

An Overview of English Seaside Resorts

Key Issues

- Poor infrastructure and a massive need for reinvestment
- Small business economy
- Changing market trends and competition from other destinations and leisure activities
- Funding complexity and lack of local skills to deal with this
- Constraints with local governance, its vision and capacity to manage change

Solutions

- Understanding the big picture, regeneration not just tourism
- Partnerships to stimulate change
- Raising standards of quality
- Reinvestment based on sustainable principles
- Holistic approach to funding

What can Central Government do to speed the process?

- Bind in the RDAs and get them to focus on resorts Set up resorts champions in DTLR, DTI etc. and use the recommendations in 'Sea Changes' to act as framework for action
- Bring in major programmes like Neighbourhood Renewal to resource regeneration efforts in rundown areas. However look holistically at the resort as a destination rather than just focussing at particular Ward level. .
- Use changes in Gambling & Licencing legislation to promote a new vision for pathfinder resorts and resource this via a national competition

Key Findings

- UK residents made 26.6 million trips of one night or more to the English seaside in 2001.
- Trips to the seaside lasting one night or more were worth £4.6 billion in 2001.
- In 1998 there were 65 million tourism day visits to English seashores by UK residents.
- An ETC survey in 2001 found that 84% of visitors were very satisfied with their last seaside holiday in England.

Case Studies

- Blackpool is committed to an integrated approach to neighbourhood improvement and has been selected as part of the 'Civilising Cities' pilot to demonstrate how well-chosen land use and transport measures can contribute to other policy agendas including wealth generation.
- The Padstow Area Tourism Association provide a good example of partnership and have established strong quality criteria for all aspects of Padstow's tourist product.
- Scarborough Borough Council developed and introduced a Local Inspection Scheme (LIS) as a transitional measure to bring accommodation onto the first rung of the inspection ladder leading to the National Quality Assurance Standards within a specific period of time.
- In Bournemouth £4 million is spent each year maintaining and operating the seven-mile sea front and beach facilities. The town has been a consistent winner of the European Blue Flag for beach quality and management. It is the first no-smoking beach in Britain and the first 'cans only' beach in Europe.

1 Introduction

Report Aims

The purpose of this report is to provide an overview of the current state of domestic tourism at English seaside resorts. It looks at the volume and value of domestic tourism trips to the English seaside, as well as the characteristics of seaside holidays. This report also contains the results of two surveys commissioned by ETC in 2001 into visitor satisfaction with holidays in England and the attitudes of residents towards tourism in their local area.

This report does not address the issues causing the decline in English seaside resorts, neither does it discuss in detail plans for the regeneration of seascides. For a detailed examination of English seaside resorts over the last thirty years, along with long-term, sustainable plans to achieve resort regeneration, see the ETC publication '*Sea Changes: Creating world-class resorts in England*', 2001. The executive summary of this publication is attached as Appendix 1.

The rise and fall of resorts

During the eighteenth and nineteenth centuries, a chain of seaside resorts unparalleled in their number and concentration anywhere else in the world developed around the coast of Britain, particularly along the English coastline. These resorts, in the main, flourished and prospered well into the twentieth century as they were able to capitalise on changes in society, such as the growing amount of leisure time, increasing discretionary income and greater mobility for a wider sector of society provided first by the railways and then by the car.

In the 1970s, however, the situation began to change. Packaged holidays to overseas destinations with a more reliable climate, followed later by cheaper air travel, a growth in the number of domestic destinations and greater competition for leisure spend, meant that seaside resorts faced increasing competition both from at home and abroad.

Coupled with this, particularly over the last three decades, an inability or refusal to change due to a lack of vision, information or pertinent investment has meant that many resorts have remained in a past era, failing to evolve into a product that meets modern expectations of quality in entertainment experience, accommodation and service delivery.

The seriousness of this decline should not be underestimated. If no action is taken, the decline in some resorts will be terminal. Inactivity will also have a wider social cost. The Government has recently announced substantial funding for the renewal of our most deprived neighbourhoods. Continuing decline will, for many of our resorts, result in them becoming the major regeneration problems of tomorrow.

Regeneration

Resort regeneration will need concerted and sustained action by all concerned. It requires a two-pronged approach: involving action by the resorts themselves to improve their product offer; and action by local, regional and national organisations working together to assist resorts in their efforts.

Looking at overseas tourism destinations that have managed successfully to address their problems has led to the identification of a set of principles for successful resort regeneration. These principles cover three basic phases in the regeneration process:

- **Creating a vision, planning and leadership** – recognising the scale of the problem, securing leadership, developing a unified approach and drawing up a masterplan.
- **Taking a holistic approach to the tourism experience** – identifying a catalyst to act as a major draw, putting in place the support facilities, quality accommodation, infrastructure, ambiance, beach, sea front and town centre management needed to make a resort appealing to visitors.
- **Securing the tools needed to achieve delivery of the masterplan** – bringing in external expertise, securing the necessary funding, undertaking research, improved marketing and using information and communications technology.

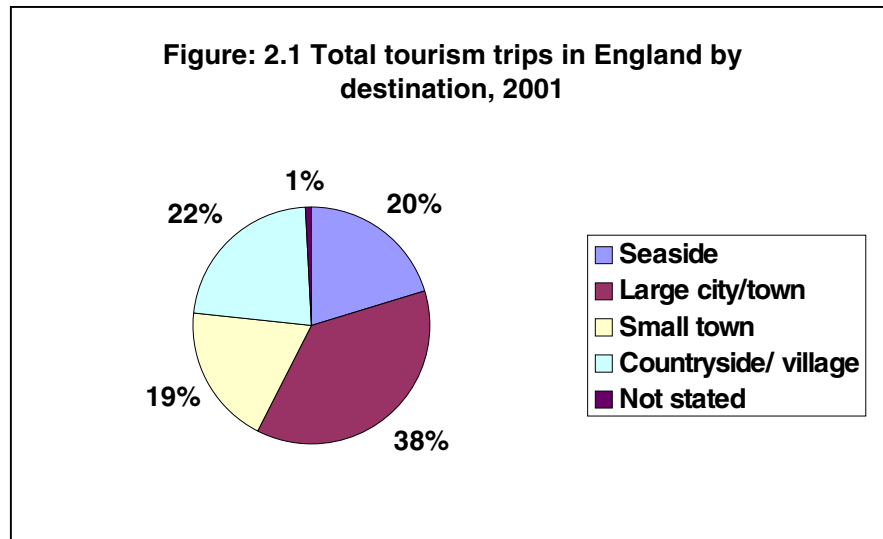
The ETC is convinced that the market for resort-based tourism still exists, provided that vision, determination, co-ordination and investment are forthcoming to create a quality experience that can compete with the best.

It is our firm belief that a combination of strength of will and vision in resorts to enact the principles identified coupled with a full implementation of the recommendations by other key partners will provide the building blocks to reverse the decline experienced in our seaside and inland resorts

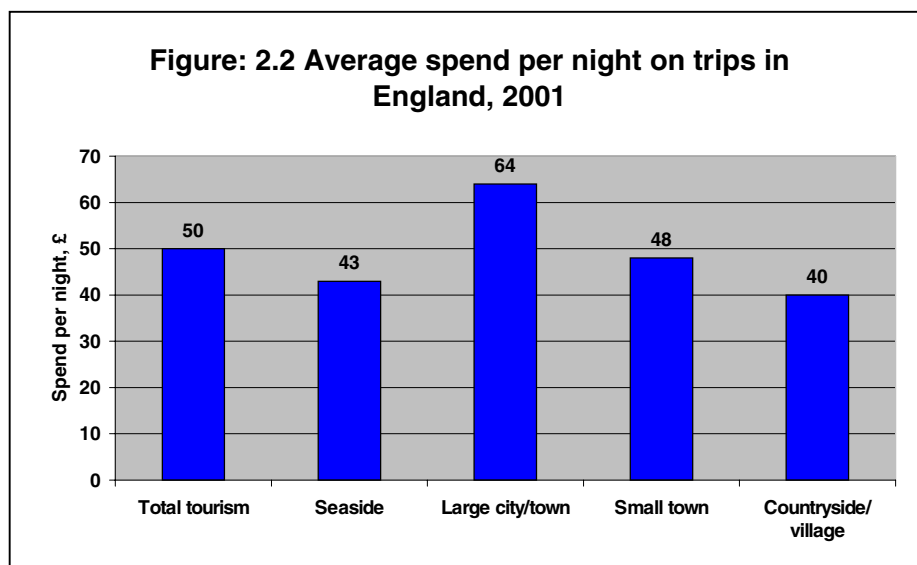
2 Key Findings

The volume and value of Seaside tourism

- UK residents made 26.6 million trips of one night or more to the English seaside in 2001. This figure is down 1.1 million trips on 2000.
- Trips to the seaside only account for 20% of total domestic trips in England in 2001.



- Trips to the seaside lasting one night or more were worth £4.6 billion in 2001.
- Average spend per night at seaside resorts (£43) is considerably lower than the average spend per night at all tourism destinations (£50), but people do stay longer at the seaside.

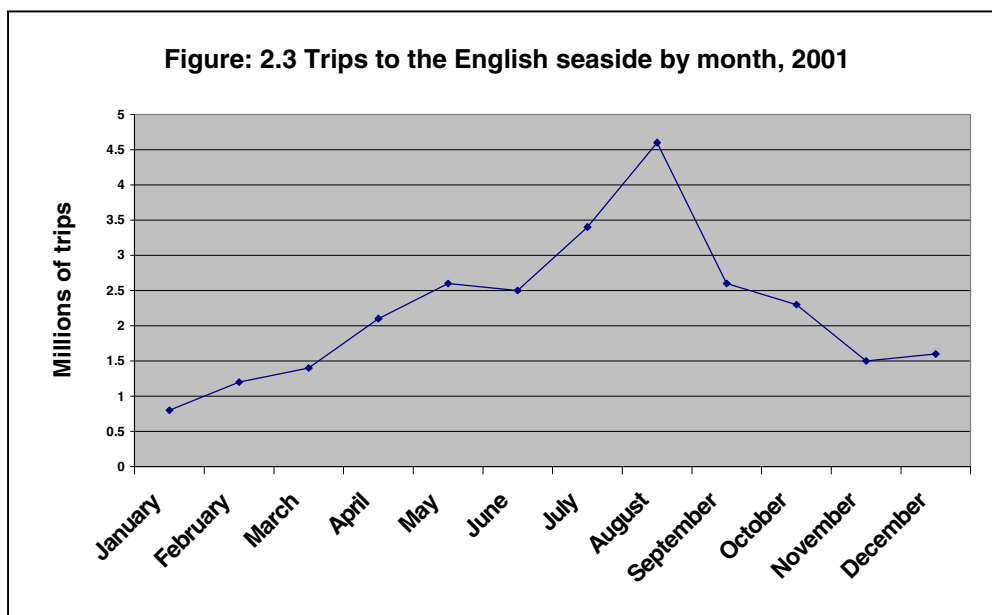


Purpose of trip

- Seaside tourism is very reliant on holidays, with holidays making up 81% of all trips to the seaside in 2001.
- Only 5% of trips to the seaside were business trips in 2001. Business trips accounted for 23% of trips to large cities/towns.
- Business visitors are an important market to attract as research shows that business tourists spend, on average per night, two and a half times as much as leisure visitors (Source: Sea Changes, ETC, 2001).

Seasonality

- Seaside resorts experience greater seasonal fluctuations than large cities/towns, small towns or the countryside/villages.
- 40% of total trips to the seaside in 2001 took place in July, August and September, compared with 25% for large cities/towns, 29% for small towns and 34% for countryside/villages.



Length of stay

- The length of trip duration is considerably longer at seaside compared with other tourism destinations.
- 45% of trips to the seaside are for four nights or more, compared with only 18% of trips to large cities/towns, 23% of trips to small towns and 31% of trips to the countryside/villages.
- Longer breaks, which much of the tourism income at seaside depends upon, are on the decline in England with many consumers taking their main holidays abroad. The growing trend in recent years is for shorter breaks, and seaside resorts must work to attract this expanding market. That said, short breaks of 1 to 3 nights made up 55% of all trips to the seaside in 2001.

Tourism day visits

- The day visits market is an extremely important part of overall tourism in England.
- In 1998 there were 65 million tourism day visits to English seaside by UK residents.
- Tourism day visits to the English seaside by UK residents were worth £1.2 billion in 1998.
- Average expenditure per day visit was around £19.

Visitor satisfaction with seaside holidays

- An ETC survey in 2001 found that 84% of visitors were very satisfied with their last seaside holiday in England. However, satisfaction with seaside holidays was not as high as satisfaction with holidays in other tourism destinations.
- 50% of visitors to the seaside were totally satisfied with their accommodation. This figure is approximately 10% lower than the percentage of visitors totally satisfied with their accommodation in large cities/towns, small towns and the countryside/villages.
- 43% of visitors to the seaside were totally satisfied with the places to visit in the local vicinity. This figure is once again lower than the percentage of people visiting other types of holiday destination who were totally satisfied with the local places to visit.

Attitudes of residents towards tourism

- Results of another ETC survey in 2001 show that 97% of residents at seaside resorts believe that tourism is good for the area.
- 72% of people living in seaside resorts consider that their local area has benefited a lot from tourists coming to visit, whilst a further 24% believed their area had benefited a little.
- Whilst residents of seaside resorts acknowledge the importance and benefits of tourism to their local area, their attitudes towards, and views of, the visitors to their area are less positive than those of residents of other tourism destinations.
- 80% of residents at seaside resorts believe that visitors cause traffic congestion and parking problems in their area, whilst 64% think visitors cause more litter.

3 Trips to the English seaside

This section summarises the key data on domestic tourism. The data comes from the United Kingdom Tourism survey (UKTS), a national consumer survey measuring the volume and value of tourism trips taken by residents of the United Kingdom. It is jointly sponsored by the English Tourism Council, VisitScotland, the Wales Tourist Board and the Northern Ireland Tourist Board. The survey covers trips away from home lasting one night or more taken by UK residents for the purpose of holidays, visits to friends and relatives, business and conferences or any other purpose.

‘Total tourism’ is defined as trips for any of the following purposes:

- holiday
- visit to friends or relatives
- business
- other

Please note: because of changes in survey methodology, UKTS data for 2001 and 2000 are not comparable with data from 1999 and preceding years. Therefore, it is not possible to compare tourism data for seaside resorts in 2001 and 2000 with previous years’ data.

The following tables refer to trips made in 2001 and 2000 by UK residents to England.

Table: 3.1 Total tourism trips in England by destination

(Source: UKTS)

	2001		2000		2001 versus 2000
	Millions of trips	%	Millions of trips	%	%
Total	131.9	100	140.4	100	-6
Seaside	26.6	20	27.7	20	-4
Large city/large town	49.2	37	51.7	37	-5
Small town	25.3	19	26.6	19	-5
Countryside/village	29.6	22	32.9	23	-10
Not stated	1.2	1	1.5	1	

- In 2001 there were 26.6 million trips to the English seaside, accounting for 20% of total tourism trips in England.
- Trips to the English seaside decreased by just over 1 million trips in 2001 compared with 2000.
- In percentage terms, the reduction in the number of trips to the seaside was lower than the fall in the number of trips to other tourism destinations.

Table: 3.2 Purpose of trip to the English seaside

(Source: UKTS)

	2001		2000	
	Millions of trips	%	Millions of trips	%
Total	26.6	100	27.7	100
Holiday	21.6	81	22.4	81
Visit to friends or relatives	3.3	13	3.3	12
Business	1.4	5	1.6	6
Other	0.3	1	0.3	1

- Seaside tourism is very reliant on holidays, rather than business trips or visits to friends and relatives.
- Holiday trips made up 81% of all trips to the seaside in 2001 and 2000.
- In 2001, holiday trips only accounted for 48% of all trips to large cities/towns, 53% of visits to small towns, and 70% of visits to the countryside/villages.

Table: 3.3 The Seaside's share of total trips

(Source: UKTS)

	2001									
	Total		Holiday		Visit to friends or relatives		Business		Other	
	Millions of trips	%	Millions of trips	%	Millions of trips	%	Millions of trips	%	Millions of trips	%
Total tourism	131.9	100	80.1	100	31.2	100	18.4	100	2.1	100
Seaside	26.6	20	21.6	27	3.3	11	1.4	7	0.3	13
Large city/town	49.2	37	23.7	30	12.9	41	11.5	62	1.1	53
Small town	25.3	19	13.4	17	8.2	26	3.2	17	0.4	19
Countryside/village	29.6	22	20.6	26	6.5	21	2.2	12	0.2	11
Not stated	1.2	1	0.8	1	0.2	1	0.1	1	0.1	4

- Although seaside resorts are very reliant on holidays, trips to the seaside only account for 27% of holiday trips.
- Despite the numerous conference facilities at English seaside resorts, only 7% of business trips were taken at the seaside in 2001.

Table: 3.4 Trips to the English seaside by RTB

(Source: UKTS)

	2001		2000	
	Millions of trips	%	Millions of trips	%
Total	26.6	100	27.7	100
Cumbria	0.4	1	0.3	1
Northumbria	0.8	3	0.9	3
North West	2.6	10	3.9	14
Yorkshire	1.9	7	2.1	8
Heart of England	1.8	7	1.8	7
East of England	2.8	10	2.4	9
London	0.4	2	0.5	2
South West	7.3	27	6.2	23
Southern	3.1	11	4.3	15
South East	5	19	4.6	17
England – unspecified	1.2	4	1.2	4

- The region that attracts the largest number of trips to the seaside is the South West with 7.3 million trips in 2001, which accounts for over a quarter of all trips.
- The South East accounts for 19% of all seaside trips in 2001, followed by Southern (11%) and North West (10%).

Table: 3.5 Trips to the English seaside by month

(Source: UKTS)

	2001		2000	
	Millions of trips	%	Millions of trips	%
Total	26.6	100	27.7	100
January	0.8	3	0.8	3
February	1.2	5	0.9	3
March	1.4	5	1.6	6
April	2.1	8	2.5	9
May	2.6	10	2.8	10
June	2.5	9	2.5	9
July	3.4	13	3.6	13
August	4.6	17	4.8	17
September	2.6	10	3.2	12
October	2.3	9	2.3	8
November	1.5	5	1.2	4
December	1.6	6	1.5	5

- Seaside resorts experience greater seasonal fluctuations than large cities/towns, small towns or the countryside/villages.
- This can partly be explained by the reliance of seaside destinations on holiday trips, which themselves are very much dependent on school holidays and the weather. It is, therefore, no surprise that seaside resorts receive the most visitors in July, August and September.

Table: 3.6 Trips to the English seaside by duration

(Source: UKTS)

	2001		2000	
	Millions of trips	%	Millions of trips	%
Total	26.6	100	27.7	100
1-3 nights	14.5	55	14.8	53
4-7 nights	9.3	35	10.3	37
8+ nights	2.8	10	2.6	9

- The length of stay per trip is considerably longer at seascides compared with the other destinations.
- 45% of trips to the seaside are for four nights or more, compared with only 18% of trips to large cities/towns, 23% of trips to small towns and 31% of trips to the countryside/villages.

Table: 3.7 Spending per trip

(Source: UKTS)

	2001		2000	
	Average pounds per trip	Average pounds per night	Average pounds per trip	Average pounds per night
Total tourism	£154	£50	£142	£45
Seaside	£174	£43	£168	£41
Large city/large town	£160	£64	£151	£59
Small town	£136	£48	£118	£40
Countryside/village	£139	£40	£126	£37

- The average spend per trip to seaside is higher than the average spend per trip to all the other tourism destinations. However, as illustrated in the table above, the average length of stay at seaside is also higher.
- When the length of stay is taken into account, the average spend per night at seaside in 2001 (£43) is considerably lower than the average spend per night at all tourism destinations (£50).

Table: 3.8 Trips to the English seaside by type of accommodation used

(Source: UKTS)

	2001		2000	
	Millions of trips	%	Millions of trips	%
Total	26.6	100	27.7	100
Hotel/ Motel/ Guest house	7	26	7.6	27
Other private house/ 'Bed and breakfast establishment'	2.3	9	2.2	8
Flat/ Apartment	1.2	4	0.9	3
House/ Chalet/ Villa/ Bungalow/ Cottage	2.2	8	2	7
Hostel/ University/ School	0.1	1	0.1	*
Friends'/ Relatives' home	7.1	27	7.5	27
Own second home/ timeshare	0.5	2	0.5	2
Holiday camp/ village	1.2	5	1.1	5
Caravan	4.9	19	5.5	20
Boat	0.2	1	0.2	1
Other/ transit	1	4	1.1	4

- The most popular forms of accommodation at seaside resorts are hotels/ motels/ guest houses, the homes of friends and relatives, and caravans.

Table: 3.9 Profile of trip takers to the English seaside

(Source: UKTS)

	2001				2000			
	Total tourism – any location		Tourism to seaside		Total tourism – any location		Tourism to seaside	
	Number (millions)	%	Number (millions)	%	Number (millions)	%	Number (millions)	%
Total	131.9	100	26.6	100	140.4	100	27.7	100
AB	41.5	31	6.6	25	40.3	29	6.2	22
C1	41.8	32	7.9	30	43.7	31	8.1	29
C2	24.7	19	6.2	23	27.2	19	6.5	23
DE	23.9	18	5.9	22	29.2	21	6.9	25
Age								
15-24	20.6	16	2.8	11	23	16	2.9	10
25-34	27.4	21	5.5	21	30.6	22	5.9	21
35-44	28.7	22	6.2	23	30	21	6.5	24
45-54	21.6	16	4.3	16	21.6	15	4.1	15
55-64	15.3	12	3.3	12	16.2	12	3.6	13
65+	18.3	14	4.4	17	19	14	4.6	17

- Seasides attract fewer trip takers from the AB and C1 social groups compared with other destinations. Only 25% of trip takers to seaside are from social group AB, compared with 35% in large cities/towns, 31% in small towns, and 32% in the countryside/villages.
- Seaside attract a higher percentage of C2 and DE trip takers than any other type of destination. C2 and DE trip takers tend to be less well-off and non-professional people, which may explain the lower average spend per night at seaside compared to the other destinations.

4 Tourism Day Visits

The day visits market is an extremely important part of overall tourism in England. Unfortunately, data on day visits are less comprehensive and well known than those on overnight tourism. The Department for Culture, Media and Sport (DCMS), in association with other agencies, has undertaken UK day visits surveys every 2-3 years since the late 1980s. The latest survey was undertaken in 1998.

Tourism leisure day visits refer to activities undertaken by people travelling to and staying in places outside their usual environment within any day. Tourism trips are defined as those leisure day visits which lasted three hours or more and were not made on a regular basis.

Volume of tourism day visits

- In 1998 there were 65 million tourism day visits to English seaside by UK residents.

Value of tourism day visits

- Tourism day visits to the English seaside by UK residents were worth £1.2 billion in 1998.
- Average expenditure per day visit was around £19.

Characteristics of tourism day visits

- The average distance travelled on tourism day trips in 1998 was 89.9 miles.
- The average duration of trip was 6.8 hours, of which the average time spent at the destination was 3.9 hours.

5 Visitor satisfaction with English seaside

ETC designed a questionnaire that formed part of an Omnibus Survey carried out by NOP in November 2001. The questionnaire investigated visitor satisfaction with holidays in England. The survey examined the attitudes of 671 residents of Great Britain who had taken their main holiday in England between 1 November 2000 and 31 October 2001. The interviews were conducted face-to-face among a representative sample of adults aged 16 and over. The following results come from the visitor satisfaction survey.

Table: 5.1 Which one of these phrases best describes your main holiday destination?

	%
Seaside	66
Large city/town	9
Small town	4
Countryside/village	20
Other	1

- Two thirds of people interviewed stated that the destination of their main holiday is the seaside.
- The sample size for people visiting large cities/towns and small towns is very low.

Table: 5.2 Overall how satisfied were you with this holiday?

	Total	Seaside	Countryside/ village
	%	%	%
Completely	39	37	46
Extremely	23	22	25
Very	25	25	21
Fairly	10	12	6
Not very	3	4	2
Not at all	1	1	0

- There were high levels of satisfaction with seaside holidays. 37% of seaside visitors were completely satisfied, whilst 84% were very satisfied.
- However, satisfaction with seaside holidays was not as high as satisfaction with other holiday destinations. 94% of visitors were very satisfied with holidays in large cities/towns, and 92% of visitors were very satisfied with holidays in small towns and the countryside/villages.

Table: 5.3 How satisfied were you with the following aspects of your holiday?

Satisfaction with accommodation	Total	Seaside	Countryside/ village
	%	%	%
1 Totally dissatisfied	1	1	1
2	3	3	4
3	6	6	4
4	12	12	10
5	26	27	23
6 Totally satisfied	53	50	59

- 50% of visitors to the seaside were totally satisfied with their accommodation.
- This figure is approximately 10% lower than the percentage of visitors totally satisfied with their accommodation in large cities/towns, small towns and the countryside/villages.

Satisfaction with weather	Total	Seaside	Countryside/ village
	%	%	%
1 Totally dissatisfied	2	3	2
2	4	4	3
3	14	12	17
4	24	24	24
5	25	24	28
6 Totally satisfied	31	33	26

- A third of visitors to the seaside were totally satisfied with the weather whilst on holiday.
- This figure would appear very high, particularly when you consider that the majority of activities undertaken on seaside holidays take place outdoors. It is important to remember, however, that UKTS results showed that the most popular times for holidaying at the seaside are the summer months of July, August and September.

Satisfaction with places to visit	Total	Seaside	Countryside/ village
	%	%	%
1 Totally dissatisfied	1	1	1
2	2	2	1
3	7	7	7
4	14	15	20
5	30	31	25
6 Totally satisfied	45	43	47

- 43% of visitors to the seaside were totally satisfied with the places to visit in the local vicinity.
- This figure is once again lower than the percentage of people visiting the other types of holiday destination who were totally satisfied with the local places to visit.

Table: 5.4 How would you rate this holiday compared with what you expected?

	Total	Seaside	Countryside/ village
	%	%	%
Much better than I expected	28	28	28
A little better than I expected	19	18	18
About the same as I expected	45	43	47
A little worse than I expected	6	7	10
Much worse than I expected	2	3	1

- Almost half of visitors to the seaside stated that their holiday had exceeded their expectations.
- 28% of visitors to the seaside stated that their holiday was much better than they expected.

Table: 5.5 How likely would you be to recommend the holiday to a friend?

	Total	Seaside	Countryside/ village
	%	%	%
Definitely	47	46	54
Probably	31	33	27
Might or might not	12	9	13
Probably would not	6	7	3
Definitely would not	4	5	2

- Almost half of visitors to the seaside said they would definitely recommend their holiday to a friend.

6 Attitudes of residents towards tourism

In December 2001, ETC commissioned Taylor Nelson Sofres (TNS) to undertake a community perception survey. The survey was designed to capture the views of residents of tourism areas towards tourism and visitors in their local area. The survey was carried out by telephone amongst 1,003 adults aged 16 and over living in tourism destinations in England. The following results come from the TNS survey into residents' attitudes.

Table: 6.1 Thinking about the number of visitors during the summer, do you feel that the area you live in...

	Has more visitors than it can cope with	Has about the right number of visitors for the area	Would benefit from more visitors	Don't know
	%	%	%	%
Total	12	53	31	3
Seaside	20	48	30	2
Large city/town	9	57	32	3
Small town	12	47	36	5
Countryside/village	10	60	28	3

Thinking about the number of visitors during the other times of the year, do you feel that the area you live in...

	Has more visitors than it can cope with	Has about the right number of visitors for the area	Would benefit from more visitors	Don't know
	%	%	%	%
Total	3	42	51	4
Seaside	2	36	59	2
Large city/town	4	46	46	4
Small town	4	42	49	6
Countryside/village	2	44	51	3

- The large seasonal fluctuations in visitor numbers at seaside resorts, highlighted by UKTS results, are re-iterated in the views of residents.
- 20% of residents living in seaside resorts believe that the area they live in receives more visitors than it can cope with during the summer months. In addition, 59% of residents stated that, in their opinion, their area would benefit from more visitors at other times of the year.

Table: 6.2 To what extent do leisure visitors affect your day-to-day life?

	They don't affect my day-to-day life at all	They affect my day-to-day life a little	They affect my day-to-day life a lot	Don't know
	%	%	%	%
Total	58	29	13	0
Seaside	44	36	20	0
Large city/town	58	29	13	0
Small town	64	29	8	0
Countryside/village	64	23	12	0

- A higher percentage of residents of seaside resorts claimed that leisure visitors affected their day-to-day life compared with residents of other tourism destinations.

Table: 6.3 On the whole do you think that tourism is good or bad for the area?

	Good for the area	Bad for the area	Don't know
	%	%	%
Total	96	2	2
Seaside	97	2	2
Large city/town	95	3	2
Small town	96	1	2
Countryside/village	97	1	2

- 97% of residents at seaside resorts believe that tourism is good for the area.

Table: 6.4 To what extent do you think your area has benefited from leisure visitors coming to visit? Would you say it has...

	Benefited a lot	Benefited a little	Not benefited at all	Don't know
	%	%	%	%
Total	61	33	4	2
Seaside	72	24	4	1
Large city/town	63	30	4	3
Small town	53	42	3	2
Countryside/village	57	36	6	1

- The vast majority of residents of seaside resorts (96%) acknowledge that tourism benefits their local area.
- 72% of people living in seaside resorts consider that their local area has benefited a lot from leisure visitors coming to visit.

Table: 6.5 Could you tell me whether you agree or disagree with each of the following statements about your area?

	Total			Seaside		
	Agree %	Disagree %	Don't know %	Agree %	Disagree %	Don't know %
Because of tourism, local residents have a better choice of cafes and restaurants in the area	68	30	2	76	22	2
Visitors cause traffic congestion and parking problems in the area	66	34	1	80	19	1
Visitors make public transport more crowded	26	62	12	34	55	12
There are too many houses here used as second homes	25	70	5	30	64	6
Local people can't enjoy the area because of the tourists	8	91	1	12	88	1
Because of tourism, the heritage of the area is better maintained and preserved	82	15	4	80	16	4
Visitors cause damage to places of natural beauty around here	17	80	3	20	78	2
Because of tourism, the area has a wider range of attractions and leisure facilities	61	37	2	70	28	2
Local jobs in tourism are largely poorly paid, part-time and seasonal	60	19	22	76	12	12
Visitors cause more litter	49	47	4	64	34	2
Many local people rely on tourism for their livelihood or jobs	65	31	4	79	19	2
Visitors create more crime and vandalism in the area	13	82	4	19	77	4
Tourism has made local shops tacky	17	80	2	29	69	2
Tourism helps support local food, drinks and crafts in the area	88	10	2	90	8	1

- Although attitudes of residents are generally positive, they believe there are some negative impacts associated with tourism.
- 80% of residents think that visitors cause traffic congestion and parking problems, and 34% agree that visitors make public transport more crowded.
- 64% of residents believe that visitors cause more litter.

- However, the recognition of residents of seaside resorts that tourism benefits their local area is confirmed in their responses to the attitude statements above.
- 79% of residents believe that many local people rely on tourism for their livelihood or jobs.
- 76% of residents state that they have a better choice of cafes and restaurants because of tourism, and 70% believe they have a wider range of attractions and leisure facilities thanks to tourism.
- 90% of residents believe that tourism helps support local food, drinks and crafts.