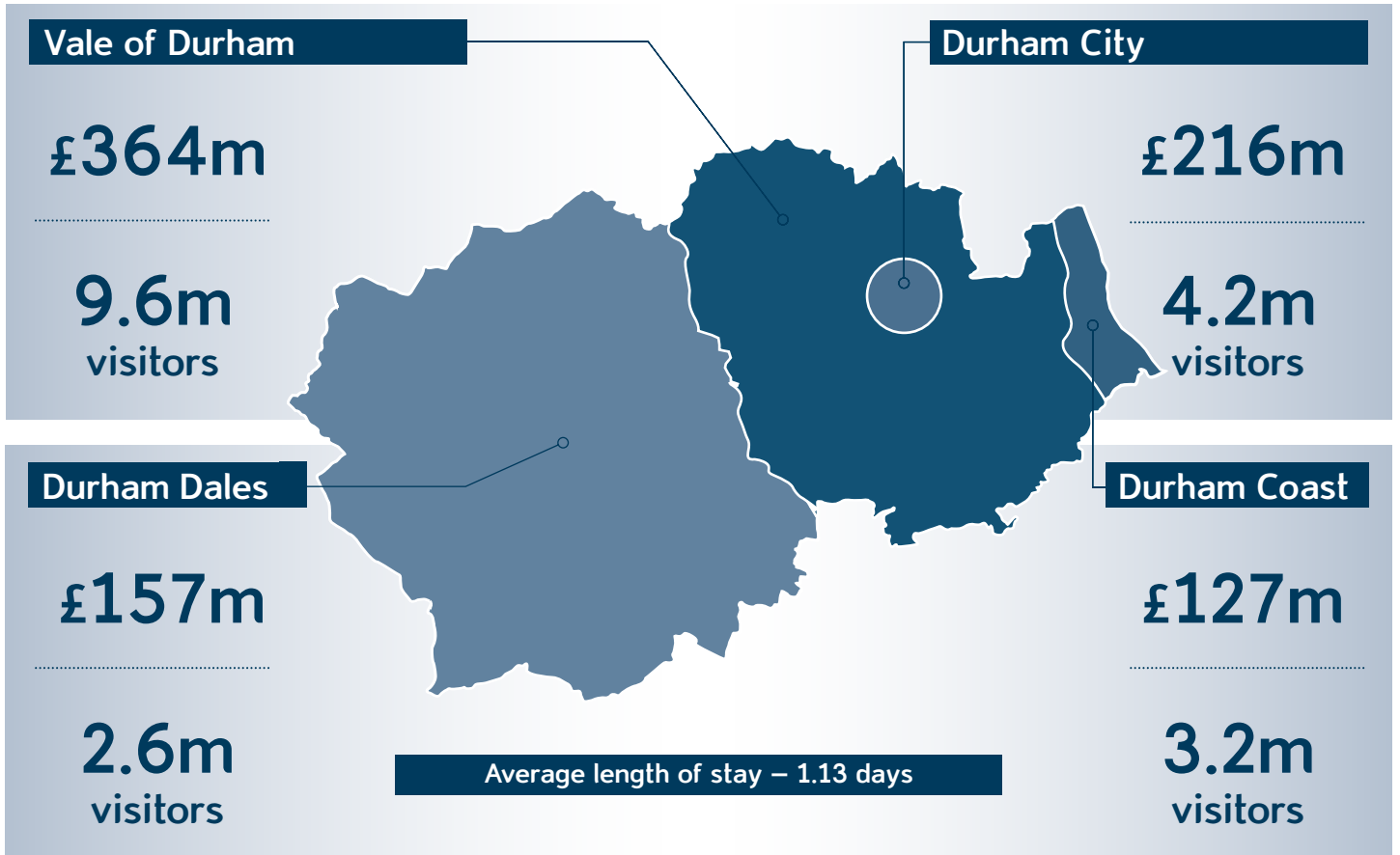




Value of tourism



How Durham visitors rate their experience

Doing well



- Attractions
- Eating out
- Road signposts
- Cleanliness

Over 90% satisfaction

Making progress



- Things to do
- Visitor information points
- Local produce
- Accommodation
- Car parking

85-90% satisfaction

Room for improvement

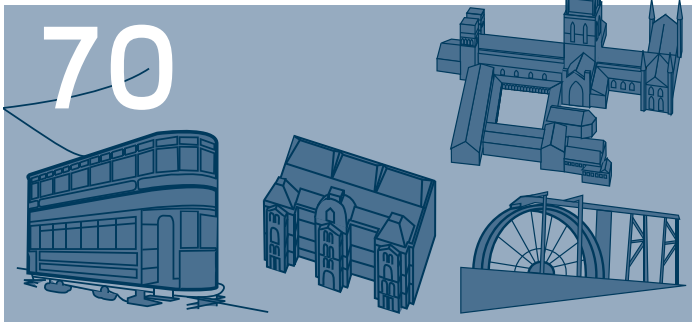


- Distinctive shopping experience
- Nightlife
- Public Transport
- Cleanliness of public toilets

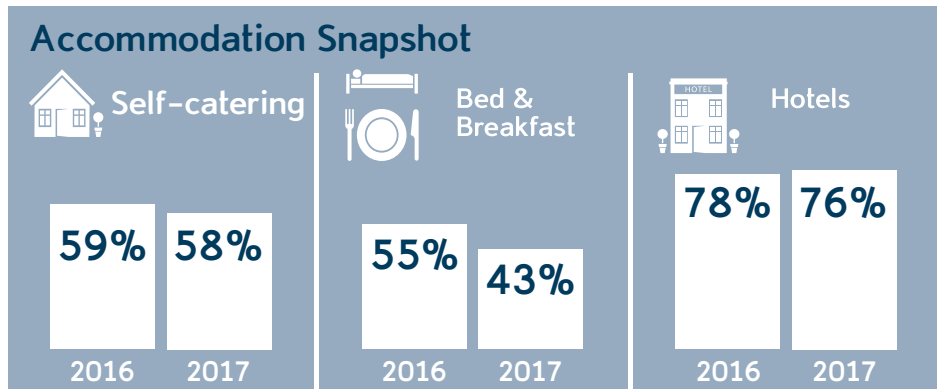
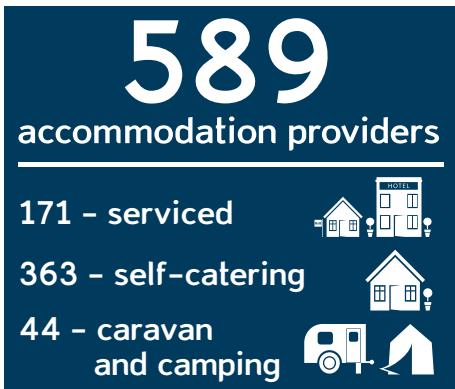
Less than 85% satisfaction

Good experience = return visitors

The Durham product

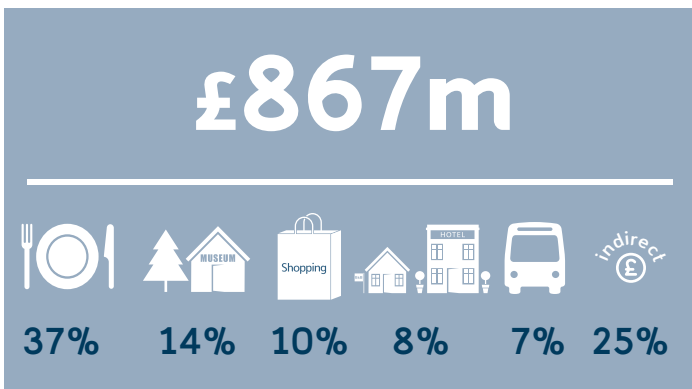


Source: 2016 T-Stats

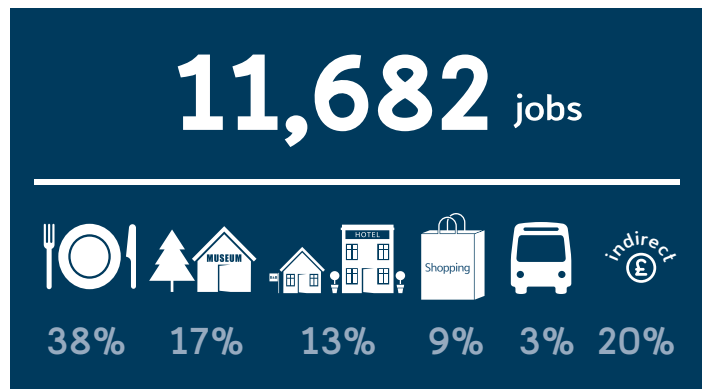


Data is representative and from businesses who have provided occupancy data via T-Stats.

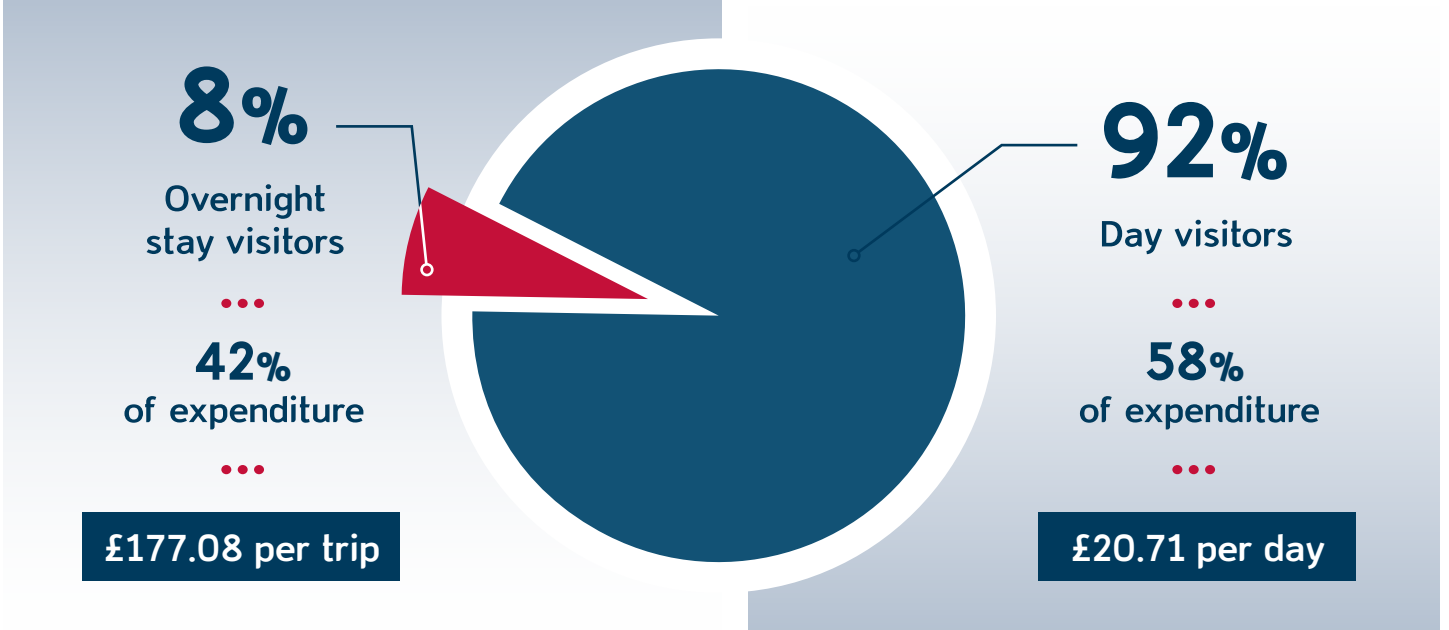
Spend



Employment



Visitors



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