

Brixham Tourism Summary 2011



Brixham is situated on the English Riviera within Devon county with a population of 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

- 124,000 staying visitor trips
- 384,000 day visits
- £42,967,100 direct visitor spend
- £44,894,600 total visitor related spend

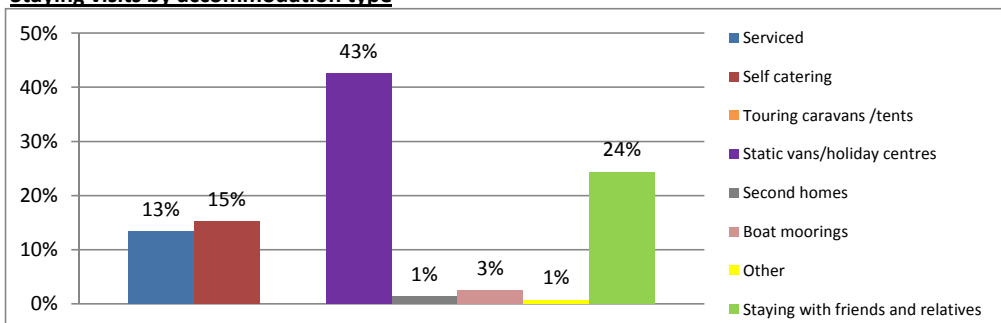
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	94,500	473,300	£21,830,300
Business	14,300	39,400	£1,413,500
Visits to friends and relatives	8,500	26,100	£1,821,700
Other	1,300	4,000	£345,200
Study	0	0	£0
Total	118,600	542,700	£25,410,700

Overseas visitors	Trips	Nights	Spend
Holiday	1,900	13,300	£830,100
Business	3,000	30,400	£1,043,700
Visits to friends and relatives	300	1,700	£148,800
Other	100	2,900	£116,700
Study	0	0	£0
Total	5,400	48,200	£2,139,200

All staying visitors	Trips	Nights	Spend
Holiday	96,400	486,600	£22,660,400
Business	17,300	69,800	£2,457,200
Visits to friends and relatives	8,800	27,800	£1,970,500
Other	1,400	6,900	£461,900
Study	0	0	£0
Total	124,000	590,900	£27,549,900

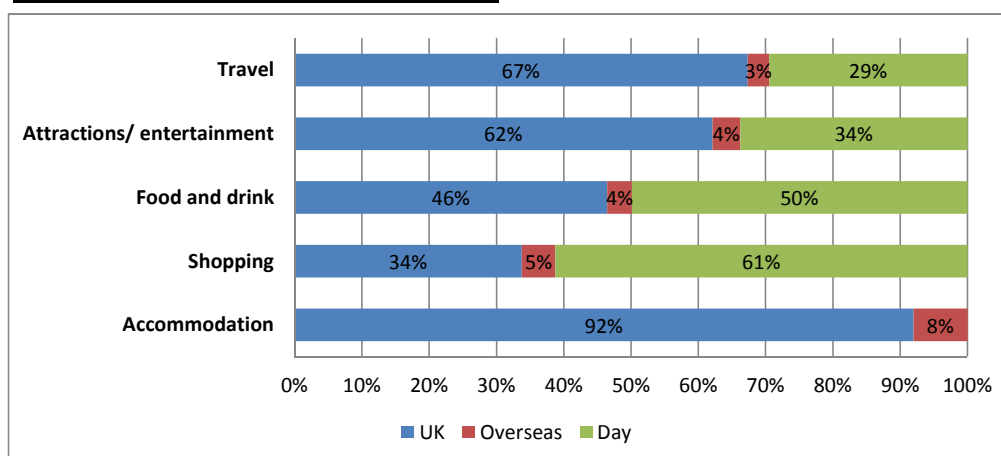
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	279,900	£12,819,000
Countryside visits	5,800	£105,300
Coastal visits	98,300	£2,492,900
Total	384,000	£15,417,200

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£9,361,200	£817,400	£0	£10,178,600
Shopping	£3,257,700	£479,500	£5,909,300	£9,646,500
Food & Drink	£5,684,500	£448,900	£6,101,700	£12,235,100
Attractions/ Entertainment	£2,790,100	£186,600	£1,517,000	£4,493,700
Travel	£4,317,200	£206,800	£1,889,200	£6,413,200

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
	£71,700	£970,000	£885,800	£1,927,500

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

£44,894,600

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	186	2	188
Retailing	37	59	96
Catering	98	97	195
Attractions/entertainment	59	32	91
Transport	20	8	29
Arising from non trip spend	31	0	31
Total Direct	430	198	628

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

All employment related to visitor spending	FTE's	Actual
Direct	628	916
Indirect	99	134
Induced	60	42
Total	787	1,093

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.



For further information please contact info@tswrc.co.uk