



RESEARCH INTO THE ECONOMIC IMPACT OF DARK SKY TOURISM



As one of England's most rural areas, Northumberland enjoys some of the darkest skies in the country. In December 2013 The International Dark-Sky Association (IDSA) awarded International Dark Sky Park status to the combined areas of Kielder Water & Forest Park and Northumberland National Park.

Research was carried out during 2018, including a survey of businesses, to establish the impact of Dark Sky Tourism in Northumberland during 2017.



Over **£25million** economic benefit



supports **450** jobs

BUSINESS INVESTMENT

13% who had invested in their business in the last 10 years did so partly or solely due to dark skies

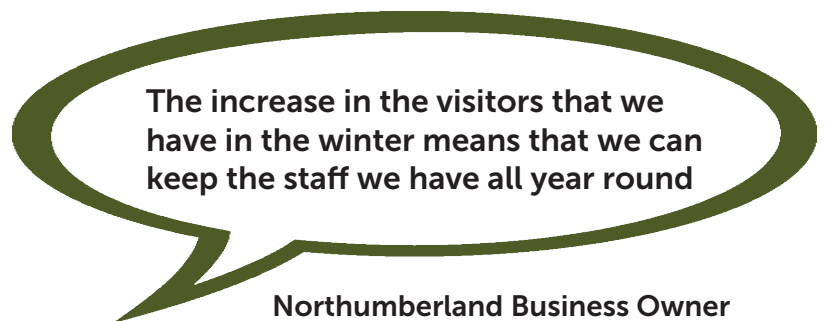
BUSINESS PERFORMANCE

15% reported an increase in business performance as a result of dark skies

KIELDER OBSERVATORY



estimated to bring over **£1m** of expenditure into the region



The increase in the visitors that we have in the winter means that we can keep the staff we have all year round

Northumberland Business Owner

Northumberland International Dark Sky Park Partners

