



Retail, hospitality and tourism in the Winchester district

The retail, hospitality and tourism sectors are cornerstones of the Winchester district's economy, underpinning its vitality as a place to live, work and visit. The district benefits from a strong mix of independent retailers, restaurants, cafés, pubs, accommodation providers, visitor attractions and experiences, supported by a steady year round visitor market and a high quality of life that also drives local spending. Together, these sectors support a significant share of local businesses and employment, play a key role in animating the district's market towns and rural areas, and make a major contribution to the local economy through visitor spend, jobs and business growth.



2,410

retail
businesses*



478

hospitality
businesses



364

arts, entertainment
and recreational
businesses



8m+

visitors
each year



£292m

generated
annually for
the district*

* NOMIS 2026

* Source: Winchester District Tourism Strategy 2026-2031

Retail across the district

From boutique shops and independent retailers to recognised national brands, the district offers a diverse retail experience that serves both residents and visitors alike.



Winchester city centre:

On Winchester's thriving High Street and surrounding side streets you'll find everything from beautifully curated independent fashion and giftware to big-name brands.



Bishop's Waltham:

Offers a vibrant and characterful shopping experience centred around its attractive historic high street. Known for its strong independent retail offer, including boutique shops, which together create a distinctive market town atmosphere.



Whiteley:

A modern, purpose-built centre with a pleasant shopping environment.



Denmead:

Independent shops with a strong community spirit.



Alresford:

Attractive Georgian streets are home to an excellent mix of boutique retailers, antique shops, art galleries and lifestyle stores.



Wickham:

A charming and distinctive village shopping experience, including quirky Chesapeake Mill and Warick Lane. Centred around one of the largest medieval market squares in England.



Street markets

Winchester city centre has hosted a **streetmarket since 1587**. Today, markets run Thursday to Sunday. There are also markets in Alresford, Wickham and Bishop's Waltham.

Hospitality

The district's hospitality sector is diverse, featuring accommodation, restaurants, cafes, pubs and bars. Visitors can choose from boutique hotels, bed and breakfasts, traditional inns and larger chain hotels. The district's historic charm and cultural attractions make it a popular destination for visitors seeking a distinctive experience.

The Visit Winchester website highlights some of the warmest and most characterful [pubs](#) in the district.



Rick Stein and Brasserie Blanc are among leading names in Winchester.



Award winning restaurants include The Chesil Rectory and Puipo Negro in Alresford.



Home to [Lainston House](#), [Winchester Royal](#) and [Hotel du Vin](#).



Almost 10,000 residents in the district work in hospitality (Census 2021).

Tourism

The tourism offer in the district is rich and varied, attracting history lovers, culture seekers and outdoor enthusiasts. From the iconic cathedral and medieval streets to the South Downs National Park, the district offers heritage, countryside and year-round events.



Over
8 million
visitors each year



£292 million
brought to the
economy



Tourism directly
supports over
4,110 jobs



5,760 jobs
supported overall
(4,231 FTE),
accounting for **7%**
of all employment in
the district



220,000
staying visitor
trips per year*



736,000
visitor nights



£55.1 million
overnight visitor
spending

* Source: Winchester District Tourism Strategy 2026-2031

Attractions



Winchester
Science Centre



Marwell
Zoo



Winchester
City Museum



Fort Nelson



The Great Hall
with Westgate
Museum



Winchester
Military
Museums



The Watercress
Line



[Vineyards](#)



[and many
others](#)

Skills and education



The district benefits from training and education that support the sectors. [Sparsholt College](#) offers hospitality and food management, customer service and industry-focused training, while the [University of Winchester](#) offers an Event Management degree and a Masters degree in Cultural Heritage and Resources management. [Winchester School of Art](#) offers Luxury Brand and Fashion Management courses.



Visit Winchester

The destination is marketed through the Visit Winchester brand, which is managed by the Tourism and Economy team at Winchester City Council. The team works in partnership with local businesses to support and promote the Winchester district, and enable delivery of the [Winchester District Tourism Strategy](#).

