



VISIT WINDSOR

Destination Update

November 2020

VISIT WINDSOR PARTNERSHIP

- Partnership established 2019
- Official launch planned for April 2020
- Key partners include:
 - Royal Collection Trust
 - The Crown Estate
 - Ascot Racecourse
 - Legoland Windsor Resort
 - Heathrow Airport
 - GWR & SWR
 - French Brothers Boats
 - Macdonald Hotels, Accor, Sarova Hotels
- **8.42 million trips**
- **7.85 million** day trips
- **0.57 million** overnight visits
- **1.7 million** nights
- **£472.9 million** spent by tourists during their visit to the area
- **£281.9 million** generated from day trips
- **£191 million** generated by overnight visits
- **£606.1 million** spent in the local area as a result of tourism (taking into account multiplier effects)
- **9,411 jobs** supported, both for local residents and from those living nearby



NEW FOR 2021

- Town Centre Improvements
- Large capital investment
- Replacing temporary HVM
- Pedestrianisation of Castle Hill
- Enhanced wayfinding





Celebrating **WOO**
our Royal Borough



WOO MAGAZINE



Fairmont

WINDSOR PARK



OPENING SPRING 2021

- 249 Bedrooms
- 15 Meeting Rooms
- Set in 120 acres
- 2,500 M² of Spa and Wellness facility
- 7 x F&B outlets
- 800 M² Ballroom
- 700 M² Marquee Lawn
- Located close to major transport hubs – M3, M25, M4, Egham Train Station, Heathrow Airport
- Savill Gardens, Windsor Great Park, Ascot Racecourse, Windsor Castle, Eton College, River Thames



CASTLE HOTEL, WINDSOR

Castle Hotel, Windsor – MGallery Hotel Collection sits magnificently in the town centre, opposite Windsor Guildhall and just a few minutes' walk from Windsor Castle.

Trade Rates for 2021

- B&B per half twin £45
- Single supplement £35
- Dinner B&B per half twin £70
- Single Supplement £30





OPENING SPRING 2021, LEGO MYTHICA: WORLD OF MYTHICAL CREATURES

- Featuring thrilling new attractions and experiences, including a never-before-seen UK ride.
- Created for kids by kids, the parallel universe of LEGO MYTHICA marks the Resort's single biggest investment since the gates opened 25 years ago and will see children's imaginations and creativity run wild as mythical LEGO creatures come to life in front of their very eyes.
- The park will be open for February half term with Brick Week from 13 – 21 and then the full season starts from 13th March – 7th November

WINDSOR TOURIST GUIDES

Group tours of Windsor Castle and/or Windsor town

On request, new VOX tourist guiding system where the guide will speak into a clip-on microphone and the group listen to high quality audio commentary through individual disposable earbuds. This will allow social distancing and also for members of the group to wander, take photographs etc whilst still listening to their guide.

New product

“Plagues, Pestilence and Potions”: a 90-minute walking tour of Windsor town focusing on the history of infectious disease in the town over one thousand years, monarchs escaping London for Windsor Castle, treatments, hospitals and how social distancing and quarantining is nothing new!



FRENCH BROTHERS BOATS

- French Brothers are keen to welcome groups on tours in 2021 and have a fantastic range of options available to be pre-booked.
- You are assured a safe and pleasurable experience as we have created space by reducing numbers on board so you can maintain social distancing. Seats are arranged in bubbles so families of up to 6 can sit together.
- Understanding that group sizes will be smaller they are happy to offer group rates to genuine tour operators at lower numbers.
- Anticipate that 2020 prices will be held in 2021.



DUCK TOUR GROUP RATES NEW FOR 2021

For the first time in their operation Windsor Duck Tours are pleased to offer rates for groups of 12 people or more (maximum 26 on a public tour).

The 60-minute tour of Windsor travels by road and river on an amphibious vehicle and provides an ideal experience for visitors coming to explore the town in a limited amount of time.

Equipped with a live guide the one-hour tour is jam-packed with rich history, famous sites and laughter.

Private tours available with pick up/drop off at any location within the town. (e.g. Coach Park)



LOOKING FORWARD

- The launch of the Visit Windsor Partnership
- Horseracing restarting at Ascot and Windsor
- The return of our favourite events and a few new ones
- Prince Philip's 100th birthday (10 June) – an excuse for a party maybe?
- Working with you!

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CHRISTMAS 2020