

What is the value and volume of Tourism in Nottinghamshire?

Nottinghamshire

Key Tourism data in Nottinghamshire		
Value of tourism countywide (£Bn)	£1.903bn	4.9%
Volume of tourism (m)	36.01million	0.3%
Full Time equivalent (FTE) jobs supported by tourism	23,049	2.8%
Average spend per Trip	£52.84	4.5%
Day Visitors		
Volume (m)	32.45million	0.0%
Value (£bn)	£1.231bn	4.0%
Average spend per day visitor	£37.93	3.9%
Overnight stays (including VFR)		
Volume (m)	3.557m	3.1%
Value (£m)	£672m	6.7%
Average spend per overnight visitor	£188.92	3.4%
Commercial overnight stays (excluding visiting Friends and relatives - VFR)		
Volume (m)	1.729m	4.7%
Value (£m)	£455m	7.3%
Average spend per commercial stay visitor	£263.15	2.5%

Source: STEAM, 2018

Nottingham city

Key Tourism data in Nottingham City		
Value of tourism Nottingham city (£m)	£656.91m	4.5%
Volume of tourism Nottingham city (m)	11.68m	0.4%
Full Time equivalent (FTE) jobs supported by tourism	7,729	2.1%
Average spend per Trip	£56.24	3.9%
Day Visitors		

Volume (m)	10.29m	0.2%
Value (£m)	£390.40m	4.2%
Average spend per day visitor	£37.93	3.9%
Overnight stays (including VFR)		
Volume (m)	1.386m	1.9%
Value (£m)	£266.51m	4.8%
Average spend per overnight visitor	£192.28	2.8%
Commercial overnight stays (excluding visiting Friends and relatives - VFR)		
Volume (m)	871,000	2.1%
Value (£m)	£205.33m	4.5%
Average spend per commercial stay visitor	£235.74	2.4%

Source: STEAM, 2018

Nottinghamshire, excluding Nottingham city

Key Tourism data in Nottinghamshire (excluding city)		
Value of tourism Nottinghamshire (excluding Nottingham city) (£bn)	£1.246bn	5.1%
Volume of tourism in Nottinghamshire (excluding Nottingham city) (m)	24.33m	0.2%
Full Time equivalent (FTE) jobs supported by tourism	15,320	3.1%
Average spend per Trip	£51.21	4.9%
Day Visitors		
Volume (m)	22.16m	-0.1%
Value (£bn)	£841mn	3.9%
Average spend per day visitor	£37.95	4%
Overnight stays (including VFR)		
Volume (m)	2.171m	3.6%
Value (£bn)	£405mn	7.7%
Average spend per overnight visitor	£186.54	3.9%
Commercial overnight stays (excluding visiting Friends and relatives - VFR)		
Volume (m)	858,000	6.8%
Value (£bn)	£249mn	9.2%
Average spend per commercial stay visitor	£290.20	2.2%

Source: STEAM 2018

*A day visitor is defined by STEAM as “Those day visiting whose stay is three hours or more for a non-routine purpose originating outside the local area”.