

**TORBAY – OFFICIAL TOURISM STATISTICS**  
**TREND FROM 2010 – 2014**

Measure	2010	2011	2012	2013	2014	% Growth Over Last 5 Years
Staying Visitor Trips	1,061,500	1,074,000	1,094,800	1,139,200	1,148,200	7.6% growth
Staying Visitor Nights (Duration of stay)	4,478,900	4,427,400	4,324,900	4,413,200	4,331,200	3.3 % decline
Staying Visitor Spend	256,374,000	254,033,000	295,932,00	306,026,000	298,856,000	14.3% growth
Day Visits	2,537,000	2,930,000	3,761,000	3,589,000	3,461,000	26.7% growth
Day Visitor Spend	120,873,000	116,480,000	122,463,000	128,359,000	124,725,000	3.1% growth
Direct Visitor Spend	377,247,000	370,513,000	418,395,000	434,385,000	423,581,000	11% growth
Other Related Spend	11,292,000	11,650,000	13,151,000	9,892,000	10,376,000	Fluctuating
<b>Total Visitor Related Spend</b>	388,539,000	382,163,000	431,546,000	444,761,000	433,473,000	10.4% growth
Estimated Actual Employment	11,503	10,498	12,075	12,657	11,627	1.1%
FTE Employment	8,336	7,642	8,821	9,234	8,504	2%
Proportion of all Employment	21%	18%	21%	22%	21%	Maintained

Source; South West Research Company – Cambridge Model