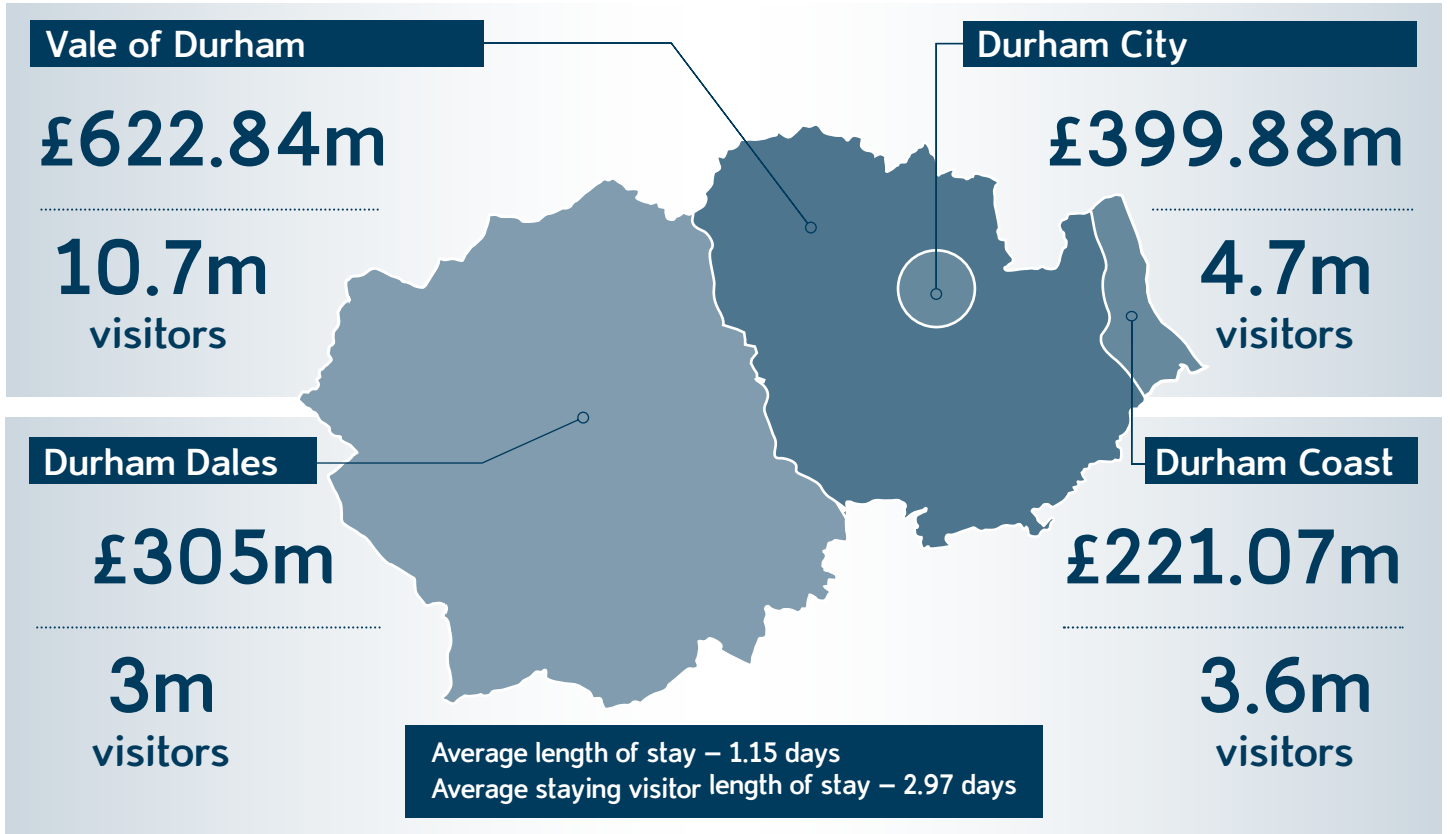




Value of tourism



How Durham visitors rate their experience

Doing well



- Road signposts
- Ease of parking
- Cleanliness of the area
- Nightlife
- Variety of things to do
- Quality of visitor attractions
- Eating establishments
- Accommodation

>80% satisfaction

Doing ok



- Availability of public toilets
- Cleanliness of public toilets
- Public transport
- Visitor Information Points

60-80% satisfaction

Room for improvement



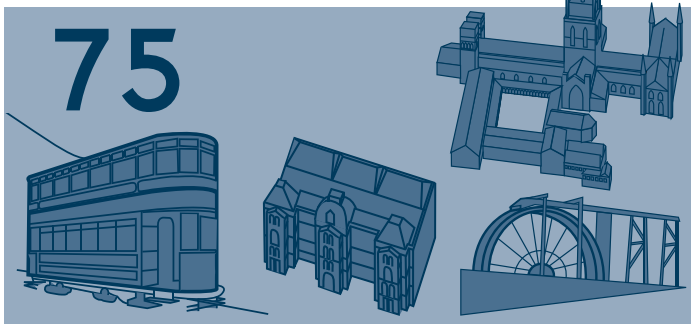
- Distinctive shopping experiences

<60% satisfaction

Visitor Survey 2025 satisfaction scores

Good experience = return visitors

The Durham product



75



8m

visits to attractions annually

Source: T-Stats 2025

Accommodation provision

800 accommodation providers



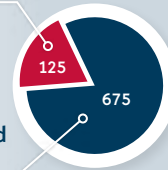
18,974 bed spaces



Establishments

Serviced

16%



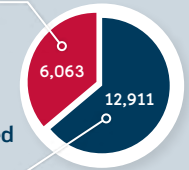
Non-serviced

84%

Bed spaces

Serviced

32%



Non-serviced

68%

STEAM

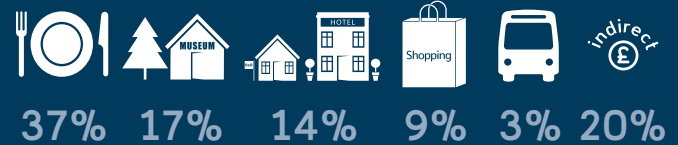
Spend

£1.49bn



Employment

14,069 jobs



Visitors

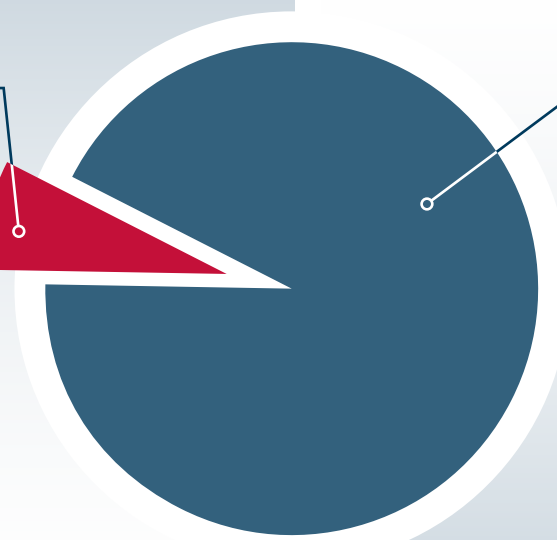
8%

Staying visitors
(1.67m)



44%
of expenditure
(£651.94m)

£295.31 per trip



92%

Day visitors
(20.31m)



56%
of expenditure
(£836.85m)

£30.54 per day