

## Paignton Tourism Summary 2012



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

- 362 thousand staying visitor trips
- 1.5 million day visits
- £138 million direct visitor spend
- £141 million total visitor related spend
- 3,900 actual jobs supported by visitor related spend

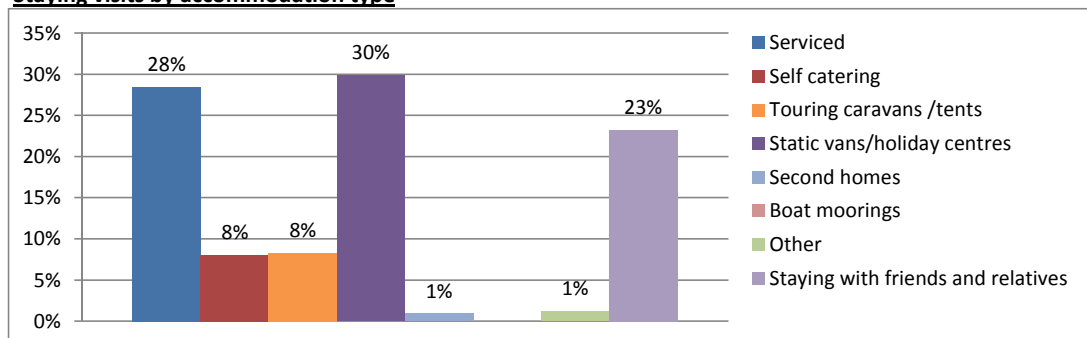
### Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	279,200	1,258,600	£61,455,700
Business	32,200	83,000	£13,276,000
Visits to friends and relatives	23,100	60,000	£5,122,400
Other	4,800	21,400	£1,911,800
Study	0	0	£0
<b>Total</b>	<b>339,200</b>	<b>1,423,000</b>	<b>£81,765,900</b>

Overseas visitors	Trips	Nights	Spend
Holiday	15,800	97,800	£6,261,500
Business	3,000	12,700	£1,174,300
Visits to friends and relatives	3,900	31,000	£1,255,900
Other	300	4,300	£286,600
Study	0	0	£0
<b>Total</b>	<b>23,100</b>	<b>145,800</b>	<b>£8,978,200</b>

All staying visitors	Trips	Nights	Spend
Holiday	295,000	1,356,400	£67,717,200
Business	35,200	95,700	£14,450,300
Visits to friends and relatives	27,000	91,000	£6,378,300
Other	5,100	25,700	£2,198,400
Study	0	0	£0
<b>Total</b>	<b>362,300</b>	<b>1,568,800</b>	<b>£90,744,100</b>

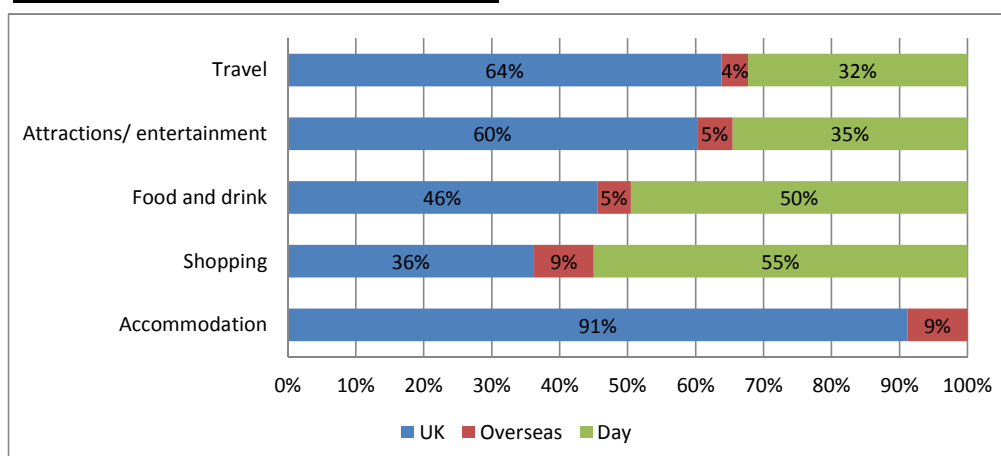
### Staying visits by accommodation type



### Tourism day visits by location

Day visits	Trips	Spend
Urban visits	817,000	£30,117,500
Countryside visits	38,500	£1,311,600
Coastal visits	603,700	£15,777,000
<b>Total</b>	<b>1,459,200</b>	<b>£47,206,100</b>

### Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£30,595,300	£2,943,100	£0	<b>£33,538,400</b>
Shopping	£9,935,000	£2,421,300	£15,083,300	<b>£27,439,600</b>
Food & Drink	£18,371,600	£2,006,800	£19,984,500	<b>£40,362,900</b>
Attractions/Entertainment	£8,381,200	£727,900	£4,808,600	<b>£13,917,700</b>
Travel	£14,482,700	£879,100	£7,329,700	<b>£22,691,500</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
	£336,400	£0	£2,694,800	<b>£3,031,200</b>

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

**£140,981,400**

### Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	605	7	<b>612</b>
Retailing	124	151	<b>275</b>
Catering	346	339	<b>686</b>
Attractions/entertainment	198	108	<b>306</b>
Transport	70	33	<b>103</b>
Arising from non trip spend	48	0	<b>48</b>
<b>Total Direct</b>	<b>1,391</b>	<b>639</b>	<b>2,030</b>

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

All employment related to visitor spending	FTE's	Actual
Direct	2,030	2,979
Indirect	512	656
Induced	344	297
<b>Total</b>	<b>2,885</b>	<b>3,931</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.