

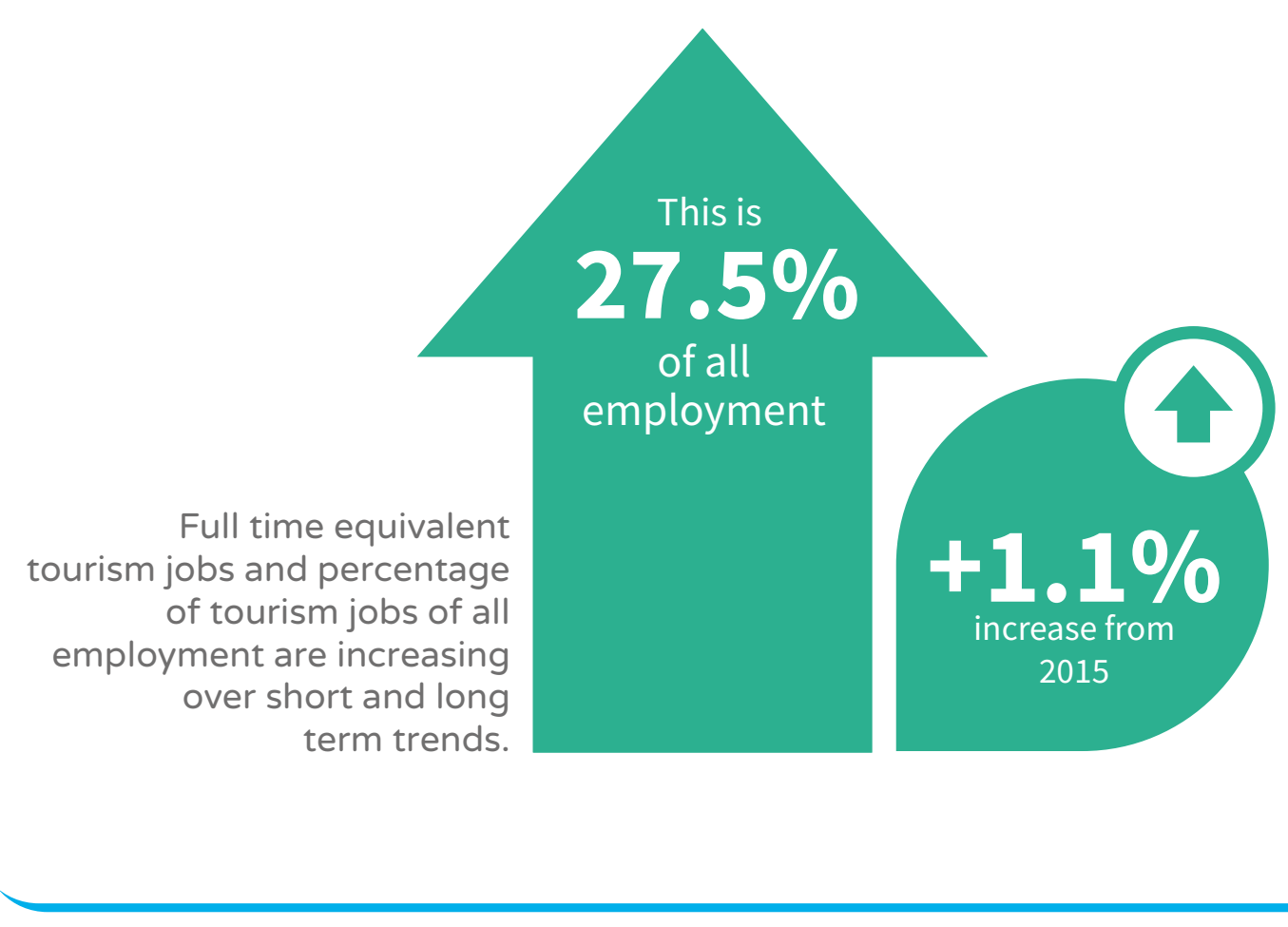
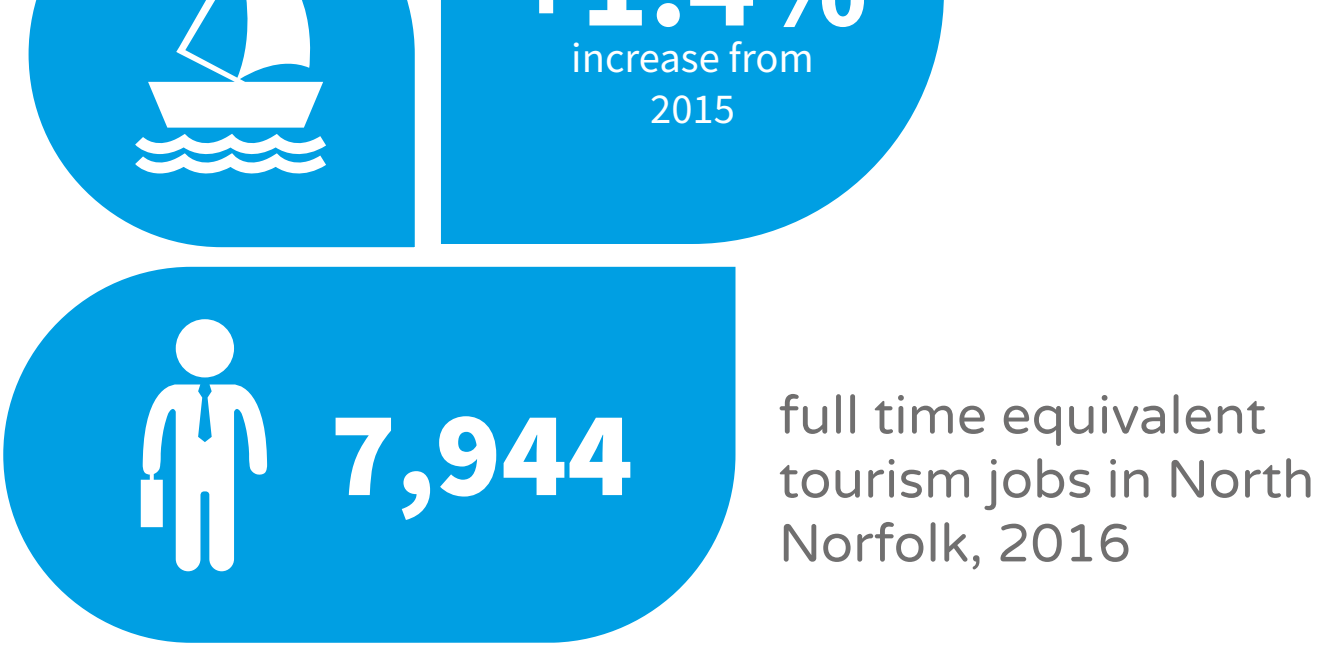
TOURISM IN NORTH NORFOLK 2016

Data Source: Jarques, Sergi (2017) Economic Impact of Tourism 2016 Results, Destination Research



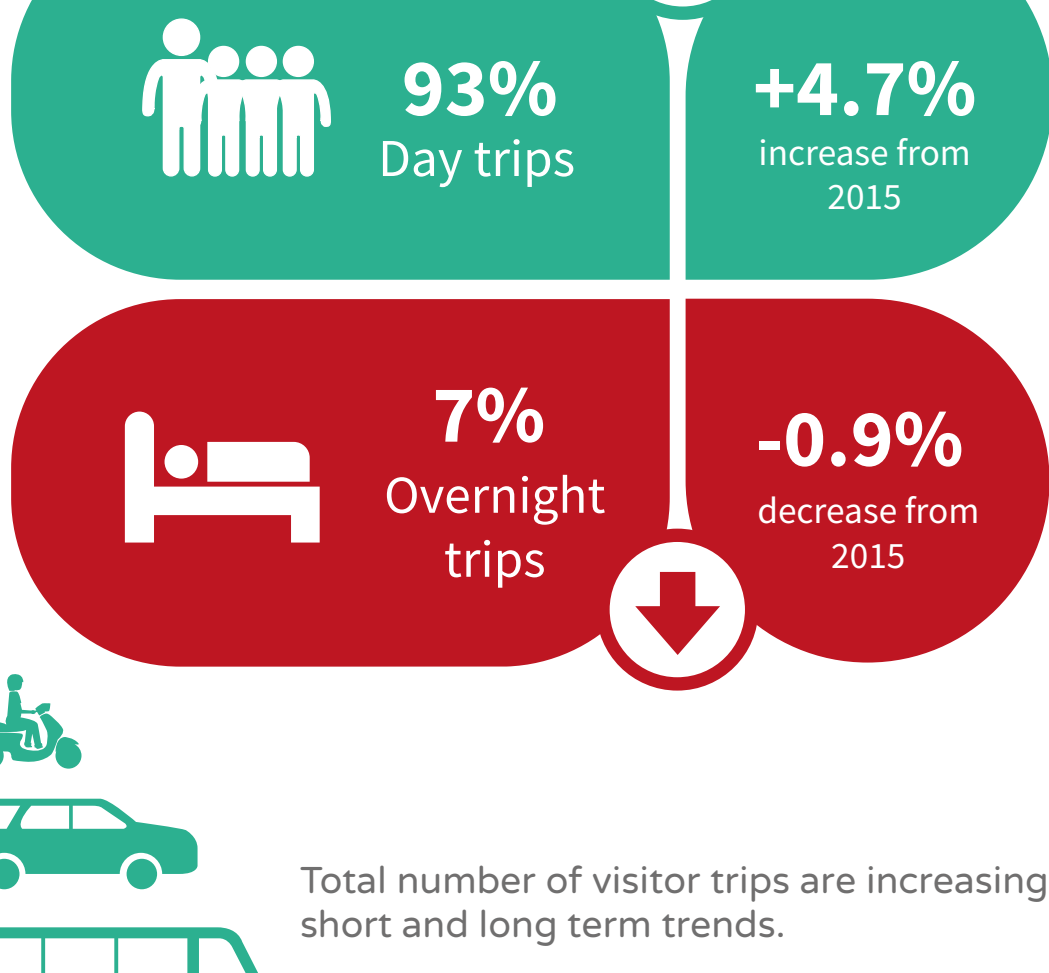
Employment

1



Volume

2



Total number of visitor trips are increasing over short and long term trends.
Number of day trips are increasing and overnight trips decreasing over short and long term trends.

Volume

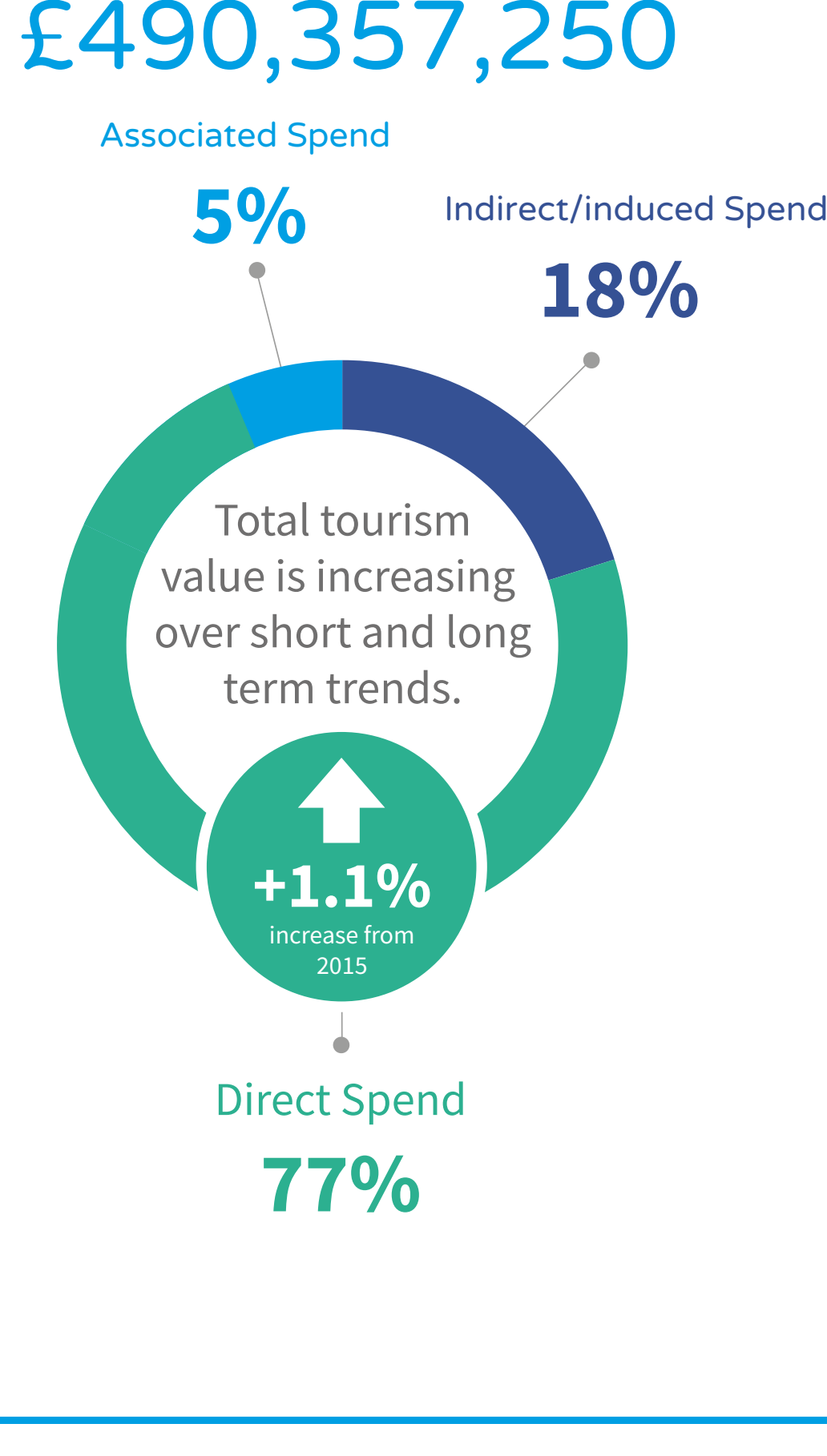
3



Total number of nights stayed and average number of nights stayed per trip show an increase over short term trends and a decrease over long term trends.

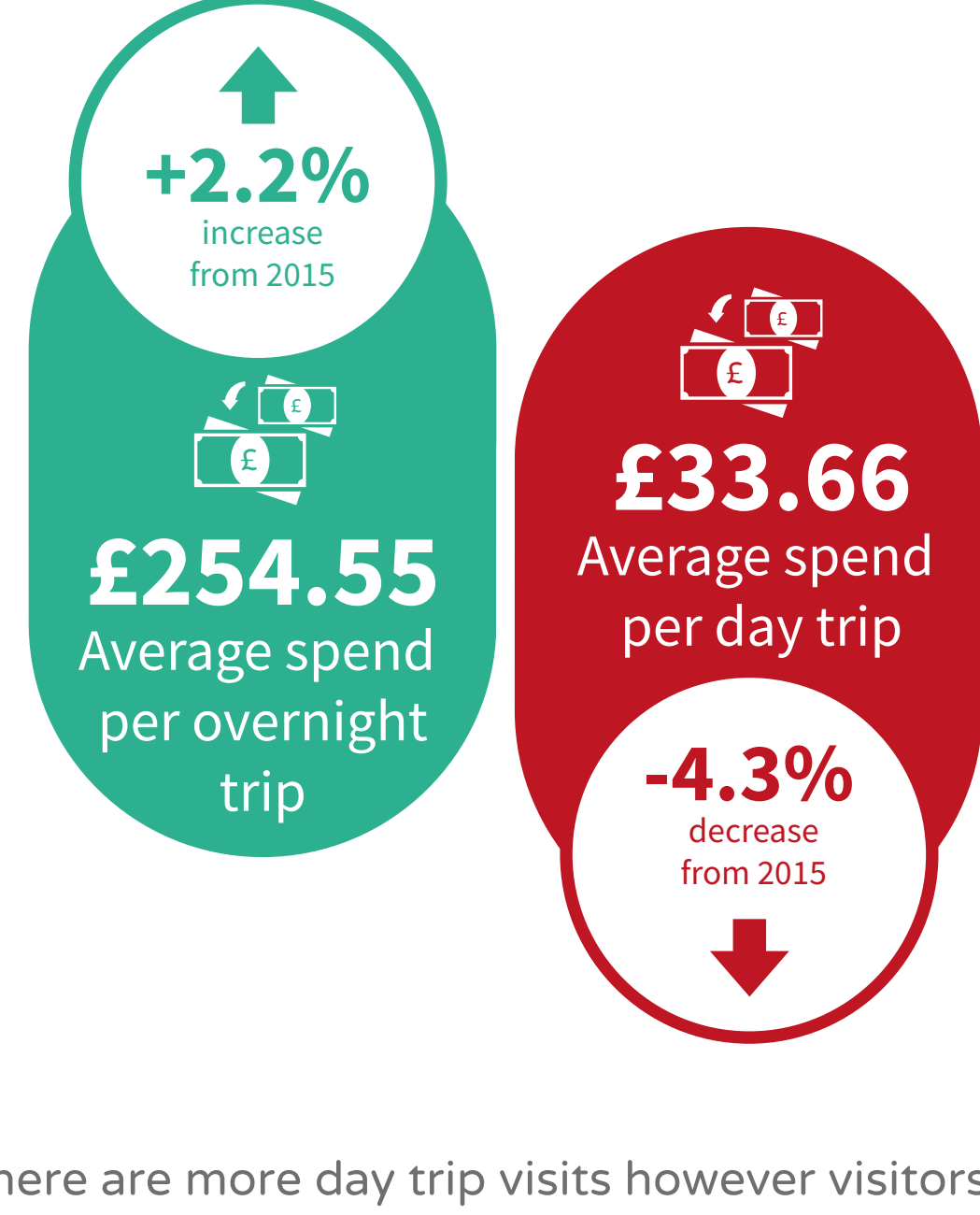
Value

4



Value

5



There are more day trip visits however visitors are spending less per trip over short and long term trends.

There are less overnight visitor trips however visitors are spending more per trip over short and long term trends.