

County Durham's Visitor Economy 2024

Michelle Gorman



Visit County Durham team



- Local Visitor Economy Partnership for County Durham, Durham County Council's tourism team
- Team of 14 FTE
- DCC core budget of £750k, income contribution of £38,879
- LVEP accreditation – recognised as one of Visit England and Visit Britain key partners and a strategic DMO
- Public and private strong collaborative partnerships
- Promotion – live, work, study, invest and visit
- Main aim – grow the county's visitor economy
- Main roles – sustainable destination management, destination marketing and place marketing

Visitor economy overview

STEAM Report
2019

Economic value

£955 million

Visitors

20.1 million

Jobs

12,133

STEAM Report
2020

Economic value

£507 million

Visitors

11.4 million

Jobs

6,794

STEAM Report
2021

Economic value

£827 million

Visitors

15.8 million

Jobs

10,063

STEAM Report
2022

Economic value

£1.04 billion

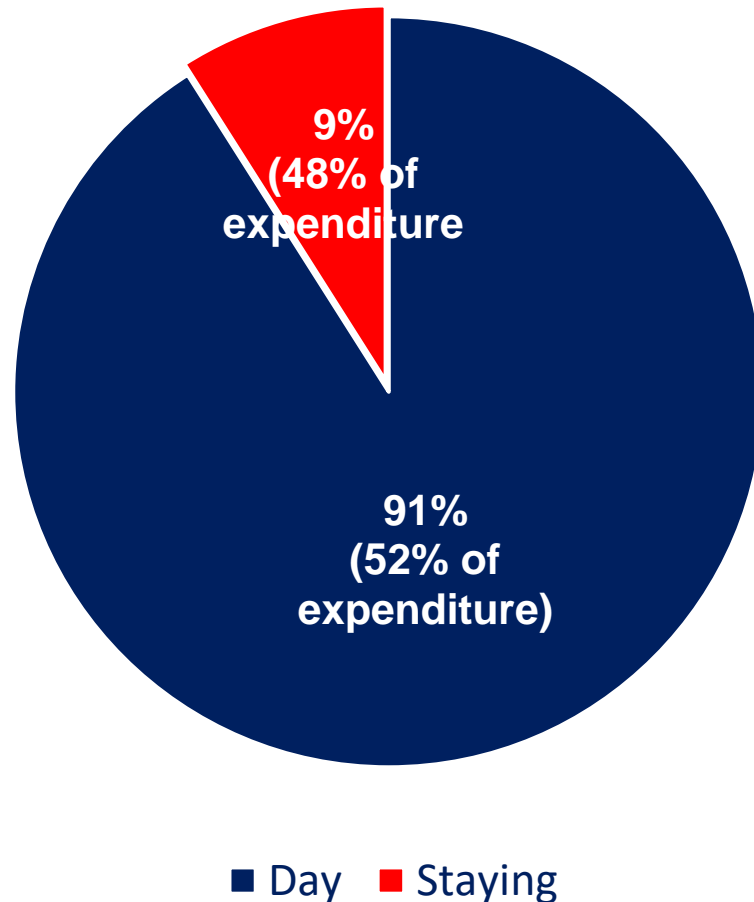
Visitors

17.9 million

Jobs

11,724

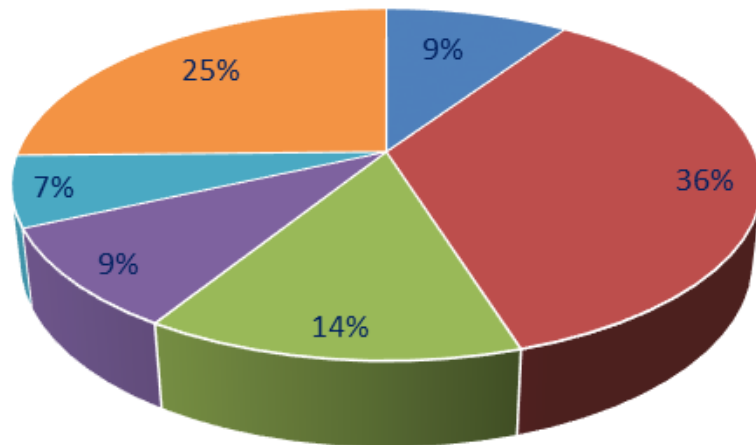
Countywide Results 2022



- 17.91m visitors, up 13.6% on 2021
- £1.04bn expenditure, up 25.6% on 2021
- Total employment of 11.724 (FTE), up 16.5% on 2021
- Visitors spent 20.85 million days in the destination (up 14.5% on 2021)
- Average length of stay of all visitors is 1.16 days (up from 1.15) and for staying visitors 2.84 nights (up from 2.77)
- Average spend per day visitor is £24.77 (up from £22.97) and per trip for a staying visitor is £231.69 (up from £209.61).

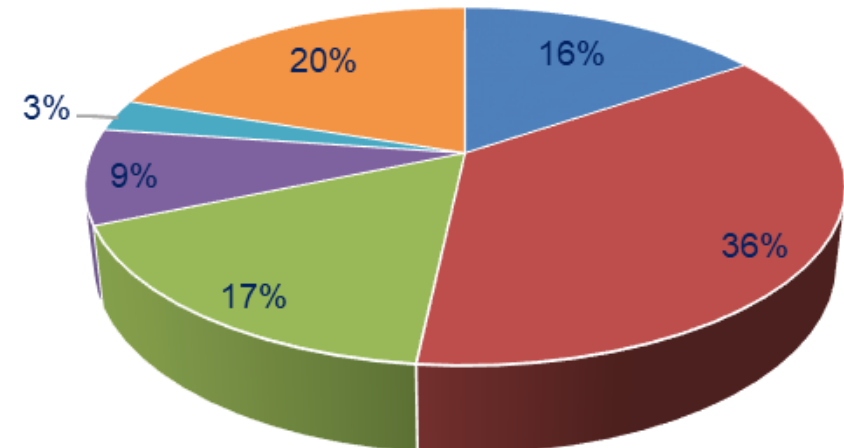
Sectoral Distribution

Economic Impact - 2022



■ Accommodation ■ Food & drink ■ Recreation ■ Shopping ■ Transport ■ Indirect

Employment (FTEs) - 2022



■ Accommodation ■ Food & drink ■ Recreation ■ Shopping ■ Transport ■ Indirect

Area performance

	Day		Staying	
	Volume	Value	Volume	Value
County	91%	52%	9%	48%
City	88%	46%	12%	54%
Coast	93%	61%	7%	39%
Dales	87%	33%	13%	67%
Vale	93%	63%	7%	37%

Amazing Attractions

1	Beamish Museum	801,756
2	Hardwick Park	433,246
3	Durham Cathedral	373,165
4	Wharton Park	217,488
5	Locomotion	125,014
6	Palace Green Library	110,560
7	Raby Castle	103,310
8	High Force	78,643
9	Ushaw College	74,347
10	The Bowes Museum	63,587
13	Crook Hall & Gardens	52,000
11	Bowlees Visitor Centre	44,085
12	The Auckland Project	41,603
14	Durham Castle	30,785
15	Diggerland	26,825
16	Barnard Castle	23,442
17	Durham Town Hall	22,768
18	Killhope	18,347
19	Botanic Gardens	18,286
20	Oriental Museum	15,865



This is **durham**

Outstanding Accommodation

A fantastic selection of accommodation to suit every style, from five-star luxury to budget-friendly. Hotels, pubs with room, holiday parks, self-catering, glamping and now 'champing.'

BUT

We do need more accommodation

This is **durham**



Regional comparison

Region	Inbound Visitor Numbers (2022)	Inbound Spend (2022)	Domestic Visitor Numbers (2021)	Domestic Spend (2021)
London	16.12m	£14.13bn	14.7m	£3.53bn
South East	3.64m	£2.29bn	15.6m	£2.80bn
North West	2.67m	£1.68bn	13.3m	£2.28bn
South West	2.10m	£1.28bn	16.1m	£4.52bn
East of England	2.05m	£1.02bn	9.3m	£1.79bn
West Midlands	1.64m	£867m	8.1m	£1.58bn
Yorkshire	1.06m	£533m	9.6m	£2.23bn
East Midlands	0.96m	£515m	7.6m	£1.37bn
North East	0.48m	£311m	2.9m	£539m

DURHAM

MUSTARD

HANDMADE IN

COUNTY DURHAM, ENGLAND

DURHAM MUSTARD

Mustard was first made in Durham in 1720 and has a fascinating story. With support from Taste Durham we are proud to once again produce this high quality mustard by hand in County Durham.

To learn more about the history of Durham Mustard please visit our website – www.durhammustard.co.uk



INGREDIENTS

Yellow **MUSTARD** seed, Apple Cider Vinegar, Water.
For allergens see ingredients in **BOLD**.

Store in a cool dry place. Once open, keep refrigerated and consume within 8 weeks. See base for best before.

180g

Durham Mustard, 19b Front Street, DH7 6JS

New for 2024

- **The Rising** at Raby Castle: restoration and repurposing of heritage buildings and redesign of historic walled garden.
- **New Hall** at Locomotion: once complete Locomotion will be home to the largest collection of historic railway vehicles under cover on one site anywhere in the world.



- **The Faith Museum:** opens October 2023, the UK's first museum dedicated to the history of faith.
- **Beamish Museum:** 1950s town developments continue with cinema and shops. Plus 1820s - Drover's Tavern, Pottery and Blacksmith's and self-catering cottages.
- **The Story:** exciting new heritage venue, housing records, photographs and objects linked to County Durham's heritage – ancestry research.



This is **durham**

Northern Saints Trails



- Regional tourism product development led by VCD
- 6 trails over 205 miles
- Position the North East as centre for pilgrimage of all interests
- Website showcasing 500+ attractions and places to eat, drink and stay overnight
- Trail enhancements and new routes in development

Industry partnerships and support

- Partnership collaborative approach with businesses
- Connecting industry to regional/national strategies
- 926 core tourism businesses 520 actively engaged
 - Accommodation 631 (314 in Partnership 50%)
 - Attractions 147 (120 in Partnership 82%)
 - Activity 118 (63 in Partnership 53%)
 - Tour Guides 18 (15 in Partnership 83%)
 - Entertainment 15 (8 in Partnership 53%)
- Communications: Wednesday Grapevine weekly e-newsletter to c1,200 contacts, B2B social media
- Tailored training, support to enter tourism awards
- Industry events – conferencing, networking
- Consultation and input into strategies



Amplification

Visit Britain/Visit England



VisitBritain featuring the North East!

Following the initial meeting, we have already started to amplify the North East in our international activity



North East shoot for business events, B2B, and B2C

Radio activation on Dubai 92 promoting the North East and flight giveaway

Key destination featured in GCC solus campaign

In process:

- Taste of Abu Dhabi event grand prize tickets to Newcastle
- Predominant destination for VB x Wego GCC campaign representing coastal and vibrant cities





On track



**Off the
beaten track**

From climbing aboard heritage rail vehicles, to cycling through endless dales, do Durham differently.



Travel back in time

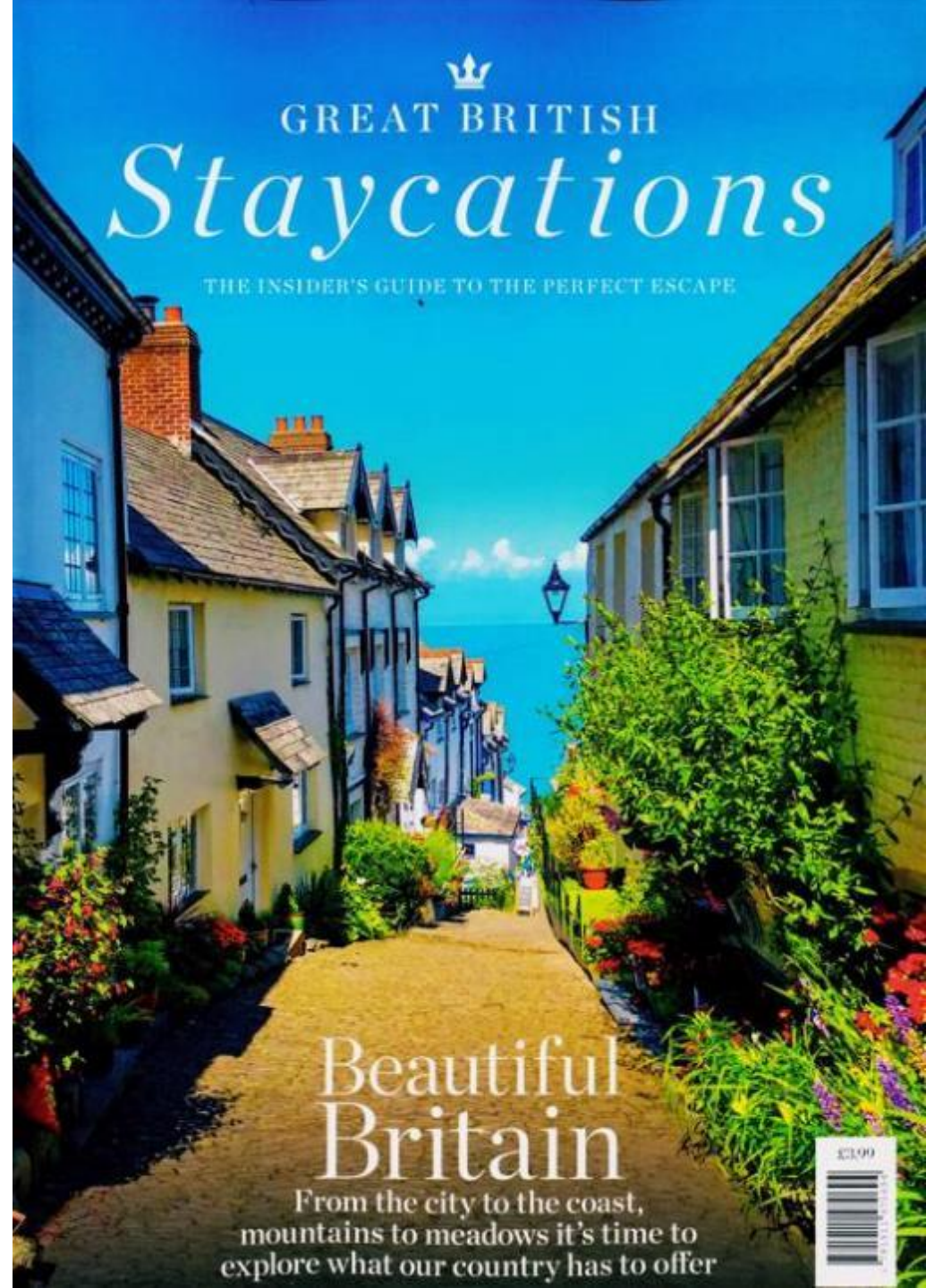


See light years ahead

From experiencing the sights, sounds and tastes of times gone by,
to discovering dark skies, do Durham differently.

Media plan

- Distributed nationally with Life magazine series
- Readership over 250,000
- Readers have an above average number of UK holidays per year



An aerial night view of a large festival. The sky is filled with a massive display of fireworks in red, orange, and yellow. Below, a large crowd of people is gathered around a central area where a marching band is performing. The band is illuminated by bright lights, and a large Union Jack flag is visible. In the background, there are large, illuminated structures and a fountain with multiple jets of water. The overall scene is vibrant and festive.

Festivals and events

This is durham



- Pocket Guide



- thisisdurham.com



- Sign up to our e-newsletter



- Follow 'This is Durham' on Facebook, Twitter, Instagram, YouTube
#LoveDurham



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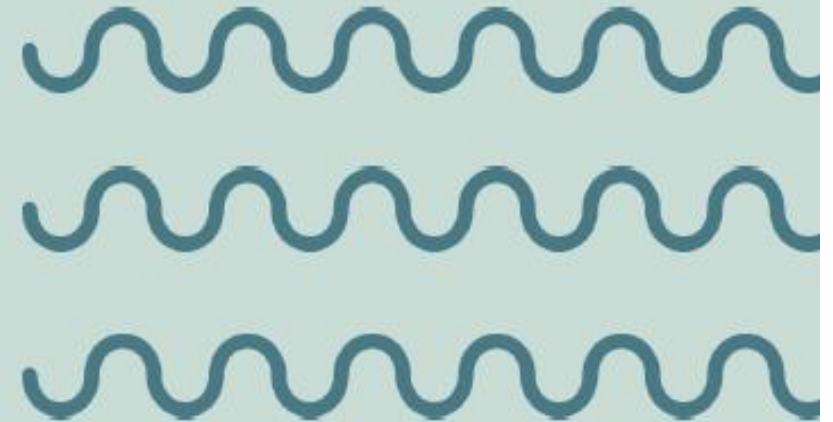


info@dnee.co.uk

**NORTH
OF TYNE**
~~~~~  
**COMBINED  
AUTHORITY**



# Creative, Cultural, Tourism & Sport Portfolio Local Authority partners workshop



20<sup>th</sup> March 2024 – online





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