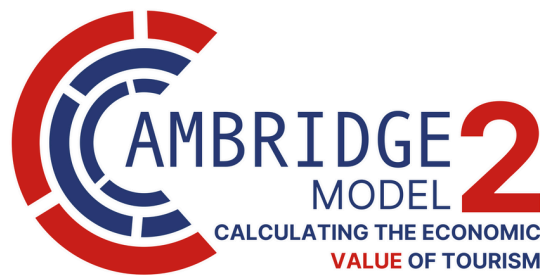


East Riding & Hull 2023

CAMBRIDGE MODEL 2



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Presented by

TSE Research



VISITOR TRIPS



12.1 million

Trips undertaken



10.7 million

Day trips



1.4 million

Overnight trips

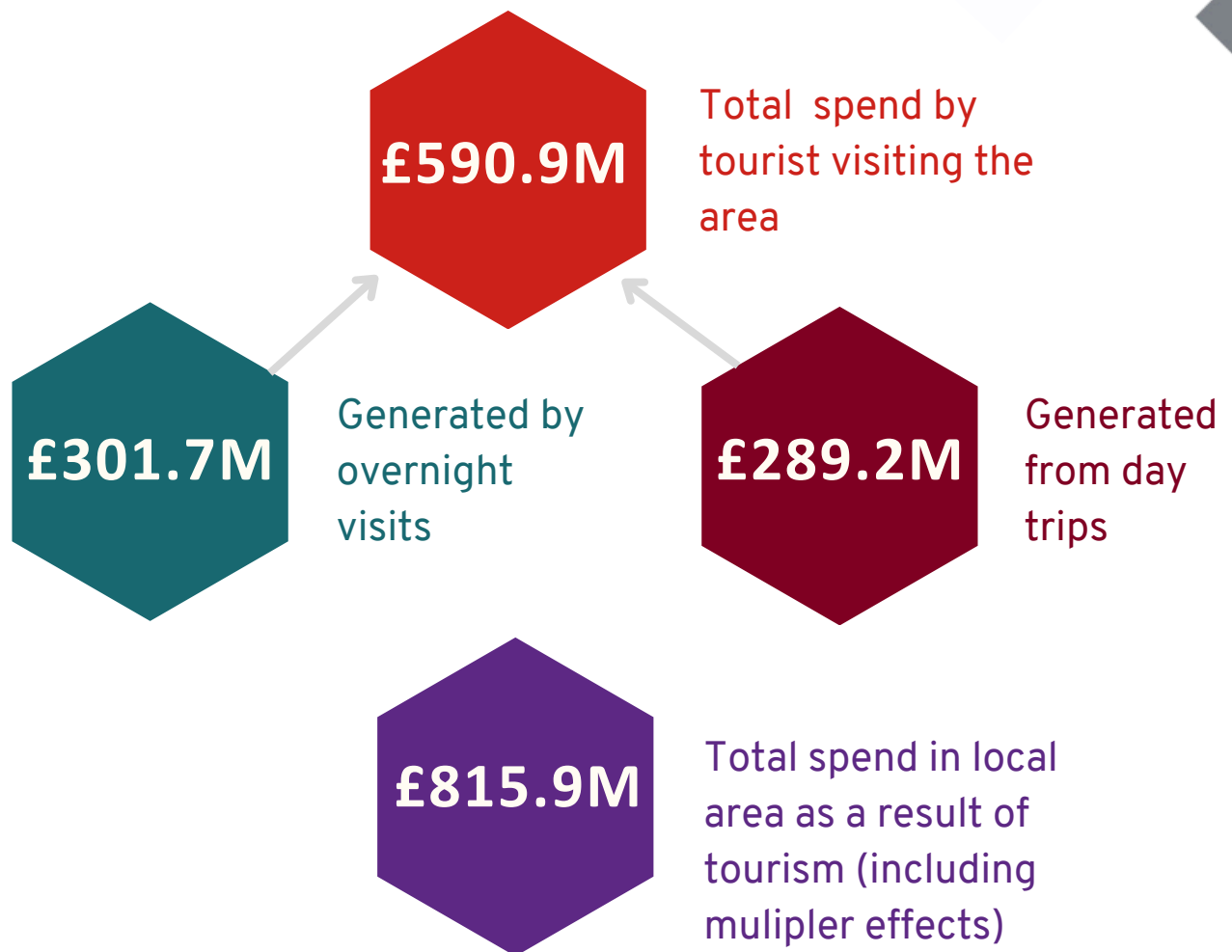


3.8 million

Nights in the area



VISITOR SPEND



EMPLOYMENT TOURISM JOBS

21,263

Jobs supported, both for local residents and from those living nearby

15,709

Tourism jobs directly supported

5,554

Non-tourism related jobs supported (linked to multiplier spend from tourism)

8.24%

Of population employed as a result of tourism