



Good local food and drink contribute towards the cultural experience of visitors, and can allow them to connect with the destination better during and after their visit. Studies have shown that food and drink are an important factor in encouraging return visits.

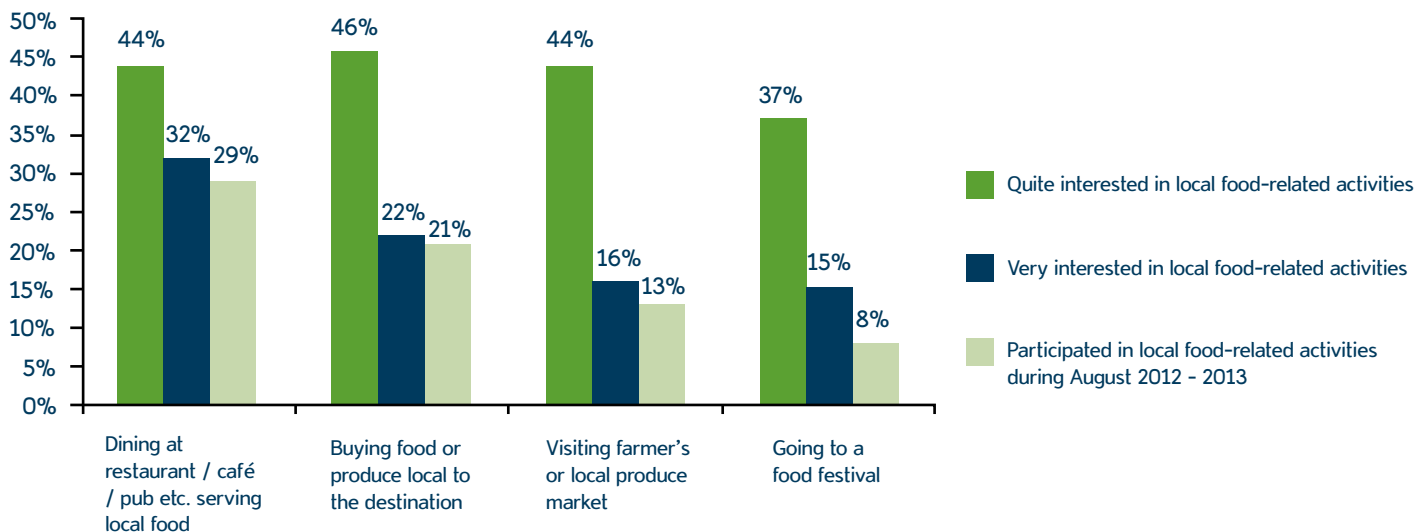
Durham welcomed **18.7m** visitors in 2015 who spent **£777.5m** directly and indirectly. **£289m** of this was spent in the food and drink sector.

(source: STEAM 2015)

## Bishop Auckland Food Festival

Attracted 30,000 people in 2016, with the average visitor spending £15.91 during their visit; nearly three times as high as the previous year.

Proportion of tourists who participated or were interested in local food related activities as part of their holiday/short break in England



Source: VisitEngland, 2013. Local food and produce. Domestic Trip Tracker Additional Food Questions

Total tourism expenditures on local food and drink have been estimated to total **£2.6 billion** across England in 2013, of which

**£1.4 billion** was estimated to be spent in rural areas. This suggests that tourists account for 50% of local food and drink sales

in rural areas (comprising 5% of sales in retailers and 63% in food service outlets).



(source: DEFRA rural tourism and local food and drink report by ICF GHK, 2015)