

Torbay

Year	UK					
	Trips	Year on year change	Nights	Year on year change	Spend	
2005	1,421,000		6,090,000		£304,551,000	
2006	997,000	-30%	3,825,000	-37%	£198,846,000	
2007	1,192,000	20%	4,782,000	25%	£290,332,000	
2008	1,028,000	-14%	3,845,000	-20%	£236,634,000	
2009	1,107,000	8%	4,350,000	13%	£258,462,000	
2010	967,000	-13%	3,881,000	-11%	£220,433,000	
2011	992,000	3%	3,818,000	-2%	£218,577,000	
2012	997,000	1%	3,679,000	-4%	£250,699,000	
2013	1,027,000	3%	3,685,000	0%	£256,478,000	
2014	1,051,000	2%	3,806,000	3%	£260,605,000	
3 year rolling average	1,025,000		3,723,333		£255,927,333	

Year	OVERSEAS					
	Trips	Year on year change	Nights	Year on year change	Spend	
2005	105,300		824,300		£39,973,000	
2006	102,600	-3%	714,600	-13%	£33,144,000	
2007	104,200	2%	585,300	-18%	£31,773,000	
2008	101,100	-3%	788,100	35%	£40,594,000	
2009	87,600	-13%	591,600	-25%	£35,617,000	
2010	94,500	8%	597,900	1%	£35,941,000	
2011	82,000	-13%	609,400	2%	£35,456,000	
2012	97,800	19%	645,900	6%	£45,233,000	
2013	112,200	15%	728,200	13%	£49,548,000	
2014	97,200	-13%	525,200	-28%	£38,251,000	
3 year rolling average	102,400		633,100		£44,344,000	

Year	DAY VISTS					
	Trips	Year on year change	Spend	Year on year change		
2005	2,189,000		£91,651,000			
2006	2,301,000	5%	£97,720,000	7%		
2007	2,329,000	1%	£101,489,000	4%		
2008	2,317,000	-1%	£105,948,000	4%		
2009	2,501,000	8%	£110,579,000	4%		

2010	2,537,000	1%	£120,873,000	9%
2011	3,375,000	33%	£110,680,000	-8%
2012	3,761,000	11%	£122,463,000	11%
2013	3,589,000	-5%	£128,359,000	5%
2014	3,461,000	-4%	£124,725,000	-3%
3 year rolling average	3,603,667		£125,182,333	

METHODOLOGY (

KEY POINTS SUMMARY

TOTAL VALUE OF TOURISM £433,473,000

TOTAL EMPLOYMENT (ACTUAL) 11,627

DIRECT EMPLOYMENT (ACTUAL) 8,688

INDIRECT/INDUCED EMPLOYMENT (ACTUAL) 2,939

TOTAL EMPLOYMENT (FTE's) 8,504

DIRECT EMPLOYMENT (FTE's) 5,926

INDIRECT/INDUCED EMPLOYMENT (FTE's) 2,578

% OF ALL EMPLOYMENT 21%

ESTIMATED GVA £311,436,000

TOTAL TOURISM SUPPORTED BUSINESS TU £568,453,000

UK STAYING VISITORS

Average nights per trip 3.62

Average spend per trip £247.96

Average spend per night £68.47

OVERSEAS STAYING VISITORS

Average nights per trip 5.40

Average spend per trip £393.53

Average spend per night £72.83

NOTES

Staying plus day visitor spend plus other tourism related spend

Estimated actual jobs regardless of whether full or part time.

Full time equivalent jobs

Tourism employment as a % of all employment in area.

Gross Value Added - Gross value added is the difference between output and interme

Business turnover arises as a result of tourist spending, from the purchase of supplies and as a result of the spending of wages in businesses by employees whose jobs are c

DAY VISITS

Average spend per trip

£36.04

Year on year change

- 35%
- 46%
- 18%
- 9%
- 15%
- 1%
- 15%
- 2%
- 2%

Year on year change

- 17%
- 4%
- 28%
- 12%
- 1%
- 1%
- 28%
- 10%
- 23%

CHANGE IN THIS YEAR - NOT COMPARABLE WITH PREVIOUS YEARS

mediate consumption for any given sector/industry. That is the difference between the value of goods and services produced and the cost of raw materials and other and services locally by businesses in receipt of visitor spending directly or indirectly supported by tourism spending.

inputs which are used up in production.