

20 years of Visit County Durham



Volume and value

Visitors **▲23%**

3,067

More
bedspaces

Employment

▲35%



Economic
impact **£+95%**



Marketing

20
Pocket
Guides

20
National
campaigns

250
E-newsletters

Visitor welcome

303
Welcome to
Durham
ambassadors

10
Durham Tourism
Superstar
winners



VisitEngland
Tourism Superstar
winners

Strategy



Tourism
Management
Plans

Industry engagement

900
Grapevine
e-newsletters

1,500
Industry
support
meetings

100
Training
sessions

18

Garden
Parties

50
Industry
events

Market intelligence

5
Visitor
surveys

3
Segmentation
studies

2
Perceptions
studies

20
How's Business
surveys

4
Accommodation
studies

