

## Brixham Tourism Summary 2012



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

- 127 thousand staying visitor trips
- 498 thousand day visits
- £49.5 million direct visitor spend
- £51.5 million total visitor related spend
- 1,300 actual jobs supported by visitor related spend

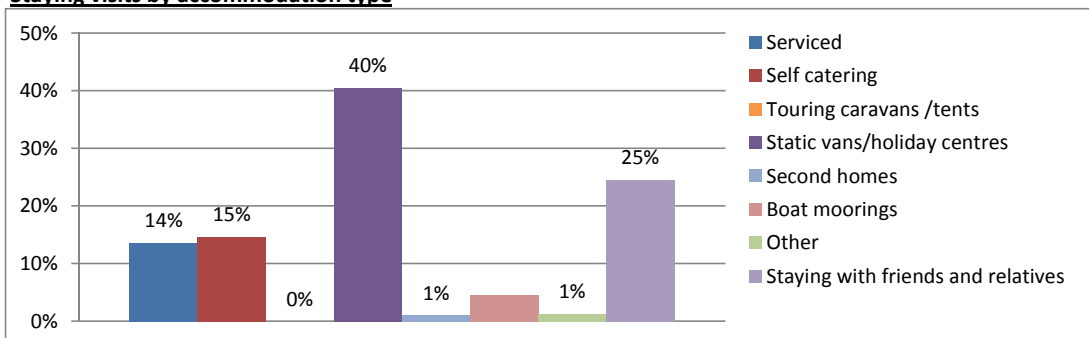
### Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	98,900	465,700	£22,815,100
Business	12,000	32,200	£5,167,600
Visits to friends and relatives	8,600	23,300	£1,993,900
Other	1,800	8,300	£744,200
Study	0	0	£0
<b>Total</b>	<b>121,200</b>	<b>529,400</b>	<b>£30,720,800</b>

Overseas visitors	Trips	Nights	Spend
Holiday	4,000	29,100	£1,657,900
Business	800	4,000	£329,200
Visits to friends and relatives	1,000	9,800	£352,000
Other	100	1,300	£80,300
Study	0	0	£0
<b>Total</b>	<b>6,000</b>	<b>44,200</b>	<b>£2,419,500</b>

All staying visitors	Trips	Nights	Spend
Holiday	102,900	494,800	£24,473,000
Business	12,800	36,200	£5,496,800
Visits to friends and relatives	9,600	33,100	£2,345,900
Other	1,900	9,600	£824,500
Study	0	0	£0
<b>Total</b>	<b>127,200</b>	<b>573,600</b>	<b>£33,140,300</b>

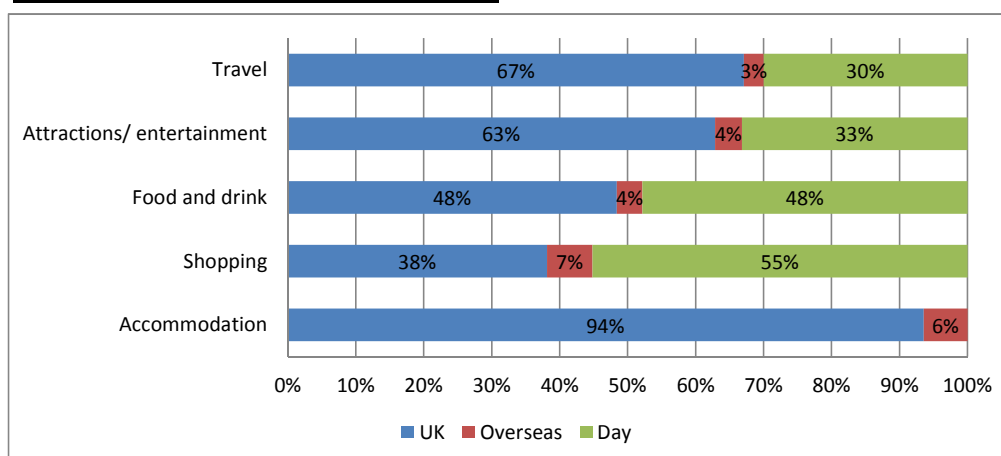
### Staying visits by accommodation type



### Tourism day visits by location

Day visits	Trips	Spend
Urban visits	296,300	£10,923,800
Countryside visits	13,700	£469,300
Coastal visits	188,400	£4,924,100
<b>Total</b>	<b>498,400</b>	<b>£16,317,200</b>

### Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£11,484,200	£792,100	£0	<b>£12,276,300</b>
Shopping	£3,723,300	£651,900	£5,389,300	<b>£9,764,500</b>
Food & Drink	£6,911,300	£540,600	£6,830,700	<b>£14,282,600</b>
Attractions/Entertainment	£3,139,100	£197,700	£1,658,200	<b>£4,995,000</b>
Travel	£5,462,900	£237,100	£2,438,900	<b>£8,138,900</b>

### 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
	£124,900	£970,000	£959,600	<b>£2,054,500</b>

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

**£51,512,000**

### Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	221	2	<b>224</b>
Retailing	44	54	<b>98</b>
Catering	127	116	<b>243</b>
Attractions/entertainment	72	37	<b>110</b>
Transport	26	11	<b>37</b>
Arising from non trip spend	33	0	<b>33</b>
<b>Total Direct</b>	<b>523</b>	<b>221</b>	<b>744</b>

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

All employment related to visitor spending	FTE's	Actual
Direct	744	1,086
Indirect	117	156
Induced	68	50
<b>Total</b>	<b>929</b>	<b>1,292</b>

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.