

Torquay Tourism Summary 2013



Torquay is situated on the south coast of Devon on the English Riviera. It has a population of approximately 65,000.

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

Tourism key facts

- 646 thousand staying visitor trips
- 1.7 million day visits
- £241.7 million direct visitor spend
- £248.8 million total visitor related spend
- 7,100 actual jobs supported by visitor related spend

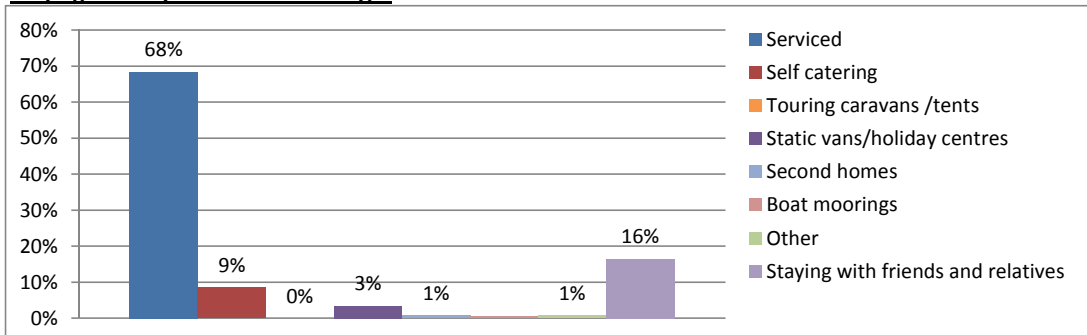
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	456,300	1,544,500	£104,735,500
Business	68,700	139,500	£26,130,100
Visits to friends and relatives	35,100	80,100	£10,170,600
Other	9,600	29,400	£4,014,600
Study	0	0	£0
Total	569,700	1,793,500	£145,050,800

Overseas visitors	Trips	Nights	Spend
Holiday	43,100	182,900	£15,032,500
Business	9,100	55,400	£4,320,300
Visits to friends and relatives	18,700	124,500	£5,765,000
Other	1,400	22,000	£1,709,600
Study	3,900	103,100	£8,159,600
Total	76,200	487,800	£34,987,100

All staying visitors	Trips	Nights	Spend
Holiday	499,400	1,727,400	£119,768,000
Business	77,800	194,900	£30,450,400
Visits to friends and relatives	53,800	204,600	£15,935,600
Other	11,000	51,400	£5,724,200
Study	3,900	103,100	£8,159,600
Total	645,900	2,281,300	£180,037,900

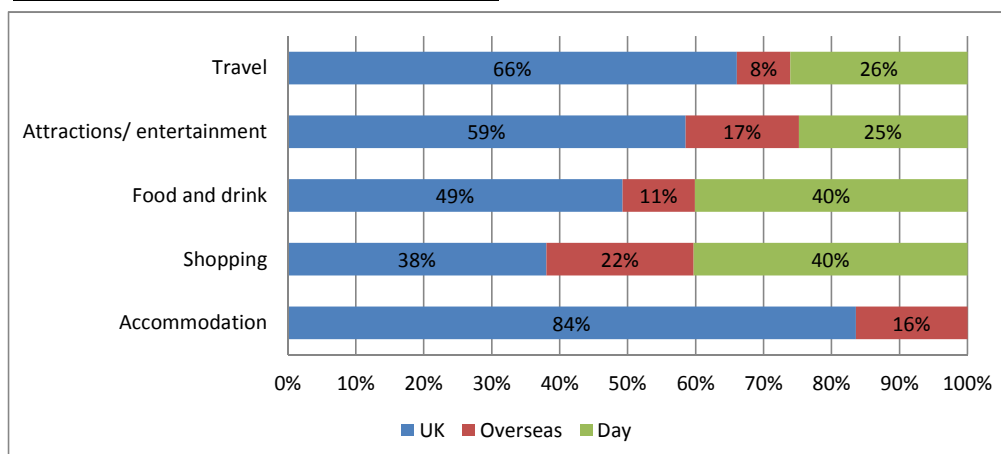
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	974,500	£36,109,100
Countryside visits	29,000	£769,600
Coastal visits	715,500	£24,797,600
Total	1,719,000	£61,676,300

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£54,092,200	£10,640,900	£0	£64,733,100
Shopping	£17,490,000	£9,978,100	£18,522,900	£45,991,000
Food & Drink	£32,725,600	£7,077,400	£26,642,800	£66,445,800
Attractions/ Entertainment	£14,729,400	£4,198,400	£6,245,100	£25,172,900
Travel	£26,013,600	£3,092,300	£10,265,500	£39,371,400

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
	£444,700	£1,220,000	£5,372,100	£7,036,800

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

£248,751,000

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	1,237	10	1,247
Retailing	283	191	473
Catering	640	428	1,069
Attractions/entertainment	442	151	593
Transport	135	48	182
Arising from non trip spend	112	0	112
Total Direct	2,848	828	3,675

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

All employment related to visitor spending	FTE's	Actual
Direct	3,675	5,378
Indirect	955	1,185
Induced	582	537
Total	5,212	7,101

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.