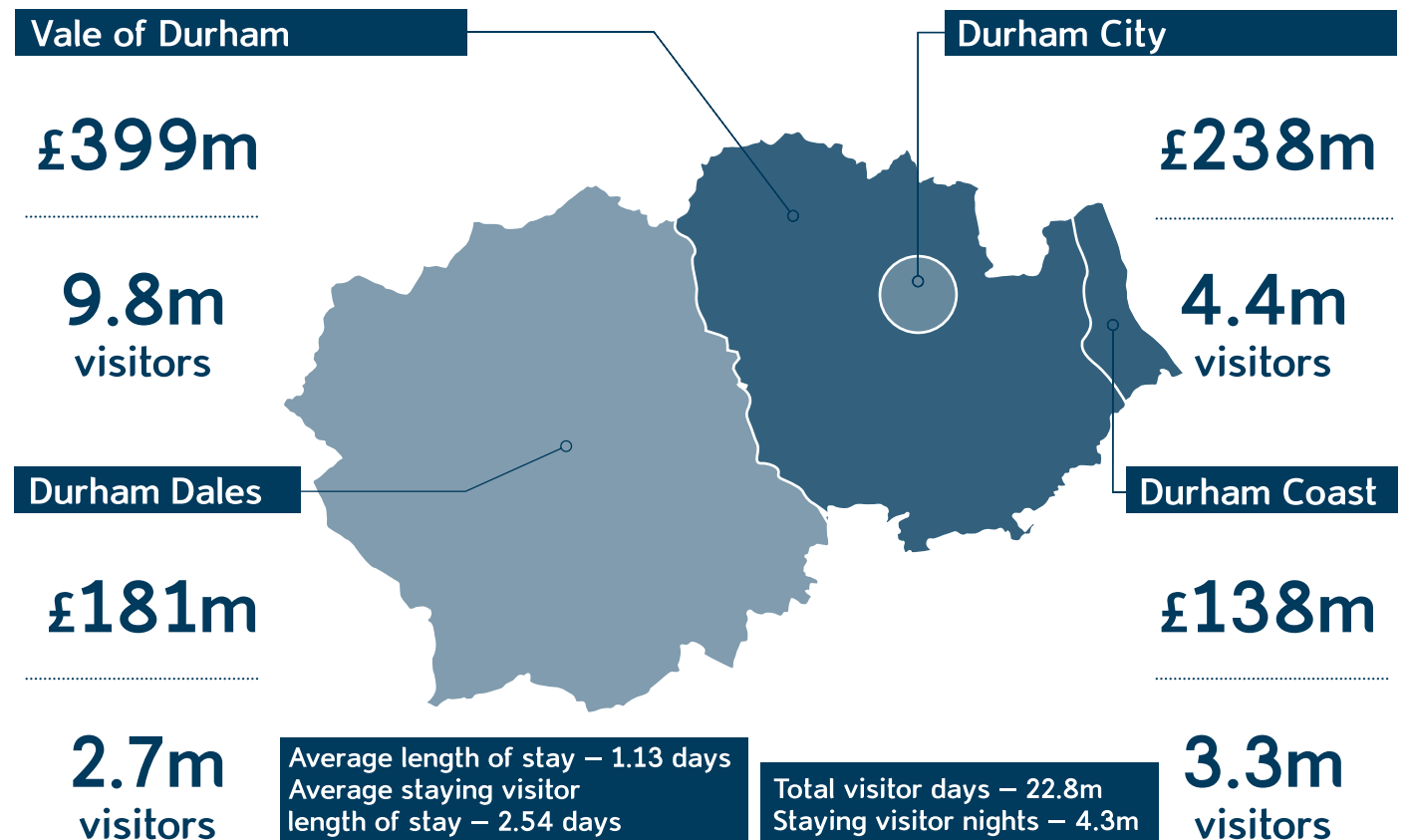




Value of tourism



How Durham visitors rate their experience

Doing well



- + Quality of visitor attractions
- + Eating establishments
- + Variety of things to do
- + Cleanliness of the area

>70% satisfaction

Doing ok



- + Distinctive shopping experience
- + Ease of parking
- + Road signposts
- + Nightlife
- + Cleanliness of public toilets
- + Accommodation

51-69% satisfaction

Room for improvement



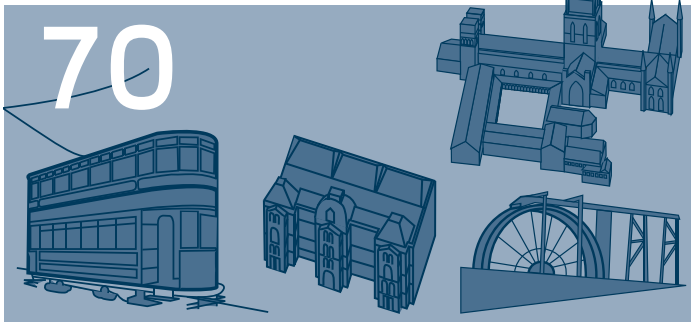
- + Availability of public toilets
- + Visitor information points
- + Public Transport

<50% satisfaction

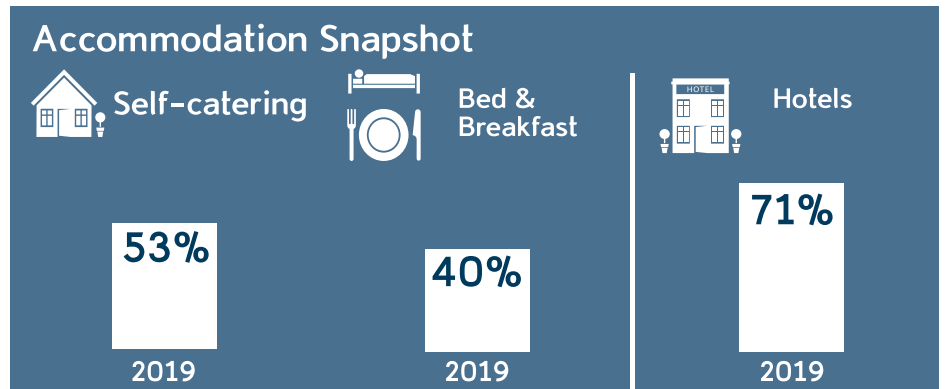
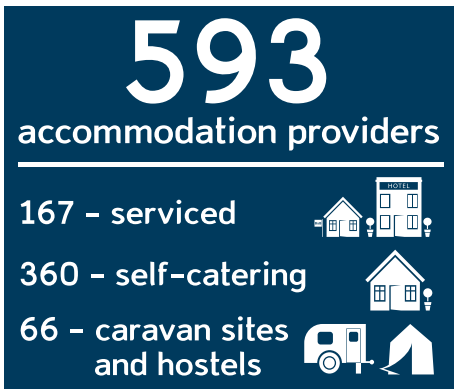
Visitor Survey 2019 satisfaction scores

Good experience = return visitors

The Durham product

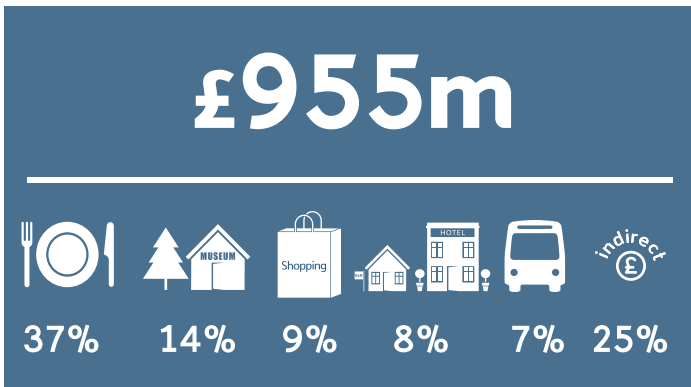


Source: 2019 T-Stats

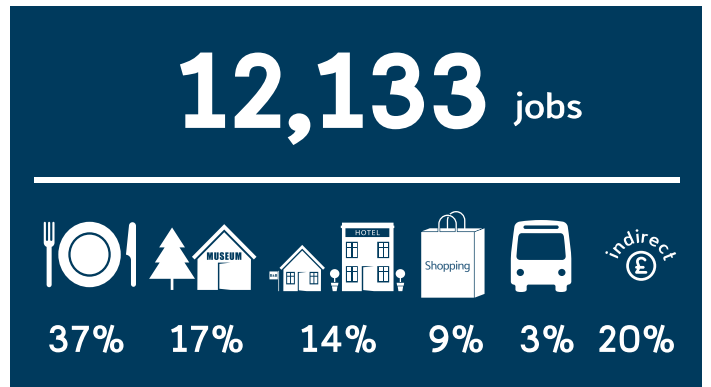


Data is representative and from businesses who have provided occupancy data via T-Stats.

Spend



Employment



Visitors

