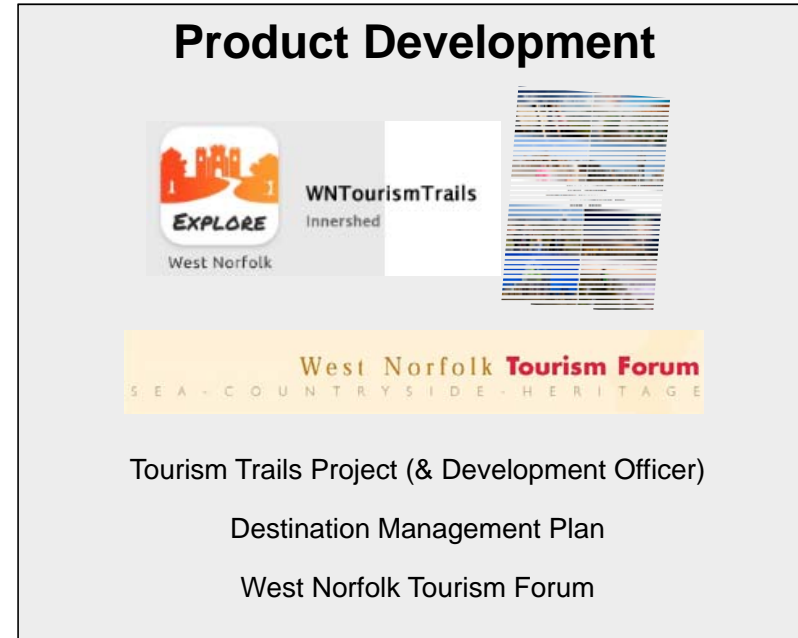


# West Norfolk Tourism Update

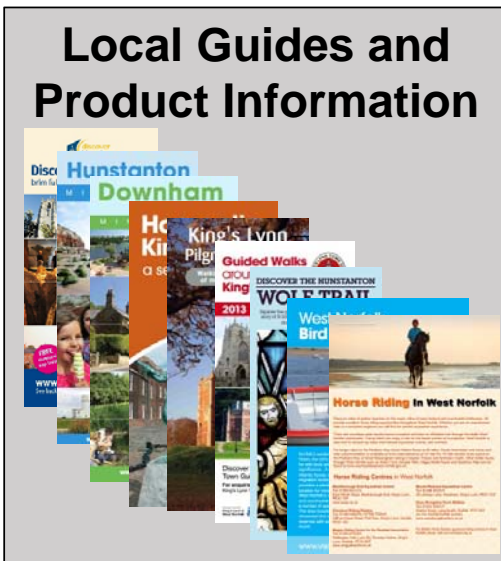
## Marketing West Norfolk



## Product Development



## Local Guides and Product Information



## Partnerships



# Economic Impact of Tourism on the local area

## Economic Impact of Tourism – Year on year comparisons

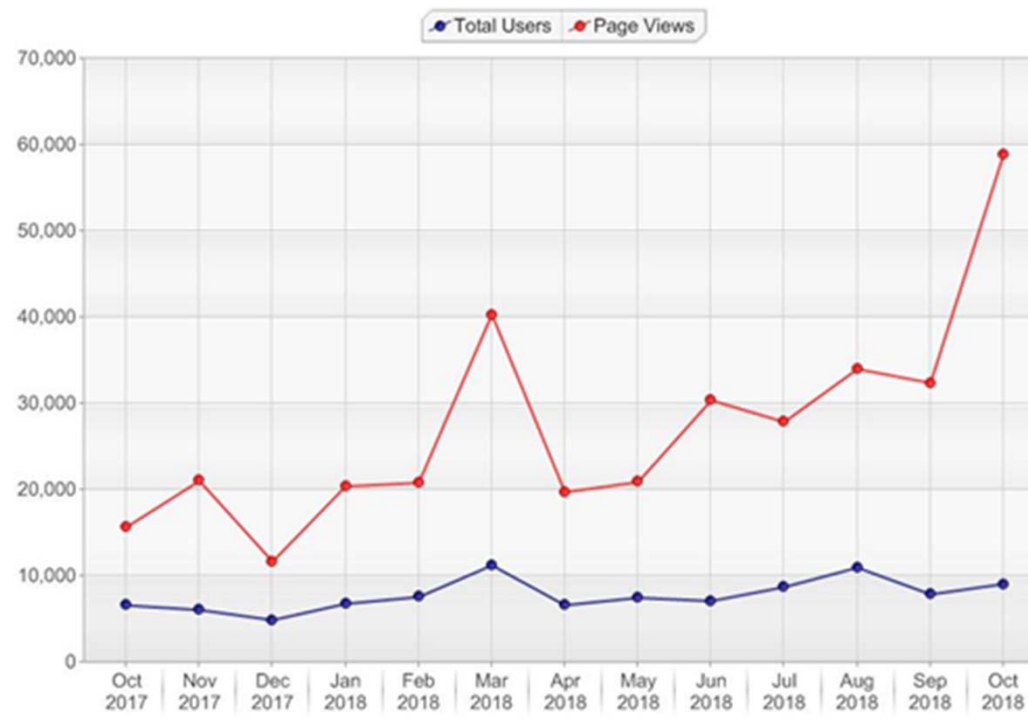
<u>Day Trips</u>	<b>2016</b>	<b>2017</b>	<b>Annual variation</b>
Day trips Volume	8,381,000	8,868,000	5.8%
Day trips Value	£282,576,000	£290,803,000	2.9%
<u>Overnight trips</u>			
Number of trip	491,000	527,200	7.4%
Number of nights	1,978,000	2,125,000	7.4%
Trip value	£114,467,000	£117,603,000	2.7%
<b>Total Value</b>	<b>£529,116,250</b>	<b>£544,617,250</b>	<b>2.9%</b>
<b>Actual Jobs</b>	<b>10,330</b>	<b>10,632</b>	<b>2.9%</b>

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# Growth of Public Use of the Visit West Norfolk Website

Growth in **Page Views** & Users of Visit West Norfolk *Dynamic Pages* [over 12 months]



For the past 12 months there has been 353,350 page views specifically of our dynamic Venues/Accommodation/Event entries and a further 262,348 views of static text-based pages throughout each section of our website too.

This makes the total page views of our Visit West Norfolk website as being **615,698 page views for the past 12 months** (in comparison to the 543,057 page views for the previous 12 months – **an increase of 72,641 page views** for this past year).

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