



VisitWest

Explore North Somerset

December 2023





VisitWest

Events and the Visitor Economy

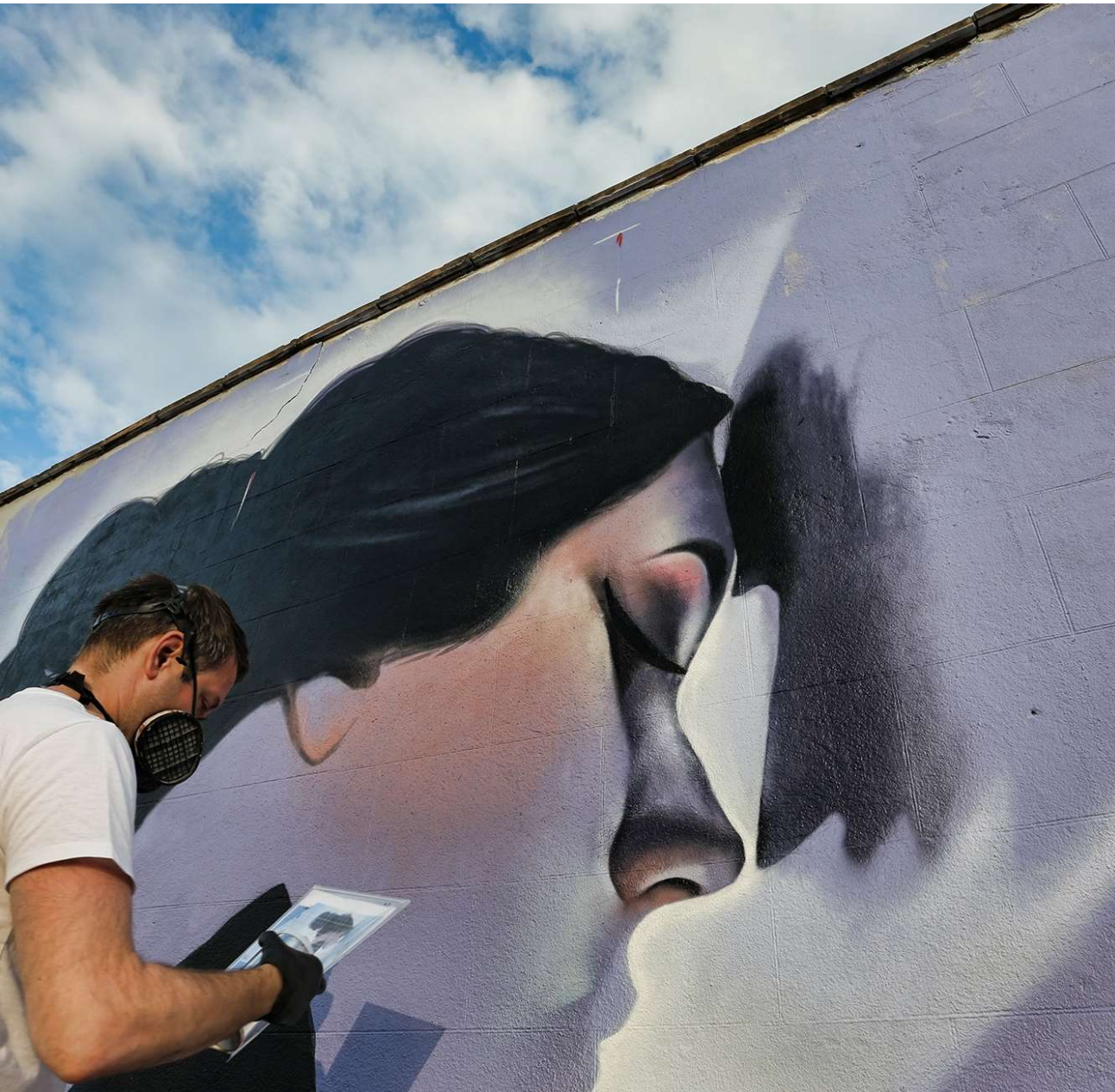
Events are a key way to drive footfall to a destination or business during quieter times and can be a way to stimulate repeat visits.





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Venues also use events seasonally to gain market share over competitors during busy times when the stakes are high, such as school holidays, out of season and Christmas periods.



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Destinations and businesses can also use events to support their brand or brand values, reinforcing their key offer.



Event calendars can evolve over time but having a strong destination event programme with anchor favourites help organisers plan years in advance.

For instance, Bristol International Balloon Fiesta takes place during the second weekend of August every year. This enables long term planning, including cruise ships, coach groups and travel trade.

While entry is free, working with the trade enables balloon flights to be booked in advance – subject to weather of course.



Supporting Events – Visit West

As events can be key drivers of footfall both for new visitors and repeat visitors, Visit West undertake a programme of support for events and festivals.

This can include:

- Guidance on local trends
- Local media contacts
- Marketing opportunities
- Finding contacts within local authorities
- Venue finding
- Working with trade partners

As well as enabling reach to consumer markets through the Visit Bath and Visit Bristol websites, we use the data in monthly round ups to front of house teams in hotels, accommodation and points of entry around the region.

Simple event submission form

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Submit Event

To submit your event to the Visit Bristol team, please complete the form below giving us as much information as possible. **Note, once your event has been submitted it will be reviewed and either accepted or uploaded or if we do not feel the event is relevant we will email you.**

Please note that we cannot accept events outside of the Greater Bristol area.

Please note that event submissions can take up to 2 weeks to process, so please allow for this when submitting. Please also be aware that Visit West members are given priority and non-member listings may take longer. Find out more about membership [here](#).

IMPORTANT: Events will not be accepted without good quality images. Please include ONE quality landscape image and ensure the image is 880 x 500 pixels.

When uploading an image, please be aware that there is a file size limit of 1MB. You must ensure that you have permission to use the image on a third party website and it may be shared in various places on the Visit Bristol website and social media channels. Please avoid using text and logos on images wherever possible as the website automatically crops to different sizes in different parts of the website. If this is unavoidable ensure any text is towards the centre of the image, please contact us for advice once your event is submitted.

Other important tips:

- To improve search engine rankings please include 500 - 800 words on your event.
- Please include a public contact email address or phone number.
- If relevant put the name of the venue into the title of the event, to help maximise impact e.g. Valentine's Evening at Bristol Aquarium.
- Write descriptions in the third person, do not use 'I', 'we' or 'us'.
- Please do not use capital letters in the event submission, otherwise you will be asked to resubmit your event.
- Please note: The company reserves the right to use official links for 'Book now' links where they are available to us. If your company is a Visit West member, the 'Visit Website' link will always link directly to your website (if that is what you have submitted).

Event Name:

Address:

Address Line 2:

Address Line 3:

City / County:

Postcode / Zip Code:

☒ Please select which area of Bristol the event is taking place in and the most relevant category:

Location:

Category:

Public Telephone:

Website:

Public Email:

☒ Please provide between one and four paragraphs about your event:

Description:

☒ Image must be provided, no larger than 1mb and landscape. Please click 'Upload' separately once you have selected an image. Without an image your event will not be submitted.

Image:

Date of event

From: To:

Opens: Closes:

Add another date

☒ If you have repeated separate dates for the same event (e.g. a monthly market), you can choose to 'Add another date' above.

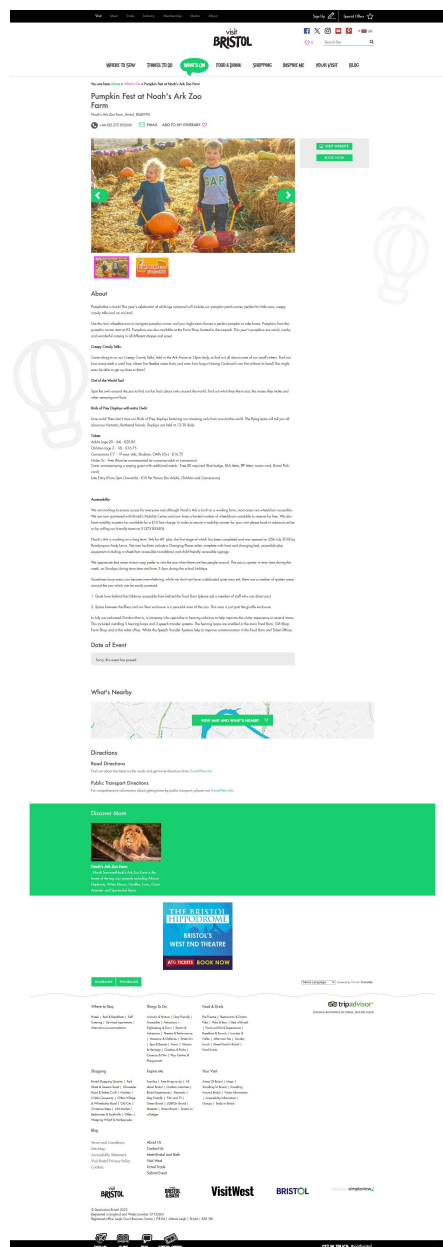
Contact details

Your Name:

Email Address:

Telephone:

☐ I'm not a robot



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Submitting events is quick & easy, and we have a member of the team that can help support with the process.



Charlotte has so far, approved 3,261 events this year.





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Stats for events in North Somerset. Year to date (Jan-today)

Events promoted – **150+**

Views to main what's on page – **188,652**

Views to Events Calendar page – **89,353**

Views to event search results – **401,846**

Some top performing event listings:

- Fireworks at Sea at The Grand Pier
- Valley Fest
- Shaun the Sheep Hide & Sheep Trail at Noah's Ark Zoo Farm
- Twilight Tobogganing at Mendip Activity Centre
- Bristol International Balloon Fiesta



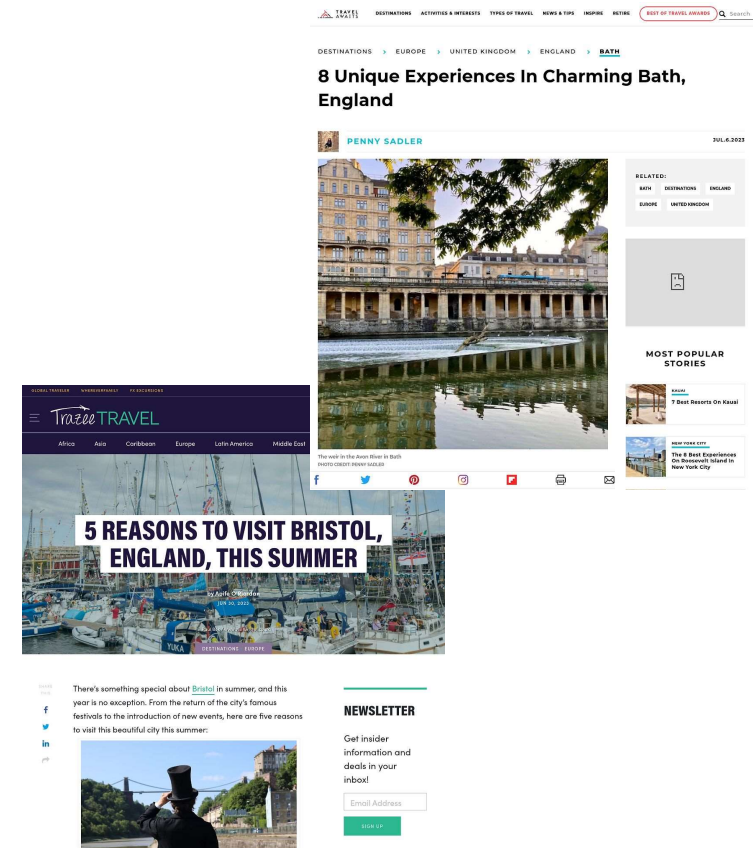
Supporting Events – Visit West

Ideally, event information should be shared as soon as possible with advice as to when it may go into the public domain. For instance, details of the 2025 Gromit Unleashed trail were shared back in 2021 to help organisers plan.

It also helps us share key dates with media, Visit England and Visit Britain. On the 30th November Emma and Susie spent a day presenting to VB teams in the UK and overseas with details of key events for 2024 and 2025.

The sooner we can get these on media and planner radars the better.

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Developing Events

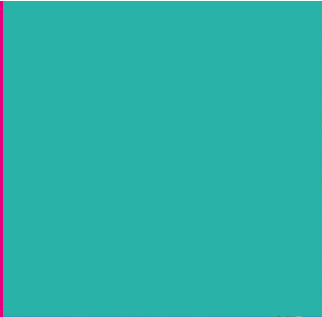
We don't just work passively with events coming to the region and supporting the venues and destinations creating their own. We often co-ordinate bids for events – usually business, cultural or sporting events.

The Meet Bristol and Bath team work with organisers from across the world to develop new business to the region.

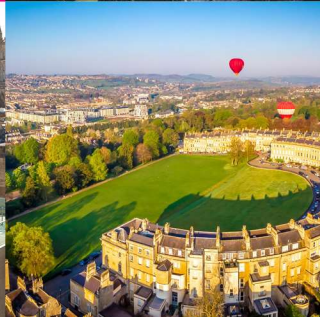
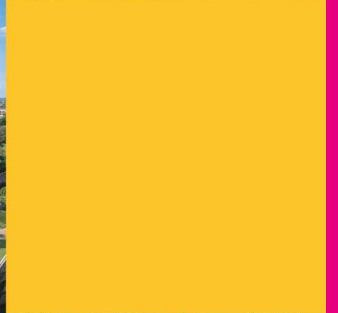
Visit West was also central to the Women's Rugby World Cup 2025 bid, bringing together a range of partners to deliver success. In the new year, we will begin to share more about the opportunities this major international sporting event will offer for businesses across the region.

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meet
**BRISTOL
& BATH**
Convention Bureau



Meet Bristol & Bath is the official Convention Bureau for the two cities and surrounding region.

Key objectives:

- Promote the region and member venues as the best place to host business and association events.
- Provide practical help and advice to assist event organisers in bringing their events to the region.

Services provided to Gold/Partner level members:

- Inclusion in Meet Bristol & Bath's venue finding service
- Group accommodation finding service
- Dedicated listings on the Meet Bristol & Bath website
- Promotion via Meet Bristol & Bath social media channels
- Opportunity to submit editorial into newsletters and blog posts
- A listing in the online Event Planner's Guide
- Opportunities to participate in client educational trips
- Stand share with Meet Bristol & Bath at events and exhibitions



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Business Events: Key Insights

Overall Inbound Domestic Performance 2022

International Passenger Survey (IPS) 2022

- 1.1 million inbound MICE visitors in 2022
- 63% of pre-Covid visits / estimated 74% of spend
- MICE travellers spend 54% more per visit vs. other travellers to the UK
- Average stay - 5 nights (USA, France, Germany largest origin markets)
- Conference / convention / congress - 37%
- Meeting of 21+ delegates - 33%
- Exhibitions / trade shows - 22%
- Incentive and team building - 8%

Geographical distribution

- London - 62% of inbound MICE
- Southeast - 9%
- West Midlands - 7%
- Southwest - 2% (30k MICE visitors)
- Scotland - 7%
- Other UK destinations - 5% or less

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Business Events: Key Insights

MMGY Portrait of European Meeting & Convention Travel 2023

60% of attendees are likely to extend a business trip for leisure purposes

17% Not at all likely
24% Not very likely
31% Somewhat likely
20% Quite likely
9% Extremely likely

Two thirds of attendees will invite their spouse/partner along when they extend their business trip in next 2 years.

MICE exhibitions/trade events attended in 2023

Meet Bristol & Bath

- CHS Leeds in April with 4 stand sharers
- The Meetings Show* in June with 4 stand sharers
- CHS Birmingham* in October with 8 stand sharers

**attending again in 2024.*

In partnership with Meet England

- West Coast US Trade Mission
- IMEX Frankfurt in May
- ibtm Barcelona in November



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Current members in North Somerset

- Aldwick Estate
- DoubleTree by Hilton Hotel Bristol South – Cadbury House
- Folly Farm
- Food WorksSW
- Mendip Activity Centre Team Building
- The Grand Pier
- The Winter Gardens
- Yeo Valley

To provide a cohesive offering to event organisers we would love to engage with potential members who offer accommodation (with or without event space).

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& BATH**
Convention Bureau

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Key piece of confirmed business into North Somerset

Client: Lions Club International Annual Convention

Date: 3rd–5th May 2024

Number of delegates: 250–300 people

Venues involved: The Royal Hotel, The Winter Gardens, The Grand Pier and The Grand Atlantic Hotel. Also using other guest houses, campsites and self-catering lets close by.

Estimated min value of event to local economy: £60,000

The enquiry originally came into the Bureau with the specific request for Bristol or Bath.



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Thank you

