

**25.3 million** trips driving a **£2.4 billion** visitor economy supporting **40,795 jobs**

## Economic worth

  
**£417 million**  
overnight  
domestic spend

  
**£381 million**  
overnight  
overseas spend

  
**£2.4 billion**  
+4% up  
compared to 2023

  
**£1.2 billion**  
day trip spend

  
**£506 million**  
indirect spend

## Number of trips

**25.3 million**  
-11% down  
compared to 2023

  
**23 million**  
day trips

  
**1.5 million**  
overnight  
domestic trips

  
**820,000**  
overnight  
overseas trips

## Direct expenditure

  
**£266 million**  
accommodation

  
**£209 million**  
entertainment

  
**£633 million**  
food and drink

  
**£270 million**  
transport

  
**£456 million**  
retail

## Purpose of visit

  
**51%**  
holiday

**3.6 nights**  
length of stay  
**£324**  
spend per trip

  
**21%**  
business

**3.3 nights**  
length of stay  
**£378**  
spend per trip

  
**23%**  
VFR

**4.6 nights**  
length of stay  
**£314**  
spend per trip

  
**5%**  
other  
including  
study

**12.5 nights**  
length of stay  
**£643**  
spend per trip

## Jobs supported

  
**40,795**  
+4% up  
compared to 2023

  
**12,732**  
Food and drink

  
**5,678**  
retail

  
**5,578**  
accommodation

  
**4,033**  
entertainment

  
**2,611**  
transport

  
**10,163**  
other, including  
indirect jobs