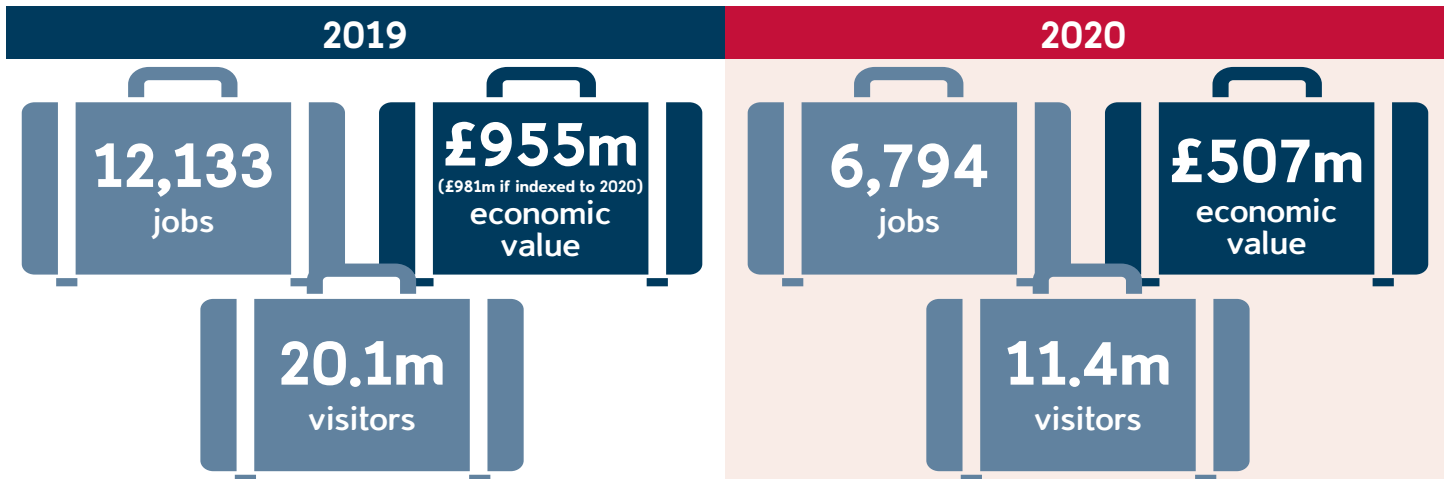
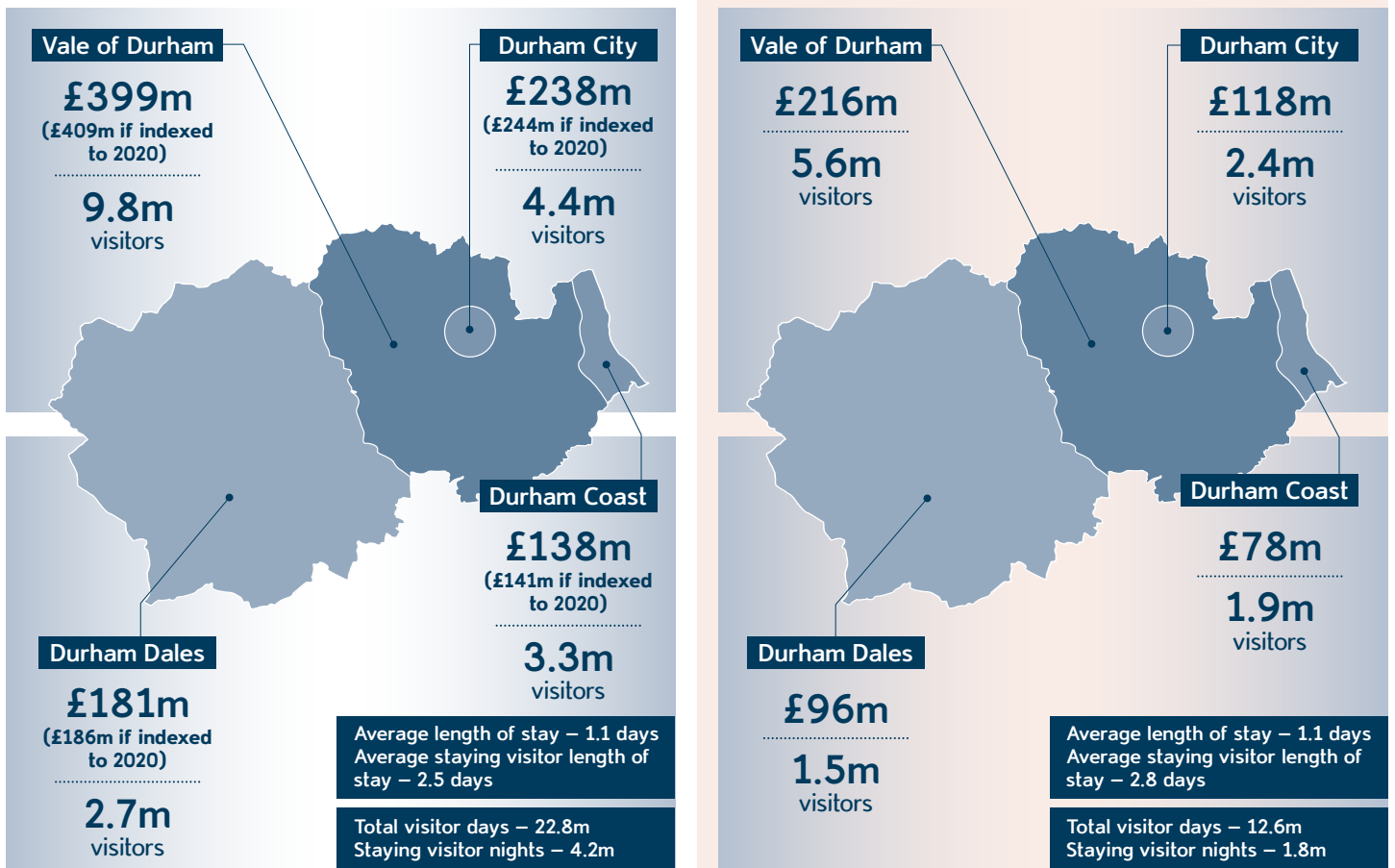


# Impact of Covid-19 on Durham's Visitor Economy



## Value of tourism



## How Durham visitors rate their experience



Good experience = return visitors

Visitor Survey 2019 satisfaction scores

2019

2020

### The Durham product

70 attractions

5.9m  
visits to attractions

Source: 2020 T-Stats

4m  
visits to attractions

Source: 2020 T-Stats

593

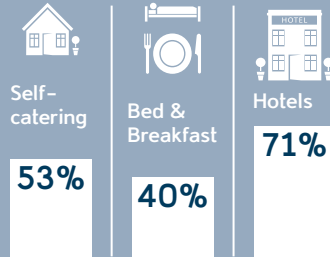
accommodation providers

167 – serviced

360 – self-catering

66 – caravans and hostels

#### Accommodation Snapshot



Data is representative and from businesses who have provided occupancy data via T-Stats.

578

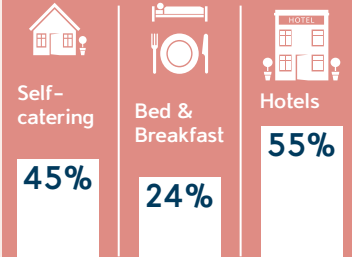
accommodation providers

160 – serviced

353 – self-catering

65 – caravans and hostels

#### Accommodation Snapshot



Data is representative and from businesses who have provided occupancy data via T-Stats.

### Spend

£955m

(£981m if indexed to 2020)



£507m



### Employment

12,133 jobs



6,794 jobs

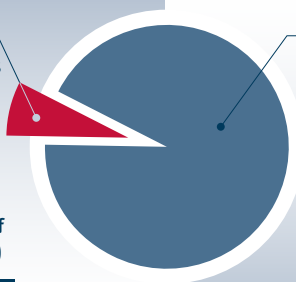


### Visitors

8%  
Staying visitors  
(1.6m)

42%  
of expenditure  
£404m (£415m if indexed to 2020)

£190.27 per trip



92%  
Day visitors  
(18.5m)

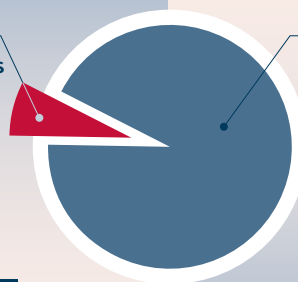
58%  
of expenditure  
£551m (£556m if indexed to 2020)

£22.07 per day

6%  
Staying visitors  
(0.6m)

35%  
of expenditure  
(£178m)

£209.21 per trip



94%  
Day visitors  
(10.8m)

65%  
of expenditure  
(£328m)

£22.65 per day

All figures have been rounded to the nearest whole number where relevant. Please contact us for exact figures.