

FOI REF:	17437
RESPONSE SENT:	25/08/2026

Request

Please provide the following financial information, which I cannot find in the Council's draft 2025/26 accounts on your website.

- 1) The total amount spent by Winchester City Council in FY 2025/26 on promoting Tourism and the Visitor Economy.
- 2) A breakdown as to what this money was spent on (for example, the Visitor Information Centre, the VisitWinchester website, other promotional activities, staff costs)
- 3) The income from local businesses and attractions to market their activities (for example, partnership income from the VisitWinchester website, pay-as-you-go advertising income from the VisitWinchester website, advertising within the Visitor Information Centre, and city-centre outdoor poster sites).

Could you also please provide me with the allocated budget(s) for income and expenditure on the promotion of Tourism and the Visitor Economy for the 2026/27 financial year, or point me to where this information has been published.

Response

- 1) The total amount spent by Winchester City Council in FY 2025/26 on promoting Tourism and the Visitor Economy.

£640,215.74

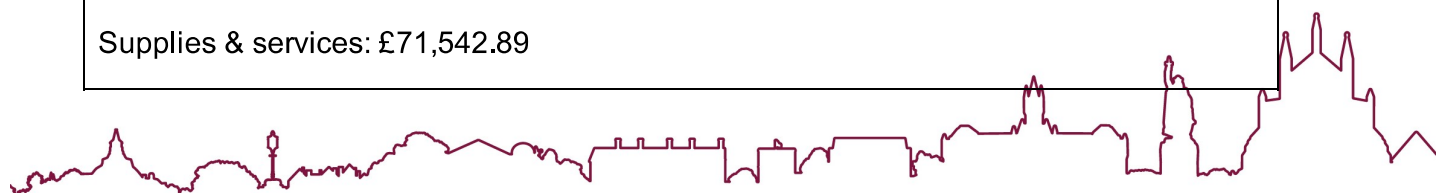
- 2) A breakdown as to what this money was spent on (for example, the Visitor Information Centre, the VisitWinchester website, other promotional activities, staff costs)

Tourism Marketing & Culture:

Employees: £182,754.17

Transport: £1,933.52

Supplies & services: £71,542.89



Support Services: £54,490.53

Visitor Information Centre:

Employees: £191,369.57

Transport: £2,563.50

Supplies & services: £46,226.52

Depreciation Impairment Costs: £10,499.69

Support Services: £78,835.35

3) The income from local businesses and attractions to market their activities (for example, partnership income from the VisitWinchester website, pay-as-you-go advertising income from the VisitWinchester website, advertising within the Visitor Information Centre, and city-centre outdoor poster sites).

£49,853.50

Could you also please provide me with the allocated budget(s) for income and expenditure on the promotion of Tourism and the Visitor Economy for the 2026/27 financial year, or point me to where this information has been published.

£706,475.00

