

# THE VALUE OF TOURISM 2005

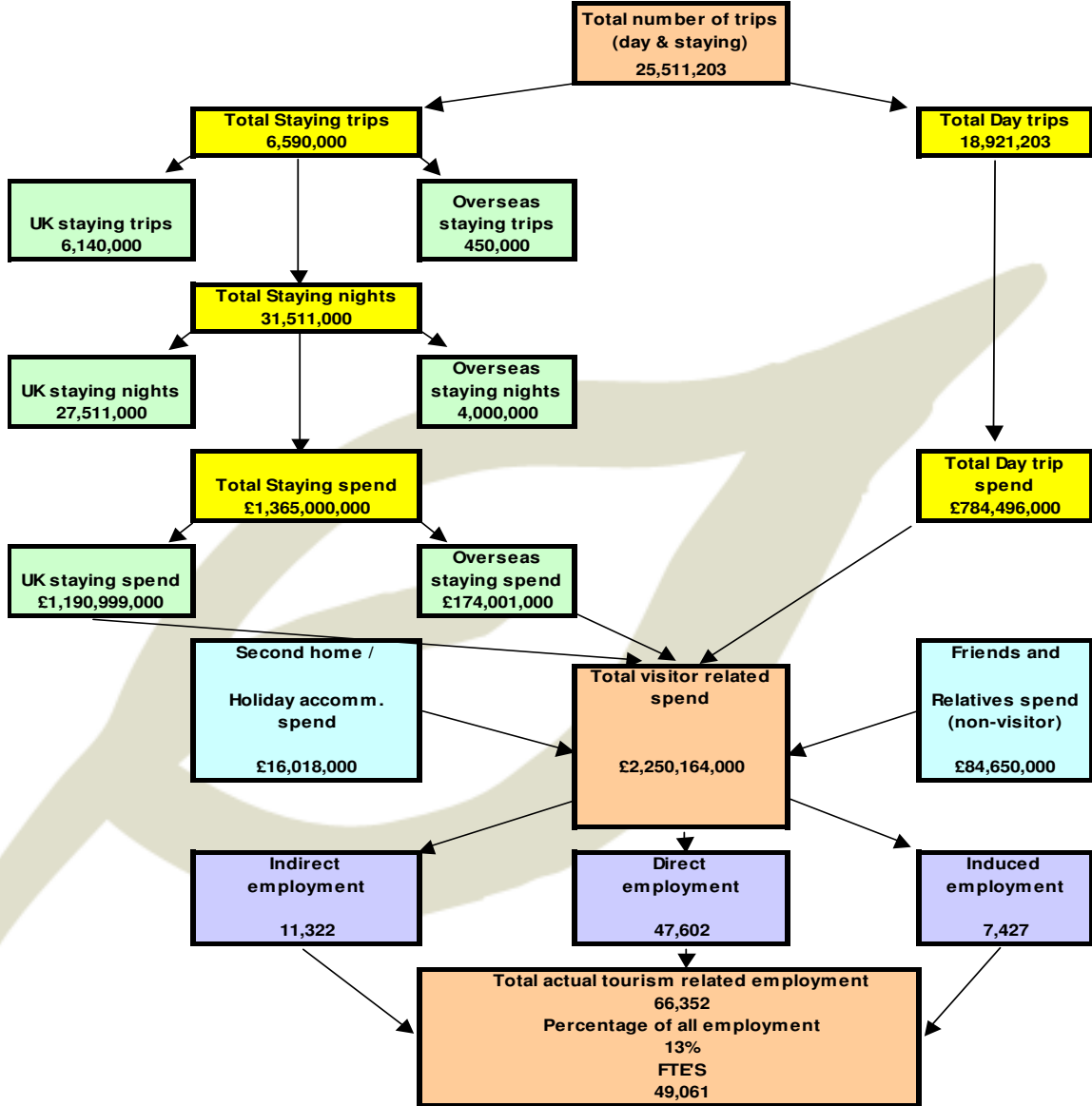
## DEVON



South West  
England

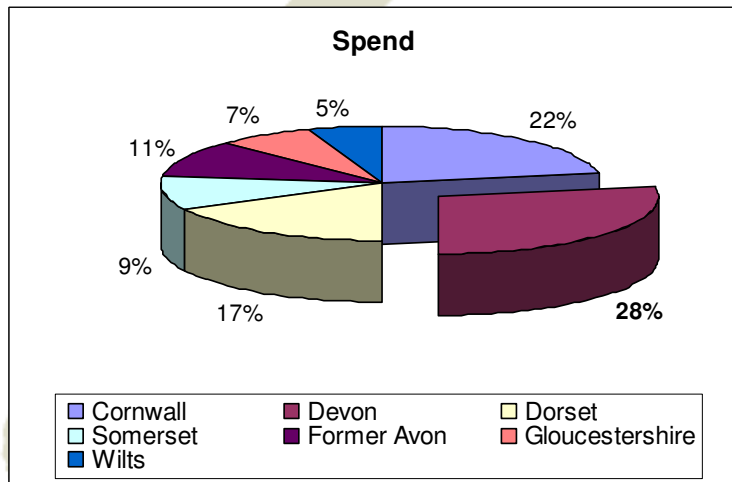
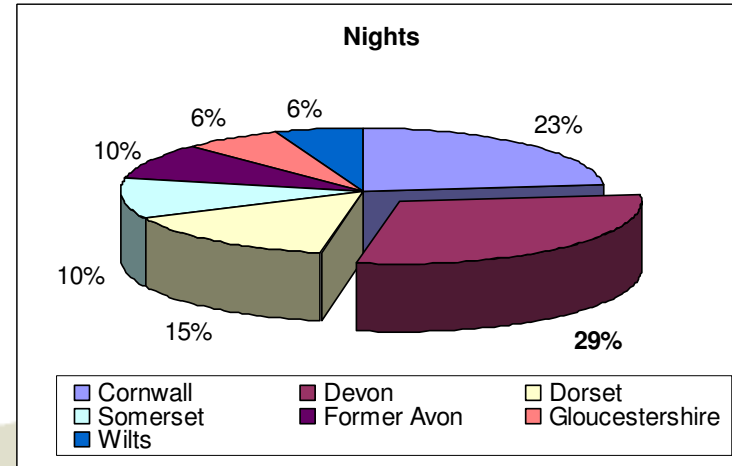
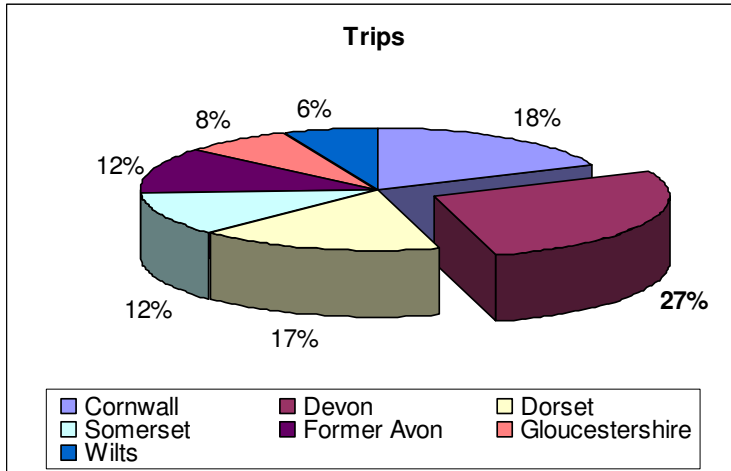
# THE VALUE OF TOURISM

## Devon : Facts at a glance



# THE VALUE OF TOURISM

## Devon : Staying visitors in context



	Trips	Nights	Spend
<b>Cornwall</b>	4,390,000	25,270,000	£1,094,000,000
<b>Devon</b>	<b>6,590,000</b>	<b>31,511,000</b>	<b>£1,365,000,000</b>
<b>Dorset</b>	4,020,000	16,350,000	£857,999,000
<b>Somerset</b>	2,766,000	10,987,000	£459,999,000
<b>Former Avon</b>	2,899,000	10,334,000	£525,000,000
<b>Gloucestershire</b>	1,834,000	6,964,000	£350,980,000
<b>Wilts</b>	1,528,000	6,396,000	£259,999,000

# THE VALUE OF TOURISM

## Devon : Staying visitors in detail

### Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	2,245,000	7,880,000	£530,160,000
Self catering	667,000	4,419,000	£203,573,000
Touring caravans /tents	729,000	3,878,000	£99,430,000
Static vans/holiday centres	804,000	4,291,000	£141,819,000
Group/campus	110,000	169,000	£8,975,000
Paying guest in private house	0	0	£0
Second homes	100,000	734,000	£14,632,000
Boat moorings	11,000	105,000	£599,000
Other	111,000	613,000	£24,655,000
Staying with friends and relatives	1,363,000	5,422,000	£167,156,000
<b>Total</b>	<b>6,140,000</b>	<b>27,511,000</b>	<b>£1,190,999,000</b>

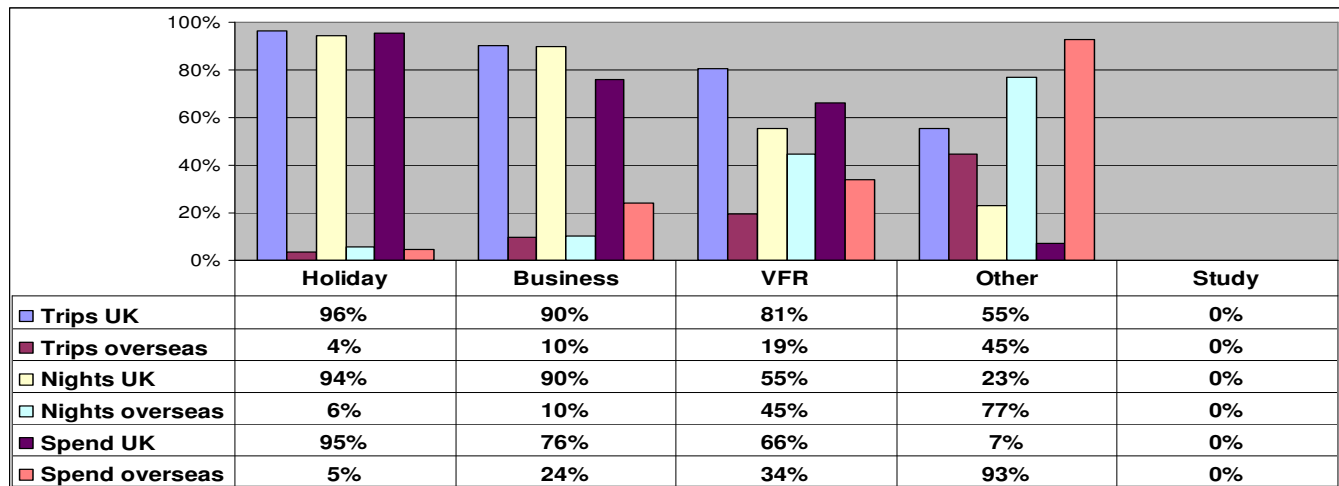
### Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	180,000	804,000	£55,459,000
Self catering	23,000	444,000	£16,791,000
Touring caravans /tents	26,000	121,000	£2,940,000
Static vans/holiday centres	2,000	44,000	£559,000
Group/campus	12,000	273,000	£18,275,000
Paying guest in private house	27,000	506,000	£22,910,000
Second homes	5,000	170,000	£4,965,000
Boat moorings	0	0	£0
Other	8,000	19,000	£530,000
Staying with friends and relatives	167,000	1,619,000	£51,572,000
<b>Total</b>	<b>450,000</b>	<b>4,000,000</b>	<b>£174,001,000</b>

# THE VALUE OF TOURISM

## Devon : Staying visitors in detail

### Trips, nights and spend by purpose



### Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	4,913,000	23,344,000	£999,065,000
Business	512,000	1,929,000	£107,967,000
VFR	683,000	2,145,000	£80,815,000
Other	32,000	93,000	£3,153,000
Study	0	0	£0
<b>Total</b>	<b>6,140,000</b>	<b>27,511,000</b>	<b>£1,190,999,000</b>

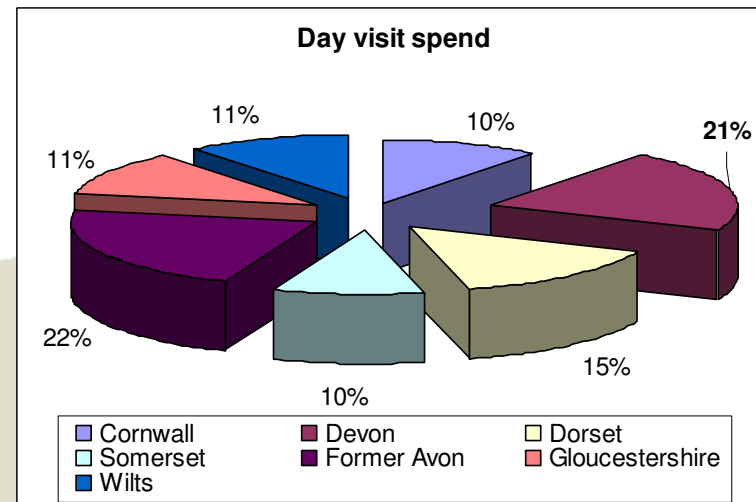
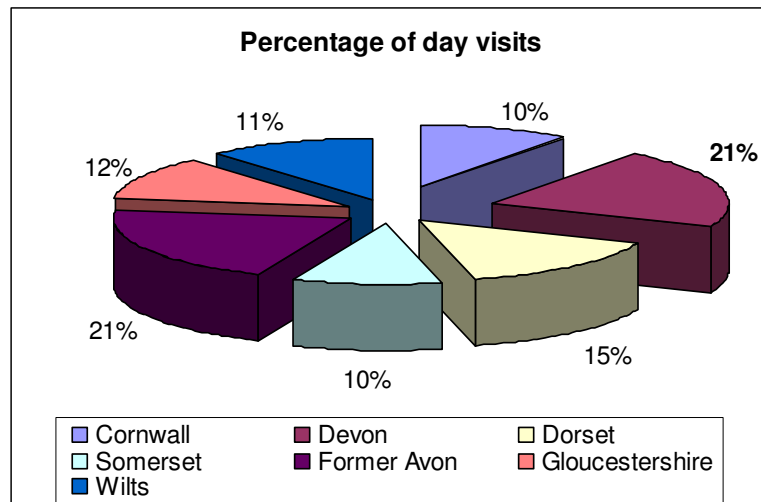
### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	185,000	1,407,000	£51,164,000
Business	54,000	218,000	£34,368,000
VFR	164,000	1,737,000	£41,576,000
Other	26,000	313,000	£39,650,000
Study	21,000	325,000	£7,244,000
<b>Total</b>	<b>450,000</b>	<b>4,000,000</b>	<b>£174,001,000</b>

NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

# THE VALUE OF TOURISM

## Devon : Day visits in context

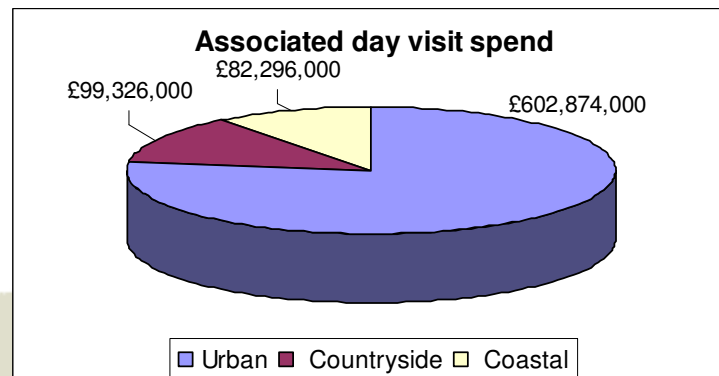
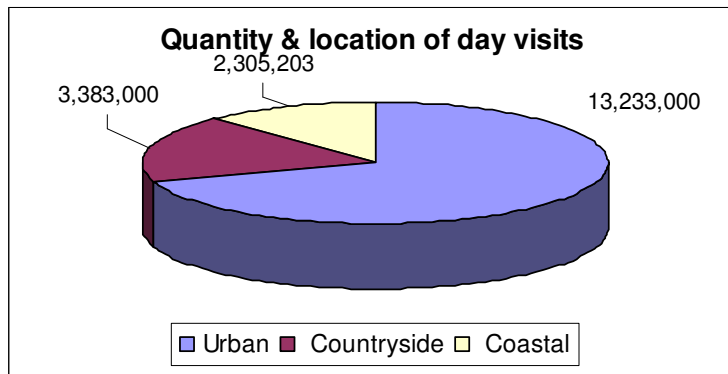


	Trips	Spend
Cornwall	9,327,172	£382,255,000
Devon	<b>18,921,203</b>	<b>£784,496,000</b>
Dorset	13,721,777	£551,111,139
Somerset	9,275,358	£373,367,000
Former Avon	18,782,097	£819,196,363
Gloucestershire	10,533,000	£417,175,000
Wilts	10,268,000	£399,924,000
<b>Totals</b>	<b>90,828,607</b>	<b>£3,727,524,502</b>

# THE VALUE OF TOURISM

## Devon : Day visits in detail

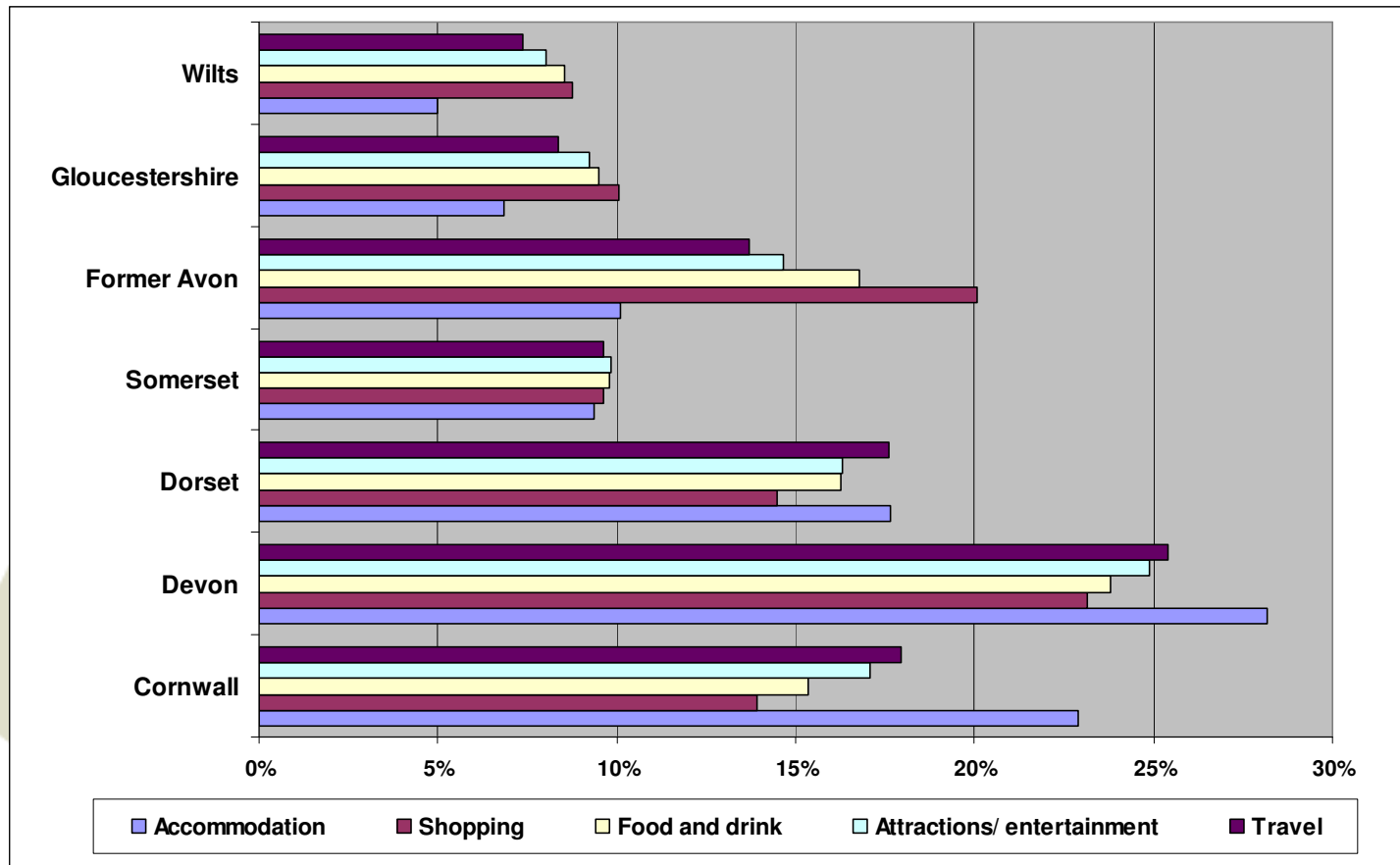
### Day visits



# THE VALUE OF TOURISM

**Devon :**

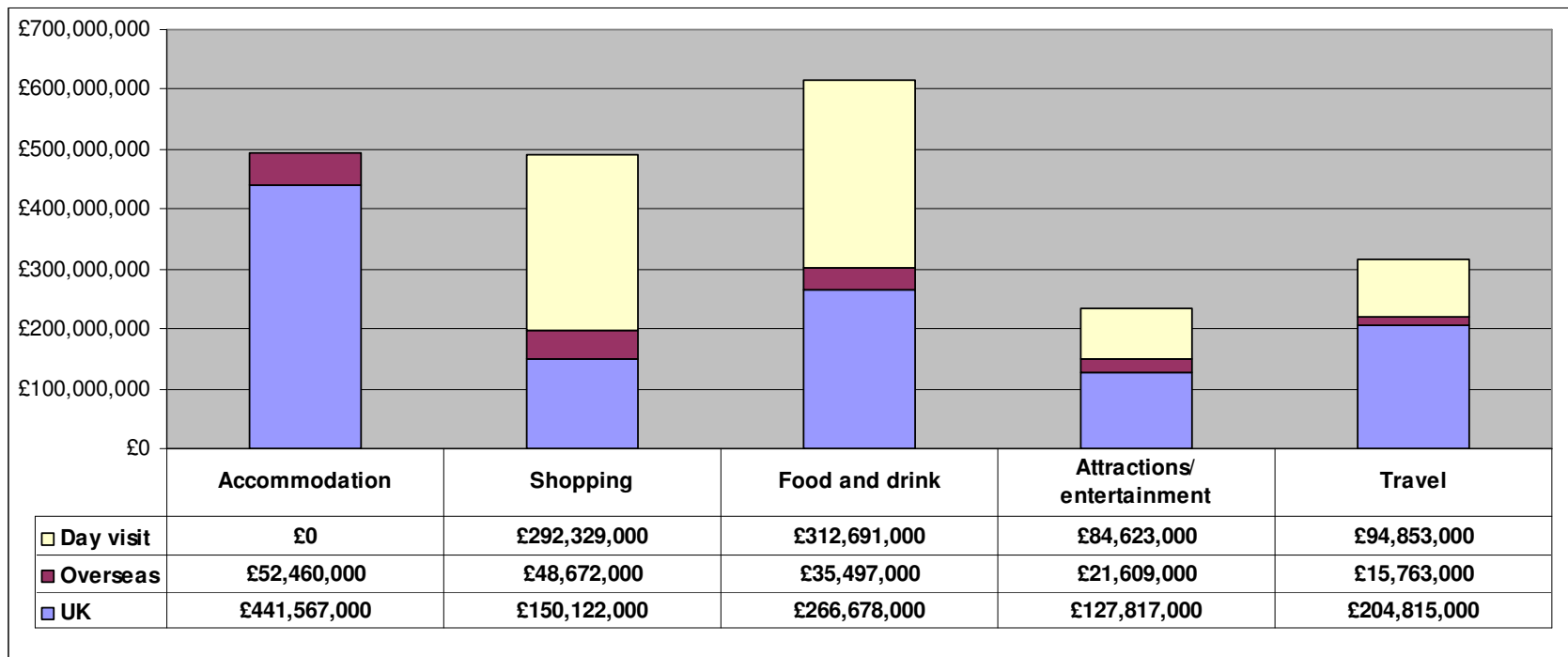
**Breakdown of expenditure associated with trips  
(all visits)**



# THE VALUE OF TOURISM

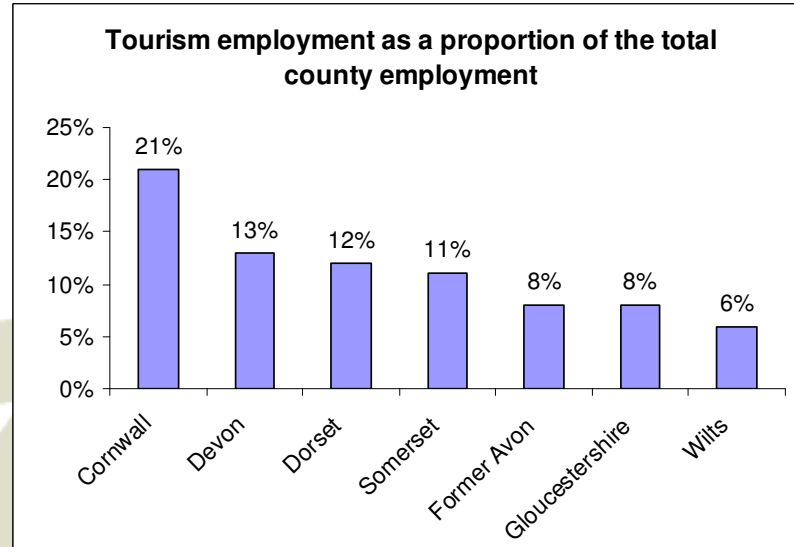
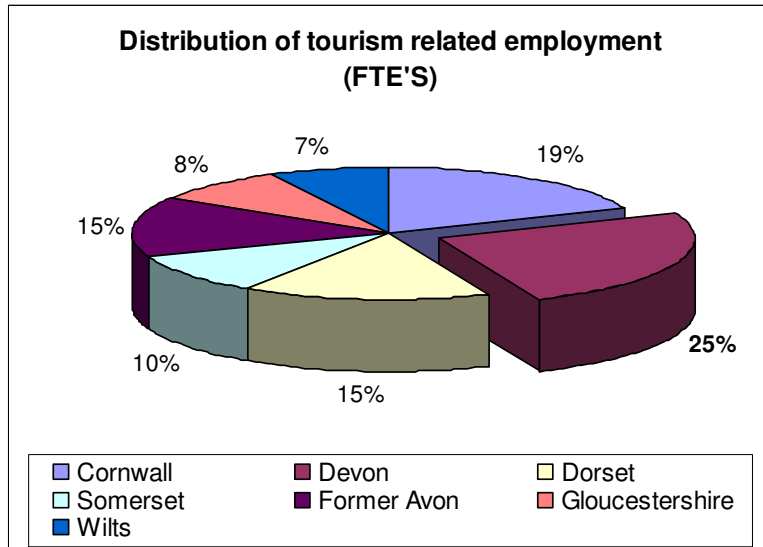
**Devon :**

## Breakdown of expenditure associated with trips



# THE VALUE OF TOURISM

## Devon : Employment in context



	Number of FTE's
Cornwall	36,273
Devon	49,061
Dorset	30,263
Somerset	19,929
Former Avon	28,946
Gloucestershire	16,609
Wilts	14,659
<b>Totals</b>	<b>195,740</b>

# THE VALUE OF TOURISM

## Devon : Employment in detail

### Estimated actual number of jobs related to tourism spending

	Staying tourists	Day visitors	Total
Direct	31,851	15,751	47,602
Indirect	8,098	3,225	11,322
Induced	6,631	796	7,427
<b>Totals</b>	<b>46,580</b>	<b>19,772</b>	<b>66,352</b>

### Estimated number of full time jobs related to tourism spending ( FTE's )

	Staying tourists	Day visitors	Total
Direct	21,980	10,633	32,614
Indirect	7,103	2,829	9,932
Induced	5,817	698	6,515
<b>Totals</b>	<b>34,900</b>	<b>14,160</b>	<b>49,061</b>

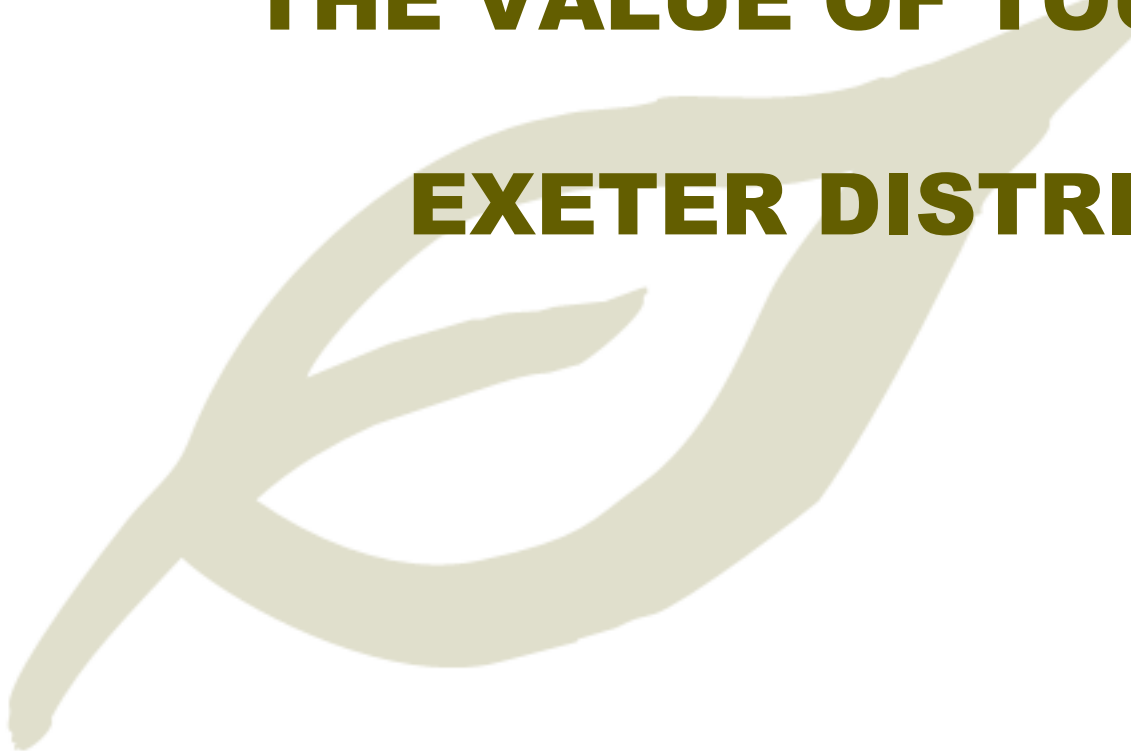
### Direct employment in businesses in receipt of visitor expenditure - Estimated number of full time jobs(FTE's)

	Staying	Day	Total
Accommodation	9,194	115	9,308
Retailing	2,076	3,052	5,128
Catering	5,108	5,286	10,395
Attractions/entertainment	2,912	1,710	4,622
Transport	1,093	470	1,563
Arising from non trip spend	1,598	0	1,598
<b>Totals</b>	<b>21,980</b>	<b>10,633</b>	<b>32,614</b>

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

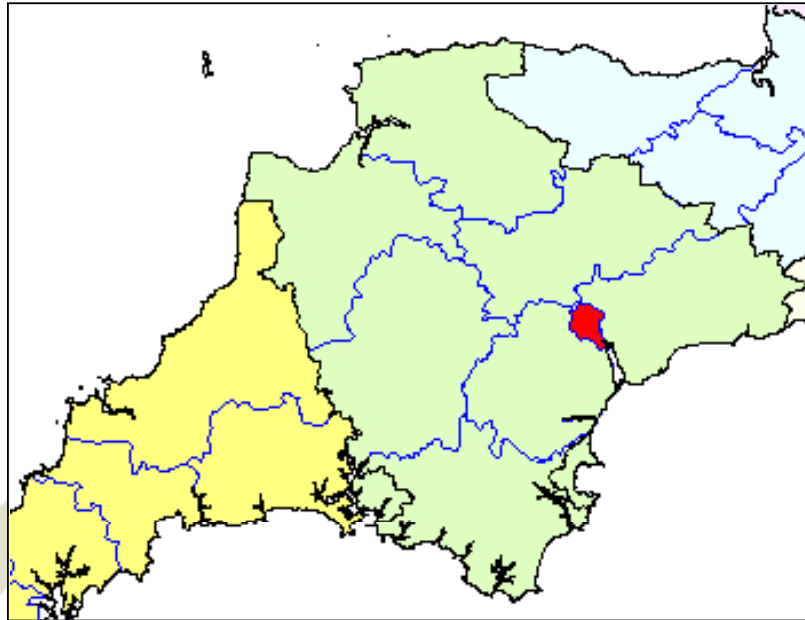
**THE VALUE OF TOURISM**

**EXETER DISTRICT**



# THE VALUE OF TOURISM

## Exeter Briefing 2005



### EXETER

### KEY FACTS

- 399,000** trips by staying visitors
- 1,776,000** staying visitor nights
- £82,967,000** spend by staying visitors
- 1,494,000** day visits
- £67,852,000** spend by day visitors
- £8,847,000** other tourism related spend
- 3,850** jobs related to tourism spending
- 7%** of employment is supported by tourism

# THE VALUE OF TOURISM

## Exeter Briefing 2005

### Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	120,000	422,000	£28,368,000
Self catering	11,000	70,000	£3,214,000
Touring caravans /tents	8,000	43,000	£1,111,000
Static vans/holiday centres	0	2,000	£50,000
Group/campus	63,000	97,000	£5,158,000
Paying guests in private homes	0	0	£0
Second homes	1,000	10,000	£195,000
Boat moorings	0	0	£0
Other	12,000	64,000	£2,558,000
Staying with friends and relatives (VFR)	141,000	563,000	£17,345,000
<b>Total</b>	<b>357,000</b>	<b>1,269,000</b>	<b>£57,999,000</b>

### Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	10,000	43,000	£2,968,000
Self catering	0	7,000	£265,000
Touring caravans /tents	0	1,000	£33,000
Static vans/holiday centres	0	0	£0
Group/campus	7,000	157,000	£10,502,000
Paying guests in private homes	7,000	127,000	£5,728,000
Second homes	0	2,000	£66,000
Boat moorings	0	0	£0
Other	1,000	2,000	£55,000
Staying with friends and relatives (VFR)	17,000	168,000	£5,351,000
<b>Total</b>	<b>42,000</b>	<b>507,000</b>	<b>£24,968,000</b>

# THE VALUE OF TOURISM

## Exeter Briefing 2005

### Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	255,000	994,000	£49,935,000
Business	27,000	85,000	£4,422,000
VFR	71,000	183,000	£3,505,000
Other	3,000	8,000	£137,000
Study	0	0	£0
<b>Total</b>	<b>357,000</b>	<b>1,269,000</b>	<b>£57,999,000</b>

### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	14,000	133,000	£6,148,000
Business	3,000	14,000	£2,865,000
VFR	17,000	221,000	£6,722,000
Other	3,000	40,000	£6,411,000
Study	5,000	99,000	£2,822,000
<b>Total</b>	<b>42,000</b>	<b>507,000</b>	<b>£24,968,000</b>

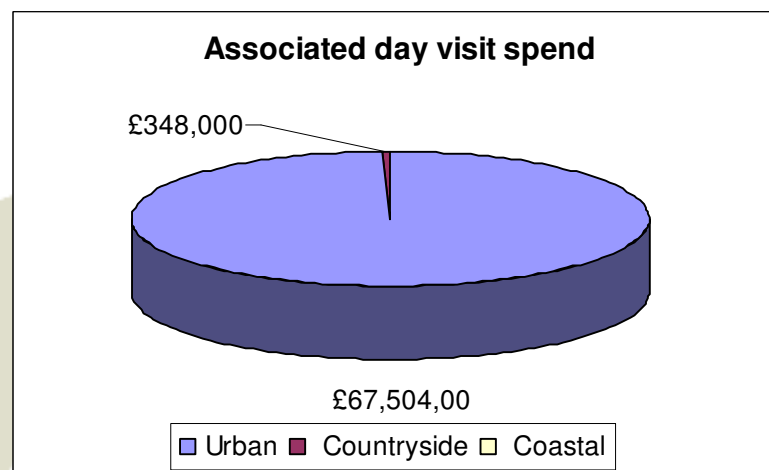
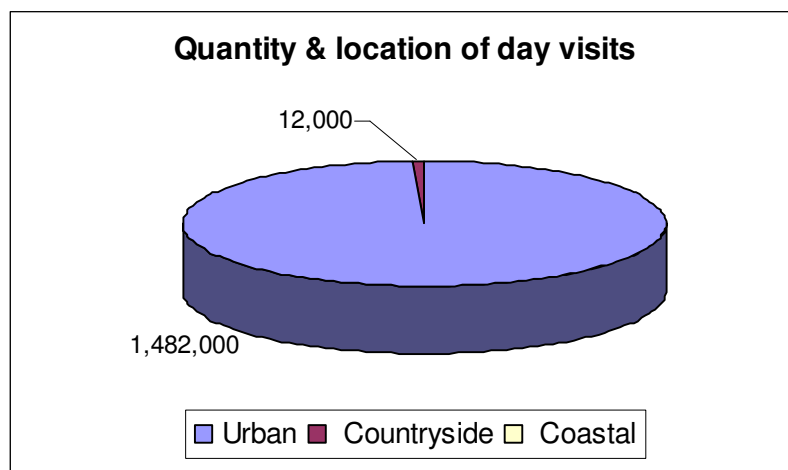
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# THE VALUE OF TOURISM

## Exeter Briefing 2005

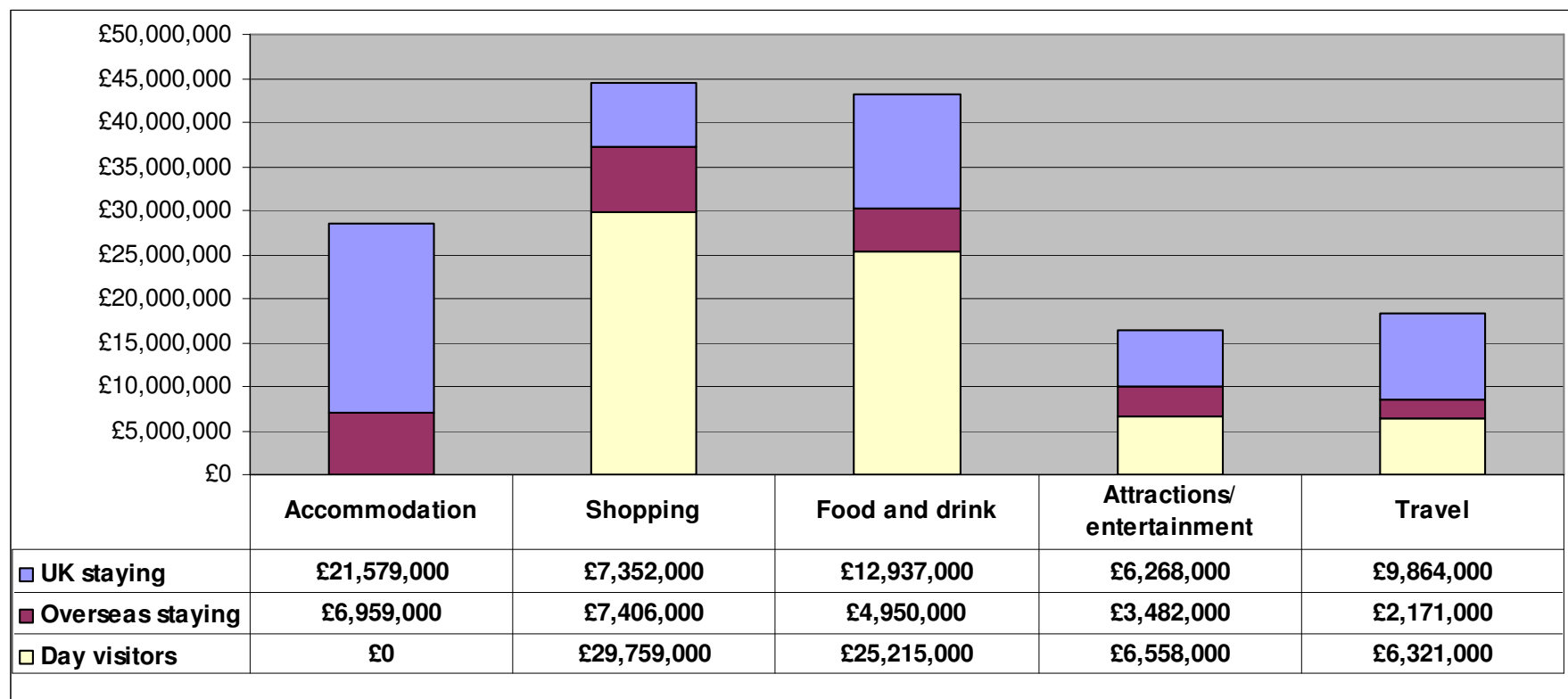
### Day visits



# THE VALUE OF TOURISM

## Exeter Briefing 2005

### Visitor spend



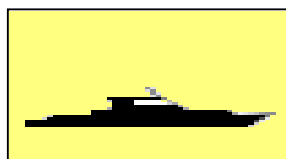
# THE VALUE OF TOURISM

## Exeter Briefing 2005

### Other tourism related spend



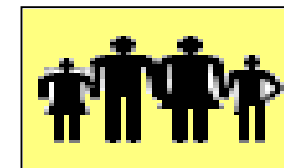
**Second Homes**  
£53,000



**Boats**  
£10,000



**Static Vans**  
£0



**VFR**  
£8,784,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

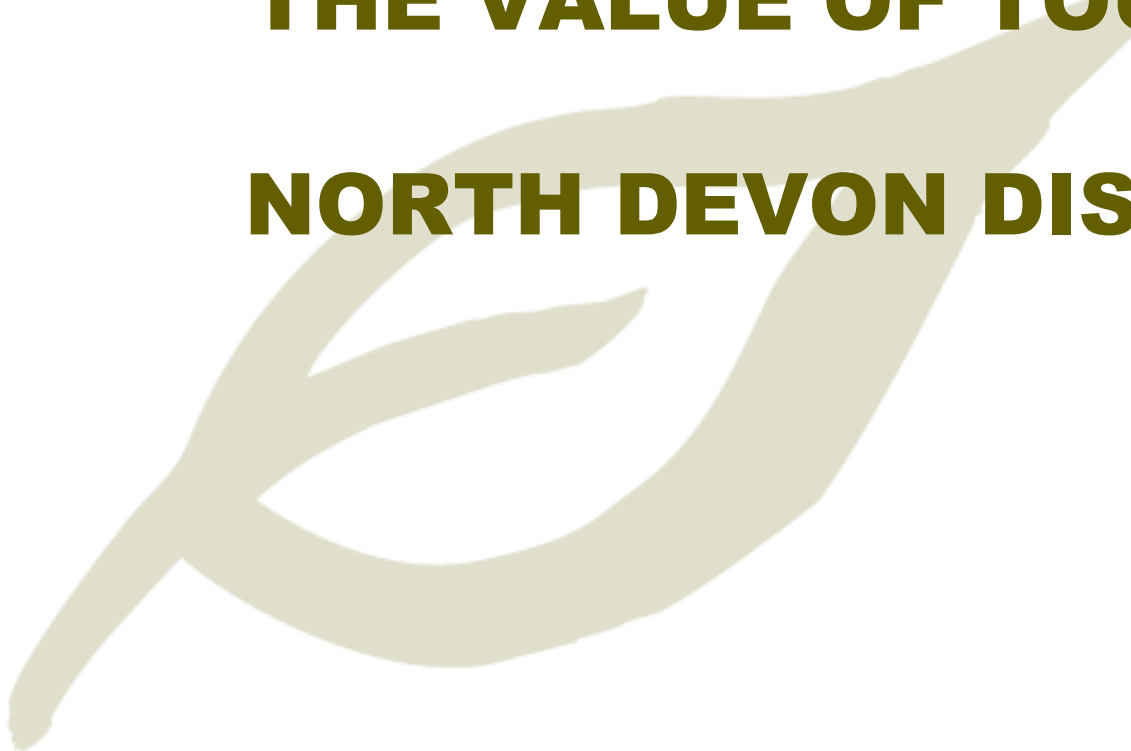
### Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	1,749	1,178	2,927
Indirect jobs	437	224	661
Induced jobs	228	33	262
<b>Total</b>	<b>2,414</b>	<b>1,436</b>	<b>3,850</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>2,822</b>

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

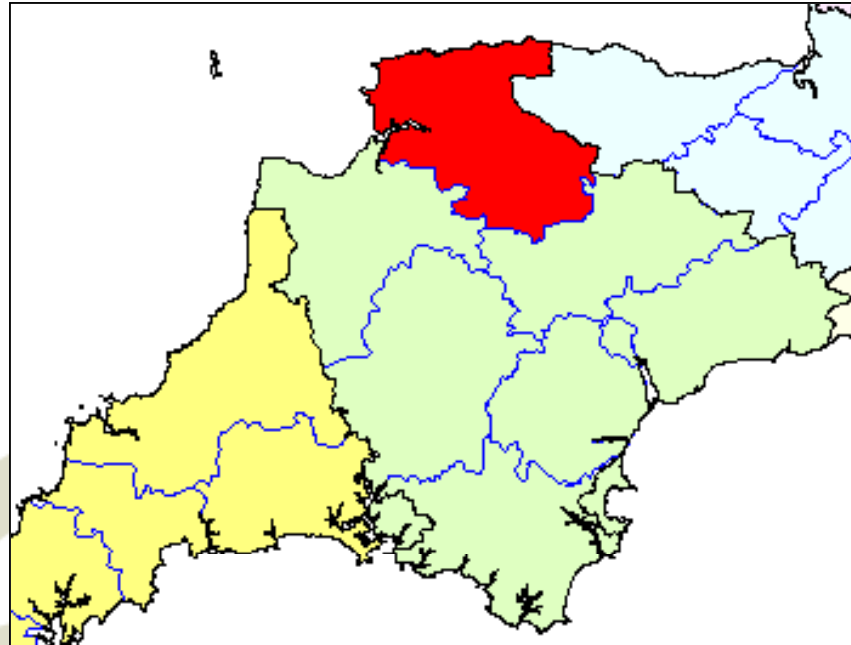
**THE VALUE OF TOURISM**

**NORTH DEVON DISTRICT**



# THE VALUE OF TOURISM

## North Devon Briefing 2005



### NORTH DEVON    KEY FACTS

- 1,034,000** trips by staying visitors
- 5,051,000** staying visitor nights
- £219,499,000** spend by staying visitors
- 1,827,000** day visits
- £73,790,000** spend by day visitors
- £7,409,000** other tourism related spend
- 8,500** jobs related to tourism spending
- 19%** of employment is supported by tourism

# THE VALUE OF TOURISM

## North Devon Briefing 2005

### Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	354,000	1,243,000	£83,615,000
Self catering	158,000	1,047,000	£48,234,000
Touring caravans /tents	182,000	967,000	£24,795,000
Static vans/holiday centres	152,000	810,000	£26,759,000
Group/campus	5,000	7,000	£377,000
Paying guests in private homes	0	0	£0
Second homes	7,000	54,000	£1,078,000
Boat moorings	0	2,000	£10,000
Other	9,000	50,000	£2,015,000
Staying with friends and relatives (VFR)	111,000	443,000	£13,661,000
<b>Total</b>	<b>978,000</b>	<b>4,623,000</b>	<b>£200,544,000</b>

### Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	28,000	127,000	£8,747,000
Self catering	5,000	105,000	£3,978,000
Touring caravans /tents	6,000	30,000	£733,000
Static vans/holiday centres	0	8,000	£105,000
Group/campus	1,000	11,000	£767,000
Paying guests in private homes	0	0	£0
Second homes	0	13,000	£366,000
Boat moorings	0	0	£0
Other	1,000	2,000	£43,000
Staying with friends and relatives (VFR)	14,000	132,000	£4,215,000
<b>Total</b>	<b>56,000</b>	<b>428,000</b>	<b>£18,955,000</b>

# THE VALUE OF TOURISM

## North Devon Briefing 2005

### Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	839,000	4,119,000	£172,661,000
Business	81,000	314,000	£15,291,000
VFR	56,000	181,000	£12,119,000
Other	3,000	8,000	£473,000
Study	0	0	£0
<b>Total</b>	<b>978,000</b>	<b>4,623,000</b>	<b>£200,544,000</b>

### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	32,000	234,000	£8,001,000
Business	9,000	33,000	£4,924,000
VFR	13,000	137,000	£3,086,000
Other	2,000	25,000	£2,943,000
Study	0	0	£0
<b>Total</b>	<b>56,000</b>	<b>428,000</b>	<b>£18,955,000</b>

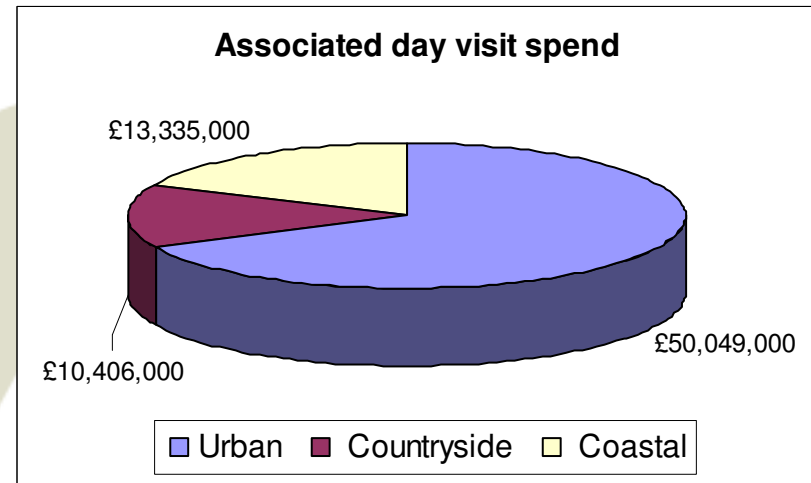
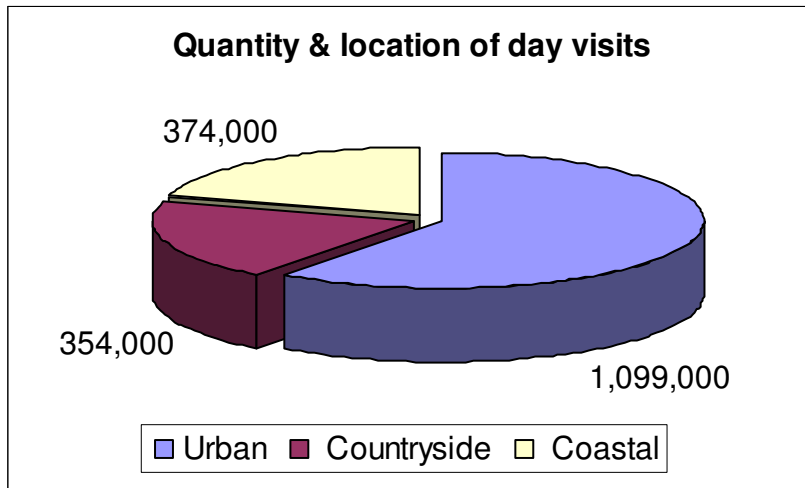
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# THE VALUE OF TOURISM

## North Devon Briefing 2005

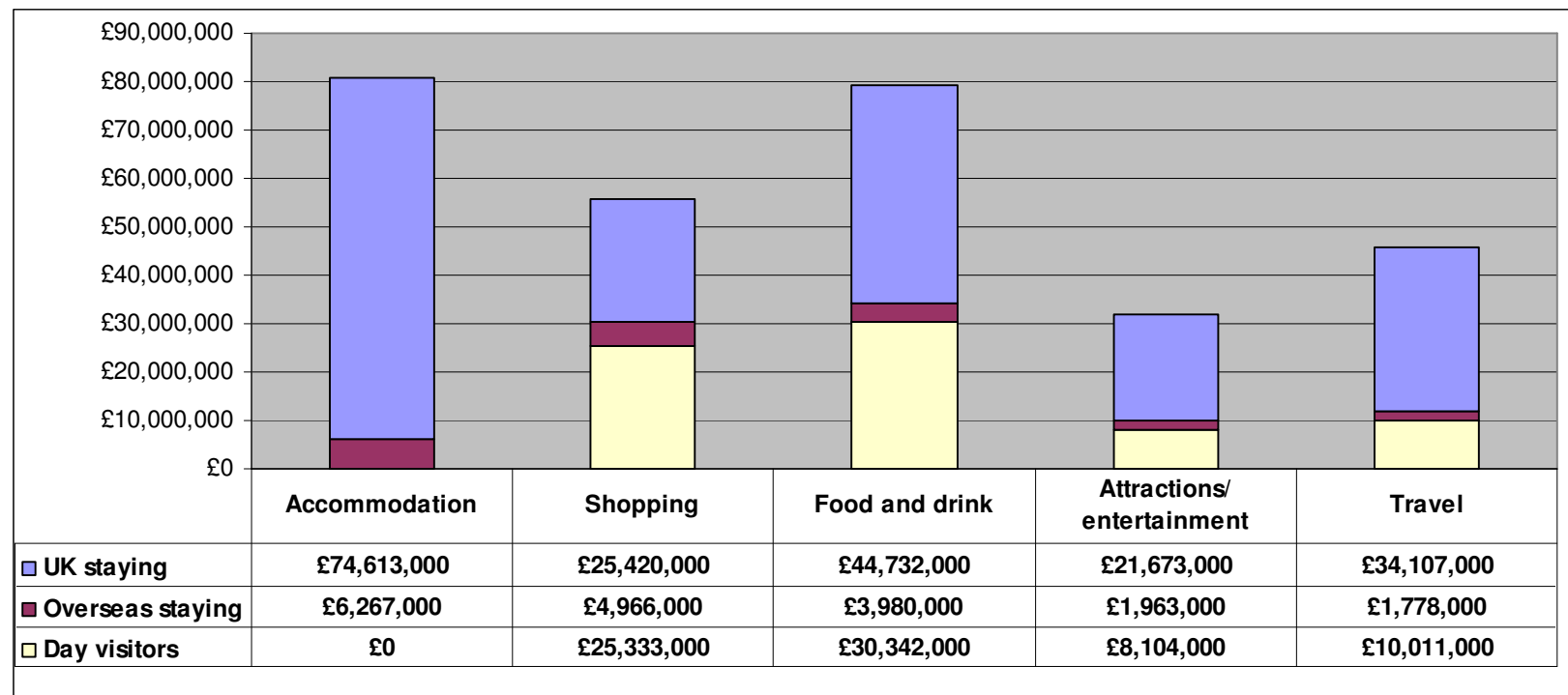
### Day visits



# THE VALUE OF TOURISM

## North Devon Briefing 2005

### Visitor spend



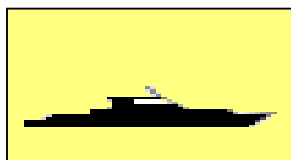
# THE VALUE OF TOURISM

## North Devon Briefing 2005

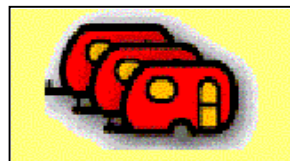
### Other tourism related spend



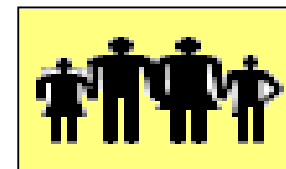
**Second Homes**  
£291,000



**Boats**  
£200,000



**Static Vans**  
£0



**VFR**  
£6,918,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

### Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	5,616	1,680	7,296
Indirect jobs	768	167	934
Induced jobs	257	13	270
<b>Total</b>	<b>6,641</b>	<b>1,860</b>	<b>8,500</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>6,029</b>

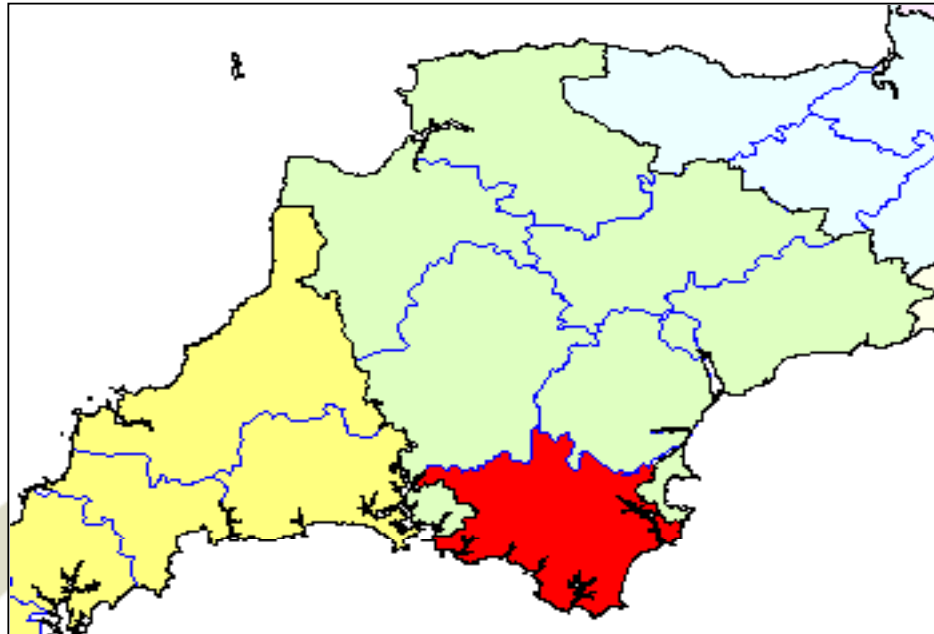
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.



**THE VALUE OF TOURISM**  
**SOUTH HAMS DISTRICT**

# THE VALUE OF TOURISM

## South Hams Briefing 2005



### SOUTH HAMS      KEY FACTS

**675,000** trips by staying visitors  
**3,515,000** staying visitor nights  
**£139,123,000** spend by staying visitors  
**2,280,000** day visits  
**£88,223,000** spend by day visitors  
**£12,613,000** other tourism related spend  
**6,296** jobs related to  
tourism spending  
**14%** of employment is  
supported by tourism

# THE VALUE OF TOURISM

## South Hams Briefing 2005

### Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	168,000	589,000	£39,612,000
Self catering	107,000	707,000	£32,547,000
Touring caravans /tents	117,000	623,000	£15,961,000
Static vans/holiday centres	85,000	453,000	£14,961,000
Group/campus	10,000	15,000	£797,000
Paying guests in private homes	0	0	£0
Second homes	34,000	251,000	£5,001,000
Boat moorings	4,000	43,000	£243,000
Other	8,000	46,000	£1,856,000
Staying with friends and relatives (VFR)	103,000	408,000	£12,587,000
<b>Total</b>	<b>636,000</b>	<b>3,133,000</b>	<b>£123,565,000</b>

### Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	13,000	60,000	£4,144,000
Self catering	4,000	71,000	£2,685,000
Touring caravans /tents	4,000	19,000	£472,000
Static vans/holiday centres	0	5,000	£59,000
Group/campus	1,000	24,000	£1,624,000
Paying guests in private homes	1,000	21,000	£955,000
Second homes	2,000	58,000	£1,697,000
Boat moorings	0	0	£0
Other	1,000	1,000	£40,000
Staying with friends and relatives (VFR)	13,000	122,000	£3,883,000
<b>Total</b>	<b>39,000</b>	<b>382,000</b>	<b>£15,558,000</b>

# THE VALUE OF TOURISM

## South Hams Briefing 2005

### Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	544,000	2,795,000	£106,385,000
Business	38,000	156,000	£9,422,000
VFR	51,000	175,000	£7,467,000
Other	2,000	8,000	£291,000
Study	0	0	£0
<b>Total</b>	<b>636,000</b>	<b>3,133,000</b>	<b>£123,565,000</b>

### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	19,000	170,000	£5,814,000
Business	4,000	19,000	£2,785,000
VFR	12,000	151,000	£3,395,000
Other	2,000	27,000	£3,237,000
Study	1,000	16,000	£327,000
<b>Total</b>	<b>39,000</b>	<b>382,000</b>	<b>£15,558,000</b>

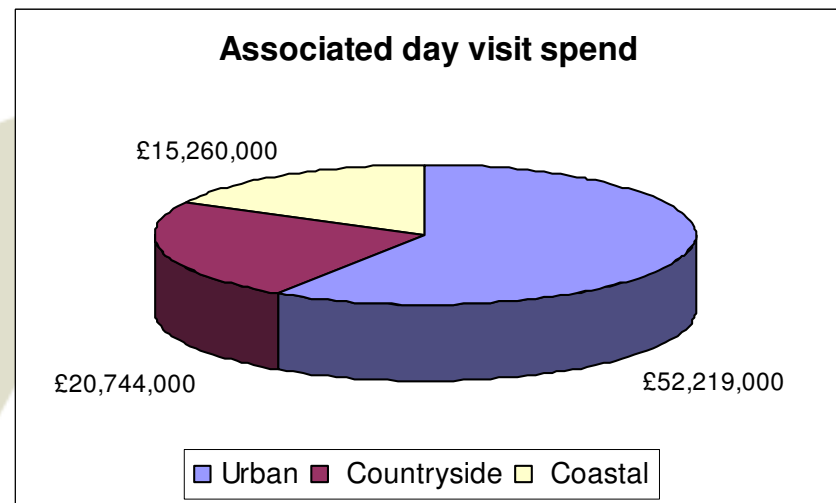
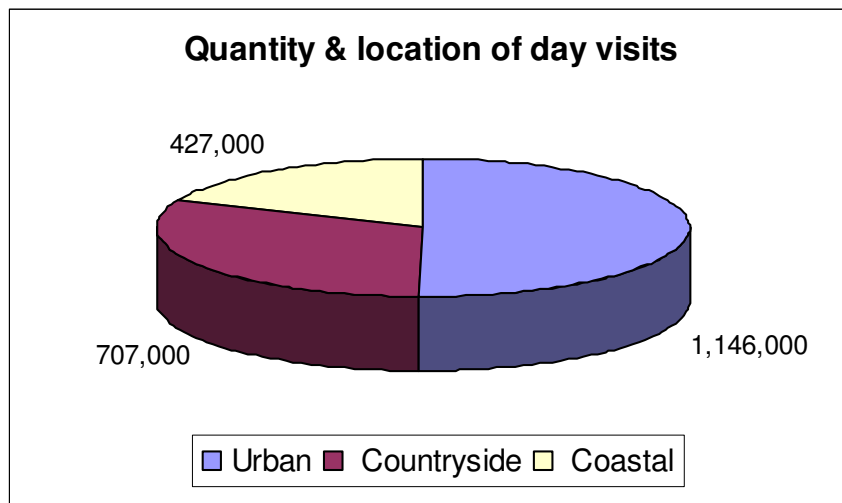
**NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.**

**This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.**

# THE VALUE OF TOURISM

## South Hams Briefing 2005

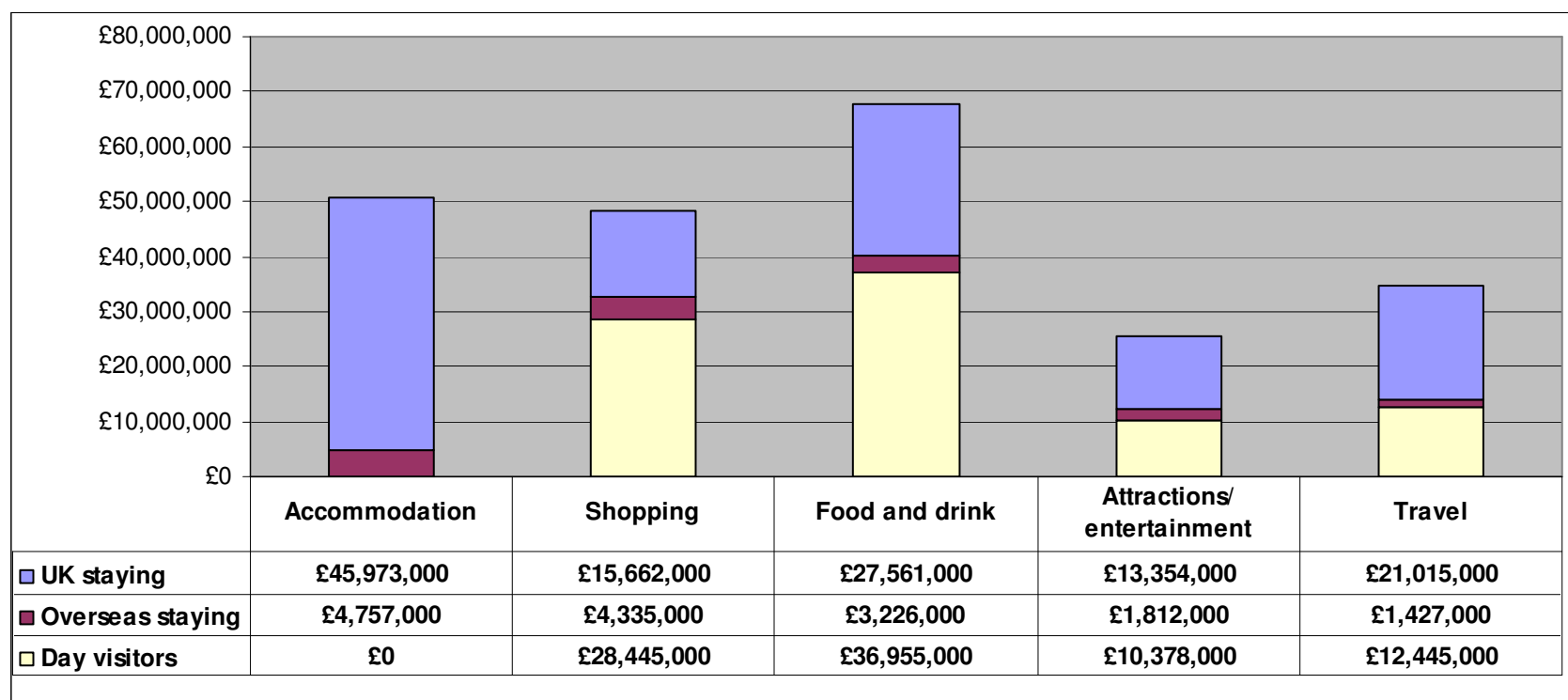
### Day visits



# THE VALUE OF TOURISM

## South Hams Briefing 2005

### Visitor spend



# THE VALUE OF TOURISM

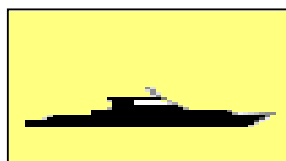
## South Hams Briefing 2005

### Other tourism related spend



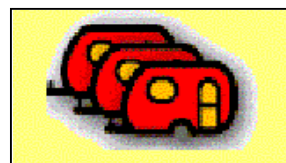
**Second Homes**

#####



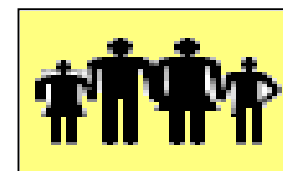
**Boats**

**£4,890,000**



**Static Vans**

**£0**



**VFR**

**£6,374,000**

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

### Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	3,498	1,903	5,401
Indirect jobs	513	203	716
Induced jobs	164	15	179
<b>Total</b>	<b>4,175</b>	<b>2,121</b>	<b>6,296</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>4,491</b>

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

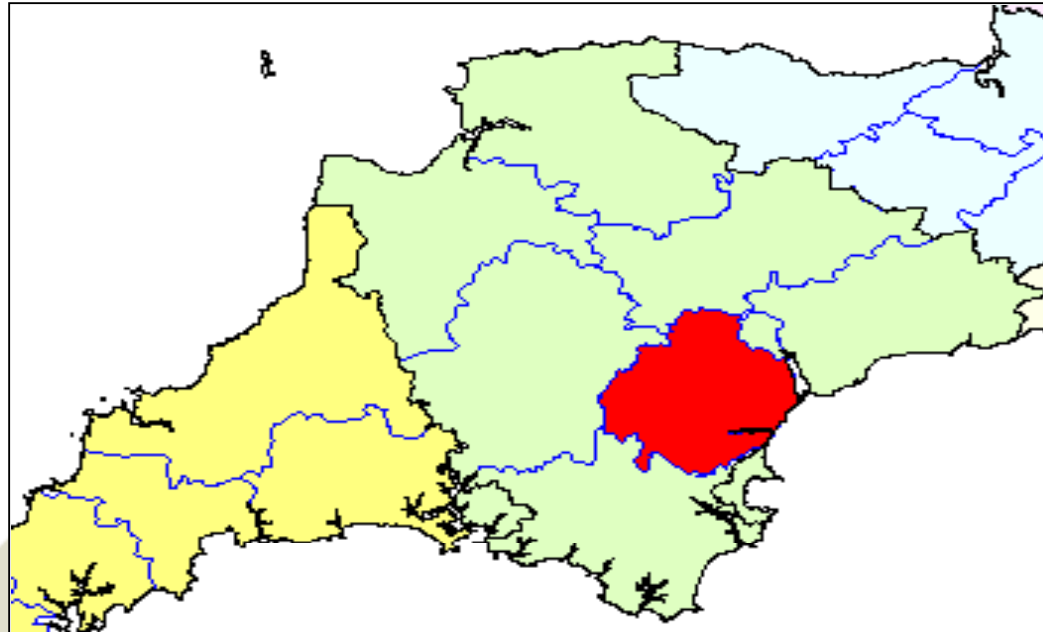
**THE VALUE OF TOURISM**

**TEIGNBRIDGE DISTRICT**



# THE VALUE OF TOURISM

## Teignbridge Briefing 2005



<u>TEIGNBRIDGE</u>	<u>KEY FACTS</u>
684,300	trips by staying visitors
3,421,500	staying visitor nights
£127,251,000	spend by staying visitors
2,279,000	day visits
£93,174,000	spend by day visitors
£10,160,000	other tourism related spend
6,275	jobs related to tourism spending
10%	of employment is supported by tourism

# THE VALUE OF TOURISM

## Teignbridge Briefing 2005

### Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	127,000	447,000	£30,089,000
Self catering	63,000	420,000	£19,334,000
Touring caravans /tents	164,000	872,000	£22,352,000
Static vans/holiday centres	109,000	582,000	£19,229,000
Group/campus	5,000	8,000	£404,000
Paying guests in private homes	0	0	£0
Second homes	10,000	74,000	£1,479,000
Boat moorings	0	2,000	£10,000
Other	13,000	69,000	£2,785,000
Staying with friends and relatives (VFR)	154,000	612,000	£18,880,000
<b>Total</b>	<b>645,000</b>	<b>3,086,000</b>	<b>£114,562,000</b>

### Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	10,200	45,600	£3,148,000
Self catering	2,200	42,200	£1,595,000
Touring caravans /tents	5,800	27,200	£661,000
Static vans/holiday centres	300	6,000	£76,000
Group/campus	500	12,300	£824,000
Paying guests in private homes	0	0	£0
Second homes	500	17,200	£502,000
Boat moorings	0	0	£0
Other	900	2,100	£60,000
Staying with friends and relatives (VFR)	18,900	182,900	£5,825,000
<b>Total</b>	<b>39,300</b>	<b>335,500</b>	<b>£12,689,000</b>

# THE VALUE OF TOURISM

## Teignbridge Briefing 2005

### Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	536,000	2,701,000	£98,634,000
Business	29,000	116,000	£8,735,000
VFR	77,000	257,000	£6,923,000
Other	4,000	11,000	£270,000
Study	0	0	£0
<b>Total</b>	<b>645,000</b>	<b>3,086,000</b>	<b>£114,562,000</b>

### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	14,800	106,100	£3,420,000
Business	3,100	11,700	£1,625,000
VFR	18,500	184,400	£3,912,000
Other	2,900	33,300	£3,731,000
Study	0	0	£0
<b>Total</b>	<b>39,300</b>	<b>335,500</b>	<b>£12,689,000</b>

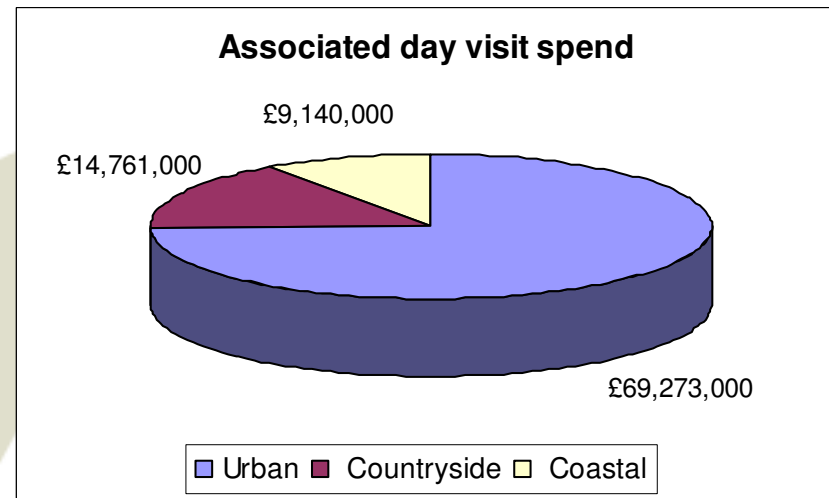
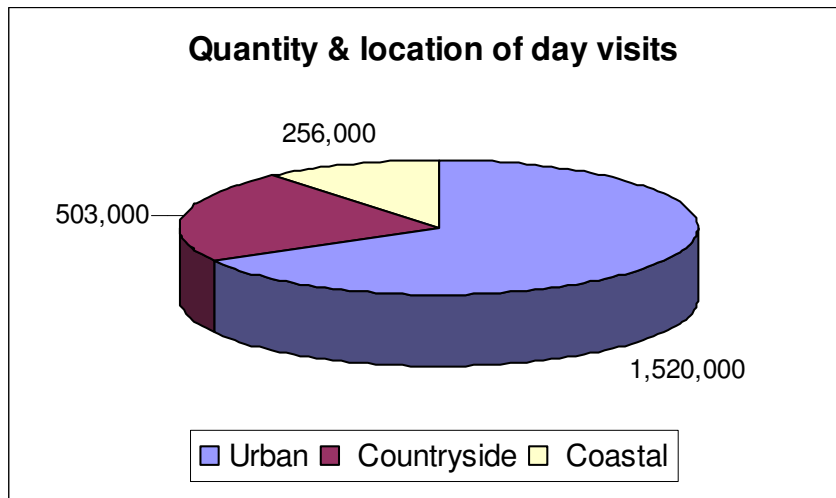
**NOTE -** Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

# THE VALUE OF TOURISM

## Teignbridge Briefing 2005

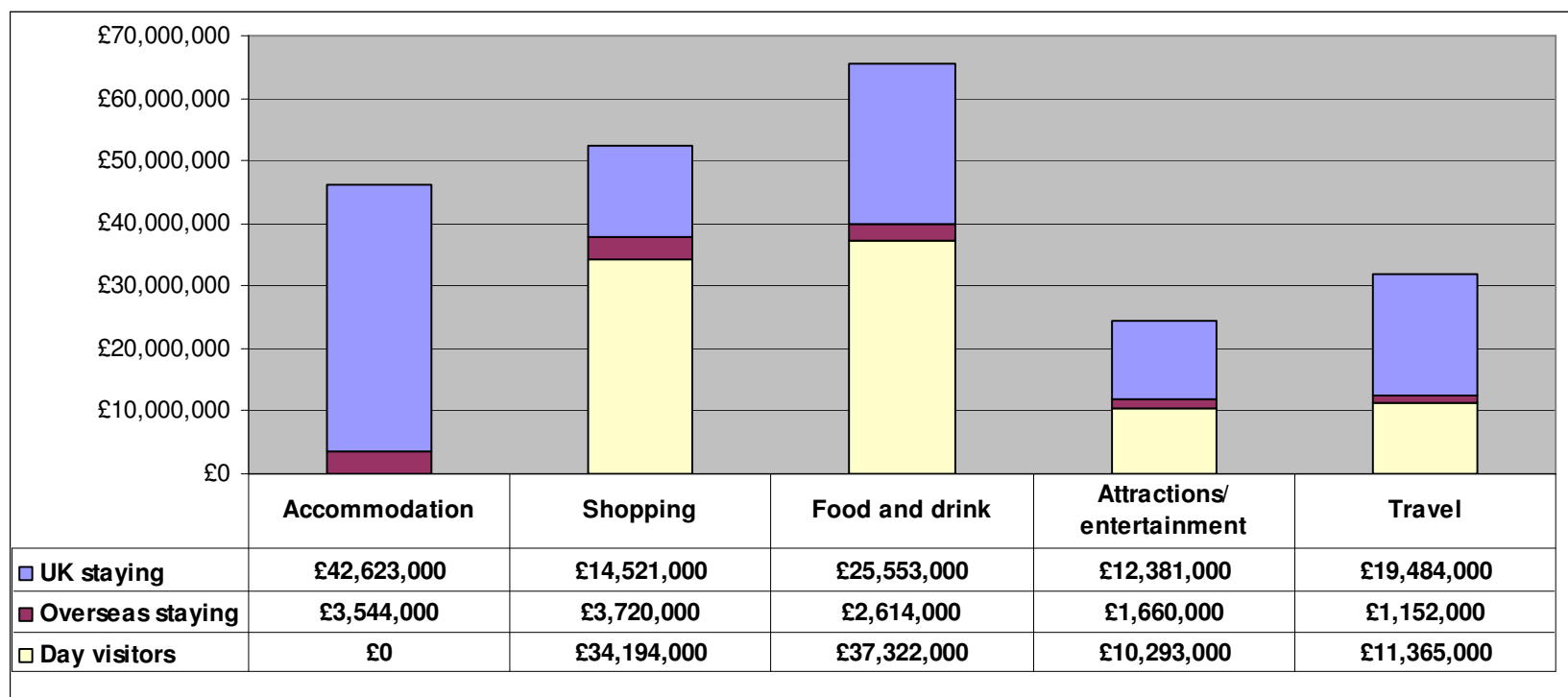
### Day visits



# THE VALUE OF TOURISM

## Teignbridge Briefing 2005

### Visitor spend



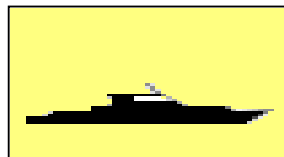
# THE VALUE OF TOURISM

## Teignbridge Briefing 2005

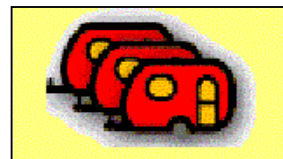
### Other tourism related spend



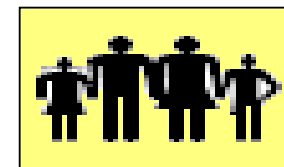
**Second Homes**  
£399,000



**Boats**  
£200,000



**Static Vans**  
£0



**VFR**  
£9,561,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

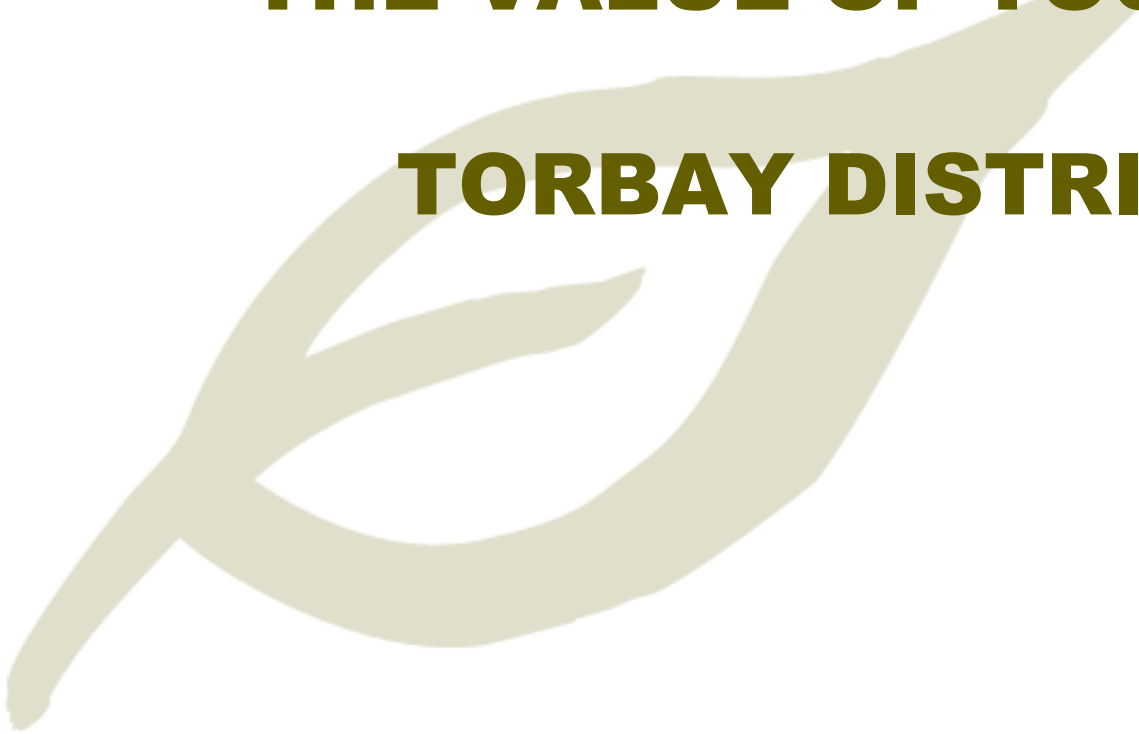
### Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	3,007	1,889	4,896
Indirect jobs	712	317	1,029
Induced jobs	308	41	349
<b>Total</b>	<b>4,027</b>	<b>2,247</b>	<b>6,275</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>4,562</b>

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

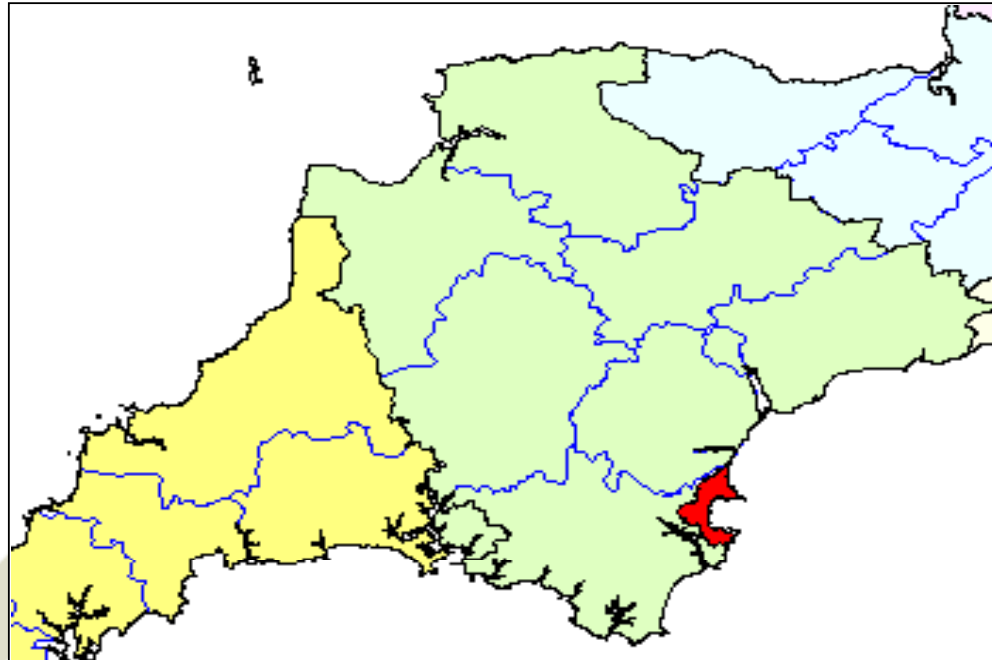
**THE VALUE OF TOURISM**

**TORBAY DISTRICT**



# THE VALUE OF TOURISM

## Torbay Briefing 2005



### TORBAY

### KEY FACTS

**1,526,300** trips by staying visitors  
**6,914,300** staying visitor nights  
**£344,524,000** spend by staying visitors  
**2,189,000** day visits  
**£91,651,000** spend by day visitors  
**£12,905,000** other tourism related spend  
**14,653** jobs related to  
tourism spending  
**26%** of employment is  
supported by tourism

# THE VALUE OF TOURISM

## Torbay Briefing 2005

### Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	808,000	2,837,000	£190,846,000
Self catering	141,000	934,000	£43,031,000
Touring caravans /tents	85,000	450,000	£11,528,000
Static vans/holiday centres	191,000	1,022,000	£33,768,000
Group/campus	3,000	4,000	£225,000
Paying guests in private homes	0	0	£0
Second homes	13,000	99,000	£1,971,000
Boat moorings	2,000	19,000	£109,000
Other	13,000	74,000	£2,966,000
Staying with friends and relatives (VFR)	164,000	652,000	£20,108,000
<b>Total</b>	<b>1,421,000</b>	<b>6,090,000</b>	<b>£304,551,000</b>

### Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	64,800	289,400	£19,964,000
Self catering	4,900	93,900	£3,549,000
Touring caravans /tents	3,000	14,000	£341,000
Static vans/holiday centres	500	10,500	£133,000
Group/campus	300	6,800	£458,000
Paying guests in private homes	10,100	189,800	£8,591,000
Second homes	700	22,900	£669,000
Boat moorings	0	0	£0
Other	1,000	2,300	£64,000
Staying with friends and relatives (VFR)	20,100	194,800	£6,204,000
<b>Total</b>	<b>105,300</b>	<b>824,300</b>	<b>£39,973,000</b>

# THE VALUE OF TOURISM

## Torbay Briefing 2005

### Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	1,150,000	5,177,000	£262,207,000
Business	184,000	658,000	£23,222,000
VFR	82,000	244,000	£18,404,000
Other	4,000	11,000	£718,000
Study	0	0	£0
<b>Total</b>	<b>1,421,000</b>	<b>6,090,000</b>	<b>£304,551,000</b>

### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	55,000	398,500	£15,179,000
Business	19,500	74,900	£12,339,000
VFR	19,700	199,000	£4,988,000
Other	3,100	35,900	£4,757,000
Study	8,000	115,900	£2,709,000
<b>Total</b>	<b>105,300</b>	<b>824,300</b>	<b>£39,973,000</b>

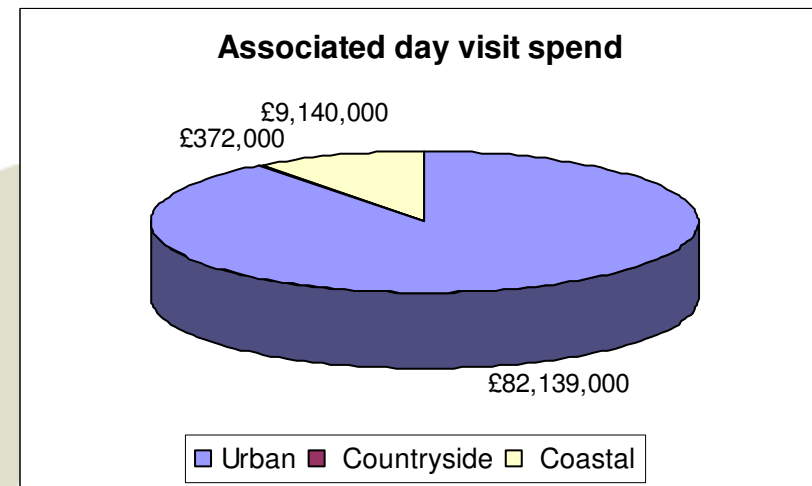
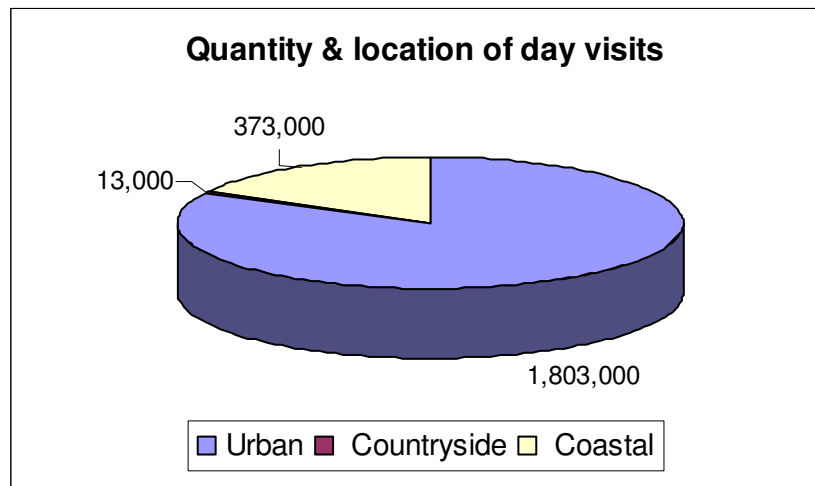
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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# THE VALUE OF TOURISM

## Torbay Briefing 2005

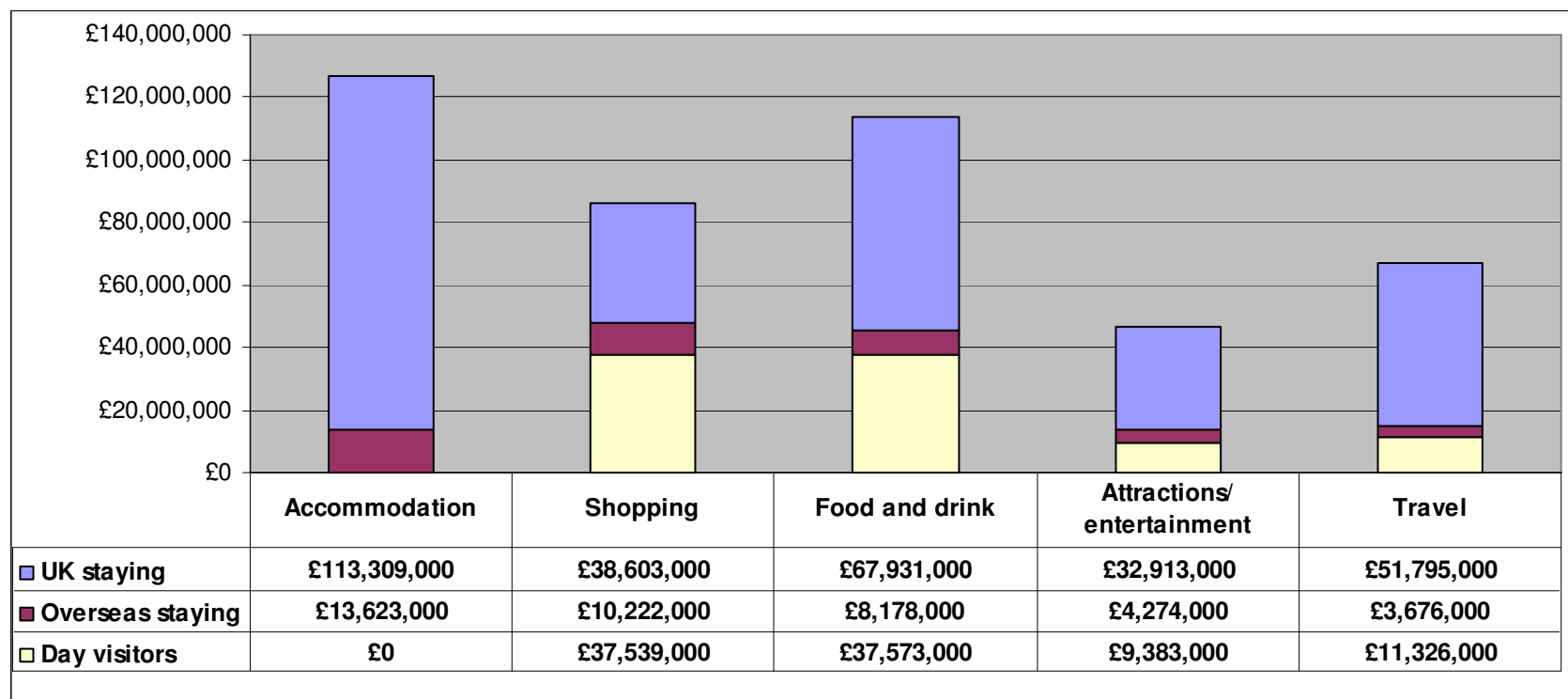
### Day visits



# THE VALUE OF TOURISM

## Torbay Briefing 2005

### Visitor spend



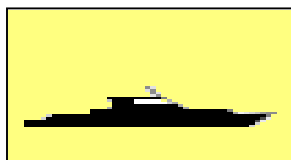
# THE VALUE OF TOURISM

## Torbay Briefing 2005

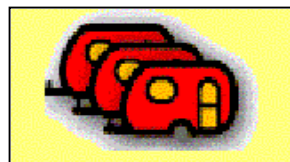
### Other tourism related spend



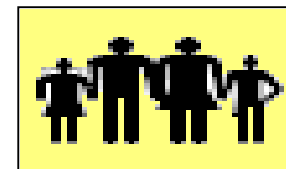
**Second Homes**  
£532,000



**Boats**  
£2,190,000



**Static Vans**  
£0



**VFR**  
£10,183,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

### Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	9,233	2,262	11,495
Indirect jobs	1,886	321	2,207
Induced jobs	908	43	951
<b>Total</b>	<b>12,028</b>	<b>2,625</b>	<b>14,653</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>10,609</b>

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

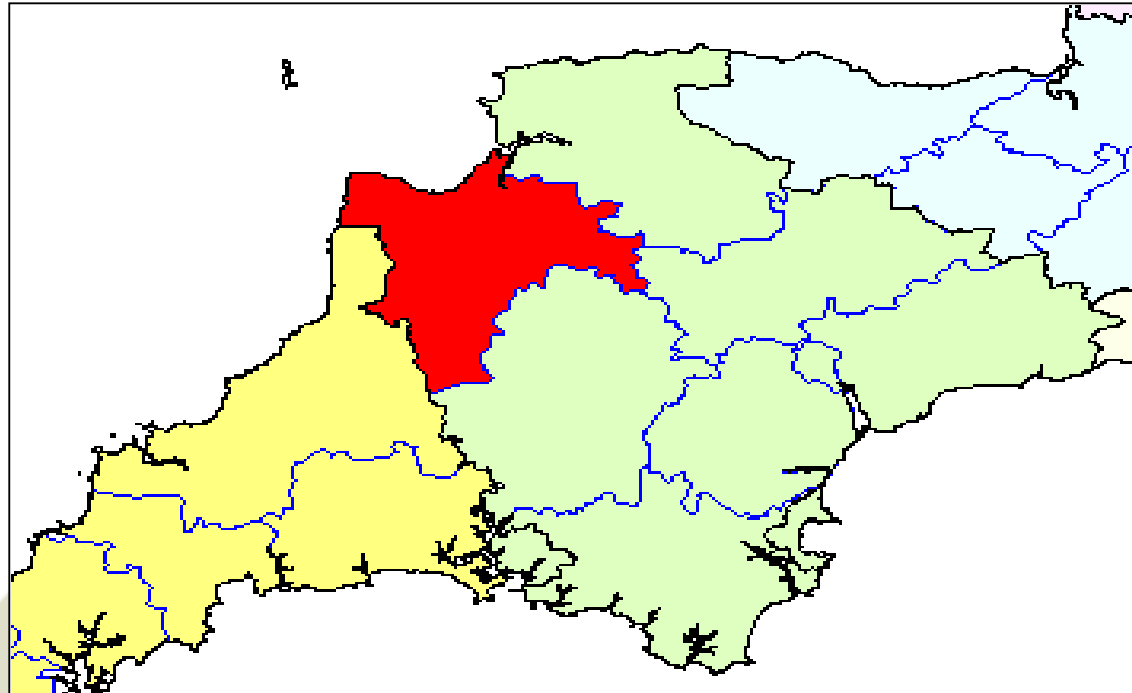
**THE VALUE OF TOURISM**

**TORRIDGE DISTRICT**



# THE VALUE OF TOURISM

## Torrige Briefing 2005



### TORRIDGE

### KEY FACTS

- 310,500** trips by staying visitors
- 1,573,100** staying visitor nights
- £64,062,000** spend by staying visitors
- 1,067,000** day visits
- £41,234,000** spend by day visitors
- £4,985,000** other tourism related spend
- 3,296** jobs related to tourism spending
- 12%** of employment is supported by tourism

# THE VALUE OF TOURISM

## Torridge Briefing 2005

### Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	69,000	244,000	£16,406,000
Self catering	52,000	344,000	£15,840,000
Touring caravans /tents	19,000	103,000	£2,648,000
Static vans/holiday centres	60,000	323,000	£10,664,000
Group/campus	2,000	3,000	£162,000
Paying guests in private homes	0	0	£0
Second homes	6,000	45,000	£901,000
Boat moorings	0	0	£0
Other	6,000	34,000	£1,381,000
Staying with friends and relatives (VFR)	76,000	304,000	£9,363,000
<b>Total</b>	<b>292,000</b>	<b>1,400,000</b>	<b>£57,365,000</b>

### Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	5,600	24,900	£1,716,000
Self catering	1,800	34,500	£1,307,000
Touring caravans /tents	700	3,200	£78,000
Static vans/holiday centres	200	3,300	£42,000
Group/campus	200	4,900	£330,000
Paying guests in private homes	0	0	£0
Second homes	300	10,500	£306,000
Boat moorings	0	0	£0
Other	400	1,100	£30,000
Staying with friends and relatives (VFR)	9,400	90,700	£2,889,000
<b>Total</b>	<b>18,500</b>	<b>173,100</b>	<b>£6,697,000</b>

# THE VALUE OF TOURISM

## Torridge Briefing 2005

### Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	236,000	1,202,000	£49,389,000
Business	16,000	64,000	£4,374,000
VFR	38,000	129,000	£3,467,000
Other	2,000	6,000	£135,000
Study	0	0	£0
<b>Total</b>	<b>292,000</b>	<b>1,400,000</b>	<b>£57,365,000</b>

### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	6,200	48,500	£1,574,000
Business	1,700	6,900	£971,000
VFR	9,200	99,700	£2,126,000
Other	1,500	18,000	£2,027,000
Study	0	0	£0
<b>Total</b>	<b>18,500</b>	<b>173,100</b>	<b>£6,697,000</b>

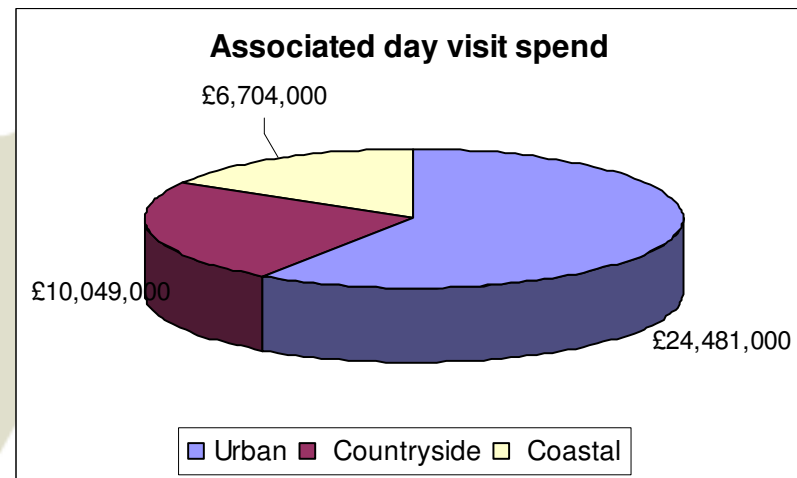
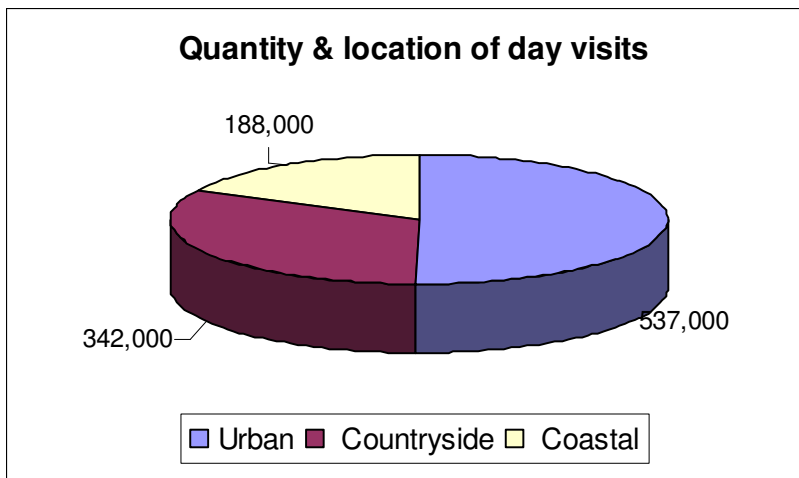
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

# THE VALUE OF TOURISM

## Torridge Briefing 2005

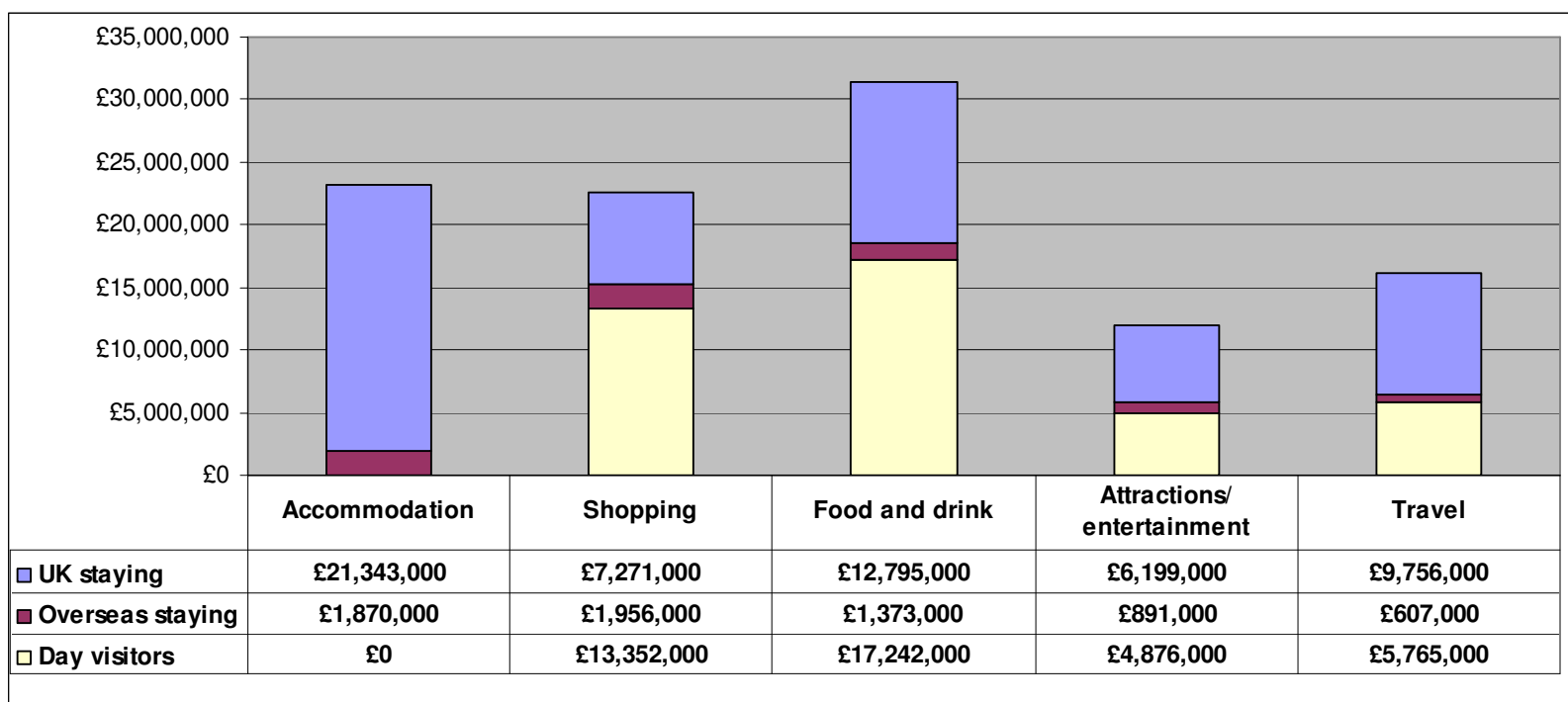
### Day visits



# THE VALUE OF TOURISM

## Torridge Briefing 2005

### Visitor spend



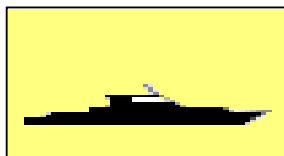
# THE VALUE OF TOURISM

## Torrige Briefing 2005

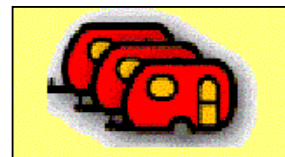
### Other tourism related spend



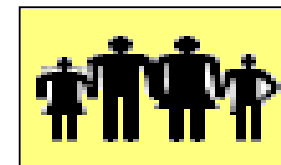
**Second Homes**  
£243,000



**Boats**  
£0



**Static Vans**  
£0



**VFR**  
£4,742,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

### Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	1,841	1,035	2,877
Indirect jobs	233	95	328
Induced jobs	84	8	91
<b>Total</b>	<b>2,158</b>	<b>1,138</b>	<b>3,296</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>2,335</b>

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

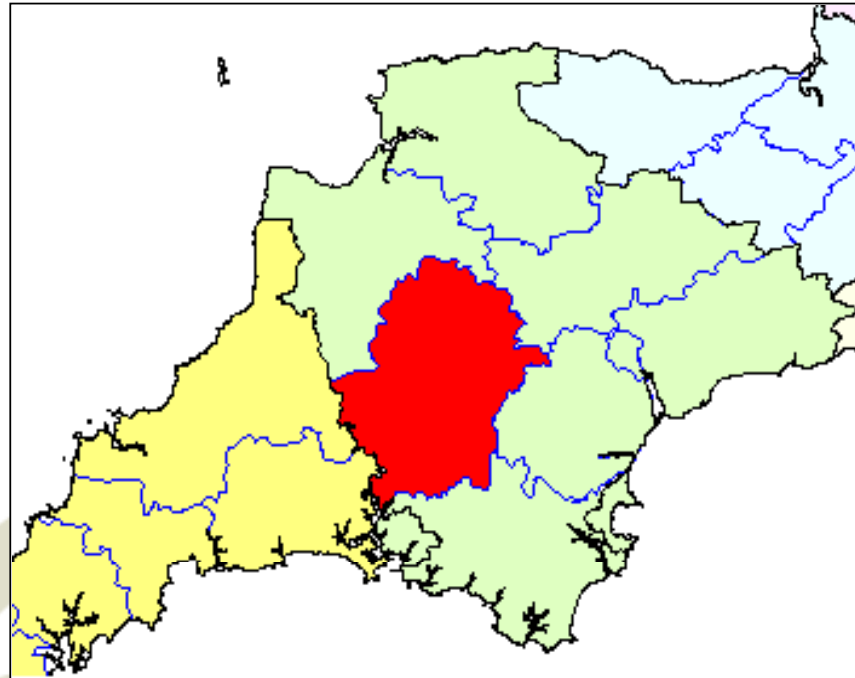
**THE VALUE OF TOURISM**

**WEST DEVON DISTRICT**



# THE VALUE OF TOURISM

## West Devon Briefing 2005



<u>WEST DEVON</u>	<u>KEY FACTS</u>
292,000	trips by staying visitors
1,350,400	staying visitor nights
£62,017,000	spend by staying visitors
1,035,000	day visits
£38,565,000	spend by day visitors
£4,049,000	other tourism related spend
2,854	jobs related to tourism spending
13%	of employment is supported by tourism

# THE VALUE OF TOURISM

## West Devon Briefing 2005

### Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	115,000	405,000	£27,216,000
Self catering	30,000	198,000	£9,106,000
Touring caravans /tents	31,000	163,000	£4,175,000
Static vans/holiday centres	12,000	64,000	£2,109,000
Group/campus	11,000	17,000	£897,000
Paying guests in private homes	0	0	£0
Second homes	4,000	30,000	£600,000
Boat moorings	0	0	£0
Other	5,000	28,000	£1,132,000
Staying with friends and relatives (VFR)	63,000	249,000	£7,675,000
<b>Total</b>	<b>270,000</b>	<b>1,153,000</b>	<b>£52,910,000</b>

### Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	9,200	41,300	£2,847,000
Self catering	1,000	19,900	£751,000
Touring caravans /tents	1,100	5,100	£123,000
Static vans/holiday centres	0	700	£8,000
Group/campus	1,200	27,300	£1,826,000
Paying guests in private homes	1,100	21,100	£955,000
Second homes	200	7,000	£204,000
Boat moorings	0	0	£0
Other	400	900	£24,000
Staying with friends and relatives (VFR)	7,700	74,300	£2,368,000
<b>Total</b>	<b>22,000</b>	<b>197,400</b>	<b>£9,107,000</b>

# THE VALUE OF TOURISM

## West Devon Briefing 2005

### Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	211,000	960,000	£45,554,000
Business	26,000	95,000	£4,034,000
VFR	31,000	94,000	£3,197,000
Other	1,000	4,000	£125,000
Study	0	0	£0
<b>Total</b>	<b>270,000</b>	<b>1,153,000</b>	<b>£52,910,000</b>

### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	10,500	85,000	£3,144,000
Business	2,800	12,000	£1,915,000
VFR	7,500	85,100	£2,072,000
Other	1,200	15,400	£1,976,000
Study	0	0	£0
<b>Total</b>	<b>22,000</b>	<b>197,400</b>	<b>£9,107,000</b>

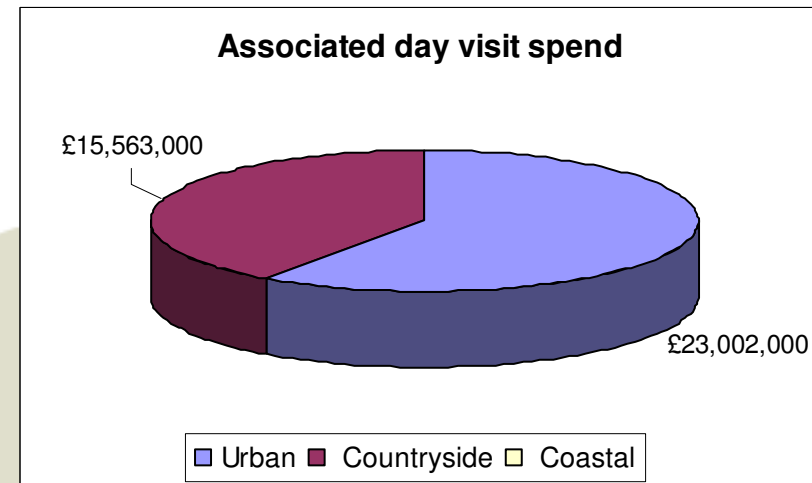
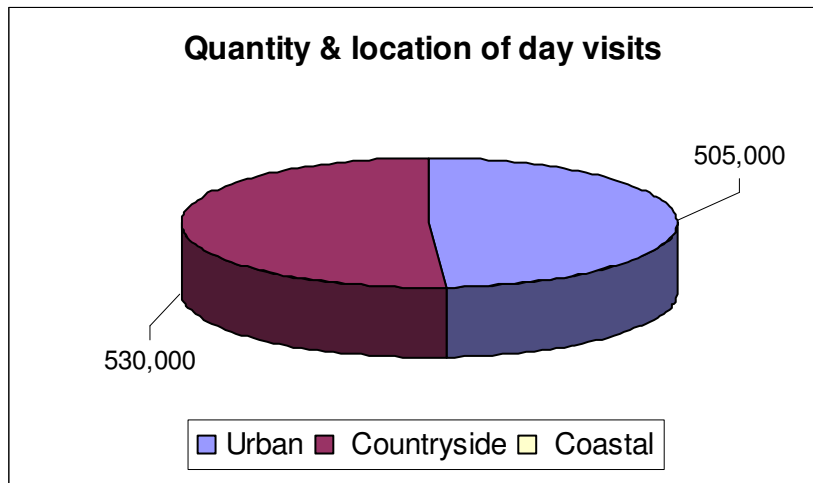
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

# THE VALUE OF TOURISM

## West Devon Briefing 2005

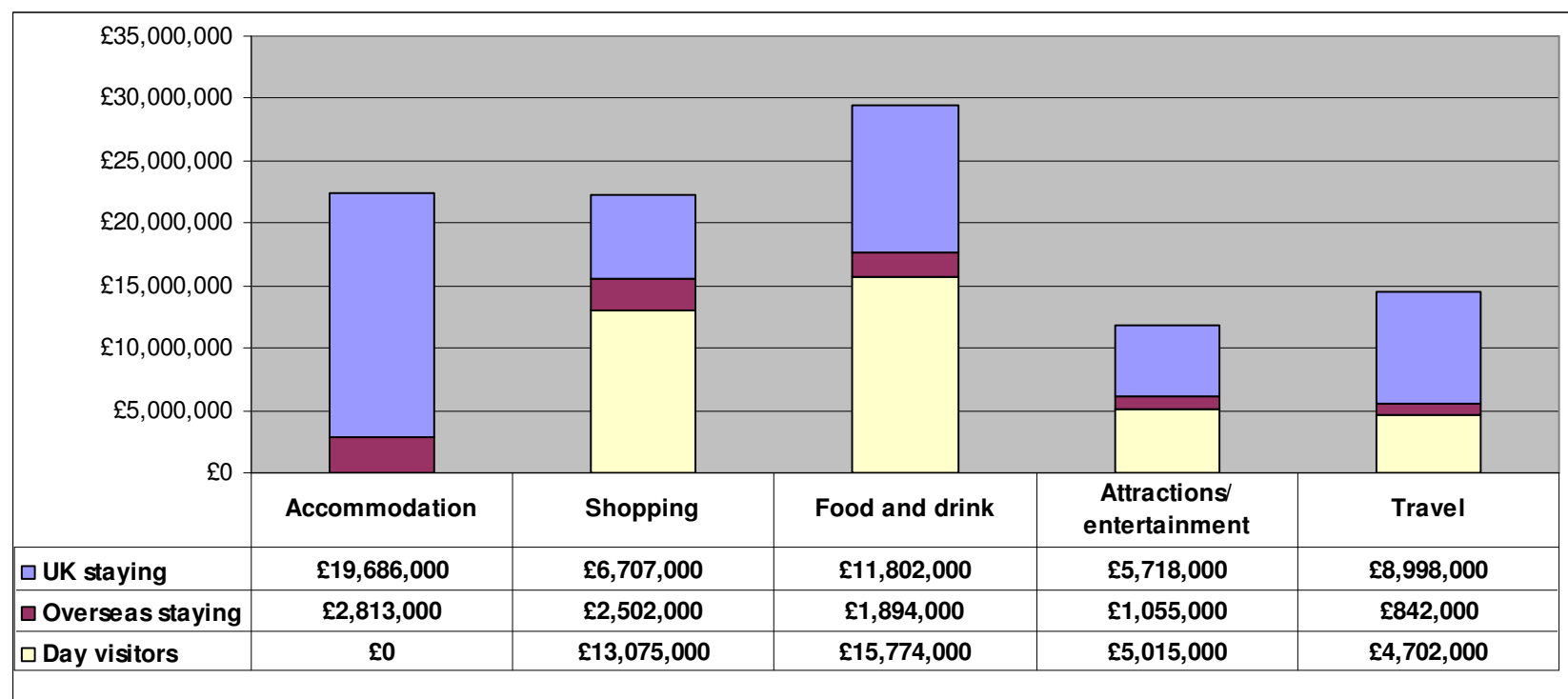
### Day visits



# THE VALUE OF TOURISM

## West Devon Briefing 2005

### Visitor spend



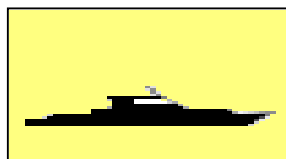
# THE VALUE OF TOURISM

## West Devon Briefing 2005

### Other tourism related spend



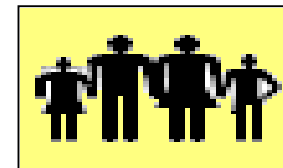
**Second Homes**  
£162,000



**Boats**  
£0



**Static Vans**  
£0



**VFR**  
£3,887,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

### Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	1,589	873	2,462
Indirect jobs	223	89	312
Induced jobs	73	7	80
<b>Total</b>	<b>1,885</b>	<b>969</b>	<b>2,854</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>2,027</b>

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

# **THE VALUE OF TOURISM**

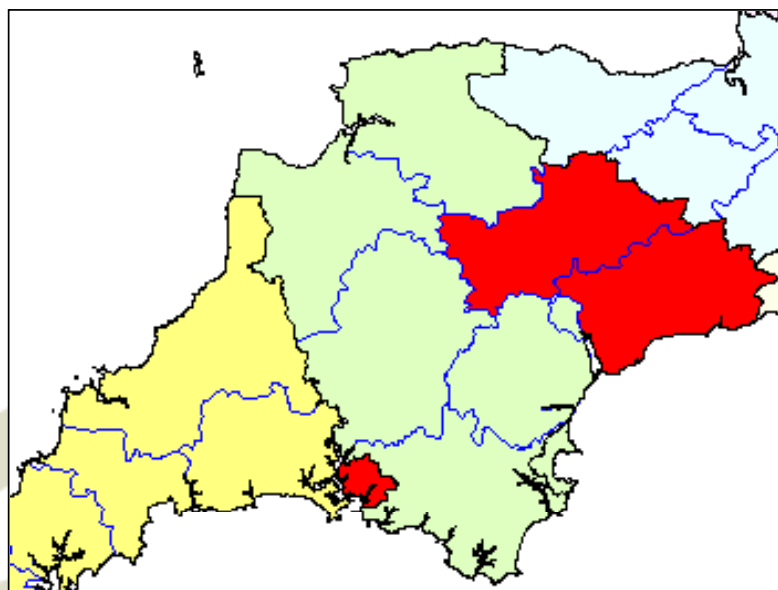
## **COMBINED DISTRICTS**

**Combined data for East Devon, Mid Devon &  
Plymouth**

# THE VALUE OF TOURISM

## Combined districts Briefing 2005

East Devon, Mid Devon & Plymouth combined



### COMBINED DISTR KEY FACTS

- 1,669,000** trips by staying visitors
- 7,909,000** staying visitor nights
- £325,559,000** spend by staying visitors
- 6,750,000** day visits
- £285,835,000** spend by day visitors
- £39,701,000** other tourism related spend
- 17,212** jobs related to tourism spending
- 9%** of employment is supported by tourism

# THE VALUE OF TOURISM

## Combined districts Briefing 2005

East Devon, Mid Devon & Plymouth combined

### Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	483,000	1,694,000	£114,007,000
Self catering	106,000	701,000	£32,266,000
Touring caravans /tents	124,000	658,000	£16,861,000
Static vans/holiday centres	194,000	1,037,000	£34,279,000
Group/campus	11,000	18,000	£955,000
Paying guests in private homes	0	0	£0
Second homes	23,000	171,000	£3,408,000
Boat moorings	4,000	40,000	£228,000
Other	45,000	247,000	£9,961,000
Staying with friends and relatives (VFR)	551,000	2,191,000	£67,538,000
<b>Total</b>	<b>1,541,000</b>	<b>6,757,000</b>	<b>£279,503,000</b>

### Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	39,000	173,000	£11,926,000
Self catering	4,000	70,000	£2,661,000
Touring caravans /tents	5,000	20,000	£499,000
Static vans/holiday centres	0	10,000	£135,000
Group/campus	1,000	29,000	£1,944,000
Paying guests in private homes	8,000	147,000	£6,682,000
Second homes	1,000	40,000	£1,156,000
Boat moorings	0	0	£0
Other	4,000	7,000	£215,000
Staying with friends and relatives (VFR)	67,000	655,000	£20,836,000
<b>Total</b>	<b>128,000</b>	<b>1,152,000</b>	<b>£46,056,000</b>

# THE VALUE OF TOURISM

## Combined districts Briefing 2005 East Devon, Mid Devon & Plymouth combined

### Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	1,142,000	5,454,000	£240,642,000
Business	109,000	414,000	£21,311,000
VFR	277,000	852,000	£16,891,000
Other	13,000	37,000	£658,000
Study	0	0	£0
<b>Total</b>	<b>1,541,000</b>	<b>6,757,000</b>	<b>£279,503,000</b>

### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	34,000	244,000	£8,392,000
Business	12,000	44,000	£6,624,000
VFR	66,000	656,000	£14,900,000
Other	11,000	119,000	£14,210,000
Study	6,000	89,000	£1,929,000
<b>Total</b>	<b>128,000</b>	<b>1,152,000</b>	<b>£46,056,000</b>

NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

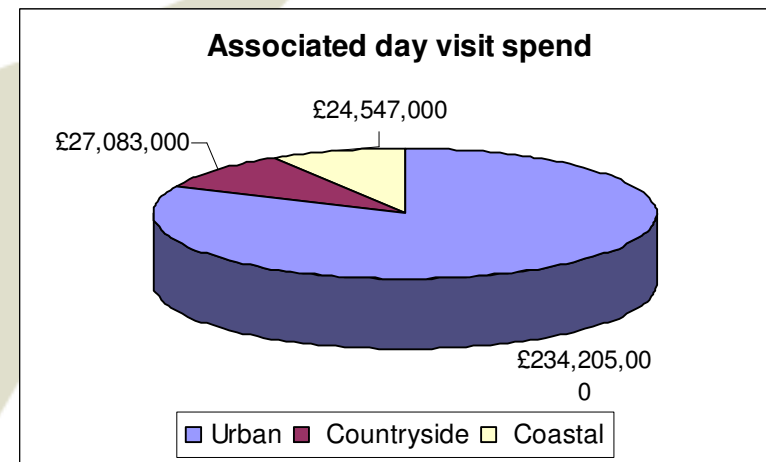
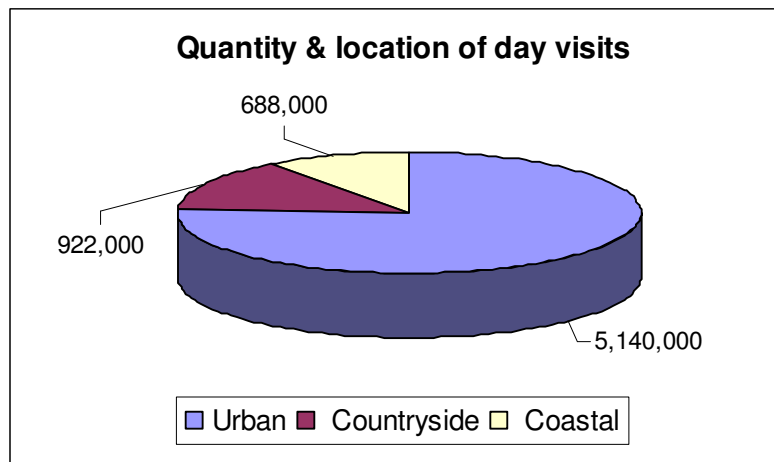
This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

# THE VALUE OF TOURISM

## Combined districts Briefing 2005

East Devon, Mid Devon & Plymouth combined

### Day visits

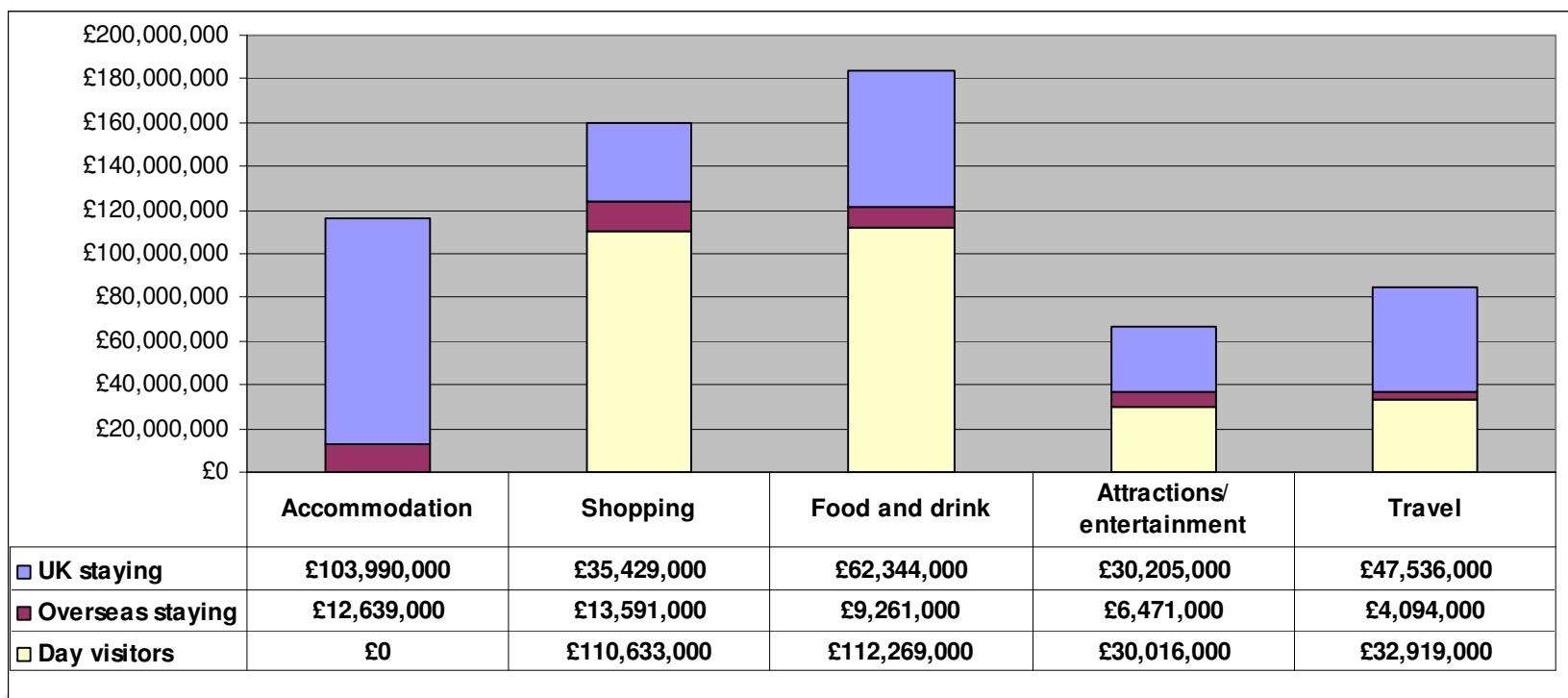


# THE VALUE OF TOURISM

## Combined districts Briefing 2005

East Devon, Mid Devon & Plymouth combined

### Visitor spend



# THE VALUE OF TOURISM

## Combined districts Briefing

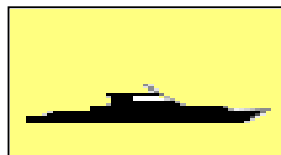
**2005** East Devon, Mid Devon & Plymouth combined

### Other tourism related spend



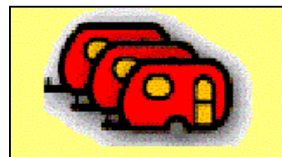
**Second Homes**

**£919,000**



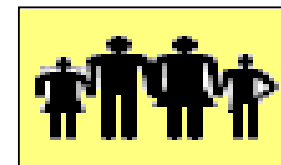
**Boats**

**£4,580,000**



**Static Vans**

**£0**



**VFR**

**£34,202,000**

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

### Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	7,745	5,537	13,283
Indirect jobs	1,838	1,024	2,862
Induced jobs	909	157	1,067
<b>Total</b>	<b>10,493</b>	<b>6,719</b>	<b>17,212</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>12,584</b>

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.