

Tourist numbers buoyant in Suffolk

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Tourism bookings and visitor numbers in Suffolk are buoyant despite the mixed weather.

Alex Paul, tourism manager at Choose Suffolk, said: “When talking to our members across the county, we have been very pleased to hear that the lacklustre summer has failed to have a negative impact on their bookings and visitor numbers. We’re actually finding that many members’ bookings are up compared to this time last year.”

Tim Rowan-Robinson, managing director at Thorpeness & Aldeburgh Hotels, said : “We have actually witnessed an increase in demand this year, which is a very encouraging sign. We had a fantastically good period from May through to July, and August is also looking good for us as well.” Bookings in the self-catering and holiday cottage sector have also proved resilient.

Bookings in the self-catering and holiday cottage sector have also proved resilient, given the summer’s failure to live up to expectations. Naomi Tarry, Managing Director of Best of Suffolk, a company with holiday cottages and accommodation in the county’s coastal towns and rural locations, said, “Our holiday cottage bookings are more than double that of last year, which I hope will also be good news for the Suffolk businesses that our guests visit whilst they’re here.”

The company is also finding there is strong demand from people who have never visited the county before. “An important contributor to our rapid growth is that we are reaching people who are coming to Suffolk for the first time and, the good news is that, they are telling us they have enjoyed it and plan to come back again.”

Tourism is estimated to be worth £1.6 billion annually and sustains 30,000 jobs in the county according to Choose Suffolk.