

# County Durham's Visitor Economy 2024

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# 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

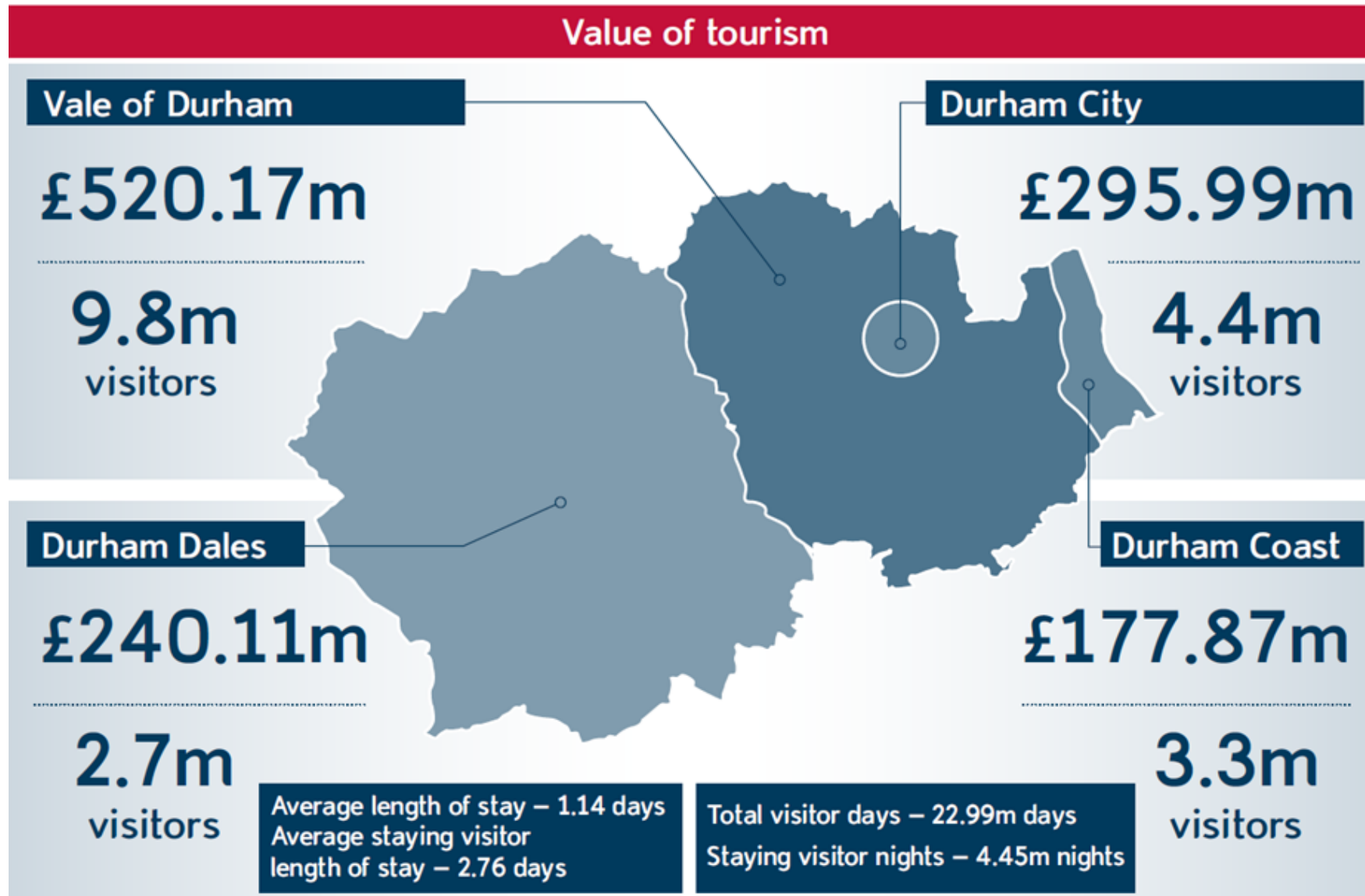
# Visitor economy impact

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

# 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

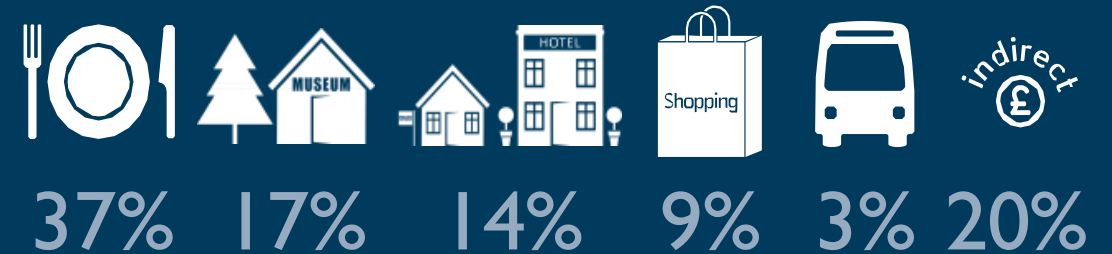
## Spend

£1.23bn



## Employment

13,178 jobs



# 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

- 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 budget-friendly. Hotels, pubs with room, holiday parks, self-catering, glamping and now 'champing.'

**BUT**

**We do need more accommodation**

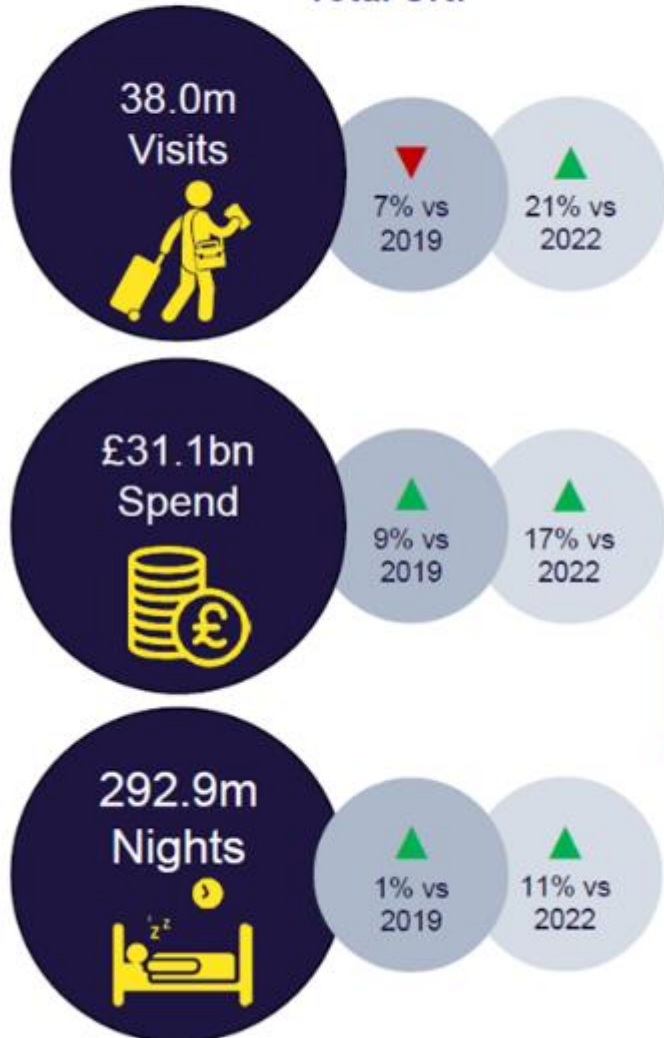
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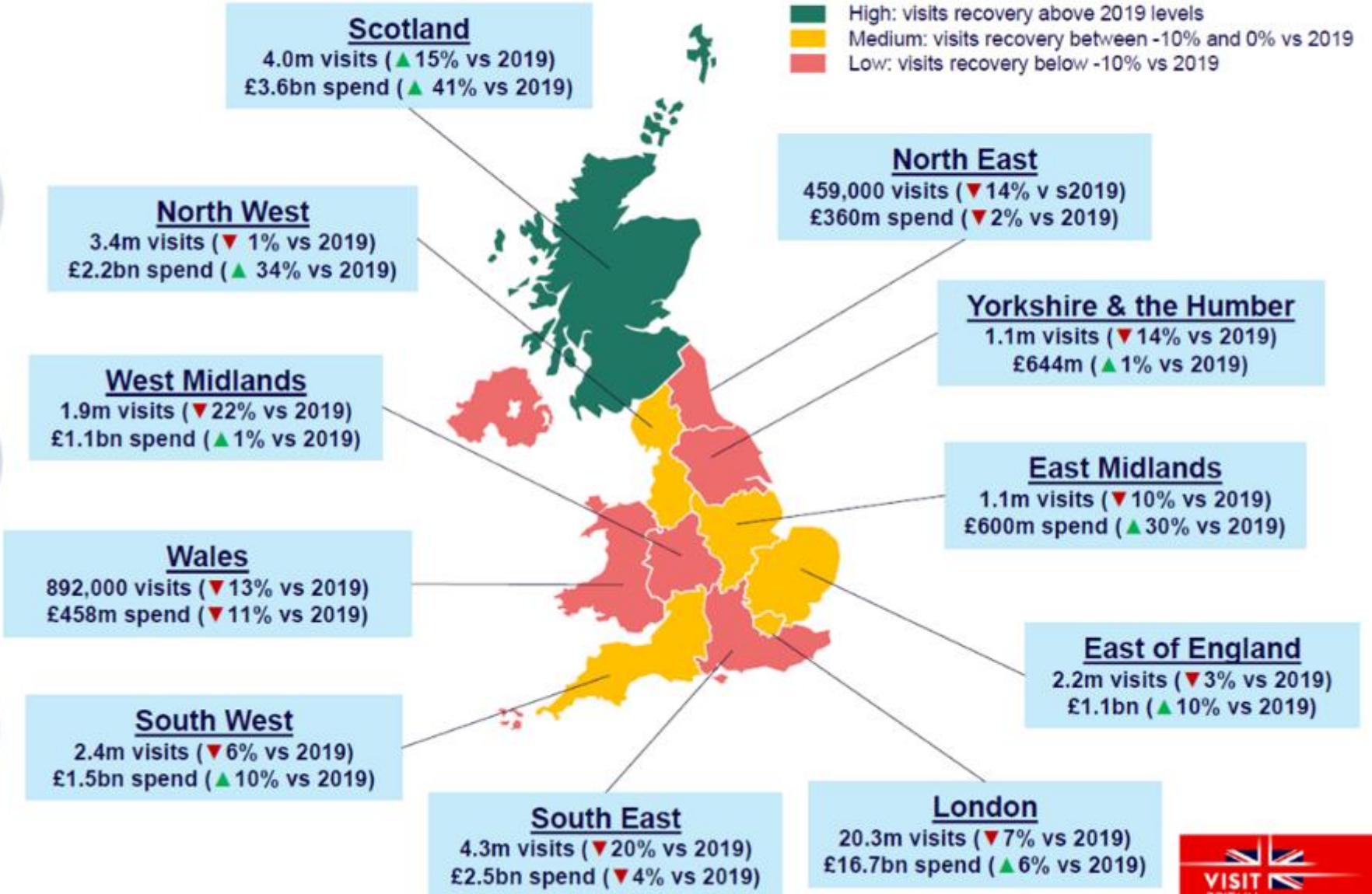


# Headline statistics for IPS 2023: Nations & Regions

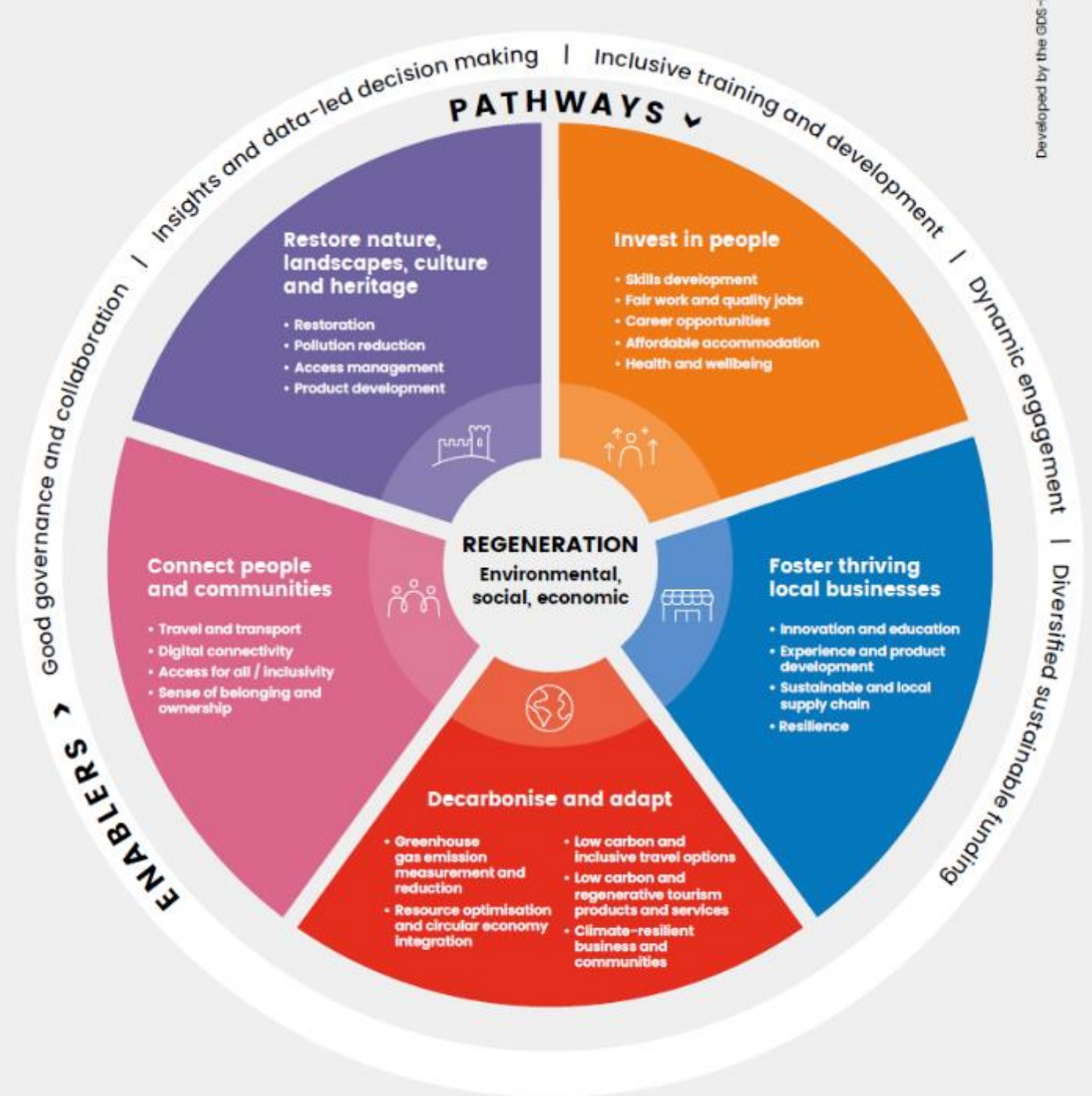
## Total UK:



■ High: visits recovery above 2019 levels  
■ Medium: visits recovery between -10% and 0% vs 2019  
■ Low: visits recovery below -10% vs 2019



# Regenerative and sustainable destination management





## 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.



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# Industry partnerships and support

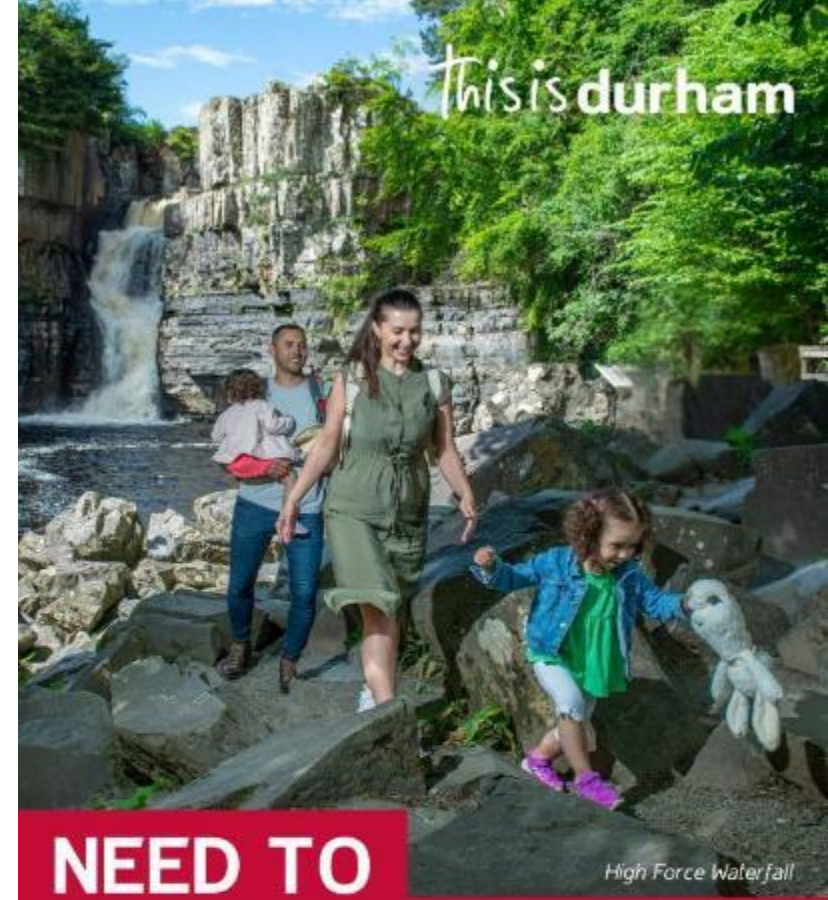
- Partnership collaborative approach with businesses
- Connecting industry to regional/national strategies
- 926 core tourism businesses 520 actively engaged
  - Accommodation 631 (314 in Partnership 50%)
  - Attractions 147 (120 in Partnership 82%)
  - Activity 118 (63 in Partnership 53%)
  - Tour Guides 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





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