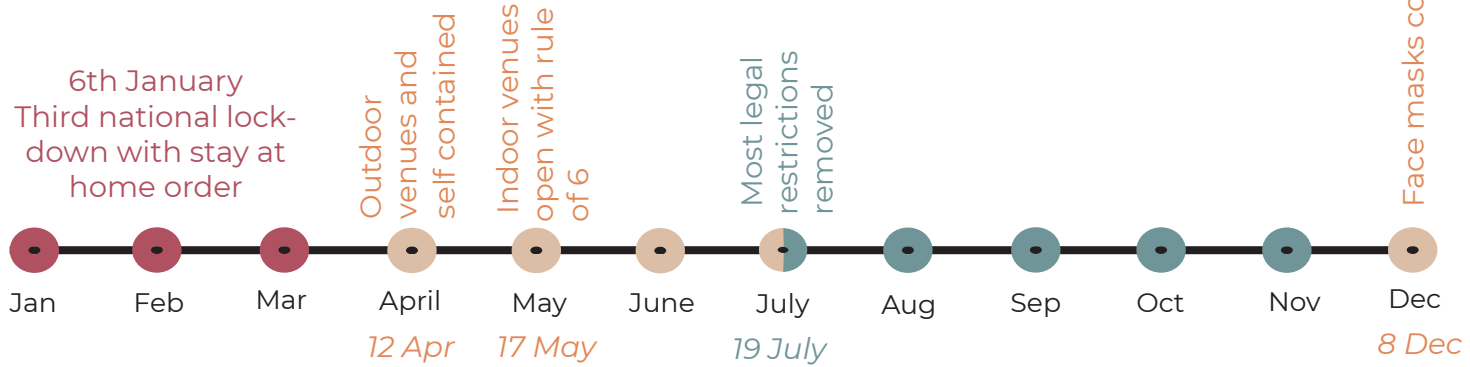


ECONOMIC IMPACT OF TOURISM IN NORTHUMBERLAND

2021 KEY FACTS

2021 began with most regions in the UK already facing strict restrictions due to the COVID tier system introduced in 2020



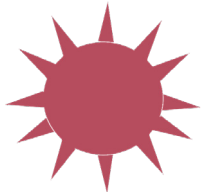
7.790 MILLION
PEOPLE VISITED (-27%)



£858.95 MILLION VISITOR
EXPENDITURE (-21%)



12.99 MILLION
VISITOR DAYS (-23%)



6.298 MILLION
DAY VISITORS (-28%)

£277.52 MILLION DAY
VISITOR EXPENDITURE (-28%)

£32.67 AVERAGE DAY VISITOR
SPEND PER PERSON



1.492 MILLION
OVERNIGHT VISITORS (-23%)

£581.43 MILLION OVERNIGHT
VISITOR EXPENDITURE (-17%)

£288.88 AVERAGE OVERNIGHT
SPEND PER PERSON PER TRIP



FOOD & DRINK SECTOR ACCOUNTS FOR **37%**
OF ALL EXPENDITURE (+2%)
& **29%** OF ALL EMPLOYMENT



81% OF ALL VISITS ARE DAY
VISITS, ACCOUNTING FOR **32%**
OF EXPENDITURE

11,179 DIRECTLY
EMPLOYED BY
TOURISM (-15%)



All comparison percentages are based on 2019 STEAM data.
To read the full 2021 report go to
www.northumberlandtourism.org.uk

northumberland