

Volume and Value of Tourism

Visit County Durham

City of Durham



Total visitor days = **4.9m**

Total staying visitor nights = **1.1m**

Visitors

Day visitors

89%

(3.9m visitors)

...

48%

(£115m expenditure)

...

£22.07 per visitor

Staying visitors

11%

(0.5m visitors)

...

52%

(£123m expenditure)

...

£190.01 per trip

22% county total

Visitor expenditure

25% county total

Employment

23% county total

Average length of stay – 1.14 days

Average length of staying visitor – 2.24 days

Vale of Durham



Total visitor days = **10.6m**

Total staying visitor nights = **1.5m**

Visitors

Day visitors

94%

(9.2m visitors)

...

68%

(£273m expenditure)

...

£22.07 per visitor

Staying visitors

6%

(0.6m visitors)

...

32%

(£126m expenditure)

...

49% county total

Visitor expenditure

42% county total

Employment

42% county total

Average length of stay – 1.09 days

Average length of staying visitor – 2.37 days



Durham Dales



Total visitor days = **3.51m**

Total staying visitor nights = **1.12m**

Visitors

Day visitors

89%
(2.4m visitors)

40%
(£71m expenditure)

£22.07 per visitor

Staying visitors

11%
(0.3m visitors)

60%
(£110m expenditure)

£208.75 per trip

13% county total

Visitor expenditure

19% county total

Employment

21% county total

Average length of stay – 1.30 days
Average length of staying visitor – 3.86 days

Durham Coast



Total visitor days = **3.66m**

Total staying visitor nights = **0.57m**

Visitors

Day visitors

94%
(3.1m visitors)

67%
(£92m expenditure)

£22.07 per visitor

Overnight visitors

6%
(0.2m visitors)

33%
(£46m expenditure)

£173.77 per trip

16% county total

Visitor expenditure

14% county total

Employment

14% county total

Average length of stay – 1.1 days
Average length of staying visitor – 2.84 days