



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, part of Culture Sport & Tourism service
- Team of 14 FTE
- DCC core budget of £847k, 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

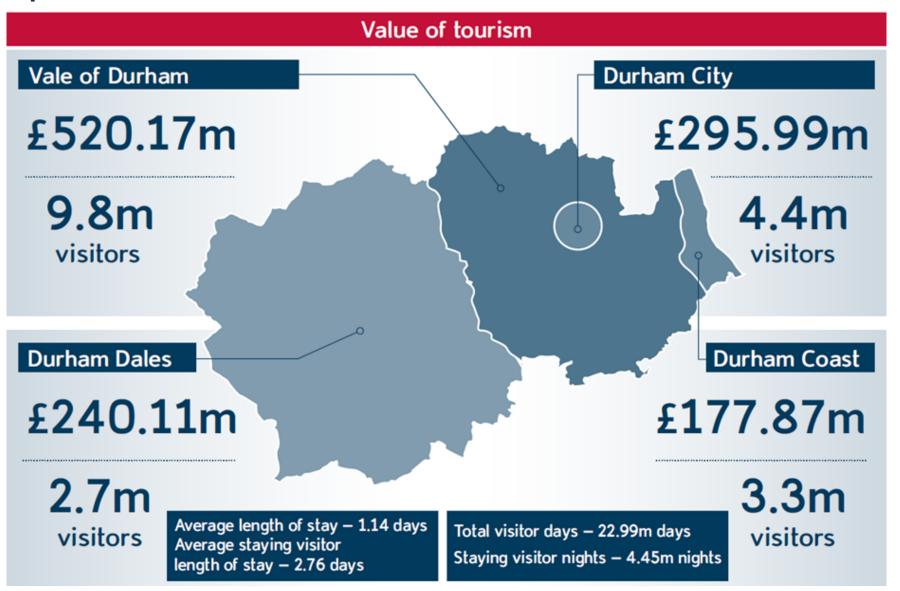
Visitor economy impact

	Economic value	Visitors	Jobs
STEAM Report 2023	£1.23 billion	20.15 million	13,178
	Economic value	Visitors	Jobs
STEAM Report 2022	£1.04 billion	17.9 million	11,724
	Economic value	Visitors	Jobs
STEAM Report 2021	£827 million	15.8 million	10,063
	Economic value	Visitors	Jobs
STEAM Report 2020	£507 million	11.4 million	6,794
	Economic value	Visitors	Jobs
STEAM Report 2019	£955 million	20.1 million	12,133

Countywide Results 2023

- 20.15 million people visited in 2023, up 12.5% spending £1.23 billion (up 18.8%) Average length of stay of 1.14 days.
- Day visitor levels rose by 13.7% to 18.54 million visitors spending £702.54 million.
- 92% of all visits are day visits with these visitors accounting for 57% of all expenditure.
- Average spend per day visitor is £28.10
- Staying visitors rose by 0.2% to 1.61 million, average length of stay was 2.76 days. 8% of total visitors were staying visitors accounting for 43% of all expenditure.
- Average spend per trip for a staying visitor is £249.20 (£90.14 per day).
- The number of people employed in tourism in Durham in 2023 was 13,178 FTEs, up by 12.4%.

Area performance



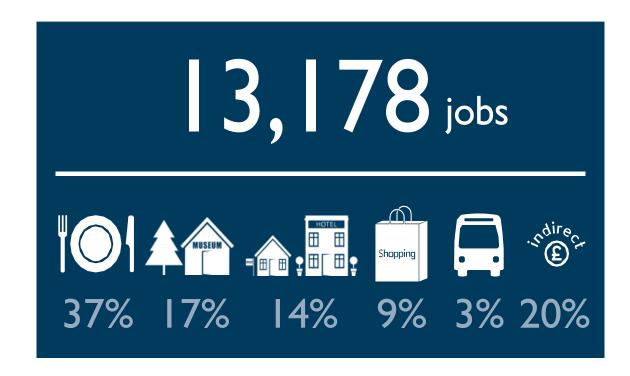
Sectoral breakdown

STEAM 2023

Spend

£1.23bn Lot American Shopping Shopping

Employment



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















Outstanding Accommodation

- 723 accommodation providers, providing 17,578 bedspaces.
- 137 serviced establishments providing
 6,326 bedspaces.
- 586 non-serviced establishments, providing
 6,326 bedspaces.

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

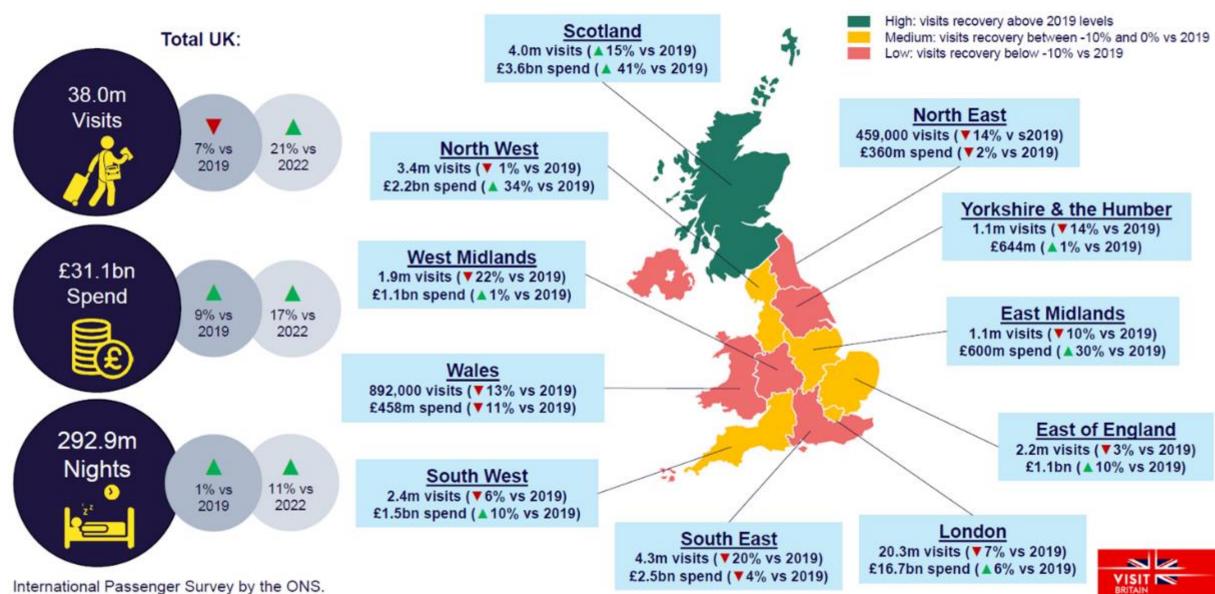
BUT

We do need more accommodation



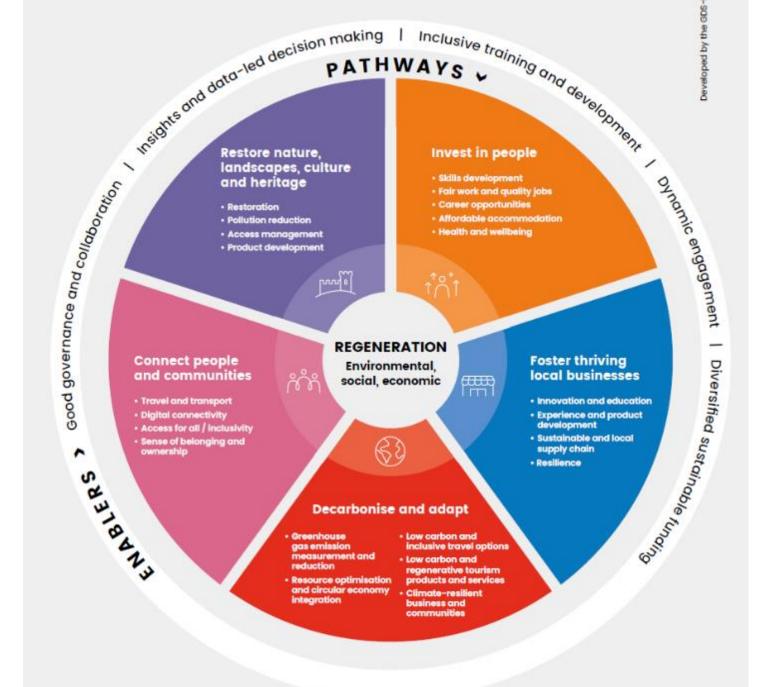


Headline statistics for IPS 2023: Nations & Regions



International Passenger Survey by the ONS.

Regenerative and sustainable destination management



Outcomes (Intermediate) Impacts (Longer-Term) Activities and Outputs Outcomes (Direct) Develop an industry training action plan focused on inclusive welcome, including VISION PRIORITY PILLAR 1 INCREASED VISITOR £ DIRECT FUNDING County Durham By 2030, we will have B. Council Tourism Working Group to support inclusivity improvements and RETENTION provides an end-to-end created the conditions £ MATCH FUNDING develop County lead role for tourism & culture in the devolution plan. experience which is highfor our residents, C. Ensure inward investment products are high-quality, accessible and sustainable Existing day visitors to County Durham keep businesses, and the in value; develop data to show VCD role as an enabler to help investors realise full potential. coming back and environment to benefit maintain or increase the frequency of their growth in our visitor Develop a clear narrative and standout proposition which everyone can use and contribution to our ensure the VCD Board are able to advocate to key selected audiences via agreed economy. **PRIORITY PILLAR 2** By supporting and £ DIRECT FUNDING B. Refresh place and destination brands. County Durham marketing our £ MATCH FUNDING C. Develop a communications plan for regional, national and other markets / is better promoted with advocates with key success examples of people and businesses. INCREASED VISITOR landscapes, and warm D. Plan for promotion of 'Only in Durham' products to support local suppliers as for external audiences. ACQUISITION welcome we will have part of place branding work. grown both day and Further promotion of accessible / family friendly product. New visitors are overnight visits and attracted to made County Durham a County Durham by Focus working groups on creating strands for shoulder months including PRIORITY PILLAR 3 compelling visitor understanding and £ DIRECT FUNDING wellbeing, edutainment, workcation and culture (including events). County Durham capitalizing on new £ MATCH FUNDING B. Align with Culture Durham research work to prioritise Capital of Culture legacy. offers extended season market trends, C. Plan regular workshops and ways to promote the research dissemination role of improving our product VCD, particularly as DDR plan develops. for our visitors. KPIs line in line with these and creating impactful By 2030, we aim to be storytelling. achieving at least the Undertake an audit of existing thematic product (e.g. health and wellbeing, PRIORITY PILLAR 4 £ DIRECT FUNDING outdoor leisure) to support theme development as a nationally-distinctive walking following each year: County Durham £ MATCH FUNDING VISITOR DWELL TIME ٠ offers eye-catching, 30m UK day visits B. Define which key trends to build on (e.g. health) and animate rural marketing. / SPEND 3m UK overnight visits Attract new family product for Durham City. The number and £1,744m UK spend proportion of 1m non-UK visits A. Continue to lobby for high-speed broadband and connectivity in rural areas. overnight stays in PRIORITY PILLAR 5 County Durham, the £ DIRECT FUNDING B. Support businesses to develop digital presence, joint ticketing / promotions and £52m non-UK spend County Durham's length of those breaks £ MATCH FUNDING sharing good practice. 17,120 direct FTE jobs and value of visitor C. Undertake an Annual business survey feeding into NE LEP, LA data and UK to develop performance, spend are increased. 4,120 indirect FTE jobs resilience & profit.

New in 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.









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 enewsletter to c1,200 contacts, B2B social media
- Tailored training, support to enter tourism awards
- Industry events conferencing, networking
- Consultation and input into strategies







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Michelle Gorman

e: <u>michelle.gorman@visitcountydurham.org</u>

t: 03000 261221 m: 07881 268980

w: www.visitcountydurham.org



