# Tourism in North Norfolk

**Data source: Destination Research - Economic Impact of Tourism** 



8,440

full time equivalent tourism jobs

1.58%

change from previous year

27.39%

out of all employment

### Visitor trips

9.43M

trips to North Norfolk

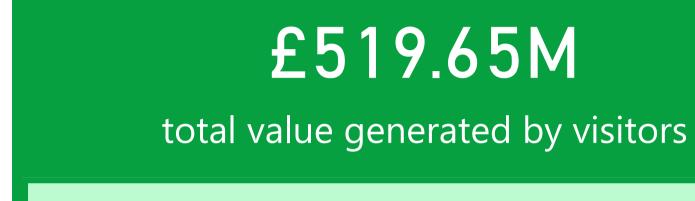
-1.36%

change from previous year

### Average number of nights stayed

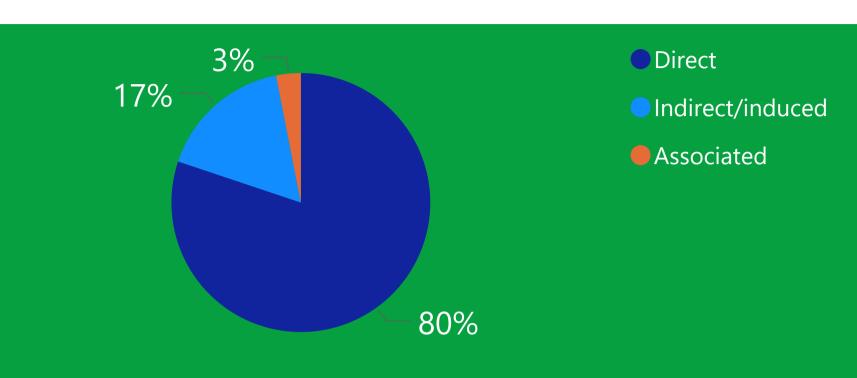
All overnight trips UK visitor trip Overseas visitor trip 4.07 3.86 9.17

## Spend



1.42%

change from previous year



2023

#### Average spend

Day visitor trip £32.83 Overnight visitor trip £253.95

change from previous year

2.81%

Day visitor trip

1.91%

Overnight visitor trip

-1.04%

UK visitor overnight trip

59.98%

Overseas visitor overnight trip

UK visitor overnight trip £244.70

Day visitor trips **8,835,000**Overnight visitor trips **597,400** 

UK visitor overnight trips **573,000**Overseas visitor overnight trips **24,000** 

change from previous year

**-1.99%** Day visitor

8.94%
Overnight visitor

8.94%

9.09%

UK overnight visitors

Overseas overnight visitor