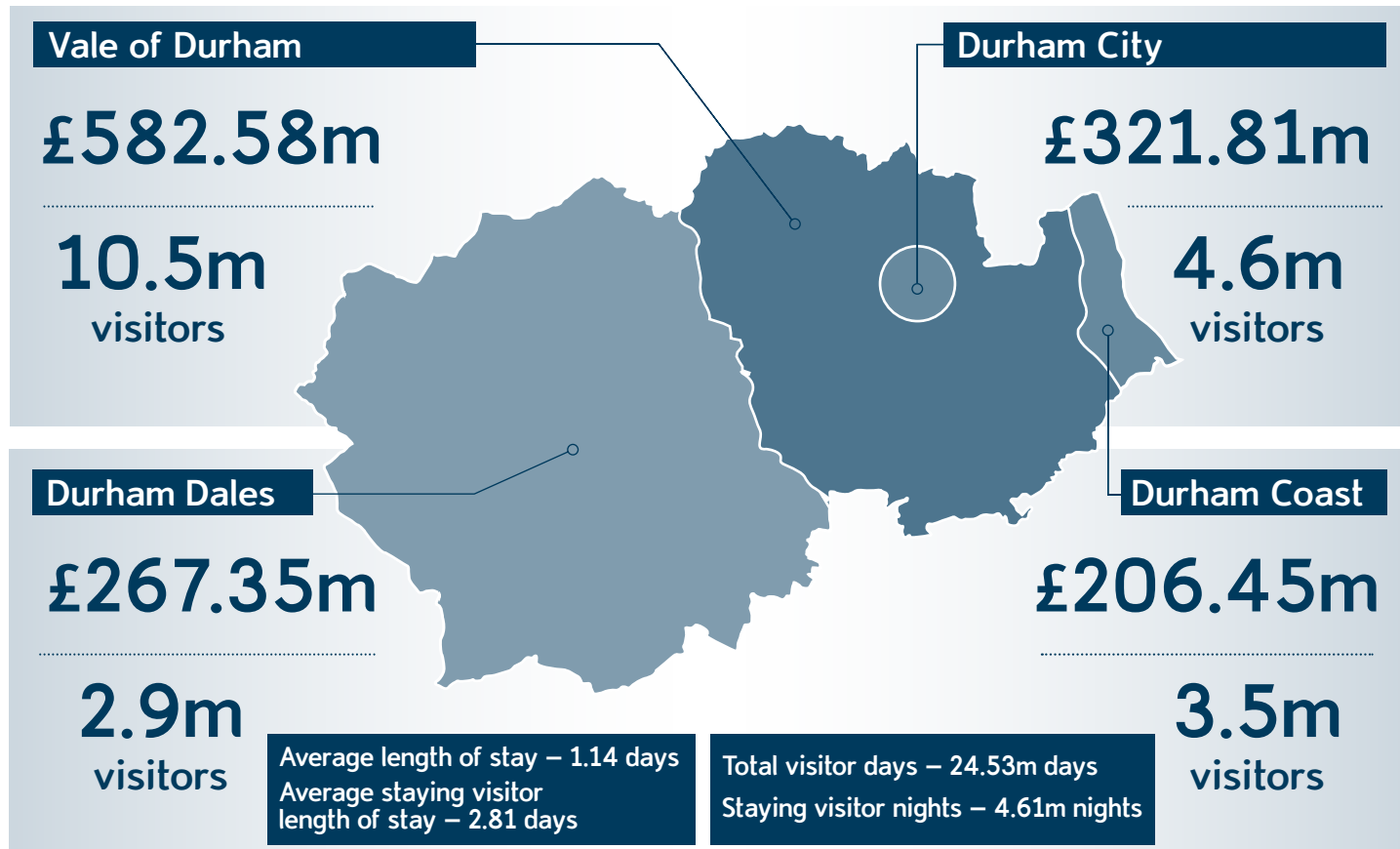


Visitor Economy Factsheet



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



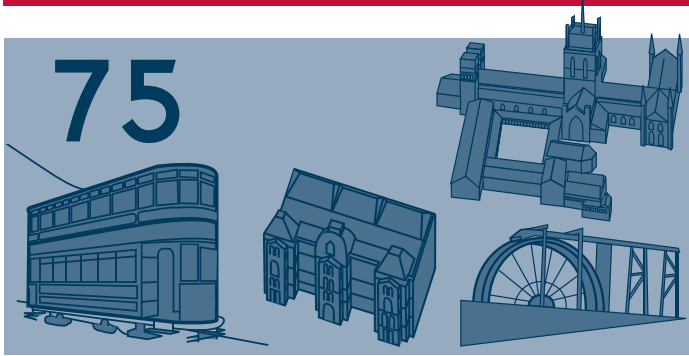
- Availability of public toilets
- Distinctive shopping experiences

<50% satisfaction

Visitor Survey 2022 satisfaction scores

Good experience = return visitors

The Durham product



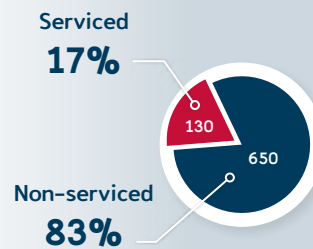
Source: T-Stats 2024

Accommodation provision

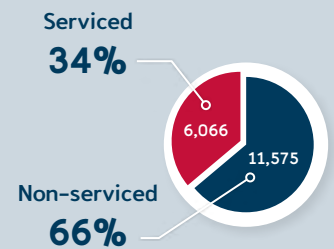
780 accommodation providers

17,641 bed spaces

Establishments



Bed spaces



STEAM 2024

Spend

£1.38bn



Employment

13,795 jobs



Visitors

8%
Staying visitors
(1.64m)

43%
of expenditure
(£586.09m)

£270.52 per trip

92%
Day visitors
(19.93m)

57%
of expenditure
(£792.10m)

£29.48 per day

All figures have been rounded to the nearest whole number where relevant. Please contact us for exact figures.