

# TOURISM IN NORTH NORFOLK 2018



There were more visitor trips to North Norfolk in 2018 compared to the previous year, driven by a strong increase in day trips. There were fewer overnight trips and visitors stayed for shorter breaks. Despite the decrease in the overall spend generated by overnight trips, the average spend per overnight trip increased. There was an overall increase in spend due to the large increase in day trips however day visitors actually spent less per trip.

## JOBS


The number of tourism jobs have increased

<b>8,268</b> Full Time equivalent tourism jobs	<b>+1.0%</b> from 2017	
<b>28.7%</b> of all employment	<b>+1.1%</b> from 2017	

The total number of visitor trips have increased







## VISITORS

<b>9,592,700</b> trips to North Norfolk	<b>+8.7%</b> from 2017		<b>94%</b> day trips	<b>+9.8%</b> from 2017		<b>6%</b> overnight trips	<b>-5.8%</b> from 2017	
<b>2,468,000</b> nights stayed by visitors	<b>-6.7%</b> from 2017		<b>95%</b> overnight visitors from UK	<b>-5.7%</b> from 2017		<b>5%</b> overnight visitors from <b>OVERSEAS</b>	<b>-6.9%</b> from 2017	
<b>4.2 NIGHTS</b> average visitor overnight trip	<b>-0.9%</b> from 2017		<b>4 NIGHTS</b> average UK overnight trip	<b>-0.2%</b> from 2017		<b>9.6 NIGHTS</b> average <b>OVERSEAS</b> overnight trip	<b>-5.7%</b> from 2017	

## SPEND

The value of tourism has increased



<b>£511,076,378</b> Total value generated by visitors	<b>+1.2%</b> from 2017		<b>77%</b> Direct spend		
<b>18%</b> Indirect/induced spend			<b>6%</b> Associated spend		
<b>£31.07</b> Day visitor average spend	<b>-5.1%</b> from 2017		<b>£220.94</b> UK overnight visitor average spend	<b>+1.9%</b> from 2017	
<b>£236.42</b> Overnight visitor average spend	<b>+0.8%</b> from 2017		<b>£553.70</b> <b>OVERSEAS</b> overnight visitor average spend	<b>-6.4%</b> from 2017	