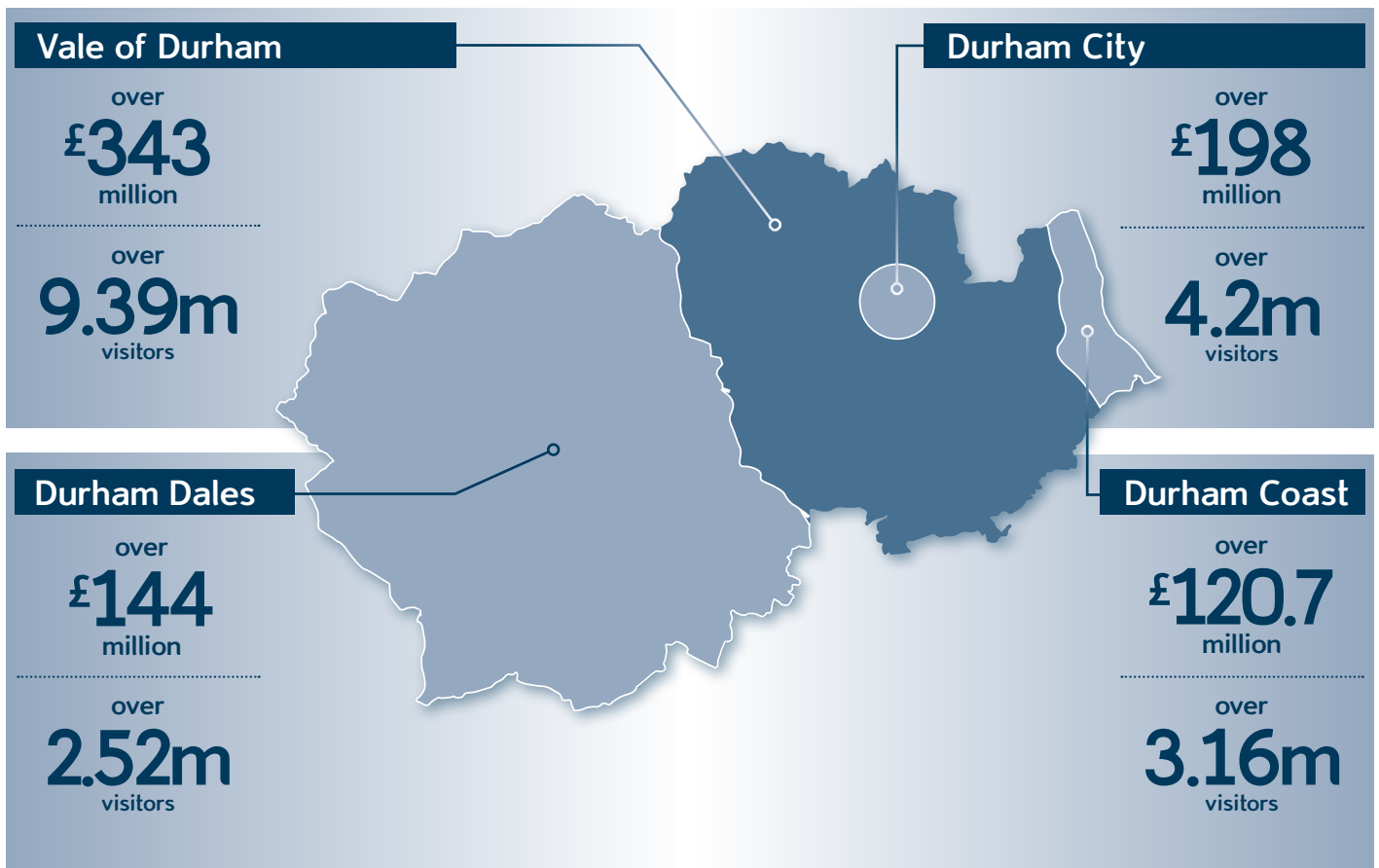


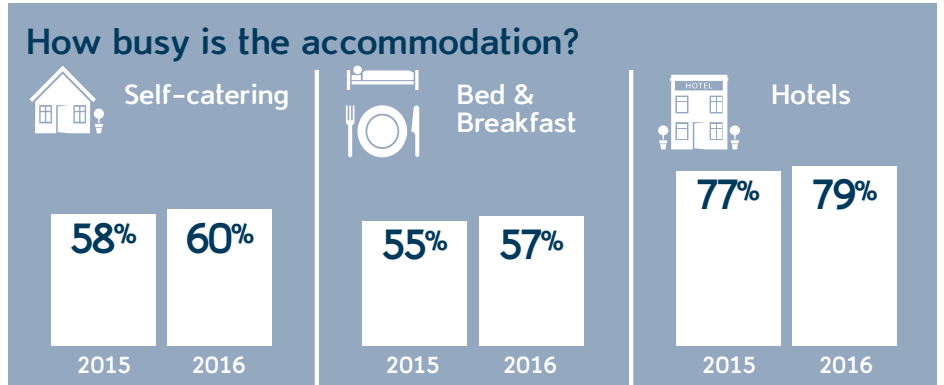
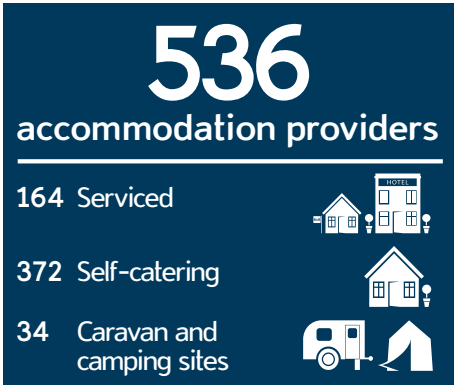
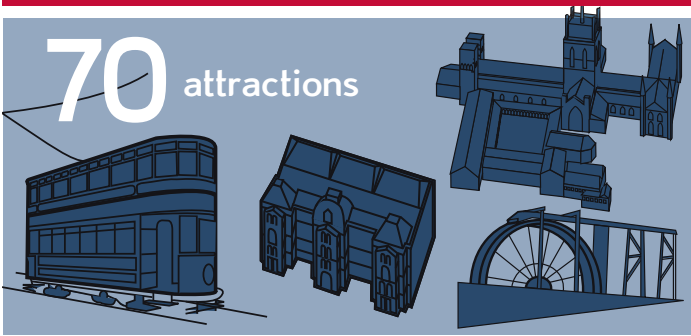


## Value of tourism

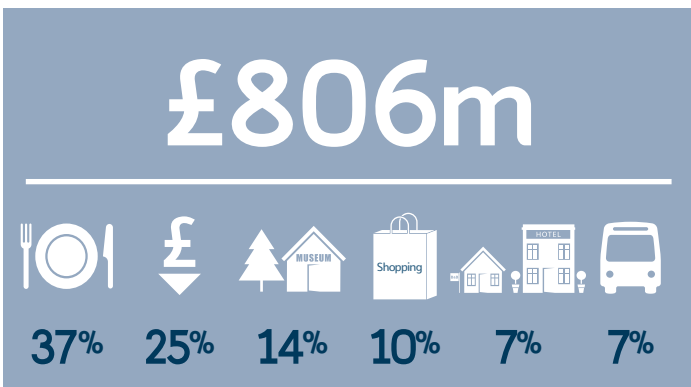


**Good experience = return visitors**

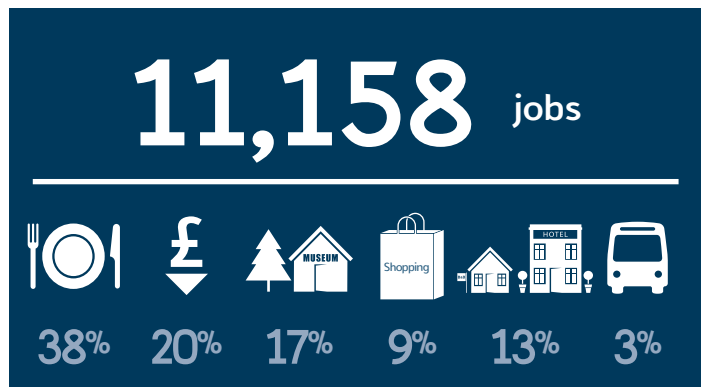
## The Durham product



## Spend



## Employment



## Visitors

