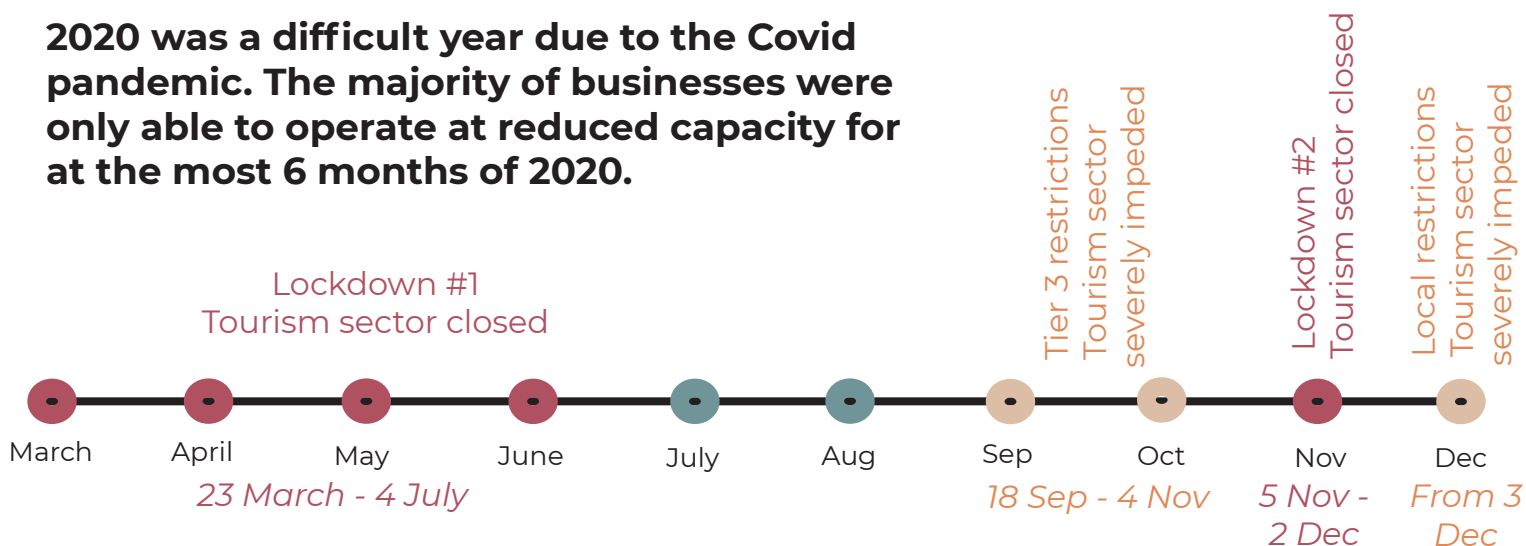


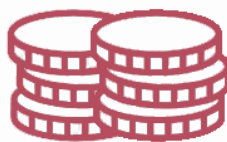
ECONOMIC IMPACT OF TOURISM IN NORTHUMBERLAND

2020 KEY FACTS

2020 was a difficult year due to the Covid pandemic. The majority of businesses were only able to operate at reduced capacity for at the most 6 months of 2020.



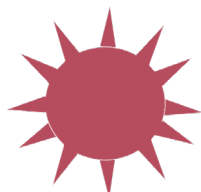
5.341 MILLION
PEOPLE VISITED -50%



£430.4 MILLION VISITOR
EXPENDITURE -60%



7.46 MILLION
VISITOR DAYS -56%



4.681 MILLION
DAY VISITORS -47%

£203.47 MILLION DAY
VISITOR EXPENDITURE -47%



660,000
OVERNIGHT VISITORS -66%

£226.97 MILLION OVERNIGHT
VISITOR EXPENDITURE -67%

£32.23 AVERAGE DAY VISITOR
SPEND PP

£254.22 AVERAGE OVERNIGHT
SPEND PP



FOOD & DRINK SECTOR ACCOUNTS FOR **38%**
OF ALL EXPENDITURE (+2%)
& **31%** OF ALL EMPLOYMENT



88% OF ALL VISITS ARE DAY
VISITS (+6%). ACCOUNTS FOR
47% EXPENDITURE (+12%)

5,797 DIRECTLY
EMPLOYED BY
TOURISM -56%

