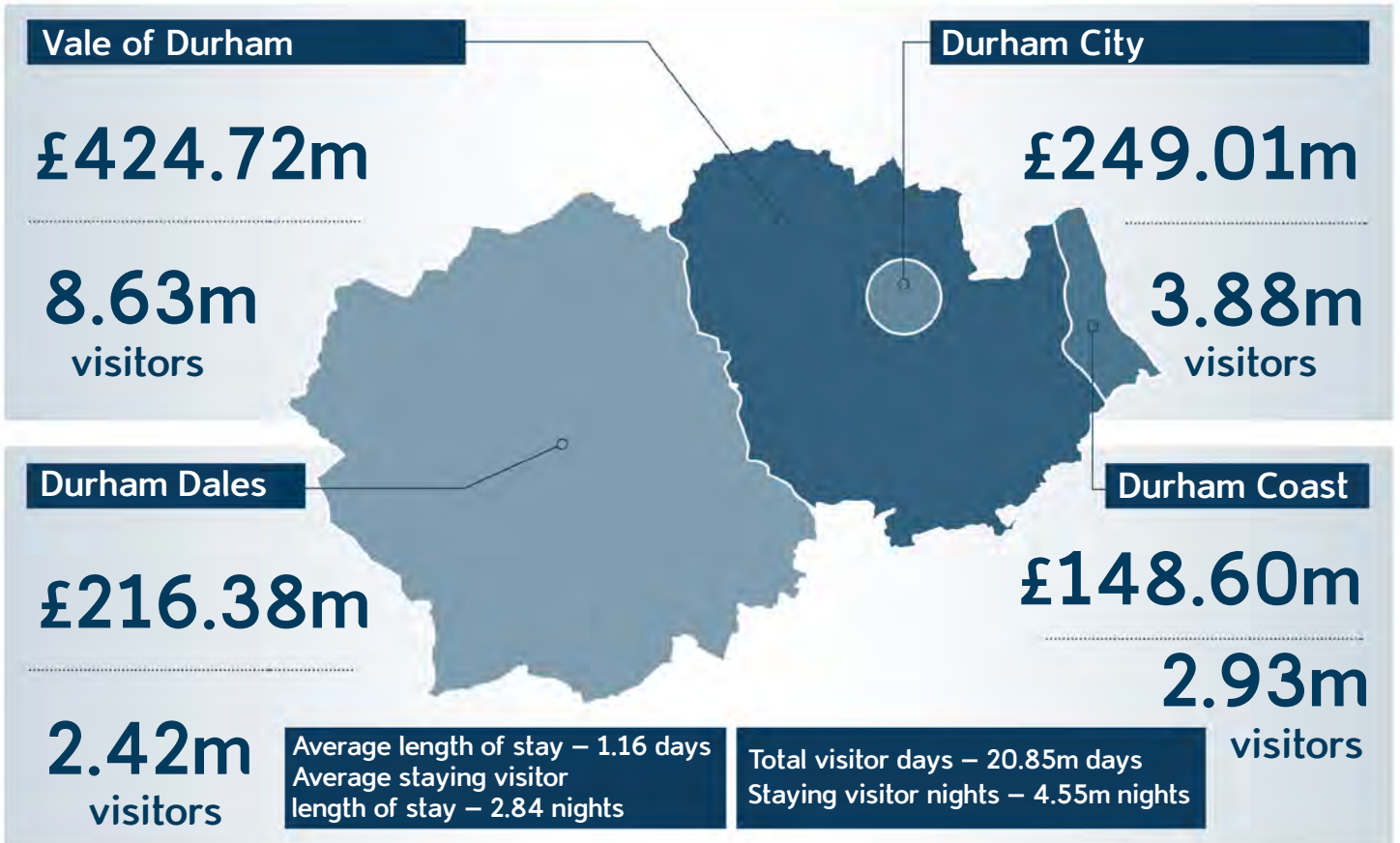


Visitor Economy Factsheet



Value of tourism



How Durham visitors rate their experience

Doing well



- Cleanliness of the area
- Nightlife
- Quality of visitor attractions
- Variety of things to do
- Accommodation

>70% satisfaction

Doing ok



- Visitor Information Points
- Public transport
- Ease of parking
- Cleanliness of public toilets
- Road signposts
- Eating establishments

51-69% satisfaction

Room for improvement



- Availability of public toilets
- Distinctive shopping experiences

<50% satisfaction

Visitor Survey 2022 satisfaction scores

Good experience = return visitors

The Durham product



75



4.6m

Visits to attractions annually

Source: T-Stats 2022

704

accommodation providers
(17,354 bedspaces)

144 – Serviced
(6,305 bedspaces)

560 – Non-serviced
(11,049 bed spaces)

Accommodation provision

Serviced

20% of establishments

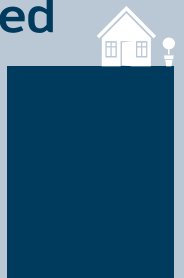
36% of bed spaces



Non-serviced

80% of establishments

64% of bed spaces



STEAM 2022

Spend

£1.04bn



Employment

11,724 jobs



Visitors

9%

Staying visitors
(1.6m)

48%
of expenditure
(£493.96m)

£231.69 per trip

91%

Day visitors
(16.3m)

52%
of expenditure
(£544.75m)

£24.77 per day