

Torquay Tourism Summary 2012



Torquay is situated on the south coast of Devon on the English Riviera. It has a population of approximately 65,000.

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

Tourism key facts

- 605 thousand staying visitor trips
- 1.8 million day visits
- £231.2 million direct visitor spend
- £240 million total visitor related spend
- 6,700 actual jobs supported by visitor related spend

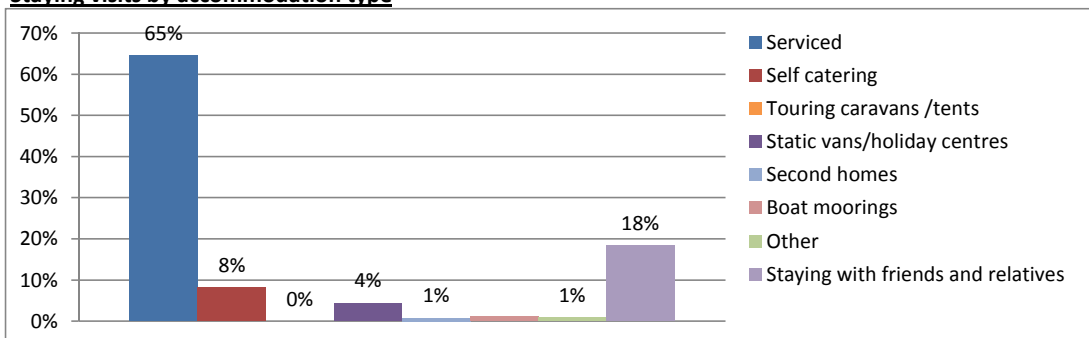
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	395,100	1,421,700	£89,373,900
Business	75,500	155,500	£32,029,100
Visits to friends and relatives	54,100	112,400	£12,358,100
Other	11,400	40,100	£4,612,400
Study	0	0	£0
Total	536,100	1,729,800	£138,373,500

Overseas visitors	Trips	Nights	Spend
Holiday	34,100	165,800	£13,550,000
Business	10,800	35,700	£4,213,200
Visits to friends and relatives	17,200	108,200	£5,600,900
Other	1,400	14,900	£1,278,200
Study	5,400	132,200	£9,235,600
Total	68,900	456,800	£33,878,000

All staying visitors	Trips	Nights	Spend
Holiday	429,200	1,587,500	£102,923,900
Business	86,300	191,200	£36,242,300
Visits to friends and relatives	71,300	220,600	£17,959,000
Other	12,800	55,000	£5,890,600
Study	5,400	132,200	£9,235,600
Total	605,000	2,186,600	£172,251,500

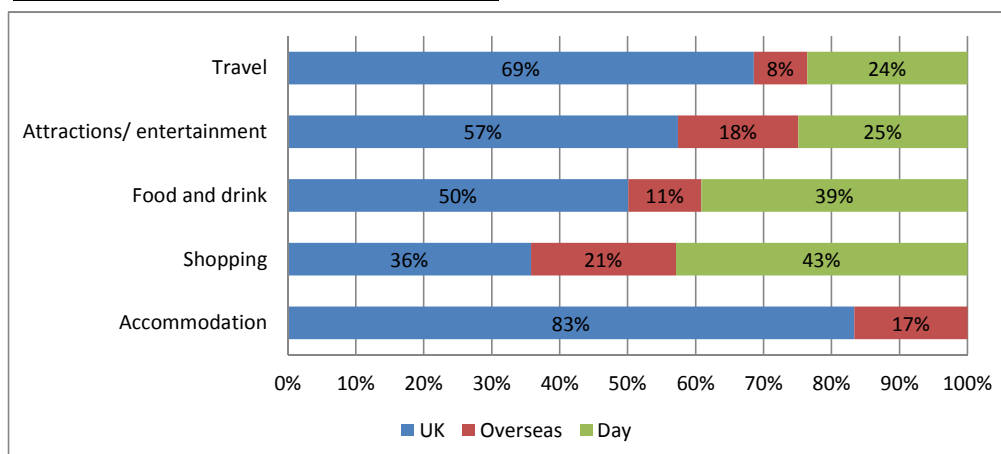
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	1,083,700	£39,948,700
Countryside visits	22,800	£777,100
Coastal visits	696,900	£18,213,900
Total	1,803,400	£58,939,700

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£51,193,600	£10,233,200	£0	£61,426,800
Shopping	£16,311,200	£9,710,000	£19,551,200	£45,572,400
Food & Drink	£31,559,800	£6,767,700	£24,650,800	£62,978,300
Attractions/Entertainment	£13,656,400	£4,210,700	£5,917,100	£23,784,200
Travel	£25,652,600	£2,956,400	£8,820,700	£37,429,700

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
	£446,100	£1,220,000	£7,138,000	£8,804,100

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

£239,995,300

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	1,108	9	1,117
Retailing	261	196	457
Catering	651	419	1,070
Attractions/entertainment	388	133	522
Transport	130	40	170
Arising from non trip spend	140	0	140
Total Direct	2,678	797	3,475

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

All employment related to visitor spending	FTE's	Actual
Direct	3,475	5,078
Indirect	917	1,135
Induced	550	510
Total	4,942	6,722

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.