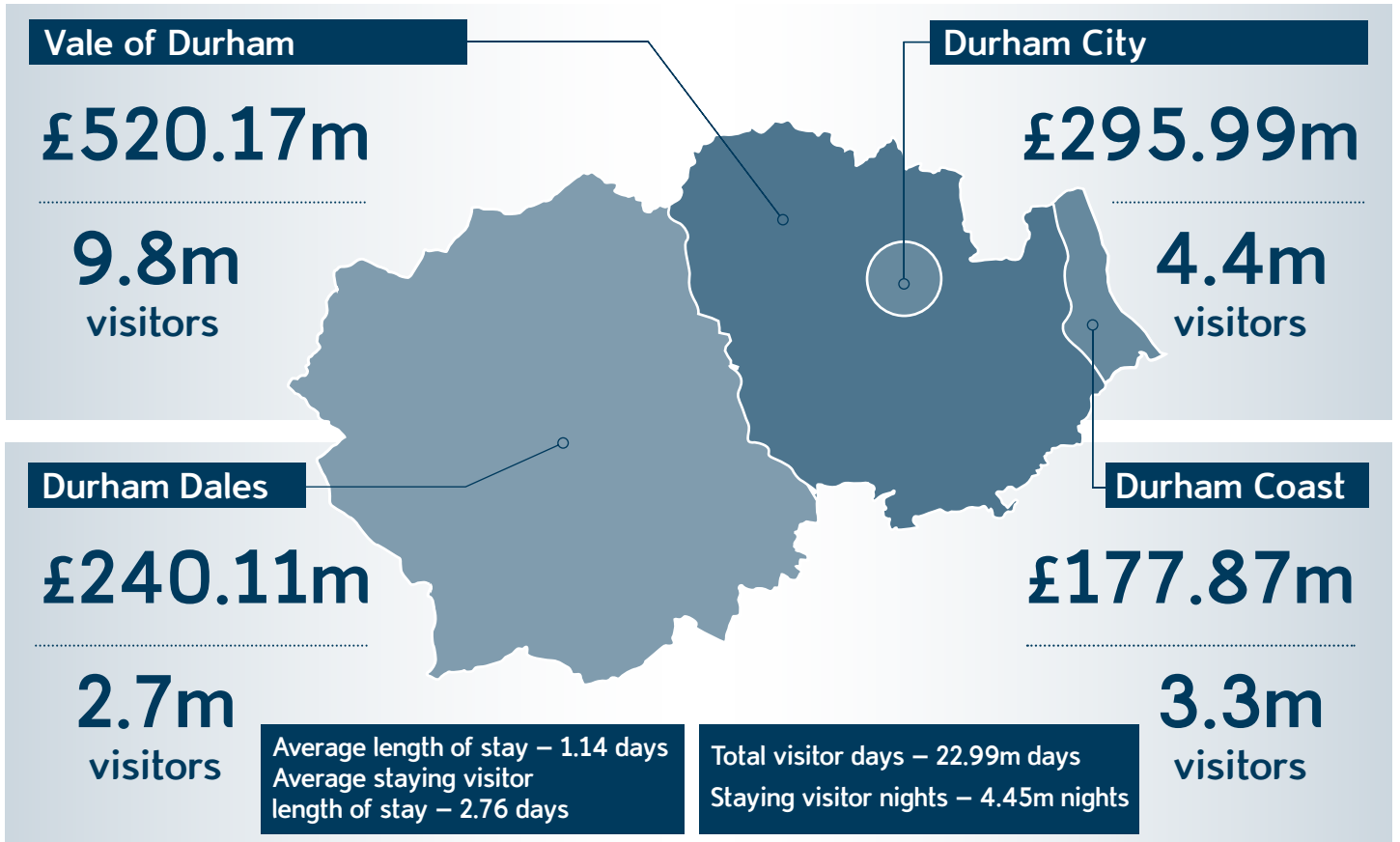




Value of tourism



How Durham visitors rate their experience

Doing well



- Cleanliness of the area
- Nightlife
- Quality of visitor attractions
- Variety of things to do
- Accommodation

>70% satisfaction

Doing ok



- Visitor Information Points
- Public transport
- Ease of parking
- Cleanliness of public toilets
- Road signposts
- Eating establishments

51-69% satisfaction

Room for improvement



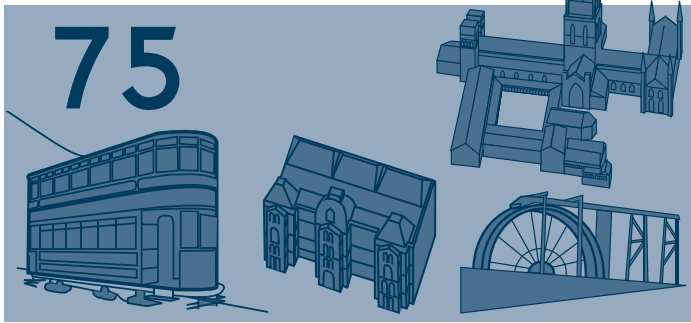
- Availability of public toilets
- Distinctive shopping experiences

<50% satisfaction

Visitor Survey 2022 satisfaction scores

Good experience = return visitors

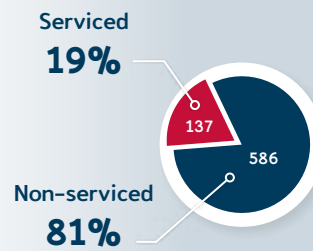
The Durham product



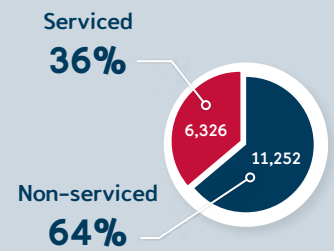
Source: T-Stats 2023



Establishments



Bed spaces



STEAM 2023

Spend

£1.23bn



Employment

13,178 jobs

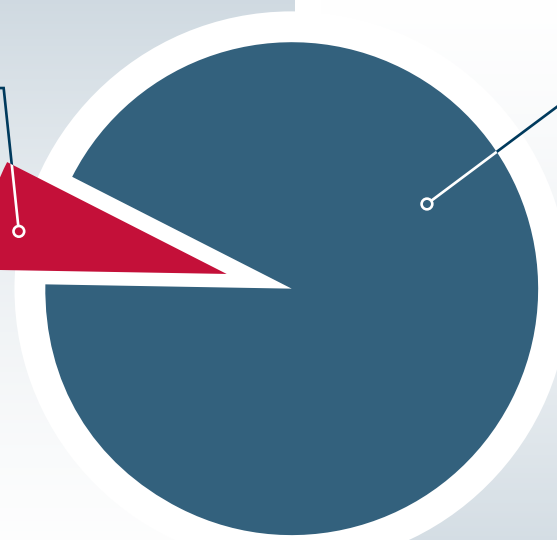


Visitors

8%
Staying visitors
(1.61m)

43%
of expenditure
(£0.53bn)

£249.20 per trip



92%
Day visitors
(18.54m)

57%
of expenditure
(£702.54m)

£28.10 per day