

Torbay

Year	UK	Trips	Year on year change
	2005	1,421,000	
	2006	997,000	-30%
	2007	1,192,000	20%
	2008	1,028,000	-14%
	2009	1,107,000	8%
	2010	967,000	-13%
3 year rolling average		1,034,000	

Year	OVERSEAS	Trips	Year on year change
	2005	105,300	
	2006	102,600	-3%
	2007	104,200	2%
	2008	101,100	-3%
	2009	87,600	-13%
	2010	94,500	8%
3 year rolling average		94,400	

Year	DAY VISTS	Trips	Year on year change
	2005	2,189,000	
	2006	2,301,000	5%
	2007	2,329,000	1%
	2008	2,317,000	-1%
	2009	2,501,000	8%
	2010	2,537,000	1%
3 year rolling average		2,451,667	

KEY POINTS SUMMARY

TOTAL VALUE OF TOURISM	£388,539,000	NOTES Staying plus day visitor :
TOTAL EMPLOYMENT (ACTUAL)	11,503	Estimated actual jobs re
DIRECT EMPLOYMENT (ACTUAL)	8,992	
INDIRECT/INDUCED EMPLOYMENT (ACTUAL)	2,511	
TOTAL EMPLOYMENT (FTE's)	8,336	Full time equivalent jobs
DIRECT EMPLOYMENT (FTE's)	6,134	
INDIRECT/INDUCED EMPLOYMENT (FTE's)	2,203	
% OF ALL EMPLOYMENT	21%	Tourism employment as
ESTIMATED GVA	£276,384,000	Gross Value Added - G
TOTAL TOURISM SUPPORTED BUSINESS TURNOVER	£504,551,000	Business turnover arise: and as a result of the sp

UK STAYING VISITORS

Average nights per trip	4.01
Average spend per trip	£227.96
Average spend per night	£56.80

OVERSEAS STAYING VISITORS

Average nights per trip	6.33
Average spend per trip	£380.33
Average spend per night	£60.11

DAY VISITS

Average spend per trip	£47.64
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Nights	Year on year change	Spend	Year on year change
6,090,000		£304,551,000	
3,825,000	-37%	£198,846,000	-35%
4,782,000	25%	£290,332,000	46%
3,845,000	-20%	£236,634,000	-18%
4,350,000	13%	£258,462,000	9%
3,881,000	-11%	£220,433,000	-15%
4,025,333		£238,509,667	

Nights	Year on year change	Spend	Year on year change
824,300		£39,973,000	
714,600	-13%	£33,144,000	-17%
585,300	-18%	£31,773,000	-4%
788,100	35%	£40,594,000	28%
591,600	-25%	£35,617,000	-12%
597,900	1%	£35,941,000	1%
659,200		£37,384,000	

Spend	Year on year change
£91,651,000	
£97,720,000	7%
£101,489,000	4%
£105,948,000	4%
£110,579,000	4%
£120,873,000	9%
£112,466,667	

spend plus other tourism related spend

regardless of whether full or part time.

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; a % of all employment in area.

Gross value added is the difference between output and intermediate consumption for any given sector/industry

as a result of tourist spending, from the purchase of supplies and services locally by businesses in receipt of spending on wages in businesses by employees whose jobs are directly or indirectly supported by tourism spending

try. That is the difference between the value of goods and services produced and the cost of raw materi.

of visitor spending
nding.

als and other inputs which are used up in production.