ECONOMIC IMPACT OF TOURISM IN NORTHUMBERLAND

2022 KEY FACTS





Events made a return to the region, enhancing footfall, occupancy and revenue

Visitor numbers and employment figures are still below pre-pandemic levels

Road to recovery is under way and the gap between 2019 levels is decreasing



9.972 MILLION
PEOPLE VISITED (+28%)



£1.169 BILLION VISITOR EXPENDITURE (+26%)





8.047 MILLION DAY VISITORS (+28%)

£382.42 MILLION DAY VISITOR EXPENDITURE (+38%)

£35.23 AVERAGE DAY VISITOR SPEND PER PERSON



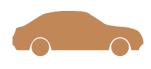
1.952 MILLION
OVERNIGHT VISITORS (+29%)

£786.71 MILLION OVERNIGHT VISITOR EXPENDITURE (+35%)

£303.18 AVERAGE OVERNIGHT SPEND PER PERSON PER TRIP



FOOD & DRINK SECTOR ACCOUNTS FOR 48%
OF ALL EXPENDITURE (+23%)
& 40% OF ALL EMPLOYMENT



81% OF ALL VISITS ARE DAY VISITS, ACCOUNTING FOR 33% OF EXPENDITURE

12,004 DIRECTLY EMPLOYED BY TOURISM (+7.4%)



All comparison percentages are based on 2021 STEAM data.

To read the full 2021 report go to

www.visitnorthumberland.org.uk