

Value and volume of tourism Nottingham and Nottinghamshire.

Key Tourism data Nottinghamshire		
Value of tourism Nottingham city and county (£Bn)	2.051bn	15.6%
Volume of tourism Nottingham City & County (m)	32.97m	14.2%
Full Time equivalent (FTE) jobs supported by tourism	20,522	12.0%
Average Spend per trip	£ 62.21	
Day Visitors		
Volume (m)	29.6m	14.3%
Value (£m)	1293m	14.3%
Average spend per day visitor	£43.68	
Overnight stays (including VFR)		
Volume (m)	9.34m	14.30%
Value (£m)	758m	18.00%
Average spend per overnight visitor	£81.13	
Commercial overnight stays (excluding visiting Friends and relatives - VFR)		
Volume (m)	4.970m	21.00%
Value (£m)	505.50m	23.90%
Average spend per commercial stay visitor	£ 101.71	