



Friday 20<sup>th</sup> March 2015.

Dear Cllr. John Thomas,

As the Chief Executive of the English Riviera Tourism Company and author of the adopted Turning the Tide for Tourism in Torbay Strategy, I am writing to support the proposed development by Harbour Hotels further to the 'call in' to Overview and Scrutiny.

The fact is Tourism destinations operate in an increasingly competitive market place and if Torbay is to be 'fit for purpose' in the future we need to move with the times and diversify our accommodation choices so that we can attract new visitors.

Over the past four years we have seen year on year growth in both the value and volume of Torbay's Visitor Economy. Moving forwards this growth is forecast to continue with international inbound predicted to grow at an unprecedented rate.

However, if we are to capture our share of this growth we need to ensure that we have sufficient capacity in terms of the right choices of accommodation on offer.

The Turning the Tide for Tourism Strategy identified the lack of Quality Spa Hotels. Harbour Hotels could now fill that gap, building a superb new development and restoring the much loved Pavilion building, currently closed for the 4<sup>th</sup> summer!

I whole heartedly support this project in principle. I respect that parking provision is a particular challenge but believe that this matter should not be allowed to stop progress. The parking matter I am confident can be overcome.

Yours Sincerely,

Chief Executive Officer