

What is the value and volume of Tourism in Nottinghamshire?

Nottinghamshire

Key Tourism data in Nottinghamshire		
Value of tourism countywide (£Bn)	£1.979bn	4.0%
Volume of tourism (m)	36.60million	1.6%
Full Time equivalent (FTE) jobs supported by tourism	23,179	0.6%
Average spend per Trip	£54.07	2.3%
Day Visitors		
Volume (m)	33.02million	1.7%
Value (£bn)	£1.284bn	4.3%
Average spend per day visitor	£38.88	2.5%
Overnight stays (including VFR)		
Volume (m)	3.582m	0.7%
Value (£m)	£695m	3.4%
Average spend per overnight visitor	£194.02	2.7%
Commercial overnight stays (excluding visiting Friends and relatives - VFR)		
Volume (m)	1.745m	0.9%
Value (£m)	470m	3.3%
Average spend per commercial stay visitor	£269.34	2.3%

Source: STEAM, 2019

Nottingham city

Key Tourism data in Nottingham City		
Value of tourism Nottingham city (£m)	£679.02m	3.4%
Volume of tourism Nottingham city (m)	11.85m	1.5%
Full Time equivalent (FTE) jobs supported by tourism	7,741	0.2%
Average spend per Trip	£57.30	1.8%
Day Visitors		

Volume (m)	10.46m	1.7%
Value (£m)	£406.98m	4.2%
Average spend per day visitor	£38.90	2.5%
Overnight stays (including VFR)		
Volume (m)	1.391m	0.4%
Value (£m)	£272.03m	2.1%
Average spend per overnight visitor	£195.56	1.7%
Commercial overnight stays (excluding visiting Friends and relatives - VFR)		
Volume (m)	872,000	0.1%
Value (£m)	£208.86m	1.7%
Average spend per commercial stay visitor	£239.51	1.6%

Source: STEAM, 2019

Nottinghamshire, excluding Nottingham city

Key Tourism data in Nottinghamshire (excluding city)		
Value of tourism Nottinghamshire (excluding Nottingham city) (£bn)	£1.300bn	4.3%
Volume of tourism in Nottinghamshire (excluding Nottingham city) (m)	24.74m	1.7%
Full Time equivalent (FTE) jobs supported by tourism	15,438	0.8%
Average spend per Trip	£52.54	2.6%
Day Visitors		
Volume (m)	22.55m	1.8%
Value (£bn)	£877mn	4.3%
Average spend per day visitor	£38.89	2.4%
Overnight stays (including VFR)		
Volume (m)	2.191m	0.9%
Value (£bn)	£423mn	4.3%
Average spend per overnight visitor	£193.06	3.5%
Commercial overnight stays (excluding visiting Friends and relatives - VFR)		
Volume (m)	872,000	1.6%
Value (£bn)	£261mn	4.8%
Average spend per commercial stay visitor	£299.31	3.1%

Source: STEAM 2019

*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”.