

**Devon Summary
2010**

PLEASE NOTE - ACCOMMODATION STOCK DATA UPDATED THIS YEAR

	East Devon	Exeter	Mid Devon	North Devon	Plymouth	South Hams	Teignbridge
UK trips	471,000	396,000	180,000	933,000	606,000	469,000	556,000
Overseas trips	37,000	46,000	18,000	59,000	70,000	35,000	38,300
Total trips	508,000	442,000	198,000	992,000	676,000	504,000	594,300
Comparison v 09	-32%	23%	-6%	19%	7%	-17%	0%
UK nights	2,153,000	1,465,000	726,000	4,430,000	2,205,000	2,217,000	2,518,000
Overseas nights	286,000	447,000	135,000	402,000	497,000	293,000	274,900
total nights	2,439,000	1,912,000	861,000	4,832,000	2,702,000	2,510,000	2,792,900
Comparison v 09	-26%	24%	1%	28%	13%	-12%	7%
UK spend	£89,521,000	£59,503,000	£30,239,000	£206,725,000	£98,126,000	£99,737,000	£99,063,000
Overseas spend	£14,112,000	£21,595,000	£6,221,000	£21,260,000	£24,452,000	£15,295,000	£12,988,000
Total spend	£103,633,000	£81,098,000	£36,460,000	£227,985,000	£122,578,000	£115,032,000	£112,051,000
Comparison v 09	-33%	13%	2%	23%	15%	-16%	0%
Tourism day visits	2,711,000	1,539,000	1,150,000	2,086,000	3,712,000	2,526,000	2,577,000
Comparison v 09	1%	-3%	0%	1%	0%	0%	3%
tourism day visit spend	£119,869,000	£77,445,000	£49,826,000	£92,628,000	£182,486,000	£108,168,000	£115,487,000
Comparison v 09	1%	-3%	0%	1%	0%	1%	3%
Total business turnover	£293,423,000	£210,487,000	£103,342,000	£376,737,000	£423,841,000	£266,694,000	£296,893,000
GVA	£159,527,000	£115,453,000	£55,835,000	£205,882,000	£230,711,000	£143,396,000	£162,449,000
Total GVA							
Tourism as % of total							
Staying tourist supported employment							
Direct FTE employment	1,825	1,150	595	3,714	1,851	1,922	1,770
Indirect & induced FTE employment	749	567	159	915	1,052	491	782
Actual jobs	3,488	2,300	1,032	6,482	3,822	3,330	3,453
% of employment	6%	4%	3%	15%	3%	8%	6%
Day visitor supported employment							
Direct FTE employment	1,741	880	646	1,329	2,049	1,490	1,526

Indirect & induced FTE employment	410	258	106	198	766	234	391
Actual jobs	3,044	1,598	1,077	2,194	3,911	2,472	2,706
% of employment	5%	3%	3%	5%	3%	6%	5%

Devon Summary 2009

	East Devon	Exeter	Mid Devon	North Devon	Plymouth	South Hams	Teignbridge
UK trips	685,000	314,000	191,000	794,000	545,000	566,000	551,000
Overseas trips	61,000	46,000	20,000	41,000	86,000	41,000	40,800
Total trips	746,000	360,000	211,000	835,000	631,000	607,000	591,800
Comparison v 08	15%	-2%	12%	9%	8%	12%	15%
UK nights	2,869,000	1,032,000	697,000	3,410,000	1,787,000	2,475,000	2,269,000
Overseas nights	430,000	508,000	159,000	364,000	603,000	387,000	335,700
total nights	3,299,000	1,540,000	856,000	3,774,000	2,390,000	2,862,000	2,604,700
Comparison v 08	15%	-13%	9%	12%	3%	10%	15%
UK spend	£131,908,000	£50,634,000	£29,398,000	£168,343,000	£77,868,000	£118,278,000	£98,079,000
Overseas spend	£22,278,000	£20,927,000	£6,442,000	£17,180,000	£28,269,000	£19,462,000	£14,355,000
Total spend	£154,186,000	£71,561,000	£35,840,000	£185,523,000	£106,137,000	£137,740,000	£112,434,000
Comparison v 08	17%	-4%	10%	7%	6%	12%	16%
Tourism day visits	2,686,000	1,580,000	1,145,000	2,070,000	3,698,000	2,516,000	2,497,000
Comparison v 08	9%	-2%	0%	8%	5%	5%	5%
tourism day visit spend	£118,923,000	£79,529,000	£49,637,000	£92,010,000	£181,820,000	£107,617,000	£112,480,000
Comparison v 08	8%	-2%	0%	7%	4%	5%	4%
Total business turnover	£362,495,000	£201,572,000	£102,996,000	£327,185,000	£401,837,000	£293,618,000	£295,054,000
GVA	£197,486,000	£110,317,000	£55,494,000	£178,572,000	£218,322,000	£158,111,000	£161,209,000
Total GVA							
Tourism as % of total							
Staying tourist supported employment							
Direct FTE employment	2,623	1,072	591	3,112	1,706	2,237	1,779
Indirect & induced FTE employment	1,097	512	158	756	940	580	789

Actual jobs	5,054	2,115	1,022	5,409	3,473	3,891	3,470
% of employment	9%	3%	3%	13%	3%	10%	6%
Day visitor supported employment							
Direct FTE employment	1,668	911	629	1,319	2,060	1,424	1,447
Indirect & induced FTE employment	406	264	105	197	763	233	380
Actual jobs	2,929	1,651	1,050	2,174	3,922	2,371	2,573
% of employment	5%	3%	3%	5%	3%	6%	4%

Torbay	Torrige	West Devon	Devon
967,000	218,000	254,000	5,050,000
94,500	18,200	25,500	441,000
1,061,500	236,200	279,500	5,491,000
-11%	-21%	6%	-4%
3,881,000	982,000	993,000	21,570,000
597,900	144,100	166,200	3,243,000
4,478,900	1,126,100	1,159,200	24,813,000
-9%	-17%	6%	0%
£220,433,000	£42,907,000	£51,968,000	£998,221,000
£35,941,000	£6,911,000	£9,196,000	£167,971,000
£256,374,000	£49,818,000	£61,164,000	£1,166,192,000
-13%	-22%	8%	-4%
2,537,000	1,170,000	1,104,000	21,112,000
1%	1%	0%	1%
£120,873,000	£50,098,000	£45,630,000	£962,510,000
9%	1%	1%	1%
£504,551,000	£118,705,000	£126,708,000	£3,058,840,000
£276,384,000	£64,218,000	£69,050,000	£1,482,905,000
			£15,821,000,000
			9%
4,366	928	1,116	18,229
1,799	215	258	10,991
8,423	1,590	1,919	38,920
15%	6%	9%	7%
1,767	788	727	12,546

ECONi 2009 data
devon, plym, torbay

404	109	99	4,329
3,080	1,289	1,189	23,516
6%	5%	5%	5%

Torbay	Torridge	West Devon	Devon
1,107,000	277,000	240,000	5,270,000
87,600	21,000	23,000	468,000
1,194,600	298,000	263,000	5,738,000
6%	12%	6%	9%
4,350,000	1,187,000	904,000	20,980,000
591,600	172,200	191,600	3,742,000
4,941,600	1,359,200	1,095,600	24,722,000
7%	12%	3%	8%
£258,462,000	£55,425,000	£47,606,000	£1,036,000,000
£35,617,000	£8,230,000	£9,095,000	£181,855,000
£294,079,000	£63,655,000	£56,701,000	£1,217,855,000
6%	15%	4%	9%
2,501,000	1,161,000	1,099,000	20,953,000
8%	2%	0%	5%
£110,579,000	£49,723,000	£45,377,000	£956,510,000
4%	2%	0%	4%
£557,071,000	£135,458,000	£121,539,000	£3,138,812,000
£305,294,000	£73,324,000	£66,167,000	£1,524,296,000
			£16,840,000,000
			9%
5,219	1,242	1,058	19,215
2,081	276	242	11,497

9,993	2,119	1,815	40,898
18%	7%	7%	8%

1,784	813	722	12,306
399	108	99	4,296

3,097	1,325	1,179	23,107
6%	5%	5%	4%