

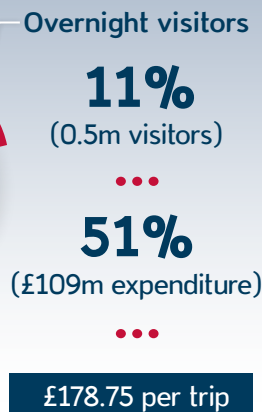
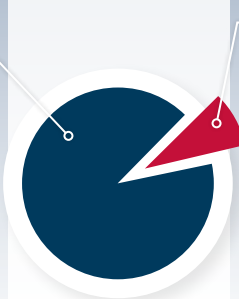
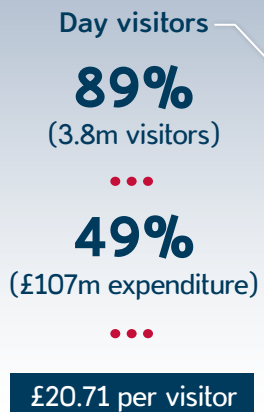
Volume and Value of Tourism

Visit County Durham

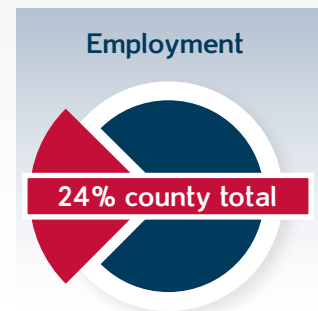
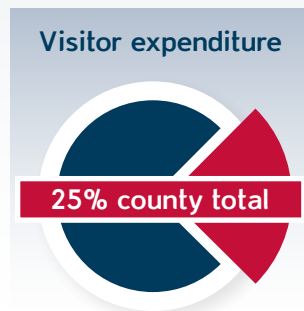
City of Durham



Visitors



Total visitor days = **4.9m**

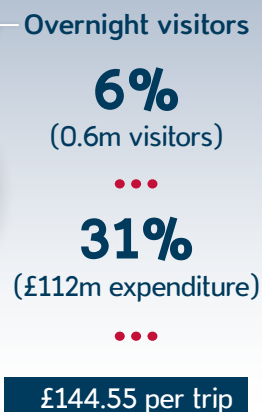
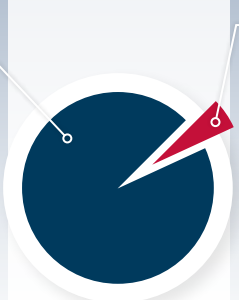
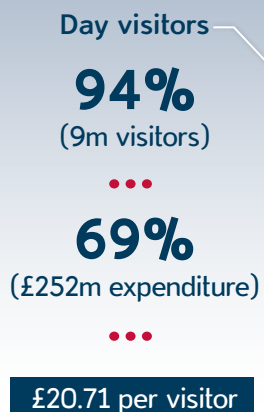


Average length of stay – 1.17 days

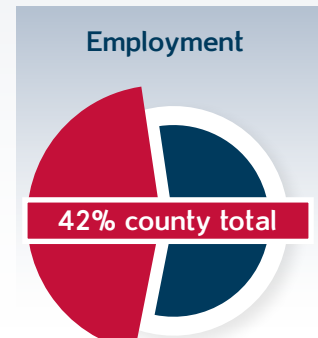
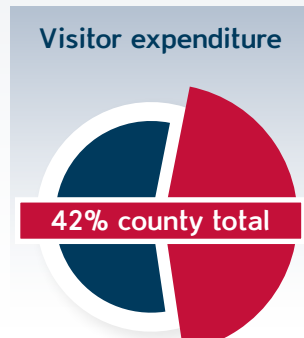
Vale of Durham



Visitors



Total visitor days = **10.4m**



Average length of stay – 1.09 days



Durham Dales



Visitors

Day visitors

89%
(2.3m visitors)

41%
(£65m expenditure)

£20.71 per visitor



Overnight visitors

11%
(0.3m visitors)

59%
(£93m expenditure)

£253.87 per trip

Total visitor days = **3.3m**

Visitor expenditure



Employment



Average length of stay – 1.27 days

Durham Coast



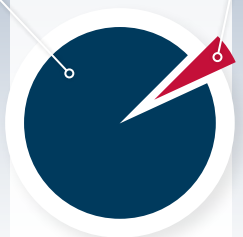
Visitors

Day visitors

94%
(3m visitors)

66%
(£85m expenditure)

£20.71 per visitor



Overnight visitors

6%
(0.2m visitors)

34%
(£43m expenditure)

£163.27 per trip

Total visitor days = **3.6m**

Visitor expenditure



Employment



Average length of stay – 1.11 days