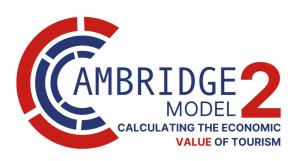
East Riding & Hull 2023 CAMBRIDGE MODEL 2



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Presented by







12.1 million

Trips undertaken





1.4 million
Overnight trips



3.8 million

Nights in the area





£590.9M

Total spend by tourist visiting the area

£301.7M

Generated by overnight visits

£289.2M

Generated from day trips

£815.9M

Total spend in local area as a result of tourism (including mulipler effects)



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