

Southend Central Area Action Plan

Additional Document 6 - Tourism employment, including jobs reliant on tourism, expressed in number and as a percentage and as total employment

As of 2015 tourism related employment within Southend was 8,711, which represents 14% of the all employment in the Borough.

Cambridge Economic Impact Model

	2011	2012	2013	2014	2015
Total Day Visitors	5,746,371	5,689,000	5,477,000	6,367,000	6,576,000
Total Staying Visitors	251,929	238,200	251,200	248,100	252,900
Total Tourism Related Employment	7,646	<i>No data</i>	8,061	8,338	8,711
Percentage of all Employment	12.3%	<i>No data</i>	13.0%	13.6%	14.2%