



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

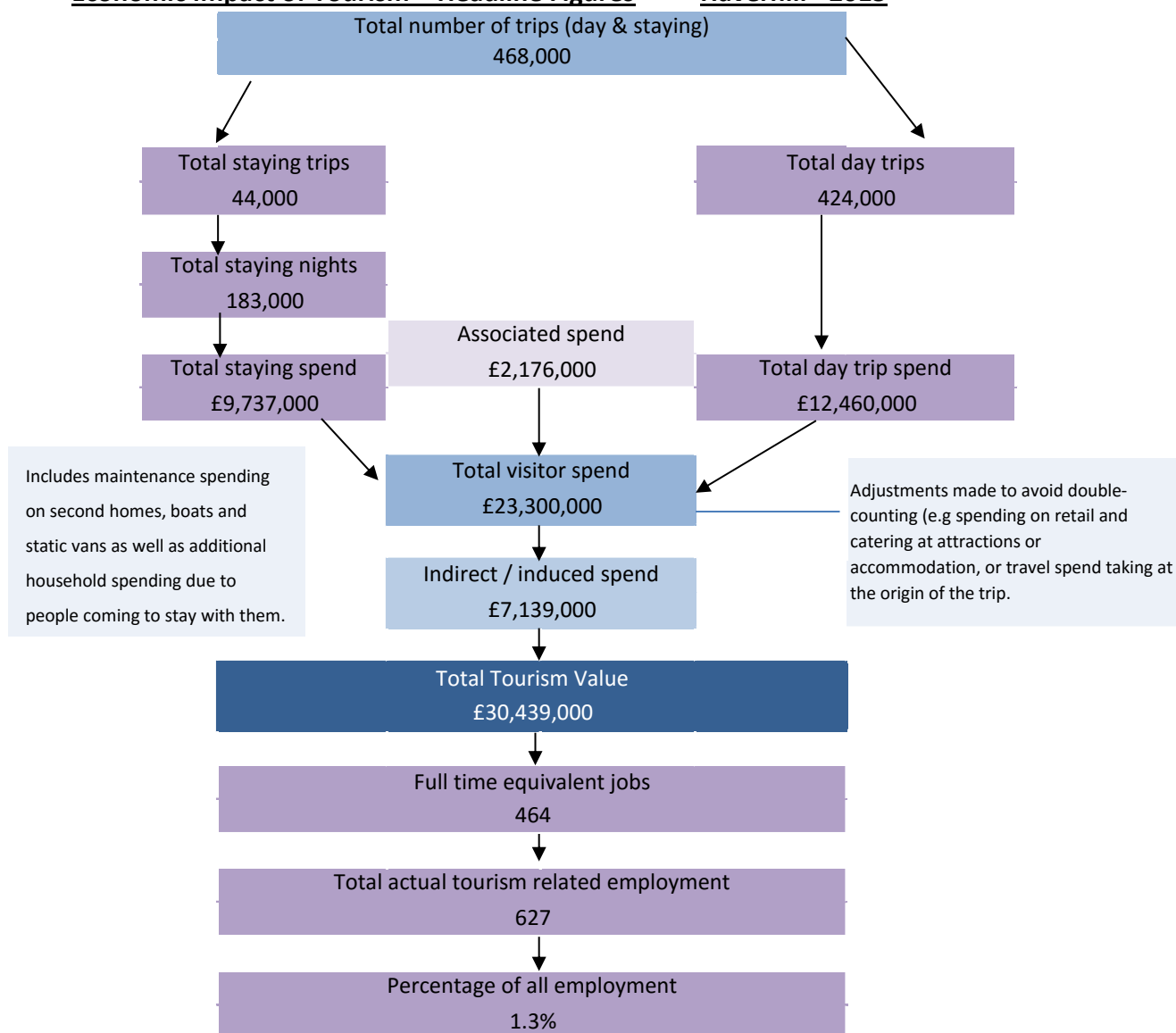


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Destination Research
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Economic Impact of Tourism
Haverhill - 2015

Economic Impact of Tourism – Headline Figures Haverhill - 2015

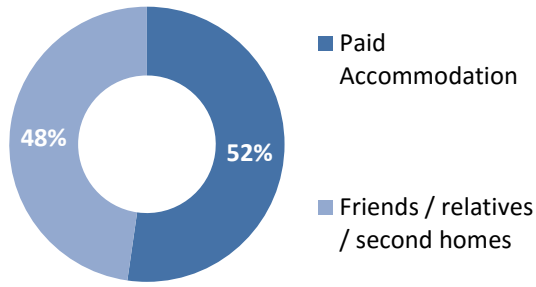


Economic Impact of Tourism – Year on year comparisons

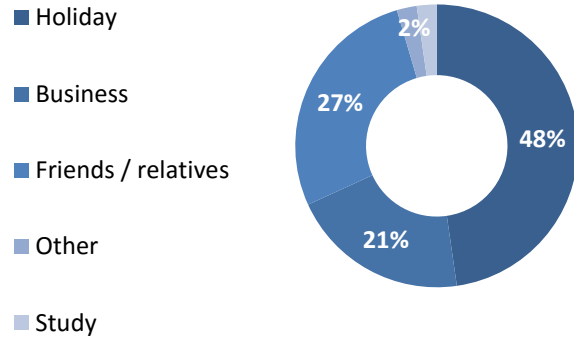
Day Trips	2014	2015	Annual variation
Day trips Volume	427,000	424,000	-0.7%
Day trips Value	£12,585,000	£12,460,000	-1.0%
Overnight trips			
Number of trip	47,000	44,000	-6.4%
Number of nights	189,000	183,000	-3.2%
Trip value	£9,484,000	£9,737,000	2.7%
Total Value	£30,413,000	£30,439,000	0.1%
Actual Jobs	626	627	0.2%

	2014	2015	Variation
Average length stay (nights x trip)	4.02	4.16	3.4%
Spend x overnight trip	£ 201.79	£ 221.30	9.7%
Spend x night	£ 50.18	£ 53.21	6.0%
Spend x day trip	£ 29.47	£ 29.39	-0.3%

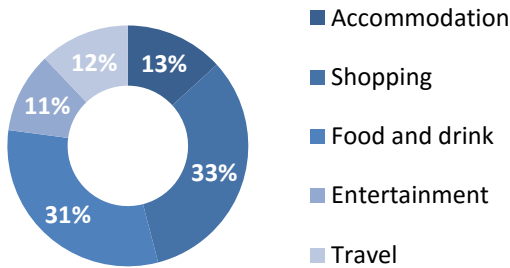
Type of Accommodation



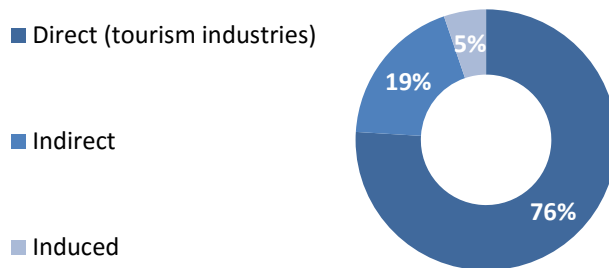
Trips by Purpose



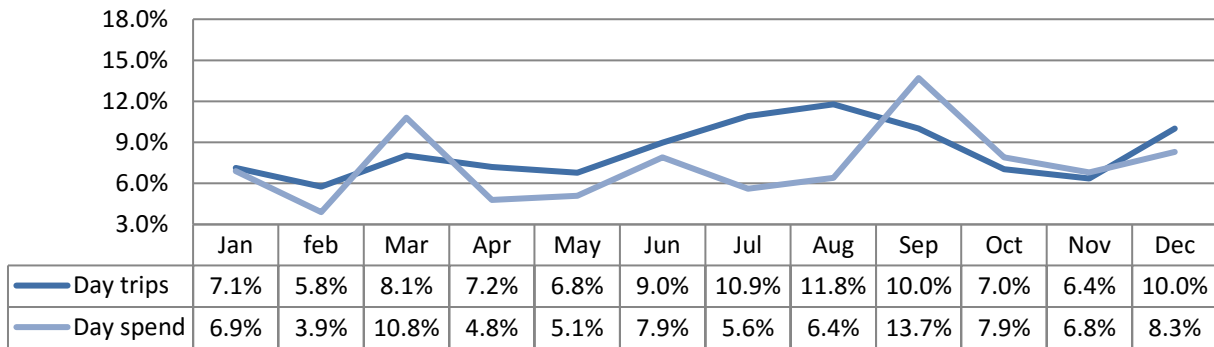
Breakdown of expenditure



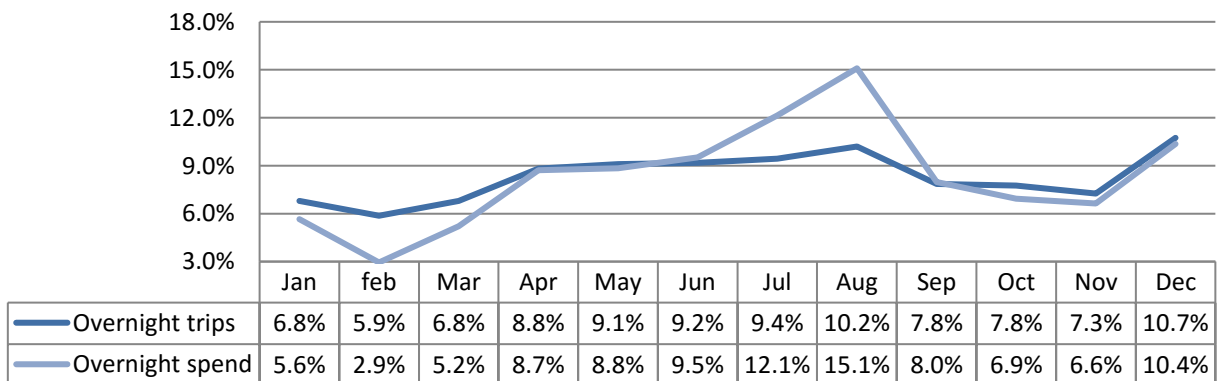
Type of employment



Seasonality - Day visitors



Seasonality - Overnight visitors



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