

Tourism in Northumberland by Numbers

1,012
jobs created
by NT activity in 2014

345,000
copies printed of
NT publications

**International
visitors
2.7%**

31
Dark Sky
Discovery Sites

1.7m
overnight
visitors
anually

7.6m day
visitors
anually

18% increase
in tourism jobs
in 5 years

75%
of visitors
go walking

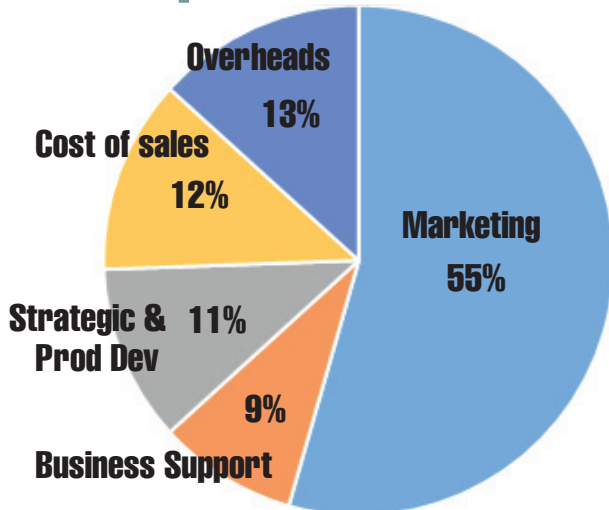
Economic impact of
Tour of Britain 2015
£2.13m

1,101,763
Unique visitors
to visitnorthumberland.com
in 2015

Tales
from
Northumberland
viewers

9% booked
66% plan to visit

NT Expenditure 2015-16



£115m ROI
from NT
marketing activity
in 2014

**Jobs
in tourism
13,384**

**Visitors
from outside the
North East
83.3%**