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Visitor survey headlines

North East England | 2022



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Visitor surveys 2022

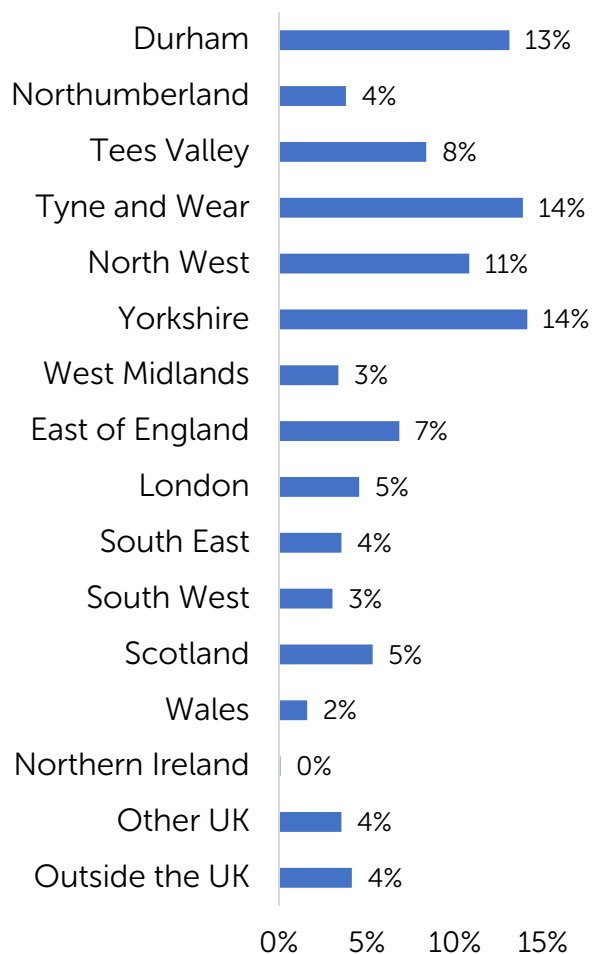
During the summer of 2022, 2,780 face-to-face / CAPI surveys were undertaken with visitors to Durham, NewcastleGateshead, North Tyneside, South Tyneside and Sunderland. In summer 2021, 450 face-to-face / CAPI surveys were undertaken with visitors to Northumberland. The surveys were conducted by Market Research Society accredited researchers on e-tablets, gathering a mixture of quantitative and qualitative data.

Following these surveys, we have a wealth of data about who currently visits each of the local authority areas. The following slides are a snapshot of each area showing the kinds of visitors each attracts and how people rate the visitor experience of each of the destinations.

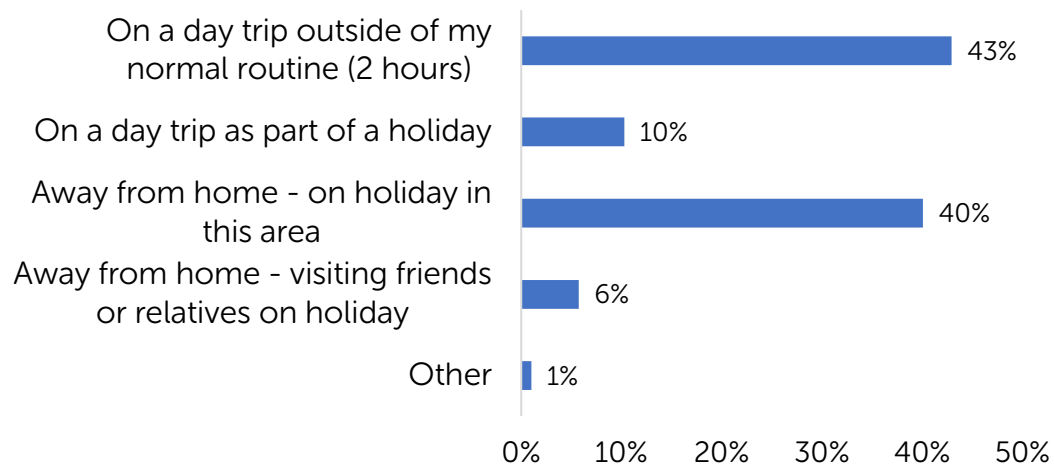


Durham visitors

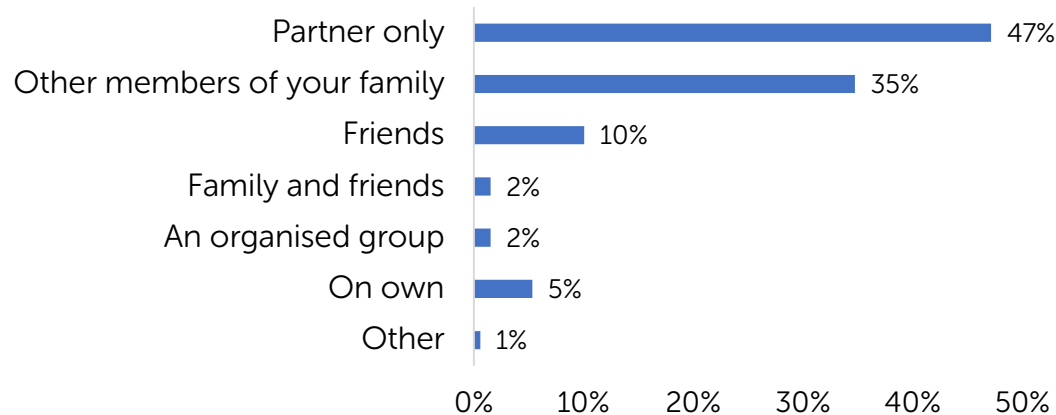
Where are you from?



Which of the following reasons best describes what you are doing in Durham?

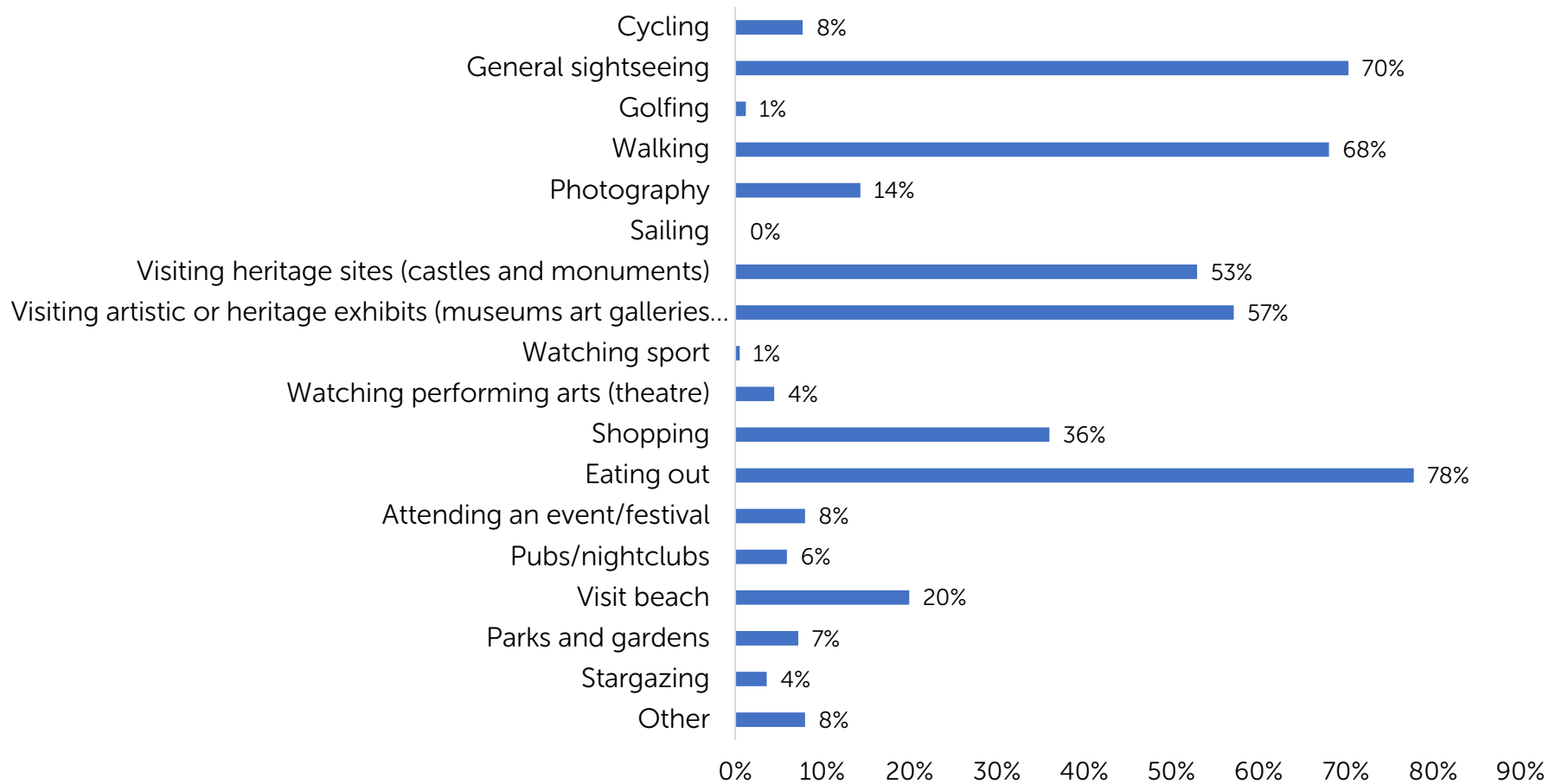


Who are you visiting Durham with?



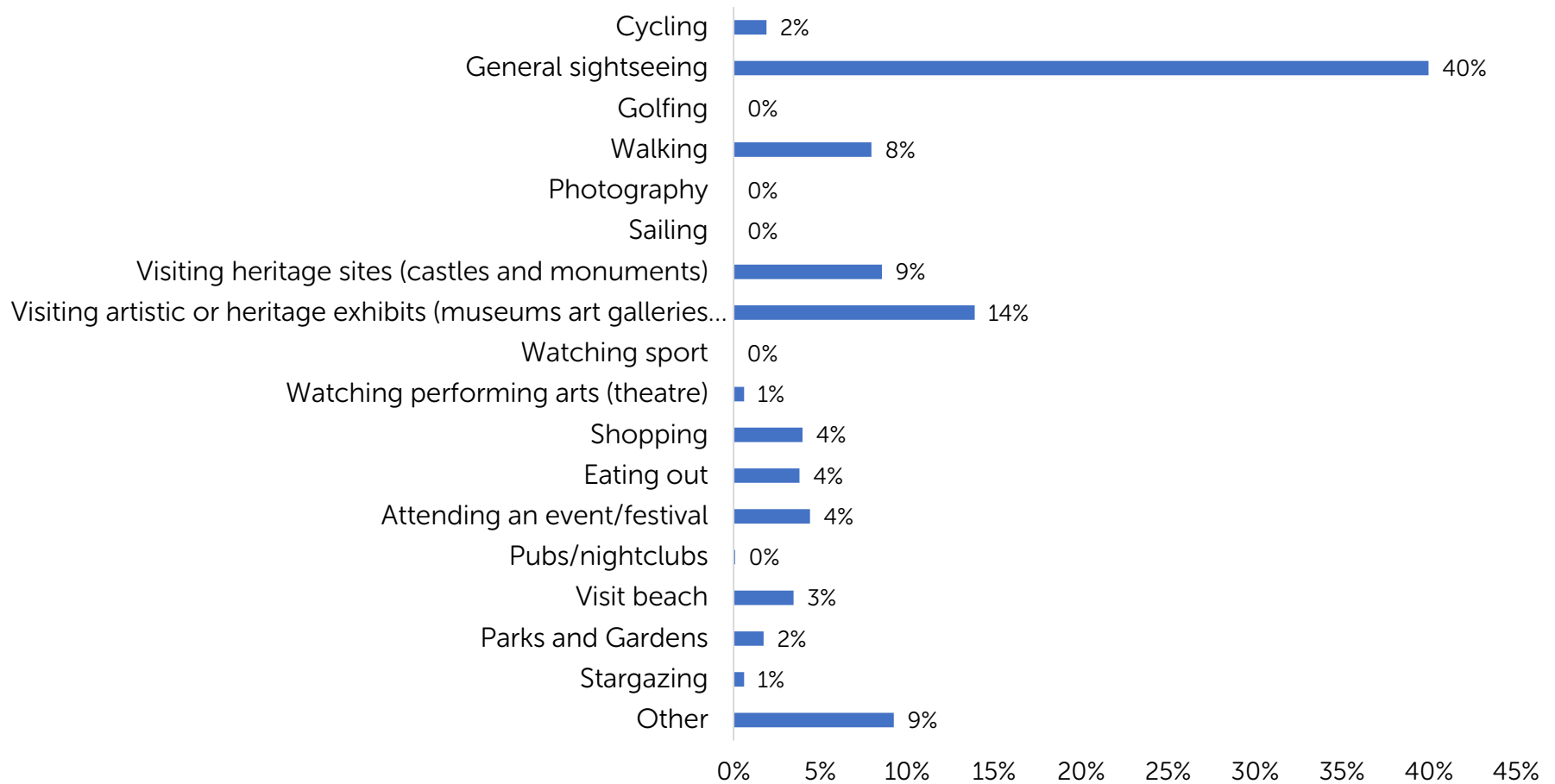
Durham activities

Which, if any, of these activities have you / will you take part in?



Durham activities

And which would you say was your MAIN activity?



Durham visitor experience

Overall

100% of respondents would recommend Durham for a visit / day trip.

96% said they would visit Durham again.

47% of respondents rated their visit to be a 10/10, and 42% rated the visit to be a 9.

Strengths

78% either agreed or strongly agreed that Durham is an excellent place to visit.

73% of visitors either agreed or strongly agreed that Durham has a good range of places to stay.

What do people like?

Peaceful nature, variety of things to do, friendly people, value for the whole family, not overly touristy or commercialised

A few first-time visitors mentioned that the county exceeded their expectations with its architectural and natural characteristics.

Challenges

19% disagreed that information about the area was easy to find and access

18% disagreed that Durham has lots of experiences and activities for families to do.

What could be improved?

Most said nothing. Others mentioned better signage, more public bathrooms, more bins to reduce litter, reducing the prices of attractions and more seating for older visitors.

Average day visitor spend (locals):

£37.61

Average day visitor spend (non-locals):

£45.10

Average overnight visitor spend*:

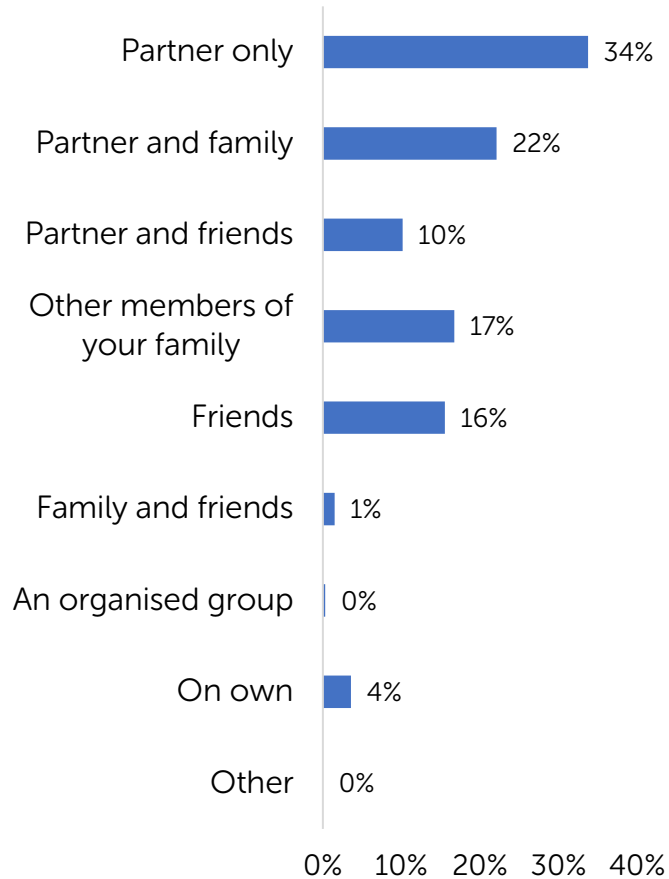
£391.24

*Average spends per overnight visitor, per trip.

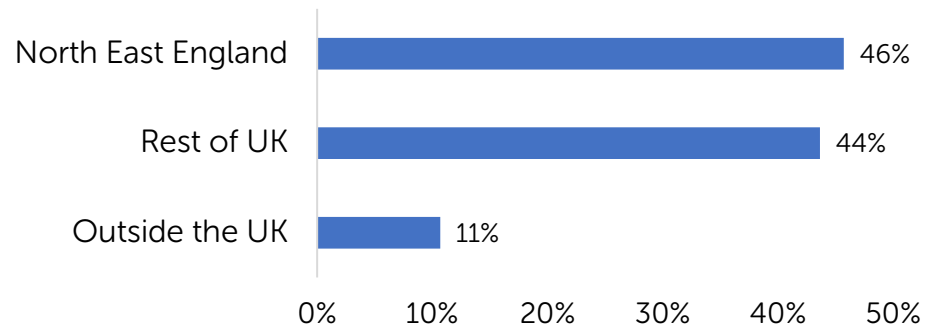


NewcastleGateshead visitors

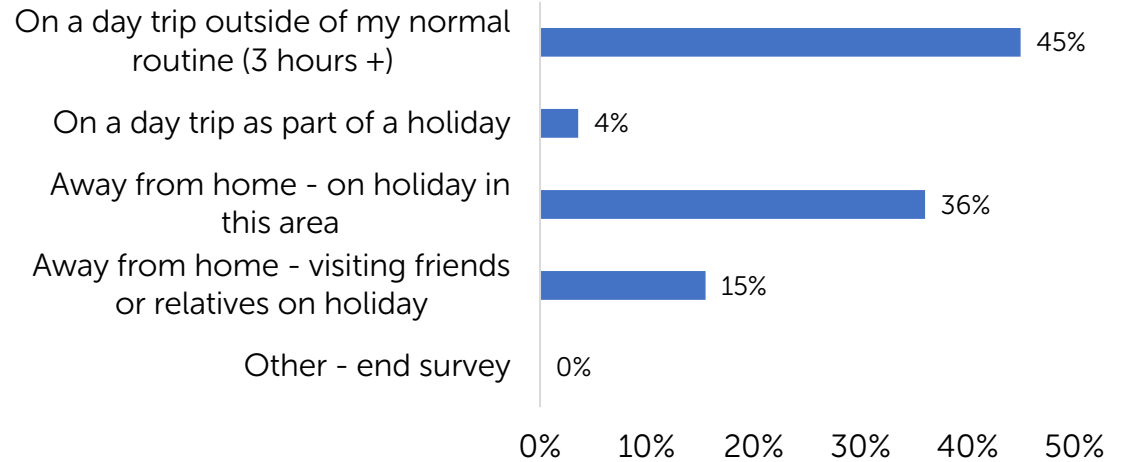
Who are you visiting with?



Can you tell me where you are from?

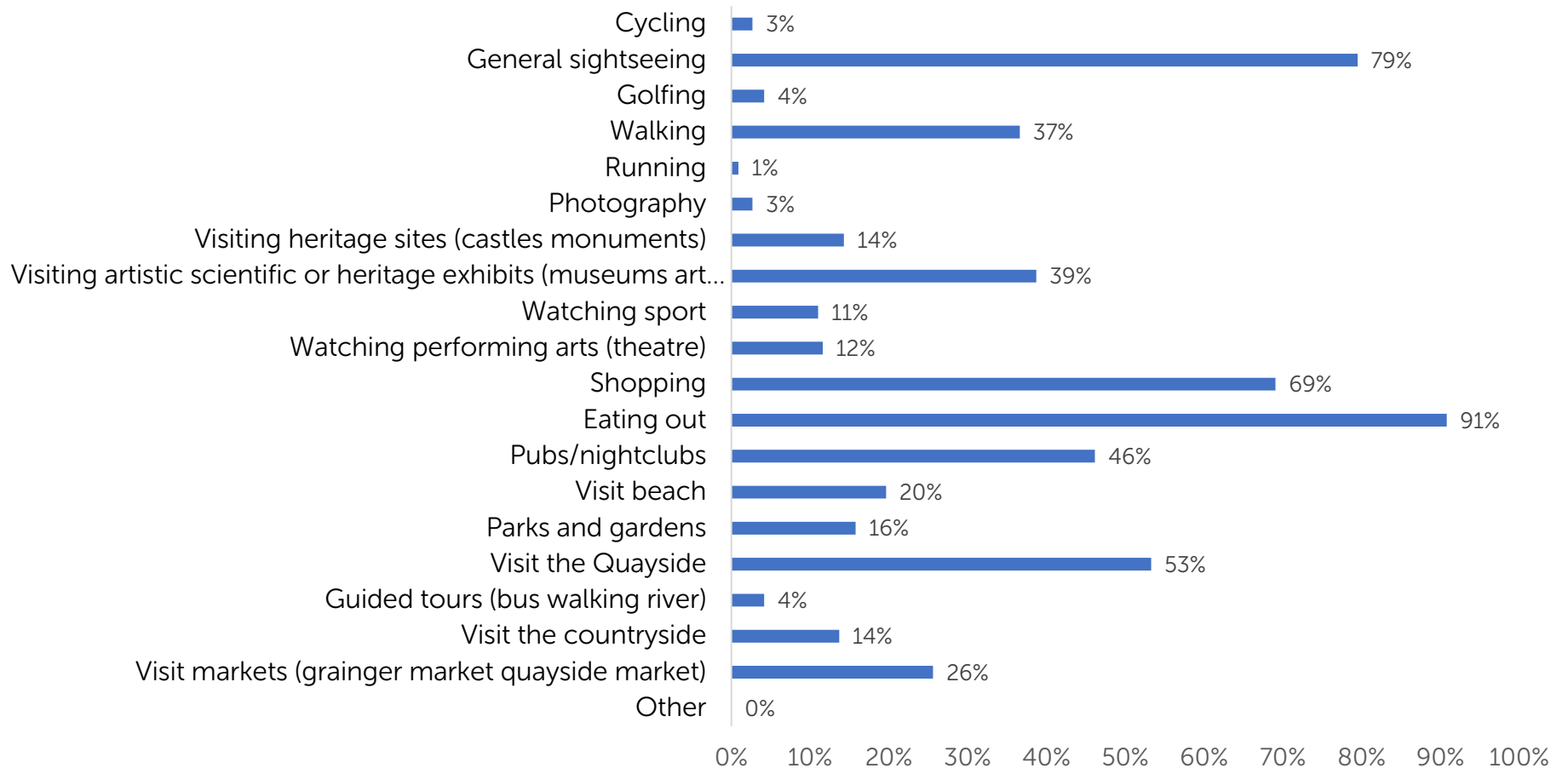


Which of the following reasons best describes what you are doing in NewcastleGateshead today?



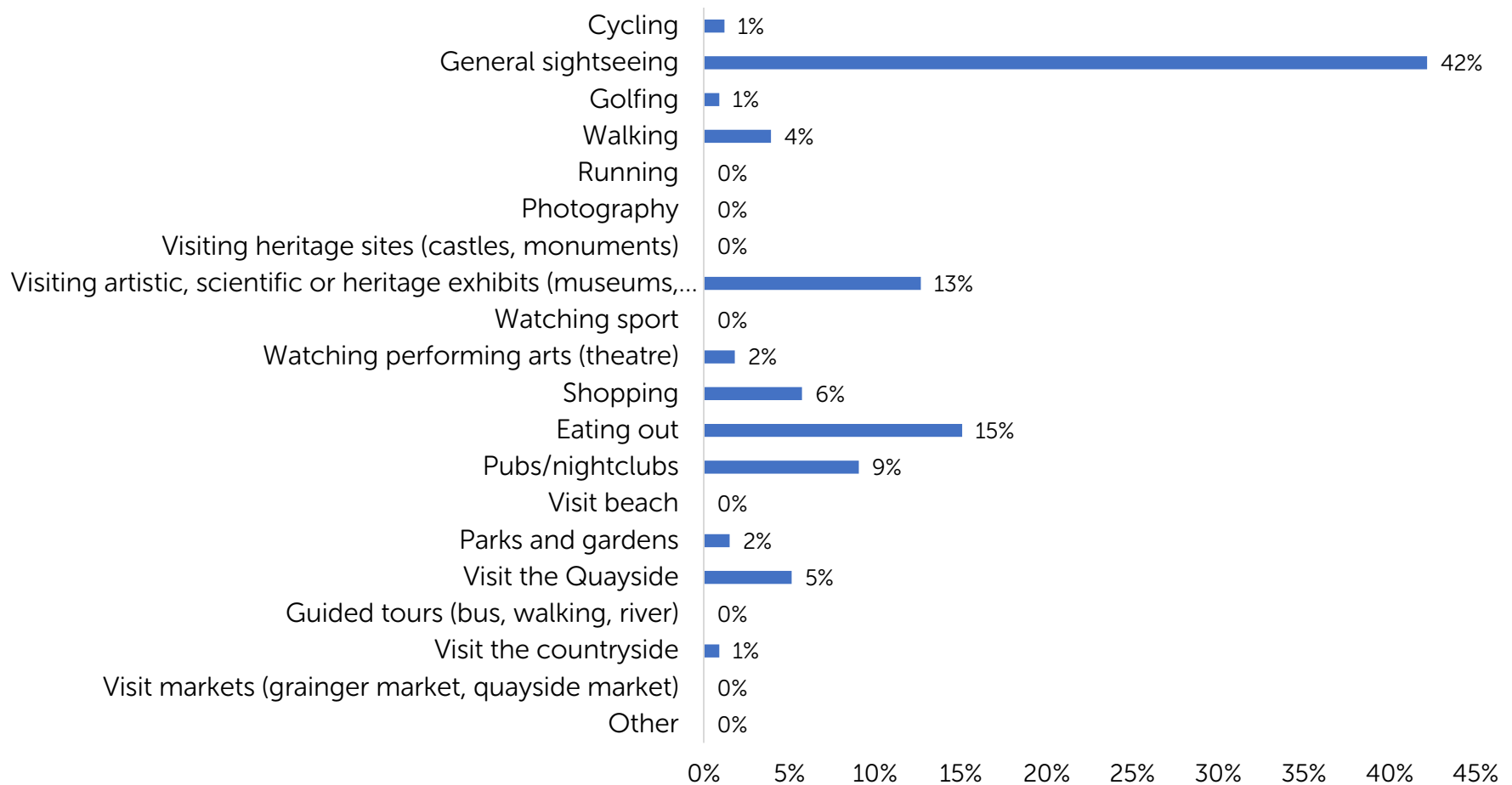
NewcastleGateshead activities

Which, if any, of these activities have you / will you take part in?



NewcastleGateshead activities

Which of these will be the MAIN activity?



NewcastleGateshead visitor experience

Overall

99% of respondents would recommend NewcastleGateshead for a visit / day trip.

99% said they would visit NewcastleGateshead again.

46% of respondents rated their visit to be a 10/10, and 32% rated the visit to be a 9.

Strengths

100% either agreed or strongly agreed that NewcastleGateshead is an excellent place for a city break.

Also 100% agreement that: information about the area is easy to find; NewcastleGateshead is a safe and welcoming destination; excellent for eating out; excellent for nightlife; excellent for shopping; excellent for heritage and cultural attractions.

What do people like?

Friendly people, diversity in activities and attractions in and around the city, how accessible the city is to get around, variety of bars and restaurants.

Challenges

1% disagreed that NewcastleGateshead is an excellent destination for those with access needs or disabilities.

<5% rated provision of car parks, availability of public toilets, cleanliness of public toilets, public transport, cleanliness of the area and / or choice and range of entertainment as poor or very poor.

What could be improved?

75% said nothing. Suggestions mainly focused on better transport links that connect people to all areas of the region.

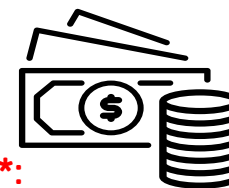
Average day visitor spend:

£79.31

Average overnight visitor spend*:

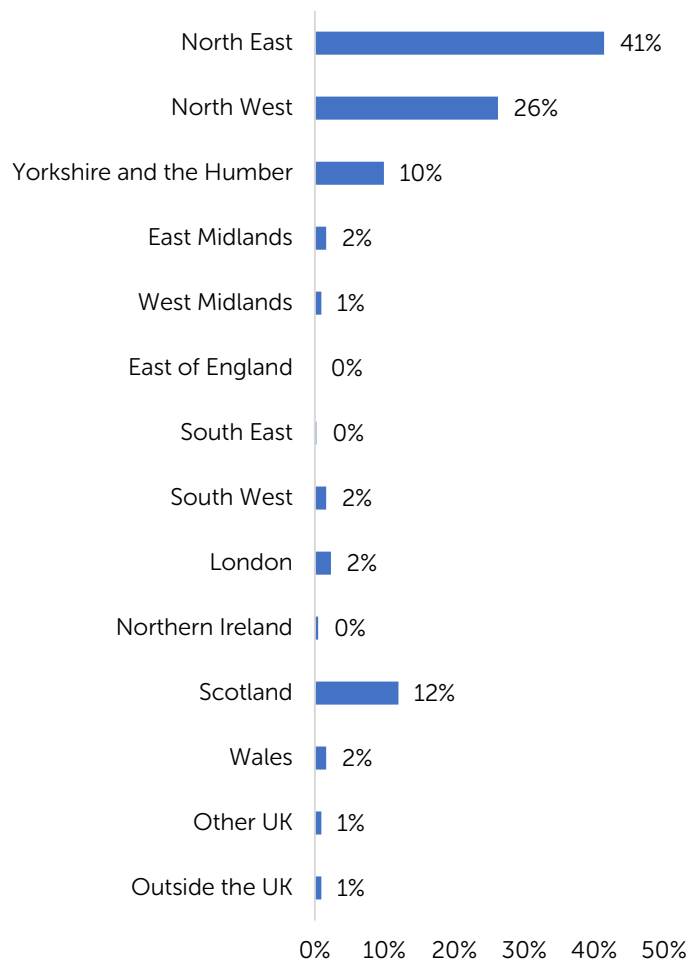
£569.58

*Average spends per overnight visitor, per trip.

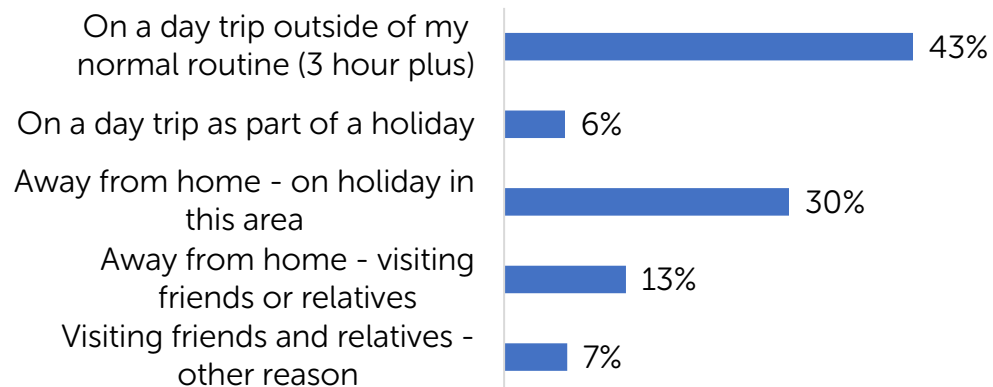


Northumberland visitors

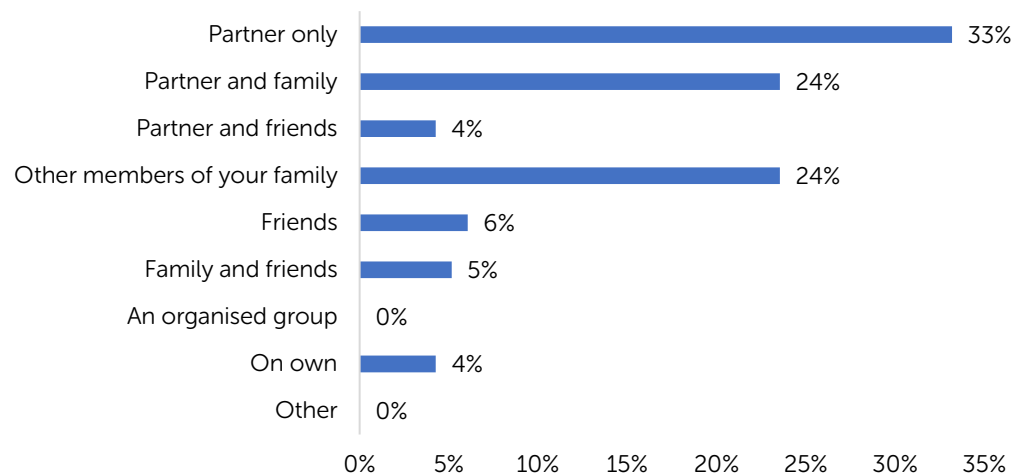
Where are you from?



Which of the following reasons best describes what you are doing in Northumberland today?

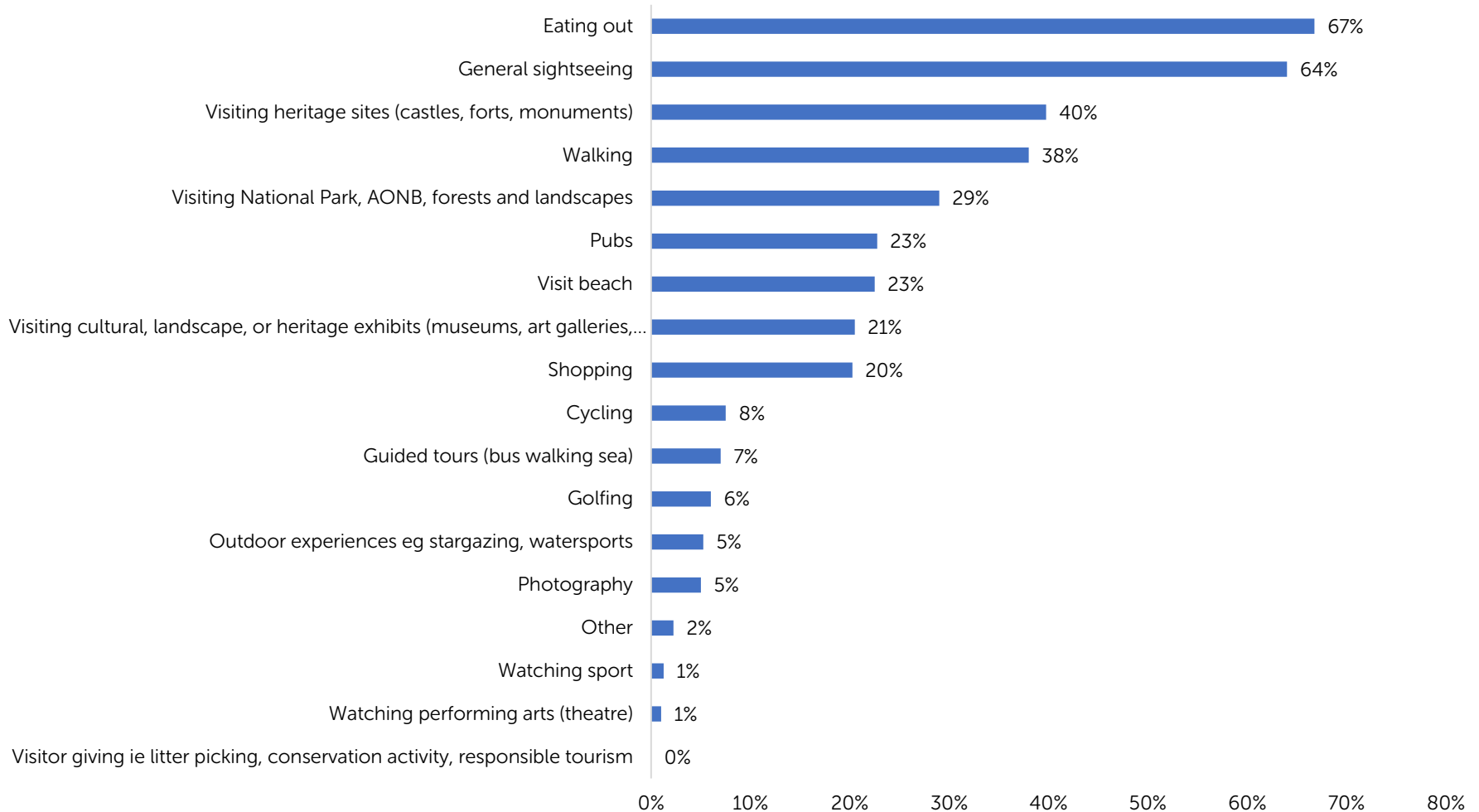


Who are you visiting with?



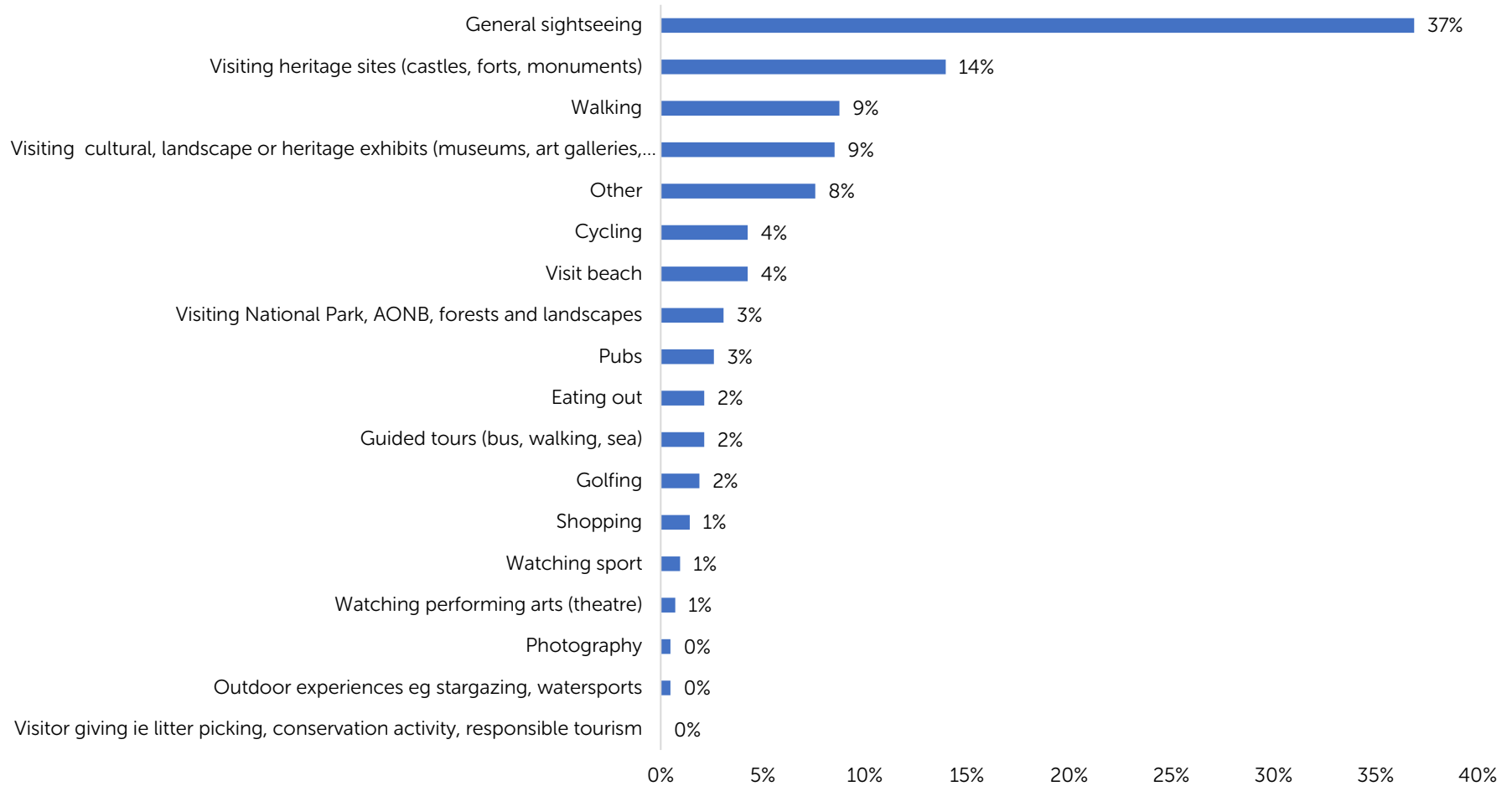
Northumberland activities

Which, if any, of these activities have you / will you take part in?



Northumberland activities

Which of these will be the main activity?



Northumberland visitor experience

Overall

99% of respondents would recommend Northumberland to a friend for a visit / day trip.

98% said they would visit Northumberland again.

62% of respondents rated their visit to be a 10/10, and 15% rated the visit to be a 9. 95% rated their experience of Northumberland as an 8 out of 10 or above.

Strengths

92% rated the overall customer service they received in Northumberland as very good, and 89% rated pubs and restaurants in Northumberland as very good.

99% of visitors agree or strongly agree that Northumberland is an environmentally friendly destination.

What do people like?

Scenery, natural green spaces, unique towns, interesting history.

Challenges

3% or less rated cycle parking / storage facilities, cleanliness of the area, visitor information provision, public transport, provision of car parks, availability of public toilets, cleanliness of public toilets and signage as poor or very poor.

What could be improved?

Many said nothing. Suggestions mainly focused on parking, more bins, better signposting to seating areas, and there were comments around making the museums and attractions more interactive.

Average day visitor spend:

£62.93

Average overnight visitor spend*:

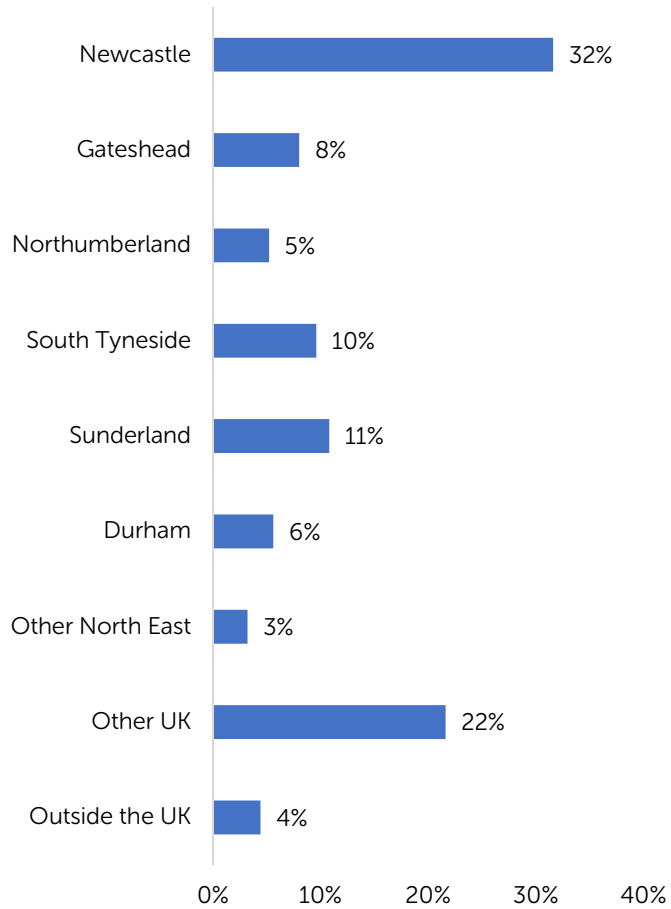
£275.79

*Average spends per overnight visitor, per trip.

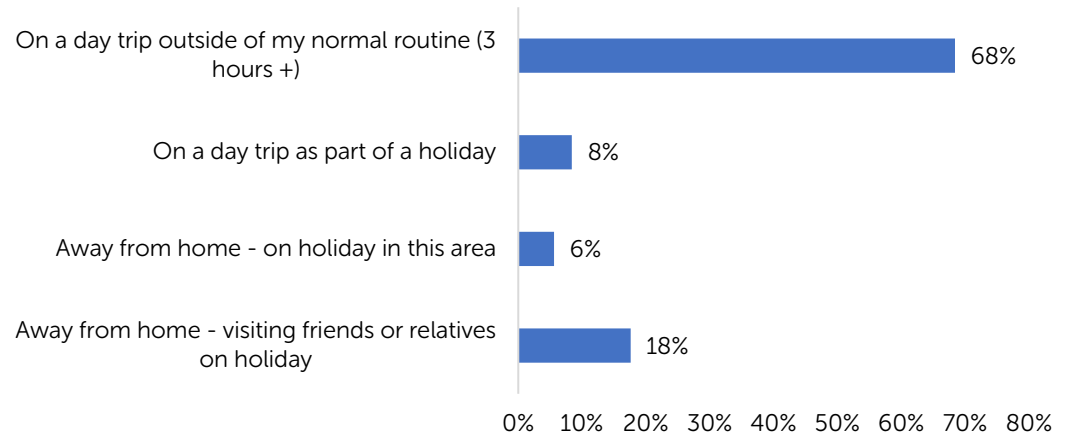


North Tyneside visitors

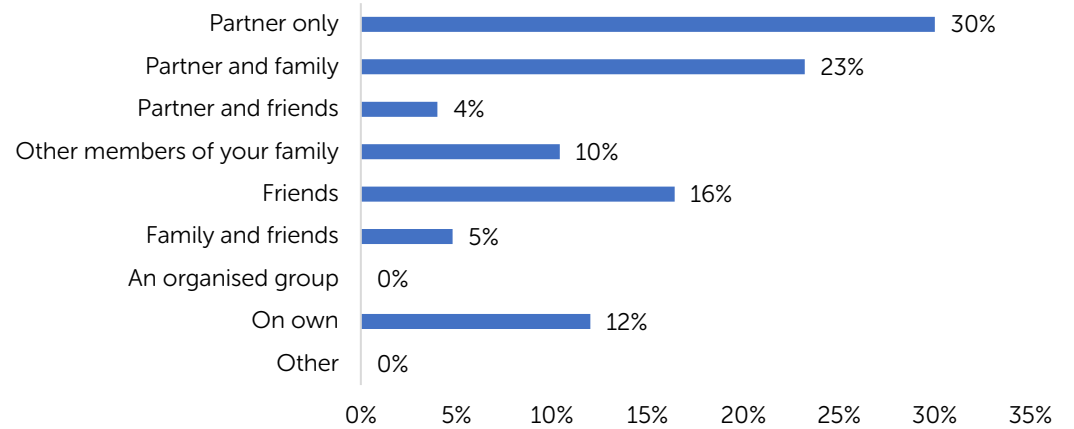
Where are you from?



Which of the following reasons best describes what you are doing in North Tyneside today?

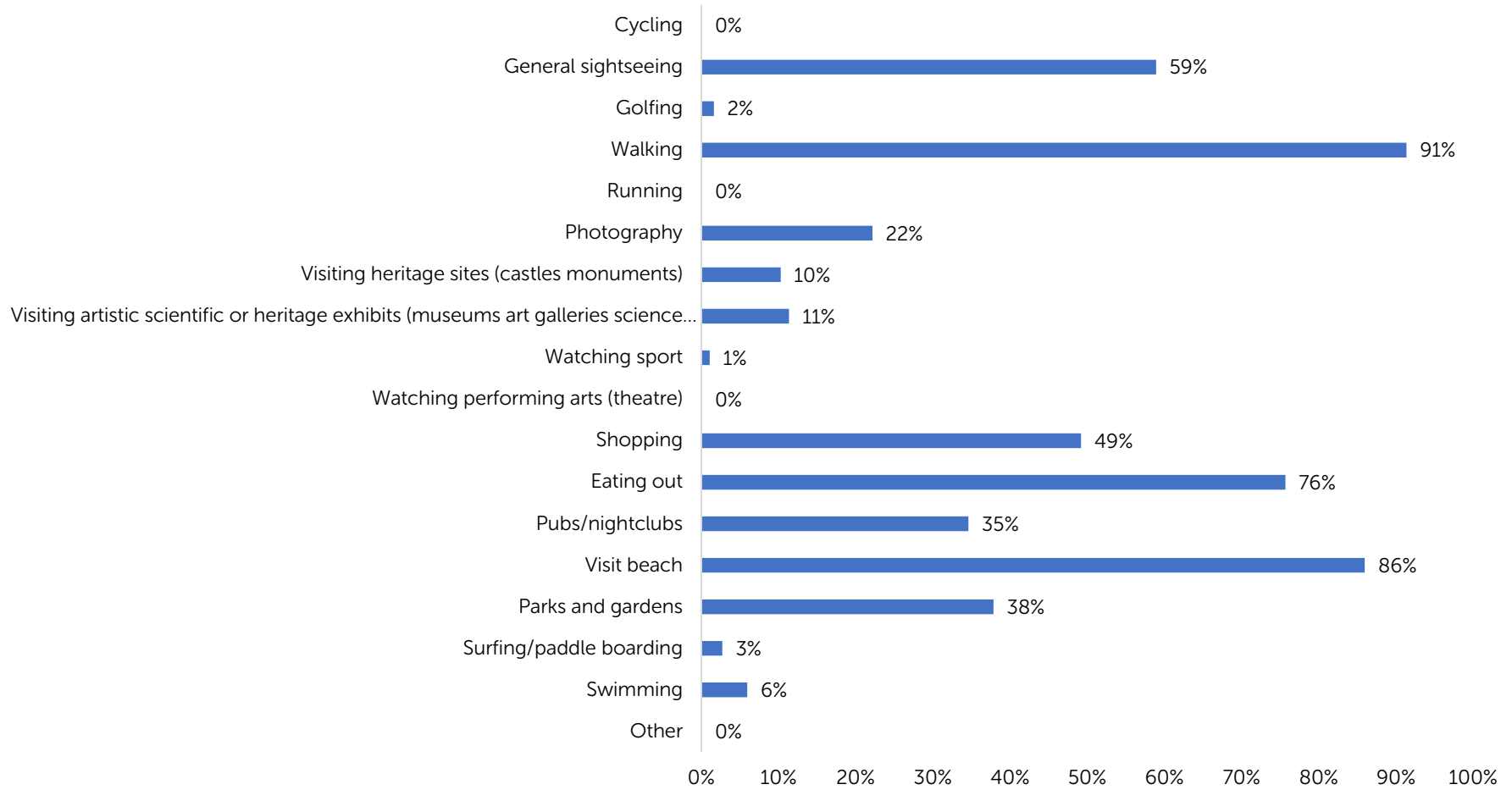


Who are you visiting with?



North Tyneside activities

Which, if any, of these activities have you / will you take part in?



North Tyneside visitor experience

Overall

100% of respondents would recommend North Tyneside for a visit / day trip.

99% said they would visit North Tyneside again.

38% of respondents were satisfied and 62% were very satisfied with the destination as a place to visit.

Strengths

92% rated North Tyneside's food and drink offer as very good or good. 41% rated customer service as very good; 55% rated customer service as good.

What do people like?

Beautiful beaches, friendly locals, heritage sites, St Mary's Lighthouse.

What developments would people like to see?

Most visitors suggested beach-oriented activities such as more water sports, beach bars and huts, glamping on the beach, and providing activities for children.

Challenges

In rating functional facilities such as public transport, parking and signage, only two facilities received poor ratings from respondents. 1% rated the cleanliness of the beach as poor (81% rated it very good or good) and 5% rated seating / litter bin provision as poor (80% rated it as very good or good).

What could be improved?

Most focused on improving the cost of public transport and cleaning up the streets. A few visitors also mentioned improvements for the beach such as providing more year-round activities and providing shelter from poor weather.

Average day visitor spend:

£59.85

Average overnight visitor spend*:

£88.36

*Average spends per overnight visitor, per trip.

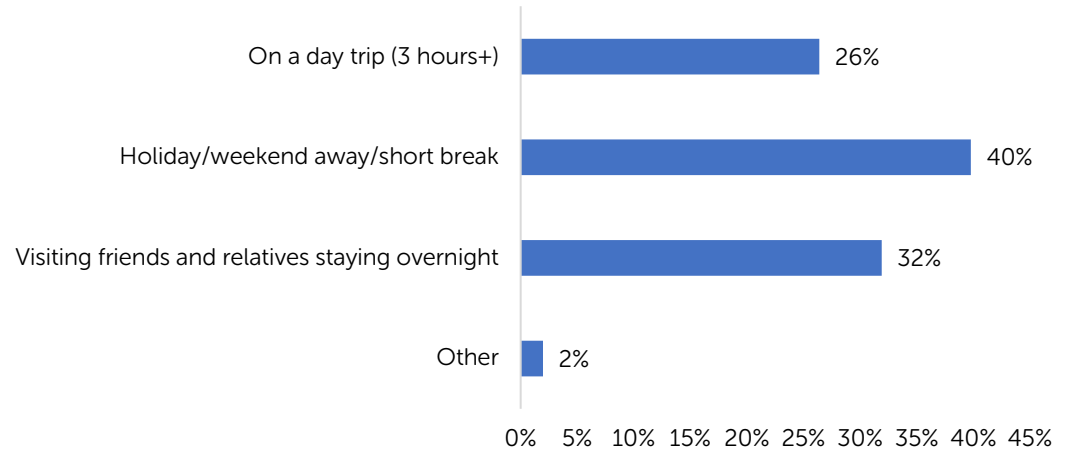


South Tyneside visitors

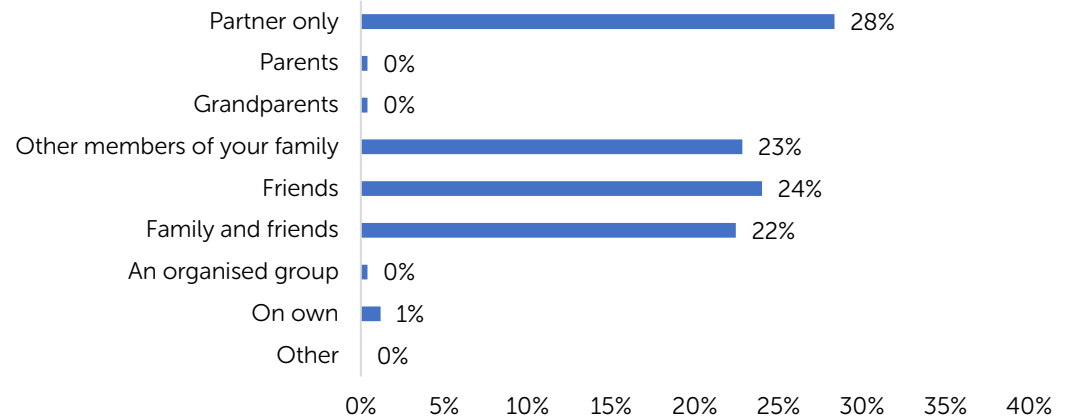
72% of those interviewed were staying overnight, and 28% were day visitors. The proportion of overnight visitors interviewed in this project is significantly higher than in the same study in 2019, this is not due to a surge in overnight visitors in South Tyneside, but rather a result of a combination of factors, including sampling techniques, and interview locations/events that are more likely to attract overnight visitors

The majority of day visitors to South Tyneside originate from other areas in the North East. Overnight visitors travelled from the North West, Yorkshire, the West Midlands, and London.

What is the main purpose for your visit to South Tyneside?

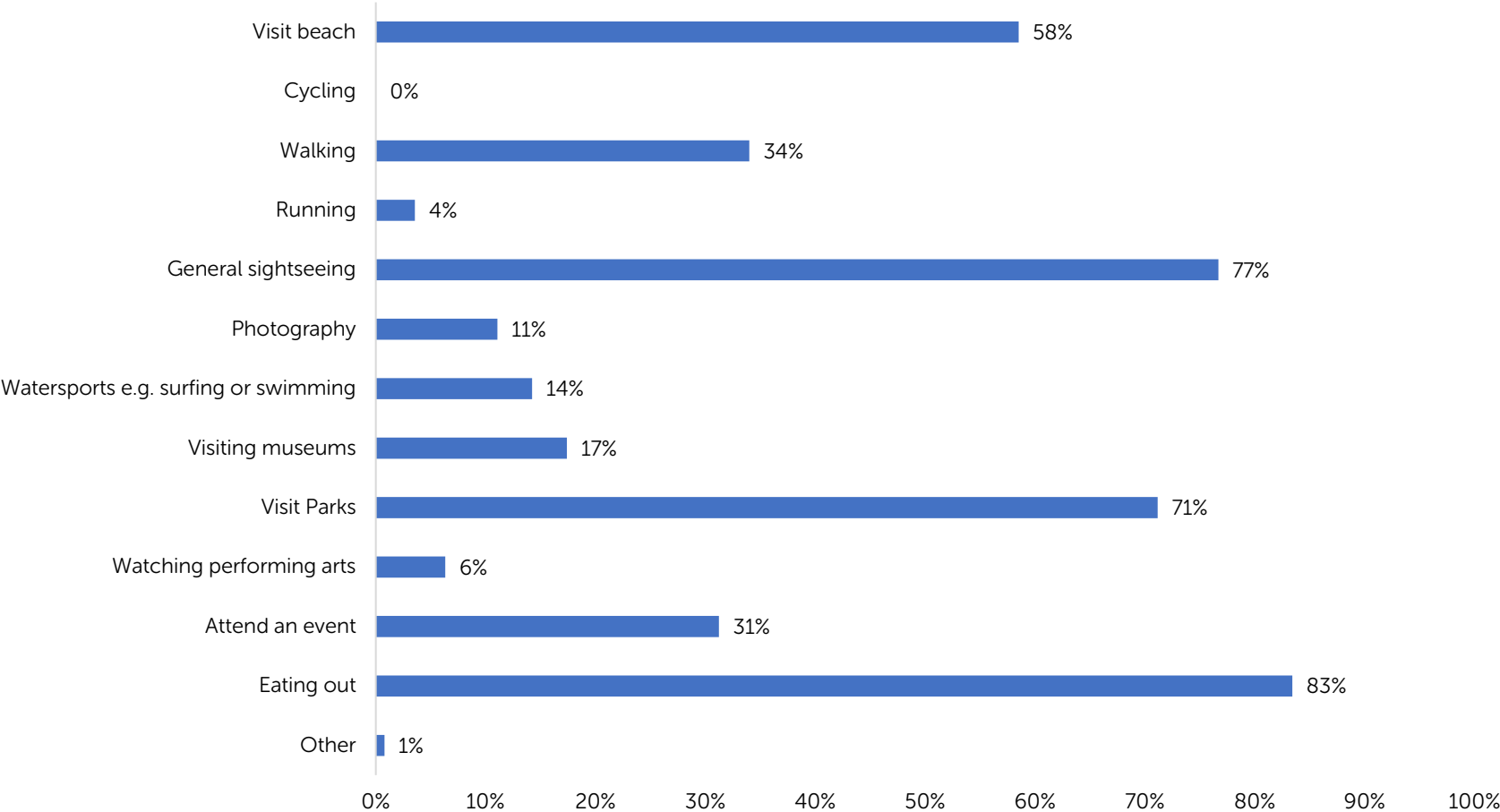


Who did you visit the seafront with?



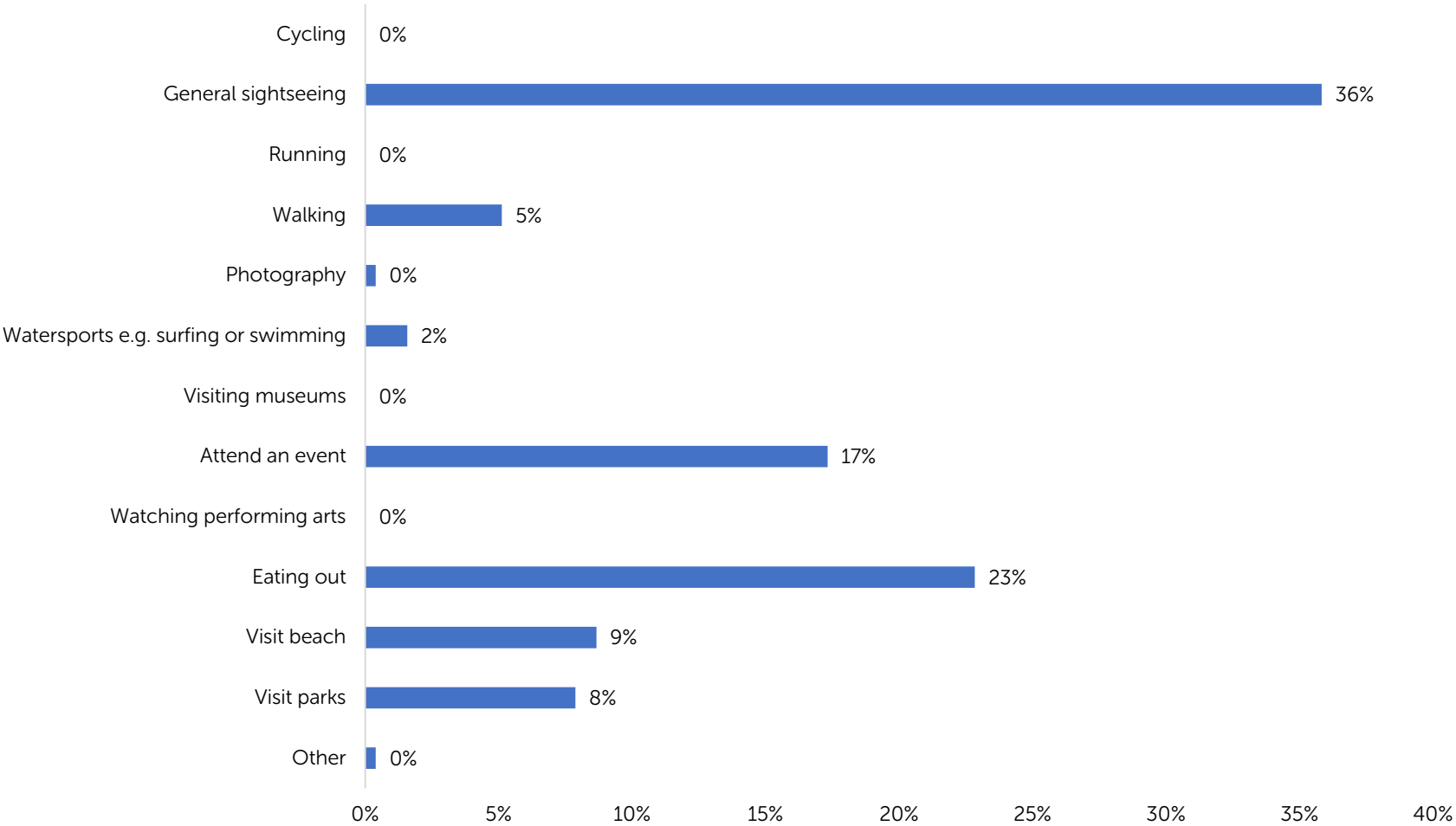
South Tyneside activities

Which, if any, of the following activities have you / will you take part in?



South Tyneside activities

Which of these will be the MAIN activity?



South Tyneside visitor experience

Overall

90% of respondents rated their overall visit to South Tyneside as a 9 or 10.

99% rated the beaches of South Tyneside as excellent or good. 96% rated North / South Marine Park as good or excellent.

No visitors disagreed with statements that illustrate South Tyneside as an excellent place for a day trip and weekend break.

Strengths

99% rated the promenade as excellent or good and 1% rated it as average.

The majority of visitors believed the places to visit / things to do as well as places to eat out at the seafront were either 'good' or 'excellent.'

Respondents agreed that the location has plenty of interesting things to do and holds many great family activities and facilities.

What do people like?

Great beaches, quiet, safe, beautiful atmosphere.

Challenges

South Tyneside's town centre market and shopping offer was the lowest rated location / activity. 11% rated it as poor, and 37% as average.

4% of visitors did not believe that South Tyneside's event programme helps to spotlight the destination.

What could be improved?

Some visitors found fault with the amount of parking at the seafront in addition to parking charges. 2% of visitors noted the availability of public toilets was poor in this area.

Average day visitor spend:

£46.87

Average overnight visitor spend*:

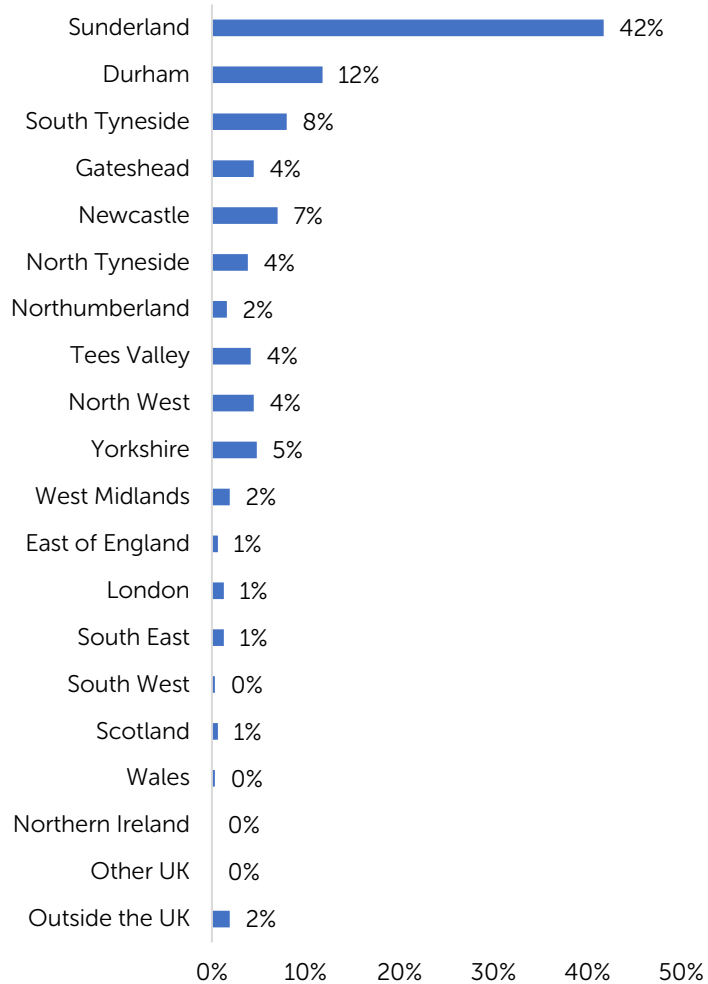
£176.03

*Average spends per overnight visitor, per trip.

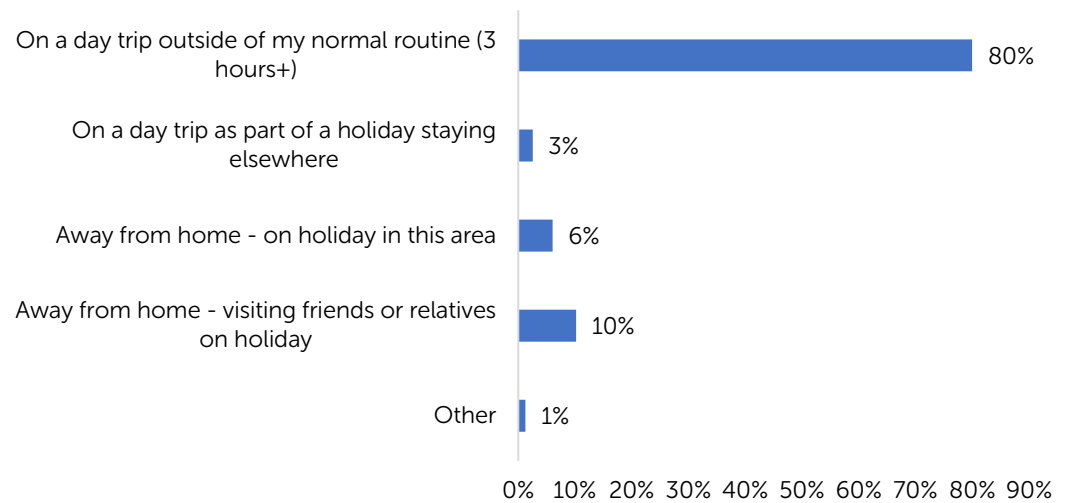


Sunderland visitors

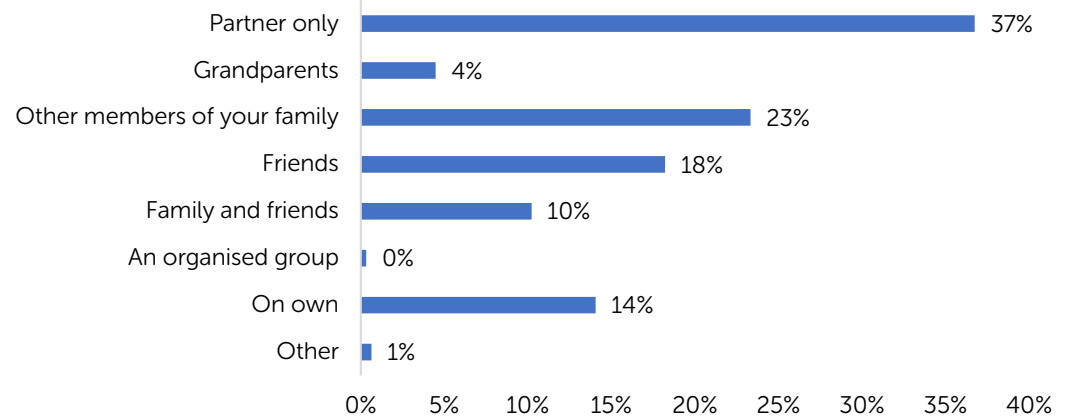
Where are you from?



Which of the following best describes what you are doing in Sunderland?

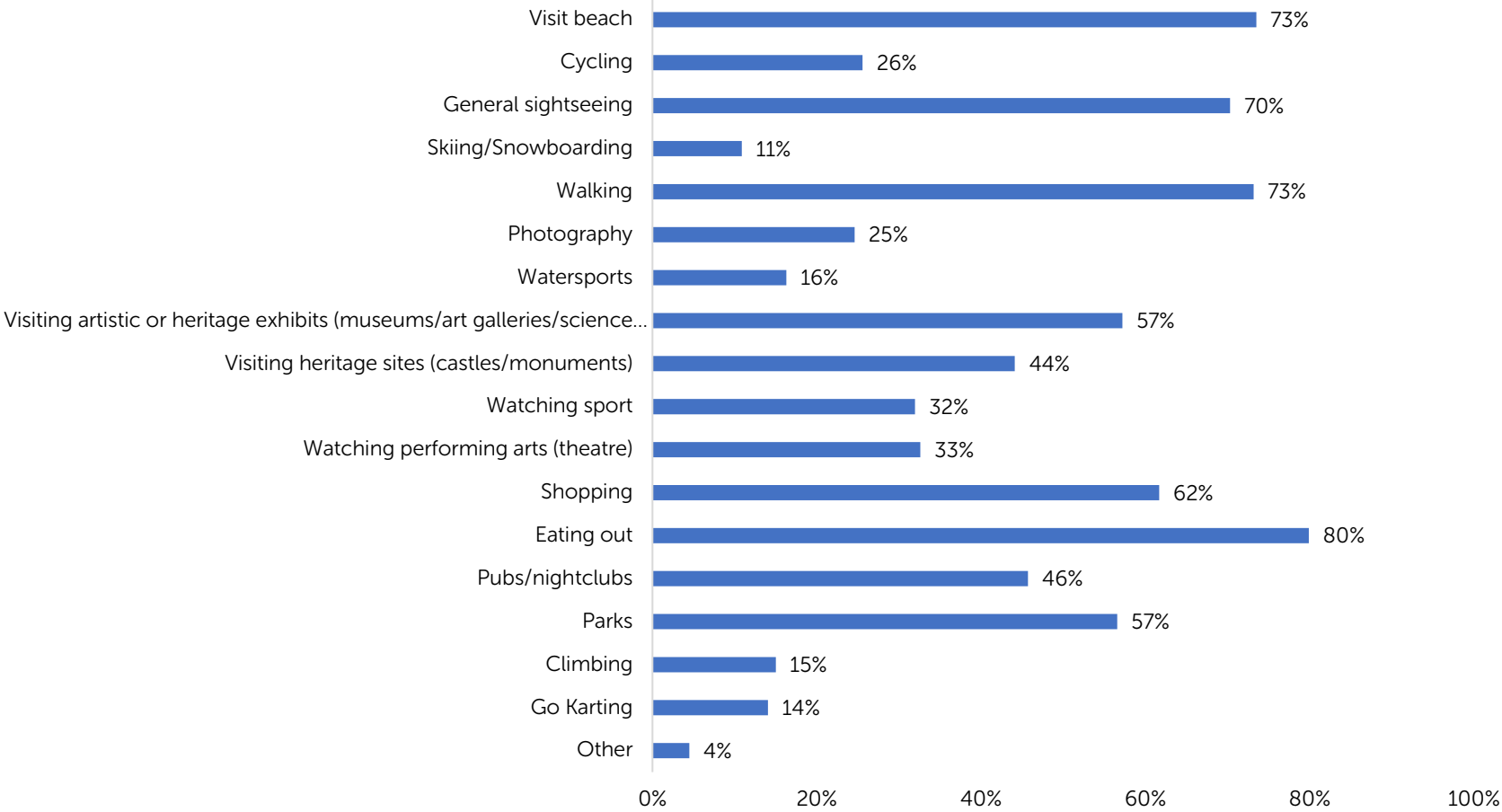


Who are you visiting with?



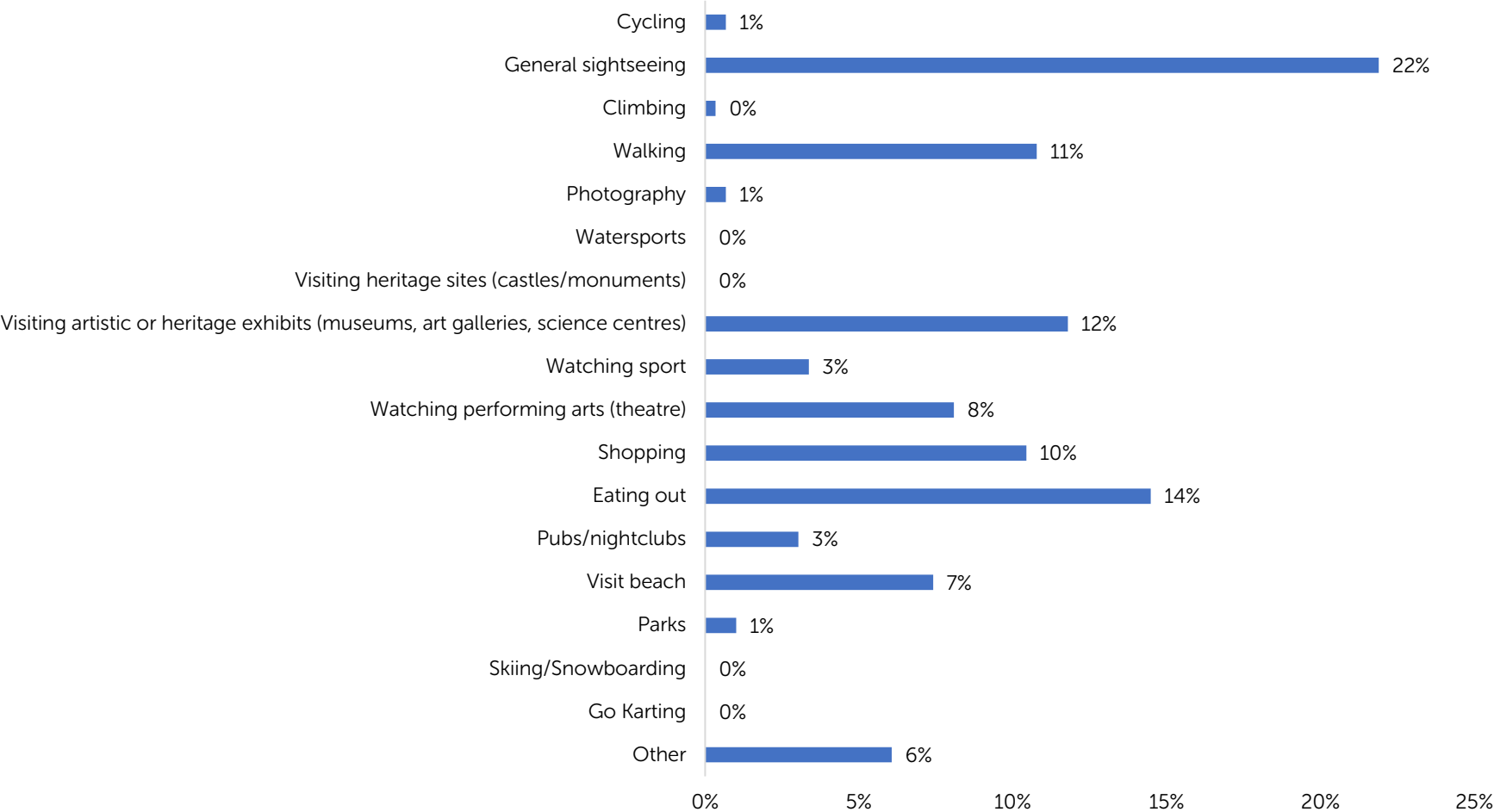
Sunderland activities

Which, if any, of these activities have you / will you take part in?



Sunderland activities

Which would you say was your MAIN activity?



Sunderland visitor experience

Overall

96% of respondents would recommend Sunderland for a visit / day trip.

95% said they would visit Sunderland again.

57% of respondents rated their visit to be a 8 or higher.

Strengths

90% of respondents agreed or strongly agreed that Sunderland is a friendly and welcoming city and that Sunderland offers a surprising mix of coast and countryside.

100% felt the services provided at their accommodation were either good or very good.

94% rated quality of visitor attractions as good or very good.

What do people like?

Wide variety of things to do, specifically the coast, selection of bars and cafes, gardens, constant efforts to improve the area, accessibility and friendly people.

Challenges

18% of visitors disagreed to an extent that Sunderland is an excellent place for a city break.

5% of respondents rated overall customer services to be very poor.

16% rated cleanliness of the area as either poor or very poor.

What could be improved?

The majority of comments highlighted the lack of cleanliness in the city centre, desire for new shops, and amendments to parking availability and accessibility. Transportation links, city safety and lack of events were also reported as considerations for improvements within the area.

Average day visitor spend (locals):

£22.90

Average day visitor spend (non-locals):

£27.44

Average overnight visitor spend*:

£220.22

*Average spends per overnight visitor, per trip.

