BRIGHTON AND HOVE VISITOR ECONOMY 2024

This infographic summarises the volume and value of tourism and the impact of visitor expenditure on the local economy in 2024. The results are derived using the Cambridge Economic Impact Model under licence by Destination Research Ltd.

12.2 Million **Number of trips**

1393 £ Million **Economic value**

Jobs supported

25,677

EXPENDITURE BY PURPOSE OF VISIT PURPOSE OF VISIT BY OVERNIGHT TRIPS EMPLOYMENT AND EXPENDITURE DIRECT TOURISM JOBS OVERNIGHT VISITORS £ MILLION 4,157 Accomm. HOLIDAY 65% **BUSINESS** 12% Retail 2,818 Holiday £390.8 THOSE ON HOLIDAY **THOSE ON BUSINESS** Catering Entertainment 2,224 STAY 3.2 NIGHTS **1.8** NIGHTS Business £66.5 Transp. 873 **SPEND** £359.87 SPEND **£324.64** Other 955 Friends or family £86.6 **DIRECT EXPENDITURE (MILLION)** 200 Accomm. VFR 18% Retail Other FRIENDS OR FAMILY STUDY AND OTHER Catering STAY 3.7 NIGHTS 7.2 NIGHT STAYS Entertainment 117 SPEND **£297.45** SPEND **£670.77** Transport Other 45

VISITOR BREAKDOWN

OVERNIGHT VISITORS

1.7 MILLION Visitors 5.6 MILLION **Nights** 601 MILLION Value

DOMESTIC OVERNIGHT VISITORS

Visitors 1.3 MILLION

3.4 MILLION **Nights**

368 MILLION Value

OVERSEAS OVERNIGHT VISITORS 0.4 MILLION Visitors

2.2 MILLION Nights

233 MILLION Value

DAY VISITORS



378 MILLION Value