

Paignton Tourism Summary 2011



Paignton is situated on the English Riviera within Devon county with a population of 50,000.

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

Tourism key facts

- 364,200 staying visitor trips
- 1,111,500 day visits
- £121,725,800 direct visitor spend
- £124,478,300 total visitor related spend

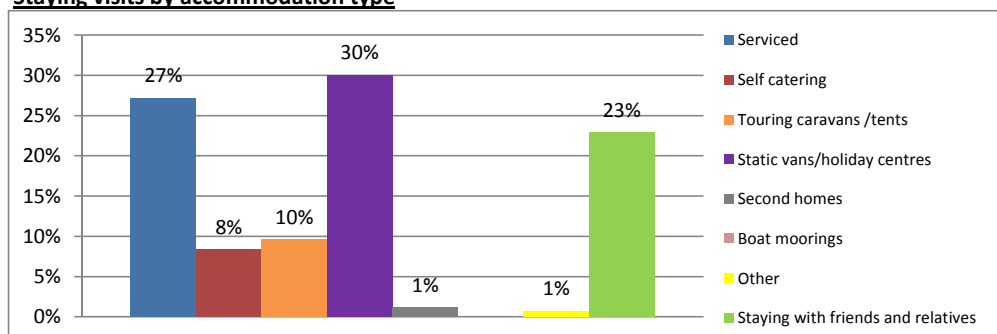
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	274,600	1,285,400	£60,785,100
Business	40,900	105,000	£3,860,400
Visits to friends and relatives	24,300	69,500	£4,975,100
Other	3,800	10,700	£942,800
Study	0	0	£0
Total	343,500	1,470,600	£70,563,300

Overseas visitors	Trips	Nights	Spend
Holiday	7,600	43,500	£2,912,900
Business	11,500	95,300	£3,510,800
Visits to friends and relatives	1,200	5,300	£500,400
Other	400	9,000	£392,400
Study	0	0	£0
Total	20,700	153,000	£7,316,500

All staying visitors	Trips	Nights	Spend
Holiday	282,200	1,328,900	£63,698,000
Business	52,400	200,300	£7,371,200
Visits to friends and relatives	25,500	74,800	£5,475,500
Other	4,200	19,700	£1,335,200
Study	0	0	£0
Total	364,200	1,623,600	£77,879,800

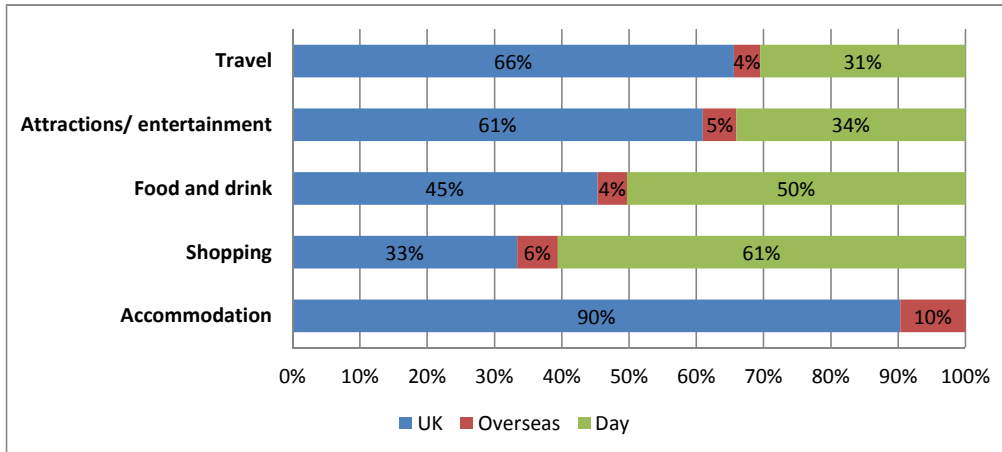
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	771,600	£35,343,200
Countryside visits	16,100	£294,400
Coastal visits	323,800	£8,208,400
Total	1,111,500	£43,846,000

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£26,013,500	£2,790,200	£0	£28,803,700
Shopping	£9,048,400	£1,646,400	£16,427,500	£27,122,300
Food & Drink	£15,777,300	£1,537,000	£17,518,700	£34,833,000
Attractions/ Entertainment	£7,749,900	£635,700	£4,325,000	£12,710,600
Travel	£11,974,300	£707,200	£5,574,800	£18,256,300

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
	£197,700	£0	£2,554,700	£2,752,500

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

£124,478,300

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	525	6	532
Retailing	106	163	269
Catering	275	279	554
Attractions/entertainment	167	90	257
Transport	56	25	81
Arising from non trip spend	44	0	44
Total Direct	1,174	562	1,736

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

All employment related to visitor spending	FTE's	Actual
Direct	1,736	2,547
Indirect	443	574
Induced	302	255
Total	2,482	3,377

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