

Tourism Landscape

The background of the slide is a blurred photograph of a beach. In the foreground, a sandcastle is visible on the right side. In the middle ground, a group of people, including a man, a woman, and children, are walking along the beach. The ocean is visible in the background under a bright sky.

Value of visitor economy £757 million per annum

3.9 million visitor nights

13.7 million day visitors

Aim to create an additional 3,500 jobs by 2017-18