

26.0 million trips driving a **£2.5 billion** visitor economy
supporting **42,557 jobs**

Economic worth


£424 million
overnight
domestic spend


£392 million
overnight
overseas spend


£2.5 billion
+3% up
compared to 2024


£1.3 billion
day trip spend


£525 million
indirect spend

Number of trips

26.0 million
+3% up
compared to 2024 

24 million 
day trips

1.5 million 
overnight
domestic trips

858,000 
overnight
overseas trips

Direct expenditure

£276 million 
accommodation

£216 million 
entertainment

£657 million 
food and drink

£467 million 
retail

£274 million 
transport

Purpose of visit


57%
holiday
3.7 nights
length of stay
£334
spend per trip


19%
business
3.2 nights
length of stay
£394
spend per trip


19%
VFR
4.3 nights
length of stay
£269
spend per trip


5%
other
including
study
12.6 nights
length of stay
£645
spend per trip

Jobs supported

42,557
+4% up
compared to 2024 

13,368 
Food and drink

5,878 
retail

5,977 
accommodation

4,197 
entertainment

2,683 
transport

10,454 
other, including
indirect jobs