



destination**research**  
delivering results : measuring what matters



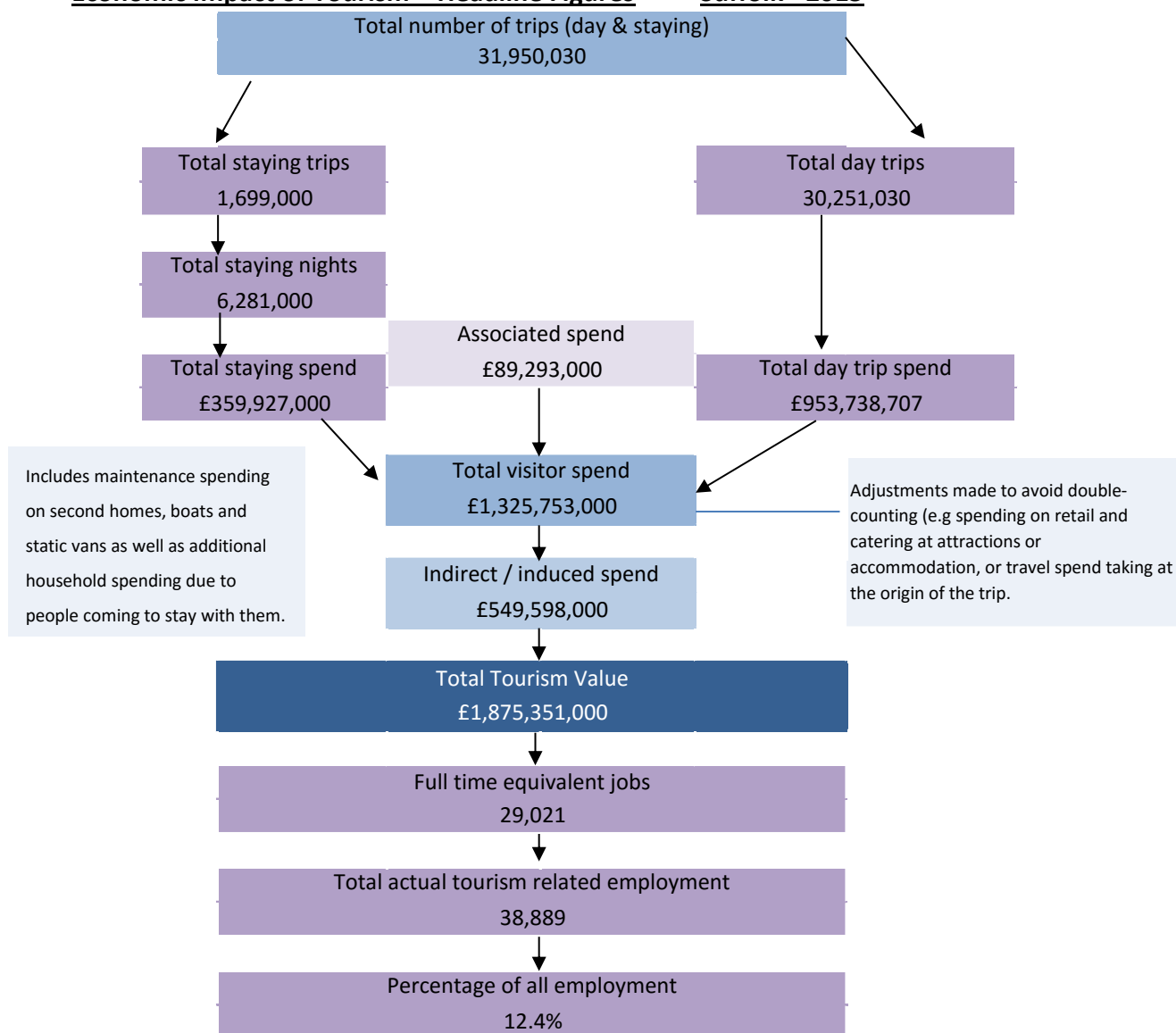
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Economic Impact of Tourism

Suffolk - 2015

## Economic Impact of Tourism – Headline Figures Suffolk - 2015

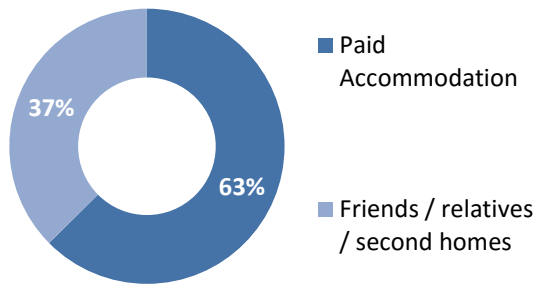


### Economic Impact of Tourism – Year on year comparisons

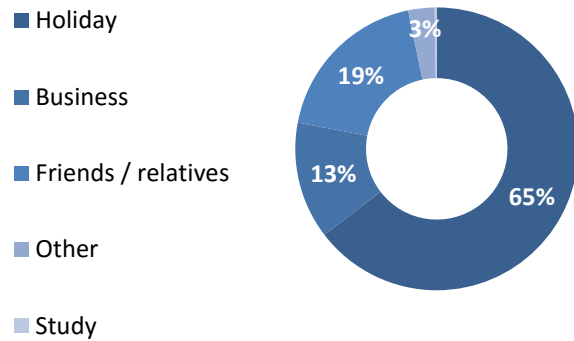
Day Trips	2014	2015	Annual variation
Day trips Volume	30,099,998	30,251,030	0.5%
Day trips Value	£952,552,448	£953,738,707	0.1%
<b>Overnight trips</b>			
Number of trip	1,816,000	1,699,000	-6.4%
Number of nights	6,599,000	6,281,000	-4.8%
Trip value	£341,445,000	£359,927,000	5.4%
<b>Total Value</b>	<b>£1,852,331,000</b>	<b>£1,875,351,000</b>	<b>1.2%</b>
<b>Actual Jobs</b>	<b>38,369</b>	<b>38,889</b>	<b>1.4%</b>

	2014	2015	Variation
Average length stay (nights x trip)	3.63	3.70	1.7%
Spend x overnight trip	£ 188.02	£ 211.85	12.7%
Spend x night	£ 51.74	£ 57.30	10.7%
Spend x day trip	£ 31.65	£ 31.53	-0.4%

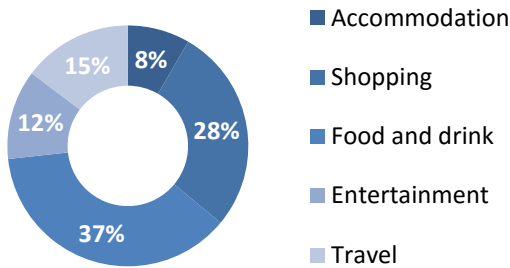
### Type of Accommodation



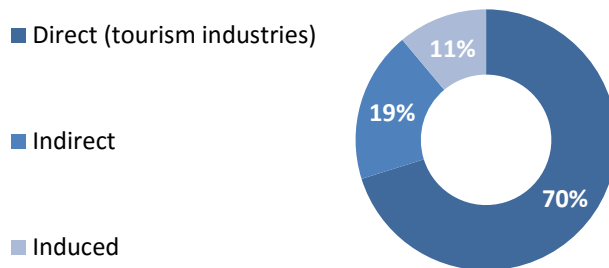
### Trips by Purpose



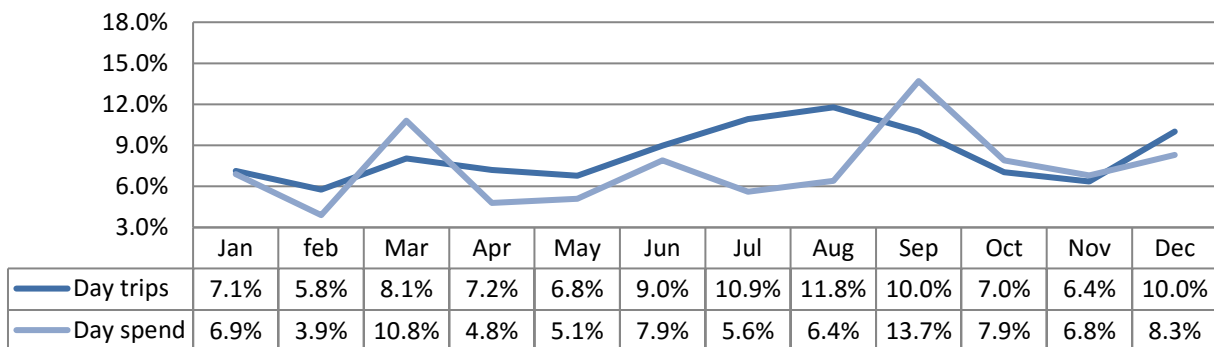
### Breakdown of expenditure



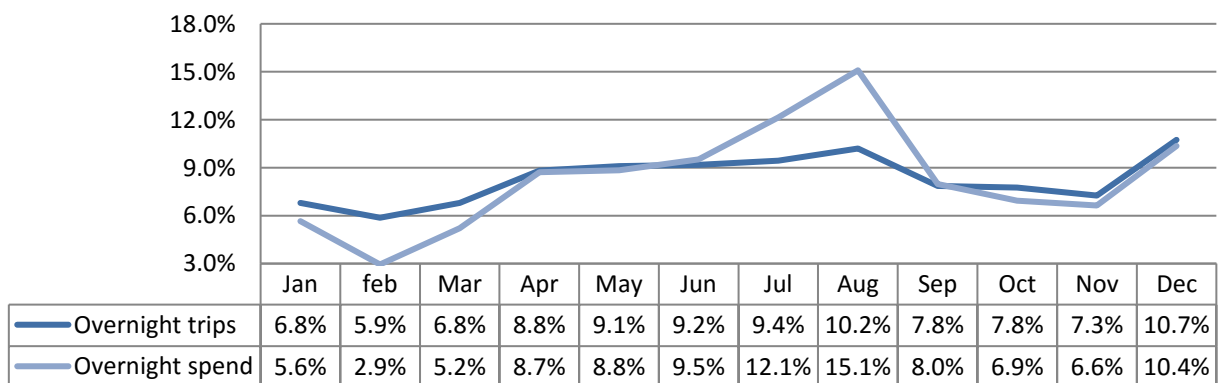
### Type of employment



### Seasonality - Day visitors



### Seasonality - Overnight visitors



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