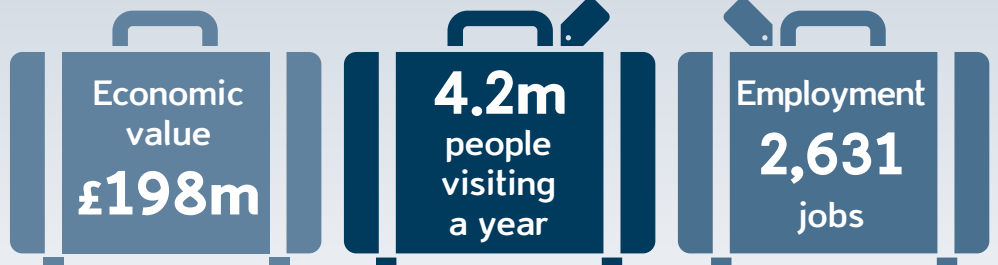


# Volume and Value of Tourism

# Visit County Durham

## City of Durham



### Visitors

Day visitors

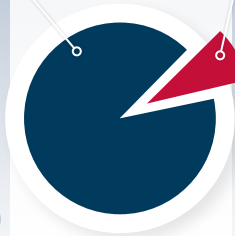
**90%**

(3.74m visitors)

**52%**

(£102m expenditure)

£20.18 per visitor



Overnight visitors

**10%**

(421,000 visitors)

**48%**

(£96.4m expenditure)

£174.27 per trip

Total visitor days = **4.76m**

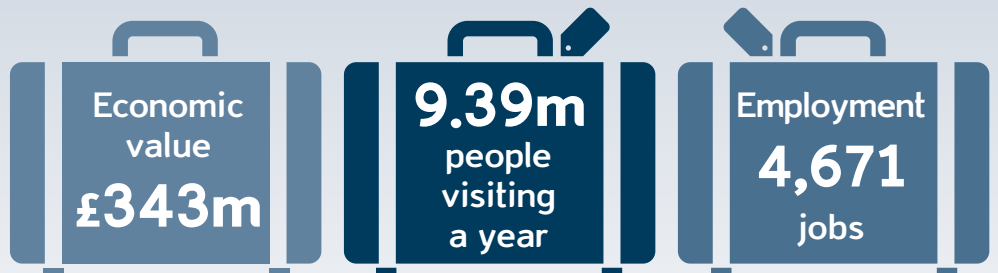
Visitor expenditure



Employment



## Vale of Durham



### Visitors

Day visitors

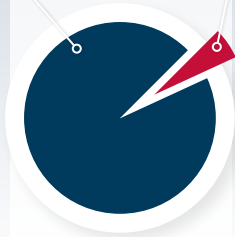
**94%**

(8.83m visitors)

**70%**

(£240m expenditure)

£20.18 per visitor



Overnight visitors

**6%**

(565,000 visitors)

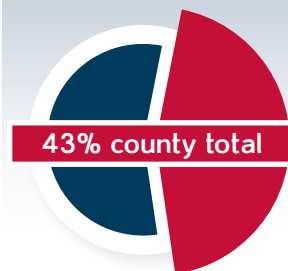
**30%**

(£102.7m expenditure)

£138.46 per trip

Total visitor days = **10.18m**

Visitor expenditure

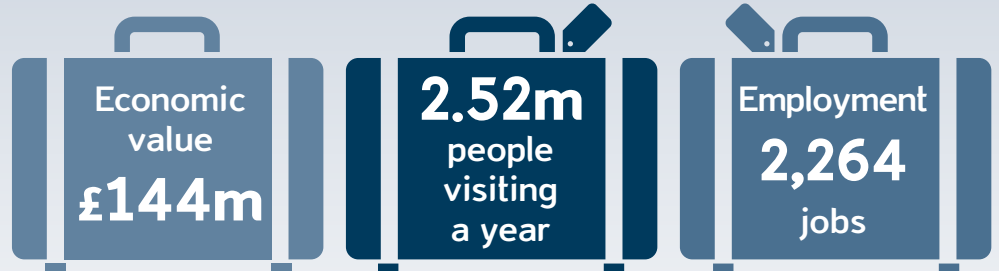


Employment





## Durham Dales



### Visitors

Day visitors

**90%**  
(2.27m visitors)

**43%**  
(£61.9m expenditure)

£20.18 per visitor



Overnight visitors

**10%**  
(252,000 visitors)

**57%**  
(£82m expenditure)

£240.59 per trip

Total visitor days = **3.2m**

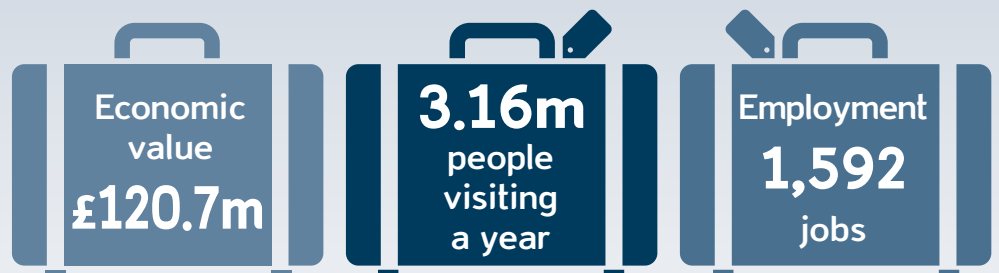
Visitor expenditure

**18% county total**

Employment

**20% county total**

## Durham Coast



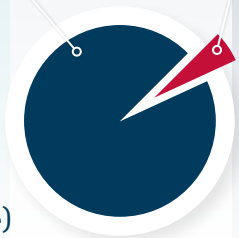
### Visitors

Day visitors

**94%**  
(2.97m visitors)

**67%**  
(£80.8m expenditure)

£20.18 per visitor



Overnight visitors

**6%**  
(196,000 visitors)

**33%**  
(£39.9m expenditure)

£154.50 per trip

Total visitor days = **3.5m**

Visitor expenditure

**15% county total**

Employment

**14% county total**