**CASE STUDY: Coastal Destination – BLACKPOOL**

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| **Key facts and figures – a BRIEF introduction to Blackpool as a tourist destination e.g how many tourists does it get?** |
| **Key Attractions (what type of visitor does each attract?) –Try to include a range of different ones so they appeal to different visitor types and they should cover a range of natural, built and purpose-built.** |
| **Range of Accommodation (be specific, make sure you cover a range of types and budgets – recommend 4 or 5 in total)** |
| **Facilities (transport, event/conference centres)** |
| **Leisure Activities (name 3)** | **Events (when, where and who would want to go?) (name 2)** |
| **Location Map** | **Things to do in the wider area (name 2 things to do nearby e.g. The Lake District)** |

Finally, based on the information you have found out, why does Blackpool appeal to tourists? And what range of visitor types does it attract?