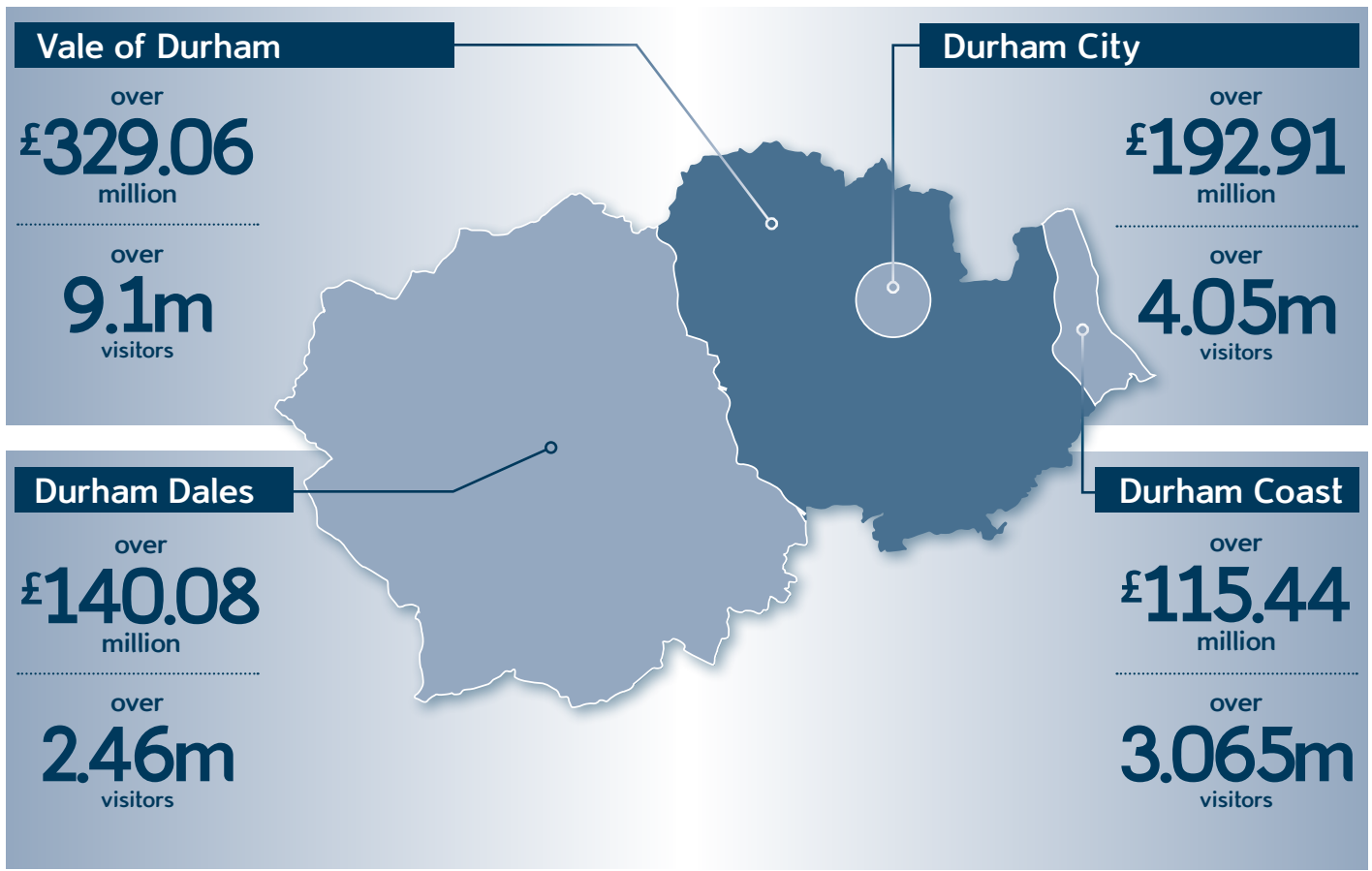




Value of tourism



How Durham visitors rate their experience (To be updated Autumn 2016)



- Attractions
- Accommodation



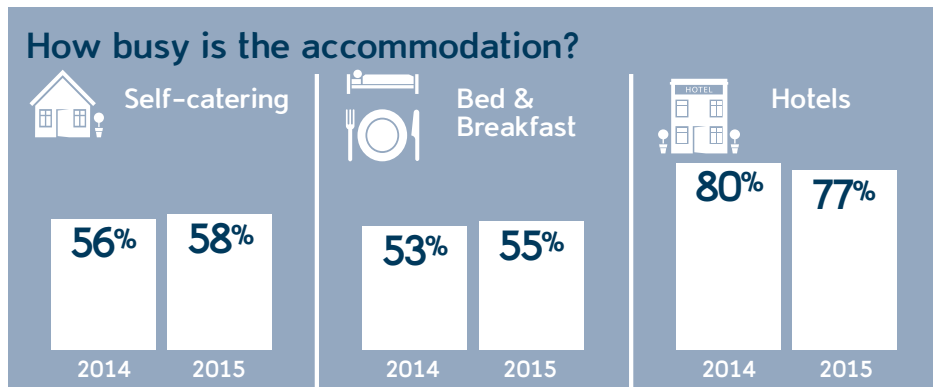
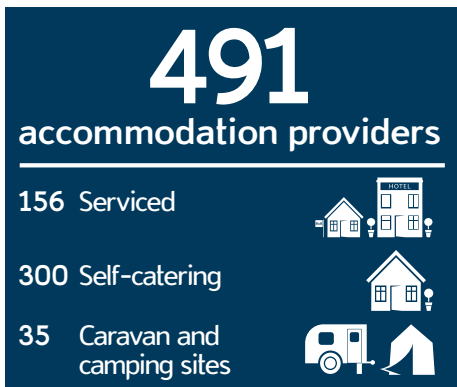
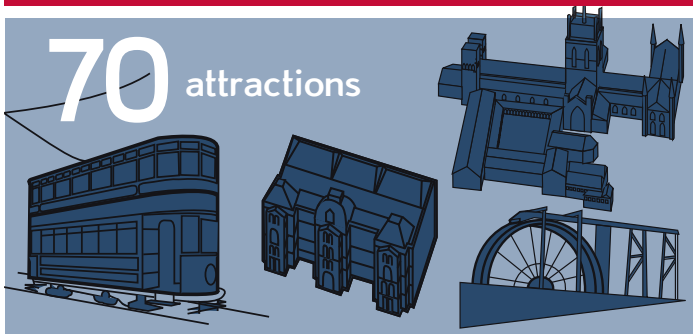
- Cleanliness of area
- Ease of parking
- Car parking
- Eating out
- Road signposts
- Public transport



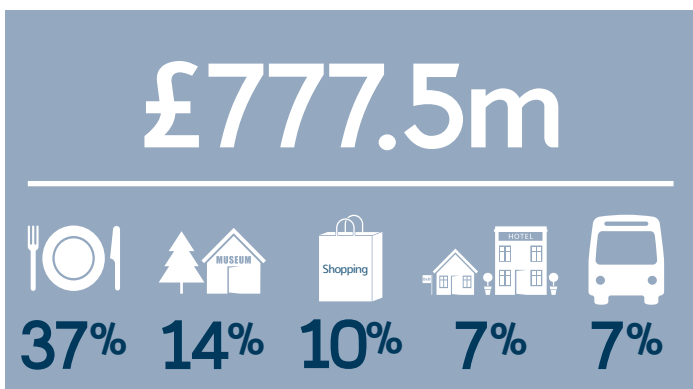
- Distinctive shopping experience
- Nightlife

Good experience = return visitors

The Durham product



Spend



Employment



Visitors

