

ECONOMIC IMPACT OF TOURISM IN NORTHUMBERLAND

2023 KEY INSIGHTS:



In 2023, the Northumberland visitor economy recorded it's highest ever gross value.



The volume of visitors in 2023 exceeded **10 million** last seen before the pandemic.



65% of ALL spend is generated by just **18%** of staying visitors.



The direct economic impact of staying visitors has increased by **3.78%**

Northumberland's visitor economy is worth **1.262** billion **+7.9%**



Food and drink is the biggest contributor to direct economic impact **48.2%** from **425m** in expenditure.

11,939 people directly employed by tourism



Food and drink is the biggest employment sector with **4,895** roles correlating to **41.8%** of all direct employment up from **39.9%** in 2022.

2022

2023



8.261 million day visitors
82% of total visits



445 million day visitor expenditure

Day visitor spend pp **£39.96** **+13.4%**

1.855 million overnight visitors
18% of total visits



817 million overnight visitor expenditure

Overnight visitor spend pp **£327.98** **+8.2%**



Despite total spend being **20.5%** higher than pre-pandemic levels, visitor numbers remain **5.3%** lower and economic impact **5.4%** lower when indexed to inflation.