

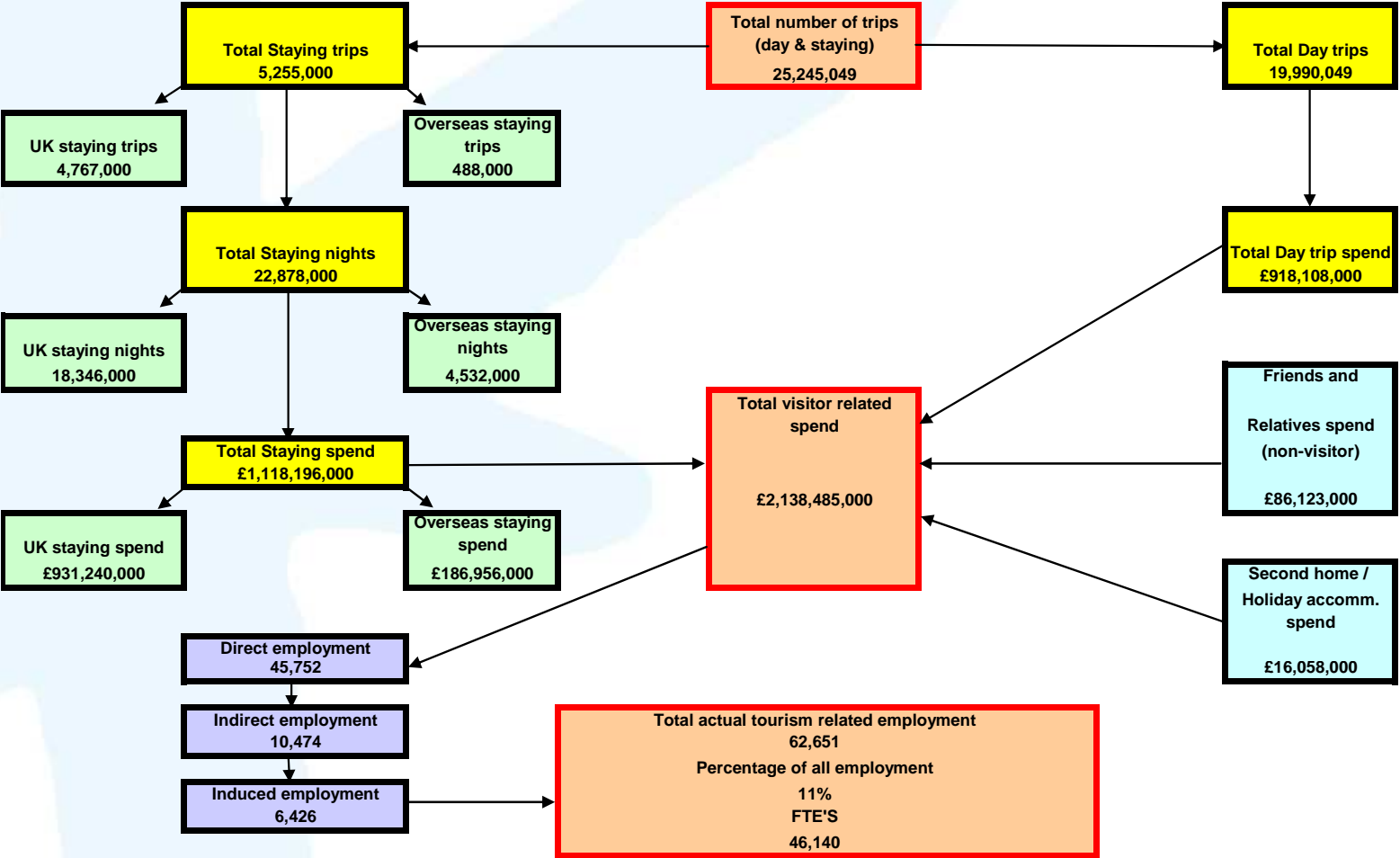
Value of Tourism 2008

DEVON



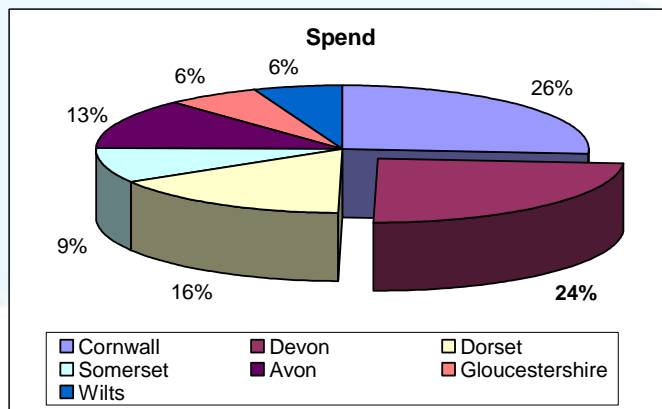
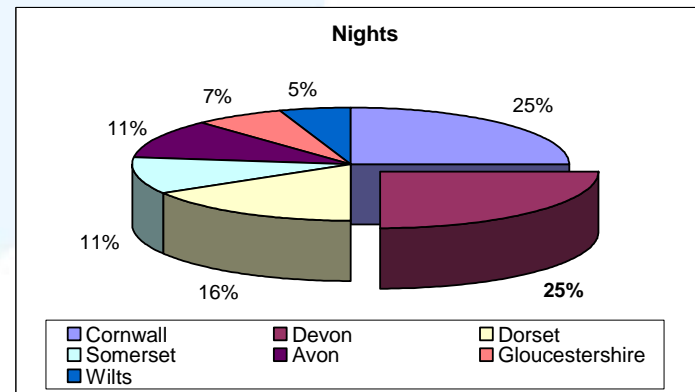
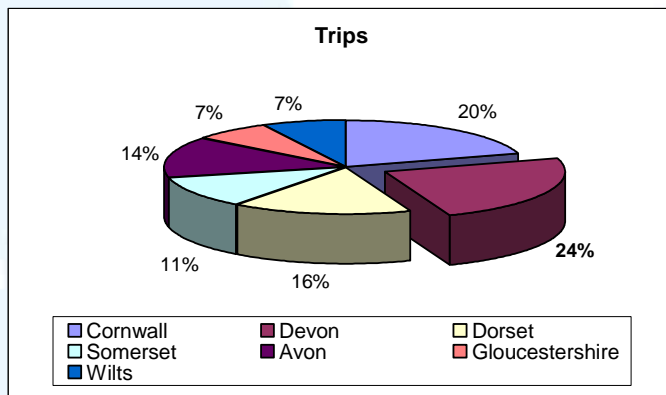
THE VALUE OF TOURISM 2008

Devon – Facts at a glance



VALUE OF TOURISM 2008

Devon – Staying visitors in context



	Trips	Nights	Spend
Cornwall	4,447,000	23,090,000	£1,210,062,000
Devon	5,255,000	22,878,000	£1,118,196,000
Dorset	3,511,000	15,141,000	£739,125,000
Somerset	2,447,000	9,702,000	£409,315,000
Former Avon	3,117,000	10,125,000	£597,353,000
Gloucestershire	1,543,000	6,093,000	£283,875,000
Wiltshire	1,635,000	4,972,000	£263,782,000

VALUE OF TOURISM 2008

Devon – Staying visitors in detail

Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	1,612,000	4,820,000	£436,368,000
Self catering	407,000	2,642,000	£135,158,000
Touring caravans /tents	431,000	2,211,000	£80,167,000
Static vans/holiday centres	626,000	3,042,000	£118,867,000
Group/campus	112,000	334,000	£18,308,000
Paying guest in private house	0	0	£0
Second homes	59,000	353,000	£11,753,000
Boat moorings	29,000	81,000	£2,880,000
Other	64,000	151,000	£3,261,000
Staying with friends and relatives	1,427,000	4,711,000	£124,478,000
Total	4,767,000	18,346,000	£931,240,000

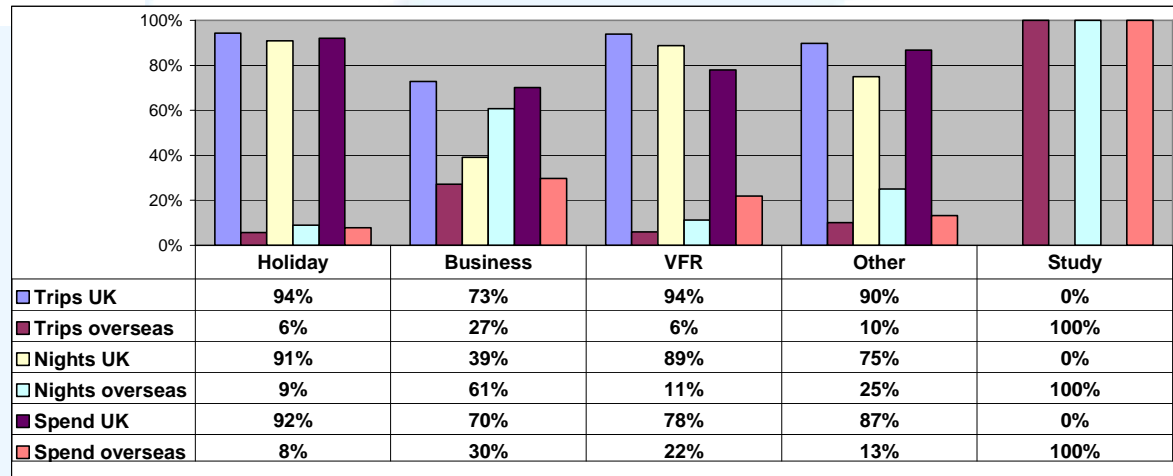
Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	168,000	716,000	£52,202,000
Self catering	16,000	369,000	£23,762,000
Touring caravans /tents	27,000	202,000	£5,522,000
Static vans/holiday centres	2,000	9,000	£426,000
Group/campus	28,000	618,000	£18,541,000
Paying guest in private house	27,000	443,000	£21,162,000
Second homes	7,000	106,000	£5,403,000
Boat moorings	0	0	£0
Other	15,000	71,000	£2,744,000
Staying with friends and relatives	198,000	1,999,000	£57,194,000
Total	488,000	4,532,000	£186,956,000

VALUE OF TOURISM 2008

Devon – Staying visitors in detail

Trips, nights and spend by purpose



Trips, nights and spend by purpose (Domestic Tourists)

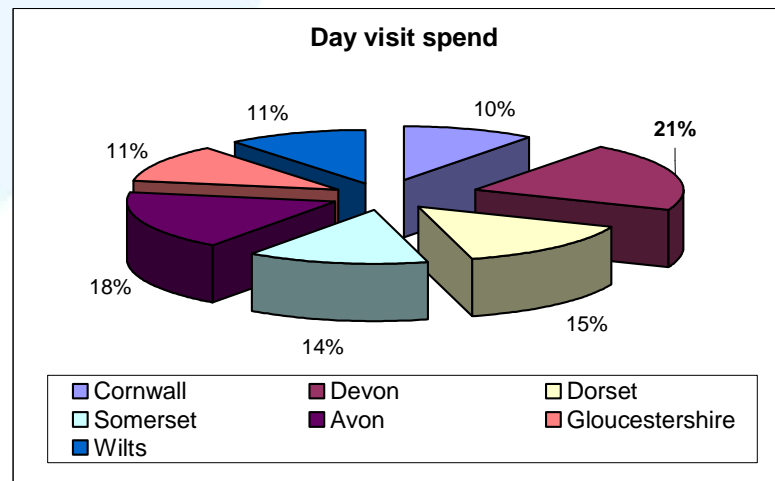
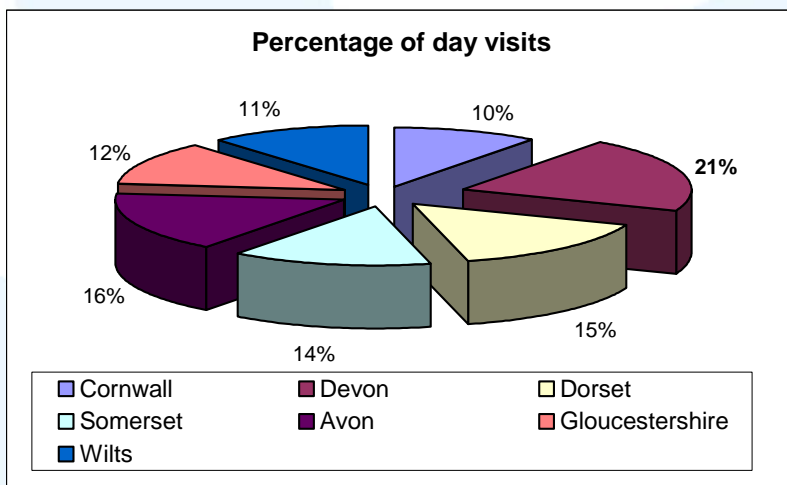
	Trips	Nights	Spend
Holiday	3,330,000	14,697,000	£728,451,000
Business	522,000	1,032,000	£112,339,000
VFR	809,000	2,296,000	£74,822,000
Other	106,000	320,000	£15,628,000
Study	0	0	£0
Total	4,767,000	18,346,000	£931,240,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	202,000	1,469,000	£62,524,000
Business	195,000	1,600,000	£47,654,000
VFR	52,000	292,000	£21,092,000
Other	12,000	107,000	£2,398,000
Study	27,000	1,064,000	£53,288,000
Total	488,000	4,532,000	£186,956,000

VALUE OF TOURISM 2008

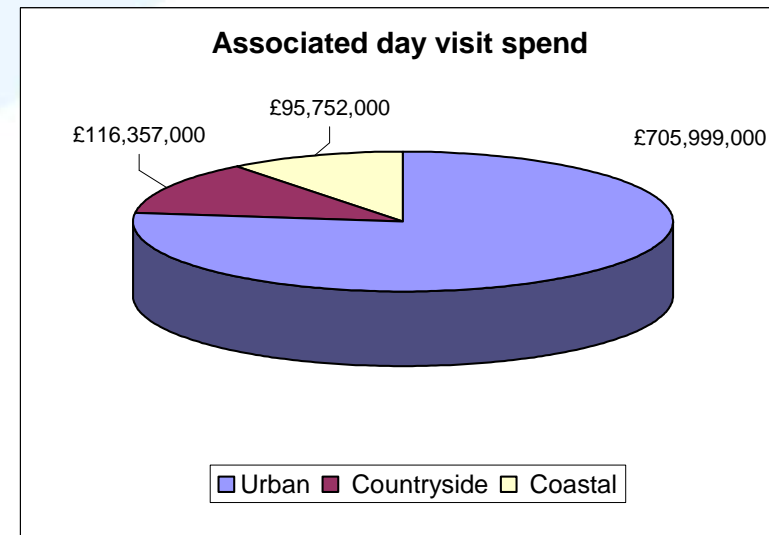
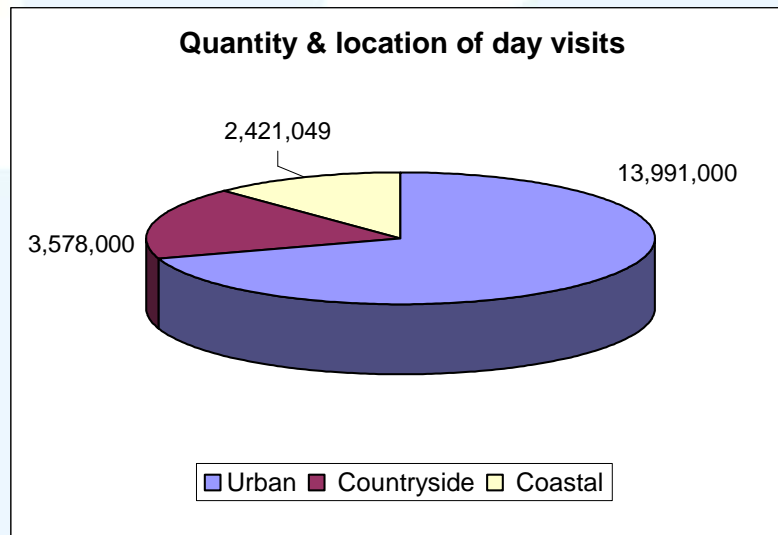
Devon – Day visitors in context



	Trips	Spend
Cornwall	9,923,869	£452,459,000
Devon	19,990,049	£918,108,000
Dorset	14,604,144	£656,305,495
Somerset	13,903,305	£623,036,000
Former Avon	15,884,000	£787,019,000
Gloucestershire	11,576,000	£506,504,000
Wiltshire	10,893,000	£474,111,000
Totals	96,774,367	£4,417,542,495

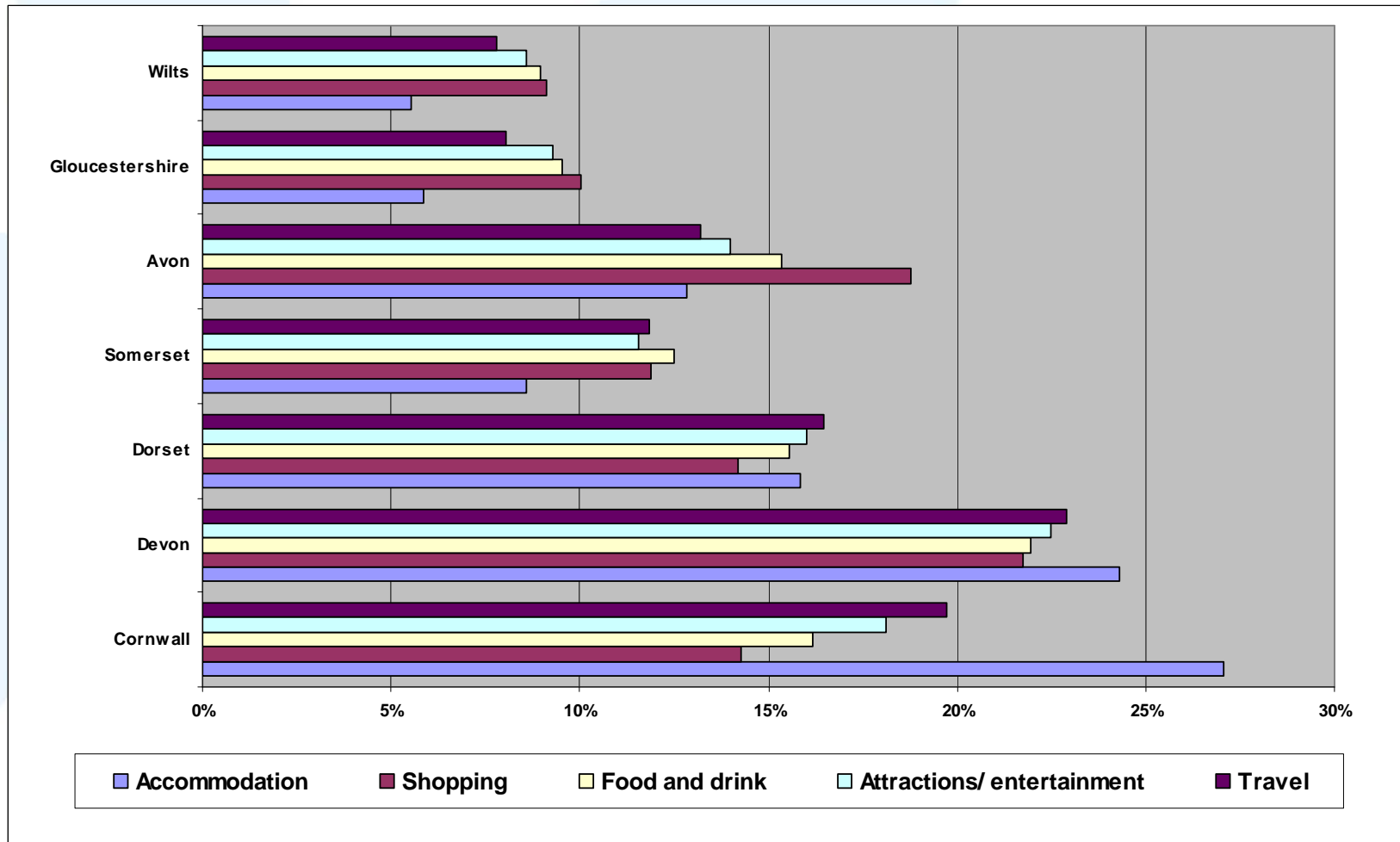
VALUE OF TOURISM 2008

Devon – Day visitors in detail



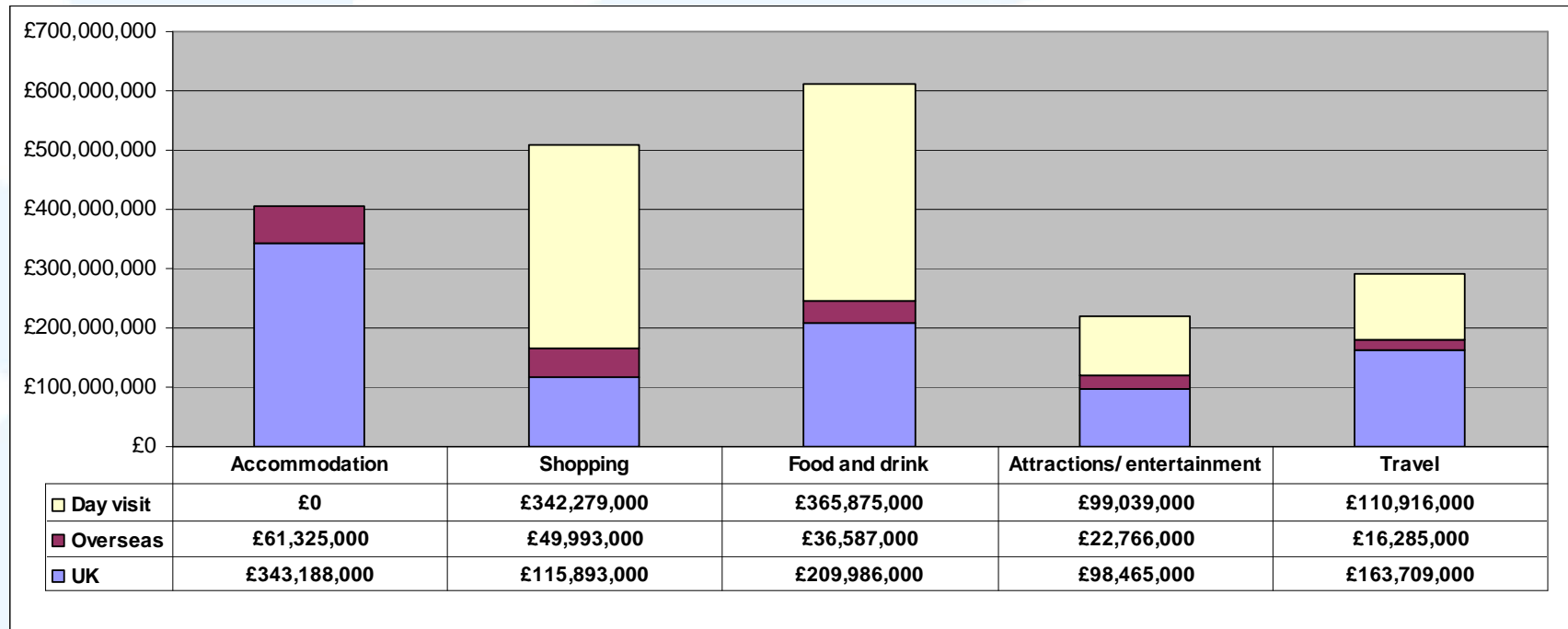
VALUE OF TOURISM 2008

Devon – Expenditure associated with trips (all visits)



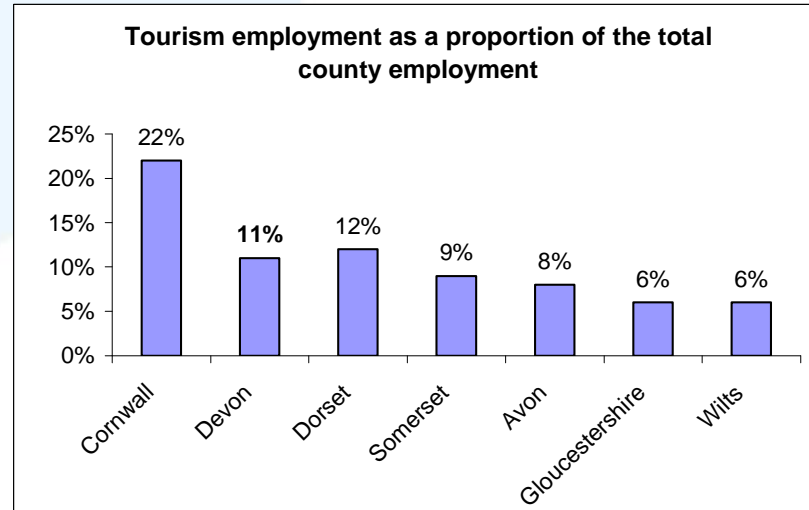
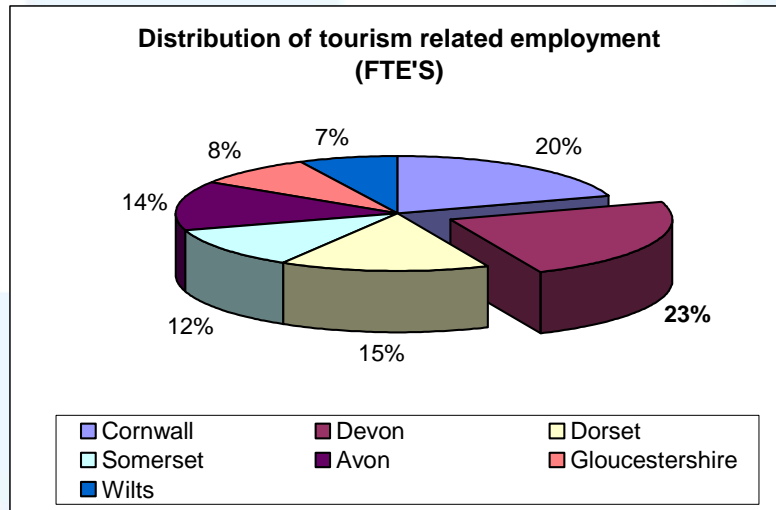
VALUE OF TOURISM 2008

Devon – Expenditure associated with trips



VALUE OF TOURISM 2008

Devon – Employment in context



	Number of FTE's
Cornwall	39,667
Devon	46,140
Dorset	30,250
Somerset	23,549
Former Avon	27,600
Gloucestershire	16,791
Wilts	14,459
Totals	198,456

VALUE OF TOURISM 2008

Devon – Employment in detail

Estimated actual number of jobs related to tourism spending

	Staying tourists	Day visitors	Total
Direct	26,387	19,365	45,752
Indirect	6,700	3,774	10,474
Induced	5,503	923	6,426
Totals	38,589	24,062	62,651

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

	Staying tourists	Day visitors	Total
Direct	18,260	13,056	31,316
Indirect	5,877	3,310	9,187
Induced	4,827	810	5,637
Totals	28,964	17,176	46,140

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

	Staying	Day	Total
Accommodation	7,152	128	7,280
Retailing	1,734	3,578	5,311
Catering	4,682	6,948	11,630
Attractions/entertainment	2,220	1,879	4,099
Transport	850	524	1,374
Arising from non trip spend	1,622	0	1,622
Totals	18,260	13,056	31,316

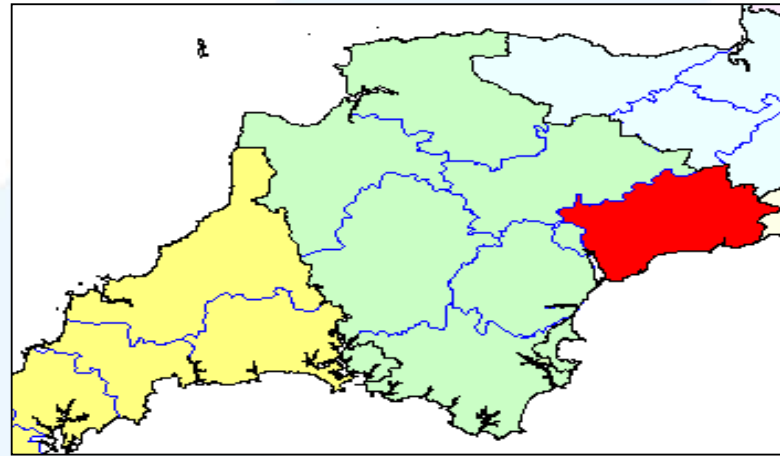
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2008

EAST DEVON DISTRICT

VALUE OF TOURISM 2008

East Devon Briefing



<u>EAST DEVON</u>	<u>KEY FACTS</u>
650,000	trips by staying visitors
2,857,000	staying visitor nights
£131,888,000	spend by staying visitors
2,468,000	day visits
£110,191,000	spend by day visitors
£12,006,000	other tourism related spend
7,186	jobs related to tourism spending
12%	of employment is supported by tourism

VALUE OF TOURISM 2008

East Devon Briefing

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

	Trips	Nights	Spend
Serviced	160,000	480,000	£43,440,000
Self catering	39,000	251,000	£12,824,000
Touring caravans /tents	63,000	324,000	£11,737,000
Static vans/holiday centres	150,000	728,000	£28,447,000
Group/campus	1,000	3,000	£171,000
Paying guests in private homes	0	0	£0
Second homes	10,000	58,000	£1,936,000
Boat moorings	3,000	9,000	£319,000
Other	7,000	18,000	£379,000
Staying with friends and relatives (VFR)	166,000	548,000	£14,477,000
Total	599,000	2,418,000	£113,729,000

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

	Trips	Nights	Spend
Serviced	17,000	71,000	£5,197,000
Self catering	2,000	35,000	£2,255,000
Touring caravans /tents	4,000	30,000	£808,000
Static vans/holiday centres	0	2,000	£102,000
Group/campus	0	6,000	£173,000
Paying guests in private homes	2,000	37,000	£1,764,000
Second homes	1,000	17,000	£890,000
Boat moorings	0	0	£0
Other	2,000	8,000	£319,000
Staying with friends and relatives (VFR)	23,000	232,000	£6,652,000
Total	51,000	439,000	£18,159,000

VALUE OF TOURISM 2008

East Devon Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	441,000	2,000,000	£92,842,000
Business	52,000	106,000	£10,763,000
VFR	94,000	274,000	£8,375,000
Other	12,000	38,000	£1,749,000
Study	0	0	£0
Total	599,000	2,418,000	£113,729,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	22,000	155,000	£6,601,000
Business	19,000	154,000	£4,601,000
VFR	6,000	33,000	£2,379,000
Other	1,000	12,000	£271,000
Study	2,000	86,000	£4,307,000
Total	51,000	439,000	£18,159,000

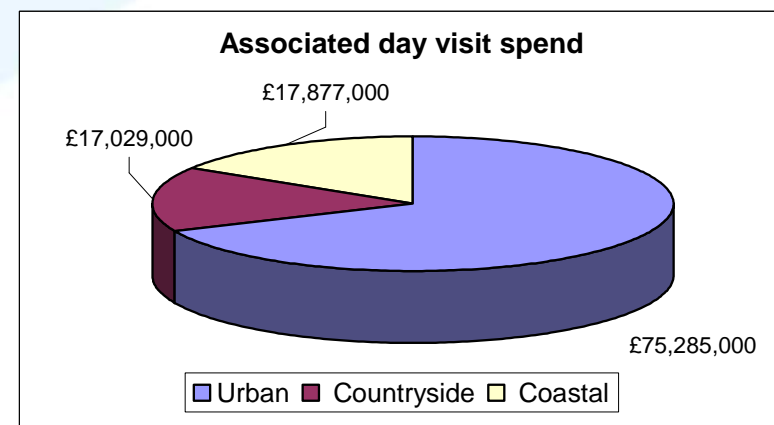
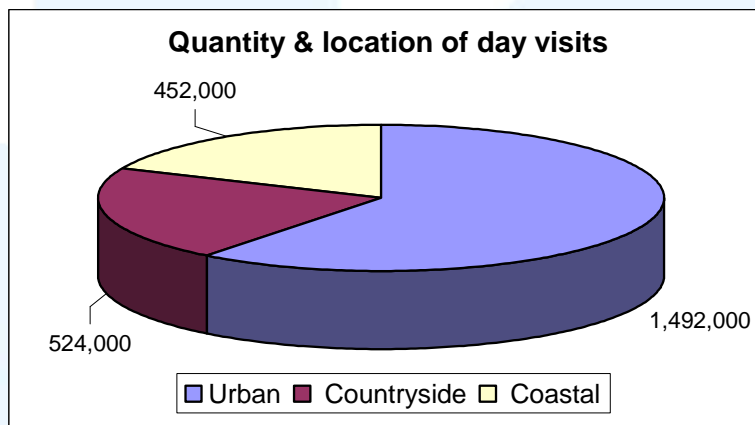
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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'.

VALUE OF TOURISM 2008

East Devon Briefing

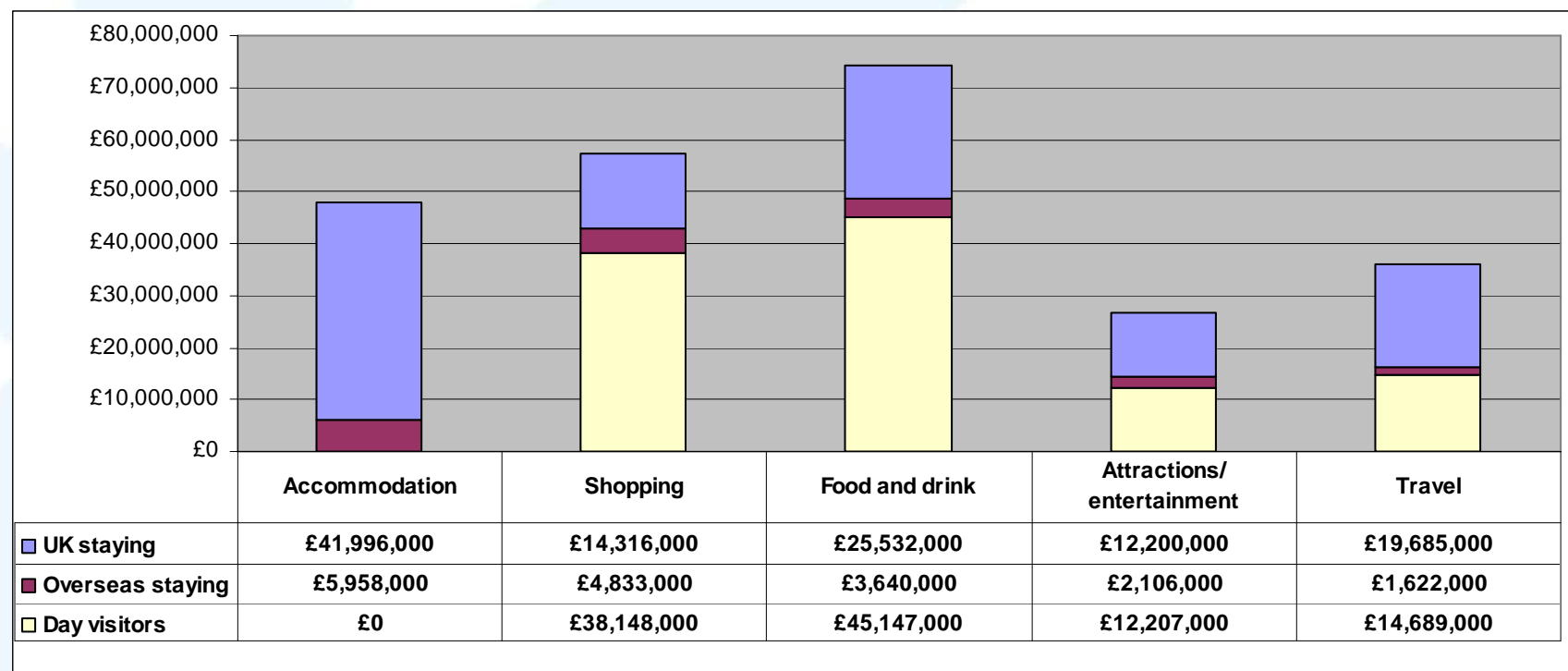
Day visits



VALUE OF TOURISM 2008

East Devon Briefing

Breakdown of expenditure



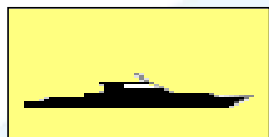
VALUE OF TOURISM 2008

East Devon Briefing

Other tourism related spend



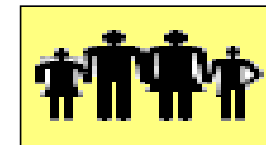
Second Homes
£650,000



Boats
£1,340,000



Static Vans
£0



VFR
£10,016,000

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	3,248	2,438	5,686
Indirect jobs	743	377	1,120
Induced jobs	330	49	380
Total	4,321	2,865	7,186
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			5,206

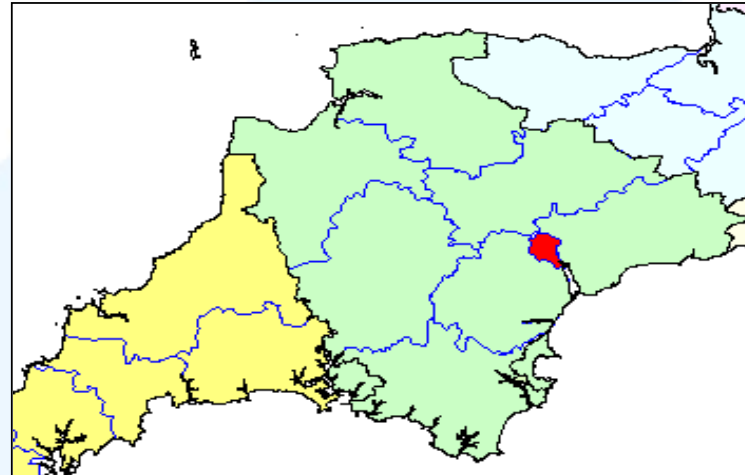
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Value of Tourism 2008

EXETER DISTRICT

VALUE OF TOURISM 2008

Exeter Briefing



EXETER

KEY FACTS

369,000 trips by staying visitors
1,779,000 staying visitor nights
£74,703,000 spend by staying visitors
1,611,000 day visits
£80,803,000 spend by day visitors
£9,425,000 other tourism related spend
4,111 jobs related to
tourism spending
6% of employment is
supported by tourism

VALUE OF TOURISM 2008

Exeter Briefing

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

	Trips	Nights	Spend
Serviced	73,000	219,000	£19,790,000
Self catering	11,000	71,000	£3,646,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	68,000	203,000	£11,136,000
Paying guests in private homes	0	0	£0
Second homes	1,000	5,000	£156,000
Boat moorings	0	0	£12,000
Other	7,000	16,000	£353,000
Staying with friends and relatives (VFR)	154,000	510,000	£13,473,000
Total	314,000	1,024,000	£48,567,000

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

	Trips	Nights	Spend
Serviced	8,000	32,000	£2,367,000
Self catering	0	10,000	£641,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	17,000	376,000	£11,278,000
Paying guests in private homes	7,000	111,000	£5,291,000
Second homes	0	1,000	£72,000
Boat moorings	0	0	£0
Other	2,000	8,000	£297,000
Staying with friends and relatives (VFR)	21,000	216,000	£6,191,000
Total	55,000	755,000	£26,136,000

VALUE OF TOURISM 2008

Exeter Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	192,000	737,000	£39,647,000
Business	24,000	41,000	£4,596,000
VFR	88,000	216,000	£3,576,000
Other	11,000	30,000	£747,000
Study	0	0	£0
Total	314,000	1,024,000	£48,567,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	33,000	288,000	£9,357,000
Business	9,000	89,000	£2,012,000
VFR	6,000	39,000	£2,125,000
Other	1,000	14,000	£242,000
Study	7,000	325,000	£12,400,000
Total	55,000	755,000	£26,136,000

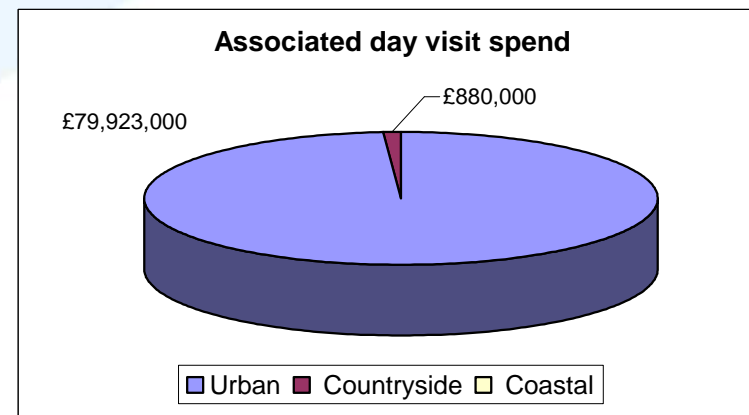
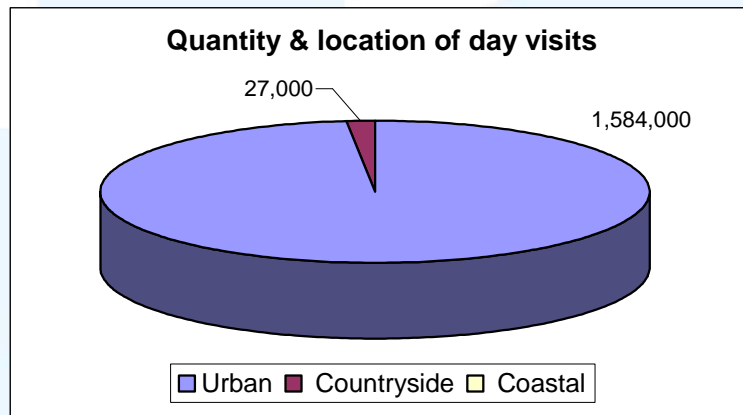
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VALUE OF TOURISM 2008

Exeter Briefing

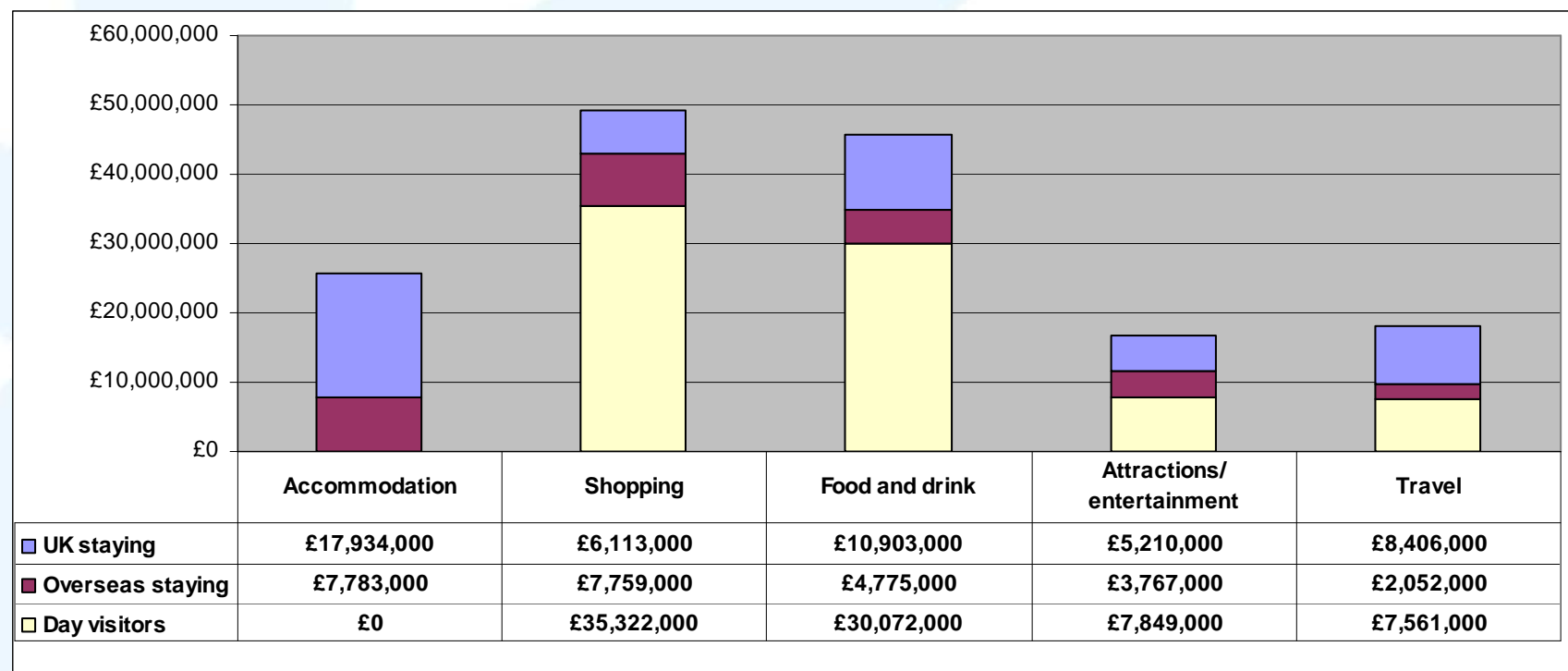
Day visits



VALUE OF TOURISM 2008

Exeter Briefing

Breakdown of expenditure



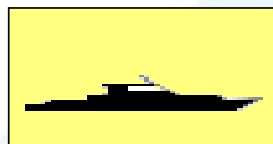
VALUE OF TOURISM 2008

Exeter Briefing

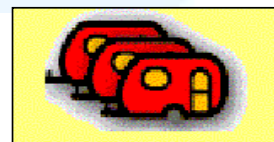
Other tourism related spend



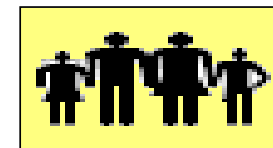
Second Homes
£53,000



Boats
£50,000



Static Vans
£0



VFR
£9,322,000

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	1,658	1,533	3,191
Indirect jobs	398	267	665
Induced jobs	215	40	255
Total	2,271	1,840	4,111
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,998

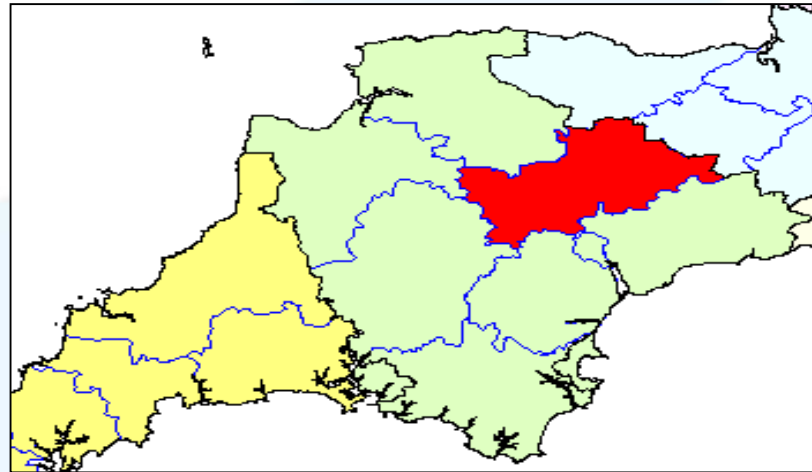
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2008

MID DEVON DISTRICT

VALUE OF TOURISM 2008

Mid Devon Briefing



MID DEVON

KEY FACTS

- 189,000** trips by staying visitors
- 788,000** staying visitor nights
- £32,456,000** spend by staying visitors
- 1,144,000** day visits
- £49,575,000** spend by day visitors
- £5,906,000** other tourism related spend
- 2,197** jobs related to tourism spending
- 6%** of employment is supported by tourism

VALUE OF TOURISM 2008

Mid Devon Briefing

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

	Trips	Nights	Spend
Serviced	39,000	116,000	£10,511,000
Self catering	10,000	65,000	£3,319,000
Touring caravans /tents	15,000	79,000	£2,878,000
Static vans/holiday centres	3,000	13,000	£514,000
Group/campus	0	1,000	£34,000
Paying guests in private homes	0	0	£0
Second homes	2,000	10,000	£348,000
Boat moorings	0	0	£0
Other	4,000	10,000	£219,000
Staying with friends and relatives (VFR)	96,000	317,000	£8,368,000
Total	169,000	611,000	£26,191,000

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

	Trips	Nights	Spend
Serviced	4,000	17,000	£1,257,000
Self catering	0	9,000	£584,000
Touring caravans /tents	1,000	7,000	£198,000
Static vans/holiday centres	0	0	£2,000
Group/campus	0	1,000	£35,000
Paying guests in private homes	0	0	£0
Second homes	0	3,000	£160,000
Boat moorings	0	0	£0
Other	1,000	5,000	£184,000
Staying with friends and relatives (VFR)	13,000	134,000	£3,845,000
Total	20,000	177,000	£6,265,000

VALUE OF TOURISM 2008

Mid Devon Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	95,000	414,000	£21,381,000
Business	13,000	24,000	£2,479,000
VFR	54,000	152,000	£1,929,000
Other	7,000	21,000	£403,000
Study	0	0	£0
Total	169,000	611,000	£26,191,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	11,000	97,000	£3,472,000
Business	5,000	47,000	£1,175,000
VFR	4,000	24,000	£1,452,000
Other	1,000	9,000	£165,000
Study	0	0	£0
Total	20,000	177,000	£6,265,000

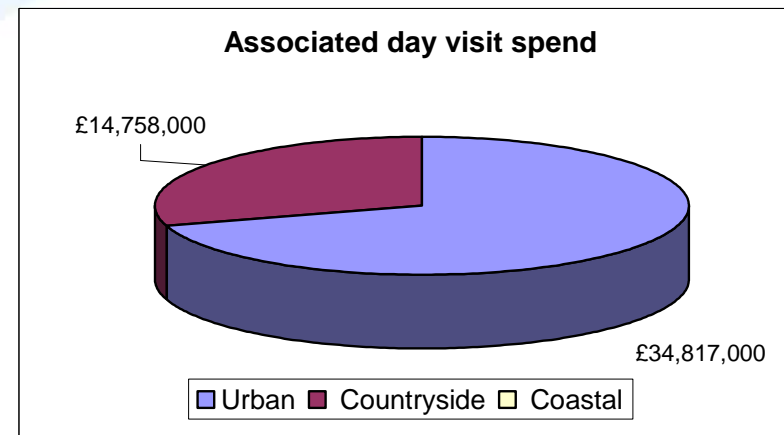
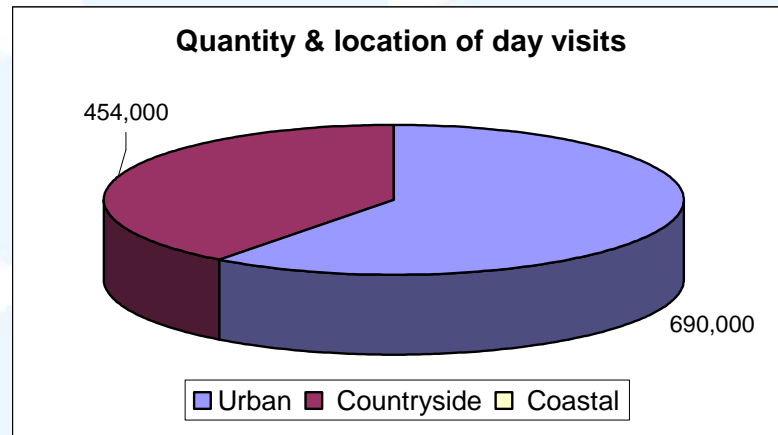
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VALUE OF TOURISM 2008

Mid Devon Briefing

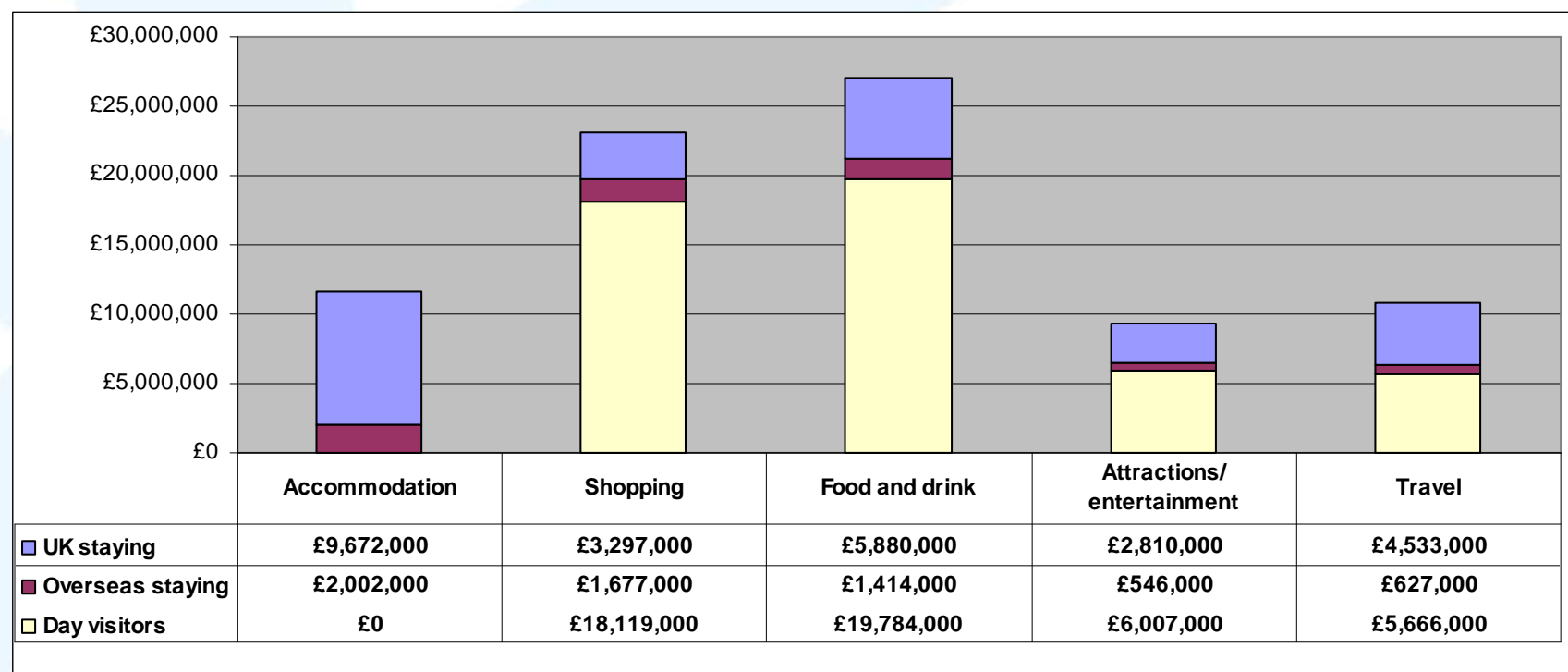
Day visits



VALUE OF TOURISM 2008

Mid Devon Briefing

Breakdown of expenditure



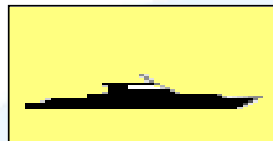
VALUE OF TOURISM 2008

Mid Devon Briefing

Other tourism related spend



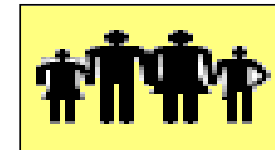
Second Homes
£117,000



Boats
£0



Static Vans
£0



VFR
£5,789,000

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	833	1,075	1,907
Indirect jobs	130	112	242
Induced jobs	40	8	48
Total	1,002	1,195	2,197
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			1,565

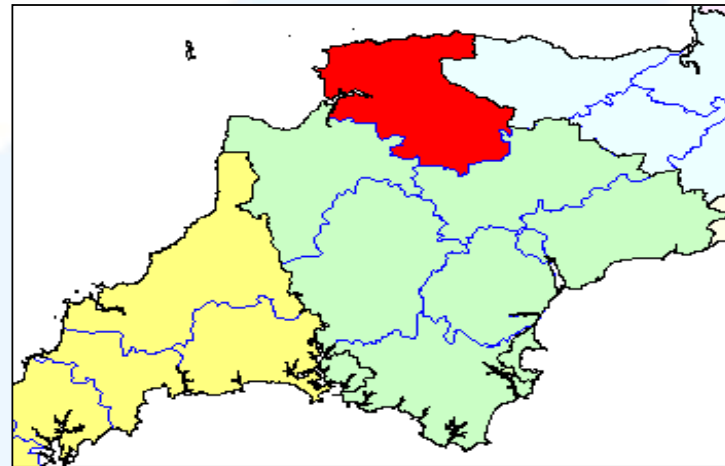
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2008

NORTH DEVON DISTRICT

VALUE OF TOURISM 2008

North Devon Briefing



NORTH DEVON KEY FACTS

764,000 trips by staying visitors
3,381,000 staying visitor nights
£172,791,000 spend by staying visitors
1,925,000 day visits
£86,284,000 spend by day visitors
£7,458,000 other tourism related spend
7,515 jobs related to
tourism spending
17% of employment is
supported by tourism

VALUE OF TOURISM 2008

North Devon Briefing

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

	Trips	Nights	Spend
Serviced	250,000	746,000	£67,582,000
Self catering	78,000	507,000	£25,950,000
Touring caravans /tents	132,000	676,000	£24,525,000
Static vans/holiday centres	120,000	581,000	£22,706,000
Group/campus	3,000	10,000	£555,000
Paying guests in private homes	0	0	£0
Second homes	4,000	26,000	£866,000
Boat moorings	0	1,000	£48,000
Other	5,000	12,000	£264,000
Staying with friends and relatives (VFR)	115,000	381,000	£10,070,000
Total	708,000	2,942,000	£152,565,000

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

	Trips	Nights	Spend
Serviced	26,000	111,000	£8,085,000
Self catering	3,000	71,000	£4,562,000
Touring caravans /tents	8,000	62,000	£1,689,000
Static vans/holiday centres	0	2,000	£81,000
Group/campus	1,000	19,000	£562,000
Paying guests in private homes	0	0	£0
Second homes	1,000	8,000	£398,000
Boat moorings	0	0	£0
Other	1,000	6,000	£222,000
Staying with friends and relatives (VFR)	16,000	162,000	£4,627,000
Total	56,000	439,000	£20,226,000

VALUE OF TOURISM 2008

North Devon Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	553,000	2,553,000	£124,546,000
Business	81,000	167,000	£14,438,000
VFR	65,000	194,000	£11,235,000
Other	9,000	27,000	£2,347,000
Study	0	0	£0
Total	708,000	2,942,000	£152,565,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	21,000	155,000	£8,318,000
Business	30,000	252,000	£9,470,000
VFR	4,000	24,000	£2,189,000
Other	1,000	9,000	£249,000
Study	0	0	£0
Total	56,000	439,000	£20,226,000

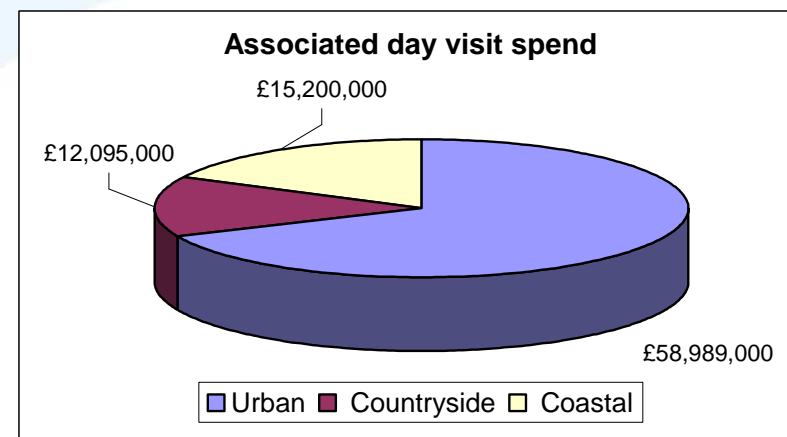
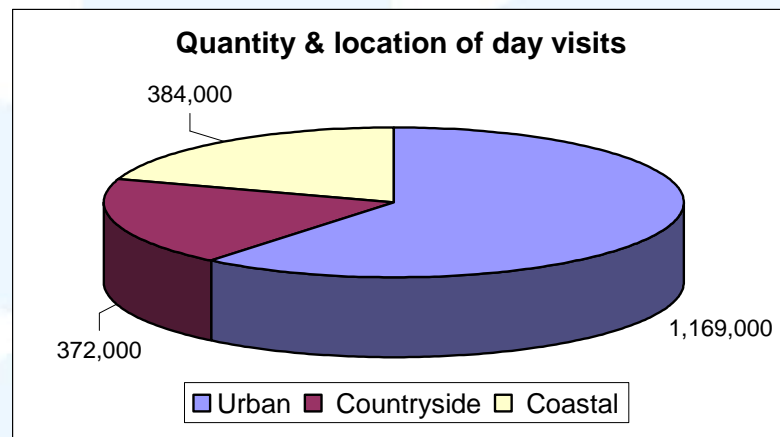
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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'.

VALUE OF TOURISM 2008

North Devon Briefing

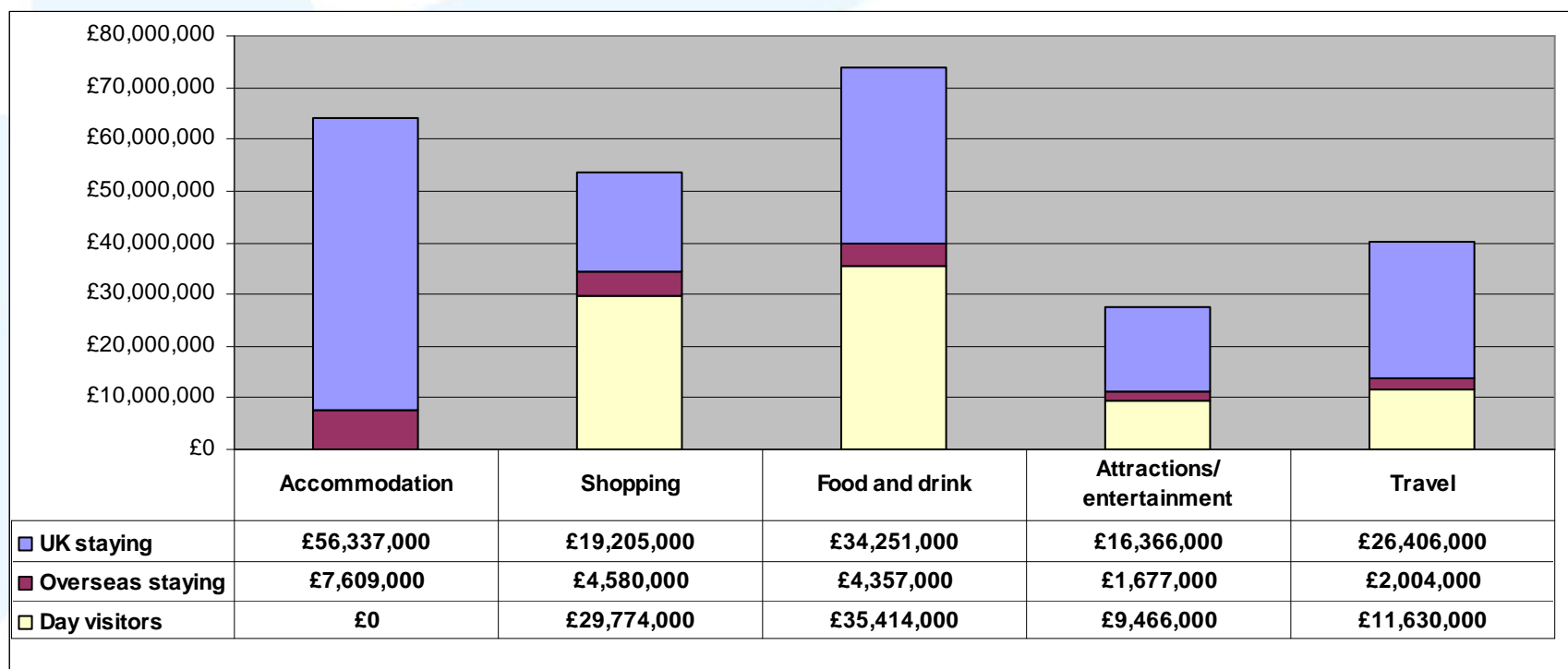
Day visits



VALUE OF TOURISM 2008

North Devon Briefing

Breakdown of expenditure



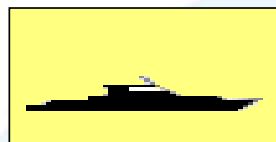
VALUE OF TOURISM 2008

North Devon Briefing

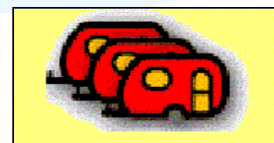
Other tourism related spend



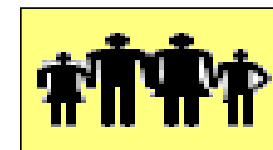
Second Homes
£291,000



Boats
£200,000



Static Vans
£0



VFR
£6,967,000

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	4,431	2,061	6,492
Indirect jobs	610	195	805
Induced jobs	203	15	218
Total	5,244	2,271	7,515
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			5,318

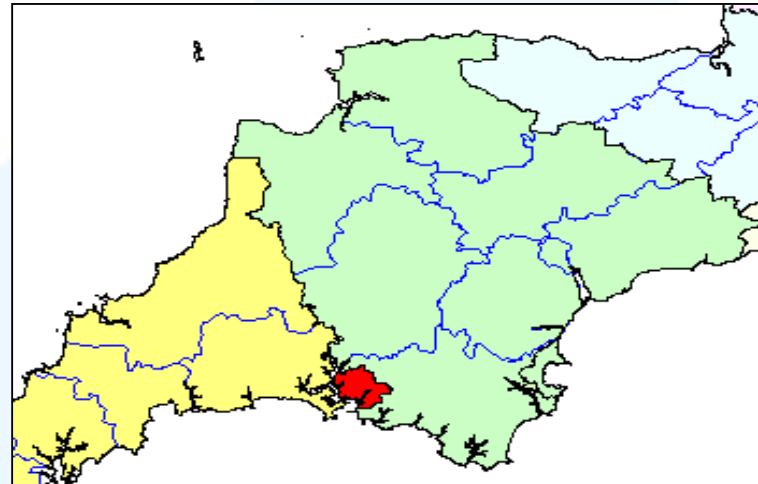
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2008

PLYMOUTH UNITARY AUTHORITY

VALUE OF TOURISM 2008

Plymouth Briefing



<u>PLYMOUTH</u>	<u>KEY FACTS</u>
584,000	trips by staying visitors
2,316,000	staying visitor nights
£99,704,000	spend by staying visitors
3,509,000	day visits
£174,027,000	spend by day visitors
£22,473,000	other tourism related spend
7,349	jobs related to tourism spending
6%	of employment is supported by tourism

VALUE OF TOURISM 2008

Plymouth Briefing

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

	Trips	Nights	Spend
Serviced	157,000	469,000	£42,454,000
Self catering	6,000	37,000	£1,911,000
Touring caravans /tents	6,000	30,000	£1,088,000
Static vans/holiday centres	0	0	£0
Group/campus	4,000	12,000	£665,000
Paying guests in private homes	0	0	£0
Second homes	2,000	14,000	£453,000
Boat moorings	8,000	22,000	£771,000
Other	14,000	33,000	£723,000
Staying with friends and relatives (VFR)	316,000	1,044,000	£27,579,000
Total	513,000	1,661,000	£75,644,000

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

	Trips	Nights	Spend
Serviced	16,000	70,000	£5,079,000
Self catering	0	5,000	£336,000
Touring caravans /tents	0	3,000	£75,000
Static vans/holiday centres	0	0	£0
Group/campus	1,000	22,000	£674,000
Paying guests in private homes	6,000	92,000	£4,409,000
Second homes	0	4,000	£208,000
Boat moorings	0	0	£0
Other	3,000	16,000	£608,000
Staying with friends and relatives (VFR)	44,000	443,000	£12,672,000
Total	71,000	655,000	£24,060,000

VALUE OF TOURISM 2008

Plymouth Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	259,000	1,042,000	£61,752,000
Business	51,000	91,000	£7,159,000
VFR	179,000	463,000	£5,570,000
Other	24,000	65,000	£1,163,000
Study	0	0	£0
Total	513,000	1,661,000	£75,644,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	32,000	219,000	£7,762,000
Business	19,000	146,000	£3,608,000
VFR	12,000	61,000	£3,637,000
Other	3,000	22,000	£414,000
Study	6,000	207,000	£8,640,000
Total	71,000	655,000	£24,060,000

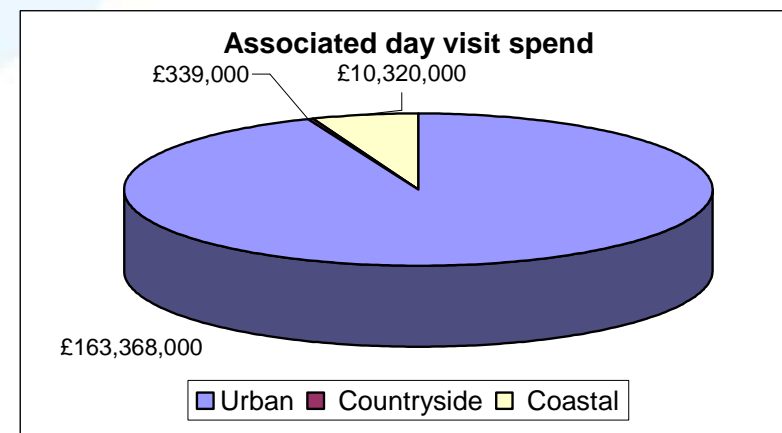
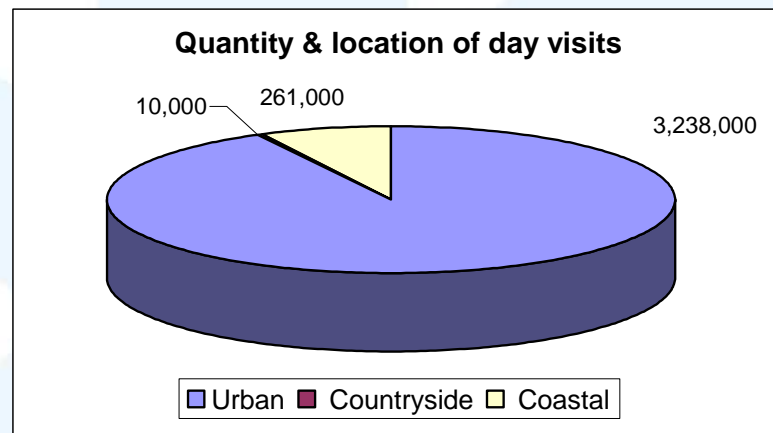
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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VALUE OF TOURISM 2008

Plymouth Briefing

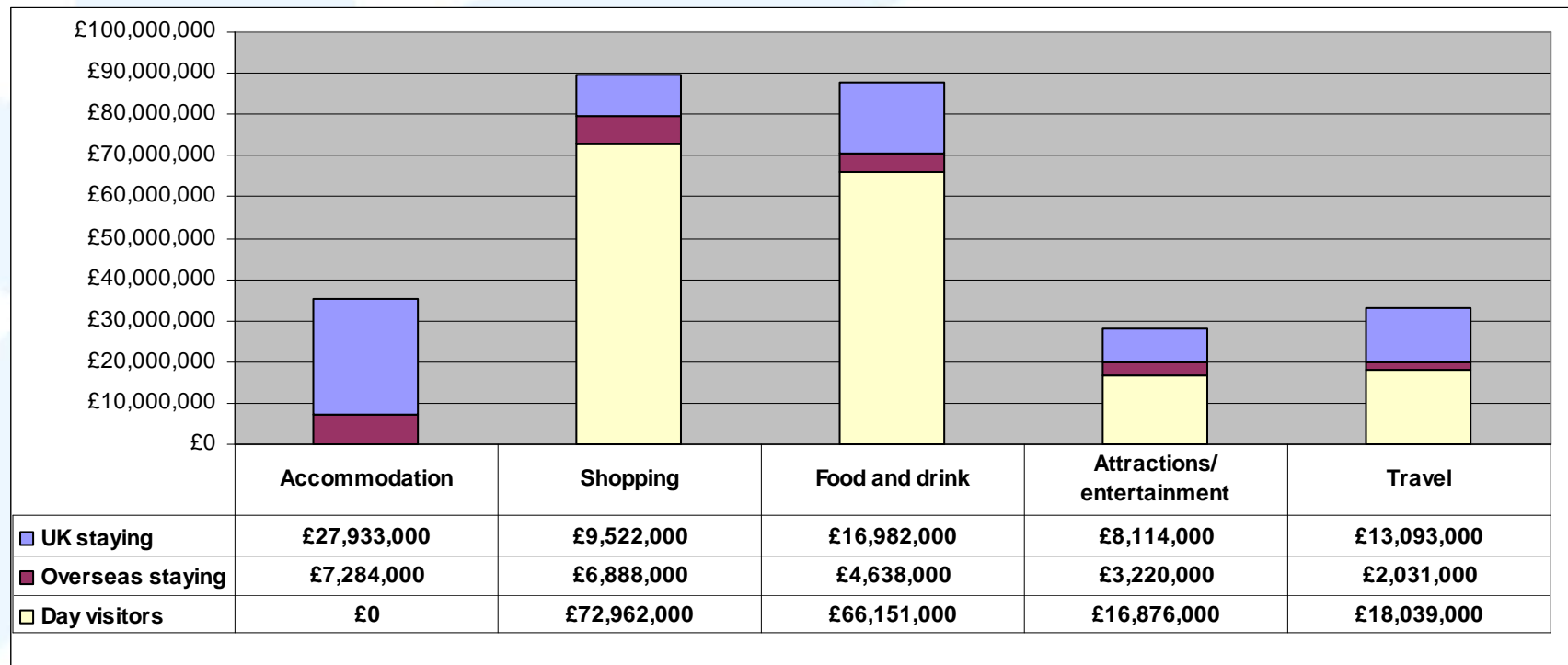
Day visits



VALUE OF TOURISM 2008

Plymouth Briefing

Breakdown of expenditure



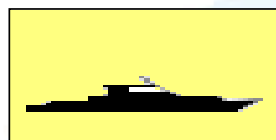
VALUE OF TOURISM 2008

Plymouth Briefing

Other tourism related spend



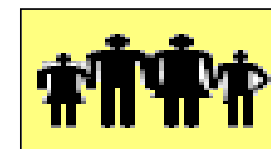
Second Homes
£152,000



Boats
£3,240,000



Static Vans
£0



VFR
£19,081,000

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	2,318	3,179	5,497
Indirect jobs	642	707	1,349
Induced jobs	379	124	503
Total	3,339	4,010	7,349
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			5,418

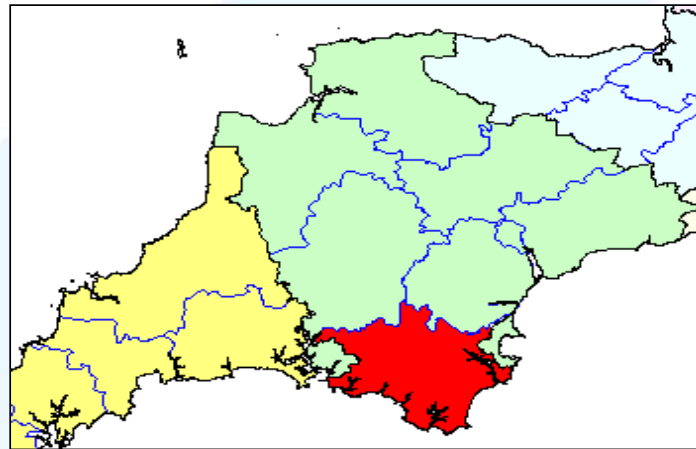
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2008

SOUTH HAMS DISTRICT

VALUE OF TOURISM 2008

South Hams Briefing



SOUTH HAMS

KEY FACTS

542,000 trips by staying visitors
2,595,000 staying visitor nights
£122,735,000 spend by staying visitors
2,393,000 day visits
£102,808,000 spend by day visitors
£12,542,000 other tourism related spend
5,785 jobs related to
tourism spending
14% of employment is
supported by tourism

VALUE OF TOURISM 2008

South Hams Briefing

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

	Trips	Nights	Spend
Serviced	124,000	372,000	£33,668,000
Self catering	80,000	516,000	£26,403,000
Touring caravans /tents	69,000	356,000	£12,914,000
Static vans/holiday centres	62,000	303,000	£11,824,000
Group/campus	20,000	61,000	£3,320,000
Paying guests in private homes	0	0	£0
Second homes	20,000	121,000	£4,017,000
Boat moorings	12,000	33,000	£1,163,000
Other	5,000	11,000	£239,000
Staying with friends and relatives (VFR)	104,000	345,000	£9,109,000
Total	497,000	2,116,000	£102,657,000

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

	Trips	Nights	Spend
Serviced	13,000	55,000	£4,028,000
Self catering	3,000	72,000	£4,642,000
Touring caravans /tents	4,000	33,000	£890,000
Static vans/holiday centres	0	1,000	£42,000
Group/campus	5,000	112,000	£3,362,000
Paying guests in private homes	1,000	18,000	£882,000
Second homes	2,000	36,000	£1,847,000
Boat moorings	0	0	£0
Other	1,000	5,000	£201,000
Staying with friends and relatives (VFR)	14,000	146,000	£4,186,000
Total	45,000	479,000	£20,078,000

VALUE OF TOURISM 2008

South Hams Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	390,000	1,828,000	£83,803,000
Business	40,000	85,000	£9,715,000
VFR	59,000	179,000	£7,559,000
Other	8,000	25,000	£1,579,000
Study	0	0	£0
Total	497,000	2,116,000	£102,657,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	24,000	225,000	£9,902,000
Business	15,000	159,000	£4,912,000
VFR	4,000	28,000	£2,062,000
Other	1,000	10,000	£234,000
Study	1,000	57,000	£2,967,000
Total	45,000	479,000	£20,078,000

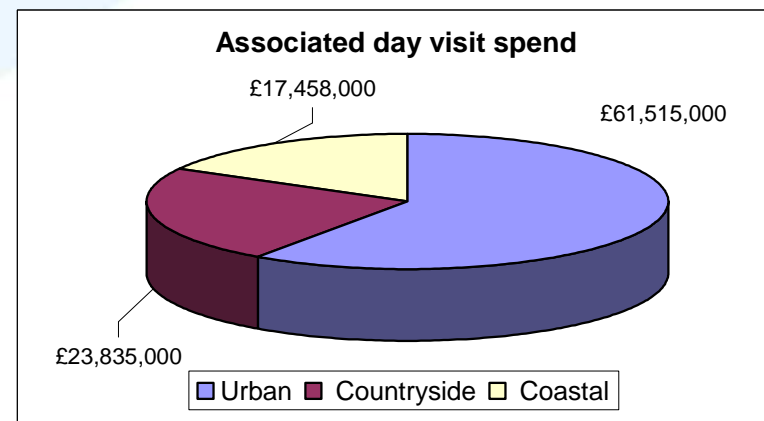
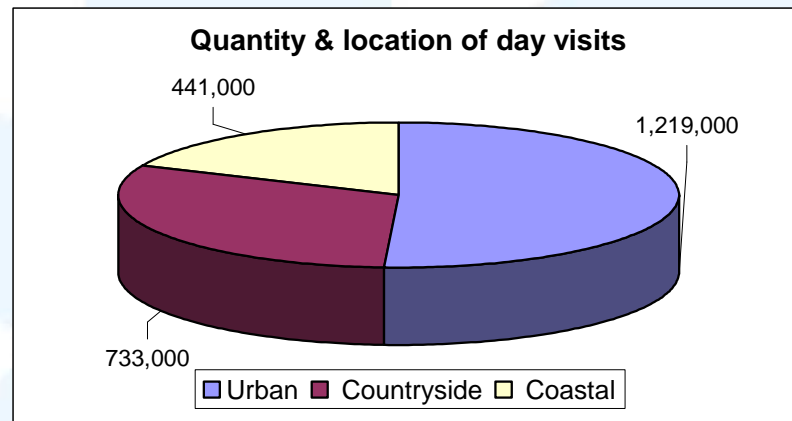
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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VALUE OF TOURISM 2008

South Hams Briefing

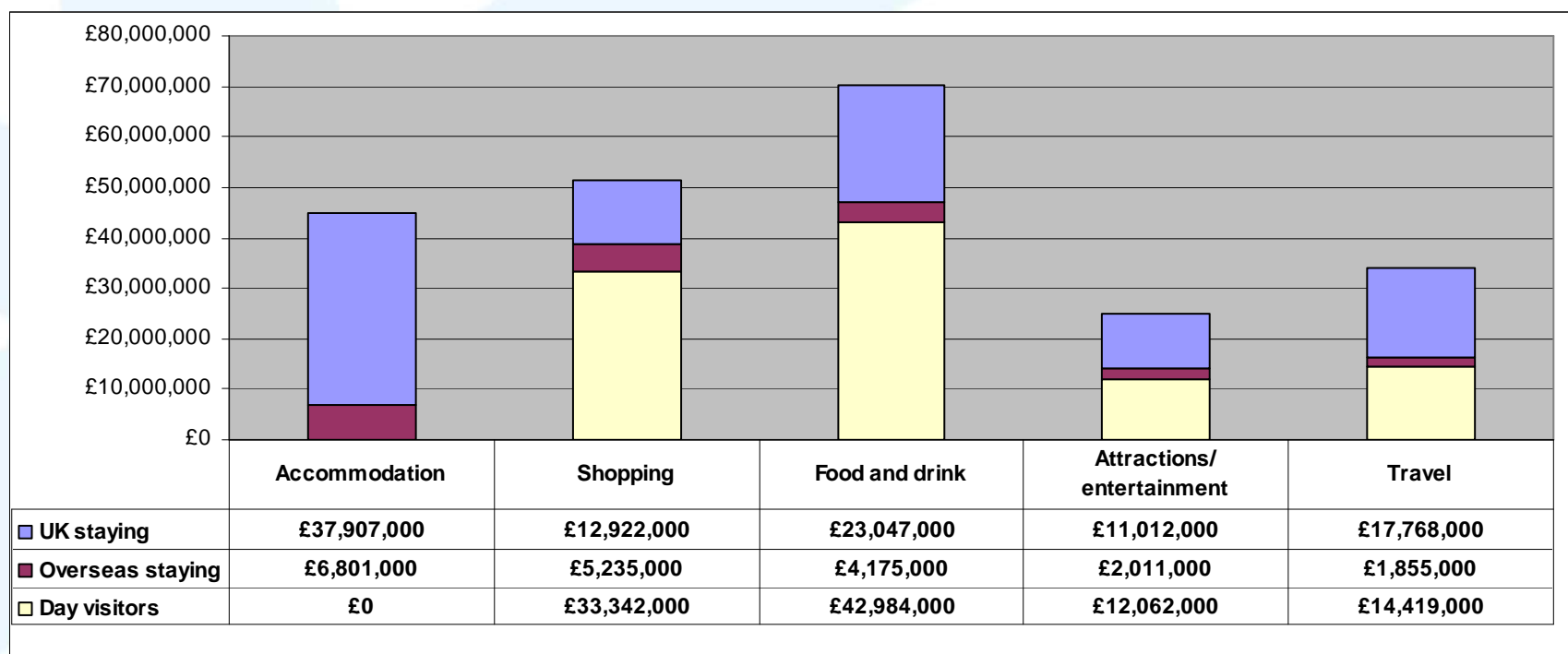
Day visits



VALUE OF TOURISM 2008

South Hams Briefing

Breakdown of expenditure



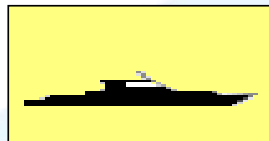
VALUE OF TOURISM 2008

South Hams Briefing

Other tourism related spend



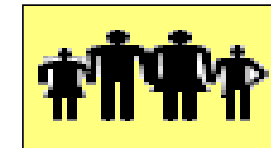
Second Homes
£1,349,000



Boats
£4,890,000



Static Vans
£0



VFR
£6,303,000

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	2,830	2,110	4,940
Indirect jobs	457	236	693
Induced jobs	135	17	152
Total	3,422	2,362	5,785
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			4,129

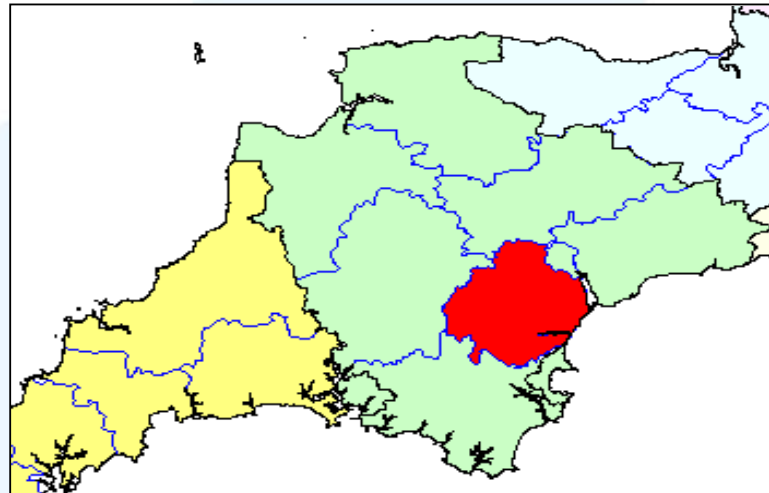
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2008

TEIGNBRIDGE DISTRICT

VALUE OF TOURISM 2008

Teignbridge Briefing



TEIGNBRIDGE KEY FACTS

512,700 trips by staying visitors
2,258,800 staying visitor nights
£97,044,000 spend by staying visitors
2,383,000 day visits
£108,005,000 spend by day visitors
£10,230,000 other tourism related spend
5,741 jobs related to
tourism spending
9% of employment is
supported by tourism

VALUE OF TOURISM 2008

Teignbridge Briefing

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

	Trips	Nights	Spend
Serviced	101,000	302,000	£27,345,000
Self catering	27,000	172,000	£8,801,000
Touring caravans /tents	80,000	409,000	£14,841,000
Static vans/holiday centres	89,000	433,000	£16,905,000
Group/campus	1,000	4,000	£239,000
Paying guests in private homes	0	0	£0
Second homes	6,000	36,000	£1,188,000
Boat moorings	0	1,000	£48,000
Other	7,000	17,000	£365,000
Staying with friends and relatives (VFR)	160,000	527,000	£13,921,000
Total	471,000	1,901,000	£83,652,000

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

	Trips	Nights	Spend
Serviced	10,500	44,900	£3,271,000
Self catering	1,000	24,000	£1,547,000
Touring caravans /tents	5,000	37,400	£1,022,000
Static vans/holiday centres	300	1,300	£61,000
Group/campus	400	8,100	£242,000
Paying guests in private homes	0	0	£0
Second homes	700	10,700	£546,000
Boat moorings	0	0	£0
Other	1,700	7,900	£307,000
Staying with friends and relatives (VFR)	22,100	223,600	£6,396,000
Total	41,700	357,800	£13,392,000

VALUE OF TOURISM 2008

Teignbridge Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	336,000	1,532,000	£68,289,000
Business	33,000	67,000	£7,916,000
VFR	90,000	265,000	£6,160,000
Other	12,000	37,000	£1,287,000
Study	0	0	£0
Total	471,000	1,901,000	£83,652,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	22,300	189,000	£7,387,000
Business	12,200	116,800	£3,195,000
VFR	5,900	38,100	£2,524,000
Other	1,400	14,000	£287,000
Study	0	0	£0
Total	41,700	357,800	£13,392,000

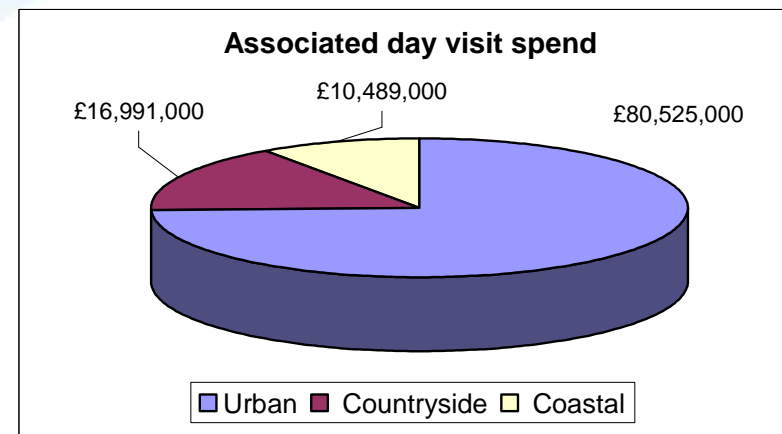
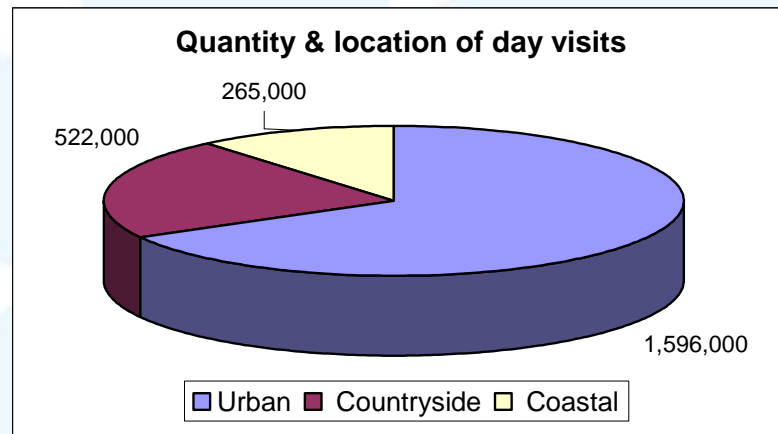
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VALUE OF TOURISM 2008

Teignbridge Briefing

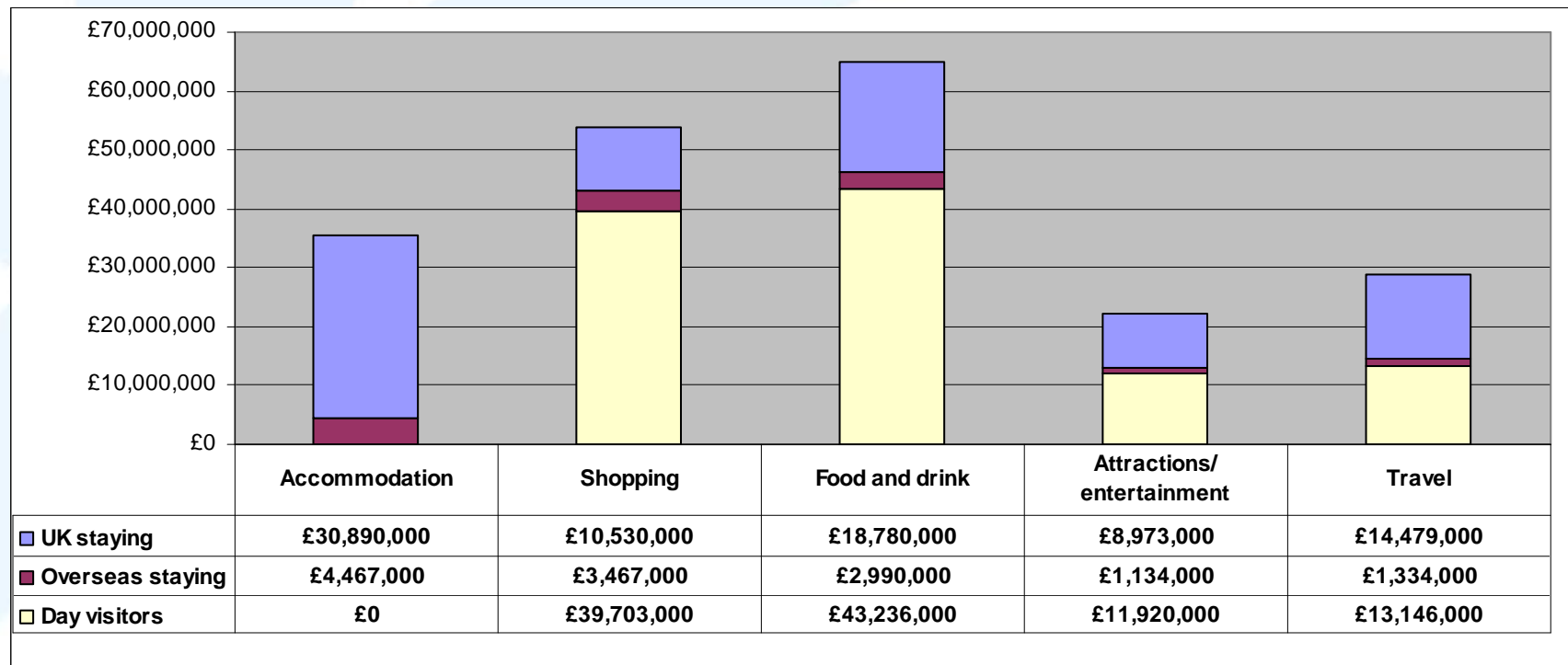
Day visits



VALUE OF TOURISM 2008

Teignbridge Briefing

Breakdown of expenditure



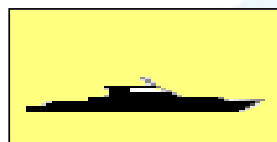
VALUE OF TOURISM 2008

Teignbridge Briefing

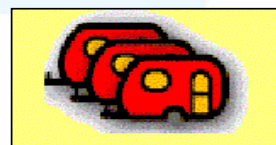
Other tourism related spend



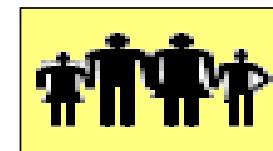
Second Homes
£399,000



Boats
£200,000



Static Vans
£0



VFR
£9,631,000

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	2,287	2,251	4,539
Indirect jobs	552	368	920
Induced jobs	236	47	283
Total	3,076	2,666	5,741
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			4,161

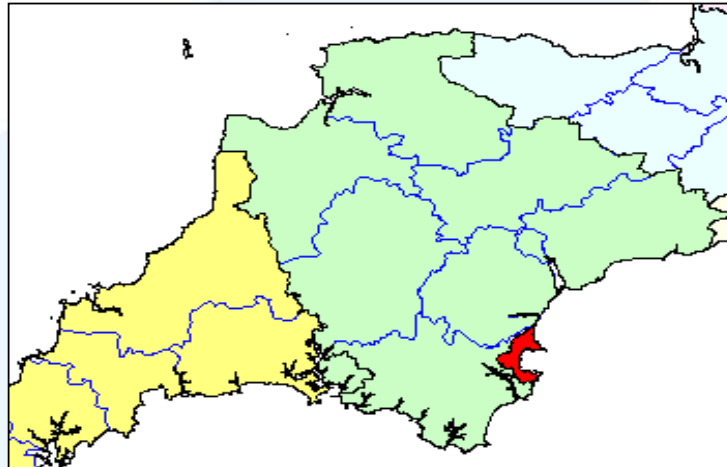
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2008

TORBAY UNITARY AUTHORITY

VALUE OF TOURISM 2008

Torbay Briefing



TORBAY

KEY FACTS

- 1,129,100** trips by staying visitors
- 4,633,100** staying visitor nights
- £277,228,000** spend by staying visitors
- 2,317,000** day visits
- £105,948,000** spend by day visitors
- £12,851,000** other tourism related spend
- 11,960** jobs related to tourism spending
- 21%** of employment is supported by tourism

VALUE OF TOURISM 2008

Torbay Briefing

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

	Trips	Nights	Spend
Serviced	560,000	1,674,000	£151,587,000
Self catering	105,000	683,000	£34,952,000
Touring caravans /tents	28,000	144,000	£5,236,000
Static vans/holiday centres	145,000	706,000	£27,590,000
Group/campus	1,000	3,000	£141,000
Paying guests in private homes	0	0	£0
Second homes	8,000	48,000	£1,583,000
Boat moorings	5,000	15,000	£521,000
Other	8,000	18,000	£384,000
Staying with friends and relatives (VFR)	168,000	554,000	£14,641,000
Total	1,028,000	3,845,000	£236,634,000

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

	Trips	Nights	Spend
Serviced	58,400	248,700	£18,134,000
Self catering	4,100	95,400	£6,145,000
Touring caravans /tents	1,800	13,200	£361,000
Static vans/holiday centres	500	2,100	£99,000
Group/campus	200	4,800	£143,000
Paying guests in private homes	10,100	166,100	£7,936,000
Second homes	900	14,300	£728,000
Boat moorings	0	0	£0
Other	1,800	8,400	£323,000
Staying with friends and relatives (VFR)	23,300	235,100	£6,727,000
Total	101,100	788,100	£40,594,000

VALUE OF TOURISM 2008

Torbay Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	739,000	3,193,000	£193,175,000
Business	181,000	351,000	£22,394,000
VFR	95,000	264,000	£17,425,000
Other	12,000	37,000	£3,640,000
Study	0	0	£0
Total	1,028,000	3,845,000	£236,634,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	15,900	81,400	£4,510,000
Business	67,600	392,000	£15,200,000
VFR	6,200	24,200	£2,278,000
Other	1,400	8,900	£259,000
Study	10,000	281,500	£18,348,000
Total	101,100	788,100	£40,594,000

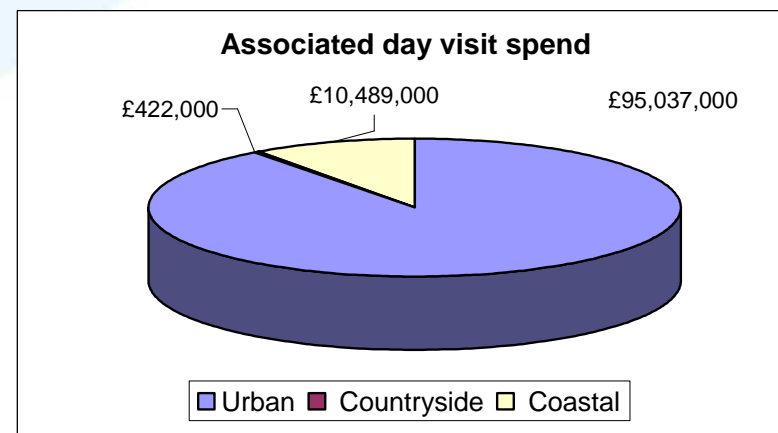
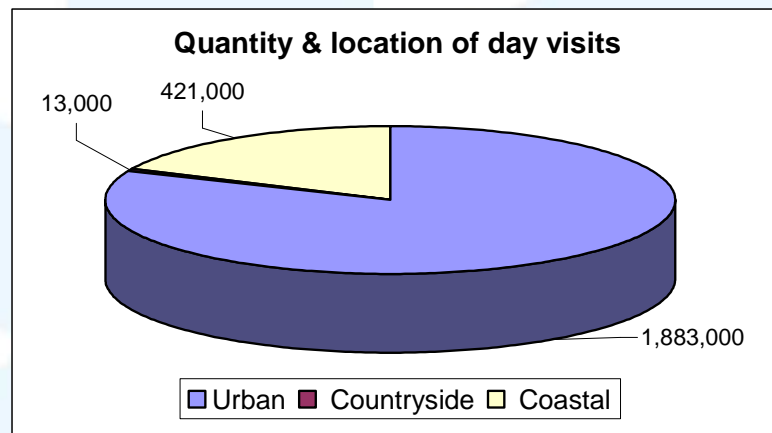
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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'.

VALUE OF TOURISM 2008

Torbay Briefing

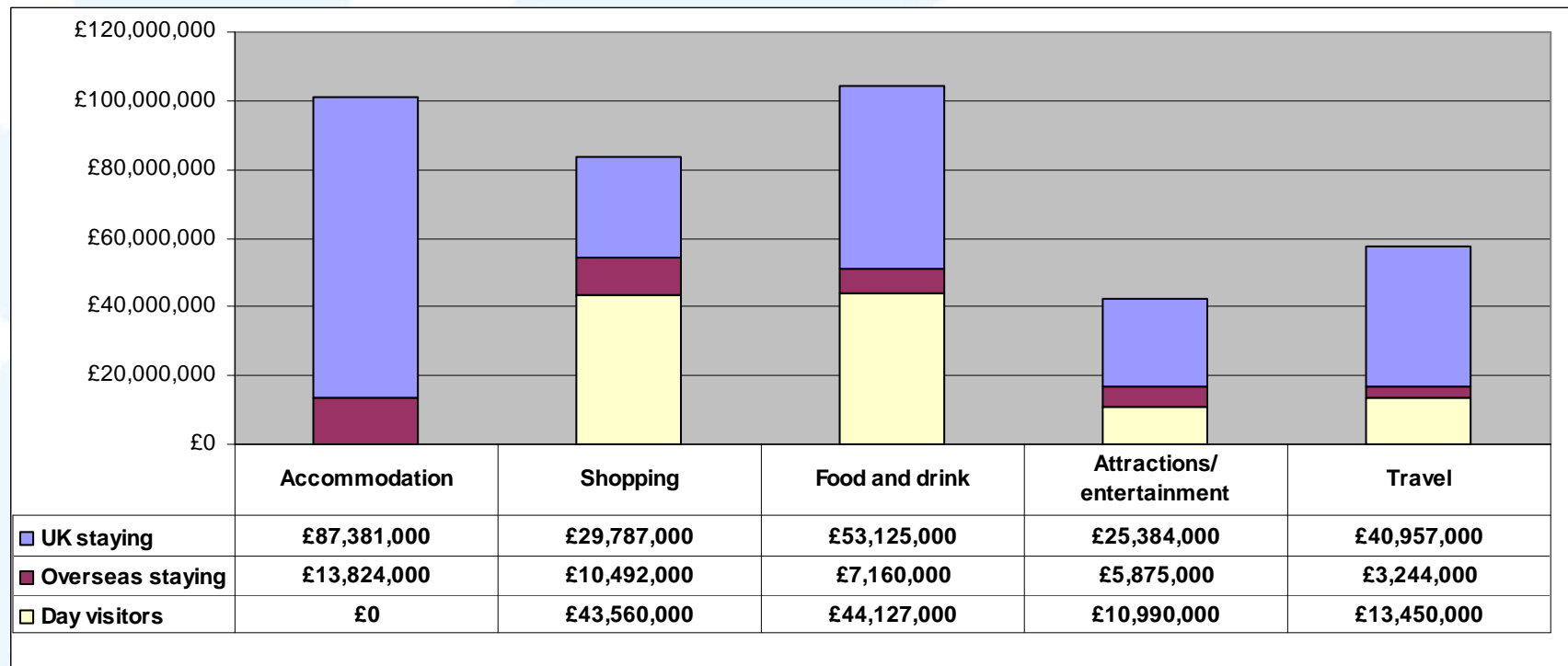
Day visits



VALUE OF TOURISM 2008

Torbay Briefing

Breakdown of expenditure



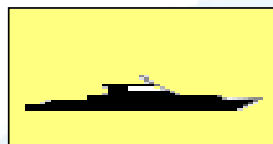
VALUE OF TOURISM 2008

Torbay Briefing

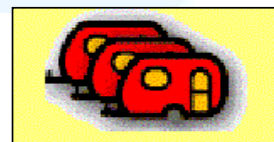
Other tourism related spend



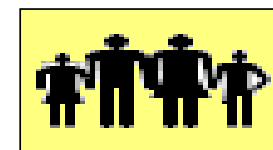
Second Homes
£532,000



Boats
£2,190,000



Static Vans
£0



VFR
£10,129,000

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	6,801	2,531	9,332
Indirect jobs	1,521	376	1,896
Induced jobs	683	49	732
Total	9,005	2,955	11,960
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			8,669

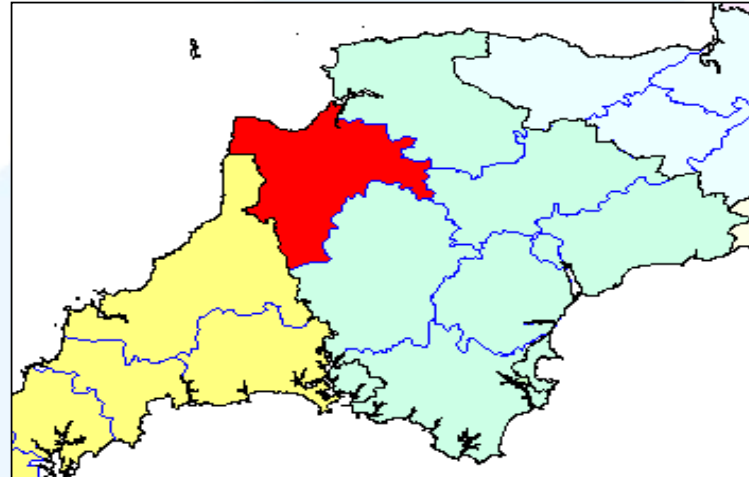
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2008

TORRIDGE DISTRICT

VALUE OF TOURISM 2008

Torridge Briefing



<u>TORRIDGE</u>	<u>KEY FACTS</u>
266,400	trips by staying visitors
1,210,300	staying visitor nights
£55,354,000	spend by staying visitors
1,139,000	day visits
£48,857,000	spend by day visitors
£5,194,000	other tourism related spend
3,118	jobs related to tourism spending
10%	of employment is supported by tourism

VALUE OF TOURISM 2008

Torrige Briefing

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

	Trips	Nights	Spend
Serviced	57,000	170,000	£15,356,000
Self catering	36,000	231,000	£11,818,000
Touring caravans /tents	14,000	74,000	£2,673,000
Static vans/holiday centres	47,000	230,000	£8,997,000
Group/campus	2,000	5,000	£265,000
Paying guests in private homes	0	0	£0
Second homes	4,000	22,000	£723,000
Boat moorings	0	0	£0
Other	4,000	9,000	£187,000
Staying with friends and relatives (VFR)	82,000	271,000	£7,157,000
Total	245,000	1,011,000	£47,176,000

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

	Trips	Nights	Spend
Serviced	5,900	25,200	£1,837,000
Self catering	1,400	32,300	£2,078,000
Touring caravans /tents	900	6,700	£184,000
Static vans/holiday centres	200	700	£32,000
Group/campus	400	8,900	£268,000
Paying guests in private homes	0	0	£0
Second homes	400	6,500	£333,000
Boat moorings	0	0	£0
Other	900	4,100	£158,000
Staying with friends and relatives (VFR)	11,400	114,900	£3,288,000
Total	21,400	199,300	£8,178,000

VALUE OF TOURISM 2008

Torrridge Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	174,000	813,000	£38,512,000
Business	18,000	38,000	£4,465,000
VFR	46,000	140,000	£3,474,000
Other	6,000	19,000	£726,000
Study	0	0	£0
Total	245,000	1,011,000	£47,176,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	10,900	99,600	£4,305,000
Business	6,800	70,900	£2,145,000
VFR	3,000	21,100	£1,551,000
Other	700	7,800	£176,000
Study	0	0	£0
Total	21,400	199,300	£8,178,000

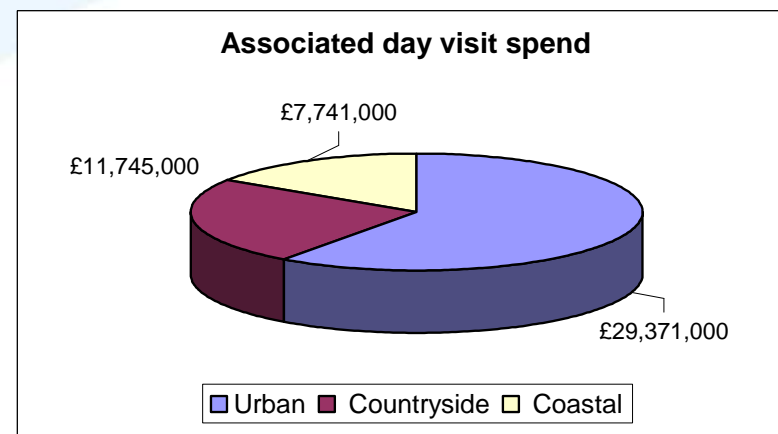
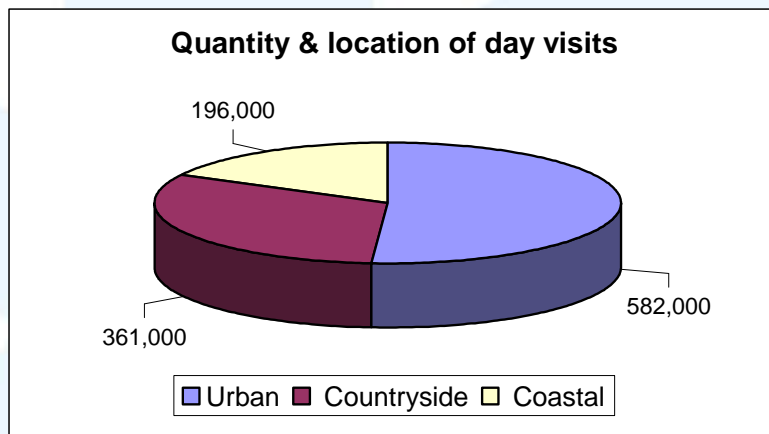
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VALUE OF TOURISM 2008

Torrridge Briefing

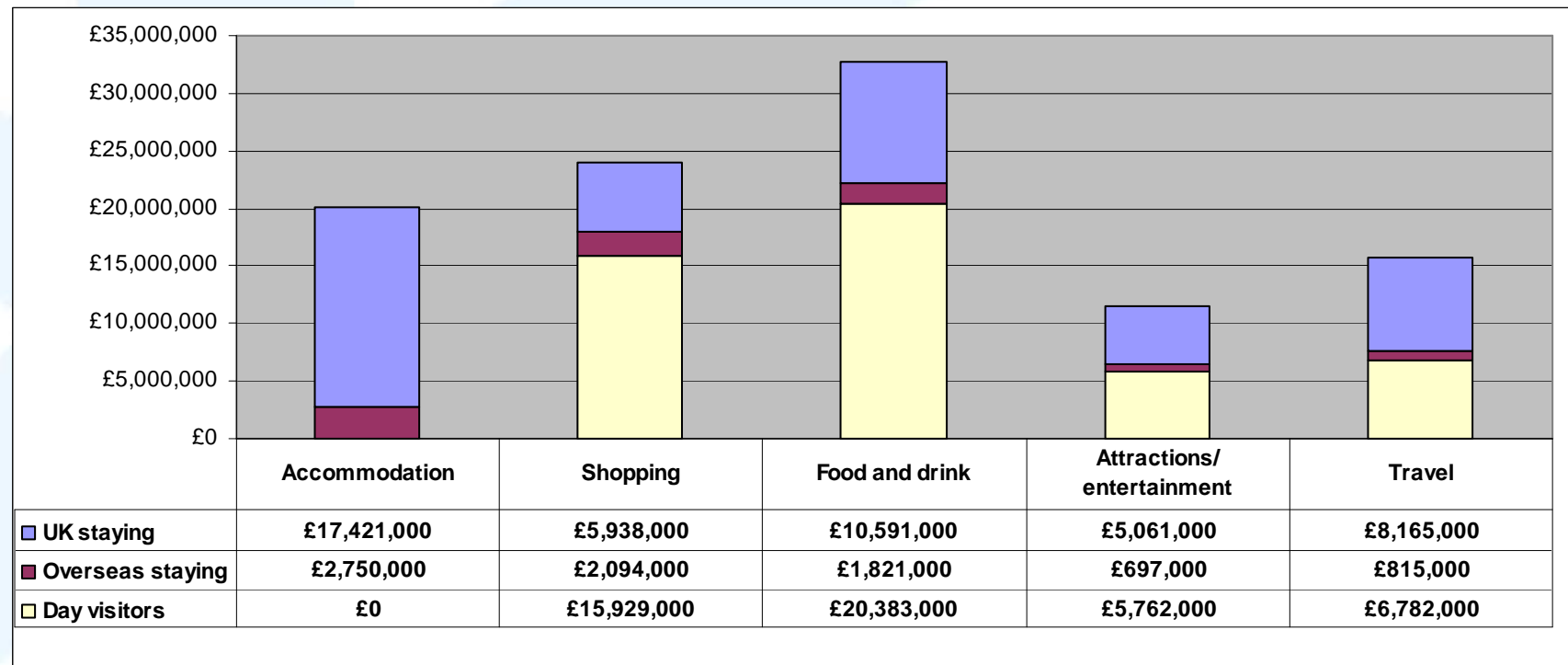
Day visits



VALUE OF TOURISM 2008

Torrridge Briefing

Breakdown of expenditure



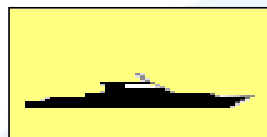
VALUE OF TOURISM 2008

Torrridge Briefing

Other tourism related spend



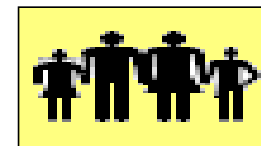
Second Homes
£243,000



Boats
£0



Static Vans
£0



VFR
£4,951,000

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	1,512	1,211	2,723
Indirect jobs	204	112	316
Induced jobs	70	9	78
Total	1,786	1,332	3,118
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,207

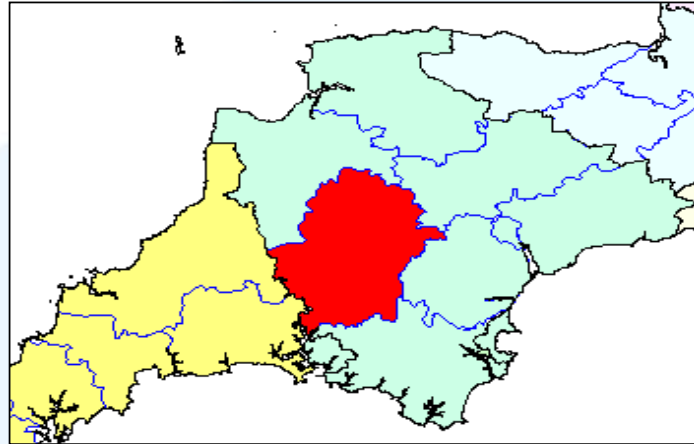
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2008

WEST DEVON DISTRICT

VALUE OF TOURISM 2008

West Devon Briefing



<u>WEST DEVON</u>	<u>KEY FACTS</u>
247,500	trips by staying visitors
1,059,000	staying visitor nights
£54,291,000	spend by staying visitors
1,100,000	day visits
£45,434,000	spend by day visitors
£4,095,000	other tourism related spend
3,236	jobs related to tourism spending
12%	of employment is supported by tourism

VALUE OF TOURISM 2008

West Devon Briefing

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

	Trips	Nights	Spend
Serviced	91,000	272,000	£24,635,000
Self catering	17,000	108,000	£5,532,000
Touring caravans /tents	23,000	118,000	£4,274,000
Static vans/holiday centres	10,000	48,000	£1,885,000
Group/campus	11,000	33,000	£1,783,000
Paying guests in private homes	0	0	£0
Second homes	2,000	14,000	£482,000
Boat moorings	0	0	£0
Other	3,000	7,000	£149,000
Staying with friends and relatives (VFR)	65,000	215,000	£5,684,000
Total	222,000	815,000	£44,424,000

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

	Trips	Nights	Spend
Serviced	9,500	40,400	£2,947,000
Self catering	700	15,100	£973,000
Touring caravans /tents	1,400	10,800	£294,000
Static vans/holiday centres	0	100	£7,000
Group/campus	2,700	60,200	£1,806,000
Paying guests in private homes	1,100	18,500	£882,000
Second homes	300	4,300	£222,000
Boat moorings	0	0	£0
Other	700	3,200	£125,000
Staying with friends and relatives (VFR)	9,000	91,300	£2,612,000
Total	25,500	244,000	£9,867,000

VALUE OF TOURISM 2008

West Devon Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	151,000	643,000	£36,266,000
Business	29,000	56,000	£4,204,000
VFR	37,000	101,000	£3,271,000
Other	5,000	14,000	£683,000
Study	0	0	£0
Total	222,000	815,000	£44,424,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	11,500	106,300	£4,803,000
Business	11,000	114,500	£3,621,000
VFR	2,400	16,900	£1,296,000
Other	600	6,200	£147,000
Study	0	0	£0
Total	25,500	244,000	£9,867,000

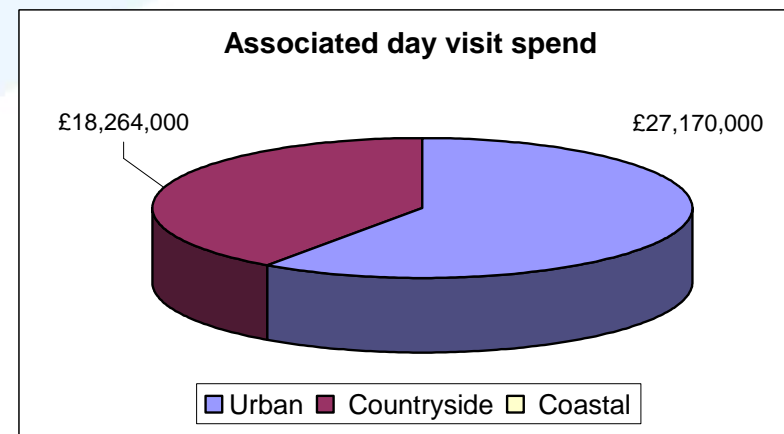
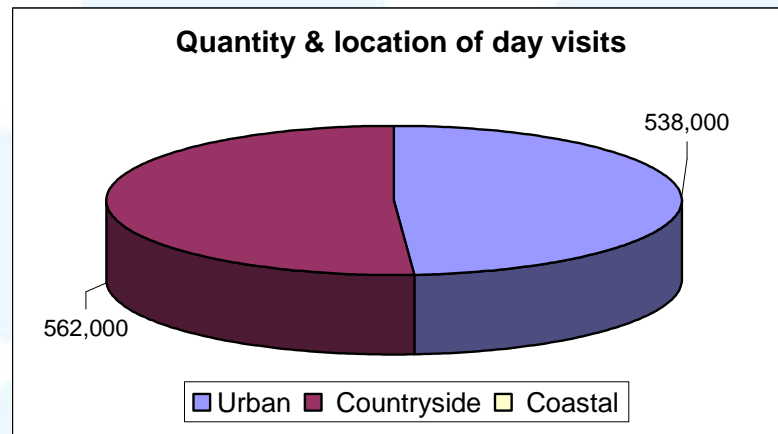
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VALUE OF TOURISM 2008

West Devon Briefing

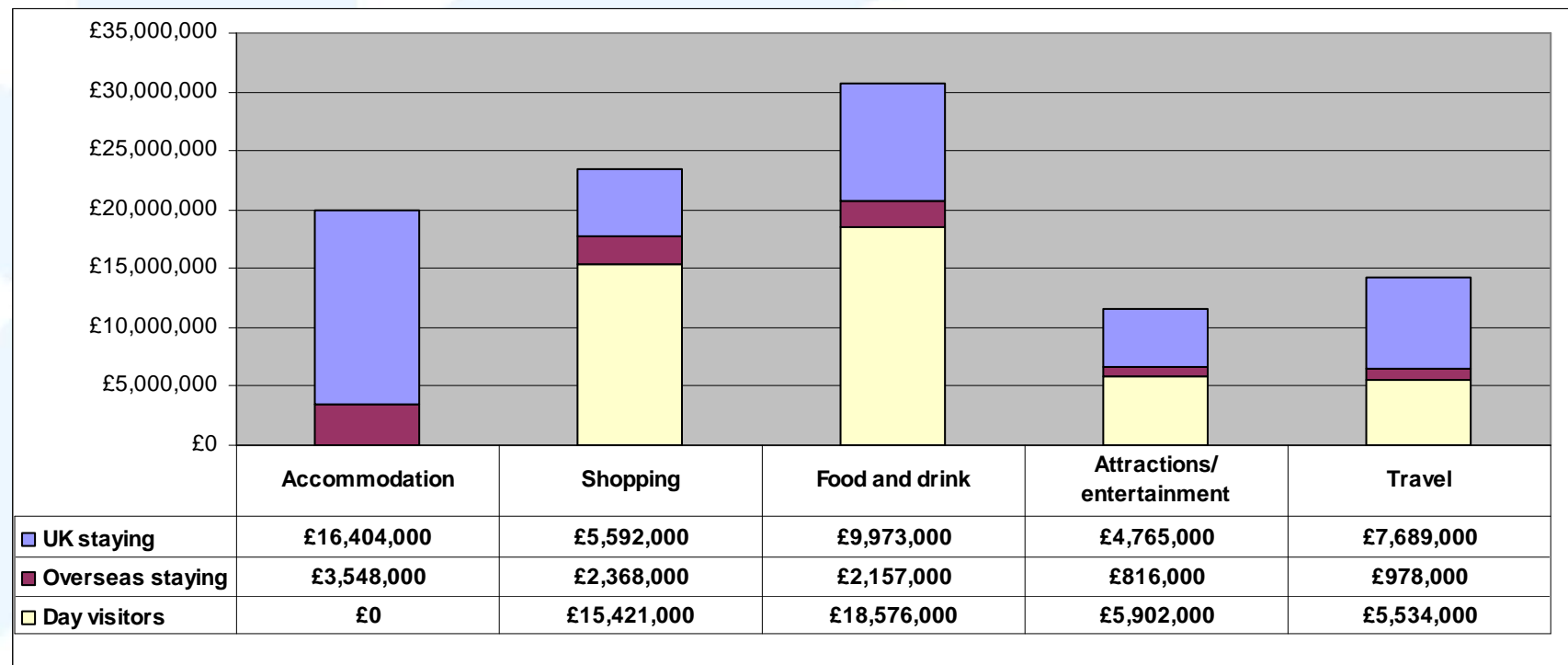
Day visits



VALUE OF TOURISM 2008

West Devon Briefing

Breakdown of expenditure



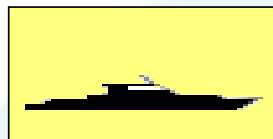
VALUE OF TOURISM 2008

West Devon Briefing

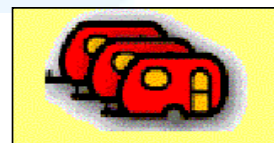
Other tourism related spend



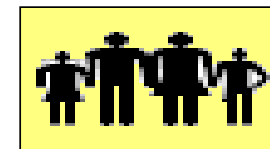
Second Homes
£162,000



Boats
£0



Static Vans
£0



VFR
£3,933,000

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	1,605	1,247	2,853
Indirect jobs	197	105	303
Induced jobs	73	8	81
Total	1,875	1,360	3,236
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,281

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.