

TOURISM IN NORTH NORFOLK 2017



There were more visitors to North Norfolk in 2017 resulting in more spend. However visitors spent less per trip and overnight visitors stayed for shorter breaks.

JOBS










The number of tourism jobs have increased

8,184 Full Time equivalent tourism jobs	+3.0% from 2016	
28.4% of all employment	+3.3% from 2016	

The total number of visitor trips have increased






VISITORS

8,827,700 trips to North Norfolk	+6.2% from 2016		93% day trips	+5.8% from 2016		7% overnight trips	+12.1% from 2016	
2,644,000 nights stayed by visitors	+9.5% from 2016		95% overnight visitors from UK	+12.8% from 2016		5% overnight visitors from OVERSEAS	0% from 2016	
4.3 NIGHTS average visitor overnight trip	-2.3% from 2016		4 NIGHTS average UK overnight trip	-0.8% from 2016		10.2 NIGHTS average OVERSEAS overnight trip	-6% from 2016	

SPEND

The value of tourism has increased



£505,109,250 Total value generated by visitors	+3.0% from 2016		77% Direct spend
18% Indirect/induced spend			5% Associated spend
£32.73 Day visitor average spend	-2.7% from 2016		£216.83 UK overnight visitor average spend
			-7.5% from 2016
£234.45 Overnight visitor average spend	-8% from 2016		£591.79 OVERSEAS overnight visitor average spend
			-4.4% from 2016