

Paignton Tourism Summary 2013



Paignton is situated on the south coast of Devon on the English Riviera. It has a population of approximately 49,000.

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

Tourism key facts

- 370 thousand staying visitor trips
- 1.4 million day visits
- £142.8 million direct visitor spend
- £145 million total visitor related spend
- 4,100 actual jobs supported by visitor related spend

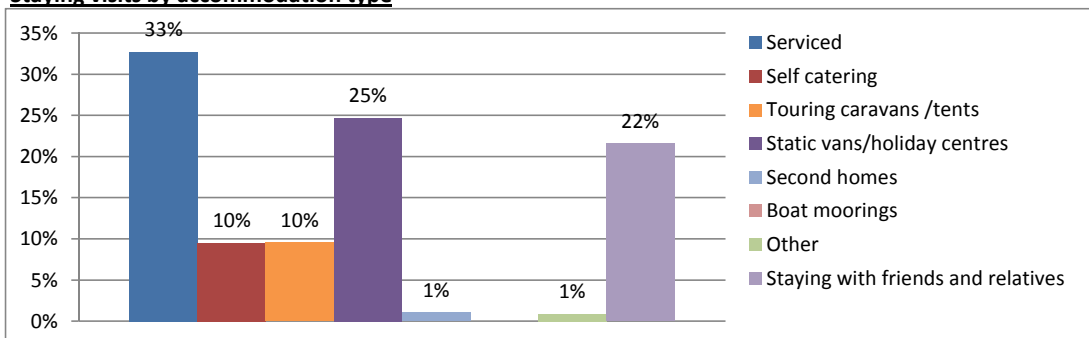
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	295,600	1,245,300	£66,221,800
Business	27,700	70,000	£10,285,500
Visits to friends and relatives	14,100	40,200	£4,003,400
Other	3,900	14,700	£1,580,300
Study	0	0	£0
Total	341,400	1,370,300	£82,091,000

Overseas visitors	Trips	Nights	Spend
Holiday	20,600	112,600	£7,804,000
Business	2,800	22,300	£1,464,600
Visits to friends and relatives	4,700	40,400	£1,577,300
Other	400	7,100	£467,700
Study	0	0	£0
Total	28,500	182,400	£11,313,500

All staying visitors	Trips	Nights	Spend
Holiday	316,200	1,357,900	£74,025,800
Business	30,500	92,300	£11,750,100
Visits to friends and relatives	18,800	80,600	£5,580,700
Other	4,300	21,800	£2,048,000
Study	0	0	£0
Total	369,900	1,552,700	£93,404,500

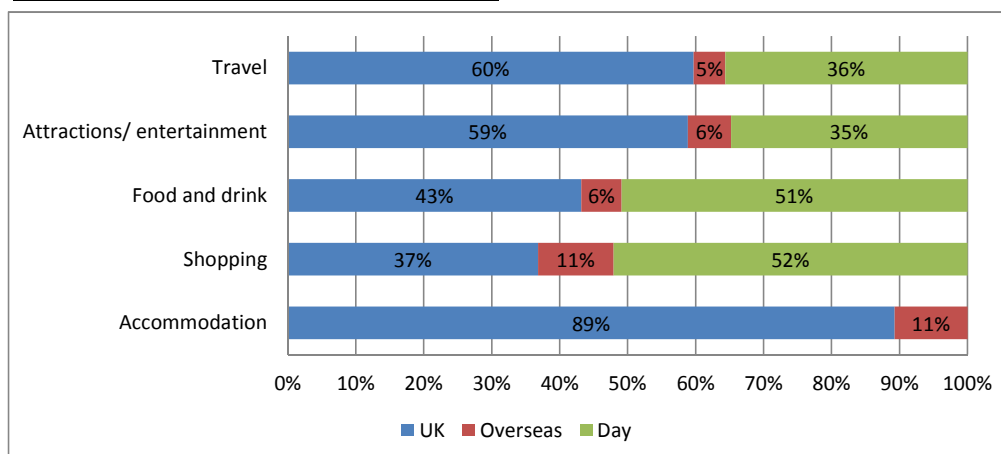
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	734,700	£27,223,000
Countryside visits	48,900	£1,296,400
Coastal visits	603,300	£20,908,200
Total	1,386,900	£49,427,600

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£30,892,400	£3,699,800	£0	£34,592,200
Shopping	£10,134,700	£3,058,300	£14,323,200	£27,516,200
Food & Drink	£18,298,600	£2,519,500	£21,569,100	£42,387,200
Attractions/ Entertainment	£8,583,700	£932,600	£5,072,100	£14,588,400
Travel	£14,181,600	£1,103,300	£8,463,200	£23,748,100

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
	£335,300	£0	£1,884,200	£2,219,500

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

£145,051,600

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	661	8	669
Retailing	136	147	283
Catering	335	347	682
Attractions/entertainment	222	122	344
Transport	71	39	110
Arising from non trip spend	35	0	35
Total Direct	1,459	664	2,123

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

All employment related to visitor spending	FTE's	Actual
Direct	2,123	3,118
Indirect	526	677
Induced	360	310
Total	3,010	4,105

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.