

FOI 48/2016

REQUEST AND RESPONSE

Please see our response to you recent FOI enquiry below.

1a) Has tourism within the Tendring district increased or decreased in the last three years?

Please see attached economic impact assessments of tourism. Due to the way these reports are compiled, last year's report will not be available until later in this year.

1b) How much money was put into attracting tourists in the years of 2013, 2014 and 2015, if any?

The core budget for tourism promotion is £19k per annum, which has remained steady through each of these financial years. There was an additional £20k contribution towards a TV commercial in 2015.

1c) What is the most popular tourist attraction in the Tendring district, e.g. the pier, beach, events, particular areas of popularity?

Precise visitor attendance statistics are not held.

1d) What has been done to attract more tourists to the Tendring area?

The Council in partnership with three private sector businesses, produced a TV commercial for Clacton on Sea in 2015, which was considered a significant success. The Council is subsequently working with the private and voluntary sectors in Harwich on a similar scheme for 2016.