

CLACTON IN UK'S TOP TEN – IT'S OFFICIAL

Clacton is in the top ten holiday- friendly destinations in the country, according to a major nationwide survey.

And the news has been warmly welcomed as a valuable shot in the arm for Tendring's holiday industry on the eve of the season.

Virgin Money Travel Insurance's research placed Clacton in equal ninth spot with Liverpool - and one place behind Essex neighbour Southend.

It was ahead of other prominent visitor destinations such as Blackpool, the Lake District, Cambridge and Scarborough.

The survey was looking to establish the best stay-at-home summer destinations when looking at factors such as the weather, attractions, hotels and restaurants and cost.

Neil Stock, Tendring District Council's Executive Leader, welcomed Clacton's top ten placing in the league table.

"The Council has made tourism a top priority and the fact that one of Tendring's main resorts has been highlighted among the most holiday-friendly towns in the UK is a great boost for the District," he said.

"It is a well-deserved accolade and a tribute to all those involved in the tourist industry in Clacton."

Stephen Mayzes, Cabinet Member for Leisure at TDC, said that the survey followed hot on the heels of Tendring retaining three European Blue Flags for Clacton's Martello Beach, Dovercourt Bay and Brightlingsea Beach, along with six other Quality Coast Awards.

"The national publicity the survey and the awards provide Clacton and Tendring really helps to put us firmly on the map and gives people the confidence to come and visit the area," he said.

"However, as well as fantastic beaches and family-friendly resorts we also have picturesque countryside and historic towns and villages – along with a host of natural attractions.

"It all adds up to something for everyone to enjoy at real value for money prices."

The Essex Sunshine Coast Holiday Guide, which is published by the Council and covers the Tendring District, is in great demand again this year.

Some 25,000 went out last year and a reprint has been ordered for 2010.

“We are down to the last few of our original run of 20,000 copies and we haven’t reached the end of May yet,” said Sarah Daniells, TDC’s Tourism and Marketing Manager.

“Another 5,000 guides are being printed and we are confident they will be snapped up quickly.

“With major events like the Clacton Air Show in August pulling in around 140,000 visitors and provided we get warm sunny weather we are looking forward to a great season ahead.”

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NEWSDESKS

For further information on this press release contact Nigel Brown, Tendring District Council’s Communications Manager on 01255 686338.