

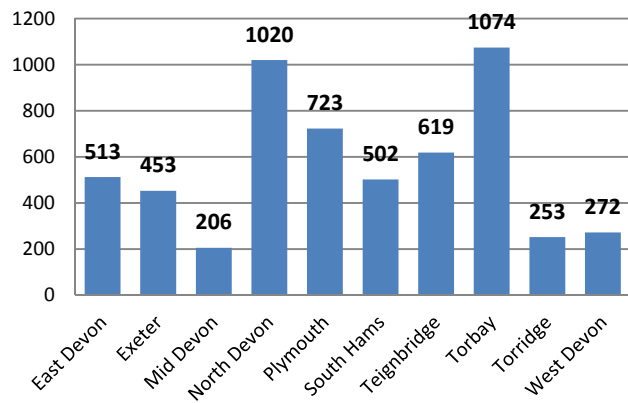
# Value of Tourism 2011

## Torbay

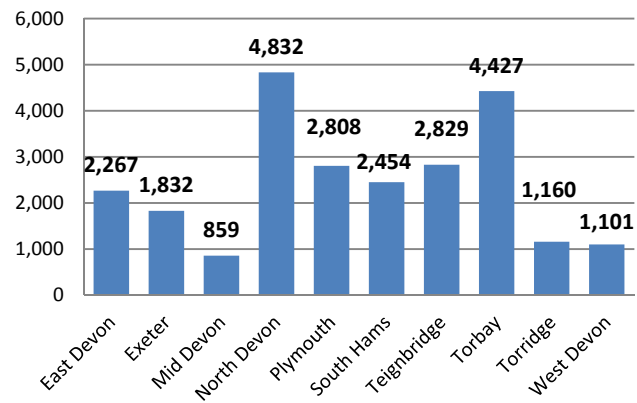
| Key Facts    |                              |
|--------------|------------------------------|
| 1,074,000    | Staying visitor trips        |
| 4,427,400    | Staying visitor nights       |
| £254,033,000 | Staying visitor spend        |
| 2,930,000    | Day visits                   |
| £116,480,000 | Day visitor spend            |
| £370,513,000 | Direct visitor spend         |
| £11,650,000  | Other related spend          |
| £382,163,000 | TOTAL VISITOR RELATED SPEND  |
| 10,498       | Estimated actual employment  |
| 7,642        | FTE employment               |
| 18%          | Proportion of all employment |

# Torbay - Staying visits in the county context

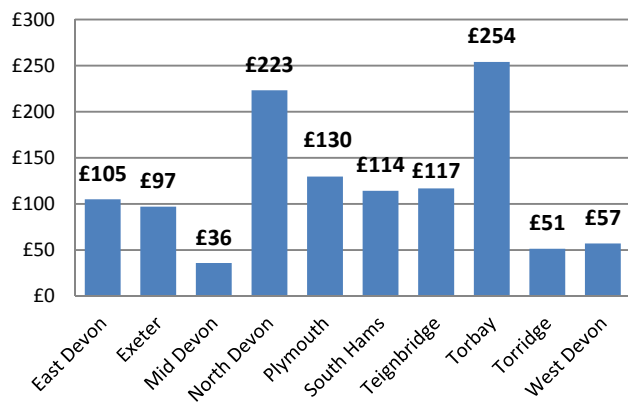
All staying trips (000's)



All staying nights (000's)



All staying spend (millions)



| Area        | Domestic trips (000's) | Overseas trips (000's) | Domestic nights (000's) | Overseas nights (000's) | Domestic spend (millions) | Overseas spend (millions) |
|-------------|------------------------|------------------------|-------------------------|-------------------------|---------------------------|---------------------------|
| East Devon  | 472                    | 41                     | 1,880                   | 387                     | 472                       | 41                        |
| Exeter      | 402                    | 51                     | 1,286                   | 546                     | 402                       | 51                        |
| Mid Devon   | 189                    | 17                     | 703                     | 156                     | 189                       | 17                        |
| North Devon | 966                    | 54                     | 4,440                   | 392                     | 966                       | 54                        |
| Plymouth    | 653                    | 70                     | 2,142                   | 666                     | 653                       | 70                        |
| South Hams  | 467                    | 35                     | 2,132                   | 322                     | 467                       | 35                        |
| Teignbridge | 583                    | 36                     | 2,519                   | 310                     | 583                       | 36                        |
| Torbay      | 992                    | 82                     | 3,818                   | 609                     | 992                       | 82                        |
| Torrige     | 235                    | 18                     | 997                     | 163                     | 235                       | 18                        |
| West Devon  | 250                    | 22                     | 933                     | 168                     | 250                       | 22                        |

## Torbay - Staying visits by accommodation type

| Domestic tourists                  | Trips   | Nights    | Spend        |
|------------------------------------|---------|-----------|--------------|
| Serviced                           | 444,000 | 1,242,000 | £112,891,000 |
| Self catering                      | 96,000  | 609,000   | £36,149,000  |
| Touring caravans /tents            | 33,000  | 175,000   | £5,250,000   |
| Static vans/holiday centres        | 188,000 | 965,000   | £39,618,000  |
| Group/campus                       | 2,000   | 5,000     | £345,000     |
| Paying guest in private homes      | 0       | 0         | £0           |
| Second homes                       | 11,000  | 60,000    | £2,011,000   |
| Boat moorings                      | 7,000   | 17,000    | £1,410,000   |
| Other                              | 6,000   | 24,000    | £463,000     |
| Staying with friends and relatives | 205,000 | 721,000   | £20,440,000  |
| Total                              | 992,000 | 3,818,000 | £218,577,000 |

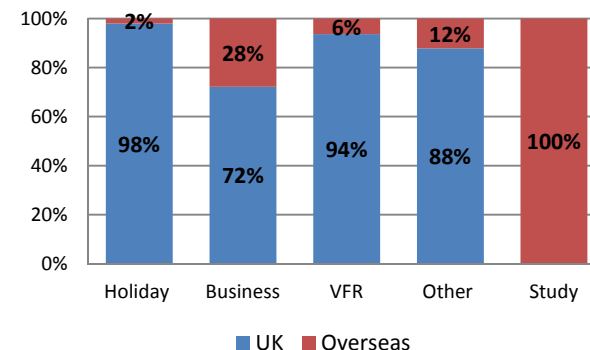
| Overseas tourists                  | Trips  | Nights  | Spend       |
|------------------------------------|--------|---------|-------------|
| Serviced                           | 46,200 | 176,600 | £14,763,000 |
| Self catering                      | 4,600  | 53,800  | £2,670,000  |
| Touring caravans /tents            | 2,000  | 12,900  | £415,000    |
| Static vans/holiday centres        | 500    | 3,200   | £195,000    |
| Group/campus                       | 400    | 6,100   | £392,000    |
| Paying guest in private homes      | 7,700  | 124,700 | £8,968,000  |
| Second homes                       | 500    | 10,200  | £672,000    |
| Boat moorings                      | 0      | 0       | £0          |
| Other                              | 1,100  | 18,100  | £846,000    |
| Staying with friends and relatives | 19,000 | 203,700 | £6,536,000  |
| Total                              | 82,000 | 609,400 | £35,456,000 |

# Torbay - Staying visits by purpose

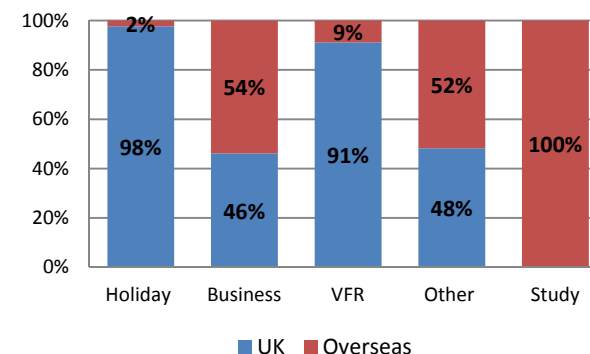
| Domestic tourists               | Trips          | Nights           | Spend               |
|---------------------------------|----------------|------------------|---------------------|
| Holiday                         | 753,000        | 3,231,000        | £181,778,000        |
| Business                        | 141,000        | 332,000          | £14,528,000         |
| Visits to friends and relatives | 84,000         | 220,000          | £18,723,000         |
| Other                           | 13,000         | 34,000           | £3,548,000          |
| Study                           | 0              | 0                | £0                  |
| <b>Total</b>                    | <b>992,000</b> | <b>3,818,000</b> | <b>£218,577,000</b> |

| Overseas tourists               | Trips         | Nights         | Spend              |
|---------------------------------|---------------|----------------|--------------------|
| Holiday                         | 15,700        | 76,700         | £5,862,000         |
| Business                        | 54,300        | 387,900        | £16,292,000        |
| Visits to friends and relatives | 5,700         | 21,500         | £2,322,000         |
| Other                           | 1,800         | 36,500         | £1,821,000         |
| Study                           | 4,400         | 86,900         | £9,158,000         |
| <b>Total</b>                    | <b>82,000</b> | <b>609,400</b> | <b>£35,456,000</b> |

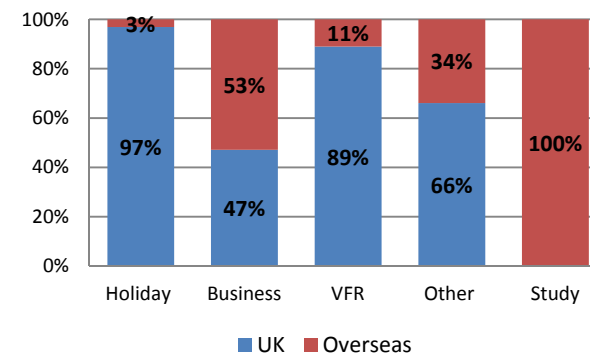
Trips



Nights

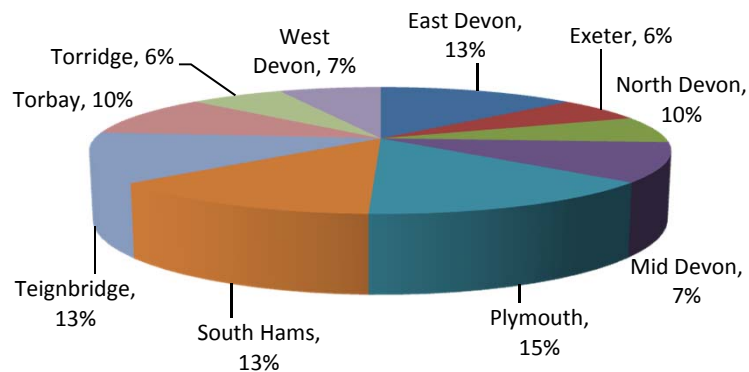


Spend

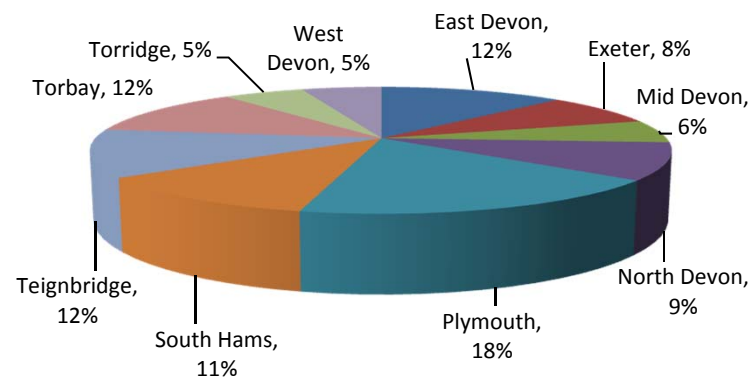


# Torbay - Day visits in the county context

All day visits



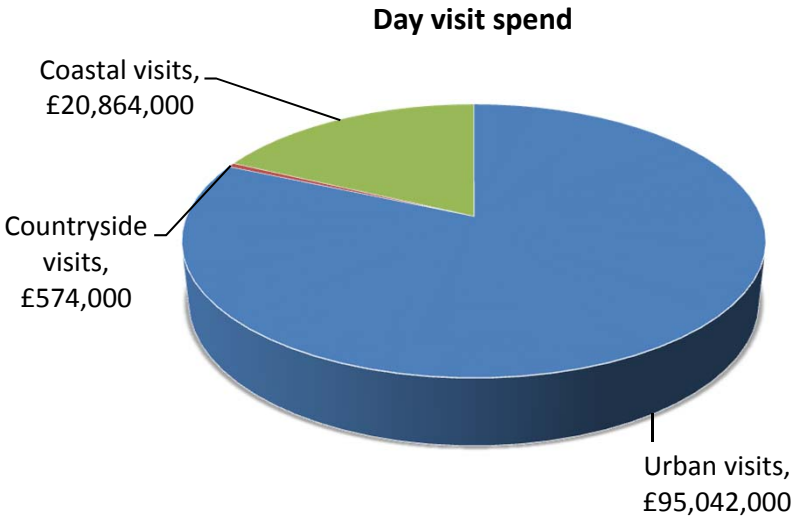
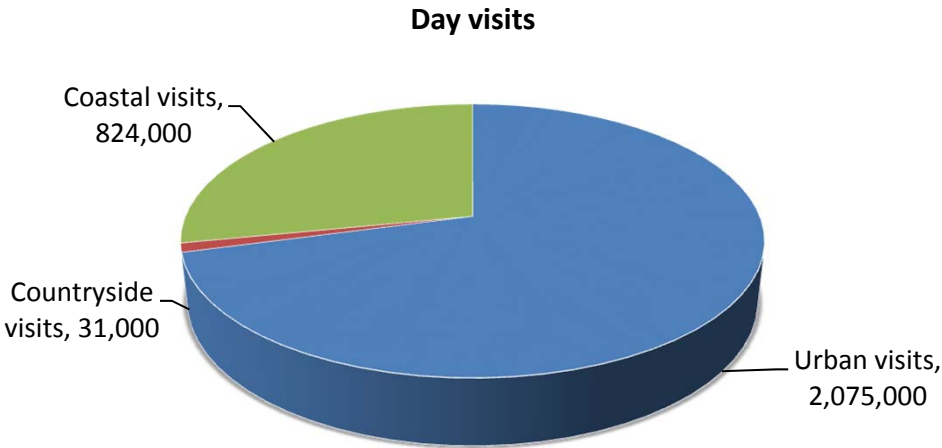
All day visit spend



| Area        | Day visits (millions) | Day visit spend (millions) |
|-------------|-----------------------|----------------------------|
| East Devon  | 3.8                   | £120.4                     |
| Exeter      | 1.7                   | £77.6                      |
| Mid Devon   | 1.9                   | £56.2                      |
| North Devon | 2.8                   | £92.0                      |
| Plymouth    | 4.1                   | £177.8                     |
| South Hams  | 3.8                   | £111.6                     |
| Teignbridge | 3.6                   | £118.0                     |
| Torbay      | 2.9                   | £116.5                     |
| Torridge    | 1.8                   | £52.7                      |
| West Devon  | 1.9                   | £52.2                      |

# Torbay - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 2,930,000        | £116,480,000          |



## Torbay – Direct visitor expenditure by category



### Accommodation

- UK staying visitors £79,854,000
- Overseas staying visitors £12,778,000



### Shopping

- UK staying visitors £27,944,000
- Overseas staying visitors £8,540,000
- Day visitors £44,012,000



### Food & drink

- UK staying visitors £49,195,000
- Overseas staying visitors £6,656,000
- Day visitors £46,380,000



### Attractions/entertainment

- UK staying visitors £23,930,000
- Overseas staying visitors £4,421,000
- Day visitors £11,463,000



### Travel

- UK staying visitors £37,655,000
- Overseas staying visitors £3,060,000
- Day visitors £14,624,000

## Torbay – Other visitor related expenditure by category

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Second Homes  
£532,000



Boats  
£2,190,000



Visiting friends and relatives (non-visitor spend)  
£8,928,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.



# Torbay – Tourism related employment

## Estimated actual employment



## Full time equivalent employment (FTE's)



| Direct employment in businesses in receipt of visitor expenditure (FTE's) | Staying visitor related | Day visitor related | Total        |
|---|-------------------------|---------------------|--------------|
| Accommodation   | 1,739                   | 17                  | 1,756        |
| Retailing   | 372                     | 449                 | 821          |
| Catering  | 914                     | 759                 | 1,673        |
| Attractions/entertainment   | 580                     | 245                 | 825          |
| Transport   | 187                     | 67                  | 254          |
| Arising from non trip spend   | 185                     | 0                   | 185          |
| <b>Total Direct</b>   | <b>3,976</b>            | <b>1,537</b>        | <b>5,513</b> |