

# News release

Corporate Communications, Civic Offices, Guildhall Square, Portsmouth, PO1 2AL

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## Southsea seaside tourist industry worth £58m

The seaside tourist industry in Southsea is worth £58m to the economy, according to a new report from academics.

The study by Sheffield Hallam University looked at 121 coastal resorts in Wales and England.

It found that 2,900 jobs are supported directly by the tourist industry in Southsea, joint 13th in the report.

Cllr Mike Hancock, Cabinet Member for planning, regeneration and economic development said: "These figures show just how important the seafront is to the city."

Our seafront strategy is a major part of the overall regeneration strategy for the city and will play an important role in realising ambitions for Portsmouth to become a European city break destination with world-class attractions."

Professor Steve Fothergill, from Sheffield Hallam's Centre for Regional Economic and Social Research (CRESR), who led the team, said: "That a large seaside tourist industry has survived and adapted is good news, not just for seaside towns but for the British economy as a whole."

"Leisure and tourism is a growing market. What our figures show is that even in the face of stiff competition from holidays abroad, Britain's seaside towns have been able to retain and even expand much of their core business. The British seaside tourist industry remains a major employer. The new government should make every effort to ensure that the industry delivers its full potential in the coming years."

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Notes to Editors

The Seaside Tourist Industry in England and Wales: Employment, economic output, location and trends is by Christina Beatty, Steve Fothergill, Tony Gore and Ian Wilson from Sheffield Hallam University.

It was co-financed by the British Resorts and Destinations Association, North West Development Agency, South East of England Development Agency and Visit Wales (Welsh Assembly Government).

A copy of the report is available from [www.shu.ac.uk/cresr](http://www.shu.ac.uk/cresr)