



destination**research**
delivering results : measuring what matters



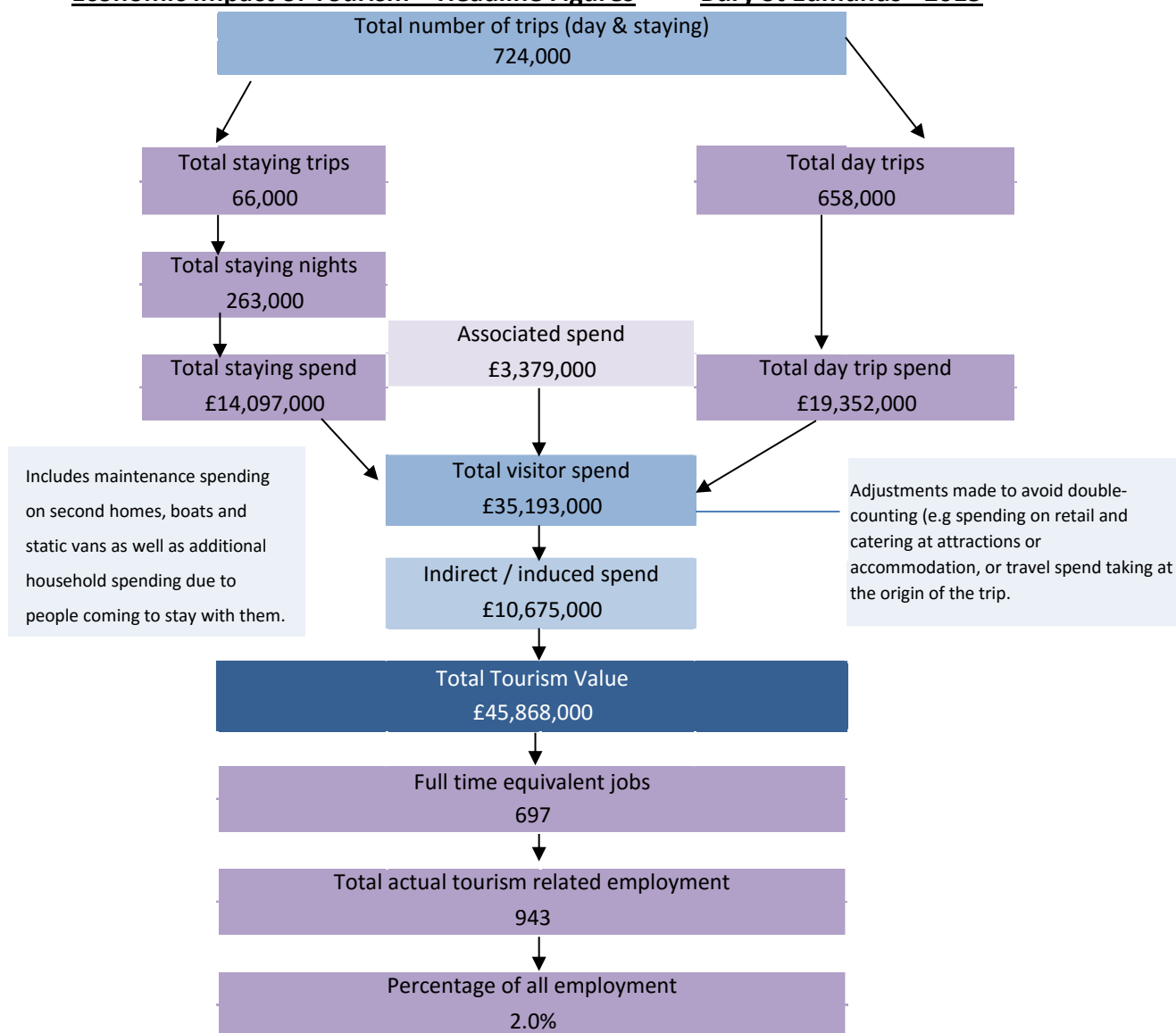
Produced by:

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Economic Impact of Tourism
Bury St Edmunds - 2015

Economic Impact of Tourism – Headline Figures

Bury St Edmunds - 2015

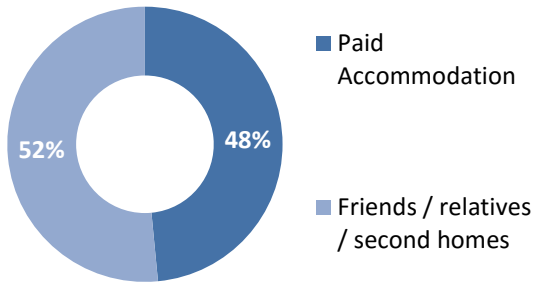


Economic Impact of Tourism – Year on year comparisons

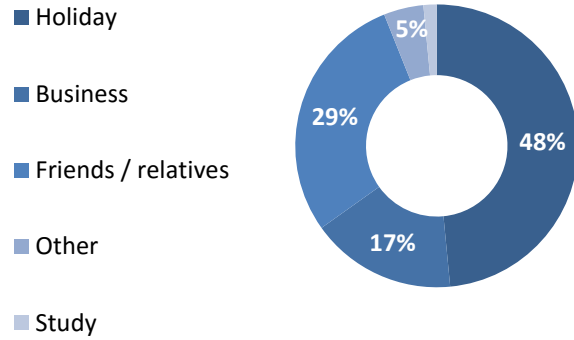
Day Trips	2014	2015	Annual variation
Day trips Volume	663,000	658,000	-0.8%
Day trips Value	£19,547,000	£19,352,000	-1.0%
Overnight trips			
Number of trip	70,000	66,000	-5.7%
Number of nights	274,000	263,000	-4.0%
Trip value	£13,614,000	£14,097,000	3.5%
Total Value	£45,704,000	£45,868,000	0.4%
Actual Jobs	938	943	0.5%

	2014	2015	Variation
Average length stay (nights x trip)	3.91	3.98	1.8%
Spend x overnight trip	£ 194.49	£ 213.59	9.8%
Spend x night	£ 49.69	£ 53.60	7.9%
Spend x day trip	£ 29.48	£ 29.41	-0.2%

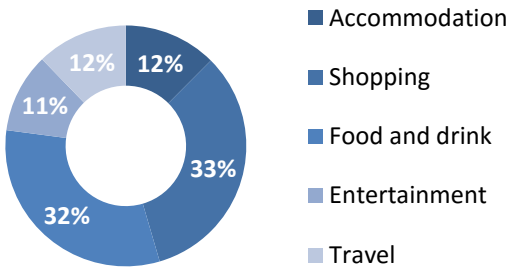
Type of Accommodation



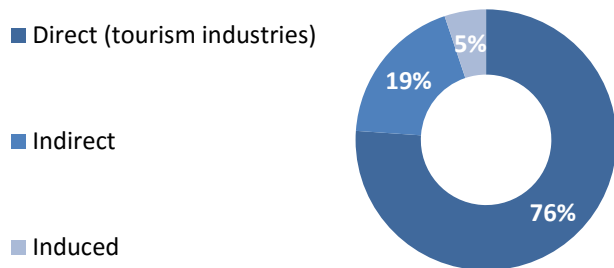
Trips by Purpose



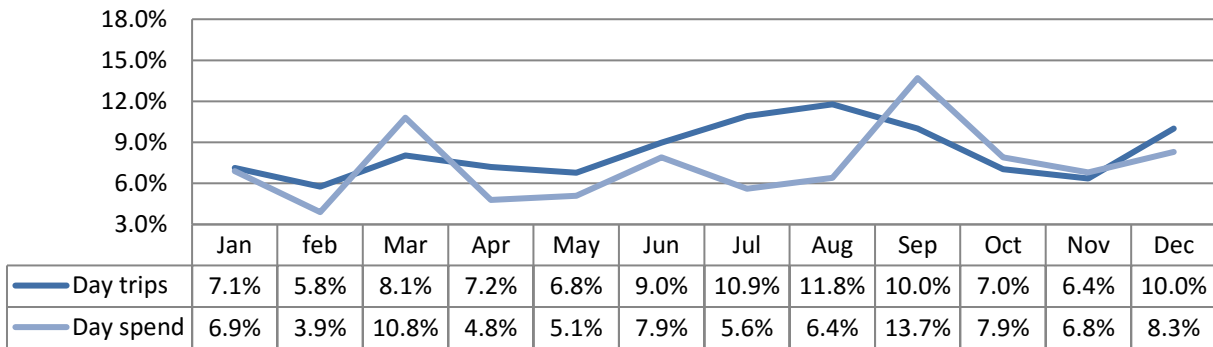
Breakdown of expenditure



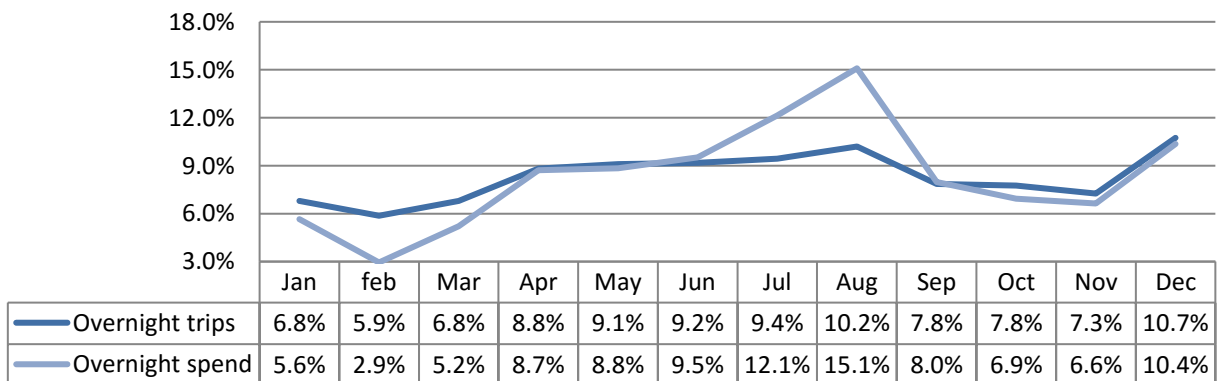
Type of employment



Seasonality - Day visitors



Seasonality - Overnight visitors



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