

ECONOMIC IMPACT OF TOURISM IN NORTHUMBERLAND

2022 KEY FACTS

- ✓ First year since 2019 without any restrictions on socialising and travelling
- ✗ Businesses faced several new challenges including cost of living crisis, inflation, strikes and staff shortages
- ✓ 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%)



16.36 MILLION
VISITOR DAYS (+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%)

