

Three Year Averages By Local Authority (2014 to 2016*)														
Tourism Day Visits		All overnight tourism			Holidays			VFR			Business			Total tourism (Day Visits and All overnight tourism combined)
Visits	Expenditure	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Visits
Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Expenditure
2.83	£54	0.346	1.218	£56	0.223	0.918	£39	0.107	0.278	£13	0.011	0.015	£3	3.176

Rother

*Due to changes in the data processing approach, the 2016 data is not directly comparable to previous data. For full details please see: <https://www.visitbritain.org/gb-tourism-survey-2016-overview>
Please note that 2014-2016 averages have been calculated from original data and no re-weighting has taken place.

Rother, all 'Holiday Tourism', volume	0.223	mill
Rother, all 'Holiday Tourism', nights	0.918	nights
Rother, all 'Holiday Tourism', expenditure	£39	£mill
Spent per visit (for overnight trips)	£ 174.89	
Nights per visit	4.1	
Spent per night	£ 42.50	
Rother, all 'Holiday Tourism', volume	0.223	
Rother, all 'Tourism Day Visits', volume	2.83	
	7.3%	% overnight trips
	97.5%	% day trips