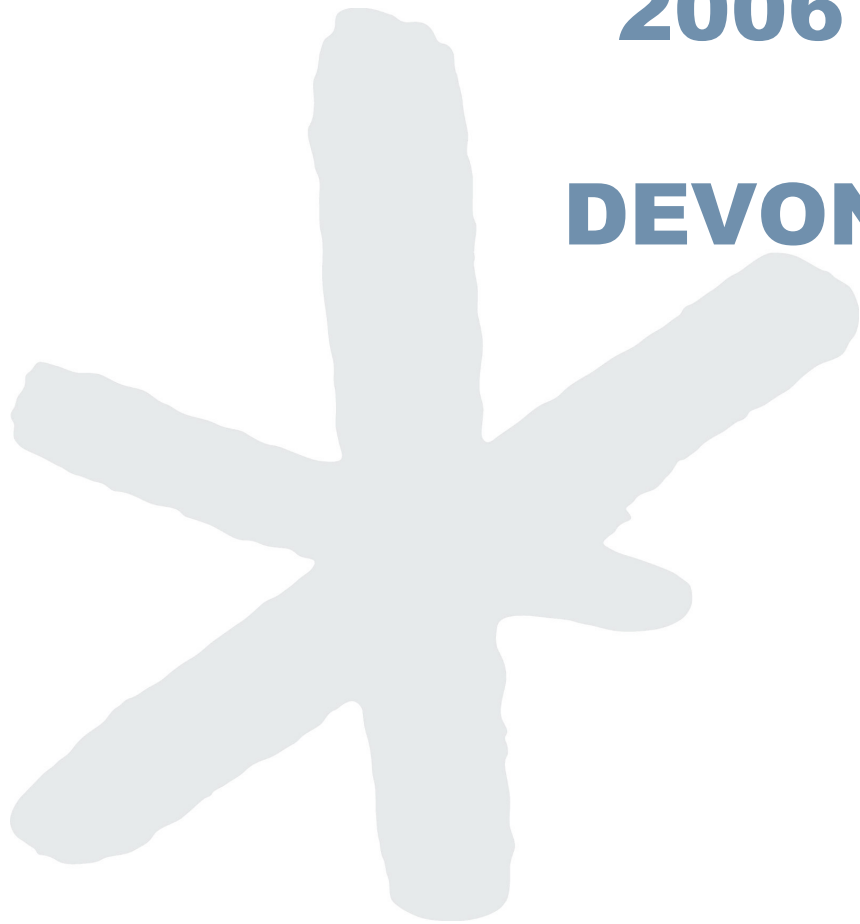


THE VALUE OF TOURISM 2006

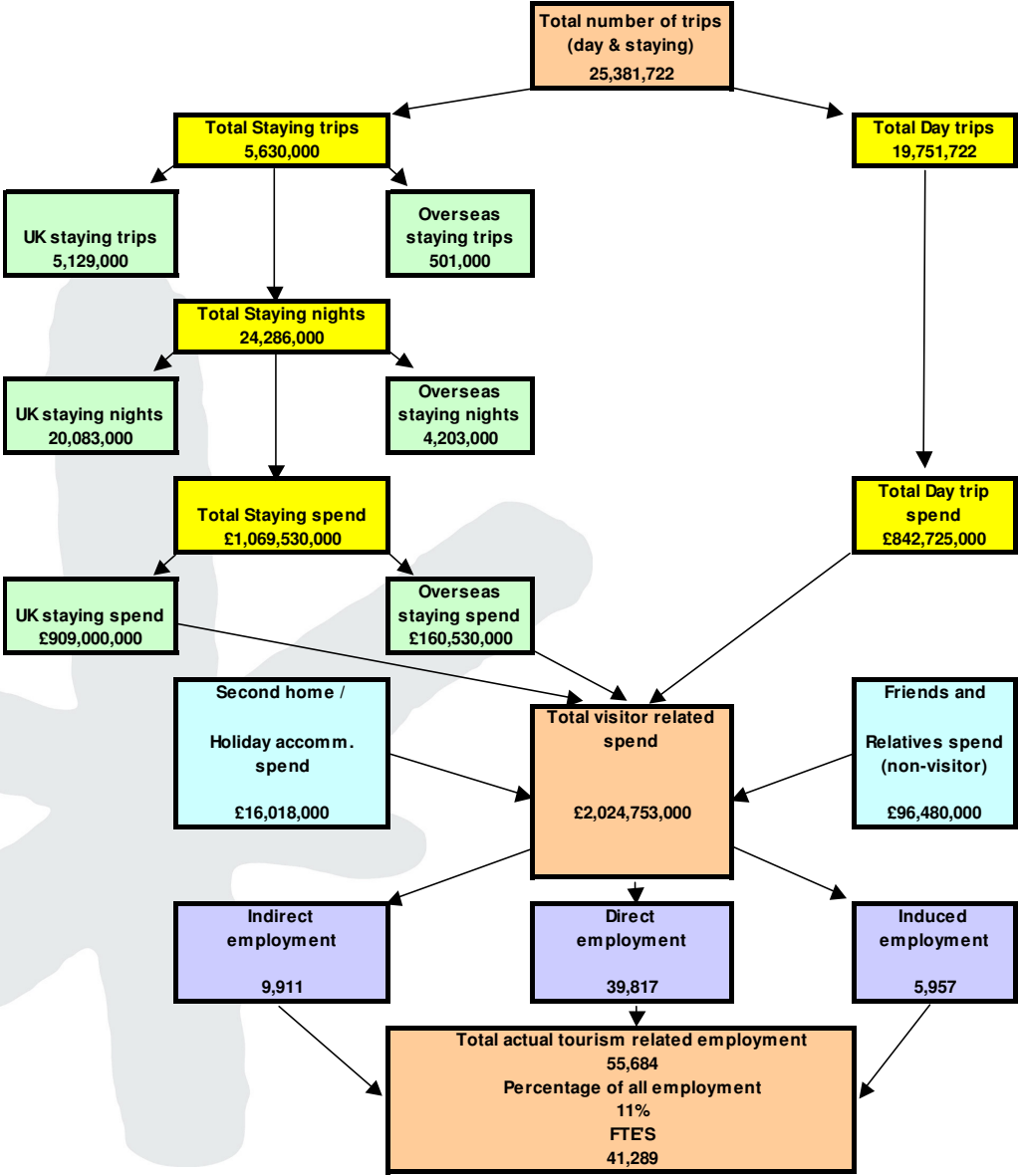
DEVON



South West
England

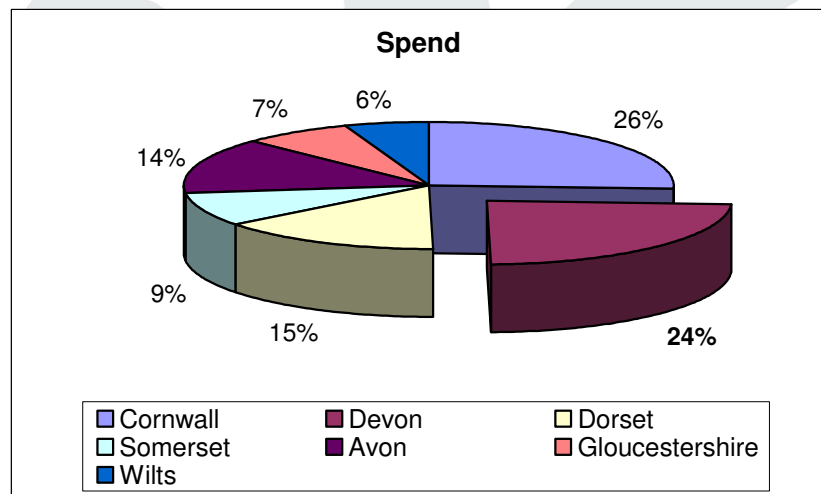
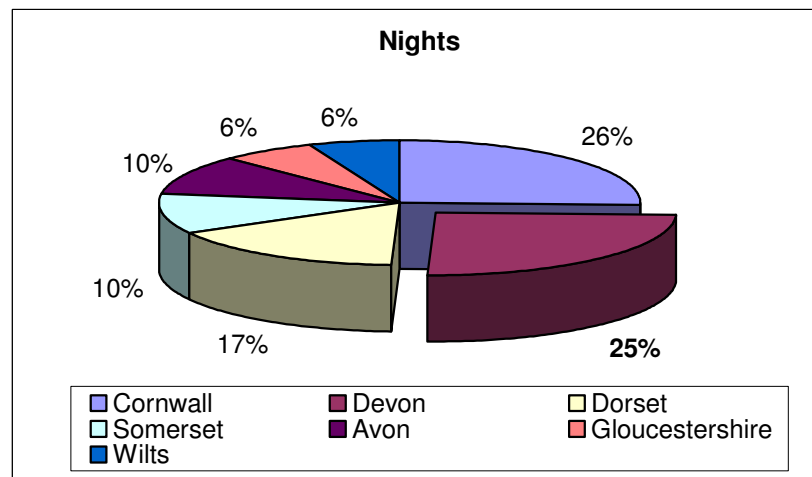
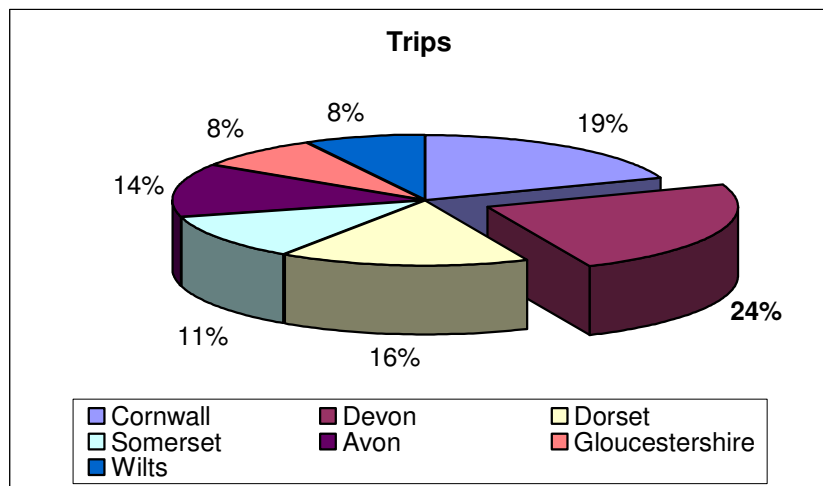
THE VALUE OF TOURISM

Devon : Facts at a glance



THE VALUE OF TOURISM

Devon : Staying visitors in context



	Trips	Nights	Spend
Cornwall	4,577,000	25,101,000	£1,155,500,000
Devon	5,630,000	24,286,000	£1,069,530,000
Dorset	3,789,000	16,216,000	£658,498,000
Somerset	2,659,000	10,115,000	£383,102,000
Former Avon	3,180,000	10,038,000	£623,532,000
Gloucestershire	1,837,000	6,128,000	£324,845,000
Wilts	1,860,000	6,042,000	£251,135,000

THE VALUE OF TOURISM

Devon : Staying visitors in detail

Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	1,591,000	4,498,000	£343,635,000
Self catering	499,000	2,941,000	£177,346,000
Touring caravans /tents	594,000	3,398,000	£78,197,000
Static vans/holiday centres	686,000	3,650,000	£152,545,000
Group/campus	92,000	272,000	£17,667,000
Paying guest in private house	0	0	£0
Second homes	70,000	225,000	£8,480,000
Boat moorings	28,000	107,000	£3,114,000
Other	84,000	242,000	£2,950,000
Staying with friends and relatives	1,484,000	4,752,000	£125,066,000
Total	5,129,000	20,083,000	£909,000,000

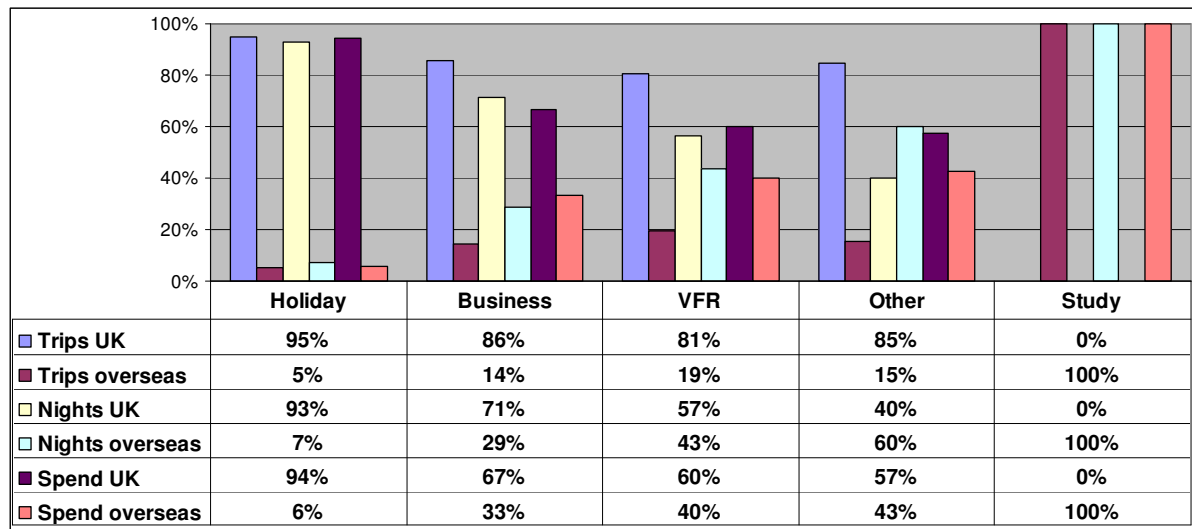
Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	194,000	651,000	£46,252,000
Self catering	19,000	237,000	£10,502,000
Touring caravans /tents	34,000	274,000	£6,923,000
Static vans/holiday centres	3,000	23,000	£441,000
Group/campus	15,000	426,000	£17,820,000
Paying guest in private house	38,000	470,000	£26,859,000
Second homes	6,000	107,000	£5,115,000
Boat moorings	0	0	£0
Other	10,000	15,000	£130,000
Staying with friends and relatives	182,000	1,999,000	£46,488,000
Total	501,000	4,203,000	£160,530,000

THE VALUE OF TOURISM

Devon : Staying visitors in detail

Trips, nights and spend by purpose



Trips, nights and spend by purpose (Domestic Tourists)

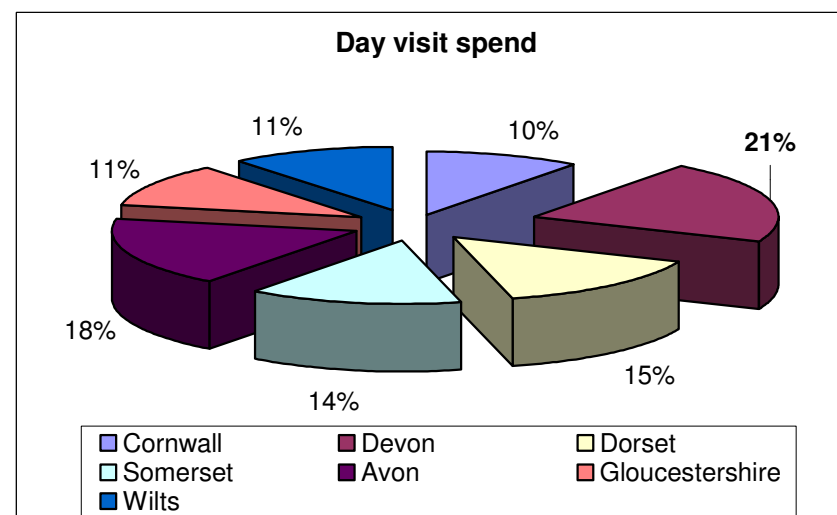
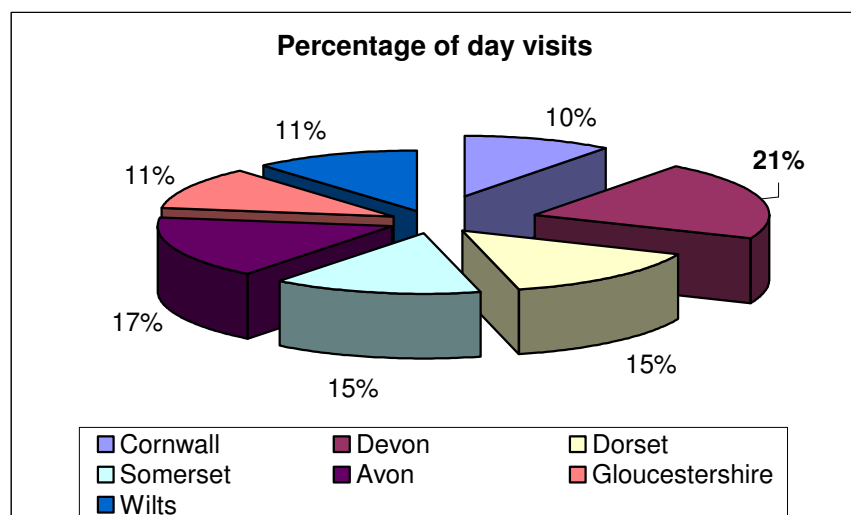
	Trips	Nights	Spend
Holiday	3,836,000	17,059,000	£768,793,000
Business	379,000	801,000	£59,639,000
VFR	777,000	1,895,000	£66,045,000
Other	137,000	328,000	£14,524,000
Study	0	0	£0
Total	5,129,000	20,083,000	£909,000,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	200,000	1,273,000	£46,550,000
Business	63,000	320,000	£29,844,000
VFR	188,000	1,457,000	£43,900,000
Other	25,000	488,000	£10,858,000
Study	25,000	665,000	£29,378,000
Total	501,000	4,203,000	£160,530,000

THE VALUE OF TOURISM

Devon : Day visits in context

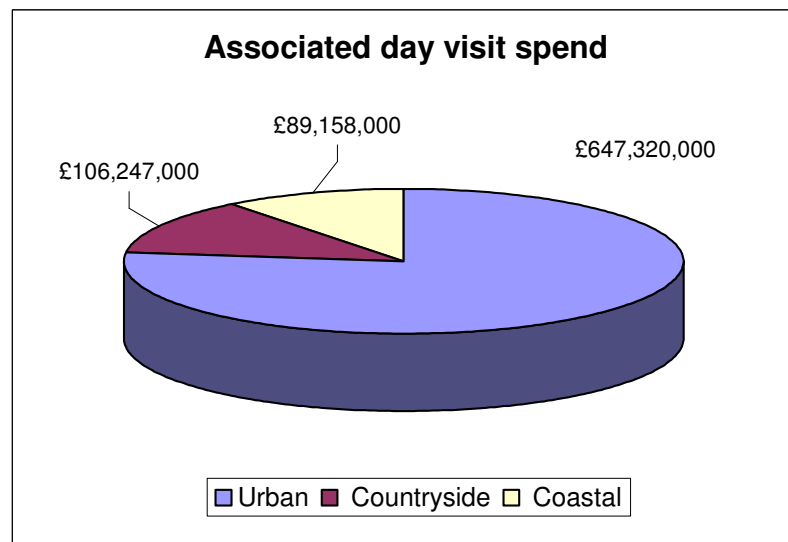
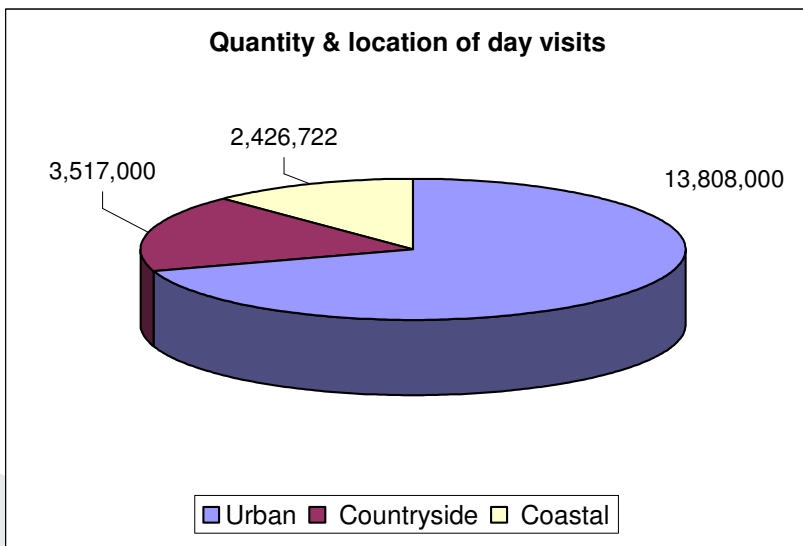


	Trips	Spend
Cornwall	9,780,122	£412,305,000
Devon	19,751,722	£842,725,000
Dorset	14,079,612	£581,373,925
Somerset	13,705,909	£568,401,000
Former Avon	15,597,000	£714,867,000
Gloucestershire	10,845,000	£441,894,000
Wilts	10,703,000	£428,108,000
Totals	94,462,365	£3,989,673,925

THE VALUE OF TOURISM

Devon : Day visits in detail

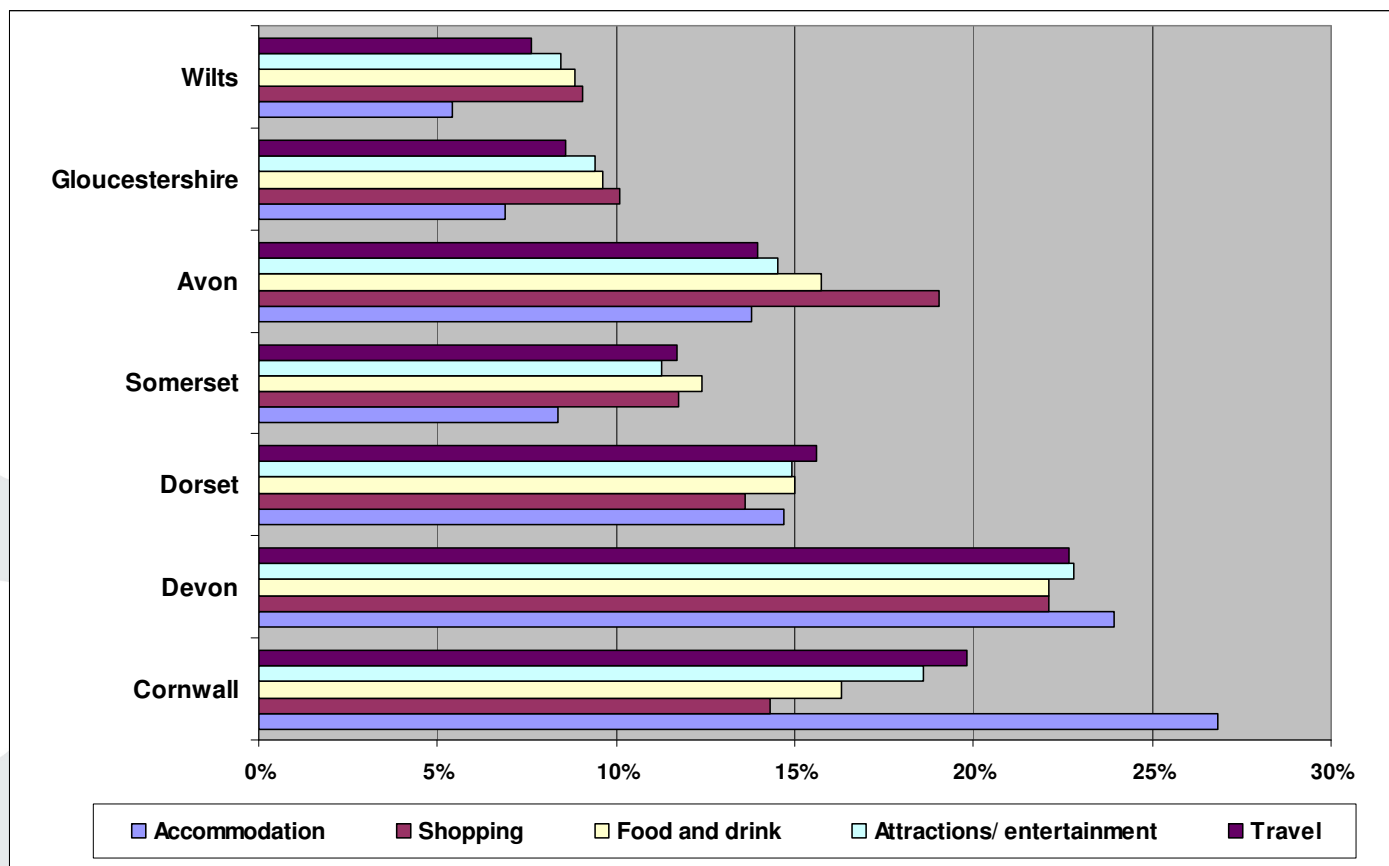
Day visits



THE VALUE OF TOURISM

Devon :

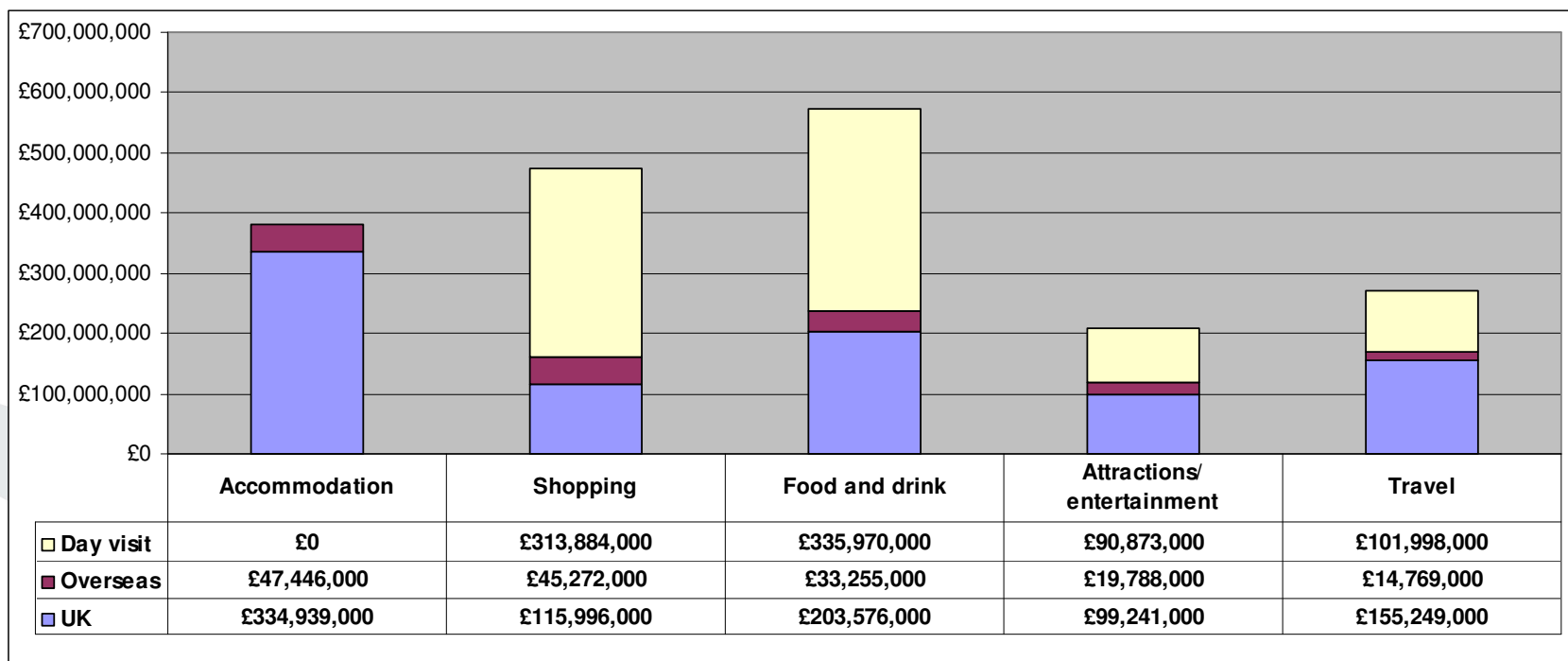
Breakdown of expenditure associated with trips (all visits)



THE VALUE OF TOURISM

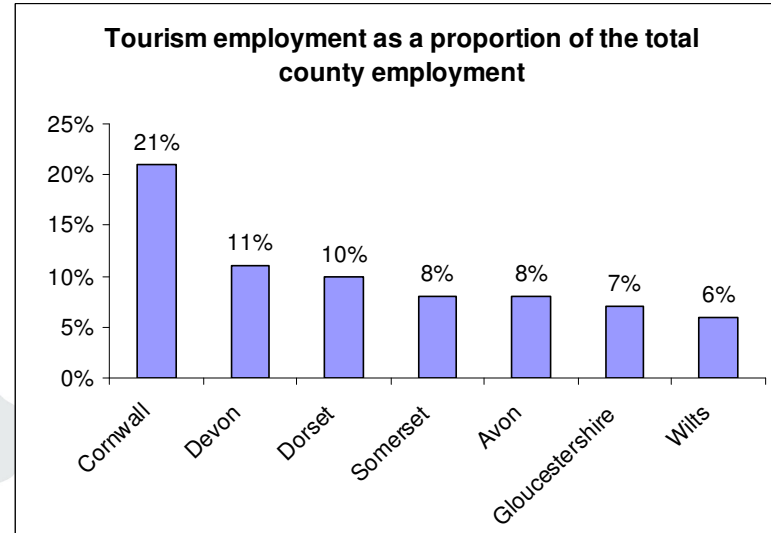
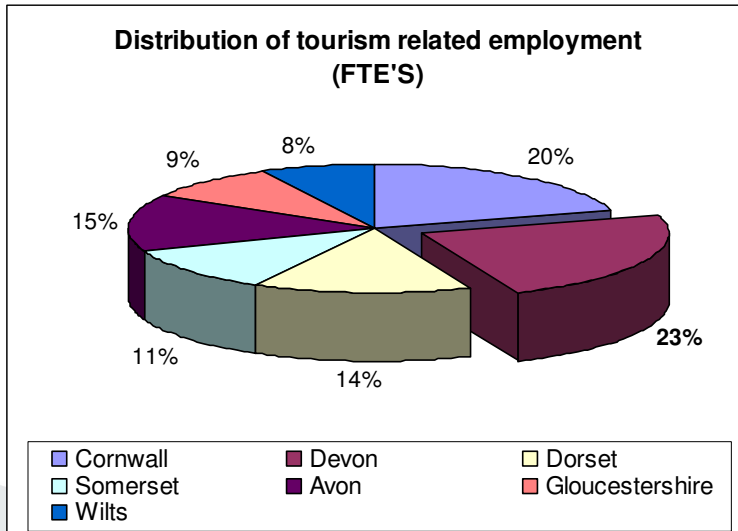
Devon :

Breakdown of expenditure associated with trips



THE VALUE OF TOURISM

Devon : Employment in context



	Number of FTE's
Cornwall	35,841
Devon	41,289
Dorset	25,295
Somerset	19,491
Former Avon	25,752
Gloucestershire	15,493
Wilts	13,276
Totals	176,437

THE VALUE OF TOURISM 2006

Devon : Employment in detail

Estimated actual number of jobs related to tourism spending

	Staying tourists	Day visitors	Total
Direct	24,043	15,774	39,817
Indirect	6,447	3,464	9,911
Induced	5,102	855	5,957
Totals	35,591	20,093	55,684

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

	Staying tourists	Day visitors	Total
Direct	16,723	10,647	27,370
Indirect	5,655	3,039	8,694
Induced	4,476	750	5,225
Totals	26,853	14,436	41,289

Direct employment in businesses in receipt of visitor expenditure -

Estimated number of full time jobs(FTE's)

	Staying	Day	Total
Accommodation	6,713	117	6,830
Retailing	1,643	3,199	4,842
Catering	3,643	5,168	8,811
Attractions/entertainment	2,099	1,662	3,761
Transport	839	503	1,342
Arising from non trip spend	1,786	0	1,786
Totals	16,723	10,647	27,370

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.

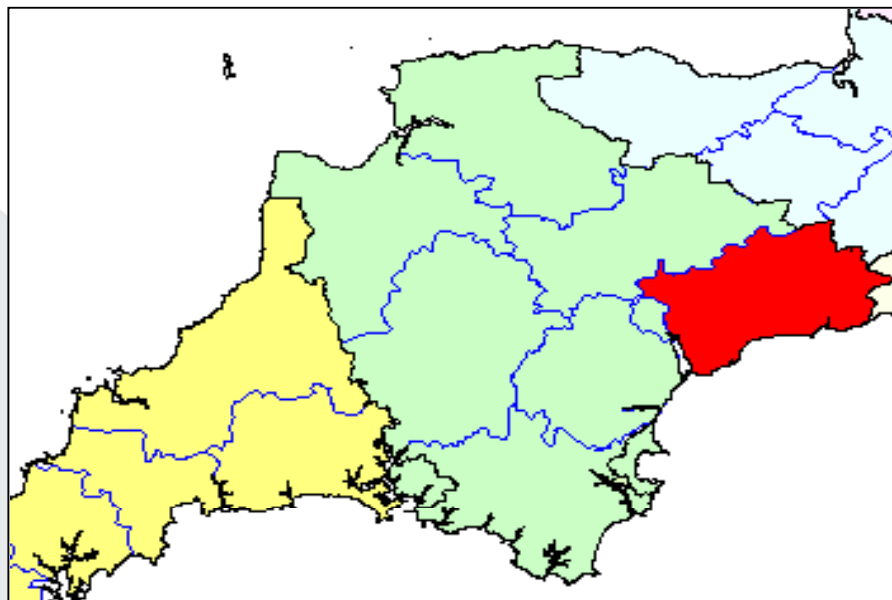


THE VALUE OF TOURISM

EAST DEVON DISTRICT

THE VALUE OF TOURISM

East Devon Briefing 2006



EAST DEVON

KEY FACTS

- 751,000** trips by staying visitors
- 3,286,000** staying visitor nights
- £143,355,000** spend by staying visitors
- 2,457,000** day visits
- £101,783,000** spend by day visitors
- £13,255,000** other tourism related spend
- 6,776** jobs related to tourism spending
- 11%** of employment is supported by tourism

THE VALUE OF TOURISM

East Devon Briefing 2006

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

	Trips	Nights	Spend
Serviced	198,000	559,000	£42,744,000
Self catering	60,000	352,000	£21,221,000
Touring caravans /tents	77,000	439,000	£10,114,000
Static vans/holiday centres	160,000	853,000	£35,641,000
Group/campus	1,000	3,000	£206,000
Paying guests in private homes	0	0	£0
Second homes	12,000	37,000	£1,397,000
Boat moorings	3,000	12,000	£346,000
Other	10,000	28,000	£344,000
Staying with friends and relatives (VFR)	173,000	555,000	£14,602,000
Total	693,000	2,839,000	£126,615,000

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

	Trips	Nights	Spend
Serviced	24,000	81,000	£5,753,000
Self catering	2,000	28,000	£1,257,000
Touring caravans /tents	4,000	35,000	£895,000
Static vans/holiday centres	1,000	5,000	£103,000
Group/campus	0	5,000	£208,000
Paying guests in private homes	3,000	39,000	£2,238,000
Second homes	1,000	18,000	£842,000
Boat moorings	0	0	£0
Other	1,000	2,000	£15,000
Staying with friends and relatives (VFR)	21,000	233,000	£5,428,000
Total	58,000	447,000	£16,740,000

THE VALUE OF TOURISM

East Devon Briefing 2006

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	540,000	2,469,000	£109,570,000
Business	47,000	102,000	£7,515,000
VFR	91,000	228,000	£7,812,000
Other	16,000	39,000	£1,718,000
Study	0	0	£0
Total	693,000	2,839,000	£126,615,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	23,000	142,000	£5,077,000
Business	8,000	38,000	£3,449,000
VFR	22,000	161,000	£4,762,000
Other	3,000	54,000	£1,178,000
Study	2,000	52,000	£2,274,000
Total	58,000	447,000	£16,740,000

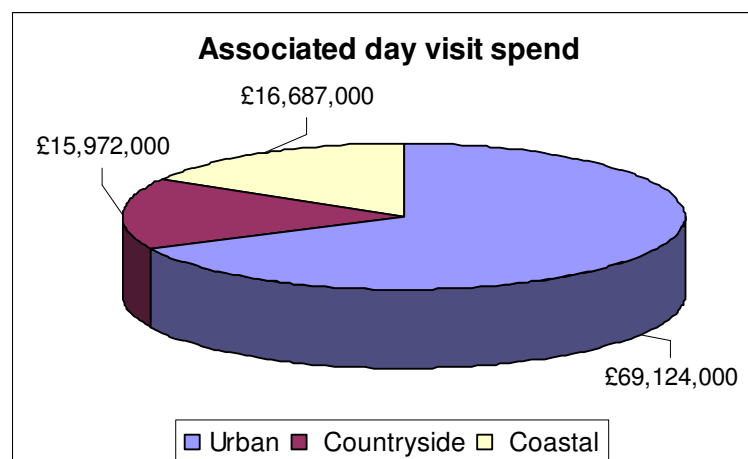
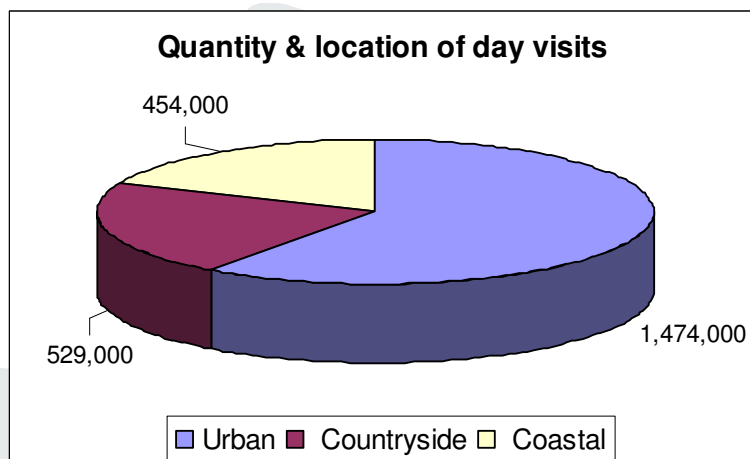
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This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

THE VALUE OF TOURISM

East Devon Briefing 2006

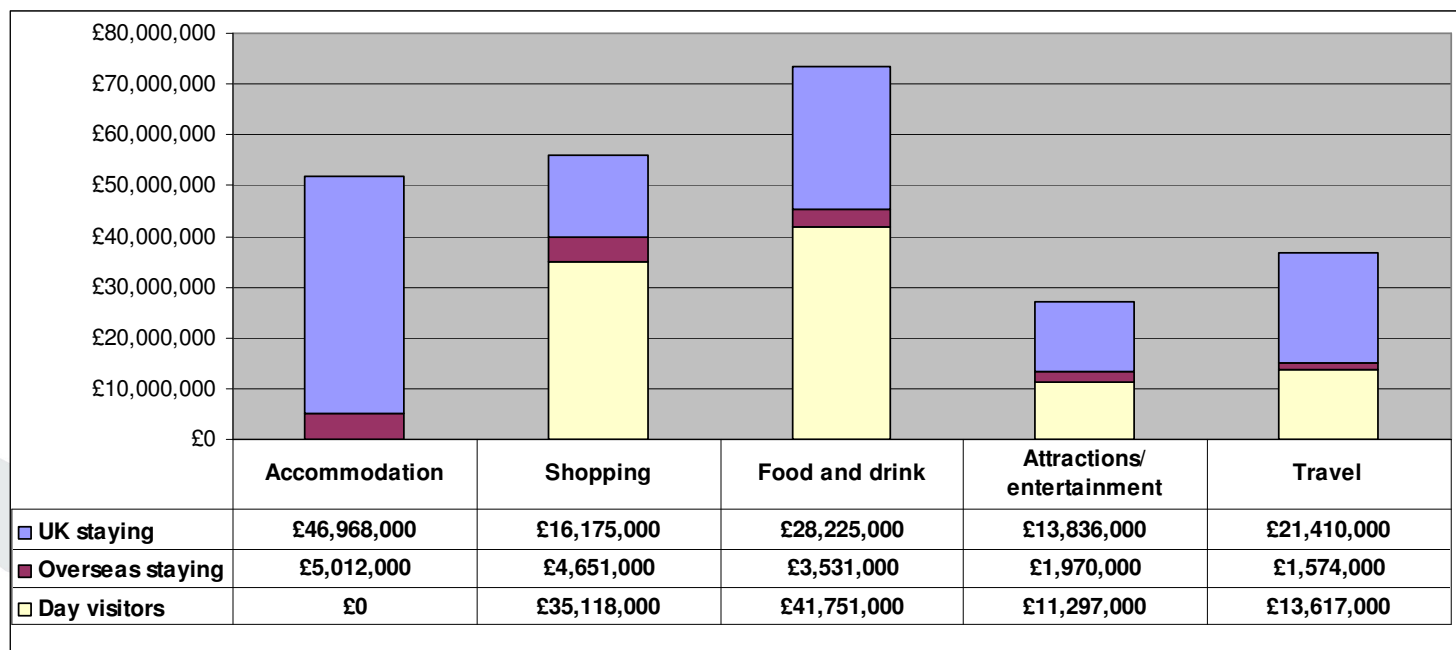
Day visits



THE VALUE OF TOURISM

East Devon Briefing 2006

Visitor spend



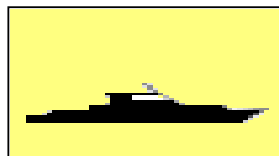
THE VALUE OF TOURISM

East Devon Briefing 2006

Other tourism related spend



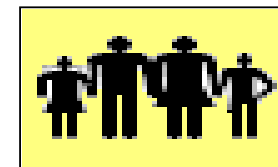
Second Homes
£650,000



Boats
£1,340,000



Static Vans
£0



VFR
£11,265,000

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	3,275	1,959	5,233
Indirect jobs	809	349	1,157
Induced jobs	340	46	386
Total	4,423	2,353	6,776
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			4,947

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.

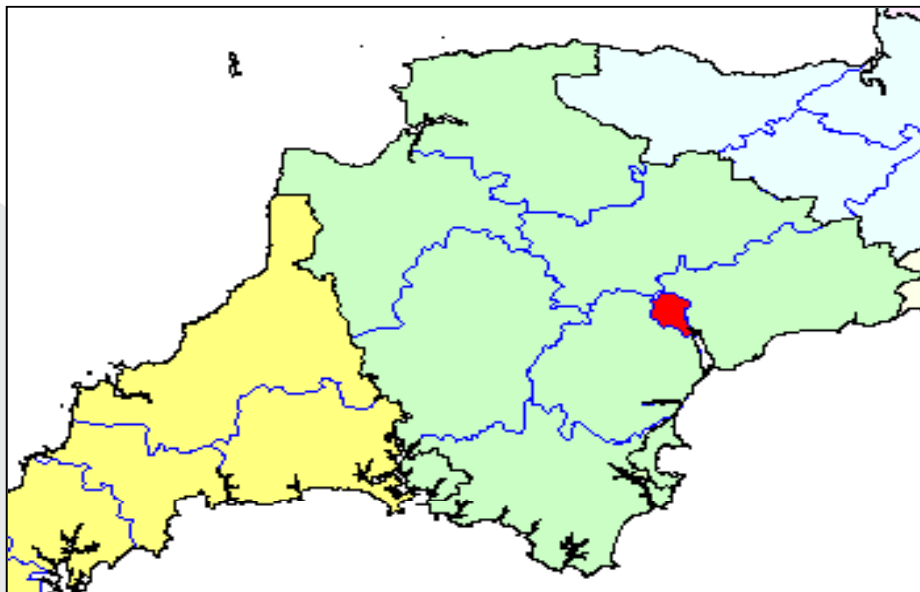


THE VALUE OF TOURISM

EXETER DISTRICT

THE VALUE OF TOURISM

Exeter Briefing 2006



EXETER

KEY FACTS

383,000 trips by staying visitors
1,672,000 staying visitor nights
£73,373,000 spend by staying visitors
1,580,000 day visits
£73,866,000 spend by day visitors
£10,347,000 other tourism related spend
3,617 jobs related to
tourism spending
7% of employment is
supported by tourism

THE VALUE OF TOURISM

Exeter Briefing 2006

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

	Trips	Nights	Spend
Serviced	96,000	271,000	£20,708,000
Self catering	8,000	46,000	£2,800,000
Touring caravans /tents	7,000	38,000	£873,000
Static vans/holiday centres	0	1,000	£54,000
Group/campus	53,000	156,000	£10,153,000
Paying guests in private homes	0	0	£0
Second homes	1,000	3,000	£113,000
Boat moorings	0	0	£3,000
Other	9,000	26,000	£314,000
Staying with friends and relatives (VFR)	158,000	507,000	£13,331,000
Total	332,000	1,048,000	£48,350,000

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

	Trips	Nights	Spend
Serviced	12,000	39,000	£2,787,000
Self catering	0	4,000	£166,000
Touring caravans /tents	0	3,000	£77,000
Static vans/holiday centres	0	0	£0
Group/campus	9,000	245,000	£10,241,000
Paying guests in private homes	10,000	118,000	£6,715,000
Second homes	0	1,000	£68,000
Boat moorings	0	0	£0
Other	1,000	2,000	£14,000
Staying with friends and relatives (VFR)	19,000	213,000	£4,955,000
Total	51,000	624,000	£25,023,000

THE VALUE OF TOURISM

Exeter Briefing 2006

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	211,000	804,000	£41,841,000
Business	23,000	41,000	£2,870,000
VFR	83,000	173,000	£2,983,000
Other	15,000	30,000	£656,000
Study	0	0	£0
Total	332,000	1,048,000	£48,350,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	18,000	142,000	£5,519,000
Business	4,000	24,000	£2,342,000
VFR	20,000	191,000	£6,093,000
Other	3,000	64,000	£1,507,000
Study	6,000	204,000	£9,563,000
Total	51,000	624,000	£25,023,000

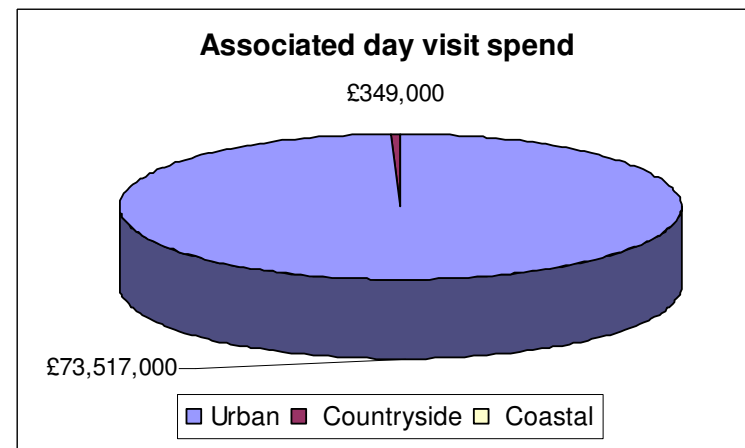
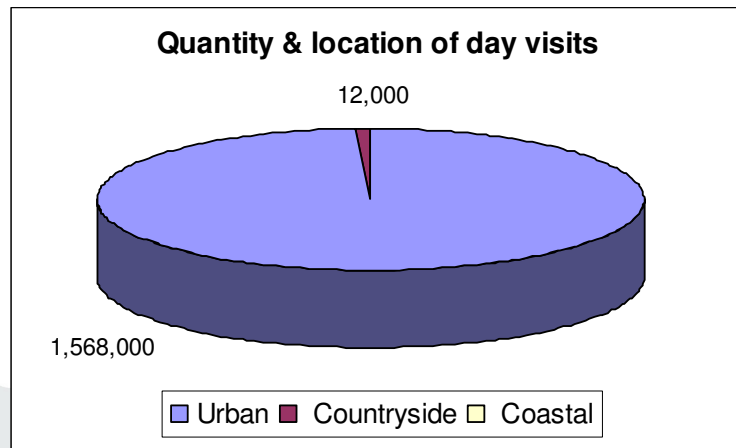
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THE VALUE OF TOURISM

Exeter Briefing 2006

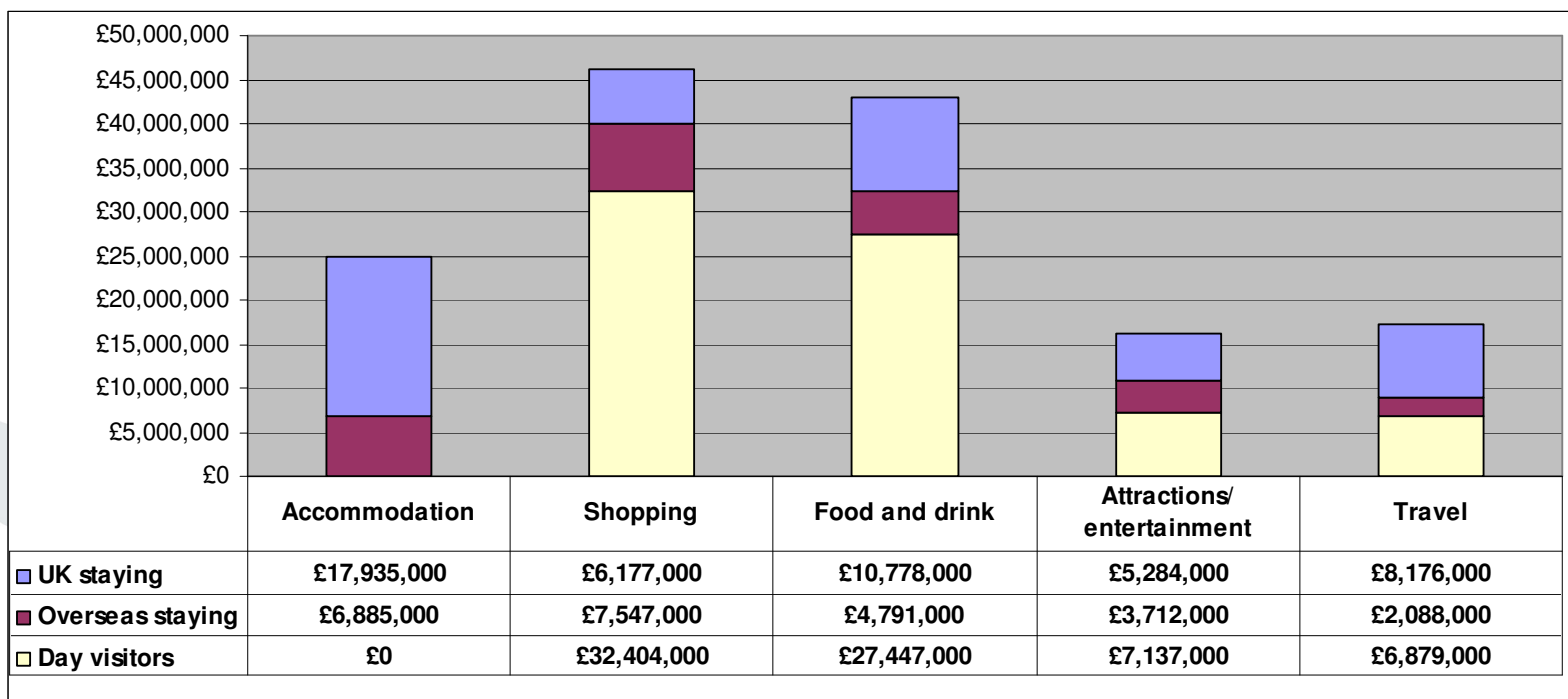
Day visits



THE VALUE OF TOURISM

Exeter Briefing 2006

Visitor spend



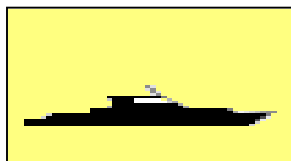
THE VALUE OF TOURISM

Exeter Briefing 2006

Other tourism related spend



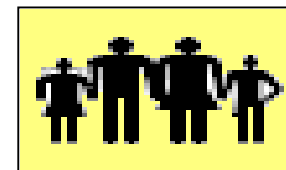
Second Homes
£53,000



Boats
£10,000



Static Vans
£0



VFR
£10,284,000

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	1,523	1,218	2,741
Indirect jobs	393	244	637
Induced jobs	202	37	238
Total	2,118	1,499	3,617
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,660

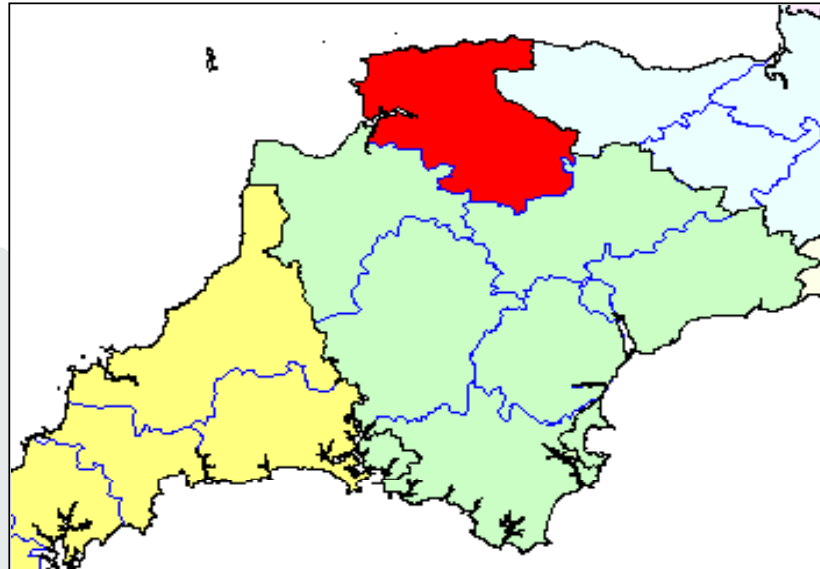
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.



THE VALUE OF TOURISM
NORTH DEVON DISTRICT

THE VALUE OF TOURISM

North Devon Briefing 2006



NORTH DEVON KEY FACTS

816,000 trips by staying visitors
3,718,000 staying visitor nights
£166,591,000 spend by staying visitors
1,919,000 day visits
£79,805,000 spend by day visitors
£8,359,000 other tourism related spend
6,733 jobs related to
tourism spending
16% of employment is
supported by tourism

THE VALUE OF TOURISM

North Devon Briefing 2006

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

	Trips	Nights	Spend
Serviced	225,000	637,000	£48,657,000
Self catering	118,000	697,000	£42,020,000
Touring caravans /tents	148,000	847,000	£19,500,000
Static vans/holiday centres	129,000	689,000	£28,783,000
Group/campus	4,000	11,000	£741,000
Paying guests in private homes	0	0	£0
Second homes	5,000	17,000	£625,000
Boat moorings	0	2,000	£52,000
Other	7,000	20,000	£241,000
Staying with friends and relatives (VFR)	121,000	388,000	£10,199,000
Total	758,000	3,307,000	£150,818,000

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

	Trips	Nights	Spend
Serviced	27,000	92,000	£6,549,000
Self catering	5,000	56,000	£2,488,000
Touring caravans /tents	8,000	68,000	£1,726,000
Static vans/holiday centres	1,000	4,000	£83,000
Group/campus	1,000	18,000	£748,000
Paying guests in private homes	0	0	£0
Second homes	0	8,000	£377,000
Boat moorings	0	0	£0
Other	1,000	1,000	£11,000
Staying with friends and relatives (VFR)	15,000	163,000	£3,791,000
Total	58,000	411,000	£15,773,000

THE VALUE OF TOURISM

North Devon Briefing 2006

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	630,000	2,992,000	£130,514,000
Business	54,000	121,000	£8,952,000
VFR	63,000	165,000	£9,305,000
Other	11,000	29,000	£2,046,000
Study	0	0	£0
Total	758,000	3,307,000	£150,818,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	31,000	204,000	£7,221,000
Business	9,000	46,000	£4,158,000
VFR	15,000	121,000	£3,523,000
Other	2,000	40,000	£871,000
Study	0	0	£0
Total	58,000	411,000	£15,773,000

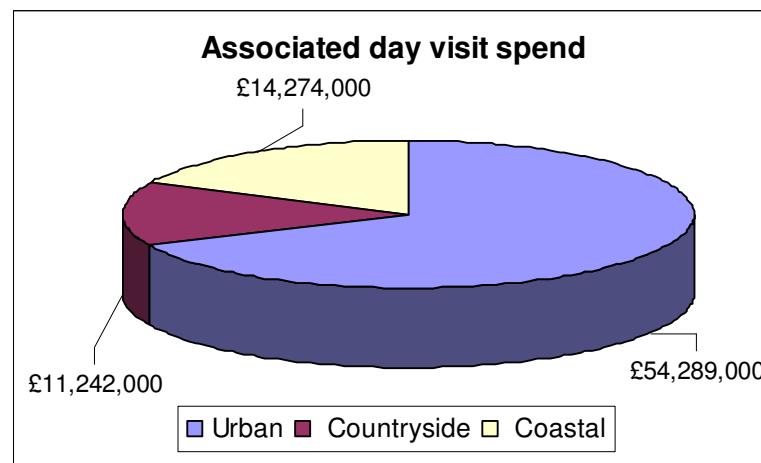
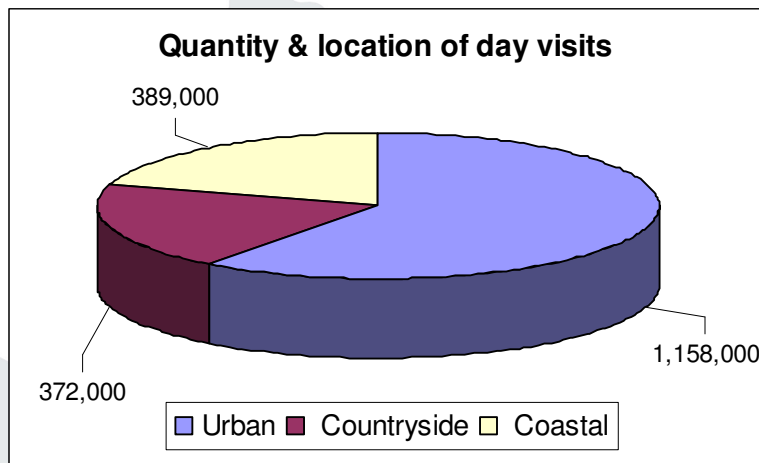
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THE VALUE OF TOURISM

North Devon Briefing 2006

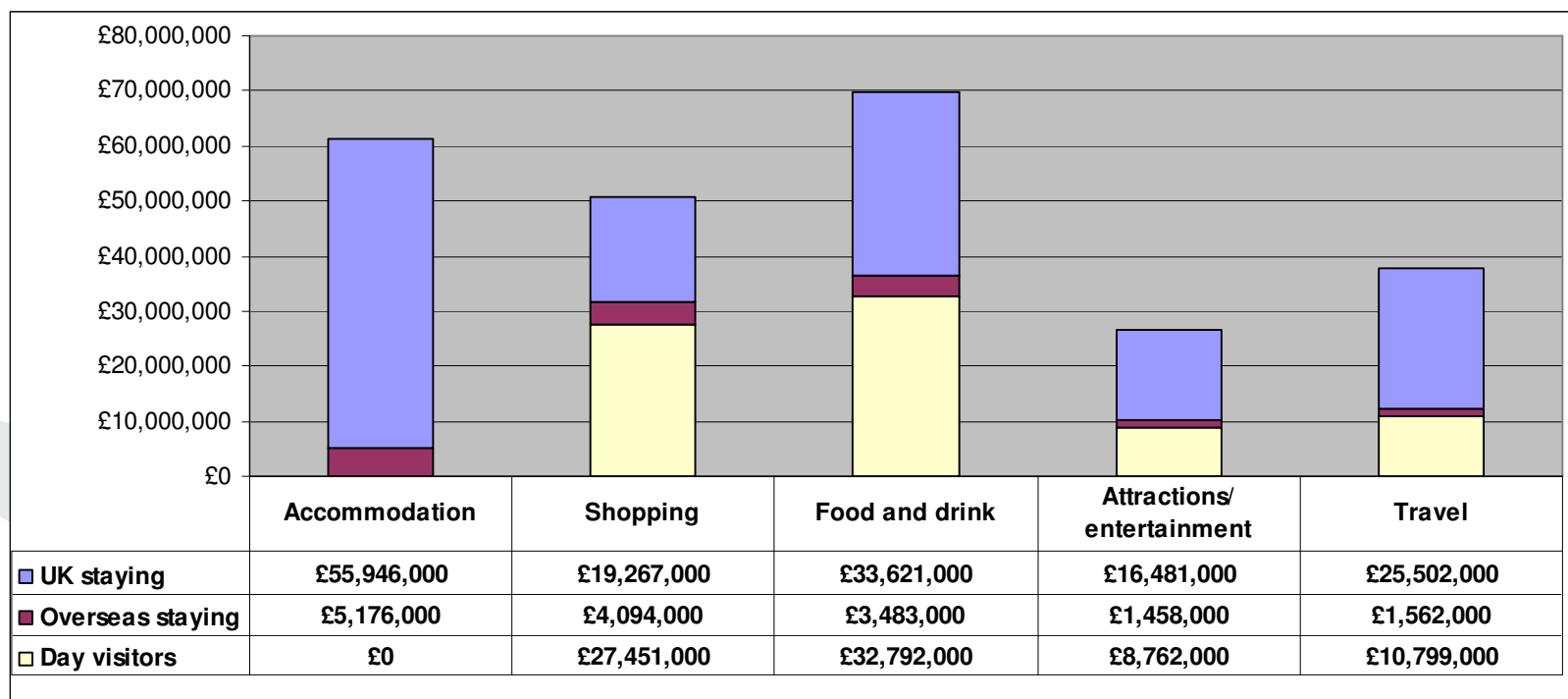
Day visits



THE VALUE OF TOURISM

North Devon Briefing 2006

Visitor spend



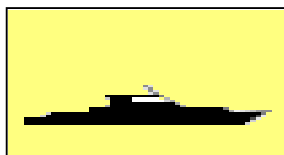
THE VALUE OF TOURISM

North Devon Briefing 2006

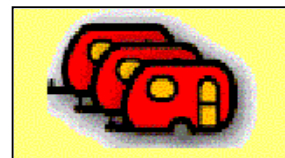
Other tourism related spend



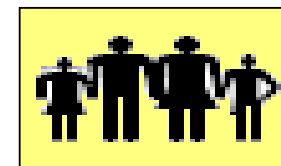
Second Homes
£291,000



Boats
£200,000



Static Vans
£0



VFR
£7,868,000

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	4,060	1,699	5,759
Indirect jobs	592	180	772
Induced jobs	188	14	202
Total	4,840	1,893	6,733
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			4,787

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.

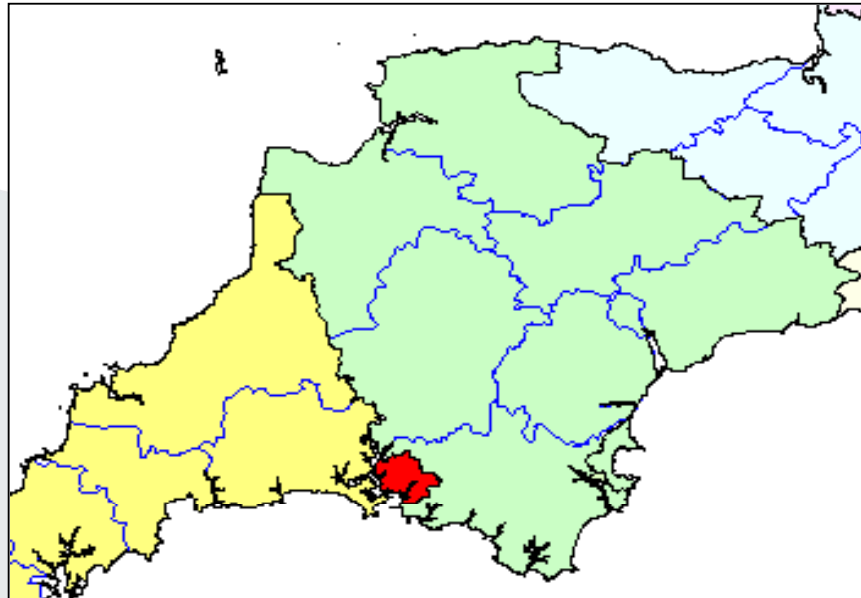


THE VALUE OF TOURISM

PLYMOUTH DISTRICT

THE VALUE OF TOURISM

Plymouth Briefing 2006



<u>PLYMOUTH</u>	<u>KEY FACTS</u>
598,000	trips by staying visitors
2,347,000	staying visitor nights
£88,527,000	spend by staying visitors
3,444,000	day visits
£158,655,000	spend by day visitors
£24,726,000	other tourism related spend
6,360	jobs related to tourism spending
6%	of employment is supported by tourism

THE VALUE OF TOURISM

Plymouth Briefing 2006

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

	Trips	Nights	Spend
Serviced	139,000	394,000	£30,122,000
Self catering	8,000	49,000	£2,933,000
Touring caravans /tents	12,000	69,000	£1,585,000
Static vans/holiday centres	3,000	14,000	£583,000
Group/campus	9,000	26,000	£1,674,000
Paying guests in private homes	0	0	£0
Second homes	3,000	9,000	£327,000
Boat moorings	8,000	29,000	£836,000
Other	19,000	54,000	£652,000
Staying with friends and relatives (VFR)	328,000	1,051,000	£27,655,000
Total	528,000	1,693,000	£66,367,000

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

	Trips	Nights	Spend
Serviced	17,000	57,000	£4,054,000
Self catering	0	4,000	£174,000
Touring caravans /tents	1,000	6,000	£140,000
Static vans/holiday centres	0	0	£2,000
Group/campus	1,000	40,000	£1,688,000
Paying guests in private homes	8,000	98,000	£5,596,000
Second homes	0	4,000	£197,000
Boat moorings	0	0	£0
Other	2,000	3,000	£29,000
Staying with friends and relatives (VFR)	40,000	442,000	£10,280,000
Total	70,000	654,000	£22,160,000

THE VALUE OF TOURISM

Plymouth Briefing 2006

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	293,000	1,183,000	£57,433,000
Business	33,000	64,000	£3,939,000
VFR	172,000	381,000	£4,095,000
Other	30,000	66,000	£900,000
Study	0	0	£0
Total	528,000	1,693,000	£66,367,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	12,000	75,000	£2,643,000
Business	6,000	27,000	£2,449,000
VFR	42,000	313,000	£9,089,000
Other	6,000	105,000	£2,248,000
Study	5,000	134,000	£5,731,000
Total	70,000	654,000	£22,160,000

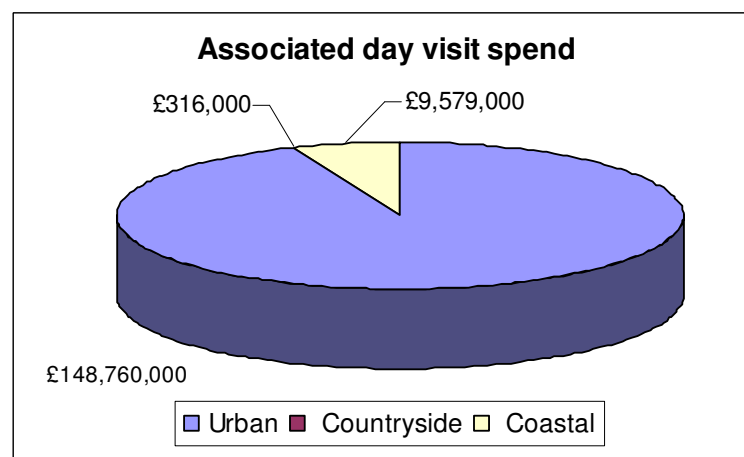
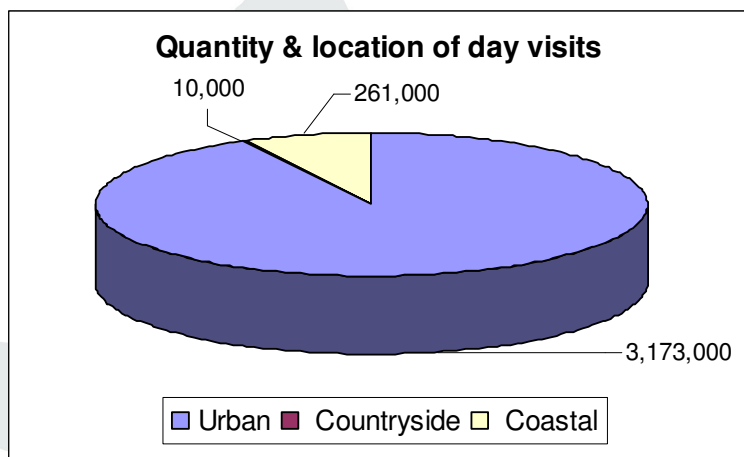
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THE VALUE OF TOURISM

Plymouth Briefing 2006

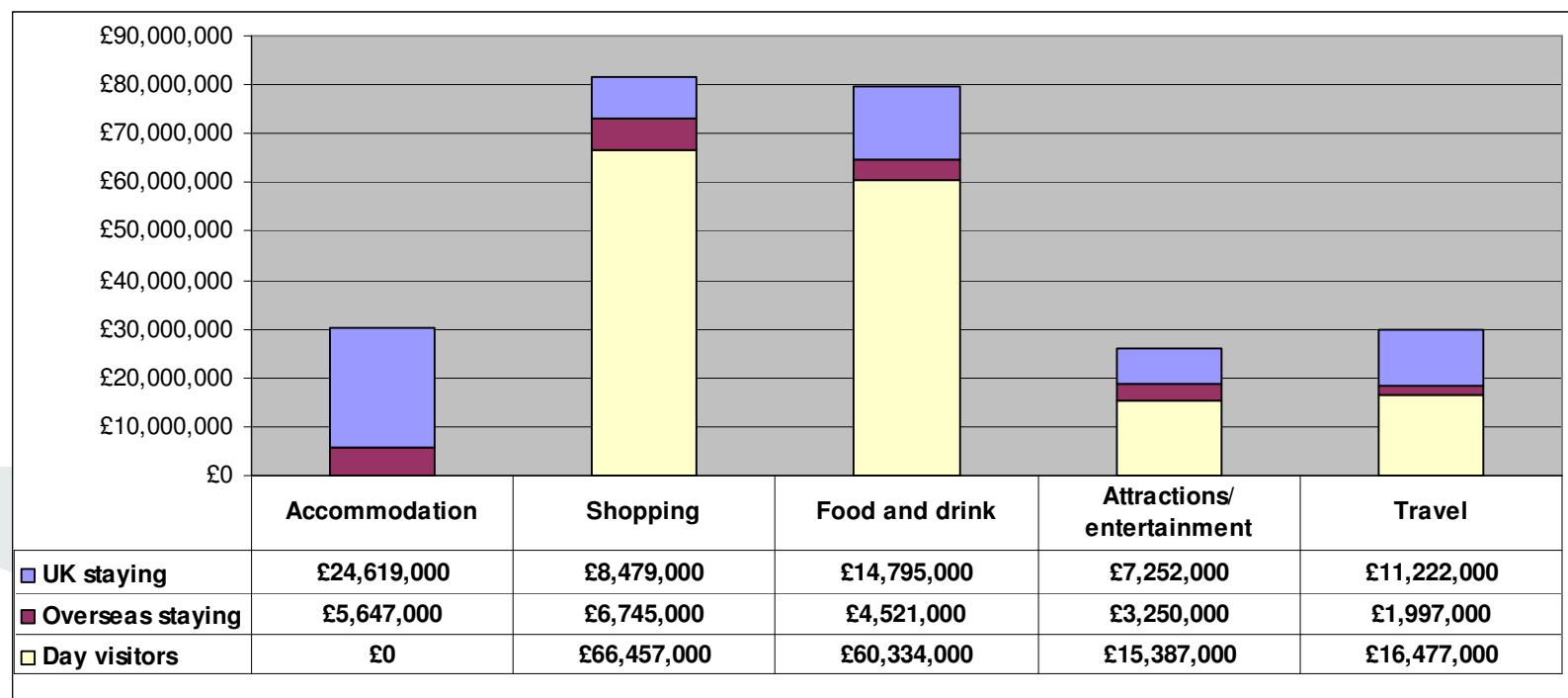
Day visits



THE VALUE OF TOURISM

Plymouth Briefing 2006

Visitor spend



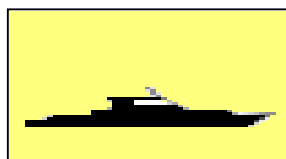
THE VALUE OF TOURISM

Plymouth Briefing 2006

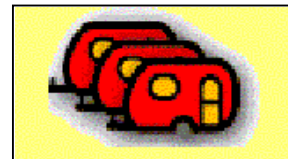
Other tourism related spend



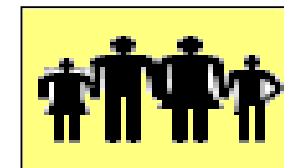
Second Homes
£152,000



Boats
£3,240,000



Static Vans
£0



VFR
£21,334,000

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	2,059	2,618	4,677
Indirect jobs	583	644	1,227
Induced jobs	342	114	456
Total	2,983	3,377	6,360
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			4,728

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.

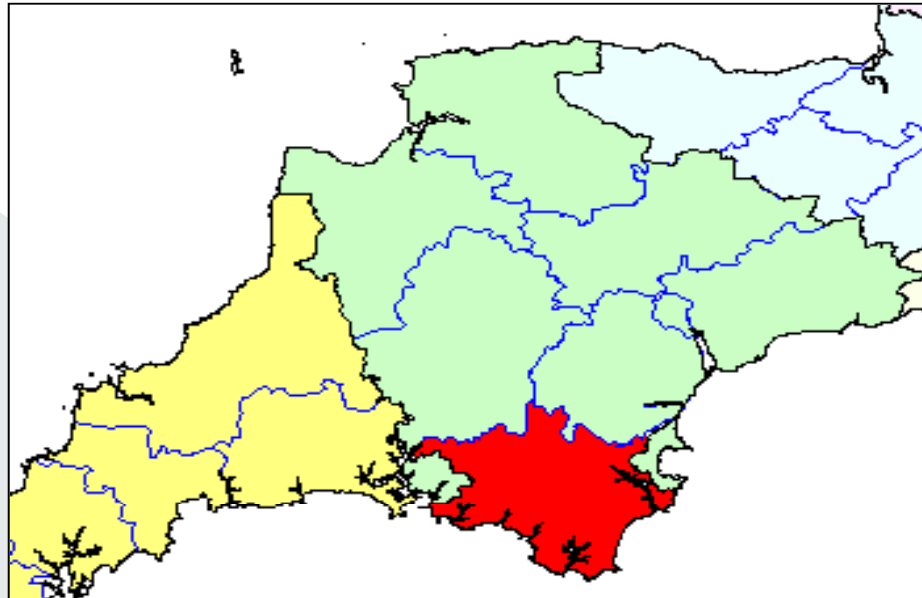


THE VALUE OF TOURISM

SOUTH HAMS DISTRICT

THE VALUE OF TOURISM

South Hams Briefing 2006



SOUTH HAMS

KEY FACTS

- 622,000** trips by staying visitors
- 2,784,000** staying visitor nights
- £123,958,000** spend by staying visitors
- 2,348,000** day visits
- £93,588,000** spend by day visitors
- £13,393,000** other tourism related spend
- 5,592** jobs related to tourism spending
- 13%** of employment is supported by tourism

THE VALUE OF TOURISM

South Hams Briefing 2006

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

	Trips	Nights	Spend
Serviced	167,000	473,000	£36,130,000
Self catering	80,000	470,000	£28,354,000
Touring caravans /tents	95,000	545,000	£12,552,000
Static vans/holiday centres	72,000	385,000	£16,093,000
Group/campus	8,000	24,000	£1,570,000
Paying guests in private homes	0	0	£0
Second homes	24,000	77,000	£2,898,000
Boat moorings	11,000	43,000	£1,262,000
Other	6,000	18,000	£219,000
Staying with friends and relatives (VFR)	110,000	352,000	£9,274,000
Total	574,000	2,388,000	£108,351,000

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

	Trips	Nights	Spend
Serviced	20,000	68,000	£4,863,000
Self catering	3,000	38,000	£1,679,000
Touring caravans /tents	5,000	44,000	£1,111,000
Static vans/holiday centres	0	2,000	£47,000
Group/campus	1,000	38,000	£1,583,000
Paying guests in private homes	2,000	20,000	£1,119,000
Second homes	2,000	37,000	£1,748,000
Boat moorings	0	0	£0
Other	1,000	1,000	£10,000
Staying with friends and relatives (VFR)	13,000	148,000	£3,447,000
Total	48,000	396,000	£15,607,000

THE VALUE OF TOURISM

South Hams Briefing 2006

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	467,000	2,133,000	£93,765,000
Business	40,000	86,000	£6,431,000
VFR	58,000	144,000	£6,685,000
Other	10,000	25,000	£1,470,000
Study	0	0	£0
Total	574,000	2,388,000	£108,351,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	25,000	173,000	£6,376,000
Business	7,000	37,000	£3,439,000
VFR	14,000	117,000	£3,568,000
Other	2,000	39,000	£882,000
Study	1,000	30,000	£1,342,000
Total	48,000	396,000	£15,607,000

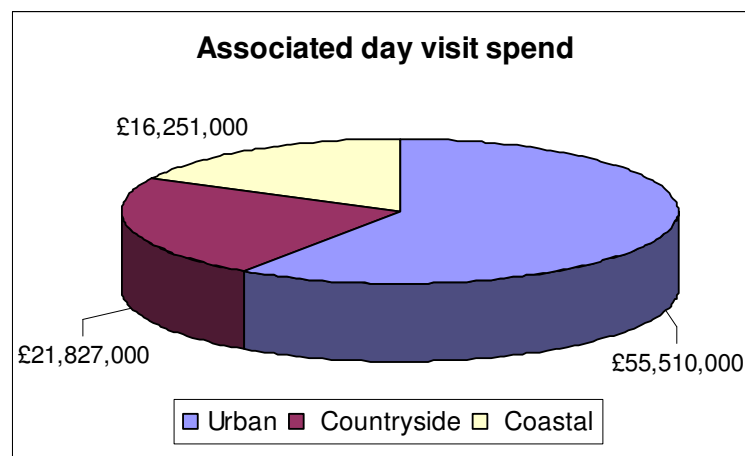
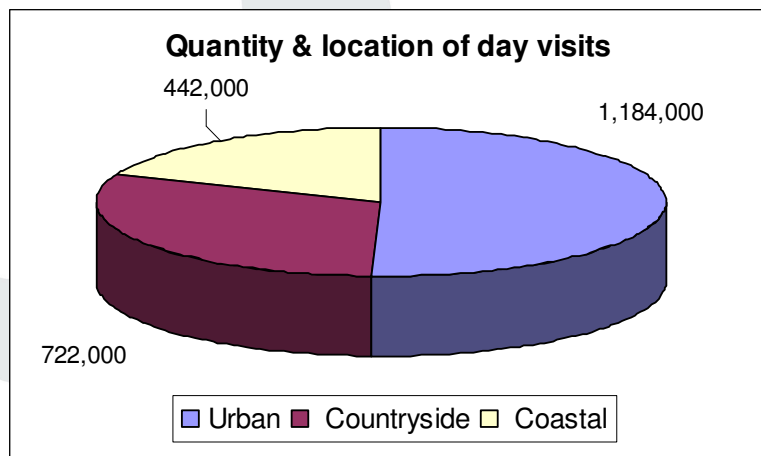
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THE VALUE OF TOURISM

South Hams Briefing 2006

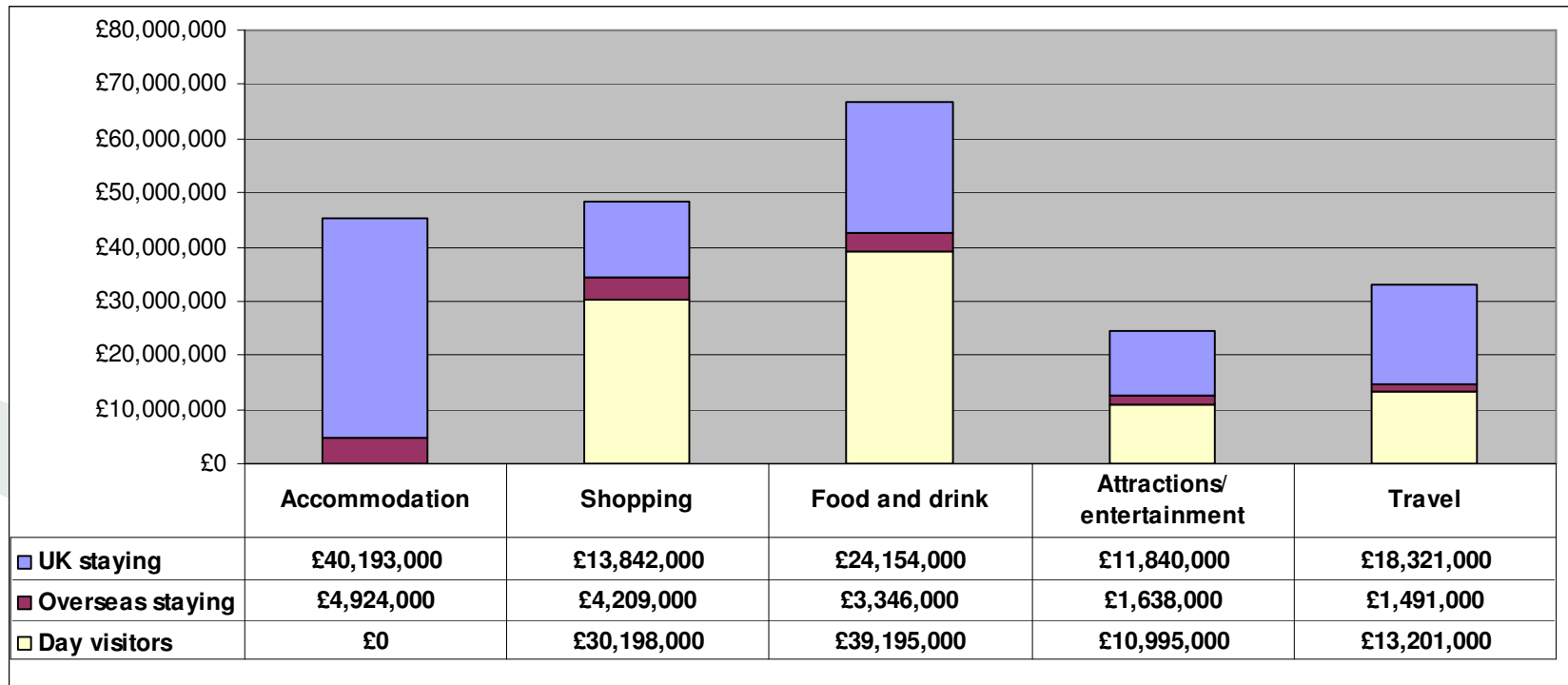
Day visits



THE VALUE OF TOURISM

South Hams Briefing 2006

Visitor spend



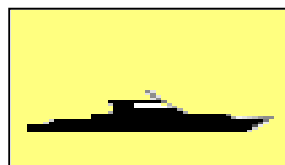
THE VALUE OF TOURISM

South Hams Briefing 2006

Other tourism related spend



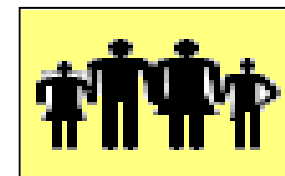
Second Homes
£1,349,000



Boats
£4,890,000



Static Vans
£0



VFR
£7,154,000

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	2,917	1,841	4,758
Indirect jobs	465	215	680
Induced jobs	139	16	155
Total	3,520	2,072	5,592
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			4,004

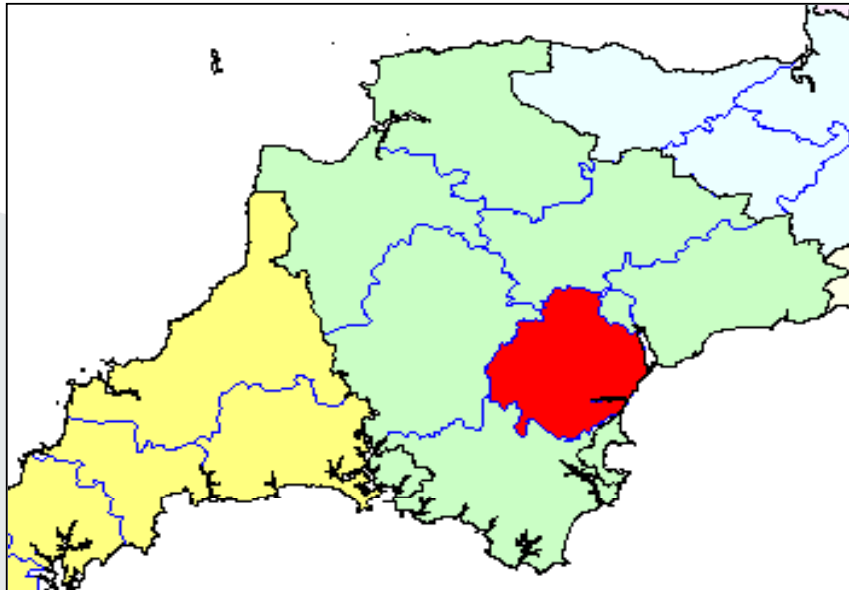
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.



THE VALUE OF TOURISM
TEIGNBRIDGE DISTRICT

THE VALUE OF TOURISM

Teignbridge Briefing 2006



TEIGNBRIDGE KEY FACTS

608,100 trips by staying visitors
2,807,300 staying visitor nights
£105,334,000 spend by staying visitors
2,364,000 day visits
£99,435,000 spend by day visitors
£11,391,000 other tourism related spend
5,229 jobs related to
tourism spending
8% of employment is
supported by tourism

THE VALUE OF TOURISM

Teignbridge Briefing 2006

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

	Trips	Nights	Spend
Serviced	102,000	289,000	£22,085,000
Self catering	47,000	279,000	£16,844,000
Touring caravans /tents	134,000	764,000	£17,579,000
Static vans/holiday centres	93,000	495,000	£20,683,000
Group/campus	4,000	12,000	£796,000
Paying guests in private homes	0	0	£0
Second homes	7,000	23,000	£857,000
Boat moorings	0	2,000	£52,000
Other	9,000	27,000	£330,000
Staying with friends and relatives (VFR)	166,000	532,000	£13,989,000
Total	563,000	2,423,000	£93,214,000

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

	Trips	Nights	Spend
Serviced	12,500	41,800	£2,973,000
Self catering	1,800	22,500	£997,000
Touring caravans /tents	7,600	61,600	£1,556,000
Static vans/holiday centres	400	3,100	£60,000
Group/campus	700	19,200	£803,000
Paying guests in private homes	0	0	£0
Second homes	600	10,800	£517,000
Boat moorings	0	0	£0
Other	1,100	1,700	£15,000
Staying with friends and relatives (VFR)	20,400	223,600	£5,200,000
Total	45,100	384,300	£12,120,000

THE VALUE OF TOURISM

Teignbridge Briefing 2006

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	437,000	2,098,000	£80,665,000
Business	24,000	56,000	£5,533,000
VFR	87,000	229,000	£5,751,000
Other	15,000	40,000	£1,265,000
Study	0	0	£0
Total	563,000	2,423,000	£93,214,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	17,200	121,200	£4,033,000
Business	4,000	22,800	£1,929,000
VFR	21,000	180,100	£4,938,000
Other	2,800	60,300	£1,221,000
Study	0	0	£0
Total	45,100	384,300	£12,120,000

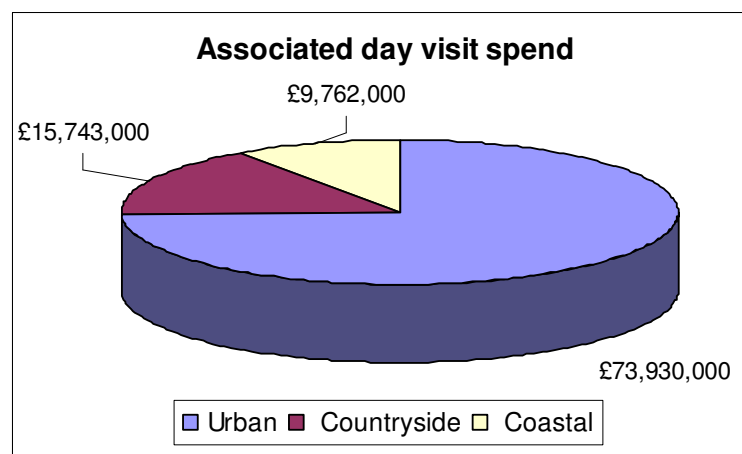
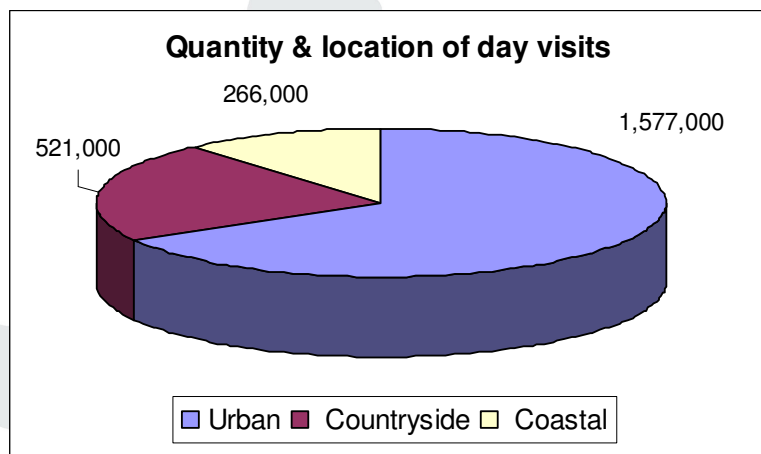
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THE VALUE OF TOURISM

Teignbridge Briefing 2006

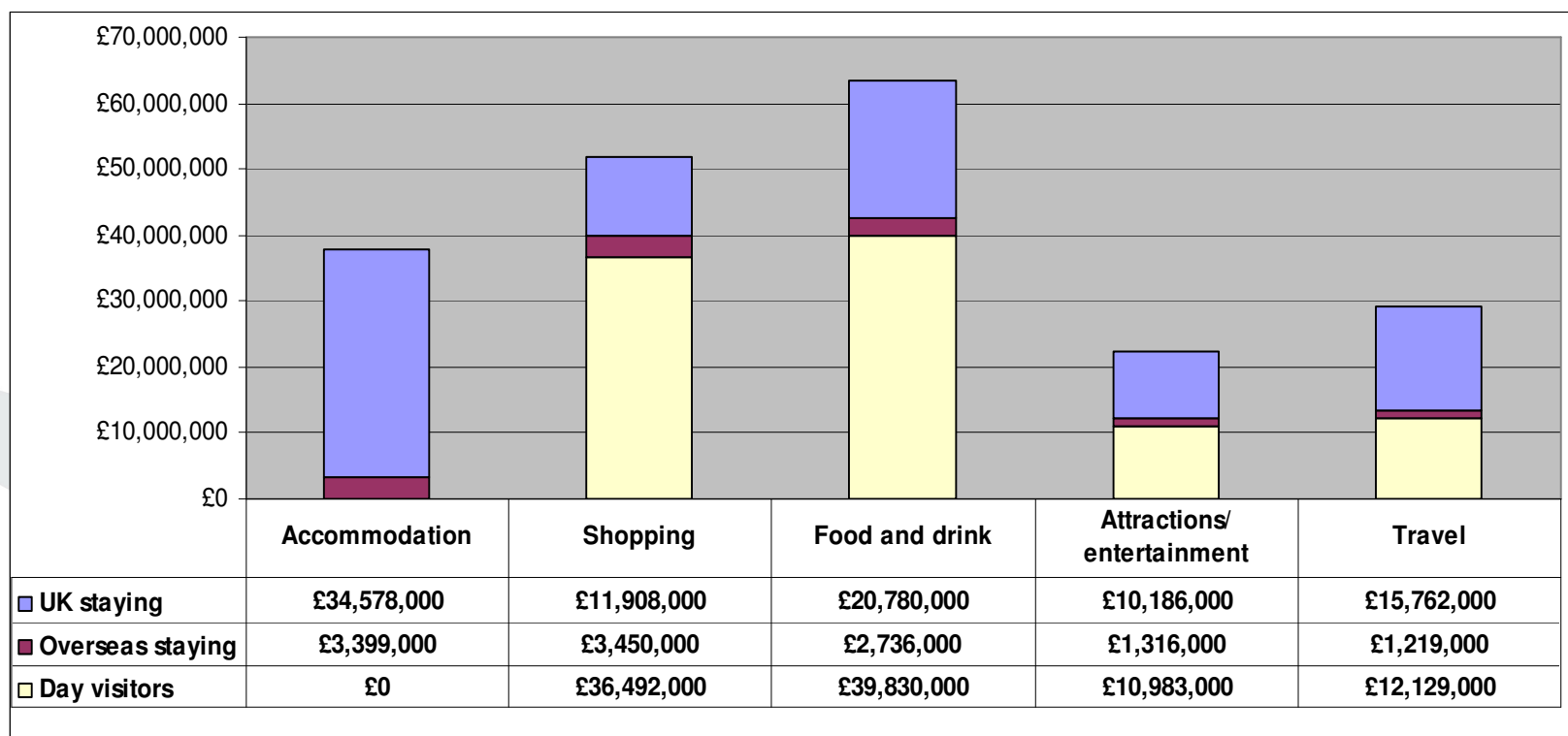
Day visits



THE VALUE OF TOURISM

Teignbridge Briefing 2006

Visitor spend



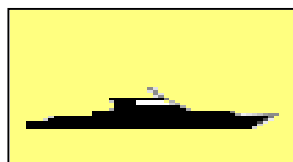
THE VALUE OF TOURISM

Teignbridge Briefing 2006

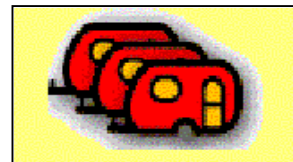
Other tourism related spend



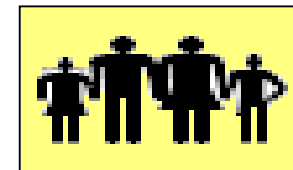
Second Homes
£399,000



Boats
£200,000



Static Vans
£0



VFR
£10,792,000

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	2,251	1,758	4,010
Indirect jobs	599	339	938
Induced jobs	239	43	282
Total	3,089	2,140	5,229
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			3,826

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.

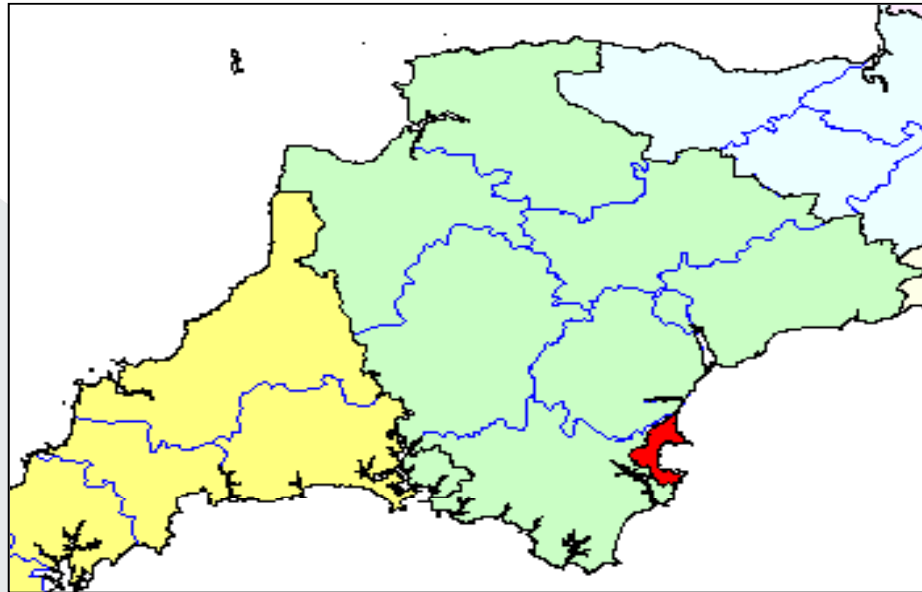


THE VALUE OF TOURISM

TORBAY DISTRICT

THE VALUE OF TOURISM

Torbay Briefing 2006



TORBAY

KEY FACTS

- 1,099,600** trips by staying visitors
- 4,539,600** staying visitor nights
- £231,990,000** spend by staying visitors
- 2,301,000** day visits
- £97,720,000** spend by day visitors
- £14,176,000** other tourism related spend
- 9,169** jobs related to tourism spending
- 16%** of employment is supported by tourism

THE VALUE OF TOURISM

Torbay Briefing 2006

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

	Trips	Nights	Spend
Serviced	457,000	1,291,000	£98,623,000
Self catering	105,000	622,000	£37,487,000
Touring caravans /tents	69,000	394,000	£9,066,000
Static vans/holiday centres	163,000	869,000	£36,322,000
Group/campus	2,000	7,000	£443,000
Paying guests in private homes	0	0	£0
Second homes	9,000	30,000	£1,142,000
Boat moorings	5,000	19,000	£565,000
Other	10,000	29,000	£350,000
Staying with friends and relatives (VFR)	176,000	564,000	£14,847,000
Total	997,000	3,825,000	£198,846,000

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

	Trips	Nights	Spend
Serviced	55,700	186,800	£13,274,000
Self catering	4,000	50,100	£2,220,000
Touring caravans /tents	3,900	31,800	£803,000
Static vans/holiday centres	700	5,500	£105,000
Group/campus	400	10,700	£446,000
Paying guests in private homes	14,300	176,300	£10,072,000
Second homes	800	14,400	£689,000
Boat moorings	0	0	£0
Other	1,200	1,800	£15,000
Staying with friends and relatives (VFR)	21,600	237,300	£5,519,000
Total	102,600	714,600	£33,144,000

THE VALUE OF TOURISM

Torbay Briefing 2006

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	780,000	3,348,000	£172,076,000
Business	109,000	222,000	£11,803,000
VFR	92,000	217,000	£12,269,000
Other	16,000	38,000	£2,698,000
Study	0	0	£0
Total	997,000	3,825,000	£198,846,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	49,700	254,900	£10,200,000
Business	18,000	73,900	£7,534,000
VFR	22,300	139,000	£4,584,000
Other	3,000	46,500	£1,134,000
Study	9,500	200,300	£9,691,000
Total	102,600	714,600	£33,144,000

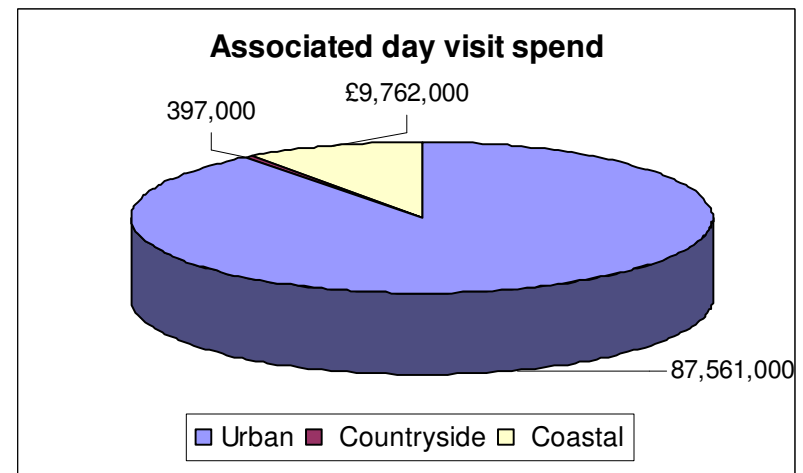
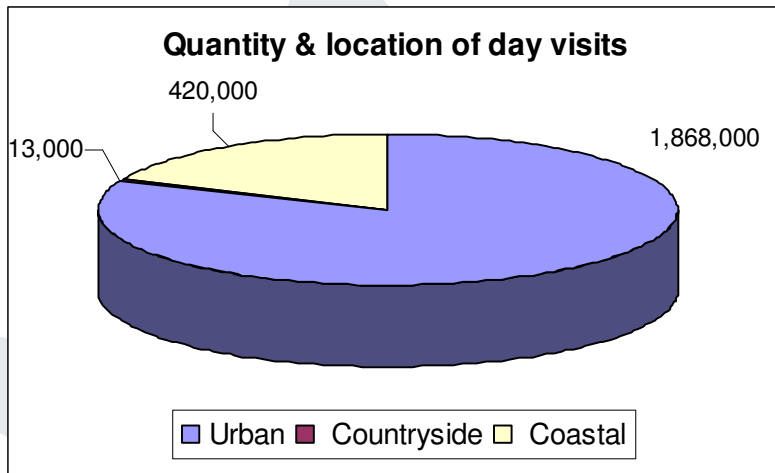
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THE VALUE OF TOURISM

Torbay Briefing 2006

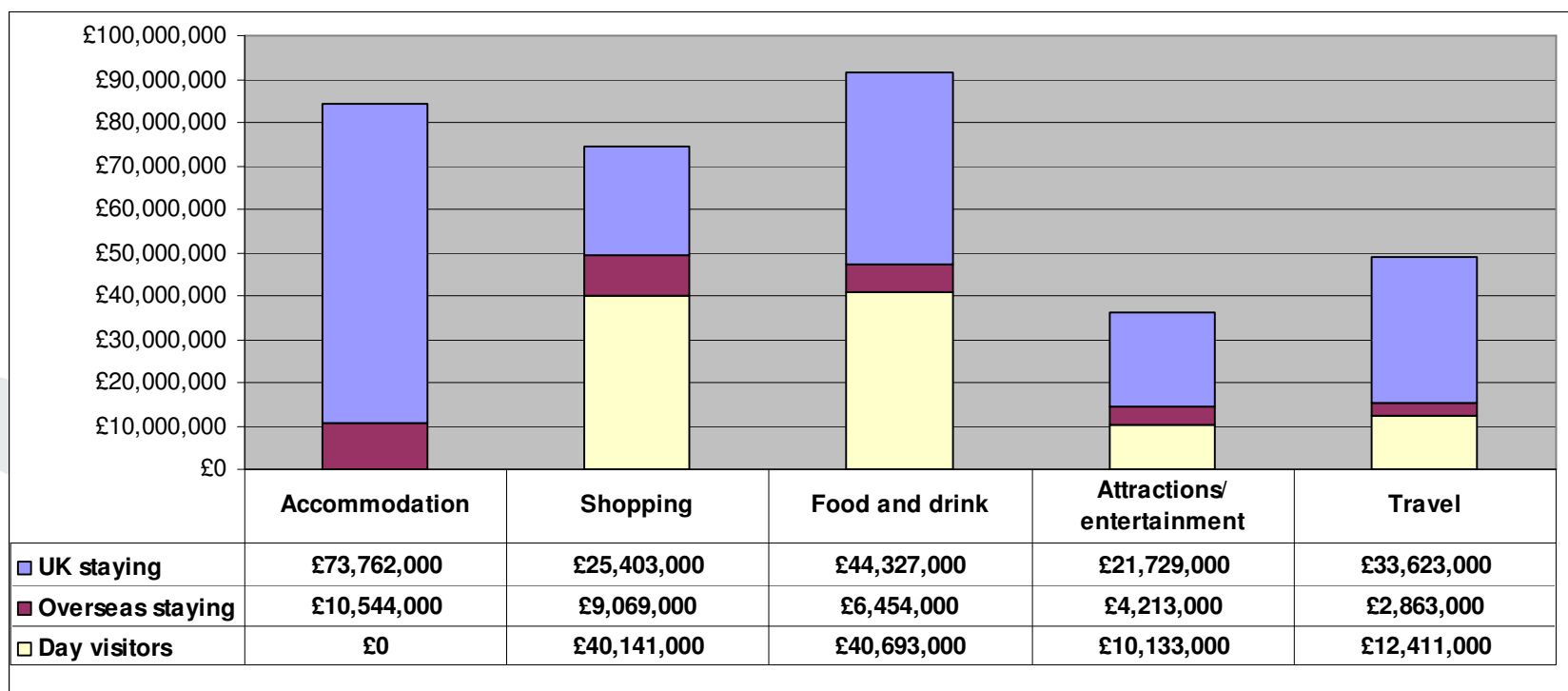
Day visits



THE VALUE OF TOURISM

Torbay Briefing 2006

Visitor spend



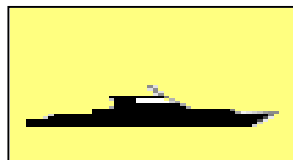
THE VALUE OF TOURISM

Torbay Briefing 2006

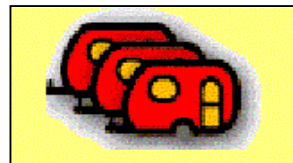
Other tourism related spend



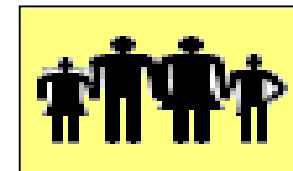
Second Homes
£532,000



Boats
£2,190,000



Static Vans
£0



VFR
£11,454,000

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	5,046	1,924	6,970
Indirect jobs	1,284	346	1,630
Induced jobs	525	44	569
Total	6,854	2,315	9,169
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			6,703

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.

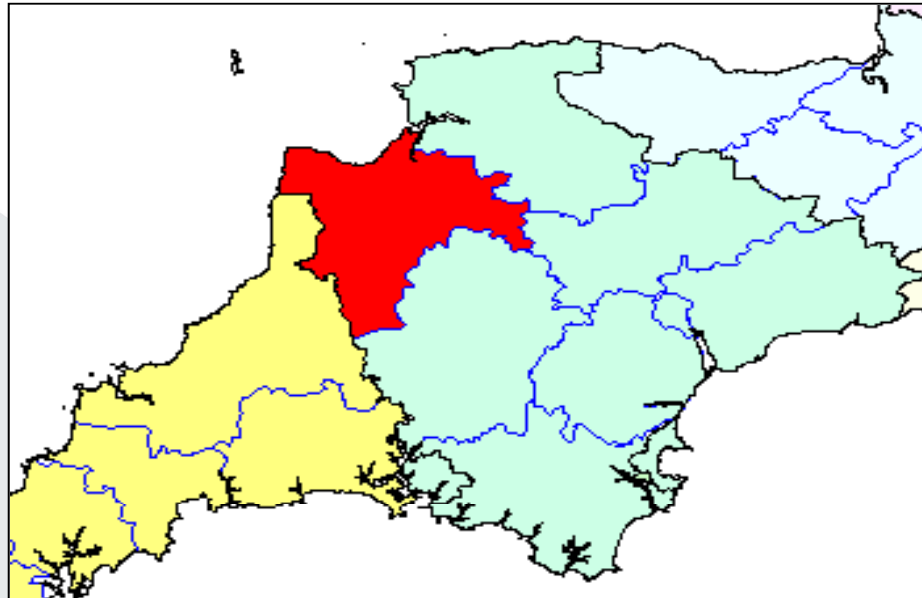


THE VALUE OF TOURISM

TORRIDGE DISTRICT

THE VALUE OF TOURISM

Torrige Briefing 2006



TORRIDGE

KEY FACTS

- 283,600** trips by staying visitors
- 1,249,600** staying visitor nights
- £54,591,000** spend by staying visitors
- 1,129,000** day visits
- £44,923,000** spend by day visitors
- £5,764,000** other tourism related spend
- 3,027** jobs related to tourism spending
- 11%** of employment is supported by tourism

THE VALUE OF TOURISM

Torridge Briefing 2006

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

	Trips	Nights	Spend
Serviced	60,000	170,000	£12,986,000
Self catering	39,000	229,000	£13,799,000
Touring caravans /tents	16,000	90,000	£2,083,000
Static vans/holiday centres	52,000	274,000	£11,470,000
Group/campus	2,000	5,000	£319,000
Paying guests in private homes	0	0	£0
Second homes	4,000	14,000	£522,000
Boat moorings	0	0	£0
Other	5,000	14,000	£169,000
Staying with friends and relatives (VFR)	85,000	272,000	£7,156,000
Total	262,000	1,068,000	£48,504,000

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

	Trips	Nights	Spend
Serviced	7,300	24,600	£1,748,000
Self catering	1,500	18,400	£817,000
Touring caravans /tents	900	7,300	£184,000
Static vans/holiday centres	200	1,700	£33,000
Group/campus	300	7,700	£322,000
Paying guests in private homes	0	0	£0
Second homes	400	6,600	£315,000
Boat moorings	0	0	£0
Other	600	900	£7,000
Staying with friends and relatives (VFR)	10,400	114,400	£2,660,000
Total	21,600	181,600	£6,087,000

THE VALUE OF TOURISM

Torrige Briefing 2006

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	195,000	904,000	£41,974,000
Business	14,000	31,000	£2,879,000
VFR	44,000	113,000	£2,993,000
Other	8,000	20,000	£658,000
Study	0	0	£0
Total	262,000	1,068,000	£48,504,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	7,000	48,200	£1,685,000
Business	2,400	13,100	£1,165,000
VFR	10,800	90,100	£2,595,000
Other	1,400	30,200	£642,000
Study	0	0	£0
Total	21,600	181,600	£6,087,000

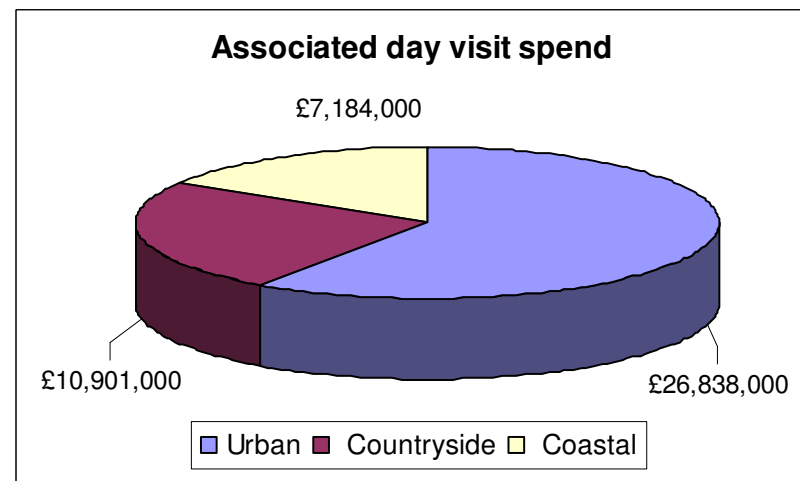
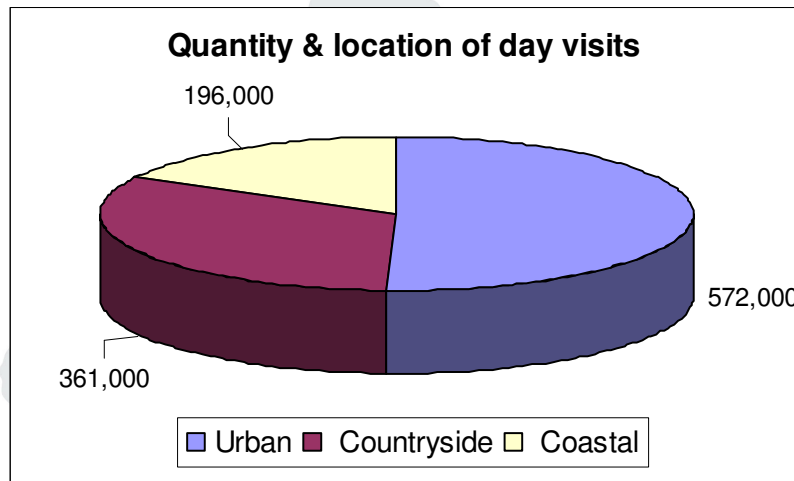
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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 2006

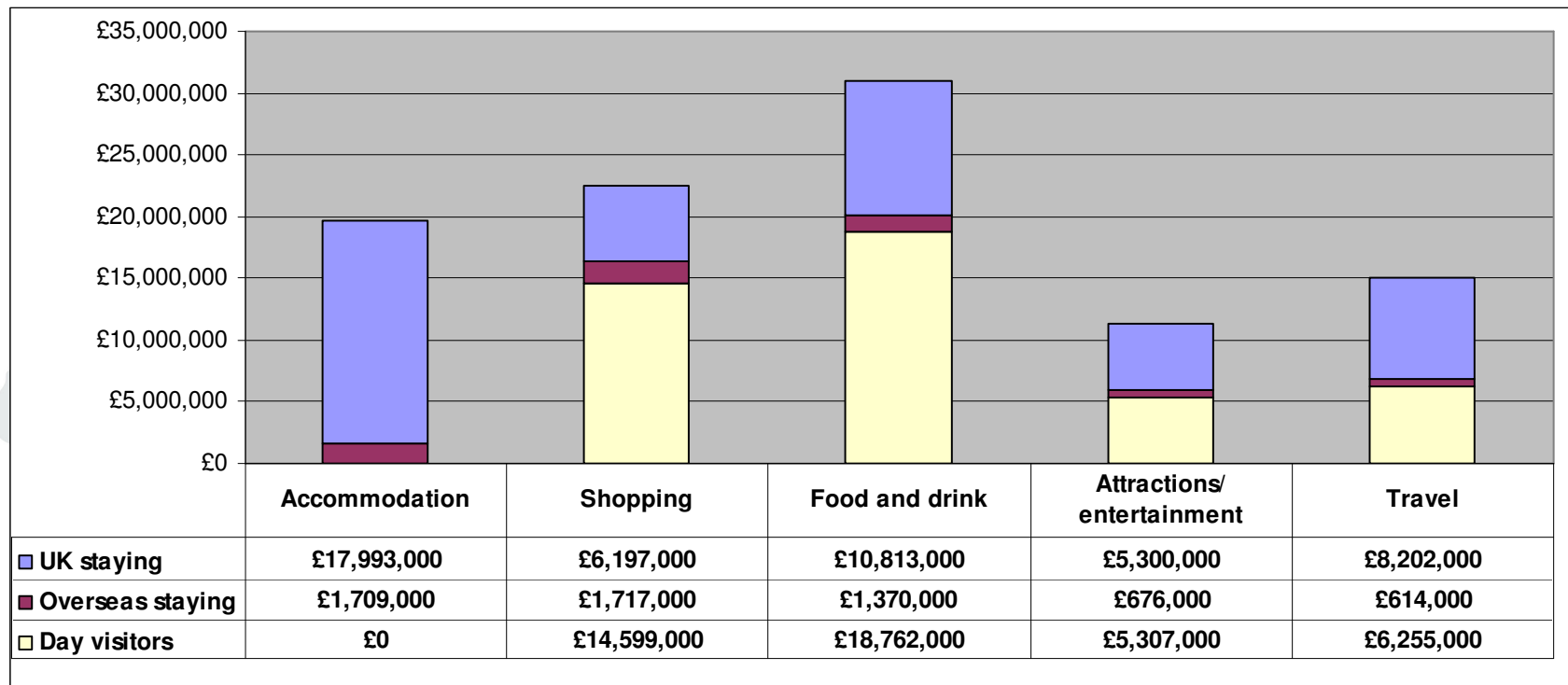
Day visits



THE VALUE OF TOURISM

Torridge Briefing 2006

Visitor spend



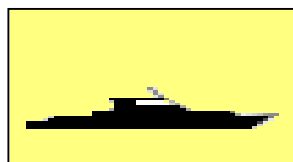
THE VALUE OF TOURISM

Torridge Briefing 2006

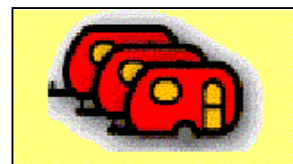
Other tourism related spend



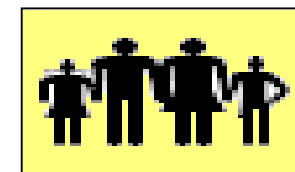
Second Homes
£243,000



Boats
£0



Static Vans
£0



VFR
£5,521,000

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	1,552	1,088	2,641
Indirect jobs	204	103	307
Induced jobs	71	8	80
Total	1,827	1,200	3,027
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,149

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.

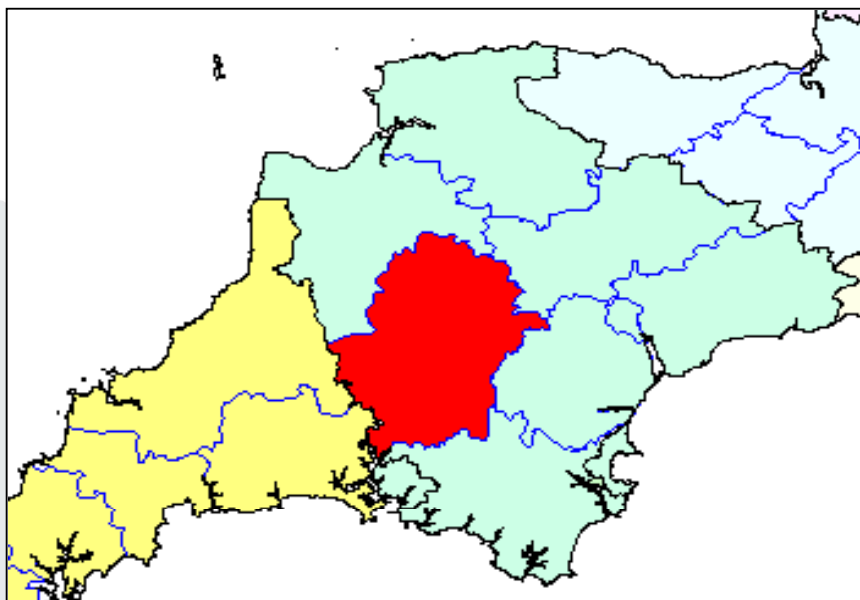


THE VALUE OF TOURISM

WEST DEVON DISTRICT

THE VALUE OF TOURISM

West Devon Briefing 2006



<u>WEST DEVON</u>	<u>KEY FACTS</u>
281,100	trips by staying visitors
1,136,900	staying visitor nights
£54,978,000	spend by staying visitors
1,079,000	day visits
£41,426,000	spend by day visitors
£4,565,000	other tourism related spend
2,452	jobs related to tourism spending
11%	of employment is supported by tourism

THE VALUE OF TOURISM

West Devon Briefing 2006

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

	Trips	Nights	Spend
Serviced	112,000	318,000	£24,268,000
Self catering	22,000	132,000	£7,933,000
Touring caravans /tents	25,000	143,000	£3,284,000
Static vans/holiday centres	10,000	54,000	£2,268,000
Group/campus	9,000	27,000	£1,765,000
Paying guests in private homes	0	0	£0
Second homes	3,000	9,000	£348,000
Boat moorings	0	0	£0
Other	4,000	11,000	£135,000
Staying with friends and relatives (VFR)	68,000	217,000	£5,707,000
Total	253,000	910,000	£45,708,000

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

	Trips	Nights	Spend
Serviced	13,700	46,000	£3,266,000
Self catering	800	10,600	£470,000
Touring caravans /tents	1,400	11,500	£291,000
Static vans/holiday centres	0	300	£7,000
Group/campus	1,500	42,600	£1,781,000
Paying guests in private homes	1,600	19,600	£1,119,000
Second homes	200	4,400	£210,000
Boat moorings	0	0	£0
Other	500	700	£6,000
Staying with friends and relatives (VFR)	8,300	91,200	£2,121,000
Total	28,100	226,900	£9,270,000

THE VALUE OF TOURISM

West Devon Briefing 2006

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	185,000	764,000	£39,554,000
Business	27,000	53,000	£2,713,000
VFR	35,000	80,000	£2,820,000
Other	6,000	14,000	£620,000
Study	0	0	£0
Total	253,000	910,000	£45,708,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	13,900	100,800	£3,837,000
Business	4,400	25,600	£2,486,000
VFR	8,600	75,300	£2,363,000
Other	1,100	25,200	£584,000
Study	0	0	£0
Total	28,100	226,900	£9,270,000

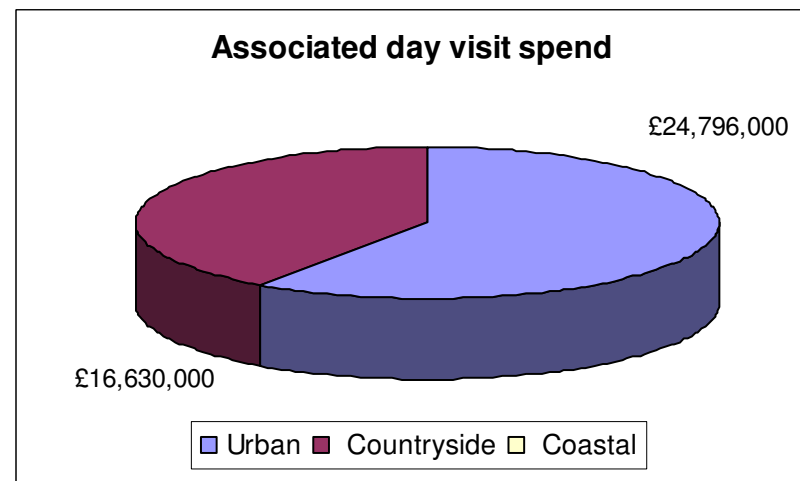
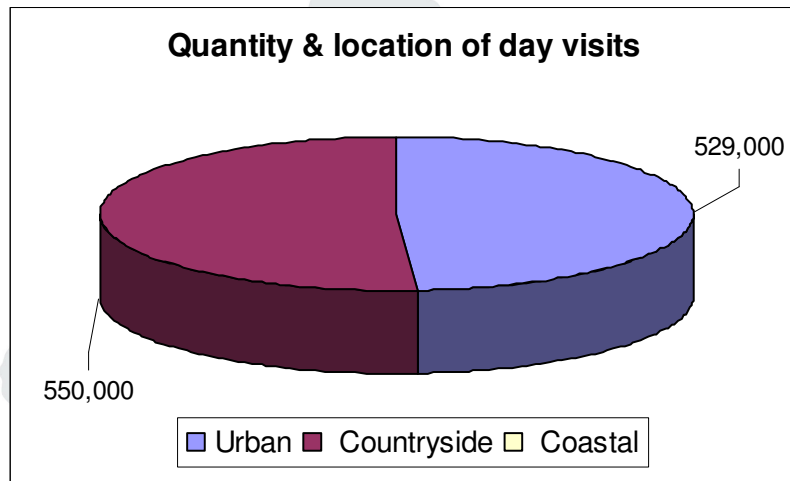
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THE VALUE OF TOURISM

West Devon Briefing 2006

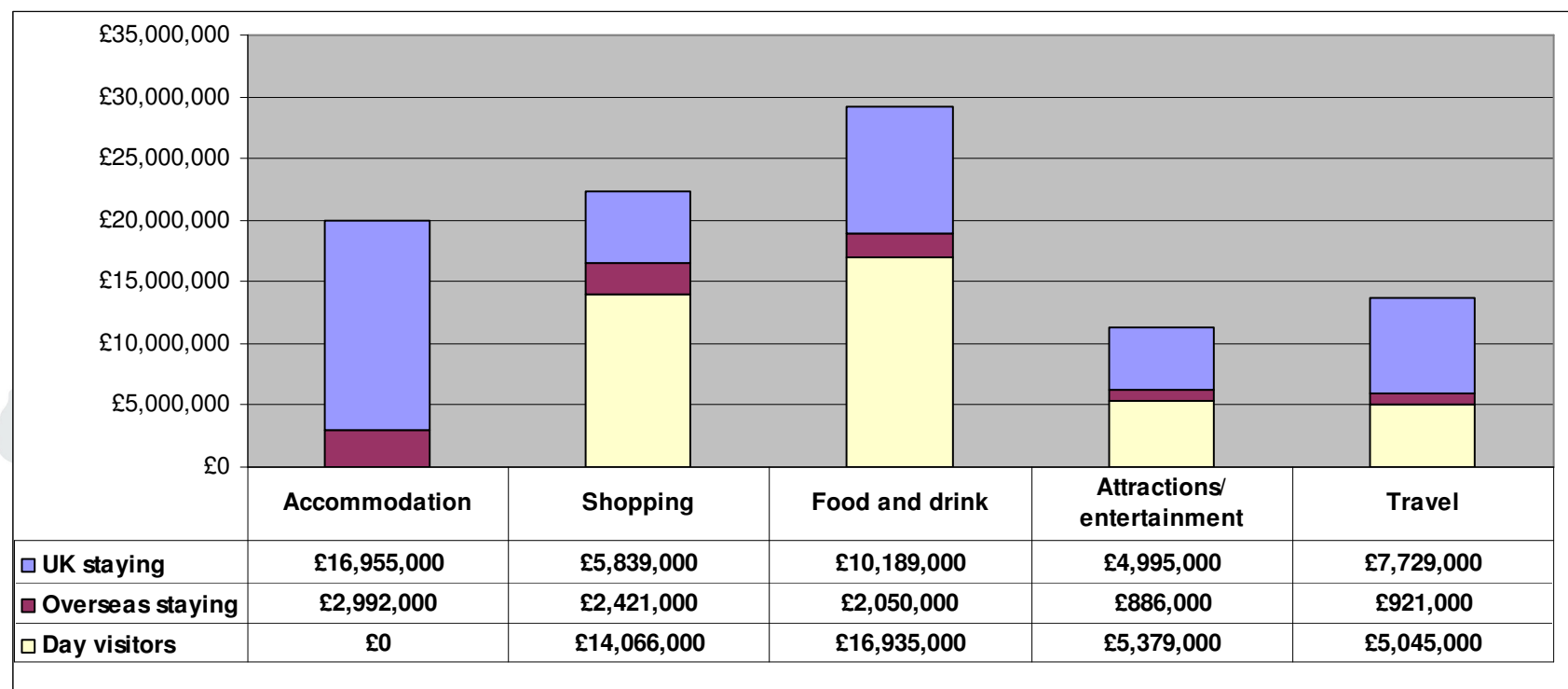
Day visits



THE VALUE OF TOURISM

West Devon Briefing 2006

Visitor spend



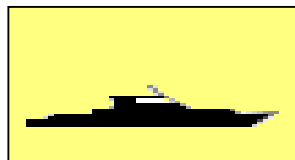
THE VALUE OF TOURISM

West Devon Briefing 2006

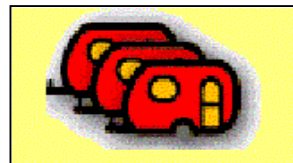
Other tourism related spend



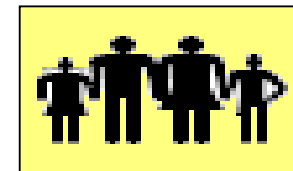
Second Homes
£162,000



Boats
£0



Static Vans
£0



VFR
£4,403,000

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	1,267	822	2,088
Indirect jobs	201	96	297
Induced jobs	60	7	67
Total	1,528	924	2,452
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			1,750

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.