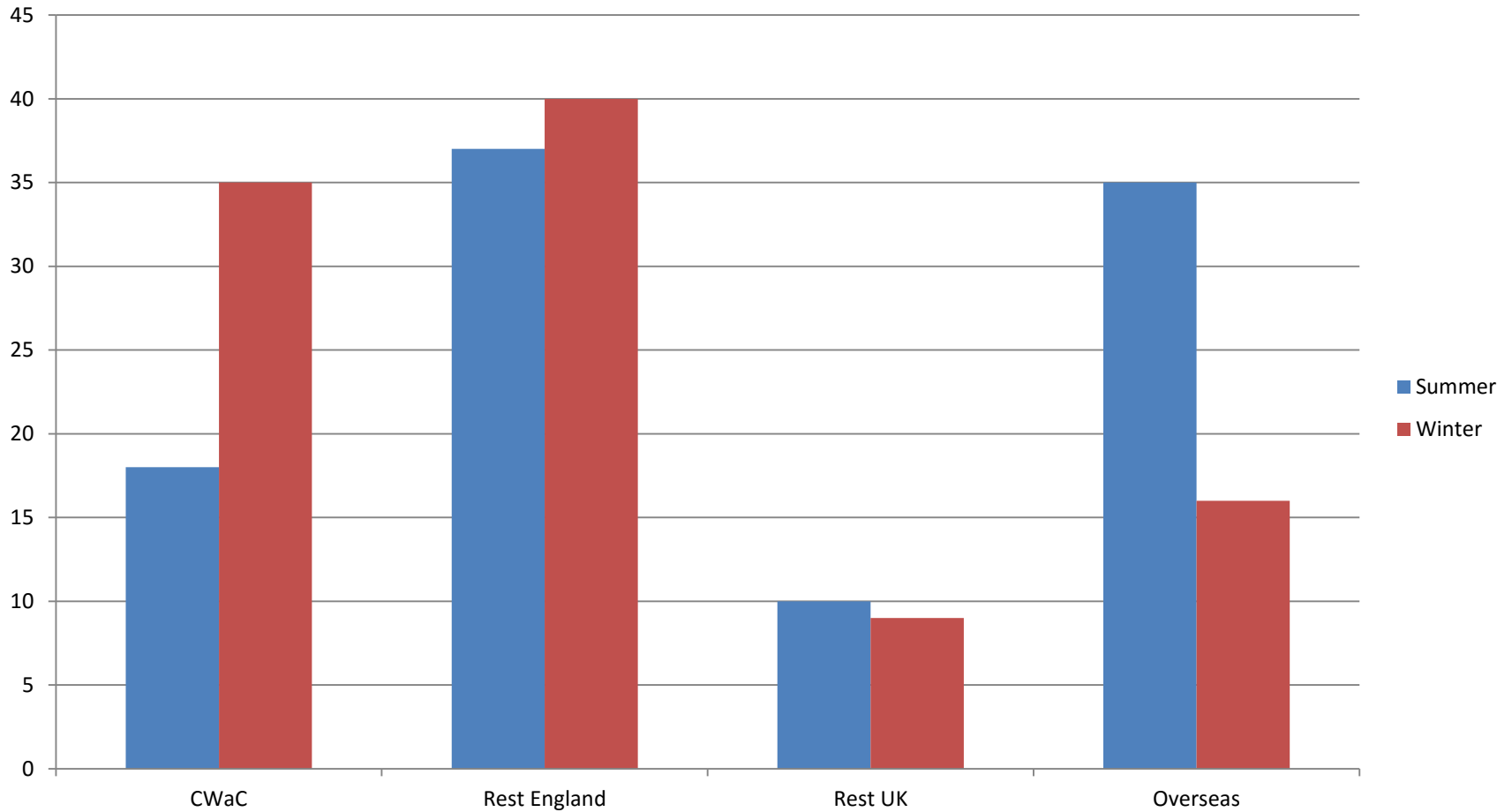
- Domestic Overnight
- Domestic Day Trips
- Inbound



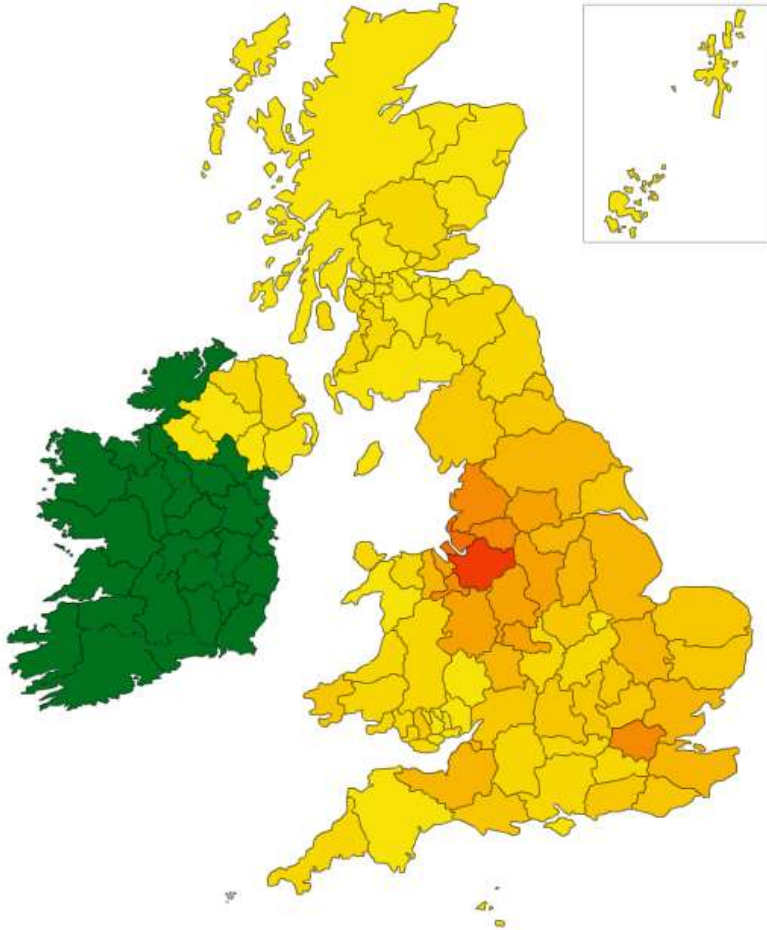
# What we know



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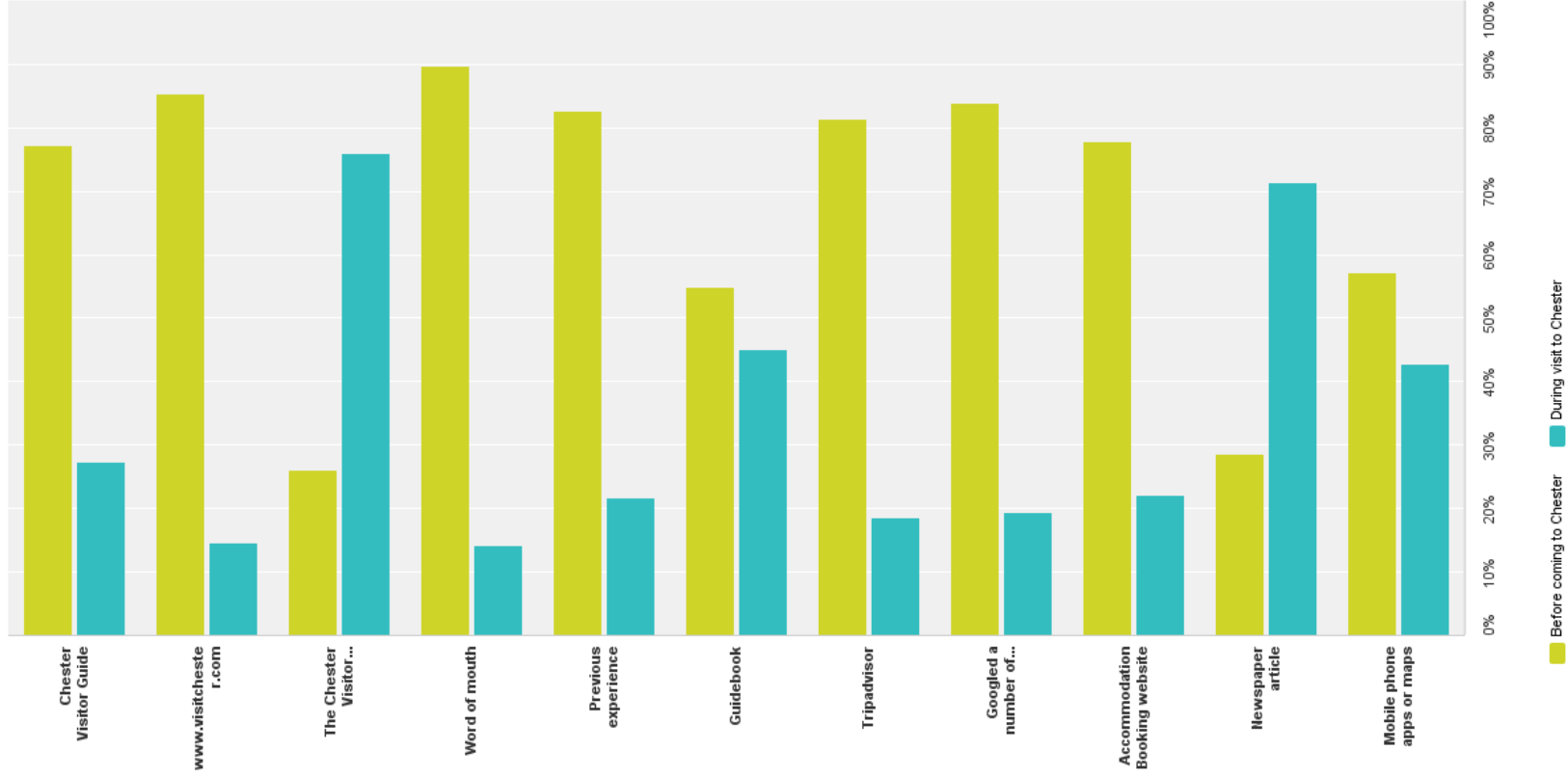
- Audience Interest:
  - London
  - Midlands / Birmingham
  - Yorkshire / Leeds
- Average stay – 2 nights
- Primary Audience – Families and Couples
- Hotels main stay
- Online channels main channel for information



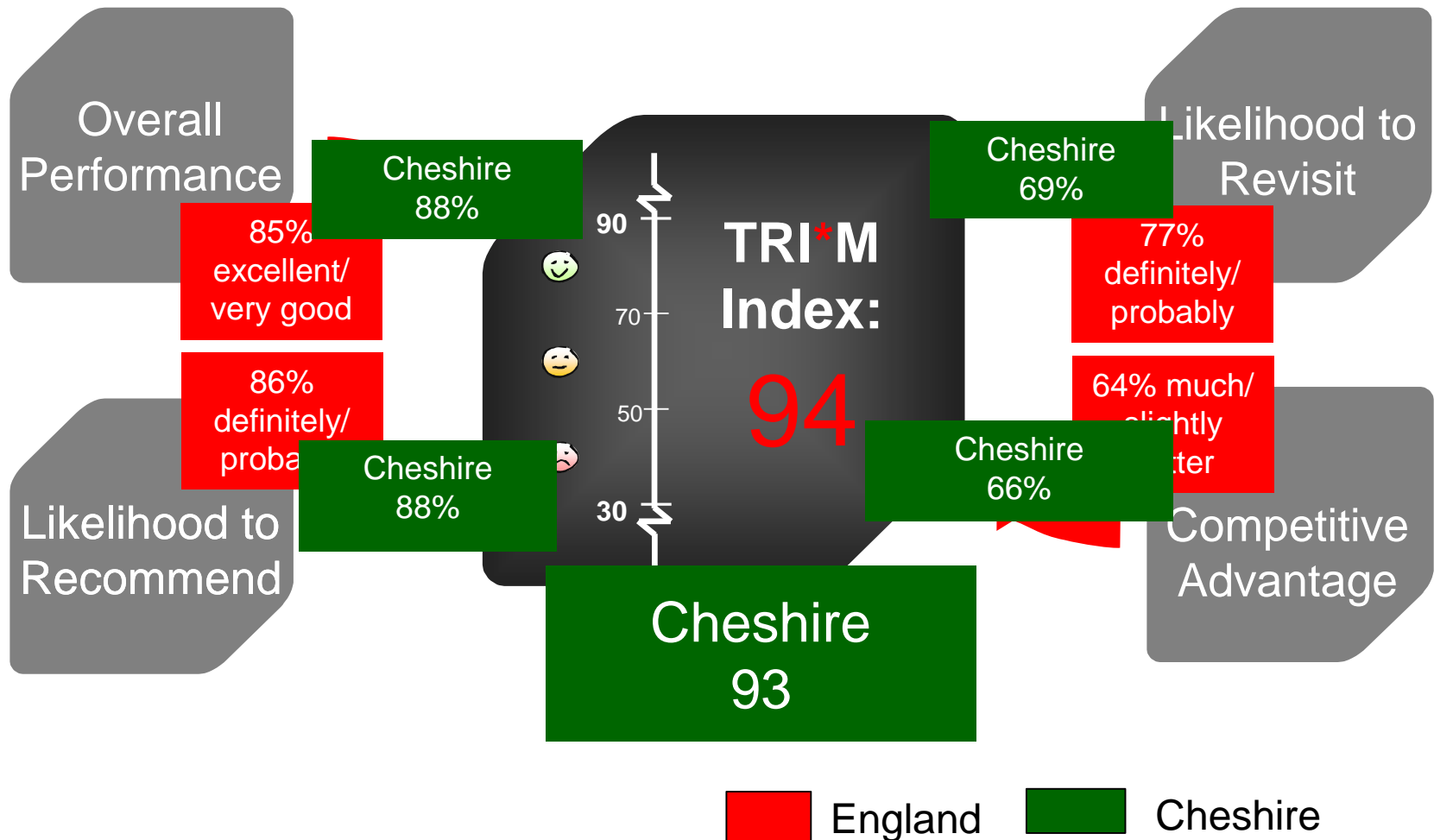
# What we know

Q10 What sources of information about your visit did you use before and during your visit ?

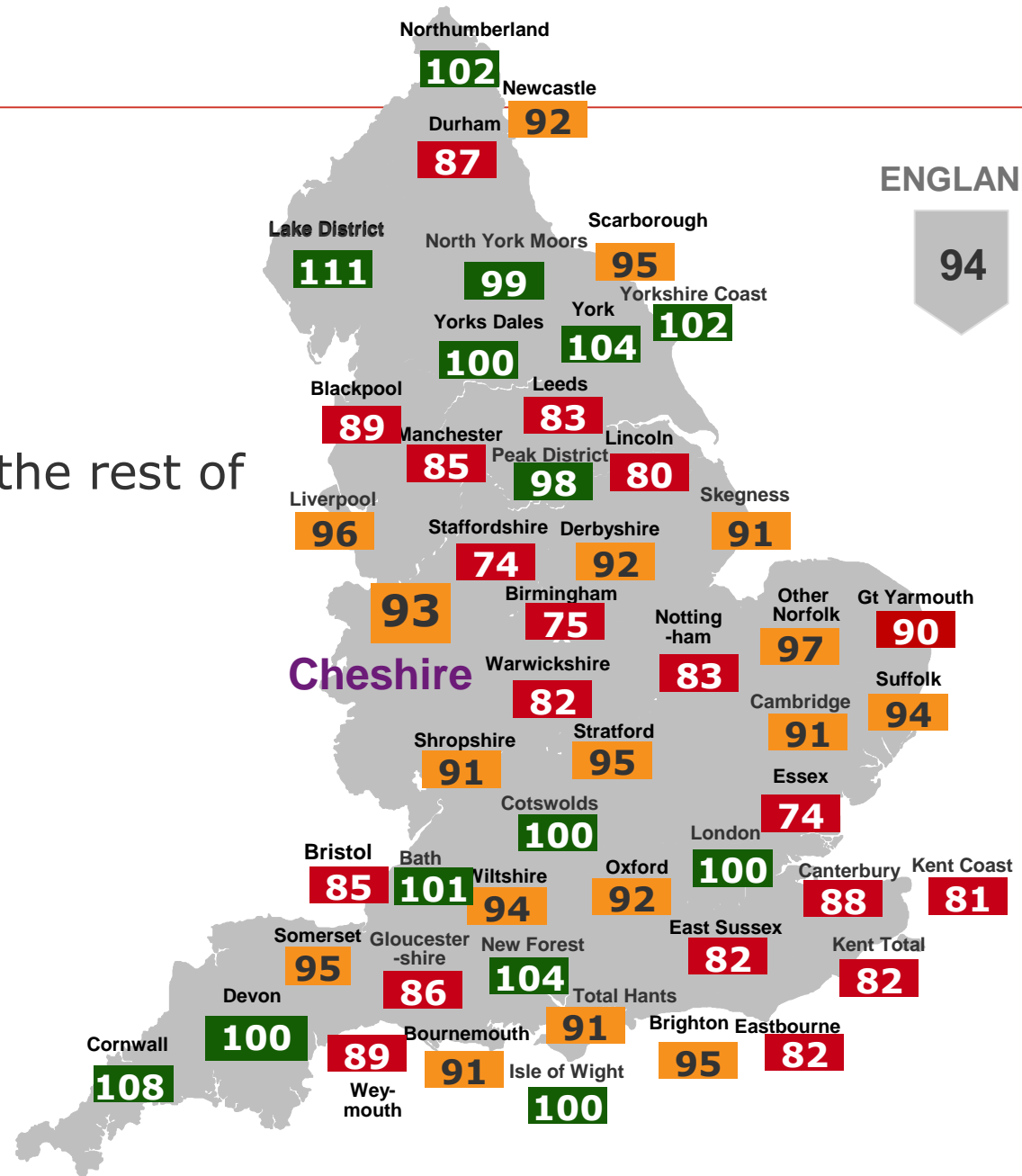
Answered: 114 Skipped: 59



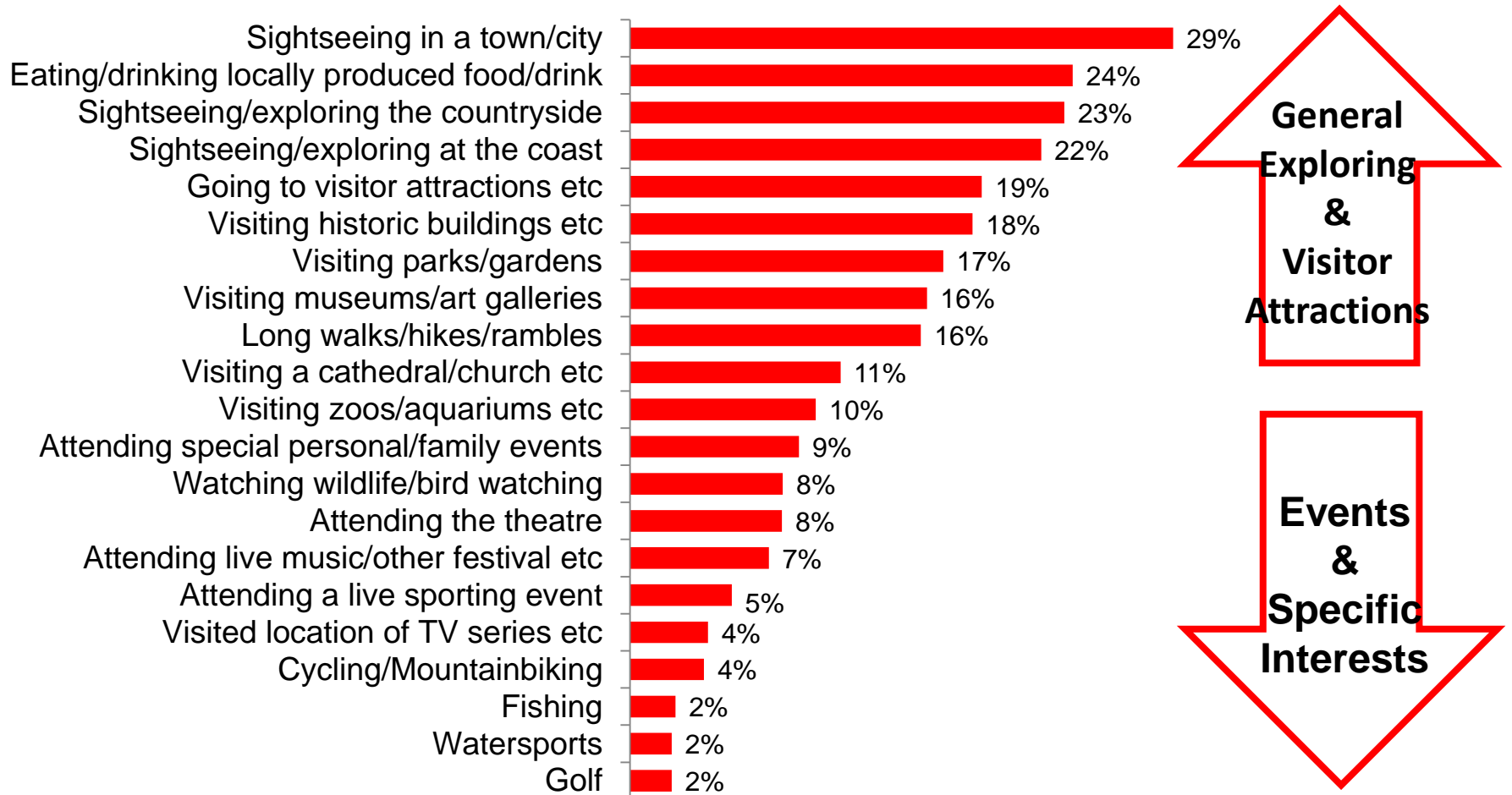
# How satisfied are visitors to Cheshire?



In comparison to the rest of England...

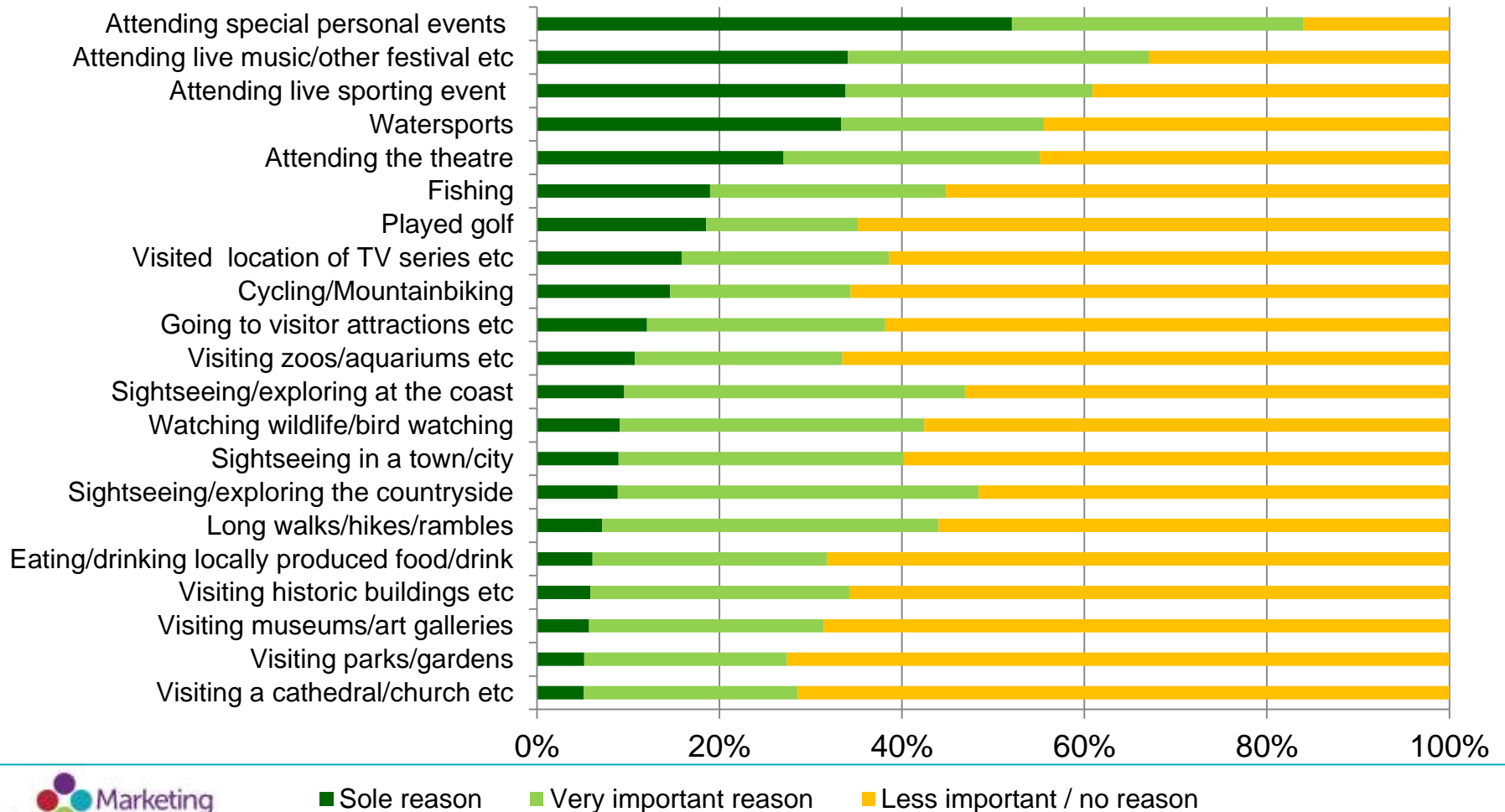


# Activities undertaken on Domestic Holidays in the Past Year



# Heritage activities are often part of the trip – but for the domestic visitor, not the main reason for visiting

## Did the activity motivate the holiday trip?



# HISTORIC CITY

TAKE A STEP BACK IN TIME. VIEW THE STUNNING ARCHITECTURE, LEARN MORE ABOUT ROMAN BRITAIN AND WALK THE CITY WALLS.





# ARCHITECTURE

FROM STATELY HOMES TO INDUSTRIAL HERITAGE AND ROMAN REMAINS.



# CHESTER CATHEDRAL

OUR STUNNING CATHEDRAL HAS 1,000 YEARS OF HISTORY AND THE BEST VIEWS OF THE CITY.





# THE RIVER DEE

ENJOY LEISURELY WALKS ALONG THE RIVER, TRY ROWING OR EXPLORE THE CITY WITH A CANAL BOAT CRUISE



# SHOPPING

CHESHIRE IS HOME TO DESIGNER NAMES, HIGH STREET BRANDS AND INDEPENDENT BOUTIQUES. WITH OUR UNIQUE MEDIEVAL SHOPPING GALLERIES, "THE ROWS", YOU ARE SURE TO FIND SOMETHING SPECIAL. DON'T MISS CHESHIRE OAKS, THE LARGEST DESIGNER OUTLET IN EUROPE.





# SLEEPING

FROM FIVE STAR LUXURY TO COOL BOUTIQUE HOTELS AND COSY COUNTRY GUEST HOUSES. WHEREVER YOU STAY, OUR WELCOME WILL MAKE YOU FEEL AT HOME .



# BOUTIQUE HOTELS

CHESHIRE BOASTS SOME OF THE FINEST BOUTIQUE HOTELS IN THE COUNTRY INCLUDING THE SUNDAY TIMES NUMBER 1 CITY IN THE UK.



Queen Hotel Chester



The Mere



Oddfellows



Edgar House



ABode Chester



Roomzzz



# EATING

WE HAVE MICHELIN STAR RESTAURANTS, QUIRKY BARS AND TRADITIONAL ENGLISH PUBS SERVING LOCAL ALE.  
DON'T MISS AFTERNOON TEA, A UNIQUELY ENGLISH EXPERIENCE.



# SPORT

CHESHIRE IS HOME TO MANY FINE GOLF COURSES AND THE UK'S OLDEST RACECOURSE (EST.1539). JOIN US FOR THE HORSERACING OR VISIT ONE OF THE FOUR PREMIERSHIP FOOTBALL CLUBS THAT CAN BE REACHED IN LESS THAN AN HOUR FROM CHESTER.





# GARDENS

20 GLORIOUS FORMAL GARDENS DISPLAYING THE VERY BEST OF THE UK'S HORTICULTURAL TALENT. THERE IS NOTHING MORE RELAXING THAN SPENDING TIME IN AN ENGLISH COUNTRY GARDEN.



Lyme Park Gardens



Arley Hall & Gardens



Ness Botanic Gardens



Dorothy Clive Garden

# CHESTER ZOO

THE UK'S NUMBER ONE ZOO AND LEADING ANIMAL CONSERVATION CHARITY. WITH OVER 12,000 ANIMALS AND AWARD WINNING GARDENS, CHESTER ZOO WILL OFFER YOU A FULL DAY OF EXOTIC ADVENTURE AND EVERY PENNY YOU SPEND WILL HELP TO PROTECT WILDLIFE IN THE UK AND ALL OVER THE WORLD





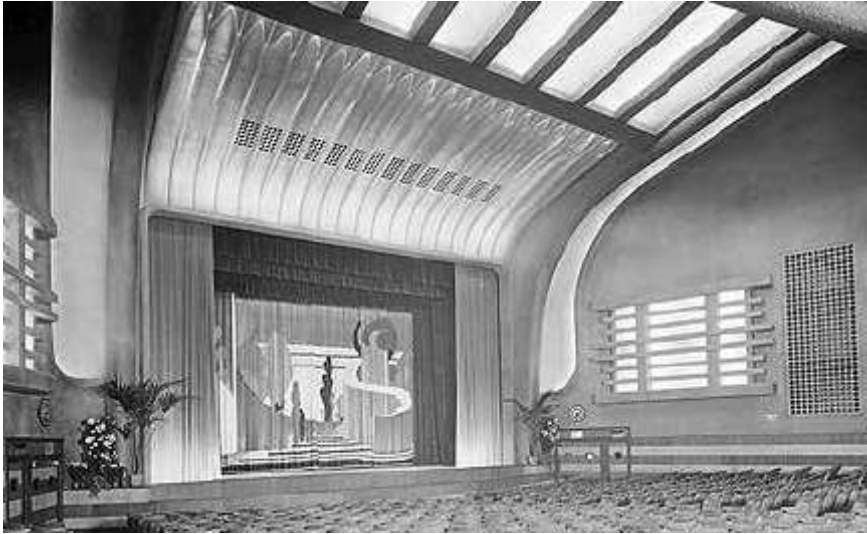
# WILDLIFE AND NATIONAL PARKS

DISCOVER THE GREAT OUTDOORS BY EXPLORING THE PEAK DISTRICT NATIONAL PARKS AND LOCAL WILDLIFE. YOU ARE ONLY A SHORT DISTANCE FROM THE NORTH WALES COAST AND THE FAMOUS LAKE DISTRICT NATIONAL PARK.



# COMING SOON: STORYHOUSE

WE ARE TRANSFORMING A 1930S ART DECO CINEMA TO BECOME A VIBRANT NEW CULTURAL CENTRE WITH THEATRE, CINEMA AND LIBRARY





# Approach

## Partnerships

- Visit England, Visit Britain, UKTI
- Cheshire and Warrington LEP
- Manchester Airport, Liverpool Airport, Cruise Terminal and Virgin Trains
- Regional DMOs and Heritage Cities

## Collaborations

- Work with heritage assets across Cheshire:
  - National Trust
  - Canal and River Trust
  - English Heritage
  - Historic England
- HLF and Arts Council to identify funding sources

## Packaging

- UK Inbound and ETOA for travel trade and group operators
- Coach operators
- Cruise excursions