

## Torquay Tourism Summary 2011



Torquay is situated on the English Riviera within Devon county with a population of 66,000.

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

### Tourism key facts

- 585,600 staying visitor trips
- 1,434,000 day visits
- £205,822,300 direct visitor spend
- £213,363,100 total visitor related spend

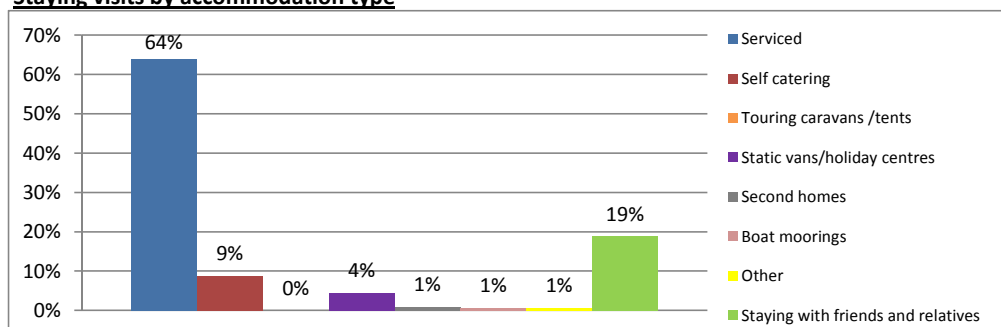
### Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	371,700	1,450,800	£96,372,800
Business	93,600	200,400	£10,355,500
Visits to friends and relatives	55,700	132,800	£13,345,700
Other	8,600	20,500	£2,529,000
Study	0	0	£0
<b>Total</b>	<b>529,700</b>	<b>1,804,500</b>	<b>£122,603,000</b>

Overseas visitors	Trips	Nights	Spend
Holiday	9,500	45,300	£3,788,400
Business	37,100	257,300	£11,826,600
Visits to friends and relatives	4,800	17,700	£2,095,200
Other	1,500	30,100	£1,643,100
Study	3,000	57,600	£6,647,900
<b>Total</b>	<b>55,900</b>	<b>408,000</b>	<b>£26,001,200</b>

All staying visitors	Trips	Nights	Spend
Holiday	381,200	1,496,100	£100,161,200
Business	130,700	457,700	£22,182,100
Visits to friends and relatives	60,500	150,500	£15,440,900
Other	10,100	50,600	£4,172,100
Study	3,000	57,600	£6,647,900
<b>Total</b>	<b>585,600</b>	<b>2,212,500</b>	<b>£148,604,200</b>

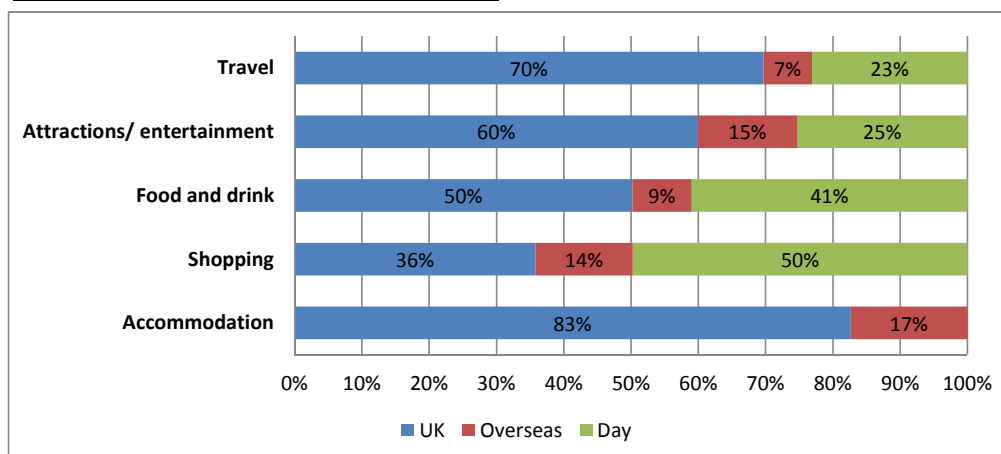
### Staying visits by accommodation type



### Tourism day visits by location

Day visits	Trips	Spend
Urban visits	1,023,500	£46,879,800
Countryside visits	9,500	£174,400
Coastal visits	401,000	£10,163,800
<b>Total</b>	<b>1,434,000</b>	<b>£57,218,000</b>

### Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£44,169,000	£9,271,300	£0	<b>£53,440,300</b>
Shopping	£15,601,400	£6,311,800	£21,675,900	<b>£43,589,100</b>
Food & Drink	£27,871,300	£4,876,100	£22,760,500	<b>£55,507,900</b>
Attractions/ Entertainment	£13,357,000	£3,300,200	£5,621,000	<b>£22,278,200</b>
Travel	£21,604,400	£2,241,900	£7,160,700	<b>£31,007,000</b>

### 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
	£262,300	£1,220,000	£6,058,700	<b>£7,540,900</b>

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

**£213,363,100**

### Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	975	8	<b>983</b>
Retailing	217	215	<b>432</b>
Catering	521	362	<b>883</b>
Attractions/entertainment	331	117	<b>448</b>
Transport	106	32	<b>138</b>
Arising from non trip spend	120	0	<b>120</b>
<b>Total Direct</b>	<b>2,270</b>	<b>734</b>	<b>3,004</b>

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

All employment related to visitor spending	FTE's	Actual
Direct	3,004	4,390
Indirect	803	1,005
Induced	490	443
<b>Total</b>	<b>4,297</b>	<b>5,838</b>

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.



For further information please contact [info@tswrc.co.uk](mailto:info@tswrc.co.uk)