

Tourism

Southend is well renowned for its tourism industry but the face of it is changing. While still offering the delights of the coast Southend is seeing a demographic shift with increasing numbers of overnight visitors enjoying a wider range of activities and spending increasing amounts of money. Southend is proving itself to be not just a traditional seaside town but a diverse collection of unique tourism offers.



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Southend attracts some 5.5million visitors each year spending £330m. While the volume of visitors is decreasing the level of spend is growing with the increasing quality on offer.

The town continues to enjoy some of its landmark attractions such as Adventure Island, the Sealife Centre and the Pier. As a result hotels are thriving including the recently developed Seafront Travel Lodge, the 129 bed four star Holiday Inn at London Southend Airport, the Park Inn Palace a 137 bed hotel on the seafront and the award winning 4 star Roslin Hotel.



London Southend airport is expanding. A new railway station, terminal building, flight control tower and hotel all serve to support flights to destinations across Europe including Aer Lingus flights to Ireland, over 70 Easyjet flights a week across Europe and the introduction of Thomson and First Choice for easy access to package holidays since May 2013.

Investment into a £0.6 Million Three Shells Lagoon development is commencing in 2016 and will enable all day and year round water sport facilities. Investment of a further £1.3 million will facilitate the redevelopment of the historic Kursaal which will introduce a new coffee shop, restaurant and laser gaming facility.

Southend is developing a year round tourism offer with an events calendar which runs throughout the year including events which attract Hollywood A-listers like Ray Winstone. The new diving centre in Southend was used by the British Olympic diving team during the Olympics and the 2012 mountain biking site in neighbouring town of Hadleigh both demonstrate the sports opportunities

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of the area. It is also becoming a favourite filming location with Jamie and Jimmy's Food Fight Club, Eastenders, Fairy Job Mother and Hollywood film crews having visited or filmed in Southend recently.

Business tourism is also increasing with the expanded conferencing space and bed capacity offered by new developments. Southend has hosted the first Funding a Green Future Conference which attracted delegates from across the south and continued to run for many years after. Additional business conference space has been introduced through the addition of the Pier Cultural Centre which can accommodate up to 180 people in its unique location.

Southend wants to see further investment and development in this sector recognising its role in the local, national and international economy. Choosing to locate your tourism business here you could benefit from:

- An experienced and skilled workforce capable of the excellent customer service tourism demands
- Training and development opportunities with local education providers such as South Essex College, Southend Adult Community College and the University of Essex
- International transport links via London Southend Airport
- National transport links via the road and rail network



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