

ECONOMIC IMPACT OF TOURISM IN THE TEES VALLEY 2021

Summary and comparison to 2019-20

January 2021

A third national lockdown was announced



8th December

Plan B introduced due to new variant. Face masks become compulsory and NHS Covid pass becomes mandatory in venues such as nightclubs.

March 2021

Schools reopened, outdoor gatherings of up to six people or two households was permitted



June 2021

Most legal covid restrictions are removed and the final elements of the visitor economy are allowed to reopen, such as nightclubs.

April 2021

All non-essential retail, hairdressers, and public buildings open. Outdoor venues such as pubs and restaurants are allowed to open, alongside self-contained accommodation.



May 2021

Indoor venues are allowed to reopen, albeit with the rule of six or two households are allowed to mix indoors.

2021 STATISTICS



12.26 million
visitors

↑ 43% on 2020 ↓ 39% on 2019



5968 people
directly employed
in tourism in
the Tees Valley
in 2021

↑ 50% on 2020 ↓ 38% on 2019



£653.38
million visitor
expenditure in
the Tees Valley
in 2021

↑ 63% on 2020 ↓ 38% on 2019



Visitors spent
14.4 million
days in the
Tees Valley

↑ 54% on 2020 ↓ 38% on 2019



7599 people
indirectly
employed
including the
supply chain in
tourism in the
Tees Valley

↑ 51% on 2020 ↓ 39% on 2019



Overnight visitors
spent **£228.37**
million

↑ 147.5% on 2020 ↓ 37% on 2019



89% of all visits
are day visits
equating to
10.87 million
day visitors

↑ 4% on 2020 ■ Same as 2019



35% of all
employment is
in the Food and
Drink sector

↑ 3% on 2020 ■ 39% on 2019



£123.73
average spend
per trip by
overnight visitors

↑ 1% on 2020 ↑ 4% on 2019



1.392 million
visitors stay
overnight

↑ 140% on 2020 ↓ 37% on 2019



34% of all
expenditure is
in the Food and
Drink sector

↑ 3% on 2020 ■ 39% on 2019



£28.36
average spend
per day visitor

↑ 51% on 2020 ↓ 39% on 2019



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Data supplied via the tourism economic impact model STEAM
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TEES VALLEY**