

Brixham Tourism Summary 2013



Brixham is situated on the south coast of Devon on the English Riviera. It has a population of approximately 18,000.

Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.

Tourism key facts

- 125 thousand staying visitor trips
- 483 thousand day visits
- £49.8 million direct visitor spend
- £51.6 million total visitor related spend
- 1,300 actual jobs supported by visitor related spend

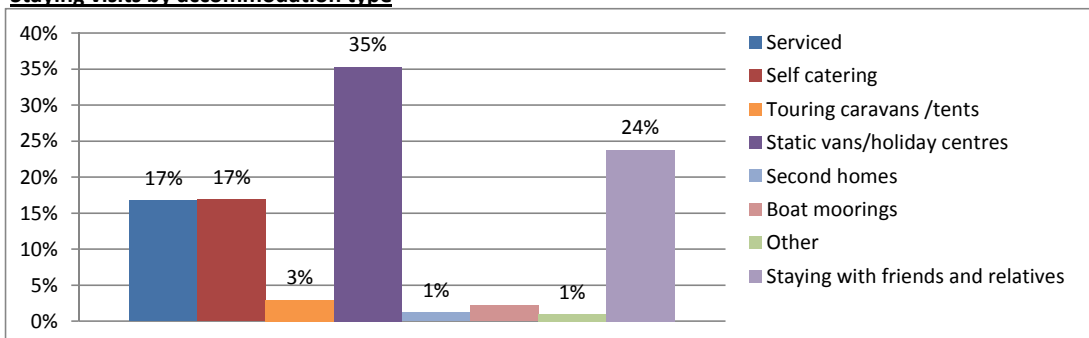
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	100,600	470,800	£23,454,400
Business	9,900	27,700	£3,810,300
Visits to friends and relatives	5,000	15,900	£1,483,100
Other	1,400	5,800	£585,400
Study	0	0	£0
Total	117,000	520,400	£29,333,100

Overseas visitors	Trips	Nights	Spend
Holiday	5,400	35,000	£2,202,100
Business	800	7,300	£436,200
Visits to friends and relatives	1,300	13,300	£469,800
Other	100	2,300	£139,300
Study	0	0	£0
Total	7,500	58,000	£3,247,400

All staying visitors	Trips	Nights	Spend
Holiday	106,000	505,800	£25,656,500
Business	10,700	35,000	£4,246,500
Visits to friends and relatives	6,300	29,200	£1,952,900
Other	1,500	8,100	£724,700
Study	0	0	£0
Total	124,500	578,400	£32,580,500

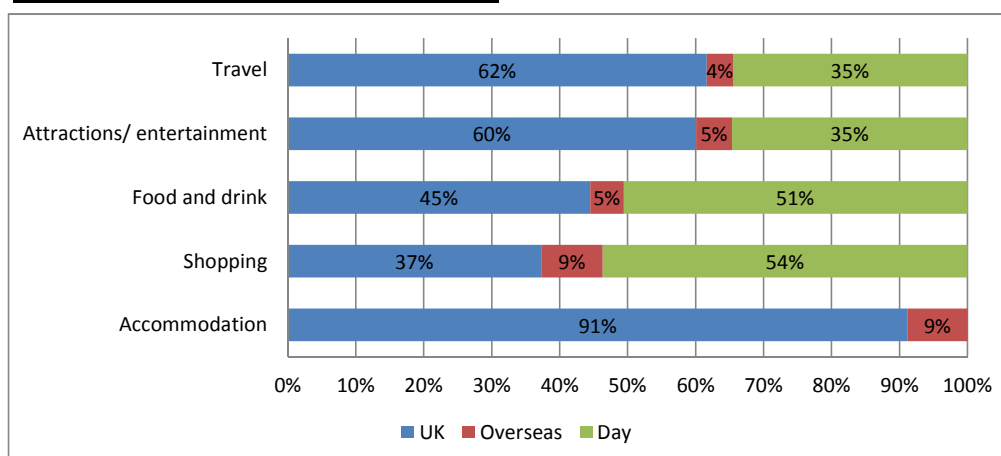
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	272,800	£10,106,900
Countryside visits	17,100	£454,100
Coastal visits	193,200	£6,694,200
Total	483,100	£17,255,200

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£11,030,300	£1,060,600	£0	£12,090,900
Shopping	£3,614,300	£877,200	£5,205,100	£9,696,600
Food & Drink	£6,545,200	£722,900	£7,440,100	£14,708,200
Attractions/ Entertainment	£3,059,800	£269,800	£1,764,800	£5,094,400
Travel	£5,083,600	£316,900	£2,845,200	£8,245,700

Other expenditure associated with tourism activity

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

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£124,500	£970,000	£633,200	£1,727,600

Total visitor related spend (Direct visitor spend plus other expenditure)

£51,563,300

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	231	3	234
Retailing	46	54	100
Catering	117	120	237
Attractions/entertainment	78	43	120
Transport	25	13	38
Arising from non trip spend	27	0	27
Total Direct	524	232	756

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	756	1,105
Indirect	115	155
Induced	71	51
Total	942	1,311

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

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.