

**Torbay
2010**

Accommodation supply

Hotels	8,927 bedspaces
Guesthouses	3,742 bedspaces
Inns	18 bedspaces
B&B	418 bedspaces
Farms	0 bedspaces
Self catering	1,124 units
Touring caravans/tents	985 pitches
Static vans	872 pitches
Holiday centres	821 units
Group accommodation	0 bedspaces
Campus	0 bedspaces
Second homes	709 units
Marinas	1,095 berths
Residents	134,300 resident population
Language schools	9 establishments

Notes: Information on tourist accommodation based on SWRTB and Local Authority database:

Second home numbers based on 2001 census data.

Marina berths based on RYA data

Residents based on Local Authority and/or Registrar General's estimates

Language schools based on establishments listed in English in Britain and yellow pages

Staying tourists

Trips by accommodation

	UK		
Serviced	532,000	55%	
Self catering	82,000	8%	
Touring caravans /tents	28,000	3%	
Static vans/holiday centres	132,000	14%	
Group/campus	0	0%	
Paying guest in private house	0	0%	
Second homes	6,000	1%	
Boat moorings	7,000	1%	
Other	12,000	1%	
Staying with friends and relatives	167,000	17%	
Total	967,000		

Nights by accommodation

	UK		
Serviced	1,691,000	44%	
Self catering	551,000	14%	
Touring caravans /tents	143,000	4%	
Static vans/holiday centres	736,000	19%	
Group/campus	0	0%	
Paying guest in private house	0	0%	
Second homes	43,000	1%	
Boat moorings	20,000	1%	

Other	56,000	1%
Staying with friends and relatives	640,000	16%
Total	3,881,000	

Spend by accommodation

	UK	
Serviced	£138,874,000	63%
Self catering	£32,964,000	15%
Touring caravans /tents	£4,618,000	2%
Static vans/holiday centres	£25,368,000	12%
Group/campus	£0	0%
Paying guest in private house	£0	0%
Second homes	£912,000	0%
Boat moorings	£653,000	0%
Other	£1,598,000	1%
Staying with friends and relatives	£15,446,000	7%
Total	£220,433,000	

Notes: Information derived from UKTS and IPS data for 2010

Serviced accommodation includes hotels, guesthouses, inns, B&B and serviced farmhouse ac

Paying guest in private houses is only available for overseas visitors and relates primarily to st

Information on boat use is not available for overseas tourists.

Other trips includes nights spent in transit, in lorry cabs and other temporary accommodation.

Trips by purpose

	UK	
Holiday	719,000	74%
Business	152,000	16%
Visits to friends and relatives	80,000	8%
Other	15,000	2%
Study	0	0%
Total	967,000	

Nights by purpose

	UK	
Holiday	3,211,000	83%
Business	394,000	10%
Visits to friends and relatives	223,000	6%
Other	54,000	1%
Study	0	0%
Total	3,881,000	

Spend by purpose

	UK	
Holiday	£184,173,000	84%
Business	£14,487,000	7%
Visits to friends and relatives	£17,880,000	8%
Other	£3,892,000	2%
Study	£0	0%
Total	£220,433,000	

Notes: Information derived from UKTS and IPS 2010

Separate information on study trips is not available for UK tourists.

Visits to friends and relatives are for social and personal reasons, and do not include holiday tr

Overseas other trips include visits with more than one purpose where no particular purpose is

Tourism Day Visits

	Trips	Spend
Urban visits	1,892,000	£95,474,000
Countryside visits	13,000	£419,000
Coastal visits	632,000	£24,980,000
Total	2,537,000	£120,873,000

Notes: Based on UKDVS survey 2005 with spend adjusted year on year to take RPI into account. Tourism Day visits are defined as those leisure trips from home which have a duration of 3 hours or more.

Breakdown of expenditure associated with trips

	Accommodation	Shopping
UK Tourists	£80,764,000	£28,167,000
Overseas tourists	£13,855,000	£7,940,000
Total	£94,619,000	£36,107,000
%	37%	14%
Tourist day visitors	£0	£44,587,000
%	0%	37%
Total	£94,619,000	£80,694,000
%	25%	21%

Notes: Breakdown based on data from UKTS, IPS and UKDVS surveys. The expenditure is total spending associated with trips.

Other expenditure associated with tourism activity

Apart from expenditure associated with the individual trips, some forms of activity also involve or result in additional spending by non visitors eg friends and relatives with whom the tourist is

	Second homes	Boats
Estimated spend	£532,000	£2,190,000

Notes: Spend on second homes assumed to be an average of £750 on rates, maintenance, and utilities. Spend on boats assumed to be an average of £2000 on berthing charges, servicing and maintenance. Static van spend arises in the case of vans purchased by the owner and used as a second home. Research by ETC has indicated that additional spending is incurred by friends and relatives as a cost of £100 per visit has been assumed based on the ETC research for social and personal and tourism day visits but this has not been included.

Business turnover

Business turnover arises as a result of tourist spending, from the purchase of supplies and services and as a result of the spending of wages in businesses by employees whose jobs are directly or indirectly related to tourism.

Turnover derived from trip expenditure

Businesses in receipt of visitor spend on trip	Staying tourists
Accommodation	£95,751,000
Retail	£35,746,000

Catering	£54,888,000
Attraction/entertainment	£28,840,000
Transport	£24,689,000
Other non trip related expenditure	£11,292,000
Total direct	£251,206,000

Note: Adjustments have been made to recognise that some spending on retail and food and di
It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the

Turnover arising from the purchase of supplies and services by businesses

	Staying tourists	
Businesses in receipt of trip spend		£75,743,000
Non trip spending		£2,258,000
Income induced spending		£35,306,000

Note: Income induced spending arises from expenditure by employees whose jobs are suppor
arise but these have not been estimated.

Total Local Business Turnover supported by tourism activity

	Staying tourists	
Direct		£251,206,000
Supplier and income induced		£113,307,000
Total		£364,513,000

Employment supported by tourism spending

Direct employment in businesses in receipt of visitor expenditure

	Staying tourist		
	Full time equivalent		
Accommodation	1,921		44%
Retailing	407		9%
Catering	1,042		24%
Attractions/entertainment	602		14%
Transport	214		5%
Arising from non trip spend	179		4%
Total Direct	4,366		

	Staying tourist		
	Estimated actual jobs		
Accommodation	2,844		45%
Retailing	611		10%
Catering	1,563		25%
Attractions/entertainment	849		13%
Transport	302		5%
Arising from non trip spend	204		3%
Total Direct	6,373		

Indirect and induced jobs

	Staying tourists	
	Full time equivalent	
Indirect jobs in supply businesses		1,238
Income induced jobs		560

Estimated actual

Indirect jobs in supply businesses	1,411
Income induced jobs	639

Total employment related to tourism spending

	Staying tourists Full time equivalent	
Direct	4,366	71%
Indirect	1,238	20%
Induced	560	9%
Total	6,165	
	Estimated actual	
Direct	6,373	76%
Indirect	1,411	17%
Induced	639	8%
Total	8,423	

Note: Actual jobs are estimated from surveys of relevant businesses at locations in England and part time and seasonal working.

Proportion of total employment

	Staying tourists	
Total employed (LFS)	55,200	
Tourism employment	8,423	
Tourism proportion	15%	

Note: LFS employment relates to the number of people employed in the area. Some people may also hold another job in a different sector. As a result, the proportion may be slightly high.

Local Income

Local income will arise in the form of wages and drawings from businesses in receipt of tourism supplies and services.

	Estimated gross wage income Staying tourists	
Direct jobs	64029000	
Indirect jobs	£22,609,000	
Induced jobs	£10,234,000	
Total	£96,872,000	

Estimated GVA

	Staying tourists Expenditure	Estimated GVA
Direct		
Accommodation	£95,751,000	£51,706,000
Retail	£35,746,000	£22,877,000
Catering	£54,888,000	£29,640,000
Attractions	£28,840,000	£15,574,000
Transport	£24,689,000	£10,863,000
Non trip revenue spend	£2,258,000	£1,287,000
Indirect and induced	£113,307,000	£64,585,000
Total	£355,479,000	£196,532,000

GVA taken as wages, taxes and profits based on South West Business Information Model 199

General note

The above analysis excludes some areas of economic activity which are related to tourism. Th

- business day trips into the area
- employment and expenditure by the local authority and other public bodies on tourism relate
- new capital investment in developing new or extended facilities.

s.

Overseas		Total	
63,800	68%	595,800	56%
3,500	4%	85,500	8%
1,000	1%	29,000	3%
600	1%	132,600	12%
0	0%	0	0%
5,300	6%	5,300	0%
800	1%	6,800	1%
0	0%	7,000	1%
1,400	1%	13,400	1%
18,100	19%	185,100	17%
94,500		1,061,500	

Overseas		Total	
309,900	52%	2,000,900	45%
48,900	8%	599,900	13%
6,500	1%	149,500	3%
2,100	0%	738,100	16%
0	0%	0	0%
54,000	9%	54,000	1%
12,000	2%	55,000	1%
0	0%	20,000	0%

3,400	1%	59,400	1%
161,000	27%	801,000	18%
597,900		4,478,900	

Overseas		Total	
£22,267,000	62%	£161,141,000	63%
£2,503,000	7%	£35,467,000	14%
£191,000	1%	£4,809,000	2%
£127,000	0%	£25,495,000	10%
£0	0%	£0	0%
£3,627,000	10%	£3,627,000	1%
£1,052,000	3%	£1,964,000	1%
£0	0%	£653,000	0%
£130,000	0%	£1,728,000	1%
£6,044,000	17%	£21,490,000	8%
£35,941,000		£256,374,000	

accommodation
study visits

Overseas		Total	
25,700	27%	744,700	70%
57,300	61%	209,300	20%
5,500	6%	85,500	8%
1,700	2%	16,700	2%
4,300	5%	4,300	0%
94,500		1,061,500	

Overseas		Total	
112,200	19%	3,323,200	74%
354,300	59%	748,300	17%
23,700	4%	246,700	6%
12,900	2%	66,900	1%
94,800	16%	94,800	2%
597,900		4,478,900	

Overseas		Total	
£7,791,000	22%	£191,964,000	75%
£20,087,000	56%	£34,574,000	13%
£1,726,000	5%	£19,606,000	8%
£699,000	2%	£4,591,000	2%
£5,638,000	16%	£5,638,000	2%
£35,941,000		£256,374,000	

ships staying with friends and relatives
dominant, eg business and leisure.

int
 urs or more and taken on an irregular basis

Food and drink	Attractions/entertainment	Travel	Total	%
£49,526,000	£24,118,000	£37,858,000	£220,433,000	58%
£7,059,000	£3,795,000	£3,292,000	£35,941,000	10%
£56,585,000	£27,913,000	£41,150,000	£256,374,000	
22%	11%	16%		
£48,607,000	£11,913,000	£15,766,000	£120,873,000	32%
40%	10%	13%		
£105,192,000	£39,826,000	£56,916,000	£377,247,000	
28%	11%	15%		

ongoing expenditure on the accommodation
 staying.

Static vans	Friends and relatives	Total
£0	£8,570,000	£11,292,000

rd replacement of furniture and fittings
 enance and upgrading of equipment
 ne. Expenditure is incurred in site fees, utility charges and other spending.
 a result of people coming to stay with them.
 l visits. Some additional spending may also occur with holiday .

vices locally by businesses in receipt of visitor spending
 or indirectly supported by tourism spending.

Day visitors	total
£972,000	£96,723,000
£44,141,000	£79,887,000

£47,149,000	£102,037,000
£12,845,000	£41,685,000
£9,459,000	£34,148,000
£0	£11,292,000
£114,566,000	£365,772,000

rink will fall within attractions or accommodation establishments destination.

Day visitors	total
£22,493,000	£98,236,000
£0	£2,258,000
£2,979,000	£38,285,000

ted by tourism spend. Further rounds of business supply spending will

Day visitors	total
£114,566,000	£365,772,000
£25,472,000	£138,779,000
£140,038,000	£504,551,000

Day visitor	Total		
20	1%	1,941	32%
503	28%	910	15%
895	51%	1,937	32%
268	15%	870	14%
82	5%	297	5%
0	0%	179	3%
1,767		6,134	

Day visitors	Total		
29	1%	2,873	32%
754	29%	1,365	15%
1,342	51%	2,905	32%
378	14%	1,227	14%
116	4%	418	5%
0	0%	204	2%
2,619		8,992	

Day visitors	Total
357	1,595
47	608

407	1,818
54	693

Day visitors		Total	
1,767	81%	6,134	74%
357	16%	1,595	19%
47	2%	608	7%
2,172		8,336	
2,619	85%	8,992	78%
407	13%	1,818	16%
54	2%	693	6%
3,080		11,503	

and take account of

Day visitors		Total	
55,200		55,200	
3,080		11,503	
6%		21%	

employed in tourism

in spending and those providing

Day visitors		Total	
25859000		89888000	
£6,520,000		£29,129,000	
£864,000		£11,098,000	
£33,243,000		£130,115,000	

Day visitors Expenditure	Estimated GVA	Total Expenditure
£972,000	£525,000	£96,723,000
£44,141,000	£28,250,000	£79,887,000
£47,149,000	£25,460,000	£102,037,000
£12,845,000	£6,936,000	£41,685,000
£9,459,000	£4,162,000	£34,148,000
£0	£0	£2,258,000
£25,472,000	£14,519,000	£138,779,000
55%	£140,038,000	£79,852,000
		57%
		£495,517,000

19 version for relevant groups.

ese include:

d activities eg Tourist information and marketing

Estimated GVA

£52,231,000

£51,127,000

£55,100,000

£22,510,000

£15,025,000

£1,287,000

£79,104,000

£276,384,000

56%