

ECONOMIC IMPACT OF TOURISM IN NORTHUMBERLAND

2018 KEY FACTS



**10.48 MILLION
PEOPLE VISITED +2%**



**£1 BILLION VISITOR
EXPENDITURE +4.2%**



**16.56 MILLION
VISITOR DAYS +3.3%**



**8.575
MILLION DAY
VISITORS +1.2%**

**£354 MILLION DAY VISITOR
EXPENDITURE +1.2%**

**£30.61 AVERAGE DAY
VISITOR SPEND PP**



**1.9 MILLION
OVERNIGHT
VISITORS +5.5%**

**£648 MILLION OVERNIGHT
VISITOR EXPENDITURE +6%**

**£253.16 AVERAGE
OVERNIGHT SPEND PP**



**FOOD & DRINK SECTOR ACCOUNTS FOR
36% OF ALL EXPENDITURE &
31% OF ALL EMPLOYMENT**



**SERVICED
ACCOMMODATION
STAYS +12.1%**



**13,020 DIRECTLY
EMPLOYED BY
TOURISM +6.27%**



**82% OF ALL VISITS ARE
DAY VISITS. ACCOUNTS
FOR 35% EXPENDITURE**