

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

Direct expenditure

£266 million 
accommodation


£209 million 
entertainment

£633 million 
food and drink


£456 million 
retail


£270 million 
transport

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

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

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