

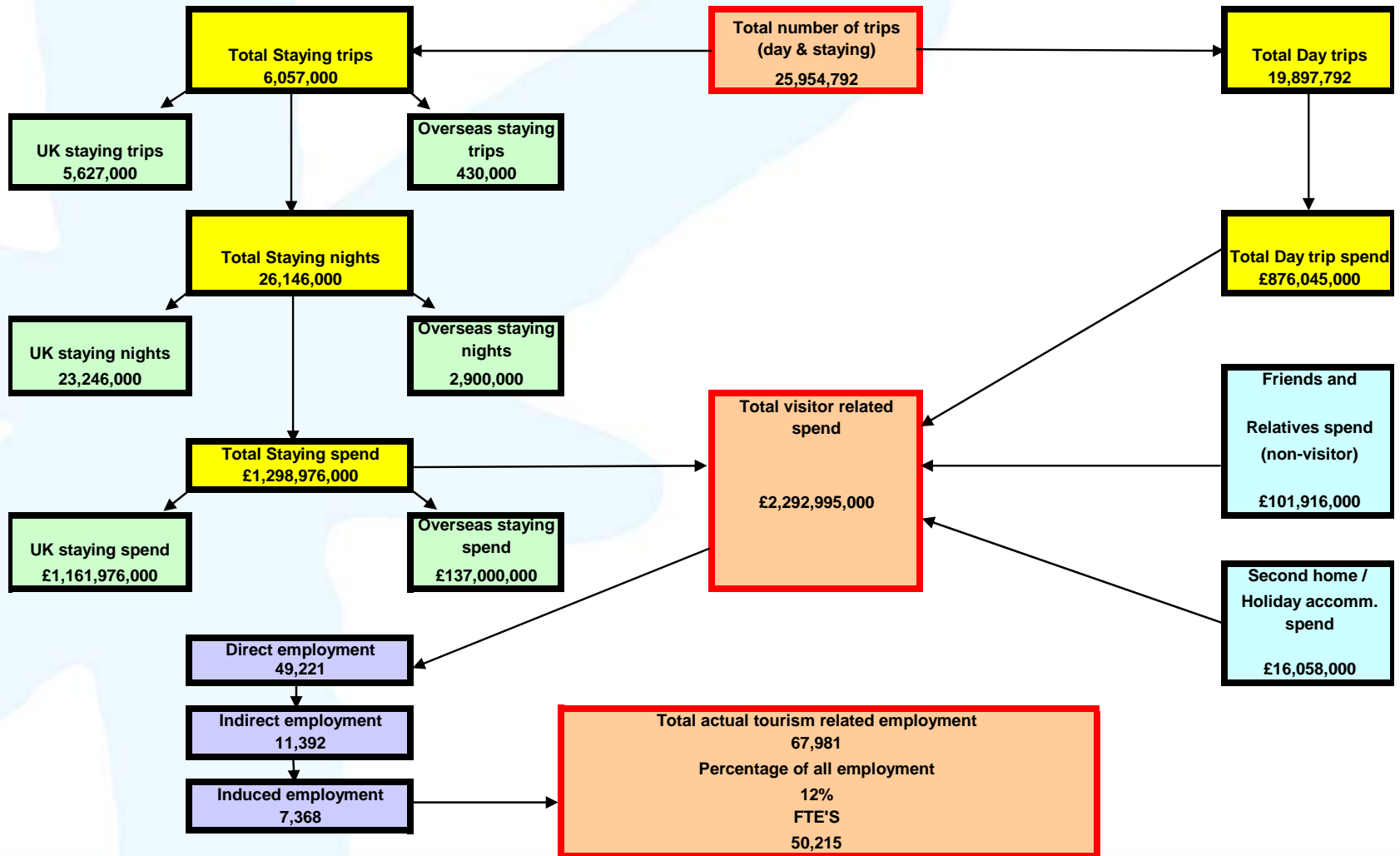
# Value of Tourism 2007

DEVON



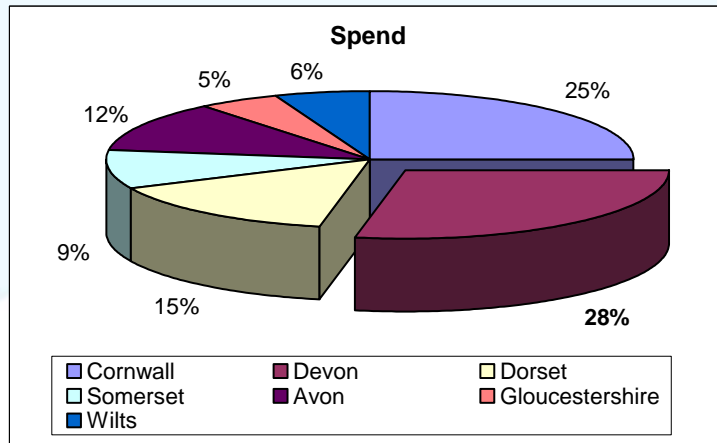
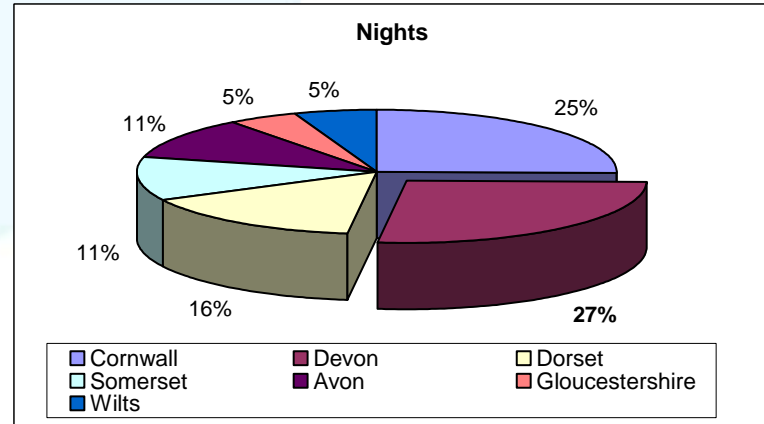
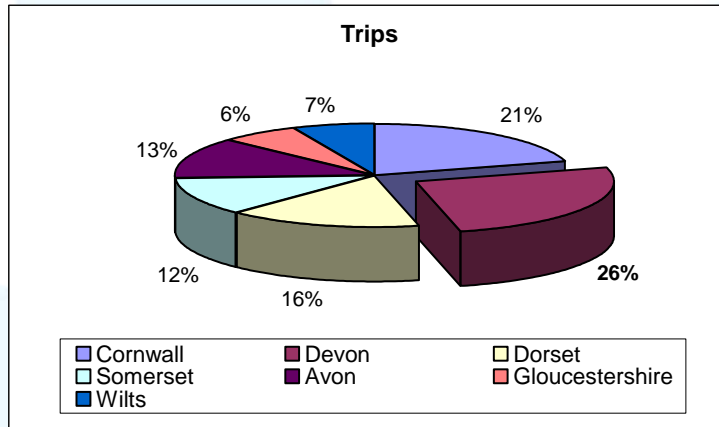
# THE VALUE OF TOURISM 2007

## Devon – Facts at a glance



# VALUE OF TOURISM 2007

## Devon – Staying visitors in context



|                        | Trips            | Nights            | Spend                 |
|------------------------|------------------|-------------------|-----------------------|
| <b>Cornwall</b>        | 4,850,000        | 24,883,000        | £1,146,916,000        |
| <b>Devon</b>           | <b>6,057,000</b> | <b>26,146,000</b> | <b>£1,298,976,000</b> |
| <b>Dorset</b>          | 3,713,000        | 15,211,000        | £691,440,000          |
| <b>Somerset</b>        | 2,780,000        | 11,064,000        | £421,520,000          |
| <b>Former Avon</b>     | 3,056,000        | 10,616,000        | £546,479,000          |
| <b>Gloucestershire</b> | 1,470,000        | 4,847,000         | £236,210,000          |
| <b>Wiltshire</b>       | 1,573,000        | 5,367,000         | £264,805,000          |

# VALUE OF TOURISM 2007

## Devon – Staying visitors in detail

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

|                                    | Trips            | Nights            | Spend                 |
|------------------------------------|------------------|-------------------|-----------------------|
| Serviced                           | 1,746,000        | 5,561,000         | £473,005,000          |
| Self catering                      | 524,000          | 3,426,000         | £198,902,000          |
| Touring caravans /tents            | 625,000          | 3,394,000         | £104,839,000          |
| Static vans/holiday centres        | 707,000          | 3,798,000         | £176,201,000          |
| Group/campus                       | 80,000           | 239,000           | £11,920,000           |
| Paying guest in private house      | 0                | 0                 | £0                    |
| Second homes                       | 70,000           | 438,000           | £13,467,000           |
| Boat moorings                      | 45,000           | 173,000           | £5,072,000            |
| Other                              | 85,000           | 304,000           | £11,643,000           |
| Staying with friends and relatives | 1,746,000        | 5,914,000         | £166,927,000          |
| <b>Total</b>                       | <b>5,627,000</b> | <b>23,246,000</b> | <b>£1,161,976,000</b> |

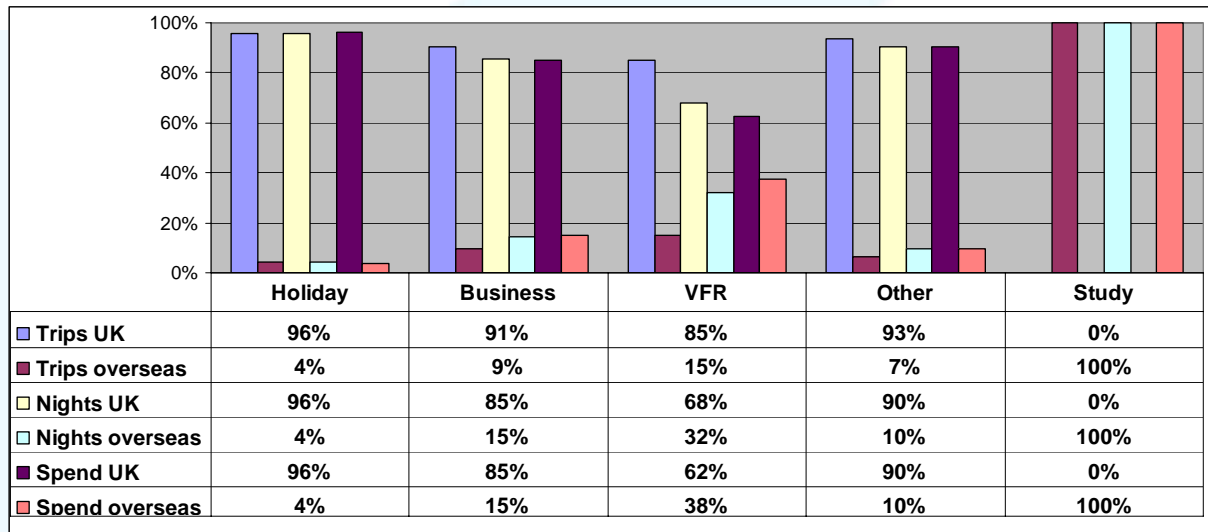
### Trips, nights and spend by accommodation (Overseas tourists)

|                                    | Trips          | Nights           | Spend               |
|------------------------------------|----------------|------------------|---------------------|
| Serviced                           | 198,000        | 573,000          | £44,084,000         |
| Self catering                      | 14,000         | 186,000          | £6,703,000          |
| Touring caravans /tents            | 30,000         | 145,000          | £3,463,000          |
| Static vans/holiday centres        | 1,000          | 24,000           | £693,000            |
| Group/campus                       | 11,000         | 219,000          | £12,145,000         |
| Paying guest in private house      | 29,000         | 425,000          | £22,010,000         |
| Second homes                       | 5,000          | 102,000          | £3,464,000          |
| Boat moorings                      | 0              | 0                | £0                  |
| Other                              | 5,000          | 6,000            | £135,000            |
| Staying with friends and relatives | 137,000        | 1,219,000        | £44,303,000         |
| <b>Total</b>                       | <b>430,000</b> | <b>2,900,000</b> | <b>£137,000,000</b> |

# VALUE OF TOURISM 2007

## Devon – Staying visitors in detail

Trips, nights and spend by purpose



Trips, nights and spend by purpose (Domestic Tourists)

|              | Trips            | Nights            | Spend                 |
|--------------|------------------|-------------------|-----------------------|
| Holiday      | 4,169,000        | 19,253,000        | £971,549,000          |
| Business     | 451,000          | 1,183,000         | £95,686,000           |
| VFR          | 864,000          | 2,186,000         | £68,479,000           |
| Other        | 142,000          | 624,000           | £26,262,000           |
| Study        | 0                | 0                 | £0                    |
| <b>Total</b> | <b>5,627,000</b> | <b>23,246,000</b> | <b>£1,161,976,000</b> |

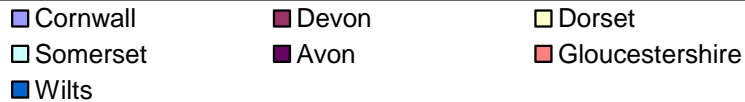
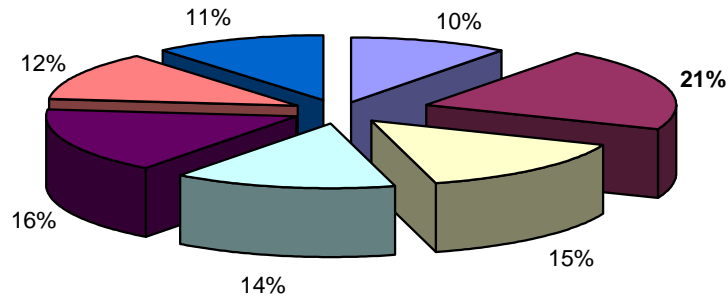
Trips, nights and spend by purpose (Overseas Tourists)

|              | Trips          | Nights           | Spend               |
|--------------|----------------|------------------|---------------------|
| Holiday      | 190,000        | 831,000          | £40,169,000         |
| Business     | 47,000         | 203,000          | £16,543,000         |
| VFR          | 155,000        | 1,033,000        | £41,436,000         |
| Other        | 10,000         | 68,000           | £2,763,000          |
| Study        | 28,000         | 764,000          | £36,089,000         |
| <b>Total</b> | <b>430,000</b> | <b>2,900,000</b> | <b>£137,000,000</b> |

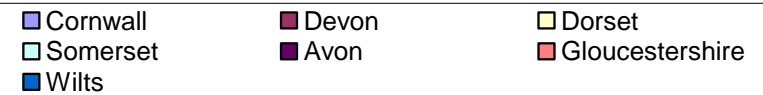
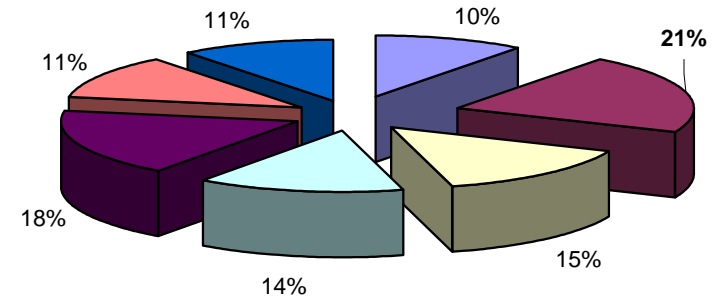
# VALUE OF TOURISM 2007

## Devon – Day visitors in context

Percentage of day visits



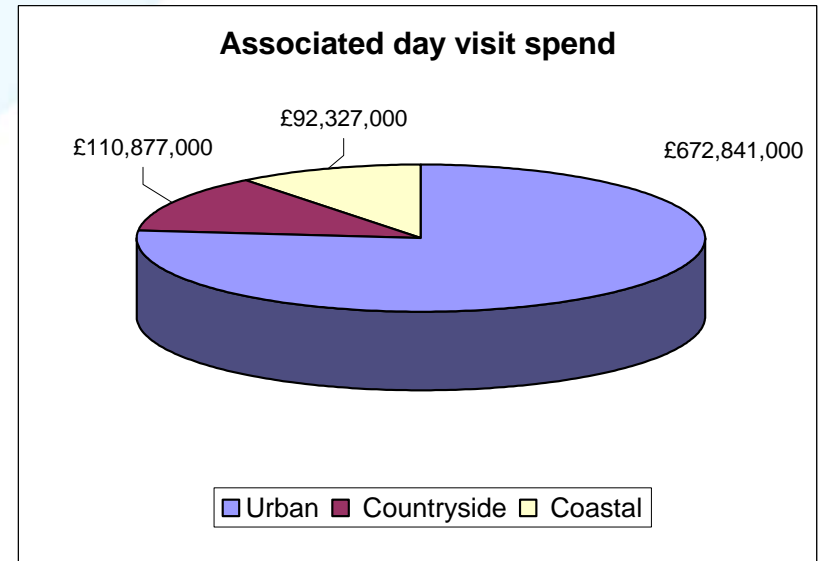
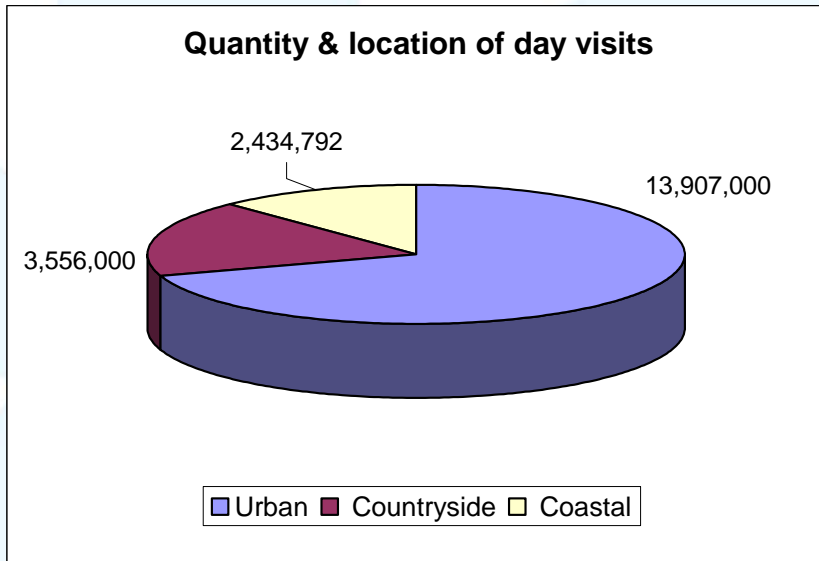
Day visit spend



|                 | Trips             | Spend                 |
|-----------------|-------------------|-----------------------|
| Cornwall        | 9,891,343         | £430,531,000          |
| Devon           | <b>19,897,792</b> | <b>£876,045,000</b>   |
| Dorset          | 14,361,852        | £610,798,308          |
| Somerset        | 13,856,034        | £592,932,000          |
| Former Avon     | 15,702,000        | £743,084,000          |
| Gloucestershire | 11,535,000        | £479,737,000          |
| Wiltshire       | 10,804,000        | £446,919,000          |
| <b>Totals</b>   | <b>96,048,021</b> | <b>£4,180,046,308</b> |

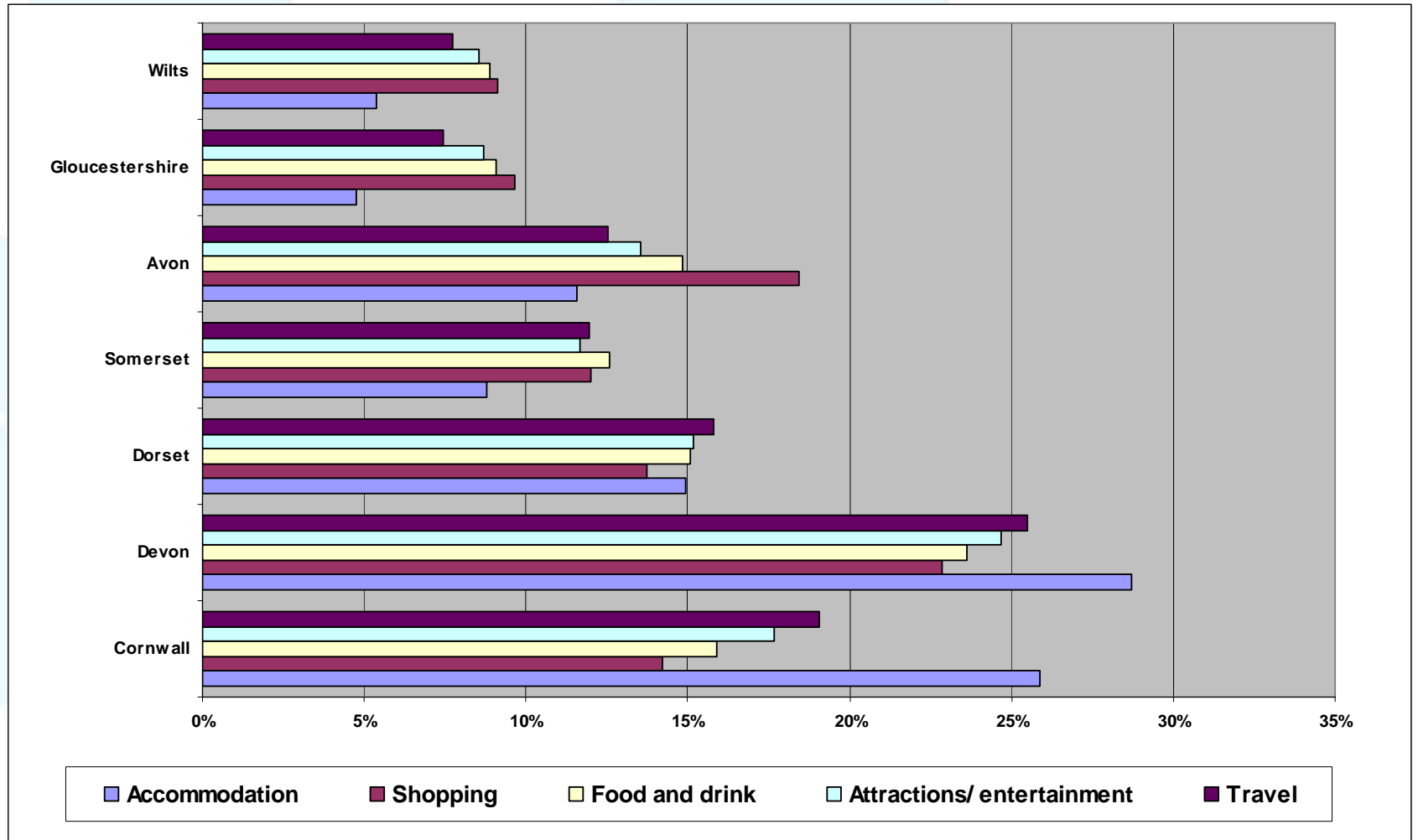
# VALUE OF TOURISM 2007

## Devon – Day visitors in detail



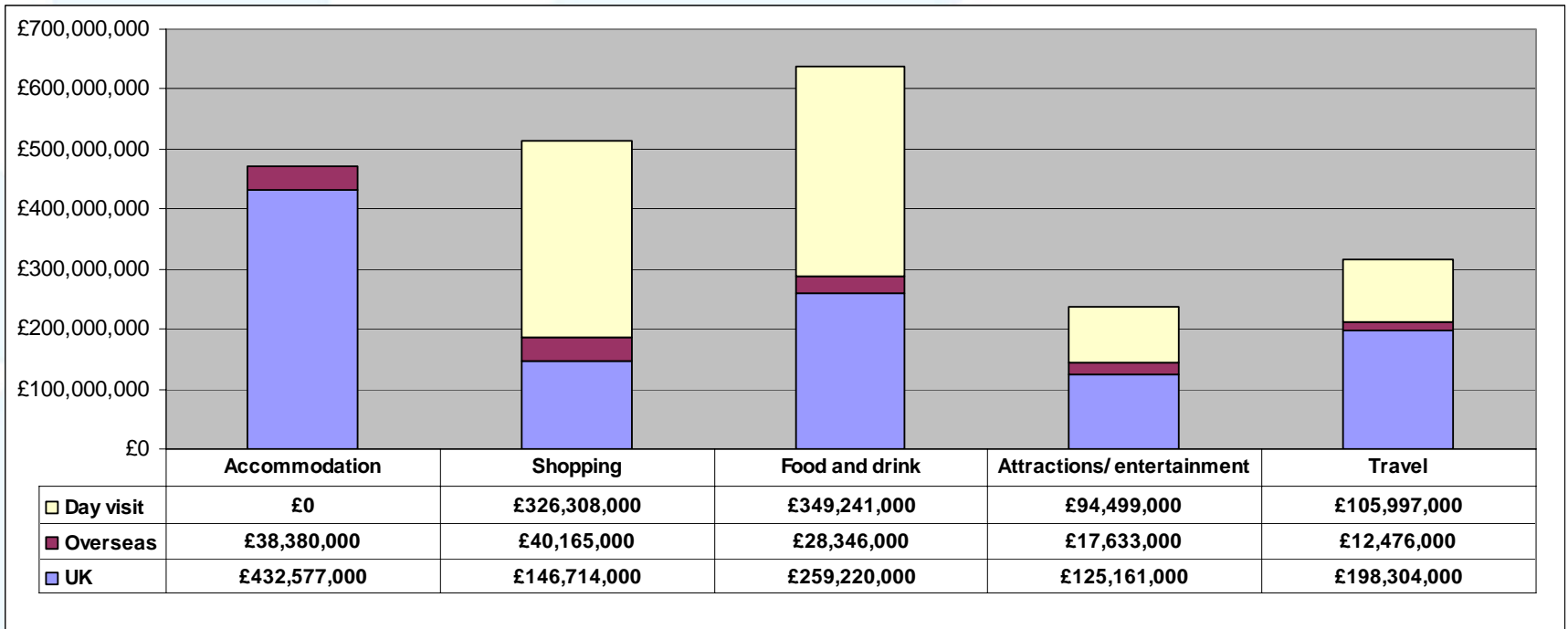
# VALUE OF TOURISM 2007

## Devon – Expenditure associated with trips (all visits)



# VALUE OF TOURISM 2007

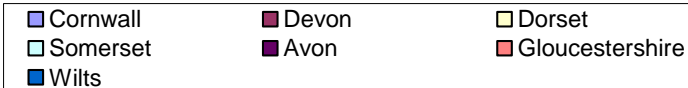
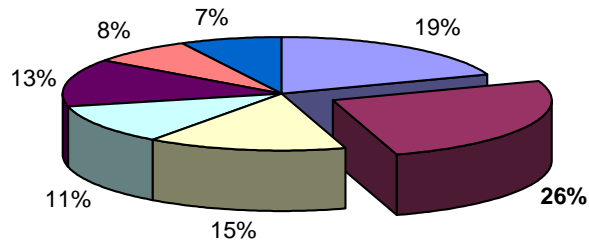
## Devon – Expenditure associated with trips



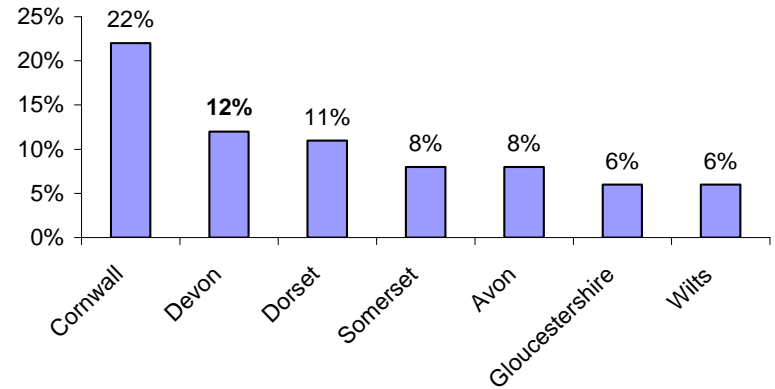
# VALUE OF TOURISM 2007

## Devon – Employment in context

Distribution of tourism related employment (FTE'S)



Tourism employment as a proportion of the total county employment



|                 | Number of FTE's |
|-----------------|-----------------|
| <b>Cornwall</b> | 37,647          |
| <b>Devon</b>    | <b>50,215</b>   |
| Dorset          | 28,579          |
| Somerset        | 22,315          |
| Former Avon     | 25,994          |
| Gloucestershire | 14,957          |
| Wilts           | 14,365          |

# VALUE OF TOURISM 2007

## Devon – Employment in detail

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

|               | Staying tourists | Day visitors  | Total         |
|---------------|------------------|---------------|---------------|
| Direct        | 31,160           | 18,061        | 49,221        |
| Indirect      | 7,791            | 3,601         | 11,392        |
| Induced       | 6,476            | 891           | 7,368         |
| <b>Totals</b> | <b>45,427</b>    | <b>22,553</b> | <b>67,981</b> |

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

|               | Staying tourists | Day visitors  | Total         |
|---------------|------------------|---------------|---------------|
| Direct        | 21,571           | 12,188        | 33,759        |
| Indirect      | 6,834            | 3,159         | 9,993         |
| Induced       | 5,681            | 782           | 6,463         |
| <b>Totals</b> | <b>34,086</b>    | <b>16,129</b> | <b>50,215</b> |

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

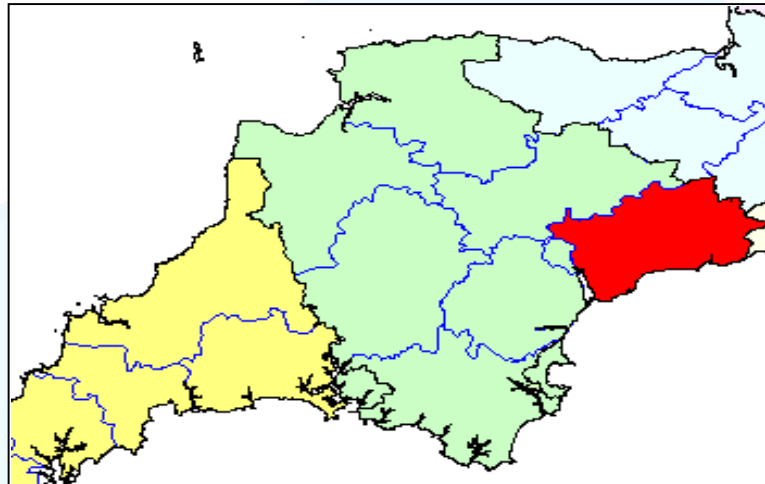
|                             | Staying       | Day           | Total         |
|-----------------------------|---------------|---------------|---------------|
| Accommodation               | 8,867         | 130           | 8,997         |
| Retailing                   | 2,103         | 3,672         | 5,775         |
| Catering                    | 4,904         | 5,956         | 10,859        |
| Attractions/entertainment   | 2,766         | 1,898         | 4,664         |
| Transport                   | 1,059         | 532           | 1,591         |
| Arising from non trip spend | 1,873         | 0             | 1,873         |
| <b>Totals</b>               | <b>21,571</b> | <b>12,188</b> | <b>33,759</b> |

# Value of Tourism 2007

## EAST DEVON DISTRICT

# VALUE OF TOURISM 2007

## East Devon Briefing



### EAST DEVON

### KEY FACTS

- 782,000** trips by staying visitors
- 3,470,000** staying visitor nights
- £166,366,000** spend by staying visitors
- 2,467,000** day visits
- £105,597,000** spend by day visitors
- £13,870,000** other tourism related spend
- 7,940** jobs related to tourism spending
- 12%** of employment is supported by tourism

# VALUE OF TOURISM 2007

## East Devon Briefing

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

|  | Trips          | Nights           | Spend               |
|--|----------------|------------------|---------------------|
| Serviced                                 | 193,000        | 616,000          | £52,382,000         |
| Self catering                            | 50,000         | 325,000          | £18,873,000         |
| Touring caravans /tents                  | 92,000         | 497,000          | £15,350,000         |
| Static vans/holiday centres              | 169,000        | 909,000          | £42,167,000         |
| Group/campus                             | 1,000          | 2,000            | £111,000            |
| Paying guests in private homes           | 0              | 0                | £0                  |
| Second homes                             | 12,000         | 72,000           | £2,218,000          |
| Boat moorings                            | 5,000          | 19,000           | £561,000            |
| Other                                    | 10,000         | 35,000           | £1,357,000          |
| Staying with friends and relatives (VFR) | 204,000        | 689,000          | £19,458,000         |
| <b>Total</b>                             | <b>734,000</b> | <b>3,165,000</b> | <b>£152,477,000</b> |

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

|  | Trips         | Nights         | Spend              |
|--|---------------|----------------|--------------------|
| Serviced                                 | 22,000        | 63,000         | £4,882,000         |
| Self catering                            | 1,000         | 18,000         | £636,000           |
| Touring caravans /tents                  | 4,000         | 21,000         | £507,000           |
| Static vans/holiday centres              | 0             | 6,000          | £166,000           |
| Group/campus                             | 0             | 2,000          | £113,000           |
| Paying guests in private homes           | 2,000         | 35,000         | £1,834,000         |
| Second homes                             | 1,000         | 17,000         | £571,000           |
| Boat moorings                            | 0             | 0              | £0                 |
| Other                                    | 1,000         | 1,000          | £16,000            |
| Staying with friends and relatives (VFR) | 16,000        | 142,000        | £5,164,000         |
| <b>Total</b>                             | <b>48,000</b> | <b>305,000</b> | <b>£13,889,000</b> |

# VALUE OF TOURISM 2007

## East Devon Briefing

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

|              | Trips          | Nights           | Spend               |
|--------------|----------------|------------------|---------------------|
| Holiday      | 567,000        | 2,693,000        | £131,024,000        |
| Business     | 50,000         | 135,000          | £10,505,000         |
| VFR          | 101,000        | 262,000          | £7,913,000          |
| Other        | 17,000         | 75,000           | £3,035,000          |
| Study        | 0              | 0                | £0                  |
| <b>Total</b> | <b>734,000</b> | <b>3,165,000</b> | <b>£152,477,000</b> |

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

|              | Trips         | Nights         | Spend              |
|--------------|---------------|----------------|--------------------|
| Holiday      | 21,000        | 92,000         | £4,276,000         |
| Business     | 5,000         | 22,000         | £1,763,000         |
| VFR          | 18,000        | 120,000        | £4,647,000         |
| Other        | 1,000         | 8,000          | £310,000           |
| Study        | 2,000         | 63,000         | £2,893,000         |
| <b>Total</b> | <b>48,000</b> | <b>305,000</b> | <b>£13,889,000</b> |

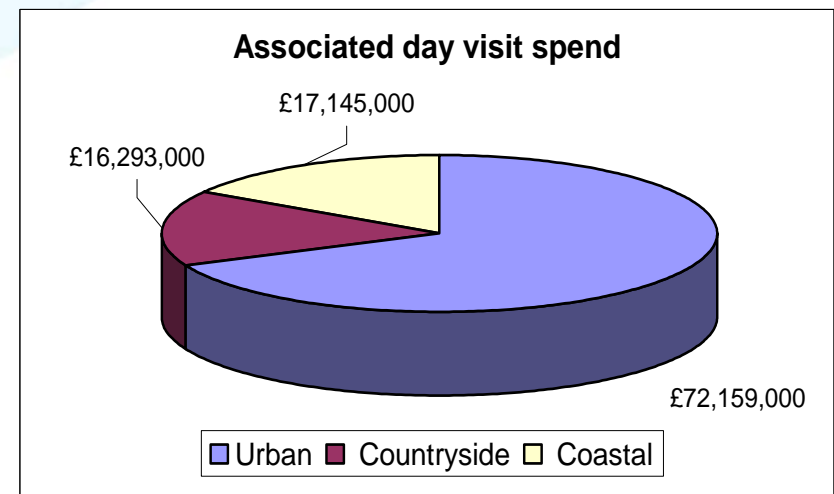
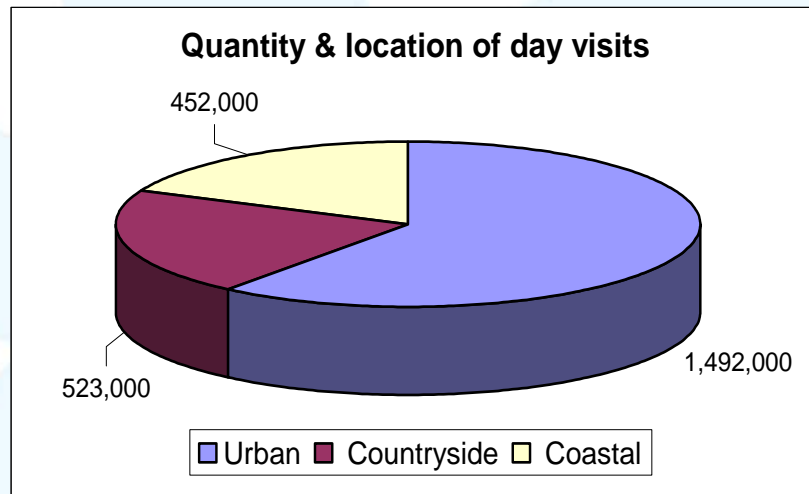
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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'.

# VALUE OF TOURISM 2007

## East Devon Briefing

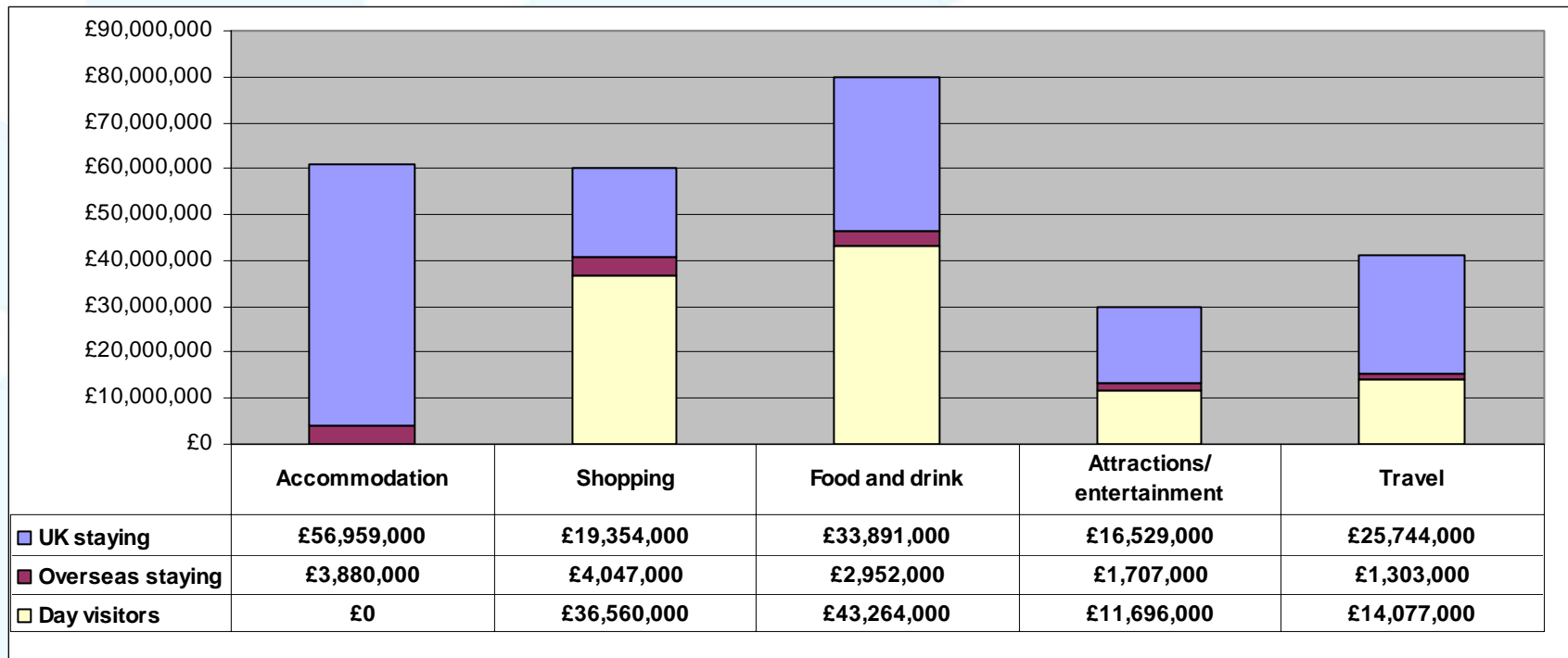
### Day visits



# VALUE OF TOURISM 2007

## East Devon Briefing

### Breakdown of expenditure



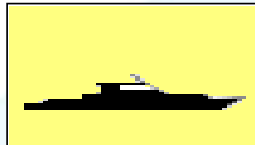
# VALUE OF TOURISM 2007

## East Devon Briefing

### Other tourism related spend



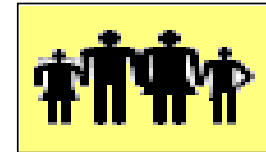
**Second Homes**  
**£650,000**



**Boats**  
**£1,340,000**



**Static Vans**  
**£0**



**VFR**  
**£11,880,000**

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  | 3,996            | 2,191        | 6,186        |
| Indirect jobs  | 936              | 361          | 1,297        |
| Induced jobs   | 408              | 48           | 456          |
| <b>Total</b>   | <b>5,340</b>     | <b>2,600</b> | <b>7,940</b> |
| <b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b> |                  |              | <b>5,778</b> |

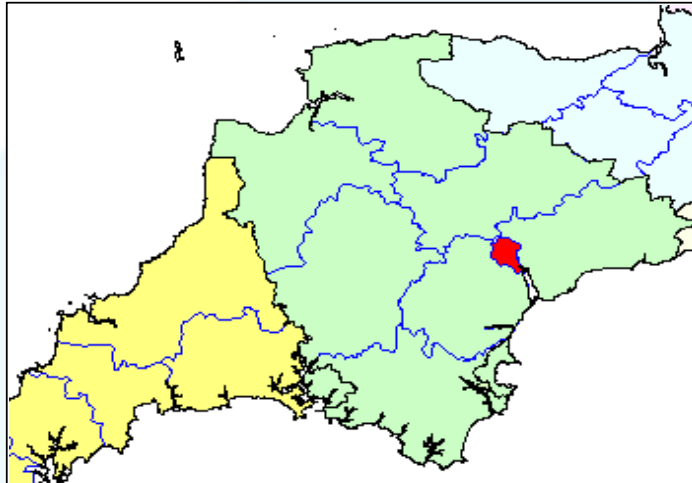
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

# Value of Tourism 2007

## EXETER DISTRICT

# VALUE OF TOURISM 2007

## Exeter Briefing



### EXETER

### KEY FACTS

- 392,000** trips by staying visitors
- 1,611,000** staying visitor nights
- £76,752,000** spend by staying visitors
- 1,576,000** day visits
- £75,718,000** spend by day visitors
- £11,094,000** other tourism related spend
- 4,004** jobs related to tourism spending
- 6%** of employment is supported by tourism

# VALUE OF TOURISM 2007

## Exeter Briefing

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

|  | Trips          | Nights           | Spend              |
|--|----------------|------------------|--------------------|
| Serviced                                 | 90,000         | 288,000          | £24,487,000        |
| Self catering                            | 14,000         | 92,000           | £5,366,000         |
| Touring caravans /tents                  | 0              | 0                | £0                 |
| Static vans/holiday centres              | 0              | 0                | £0                 |
| Group/campus                             | 49,000         | 145,000          | £7,250,000         |
| Paying guests in private homes           | 0              | 0                | £0                 |
| Second homes                             | 1,000          | 6,000            | £179,000           |
| Boat moorings                            | 0              | 1,000            | £21,000            |
| Other                                    | 9,000          | 33,000           | £1,256,000         |
| Staying with friends and relatives (VFR) | 188,000        | 638,000          | £18,002,000        |
| <b>Total</b>                             | <b>352,000</b> | <b>1,203,000</b> | <b>£56,561,000</b> |

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

|  | Trips         | Nights         | Spend              |
|--|---------------|----------------|--------------------|
| Serviced                                 | 10,000        | 30,000         | £2,282,000         |
| Self catering                            | 0             | 5,000          | £181,000           |
| Touring caravans /tents                  | 0             | 0              | £0                 |
| Static vans/holiday centres              | 0             | 0              | £0                 |
| Group/campus                             | 7,000         | 133,000        | £7,387,000         |
| Paying guests in private homes           | 7,000         | 106,000        | £5,503,000         |
| Second homes                             | 0             | 1,000          | £46,000            |
| Boat moorings                            | 0             | 0              | £0                 |
| Other                                    | 1,000         | 1,000          | £15,000            |
| Staying with friends and relatives (VFR) | 15,000        | 131,000        | £4,778,000         |
| <b>Total</b>                             | <b>40,000</b> | <b>408,000</b> | <b>£20,191,000</b> |

# VALUE OF TOURISM 2007

## Exeter Briefing

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

|              | Trips          | Nights           | Spend              |
|--------------|----------------|------------------|--------------------|
| Holiday      | 220,000        | 885,000          | £48,603,000        |
| Business     | 23,000         | 53,000           | £3,897,000         |
| VFR          | 93,000         | 206,000          | £2,935,000         |
| Other        | 15,000         | 59,000           | £1,126,000         |
| Study        | 0              | 0                | £0                 |
| <b>Total</b> | <b>352,000</b> | <b>1,203,000</b> | <b>£56,561,000</b> |

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

|              | Trips         | Nights         | Spend              |
|--------------|---------------|----------------|--------------------|
| Holiday      | 13,000        | 60,000         | £3,113,000         |
| Business     | 2,000         | 11,000         | £999,000           |
| VFR          | 17,000        | 121,000        | £5,211,000         |
| Other        | 1,000         | 8,000          | £347,000           |
| Study        | 7,000         | 207,000        | £10,521,000        |
| <b>Total</b> | <b>40,000</b> | <b>408,000</b> | <b>£20,191,000</b> |

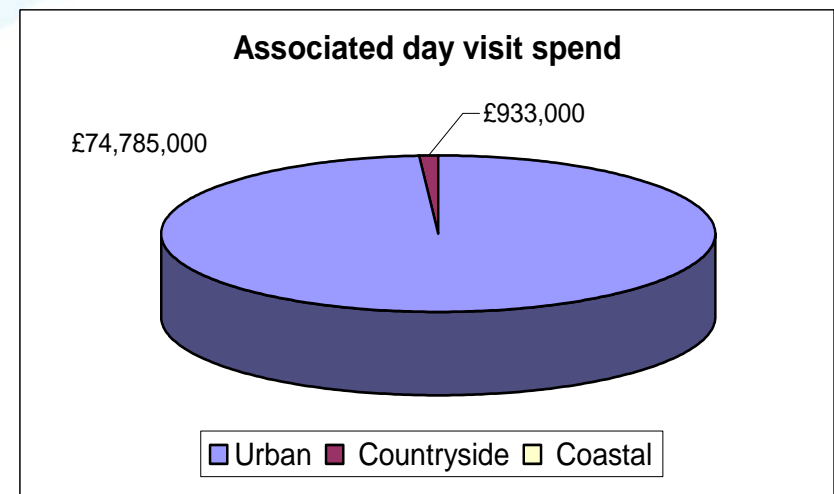
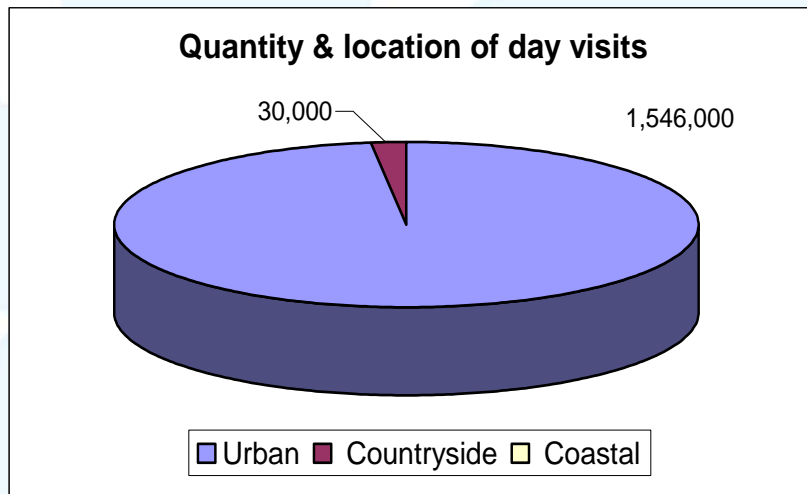
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# VALUE OF TOURISM 2007

## Exeter Briefing

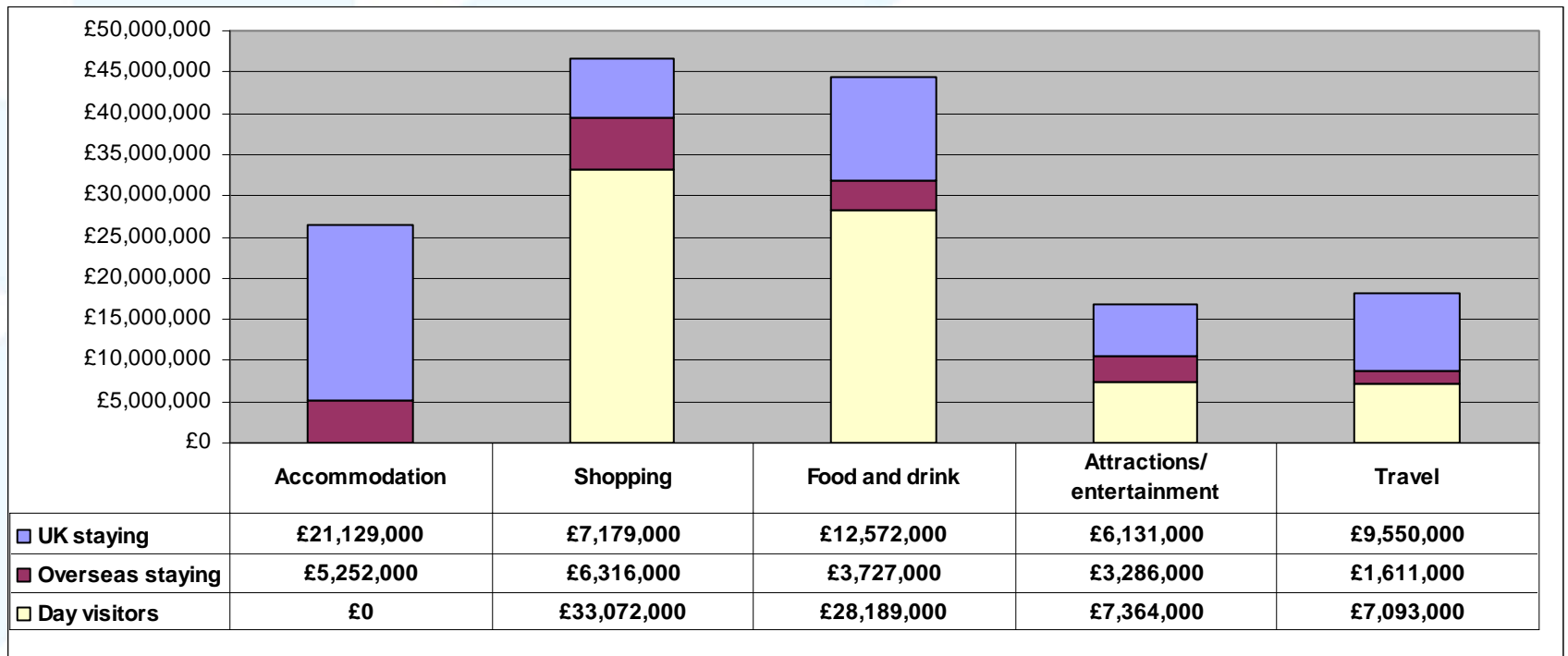
### Day visits



# VALUE OF TOURISM 2007

## Exeter Briefing

### Breakdown of expenditure



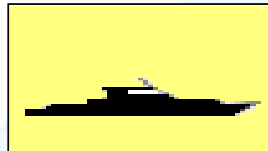
# VALUE OF TOURISM 2007

## Exeter Briefing

### Other tourism related spend



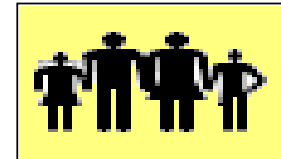
**Second Homes**  
**£53,000**



**Boats**  
**£50,000**



**Static Vans**  
**£0**



**VFR**  
**£10,991,000**

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  | 1,710            | 1,368        | 3,078        |
| Indirect jobs  | 415              | 250          | 665          |
| Induced jobs   | 223              | 38           | 260          |
| <b>Total</b>   | <b>2,347</b>     | <b>1,656</b> | <b>4,004</b> |
| <b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b> |                  |              | <b>2,934</b> |

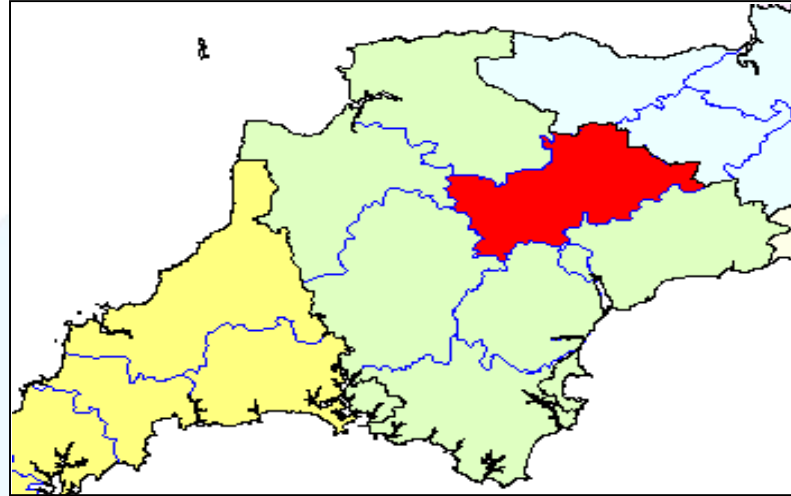
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

# Value of Tourism 2007

## MID DEVON DISTRICT

# VALUE OF TOURISM 2007

## Mid Devon Briefing



### MID DEVON

### KEY FACTS

- 210,000** trips by staying visitors
- 860,000** staying visitor nights
- £34,666,000** spend by staying visitors
- 1,129,000** day visits
- £47,034,000** spend by day visitors
- £6,932,000** other tourism related spend
- 2,258** jobs related to tourism spending
- 6%** of employment is supported by tourism

# VALUE OF TOURISM 2007

## Mid Devon Briefing

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

|  | Trips          | Nights         | Spend              |
|--|----------------|----------------|--------------------|
| Serviced                                 | 32,000         | 102,000        | £8,695,000         |
| Self catering                            | 13,000         | 84,000         | £4,885,000         |
| Touring caravans /tents                  | 22,000         | 122,000        | £3,763,000         |
| Static vans/holiday centres              | 3,000          | 16,000         | £762,000           |
| Group/campus                             | 0              | 0              | £22,000            |
| Paying guests in private homes           | 0              | 0              | £0                 |
| Second homes                             | 2,000          | 13,000         | £399,000           |
| Boat moorings                            | 0              | 0              | £0                 |
| Other                                    | 6,000          | 20,000         | £779,000           |
| Staying with friends and relatives (VFR) | 117,000        | 395,000        | £11,163,000        |
| <b>Total</b>                             | <b>195,000</b> | <b>754,000</b> | <b>£30,467,000</b> |

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

|  | Trips         | Nights         | Spend             |
|--|---------------|----------------|-------------------|
| Serviced                                 | 4,000         | 11,000         | £810,000          |
| Self catering                            | 0             | 5,000          | £165,000          |
| Touring caravans /tents                  | 1,000         | 5,000          | £124,000          |
| Static vans/holiday centres              | 0             | 0              | £3,000            |
| Group/campus                             | 0             | 0              | £23,000           |
| Paying guests in private homes           | 0             | 0              | £0                |
| Second homes                             | 0             | 3,000          | £103,000          |
| Boat moorings                            | 0             | 0              | £0                |
| Other                                    | 0             | 0              | £9,000            |
| Staying with friends and relatives (VFR) | 9,000         | 82,000         | £2,963,000        |
| <b>Total</b>                             | <b>15,000</b> | <b>106,000</b> | <b>£4,199,000</b> |

# VALUE OF TOURISM 2007

## Mid Devon Briefing

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

|              | Trips          | Nights         | Spend              |
|--------------|----------------|----------------|--------------------|
| Holiday      | 120,000        | 546,000        | £26,181,000        |
| Business     | 8,000          | 22,000         | £2,099,000         |
| VFR          | 58,000         | 145,000        | £1,581,000         |
| Other        | 10,000         | 41,000         | £606,000           |
| Study        | 0              | 0              | £0                 |
| <b>Total</b> | <b>195,000</b> | <b>754,000</b> | <b>£30,467,000</b> |

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

|              | Trips         | Nights         | Spend             |
|--------------|---------------|----------------|-------------------|
| Holiday      | 3,000         | 15,000         | £653,000          |
| Business     | 1,000         | 4,000          | £331,000          |
| VFR          | 10,000        | 81,000         | £3,014,000        |
| Other        | 1,000         | 5,000          | £201,000          |
| Study        | 0             | 0              | £0                |
| <b>Total</b> | <b>15,000</b> | <b>106,000</b> | <b>£4,199,000</b> |

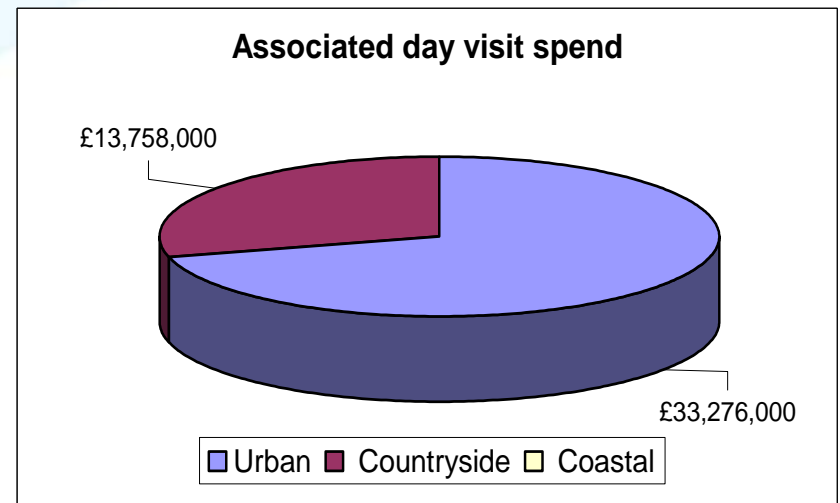
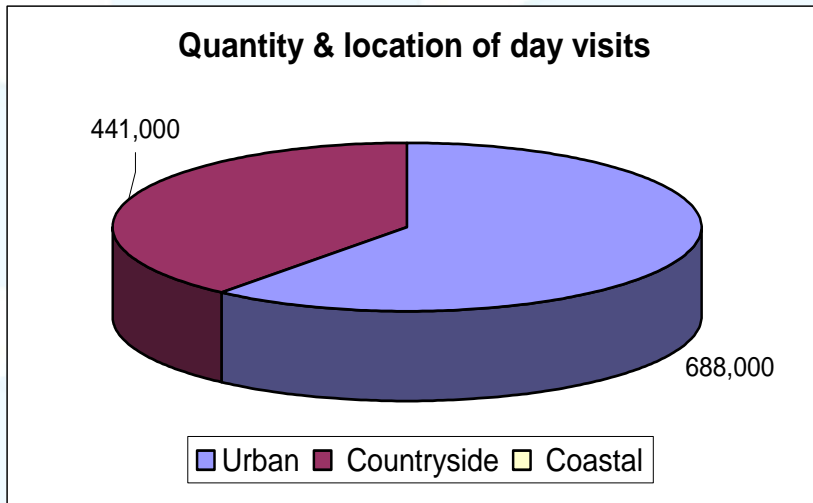
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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'.

# VALUE OF TOURISM 2007

## Mid Devon Briefing

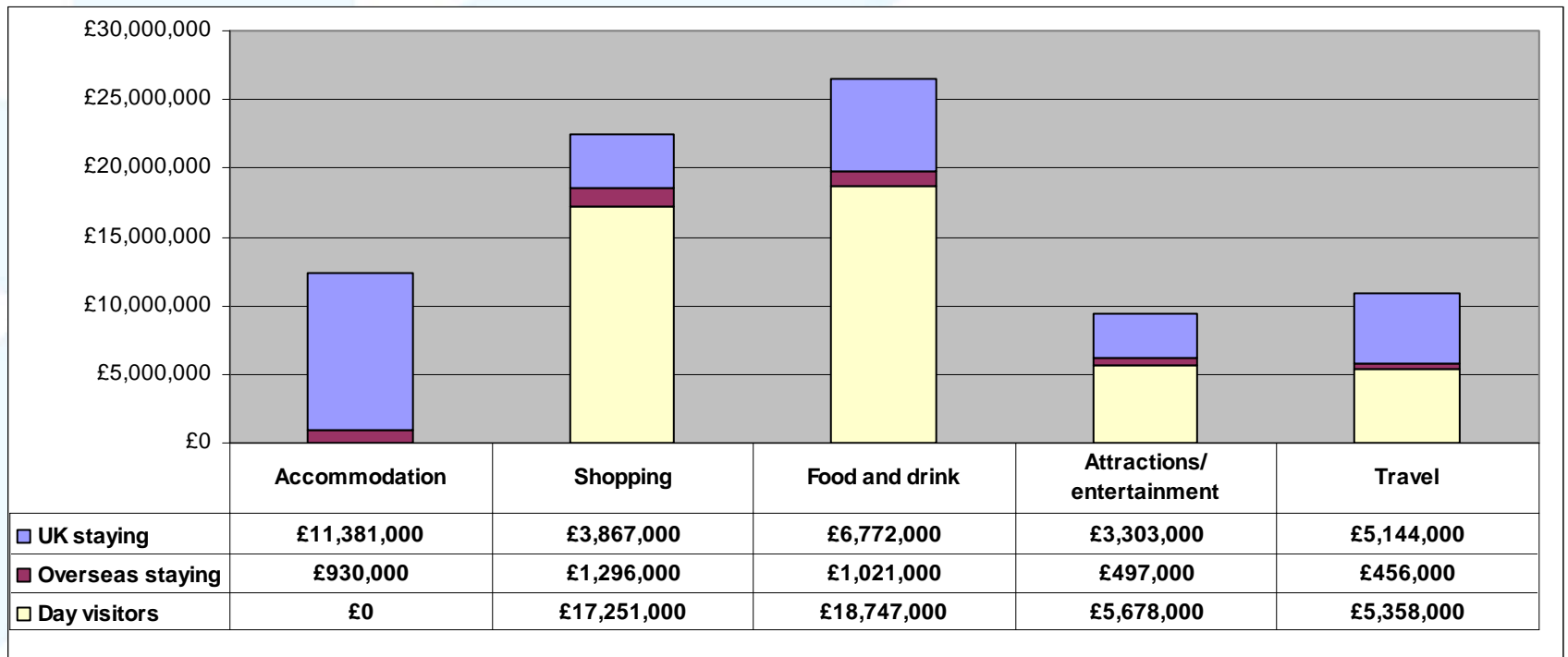
### Day visits



# VALUE OF TOURISM 2007

## Mid Devon Briefing

### Breakdown of expenditure



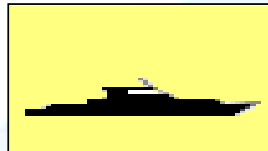
# VALUE OF TOURISM 2007

## Mid Devon Briefing

### Other tourism related spend



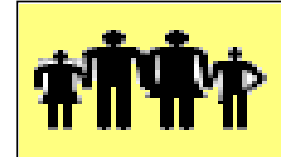
**Second Homes**  
**£117,000**



**Boats**  
**£0**



**Static Vans**  
**£0**



**VFR**  
**£6,815,000**

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  | 935              | 1,024        | 1,959        |
| Indirect jobs  | 140              | 107          | 247          |
| Induced jobs   | 45               | 8            | 52           |
| <b>Total</b>   | <b>1,120</b>     | <b>1,138</b> | <b>2,258</b> |
| <b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b> |                  |              | <b>1,613</b> |

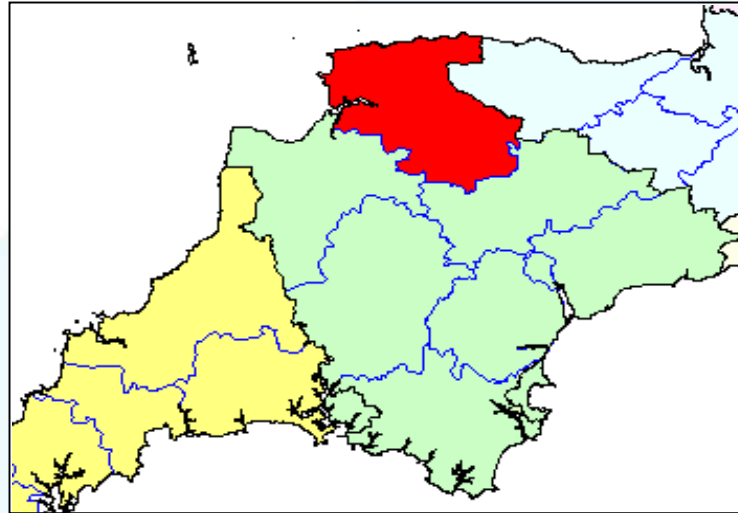
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

# Value of Tourism 2007

## NORTH DEVON DISTRICT

# VALUE OF TOURISM 2007

## North Devon Briefing



### NORTH DEVON    KEY FACTS

- 918,000** trips by staying visitors
- 4,143,000** staying visitor nights
- £208,920,000** spend by staying visitors
- 1,923,000** day visits
- £82,612,000** spend by day visitors
- £8,761,000** other tourism related spend
- 8,286** jobs related to tourism spending
- 18%** of employment is supported by tourism

# VALUE OF TOURISM 2007

## North Devon Briefing

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

|  | Trips          | Nights           | Spend               |
|--|----------------|------------------|---------------------|
| Serviced                                 | 278,000        | 886,000          | £75,342,000         |
| Self catering                            | 101,000        | 658,000          | £38,189,000         |
| Touring caravans /tents                  | 191,000        | 1,038,000        | £32,073,000         |
| Static vans/holiday centres              | 135,000        | 725,000          | £33,658,000         |
| Group/campus                             | 2,000          | 7,000            | £361,000            |
| Paying guests in private homes           | 0              | 0                | £0                  |
| Second homes                             | 5,000          | 32,000           | £993,000            |
| Boat moorings                            | 1,000          | 3,000            | £84,000             |
| Other                                    | 7,000          | 25,000           | £945,000            |
| Staying with friends and relatives (VFR) | 142,000        | 480,000          | £13,545,000         |
| <b>Total</b>                             | <b>862,000</b> | <b>3,854,000</b> | <b>£195,190,000</b> |

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

|  | Trips         | Nights         | Spend              |
|--|---------------|----------------|--------------------|
| Serviced                                 | 32,000        | 91,000         | £7,022,000         |
| Self catering                            | 3,000         | 36,000         | £1,287,000         |
| Touring caravans /tents                  | 9,000         | 44,000         | £1,059,000         |
| Static vans/holiday centres              | 0             | 5,000          | £132,000           |
| Group/campus                             | 0             | 7,000          | £368,000           |
| Paying guests in private homes           | 0             | 0              | £0                 |
| Second homes                             | 0             | 8,000          | £255,000           |
| Boat moorings                            | 0             | 0              | £0                 |
| Other                                    | 0             | 0              | £11,000            |
| Staying with friends and relatives (VFR) | 11,000        | 99,000         | £3,595,000         |
| <b>Total</b>                             | <b>56,000</b> | <b>289,000</b> | <b>£13,730,000</b> |

# VALUE OF TOURISM 2007

## North Devon Briefing

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

|              | Trips          | Nights           | Spend               |
|--------------|----------------|------------------|---------------------|
| Holiday      | 708,000        | 3,419,000        | £167,727,000        |
| Business     | 72,000         | 197,000          | £13,448,000         |
| VFR          | 70,000         | 185,000          | £10,130,000         |
| Other        | 12,000         | 53,000           | £3,885,000          |
| Study        | 0              | 0                | £0                  |
| <b>Total</b> | <b>862,000</b> | <b>3,854,000</b> | <b>£195,190,000</b> |

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

|              | Trips         | Nights         | Spend              |
|--------------|---------------|----------------|--------------------|
| Holiday      | 35,000        | 161,000        | £7,461,000         |
| Business     | 7,000         | 34,000         | £2,655,000         |
| VFR          | 13,000        | 88,000         | £3,388,000         |
| Other        | 1,000         | 6,000          | £226,000           |
| Study        | 0             | 0              | £0                 |
| <b>Total</b> | <b>56,000</b> | <b>289,000</b> | <b>£13,730,000</b> |

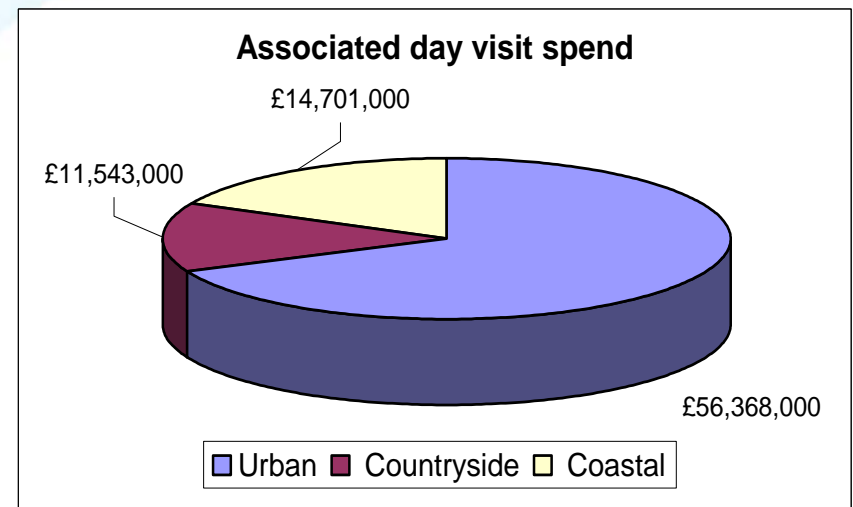
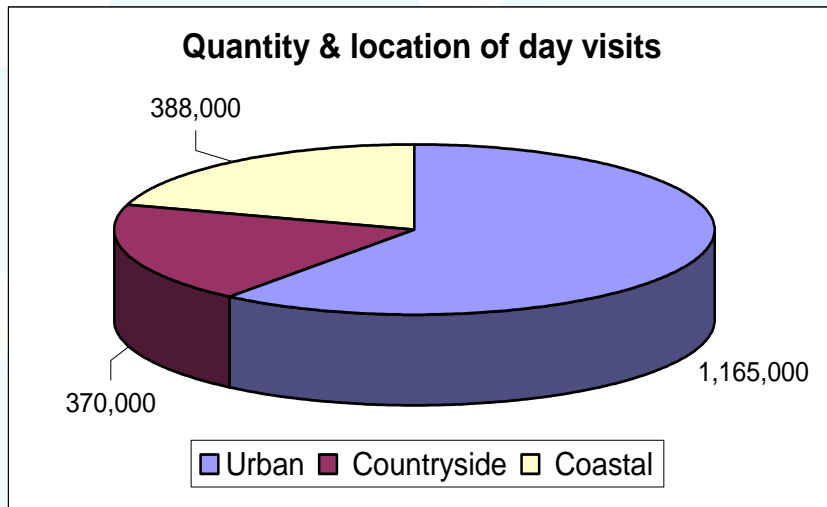
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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'.

# VALUE OF TOURISM 2007

## North Devon Briefing

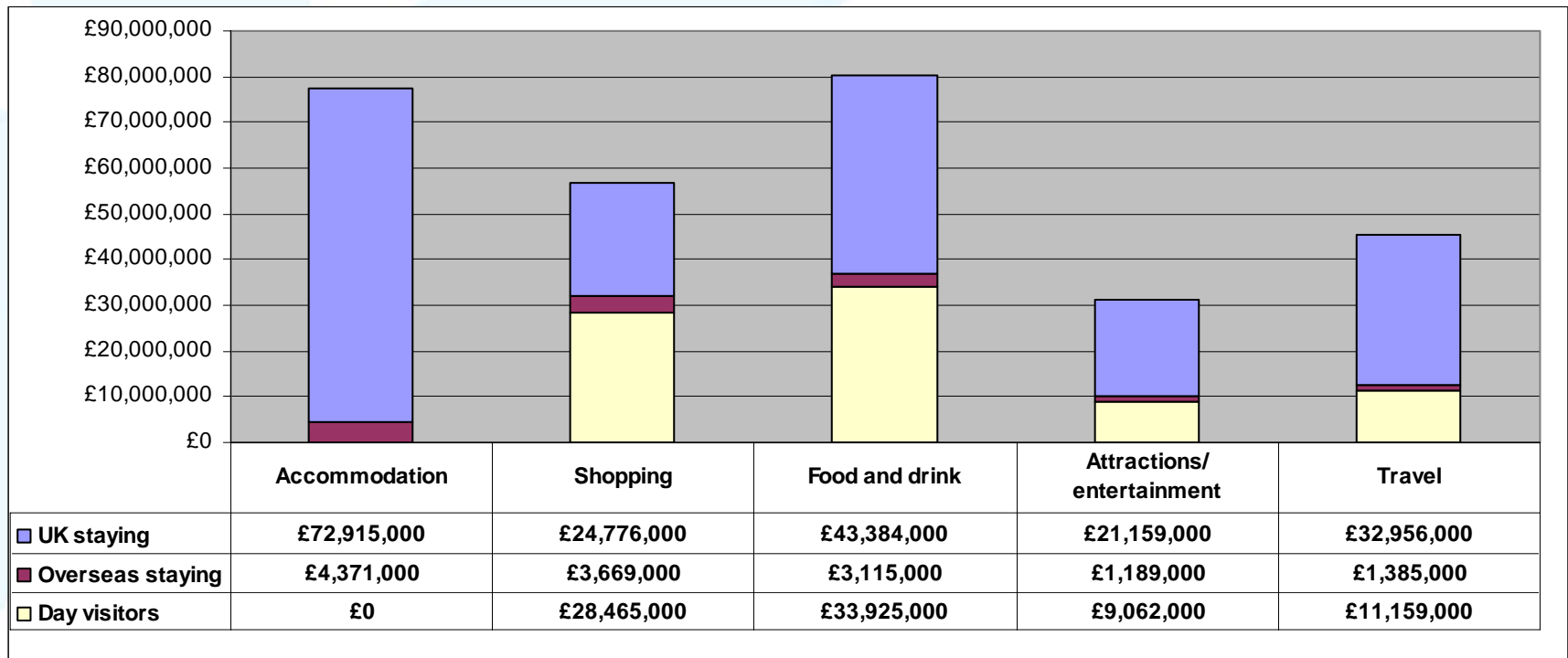
### Day visits



# VALUE OF TOURISM 2007

## North Devon Briefing

### Breakdown of expenditure



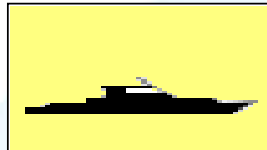
# VALUE OF TOURISM 2007

## North Devon Briefing

### Other tourism related spend



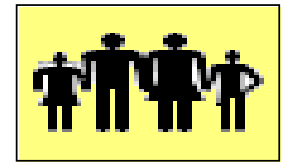
**Second Homes**  
**£291,000**



**Boats**  
**£200,000**



**Static Vans**  
**£0**



**VFR**  
**£8,270,000**

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  | 5,252            | 1,854        | 7,106        |
| Indirect jobs  | 738              | 186          | 924          |
| Induced jobs   | 242              | 14           | 256          |
| <b>Total</b>   | <b>6,232</b>     | <b>2,054</b> | <b>8,286</b> |
| <b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b> |                  |              | <b>5,882</b> |

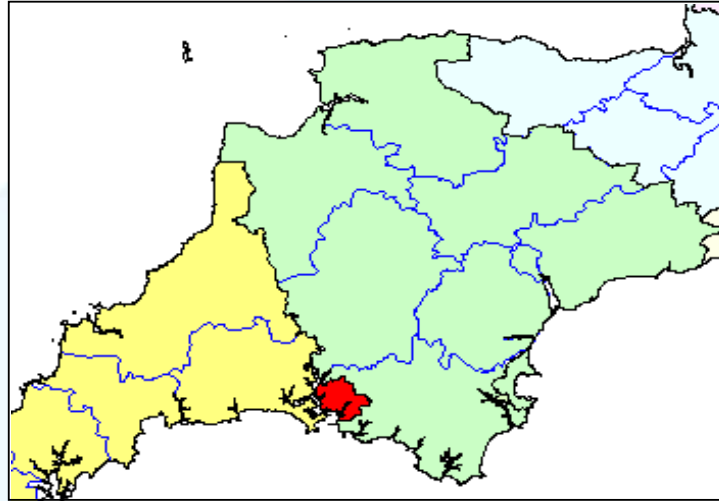
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

# Value of Tourism 2007

## PLYMOUTH UNITARY AUTHORITY

# VALUE OF TOURISM 2007

## Plymouth Briefing



### PLYMOUTH

### KEY FACTS

**654,000** trips by staying visitors

**2,475,000** staying visitor nights

**£108,289,000** spend by staying visitors

**3,486,000** day visits

**£165,798,000** spend by day visitors

**£25,903,000** other tourism related spend

**7,611** jobs related to  
tourism spending

**6%** of employment is  
supported by tourism

# VALUE OF TOURISM 2007

## Plymouth Briefing

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

|  | Trips          | Nights           | Spend              |
|--|----------------|------------------|--------------------|
| Serviced                                 | 159,000        | 507,000          | £43,161,000        |
| Self catering                            | 7,000          | 48,000           | £2,812,000         |
| Touring caravans /tents                  | 8,000          | 46,000           | £1,423,000         |
| Static vans/holiday centres              | 0              | 0                | £0                 |
| Group/campus                             | 3,000          | 9,000            | £433,000           |
| Paying guests in private homes           | 0              | 0                | £0                 |
| Second homes                             | 3,000          | 17,000           | £519,000           |
| Boat moorings                            | 12,000         | 46,000           | £1,357,000         |
| Other                                    | 19,000         | 67,000           | £2,572,000         |
| Staying with friends and relatives (VFR) | 386,000        | 1,306,000        | £36,871,000        |
| <b>Total</b>                             | <b>597,000</b> | <b>2,047,000</b> | <b>£89,149,000</b> |

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

|  | Trips         | Nights         | Spend              |
|--|---------------|----------------|--------------------|
| Serviced                                 | 18,000        | 52,000         | £4,023,000         |
| Self catering                            | 0             | 3,000          | £95,000            |
| Touring caravans /tents                  | 0             | 2,000          | £47,000            |
| Static vans/holiday centres              | 0             | 0              | £0                 |
| Group/campus                             | 0             | 8,000          | £441,000           |
| Paying guests in private homes           | 6,000         | 89,000         | £4,585,000         |
| Second homes                             | 0             | 4,000          | £134,000           |
| Boat moorings                            | 0             | 0              | £0                 |
| Other                                    | 1,000         | 1,000          | £30,000            |
| Staying with friends and relatives (VFR) | 30,000        | 269,000        | £9,786,000         |
| <b>Total</b>                             | <b>57,000</b> | <b>428,000</b> | <b>£19,140,000</b> |

# VALUE OF TOURISM 2007

## Plymouth Briefing

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

|              | <b>Trips</b>   | <b>Nights</b>    | <b>Spend</b>       |
|--------------|----------------|------------------|--------------------|
| Holiday      | 334,000        | 1,390,000        | £76,606,000        |
| Business     | 41,000         | 97,000           | £6,142,000         |
| VFR          | 191,000        | 435,000          | £4,627,000         |
| Other        | 31,000         | 124,000          | £1,774,000         |
| Study        | 0              | 0                | £0                 |
| <b>Total</b> | <b>597,000</b> | <b>2,047,000</b> | <b>£89,149,000</b> |

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

|              | <b>Trips</b>  | <b>Nights</b>  | <b>Spend</b>       |
|--------------|---------------|----------------|--------------------|
| Holiday      | 10,000        | 40,000         | £1,942,000         |
| Business     | 4,000         | 17,000         | £1,382,000         |
| VFR          | 34,000        | 210,000        | £8,377,000         |
| Other        | 2,000         | 14,000         | £559,000           |
| Study        | 6,000         | 146,000        | £6,881,000         |
| <b>Total</b> | <b>57,000</b> | <b>428,000</b> | <b>£19,140,000</b> |

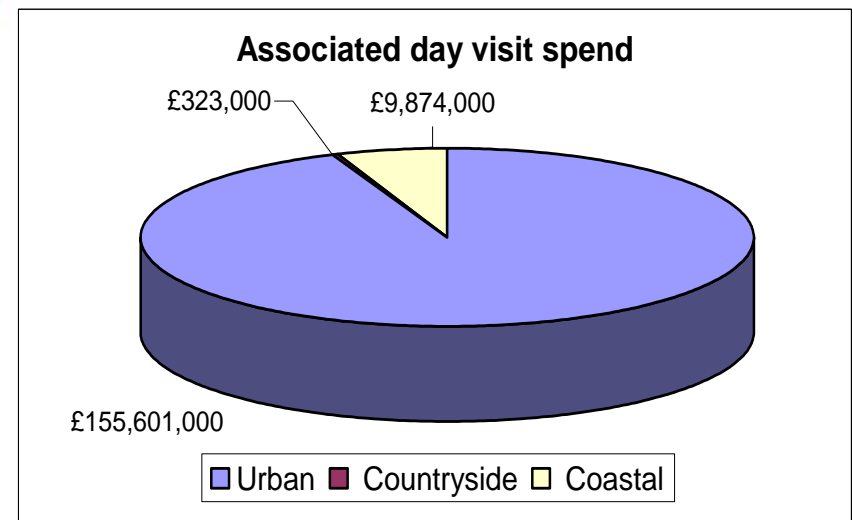
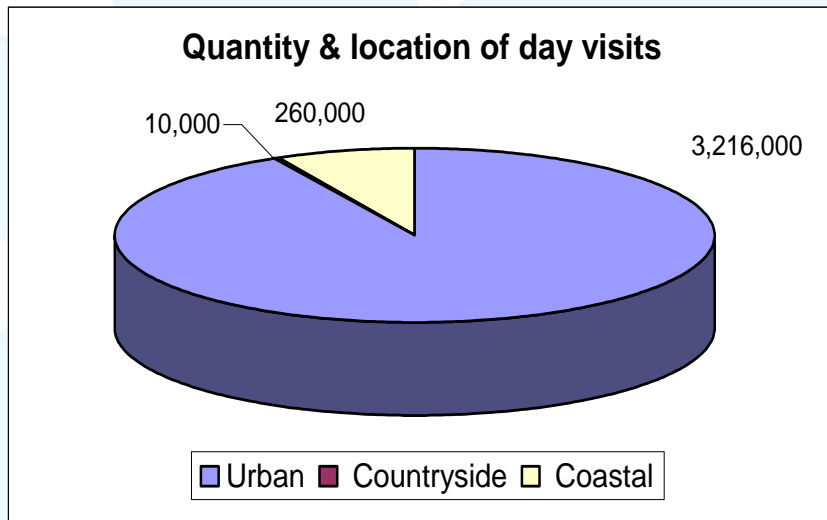
**NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.**

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# VALUE OF TOURISM 2007

## Plymouth Briefing

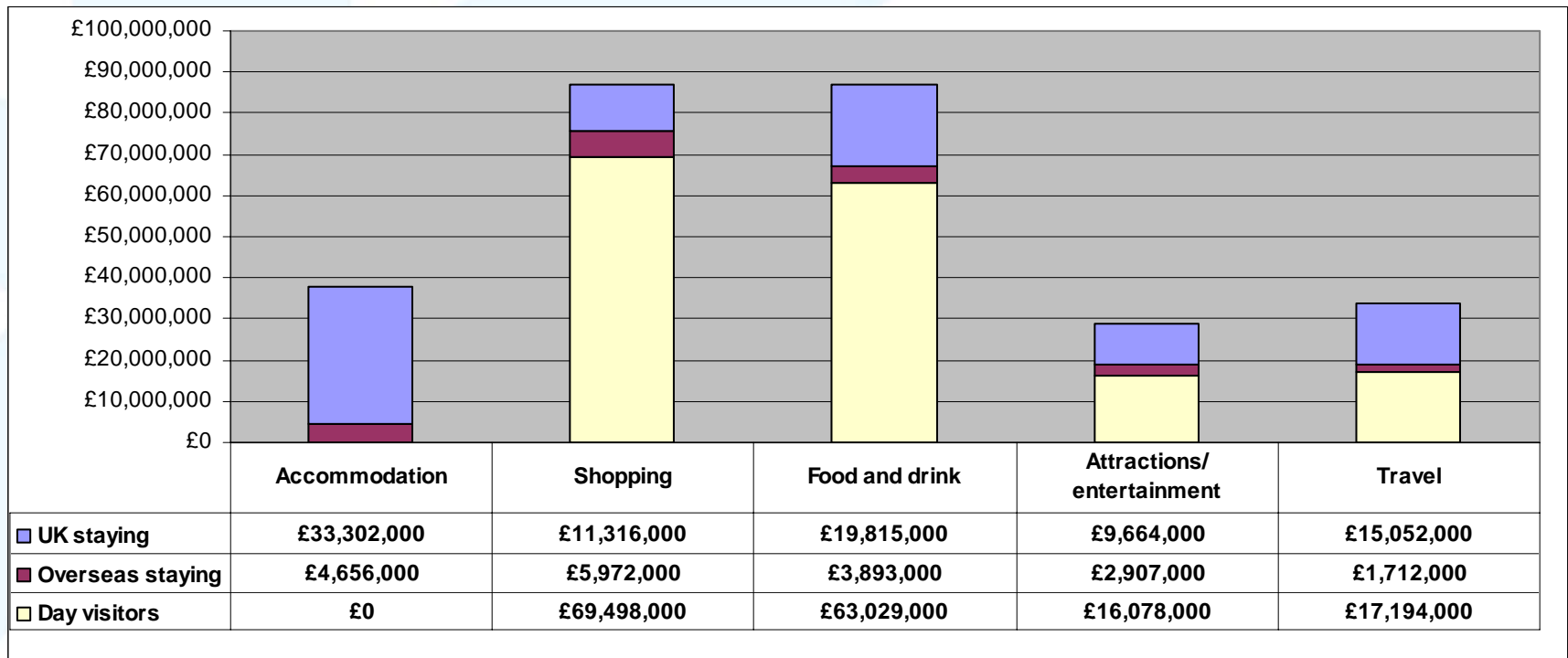
### Day visits



# VALUE OF TOURISM 2007

## Plymouth Briefing

### Breakdown of expenditure



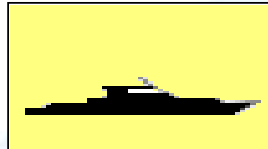
# VALUE OF TOURISM 2007

## Plymouth Briefing

### Other tourism related spend



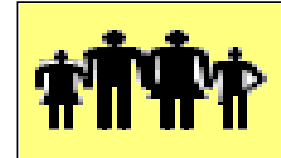
**Second Homes**  
**£152,000**



**Boats**  
**£3,240,000**



**Static Vans**  
**£0**



**VFR**  
**£22,511,000**

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  | 2,638            | 3,051        | 5,689        |
| Indirect jobs  | 701              | 673          | 1,375        |
| Induced jobs   | 427              | 120          | 547          |
| <b>Total</b>   | <b>3,766</b>     | <b>3,844</b> | <b>7,611</b> |
| <b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b> |                  |              | <b>5,626</b> |

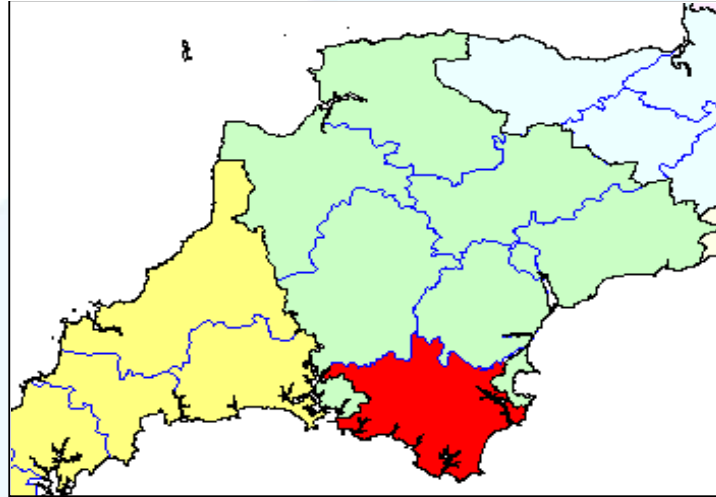
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

# Value of Tourism 2007

## SOUTH HAMS DISTRICT

# VALUE OF TOURISM 2007

## South Hams Briefing



### SOUTH HAMS      KEY FACTS

**633,000** trips by staying visitors  
**3,015,000** staying visitor nights  
**£143,208,000** spend by staying visitors  
**2,384,000** day visits  
**£98,222,000** spend by day visitors  
**£13,737,000** other tourism related spend  
**6,402** jobs related to  
tourism spending  
**15%** of employment is  
supported by tourism

# VALUE OF TOURISM 2007

## South Hams Briefing

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

|  | Trips          | Nights           | Spend               |
|--|----------------|------------------|---------------------|
| Serviced                                 | 130,000        | 414,000          | £35,199,000         |
| Self catering                            | 102,000        | 669,000          | £38,855,000         |
| Touring caravans /tents                  | 101,000        | 547,000          | £16,889,000         |
| Static vans/holiday centres              | 70,000         | 378,000          | £17,527,000         |
| Group/campus                             | 15,000         | 43,000           | £2,161,000          |
| Paying guests in private homes           | 0              | 0                | £0                  |
| Second homes                             | 24,000         | 150,000          | £4,602,000          |
| Boat moorings                            | 18,000         | 70,000           | £2,048,000          |
| Other                                    | 6,000          | 22,000           | £857,000            |
| Staying with friends and relatives (VFR) | 128,000        | 435,000          | £12,281,000         |
| <b>Total</b>                             | <b>595,000</b> | <b>2,728,000</b> | <b>£130,419,000</b> |

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

|  | Trips         | Nights         | Spend              |
|--|---------------|----------------|--------------------|
| Serviced                                 | 15,000        | 43,000         | £3,280,000         |
| Self catering                            | 3,000         | 36,000         | £1,309,000         |
| Touring caravans /tents                  | 5,000         | 23,000         | £558,000           |
| Static vans/holiday centres              | 0             | 2,000          | £69,000            |
| Group/campus                             | 2,000         | 40,000         | £2,202,000         |
| Paying guests in private homes           | 1,000         | 18,000         | £917,000           |
| Second homes                             | 2,000         | 35,000         | £1,184,000         |
| Boat moorings                            | 0             | 0              | £0                 |
| Other                                    | 0             | 0              | £10,000            |
| Staying with friends and relatives (VFR) | 10,000        | 90,000         | £3,259,000         |
| <b>Total</b>                             | <b>38,000</b> | <b>287,000</b> | <b>£12,789,000</b> |

# VALUE OF TOURISM 2007

## South Hams Briefing

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

|              | Trips          | Nights           | Spend               |
|--------------|----------------|------------------|---------------------|
| Holiday      | 487,000        | 2,412,000        | £112,069,000        |
| Business     | 34,000         | 94,000           | £8,985,000          |
| VFR          | 64,000         | 172,000          | £6,768,000          |
| Other        | 10,000         | 49,000           | £2,596,000          |
| Study        | 0              | 0                | £0                  |
| <b>Total</b> | <b>595,000</b> | <b>2,728,000</b> | <b>£130,419,000</b> |

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

|              | Trips         | Nights         | Spend              |
|--------------|---------------|----------------|--------------------|
| Holiday      | 21,000        | 120,000        | £5,443,000         |
| Business     | 3,000         | 20,000         | £1,511,000         |
| VFR          | 11,000        | 99,000         | £3,741,000         |
| Other        | 1,000         | 7,000          | £249,000           |
| Study        | 1,000         | 42,000         | £1,845,000         |
| <b>Total</b> | <b>38,000</b> | <b>287,000</b> | <b>£12,789,000</b> |

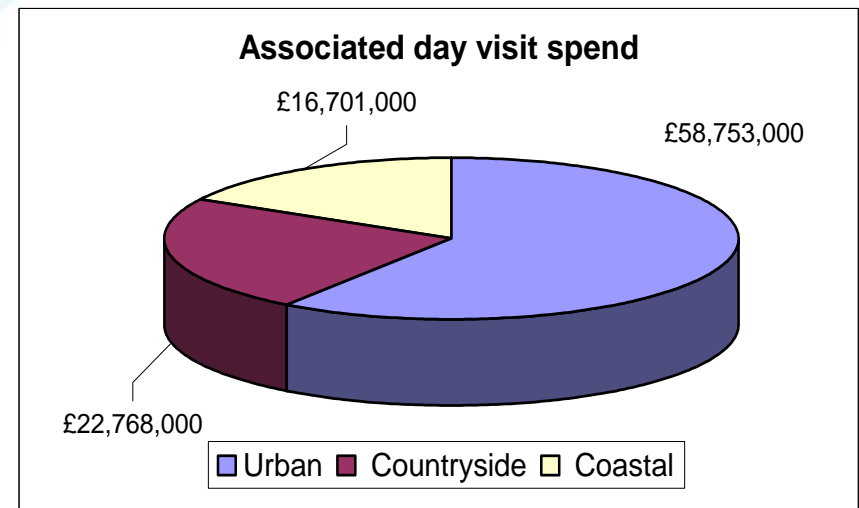
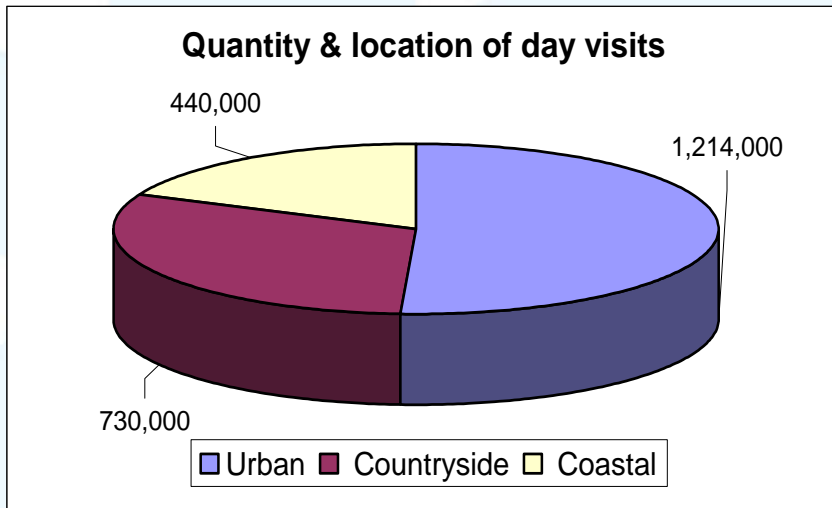
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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'.

# VALUE OF TOURISM 2007

## South Hams Briefing

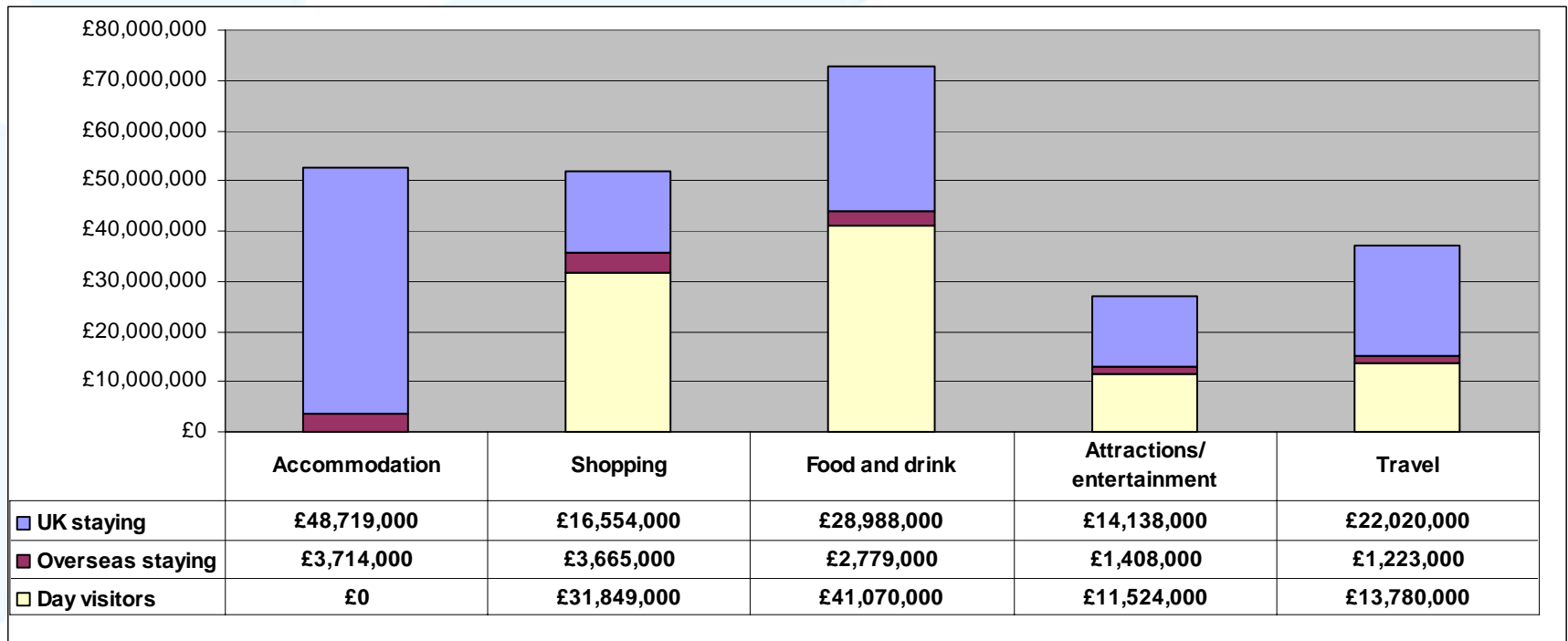
### Day visits



# VALUE OF TOURISM 2007

## South Hams Briefing

### Breakdown of expenditure



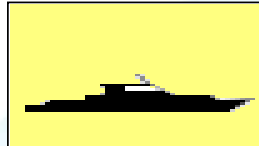
# VALUE OF TOURISM 2007

## South Hams Briefing

### Other tourism related spend



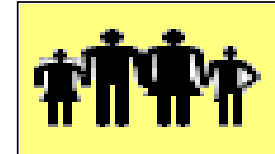
**Second Homes**  
£1,349,000



**Boats**  
£4,890,000



**Static Vans**  
£0



**VFR**  
£7,498,000

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  | 3,441            | 2,025        | 5,466        |
| Indirect jobs  | 532              | 225          | 757          |
| Induced jobs   | 163              | 17           | 179          |
| <b>Total</b>   | <b>4,135</b>     | <b>2,267</b> | <b>6,402</b> |
| <b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b> |                  |              | <b>4,574</b> |

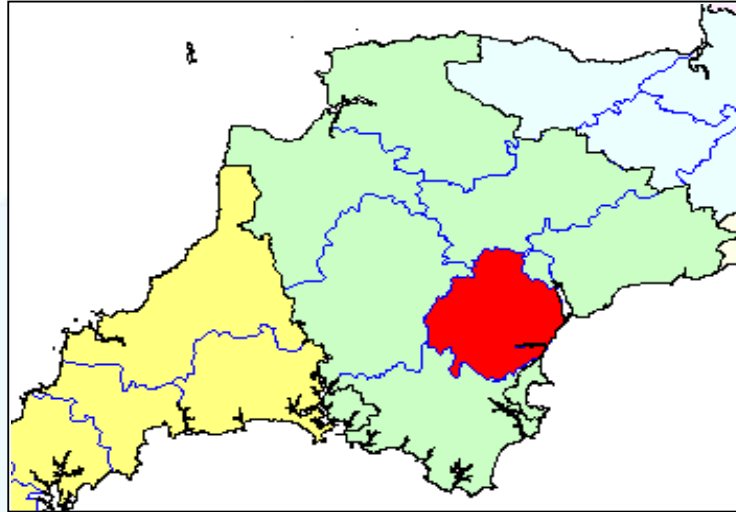
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

# Value of Tourism 2007

## TEIGNBRIDGE DISTRICT

# VALUE OF TOURISM 2007

## Teignbridge Briefing



### TEIGNBRIDGE      KEY FACTS

**596,300** trips by staying visitors  
**2,675,800** staying visitor nights  
**£114,836,000** spend by staying visitors  
**2,378,000** day visits  
**£103,310,000** spend by day visitors  
**£11,985,000** other tourism related spend  
**6,385** jobs related to  
tourism spending  
**10%** of employment is  
supported by tourism

# VALUE OF TOURISM 2007

## Teignbridge Briefing

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

|  | Trips          | Nights           | Spend               |
|--|----------------|------------------|---------------------|
| Serviced                                 | 99,000         | 314,000          | £26,726,000         |
| Self catering                            | 34,000         | 223,000          | £12,952,000         |
| Touring caravans /tents                  | 116,000        | 628,000          | £19,409,000         |
| Static vans/holiday centres              | 101,000        | 540,000          | £25,059,000         |
| Group/campus                             | 1,000          | 3,000            | £156,000            |
| Paying guests in private homes           | 0              | 0                | £0                  |
| Second homes                             | 7,000          | 44,000           | £1,361,000          |
| Boat moorings                            | 1,000          | 3,000            | £84,000             |
| Other                                    | 9,000          | 34,000           | £1,301,000          |
| Staying with friends and relatives (VFR) | 195,000        | 661,000          | £18,649,000         |
| <b>Total</b>                             | <b>562,000</b> | <b>2,451,000</b> | <b>£105,696,000</b> |

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

|  | Trips         | Nights         | Spend             |
|--|---------------|----------------|-------------------|
| Serviced                                 | 11,200        | 32,400         | £2,491,000        |
| Self catering                            | 900           | 12,100         | £436,000          |
| Touring caravans /tents                  | 5,600         | 26,800         | £641,000          |
| Static vans/holiday centres              | 100           | 3,400          | £99,000           |
| Group/campus                             | 100           | 2,900          | £159,000          |
| Paying guests in private homes           | 0             | 0              | £0                |
| Second homes                             | 500           | 10,300         | £350,000          |
| Boat moorings                            | 0             | 0              | £0                |
| Other                                    | 600           | 700            | £15,000           |
| Staying with friends and relatives (VFR) | 15,300        | 136,200        | £4,949,000        |
| <b>Total</b>                             | <b>34,300</b> | <b>224,800</b> | <b>£9,140,000</b> |

# VALUE OF TOURISM 2007

## Teignbridge Briefing

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

|              | Trips          | Nights           | Spend               |
|--------------|----------------|------------------|---------------------|
| Holiday      | 424,000        | 2,052,000        | £90,825,000         |
| Business     | 26,000         | 70,000           | £7,282,000          |
| VFR          | 97,000         | 256,000          | £5,485,000          |
| Other        | 16,000         | 73,000           | £2,104,000          |
| Study        | 0              | 0                | £0                  |
| <b>Total</b> | <b>562,000</b> | <b>2,451,000</b> | <b>£105,696,000</b> |

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

|              | Trips         | Nights         | Spend             |
|--------------|---------------|----------------|-------------------|
| Holiday      | 13,200        | 67,700         | £2,952,000        |
| Business     | 2,600         | 13,400         | £985,000          |
| VFR          | 17,300        | 134,800        | £4,878,000        |
| Other        | 1,100         | 8,900          | £325,000          |
| Study        | 0             | 0              | £0                |
| <b>Total</b> | <b>34,300</b> | <b>224,800</b> | <b>£9,140,000</b> |

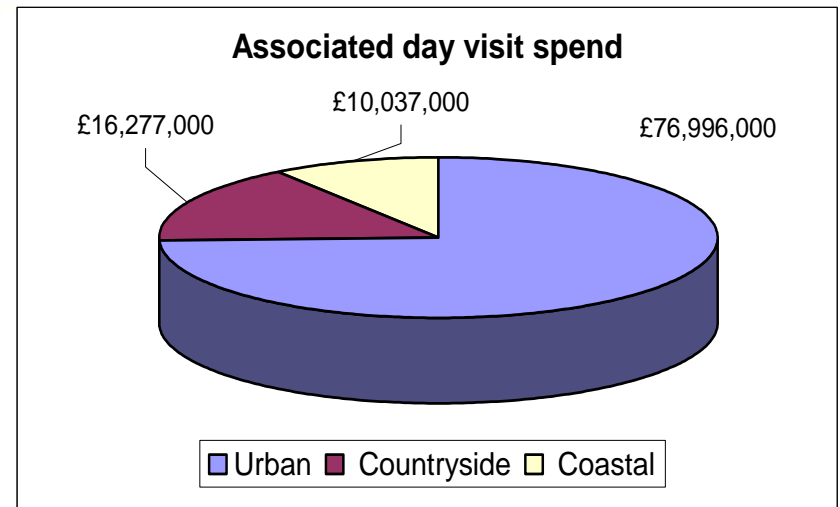
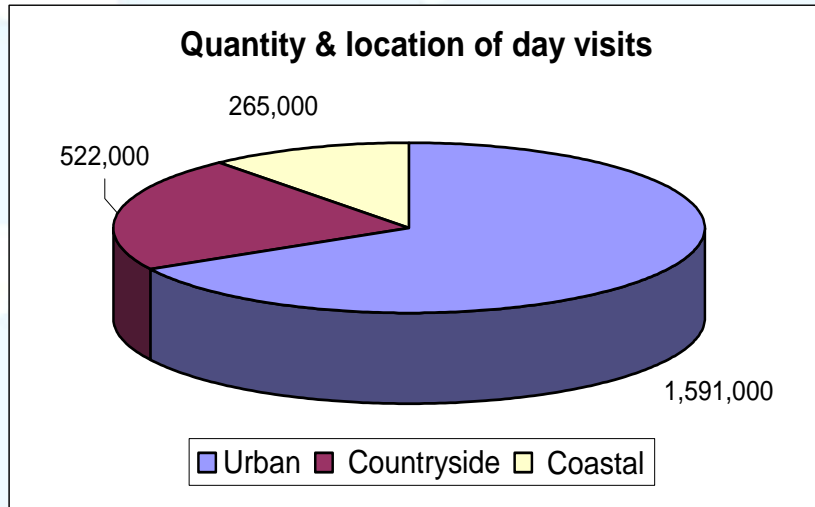
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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'.

# VALUE OF TOURISM 2007

## Teignbridge Briefing

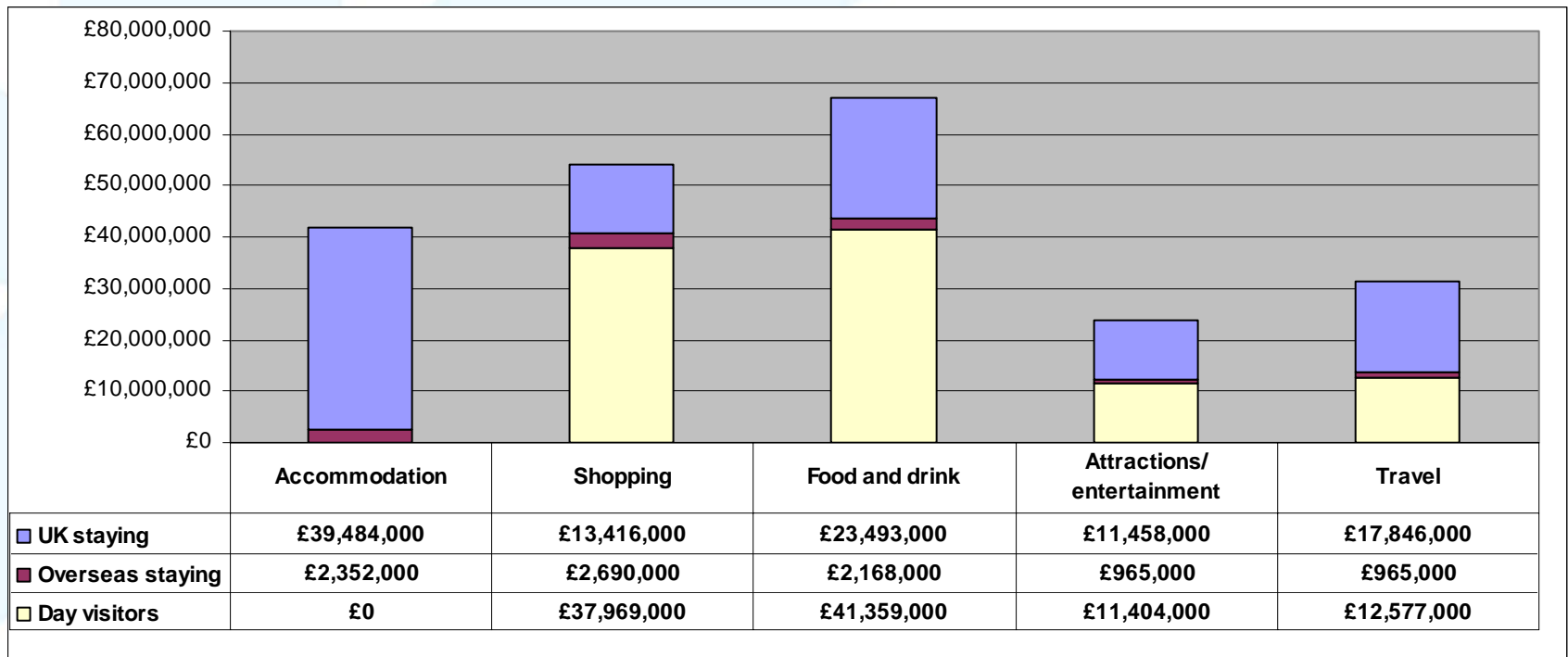
### Day visits



# VALUE OF TOURISM 2007

## Teignbridge Briefing

### Breakdown of expenditure



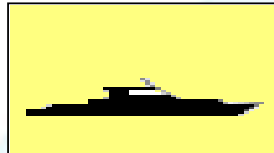
# VALUE OF TOURISM 2007

## Teignbridge Briefing

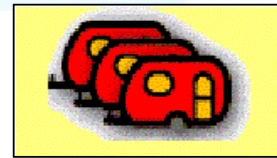
### Other tourism related spend



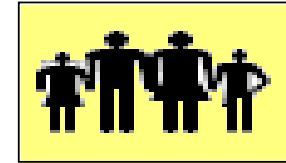
**Second Homes**  
**£399,000**



**Boats**  
**£200,000**



**Static Vans**  
**£0**



**VFR**  
**£11,386,000**

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  | 2,853            | 2,191        | 5,043        |
| Indirect jobs  | 654              | 352          | 1,006        |
| Induced jobs   | 291              | 46           | 337          |
| <b>Total</b>   | <b>3,797</b>     | <b>2,588</b> | <b>6,385</b> |
| <b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b> |                  |              | <b>4,635</b> |

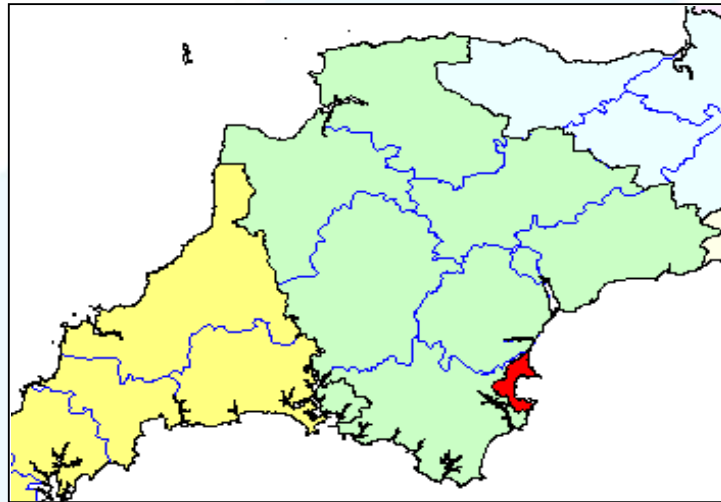
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

# Value of Tourism 2007

## TORBAY UNITARY AUTHORITY

# VALUE OF TOURISM 2007

## Torbay Briefing



### TORBAY

### KEY FACTS

- 1,296,200** trips by staying visitors
- 5,367,300** staying visitor nights
- £322,105,000** spend by staying visitors
- 2,329,000** day visits
- £101,489,000** spend by day visitors
- £14,772,000** other tourism related spend
- 13,060** jobs related to tourism spending
- 21%** of employment is supported by tourism

# VALUE OF TOURISM 2007

## Torbay Briefing

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

|  | Trips            | Nights           | Spend               |
|--|------------------|------------------|---------------------|
| Serviced                                 | 617,000          | 1,966,000        | £167,215,000        |
| Self catering                            | 136,000          | 886,000          | £51,437,000         |
| Touring caravans /tents                  | 41,000           | 222,000          | £6,847,000          |
| Static vans/holiday centres              | 164,000          | 882,000          | £40,897,000         |
| Group/campus                             | 1,000            | 2,000            | £92,000             |
| Paying guests in private homes           | 0                | 0                | £0                  |
| Second homes                             | 9,000            | 59,000           | £1,814,000          |
| Boat moorings                            | 8,000            | 31,000           | £917,000            |
| Other                                    | 10,000           | 36,000           | £1,377,000          |
| Staying with friends and relatives (VFR) | 206,000          | 699,000          | £19,737,000         |
| <b>Total</b>                             | <b>1,192,000</b> | <b>4,782,000</b> | <b>£290,332,000</b> |

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

|  | Trips          | Nights         | Spend              |
|--|----------------|----------------|--------------------|
| Serviced                                 | 70,000         | 202,600        | £15,584,000        |
| Self catering                            | 3,600          | 48,100         | £1,733,000         |
| Touring caravans /tents                  | 2,000          | 9,500          | £226,000           |
| Static vans/holiday centres              | 200            | 5,600          | £161,000           |
| Group/campus                             | 100            | 1,700          | £93,000            |
| Paying guests in private homes           | 10,900         | 159,400        | £8,254,000         |
| Second homes                             | 700            | 13,700         | £467,000           |
| Boat moorings                            | 0              | 0              | £0                 |
| Other                                    | 600            | 700            | £16,000            |
| Staying with friends and relatives (VFR) | 16,200         | 144,100        | £5,238,000         |
| <b>Total</b>                             | <b>104,200</b> | <b>585,300</b> | <b>£31,773,000</b> |

# VALUE OF TOURISM 2007

## Torbay Briefing

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

|              | Trips            | Nights           | Spend               |
|--------------|------------------|------------------|---------------------|
| Holiday      | 914,000          | 4,060,000        | £249,484,000        |
| Business     | 160,000          | 402,000          | £20,003,000         |
| VFR          | 102,000          | 249,000          | £15,068,000         |
| Other        | 17,000           | 71,000           | £5,779,000          |
| Study        | 0                | 0                | £0                  |
| <b>Total</b> | <b>1,192,000</b> | <b>4,782,000</b> | <b>£290,332,000</b> |

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

|              | Trips          | Nights         | Spend              |
|--------------|----------------|----------------|--------------------|
| Holiday      | 57,500         | 199,200        | £10,517,000        |
| Business     | 16,500         | 56,700         | £5,052,000         |
| VFR          | 18,300         | 96,600         | £4,232,000         |
| Other        | 1,200          | 6,400          | £282,000           |
| Study        | 10,700         | 226,500        | £11,690,000        |
| <b>Total</b> | <b>104,200</b> | <b>585,300</b> | <b>£31,773,000</b> |

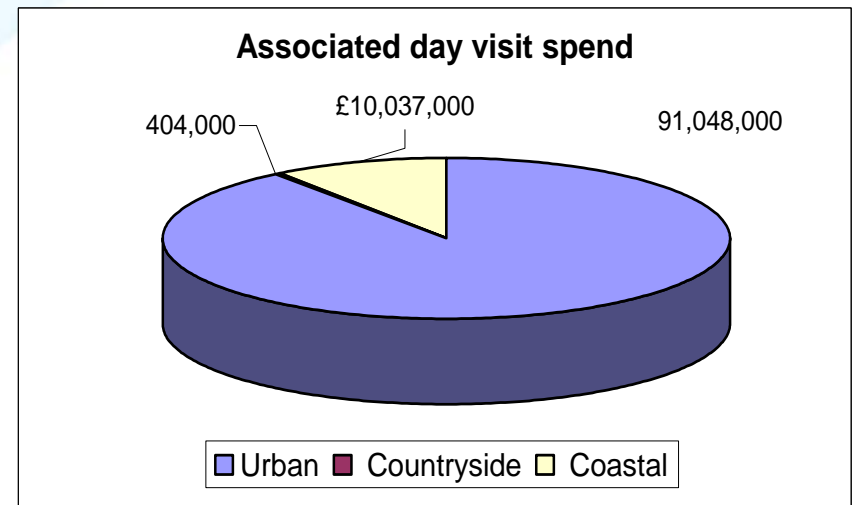
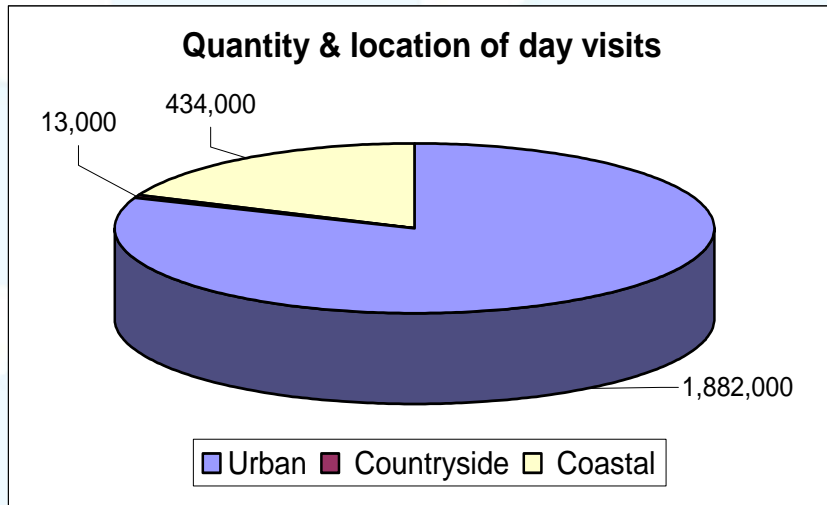
**NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.**

**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'.**

# VALUE OF TOURISM 2007

## Torbay Briefing

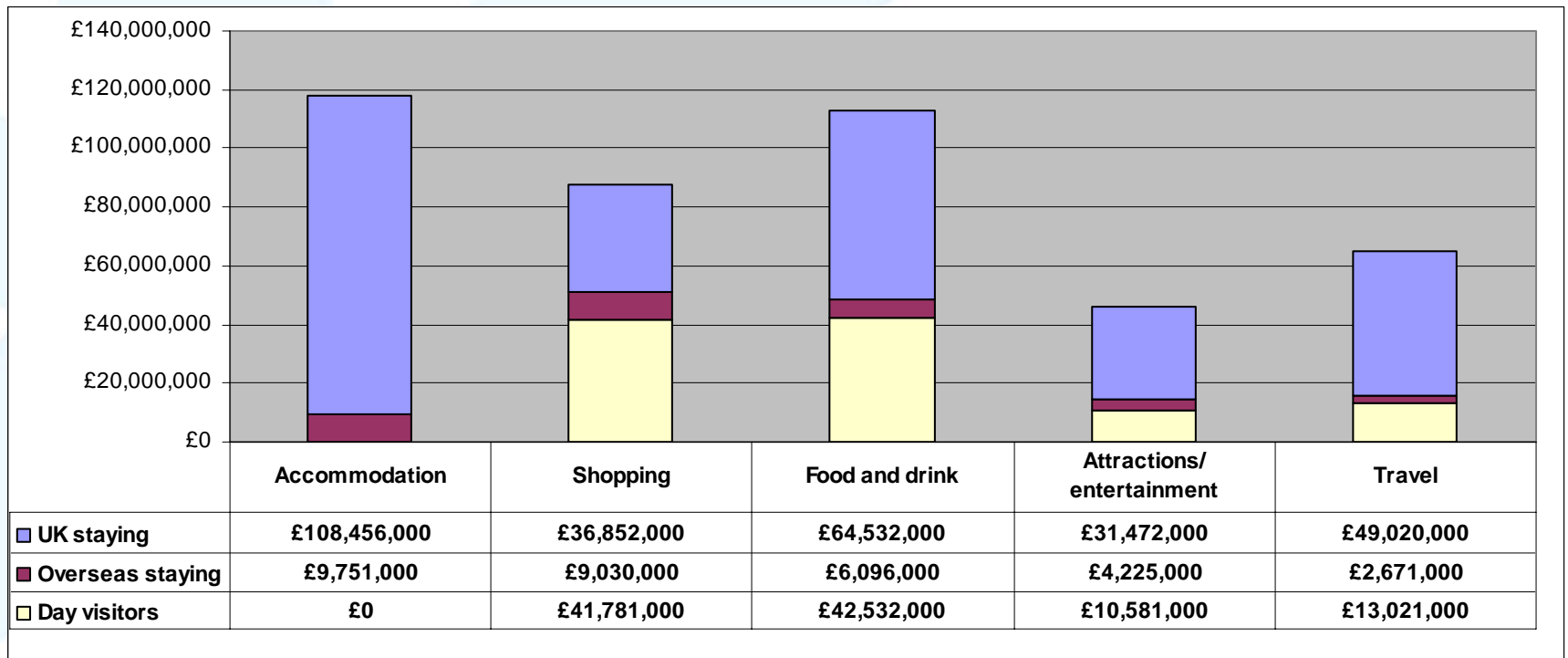
### Day visits



# VALUE OF TOURISM 2007

## Torbay Briefing

### Breakdown of expenditure



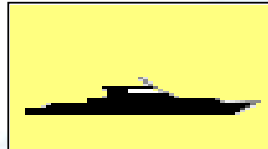
# VALUE OF TOURISM 2007

## Torbay Briefing

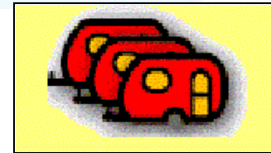
### Other tourism related spend



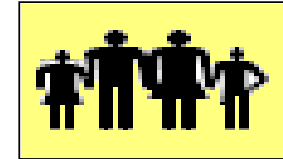
**Second Homes**  
**£532,000**



**Boats**  
**£2,190,000**



**Static Vans**  
**£0**



**VFR**  
**£12,050,000**

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  | 7,790            | 2,305        | 10,095        |
| Indirect jobs  | 1,771            | 362          | 2,132         |
| Induced jobs   | 786              | 47           | 833           |
| <b>Total</b>   | <b>10,346</b>    | <b>2,714</b> | <b>13,060</b> |
| <b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b> |                  |              | <b>9,495</b>  |

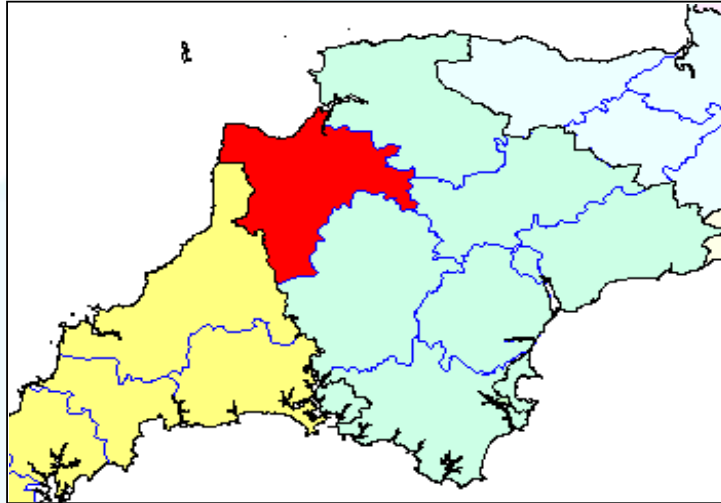
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

# Value of Tourism 2007

## TORRIDGE DISTRICT

# VALUE OF TOURISM 2007

## Torridge Briefing



### TORRIDGE

### KEY FACTS

- 298,700** trips by staying visitors
- 1,369,300** staying visitor nights
- £64,327,000** spend by staying visitors
- 1,135,000** day visits
- £46,642,000** spend by day visitors
- £6,080,000** other tourism related spend
- 3,481** jobs related to tourism spending
- 12%** of employment is supported by tourism

# VALUE OF TOURISM 2007

## Torrige Briefing

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

|  | Trips          | Nights           | Spend              |
|--|----------------|------------------|--------------------|
| Serviced                                 | 51,000         | 163,000          | £13,893,000        |
| Self catering                            | 46,000         | 300,000          | £17,392,000        |
| Touring caravans /tents                  | 21,000         | 113,000          | £3,496,000         |
| Static vans/holiday centres              | 54,000         | 287,000          | £13,336,000        |
| Group/campus                             | 1,000          | 3,000            | £172,000           |
| Paying guests in private homes           | 0              | 0                | £0                 |
| Second homes                             | 4,000          | 27,000           | £829,000           |
| Boat moorings                            | 0              | 0                | £0                 |
| Other                                    | 5,000          | 17,000           | £667,000           |
| Staying with friends and relatives (VFR) | 100,000        | 339,000          | £9,560,000         |
| <b>Total</b>                             | <b>282,000</b> | <b>1,250,000</b> | <b>£59,345,000</b> |

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

|  | Trips         | Nights         | Spend             |
|--|---------------|----------------|-------------------|
| Serviced                                 | 5,800         | 16,800         | £1,295,000        |
| Self catering                            | 1,200         | 16,300         | £586,000          |
| Touring caravans /tents                  | 1,000         | 4,800          | £115,000          |
| Static vans/holiday centres              | 100           | 1,800          | £52,000           |
| Group/campus                             | 200           | 3,200          | £175,000          |
| Paying guests in private homes           | 0             | 0              | £0                |
| Second homes                             | 300           | 6,300          | £213,000          |
| Boat moorings                            | 0             | 0              | £0                |
| Other                                    | 300           | 300            | £8,000            |
| Staying with friends and relatives (VFR) | 7,800         | 69,800         | £2,537,000        |
| <b>Total</b>                             | <b>16,700</b> | <b>119,300</b> | <b>£4,982,000</b> |

# VALUE OF TOURISM 2007

## Torrige Briefing

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

|              | Trips          | Nights           | Spend              |
|--------------|----------------|------------------|--------------------|
| Holiday      | 211,000        | 1,041,000        | £50,995,000        |
| Business     | 13,000         | 37,000           | £4,089,000         |
| VFR          | 49,000         | 134,000          | £3,080,000         |
| Other        | 8,000          | 38,000           | £1,181,000         |
| Study        | 0              | 0                | £0                 |
| <b>Total</b> | <b>282,000</b> | <b>1,250,000</b> | <b>£59,345,000</b> |

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

|              | Trips         | Nights         | Spend             |
|--------------|---------------|----------------|-------------------|
| Holiday      | 5,900         | 32,500         | £1,457,000        |
| Business     | 1,400         | 7,500          | £568,000          |
| VFR          | 8,900         | 74,500         | £2,773,000        |
| Other        | 600           | 4,900          | £185,000          |
| Study        | 0             | 0              | £0                |
| <b>Total</b> | <b>16,700</b> | <b>119,300</b> | <b>£4,982,000</b> |

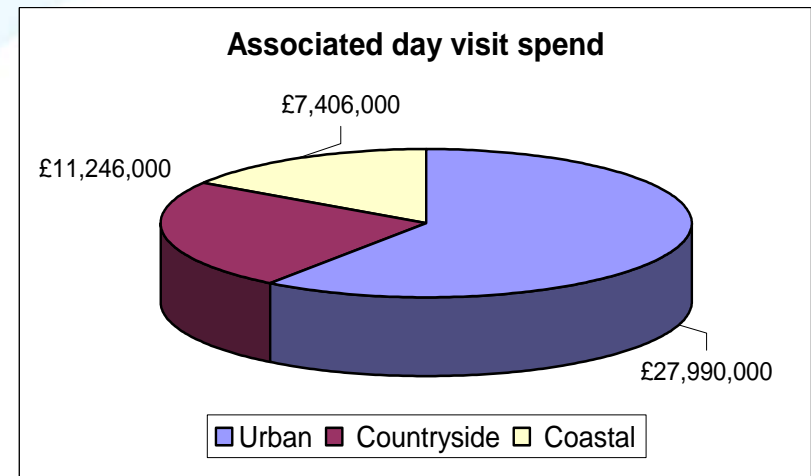
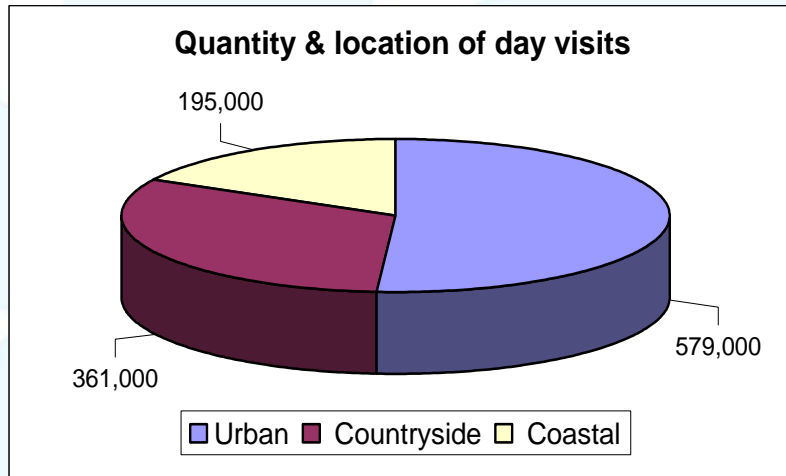
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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'.

# VALUE OF TOURISM 2007

## Torrige Briefing

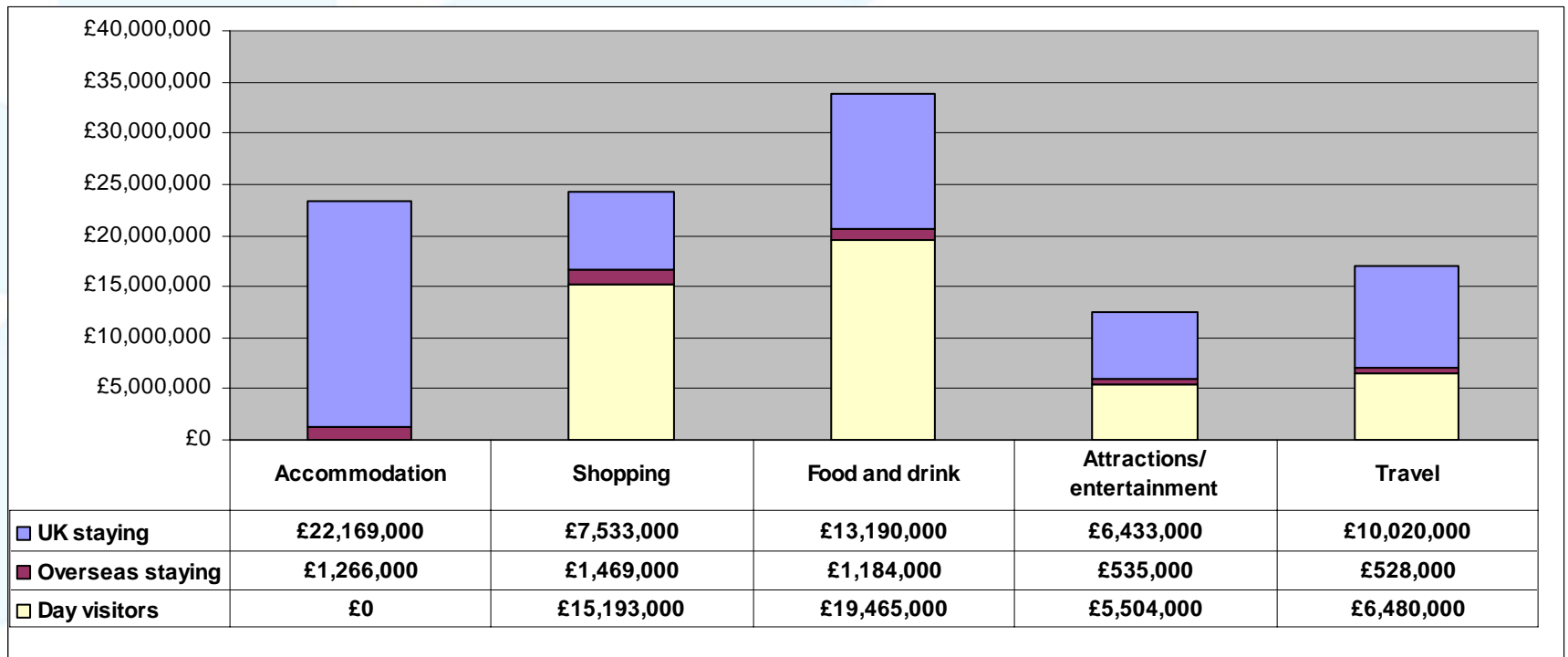
### Day visits



# VALUE OF TOURISM 2007

## Torrige Briefing

### Breakdown of expenditure



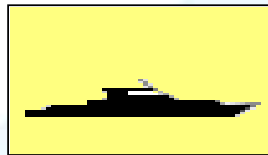
# VALUE OF TOURISM 2007

## Torrige Briefing

### Other tourism related spend



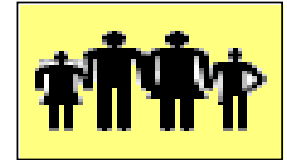
**Second Homes**  
£243,000



**Boats**  
£0



**Static Vans**  
£0



**VFR**  
£5,837,000

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  | 1,864            | 1,178        | 3,042        |
| Indirect jobs  | 238              | 107          | 345          |
| Induced jobs   | 85               | 9            | 94           |
| <b>Total</b>   | <b>2,187</b>     | <b>1,293</b> | <b>3,481</b> |
| <b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b> |                  |              | <b>2,468</b> |

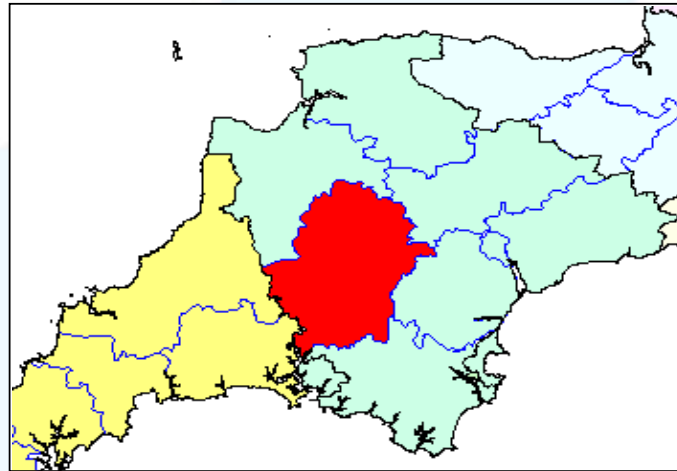
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

# Value of Tourism 2007

## WEST DEVON DISTRICT

# VALUE OF TOURISM 2007

## West Devon Briefing



### WEST DEVON      KEY FACTS

**278,000** trips by staying visitors  
**1,159,600** staying visitor nights  
**£59,508,000** spend by staying visitors  
**1,091,000** day visits  
**£43,198,000** spend by day visitors  
**£4,840,000** other tourism related spend  
**2,982** jobs related to  
tourism spending  
**12%** of employment is  
supported by tourism

# VALUE OF TOURISM 2007

## West Devon Briefing

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

|  | <b>Trips</b>   | <b>Nights</b>    | <b>Spend</b>       |
|--|----------------|------------------|--------------------|
| Serviced                                 | 96,000         | 305,000          | £25,906,000        |
| Self catering                            | 21,000         | 140,000          | £8,141,000         |
| Touring caravans /tents                  | 33,000         | 181,000          | £5,589,000         |
| Static vans/holiday centres              | 11,000         | 60,000           | £2,794,000         |
| Group/campus                             | 8,000          | 23,000           | £1,161,000         |
| Paying guests in private homes           | 0              | 0                | £0                 |
| Second homes                             | 3,000          | 18,000           | £553,000           |
| Boat moorings                            | 0              | 0                | £0                 |
| Other                                    | 4,000          | 14,000           | £534,000           |
| Staying with friends and relatives (VFR) | 80,000         | 271,000          | £7,662,000         |
| <b>Total</b>                             | <b>256,000</b> | <b>1,013,000</b> | <b>£52,341,000</b> |

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

|  | <b>Trips</b>  | <b>Nights</b>  | <b>Spend</b>      |
|--|---------------|----------------|-------------------|
| Serviced                                 | 10,800        | 31,400         | £2,414,000        |
| Self catering                            | 600           | 7,600          | £274,000          |
| Touring caravans /tents                  | 1,600         | 7,700          | £185,000          |
| Static vans/holiday centres              | 0             | 400            | £11,000           |
| Group/campus                             | 1,100         | 21,300         | £1,183,000        |
| Paying guests in private homes           | 1,200         | 17,700         | £917,000          |
| Second homes                             | 200           | 4,200          | £142,000          |
| Boat moorings                            | 0             | 0              | £0                |
| Other                                    | 200           | 300            | £6,000            |
| Staying with friends and relatives (VFR) | 6,300         | 56,000         | £2,034,000        |
| <b>Total</b>                             | <b>22,000</b> | <b>146,600</b> | <b>£7,167,000</b> |

# VALUE OF TOURISM 2007

## West Devon Briefing

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

|              | Trips          | Nights           | Spend              |
|--------------|----------------|------------------|--------------------|
| Holiday      | 185,000        | 826,000          | £44,977,000        |
| Business     | 25,000         | 62,000           | £3,606,000         |
| VFR          | 40,000         | 97,000           | £2,716,000         |
| Other        | 7,000          | 28,000           | £1,042,000         |
| Study        | 0              | 0                | £0                 |
| <b>Total</b> | <b>256,000</b> | <b>1,013,000</b> | <b>£52,341,000</b> |

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

|              | Trips         | Nights         | Spend             |
|--------------|---------------|----------------|-------------------|
| Holiday      | 11,900        | 67,100         | £3,310,000        |
| Business     | 2,600         | 14,300         | £1,190,000        |
| VFR          | 7,100         | 61,100         | £2,499,000        |
| Other        | 500           | 4,000          | £167,000          |
| Study        | 0             | 0              | £0                |
| <b>Total</b> | <b>22,000</b> | <b>146,600</b> | <b>£7,167,000</b> |

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

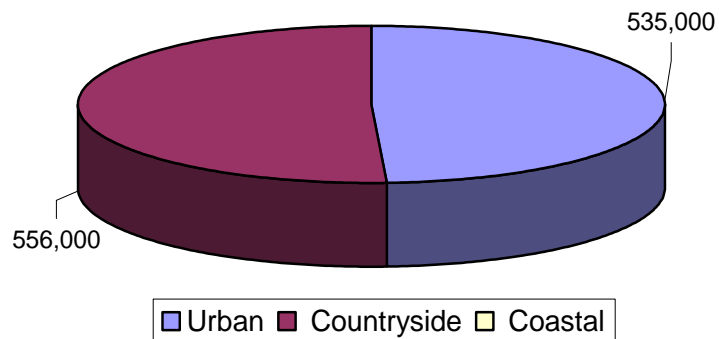
This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

# VALUE OF TOURISM 2007

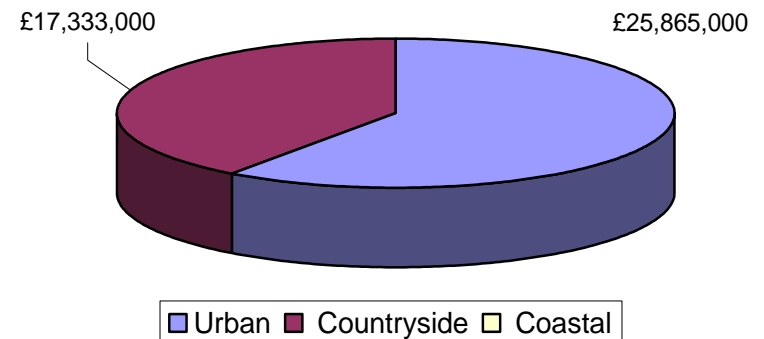
## West Devon Briefing

### Day visits

Quantity & location of day visits



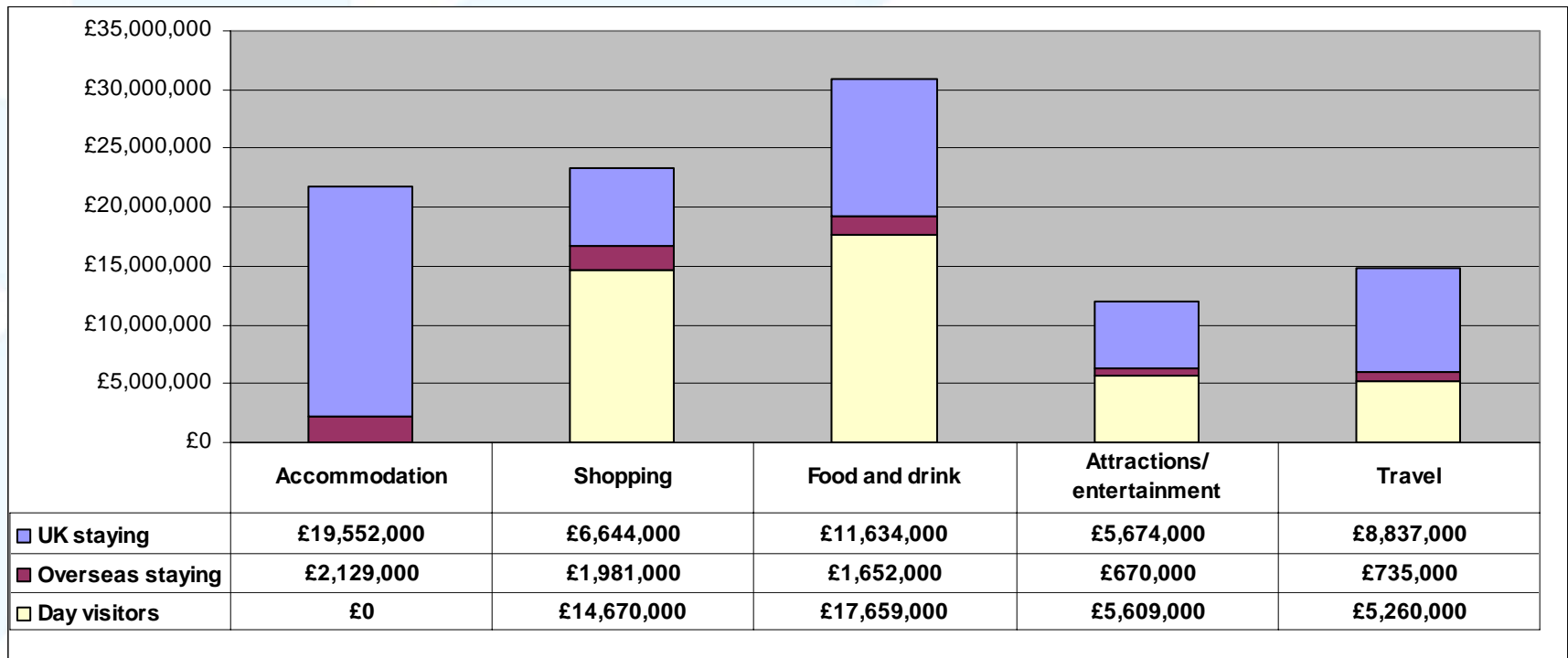
Associated day visit spend



# VALUE OF TOURISM 2007

## West Devon Briefing

### Breakdown of expenditure



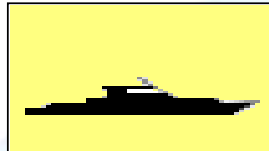
# VALUE OF TOURISM 2007

## West Devon Briefing

### Other tourism related spend



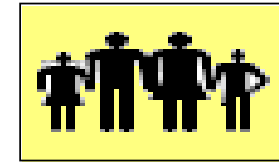
**Second Homes**  
**£162,000**



**Boats**  
**£0**



**Static Vans**  
**£0**



**VFR**  
**£4,678,000**

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  | 1,575            | 1,009        | 2,584        |
| Indirect jobs  | 217              | 100          | 317          |
| Induced jobs   | 73               | 7            | 80           |
| <b>Total</b>   | <b>1,865</b>     | <b>1,117</b> | <b>2,982</b> |
| <b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b> |                  |              | <b>2,117</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.