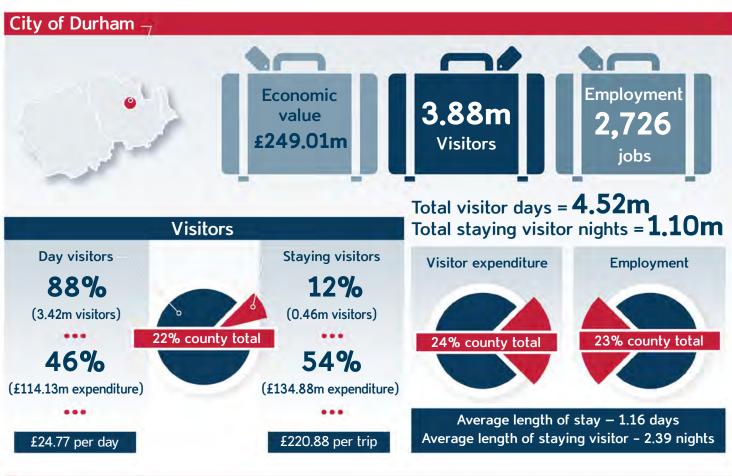
## Volume and Value of Tourism

















**Economic** value £216.38m 2.42m Visitors

**Employment** 2,695 iobs

Total visitor days = 3.38m Total staying visitor nights = 1.27m

**Visitors** 

14% county total

Day visitors

87%

(2.1m visitors)

33%

(£70.37m expenditure)

£24.77 per day

Staying visitors

13%

(0.31m visitors)

67%

(£146.01m expenditure)

£348.47 per trip



21% county total

**Employment** 



Average length of stay - 1.4 days Average length of staying visitor - 4.1 nights

## **Durham Coast**



**Economic** value £148,60m 2.93m **Visitors** 

Employment 1.558 iobs

Total visitor days = 3.32m Total staying visitor nights = **0.6m** 

## Visitors

Day visitors

93%

(2.72m visitors)

61% (£90.70m expenditure)

£24.77 per day

16% county total

7% (0.2m visitors)

(£57.90m expenditure)

Overnight visitors

£211.56 per trip

Visitor expenditure



**Employment** 



Average length of stay - 1.13 days Average length of staying visitor - 3 nights