

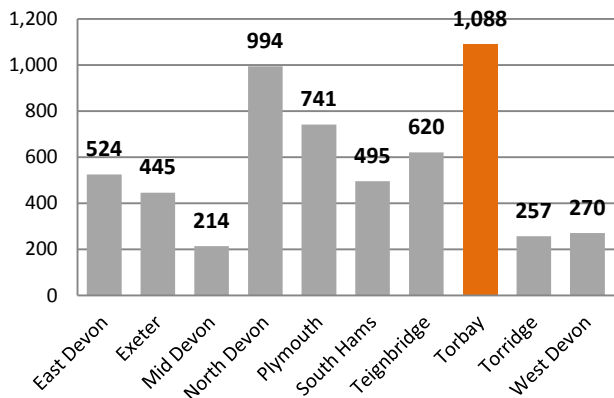
Value of Tourism 2012

Torbay

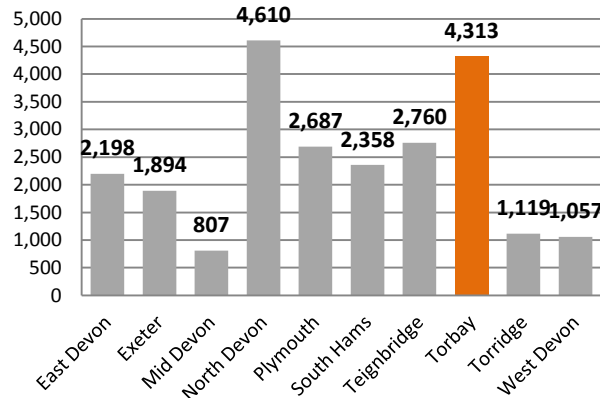
Key Facts	
1,088,000	Staying visitor trips
4,313,300	Staying visitor nights
£294,124,000	Staying visitor spend
3,761,000	Day visits
£122,463,000	Day visitor spend
£416,587,000	Direct visitor spend
£11,283,000	Other related spend
£427,870,000	TOTAL VISITOR RELATED SPEND
12,020	Estimated actual employment
8,776	FTE employment
21%	Proportion of all employment

Torbay - Staying visits in the county context

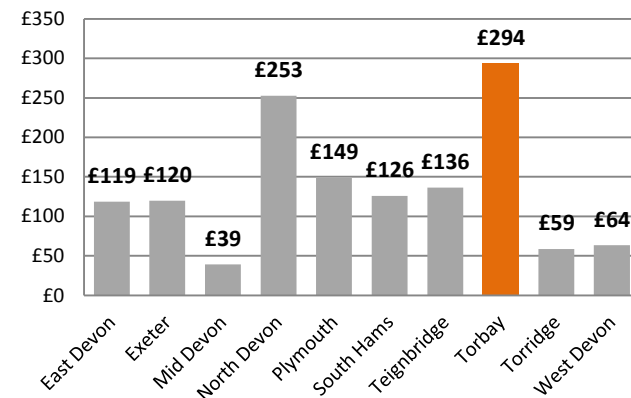
All staying trips (000's)



All staying nights (000's)



All staying spend (£mn)



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	485	39	1,843	355	£99	£20
Exeter	400	45	1,239	655	£81	£39
Mid Devon	198	16	678	129	£33	£6
North Devon	961	33	4,325	285	£239	£13
Plymouth	678	63	2,041	646	£114	£34
South Hams	466	29	2,074	284	£110	£16
Teignbridge	589	31	2,502	258	£124	£12
Torbay	991	97	3,672	641	£249	£45
Torridge	241	16	982	137	£52	£7
West Devon	251	19	896	161	£54	£9

Torbay - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	432,000	1,164,000	£122,835,000
Self catering	93,000	546,000	£38,975,000
Touring caravans /tents	29,000	164,000	£5,429,000
Static vans/holiday centres	188,000	994,000	£52,524,000
Group/campus	2,000	6,000	£658,000
Paying guest in private homes	0	0	£0
Second homes	11,000	84,000	£1,907,000
Boat moorings	13,000	18,000	£3,067,000
Other	11,000	32,000	£1,097,000
Staying with friends and relatives	211,000	663,000	£22,795,000
Total	991,000	3,672,000	£249,286,000

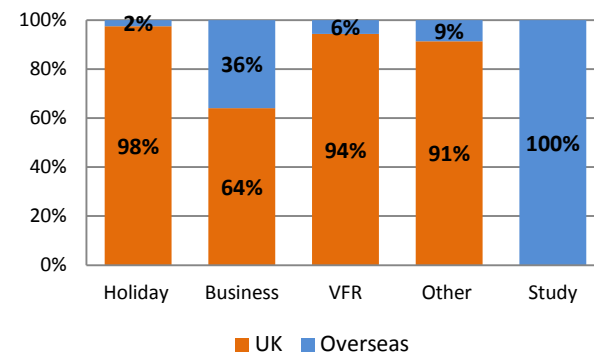
Overseas tourists	Trips	Nights	Spend
Serviced	63,000	232,200	£23,404,000
Self catering	4,100	40,000	£2,421,000
Touring caravans /tents	1,100	10,200	£356,000
Static vans/holiday centres	1,200	10,000	£400,000
Group/campus	400	10,800	£683,000
Paying guest in private homes	7,700	149,500	£9,845,000
Second homes	500	10,000	£873,000
Boat moorings	0	0	£0
Other	700	2,500	£82,000
Staying with friends and relatives	18,300	176,300	£6,774,000
Total	97,000	641,300	£44,838,000

Torbay - Staying visits by purpose

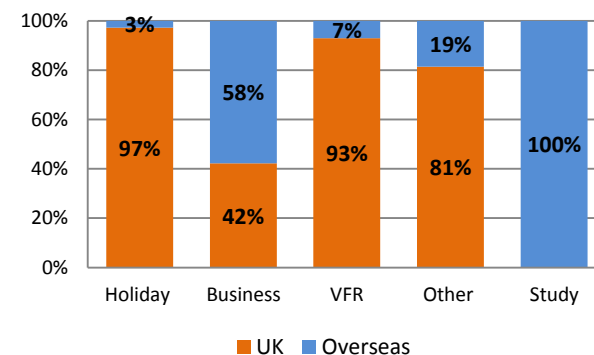
Domestic tourists	Trips	Nights	Spend
Holiday	781,000	3,156,000	£176,137,000
Business	113,000	261,000	£47,815,000
Visits to friends and relatives	81,000	188,000	£18,449,000
Other	17,000	67,000	£6,885,000
Study	0	0	£0
Total	991,000	3,672,000	£249,286,000

Overseas tourists	Trips	Nights	Spend
Holiday	19,700	86,500	£7,859,000
Business	63,200	356,300	£20,514,000
Visits to friends and relatives	4,800	14,200	£1,871,000
Other	1,600	15,300	£1,462,000
Study	7,600	169,000	£13,131,000
Total	97,000	641,300	£44,838,000

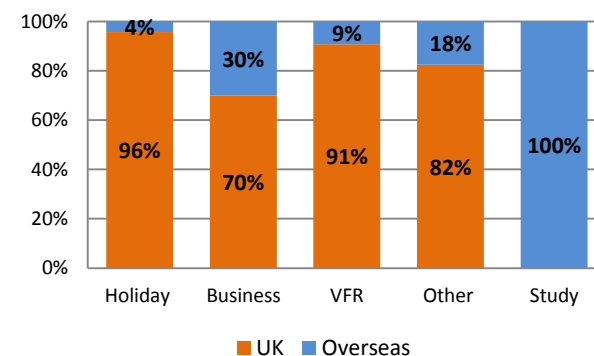
Trips



Nights

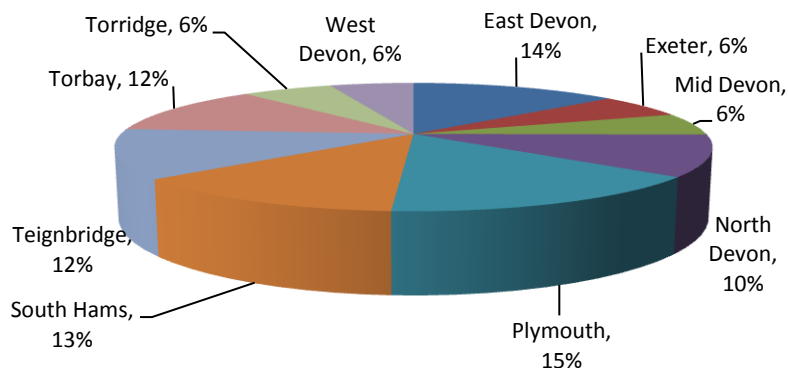


Spend

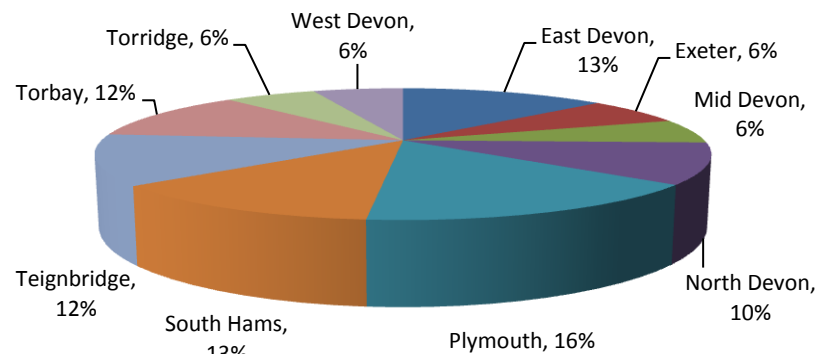


Torbay - Day visits in the county context

All day visits



All day visit spend

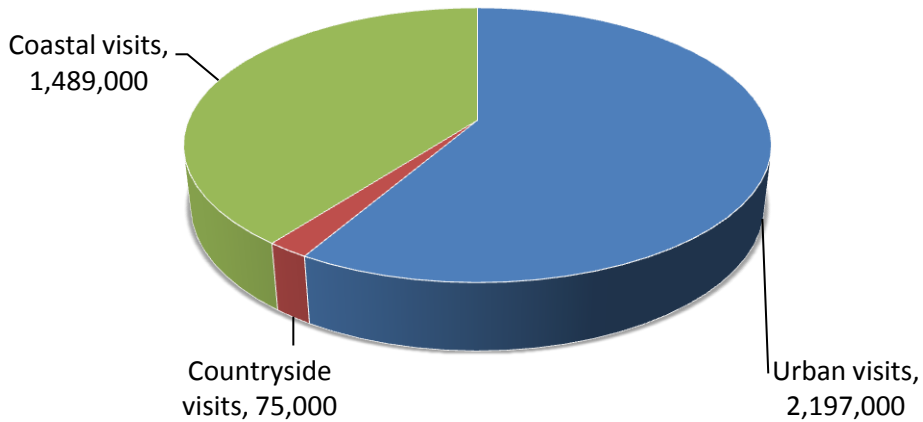


Area	Day visits	Day visit spend
East Devon	4.2	£136.9
Exeter	1.8	£66.9
Mid Devon	1.7	£61.1
North Devon	3.2	£104.1
Plymouth	4.7	£165.5
South Hams	4.0	£130.5
Teignbridge	3.8	£128.6
Torbay	3.8	£122.5
Torridge	1.8	£61.0
West Devon	1.7	£59.9

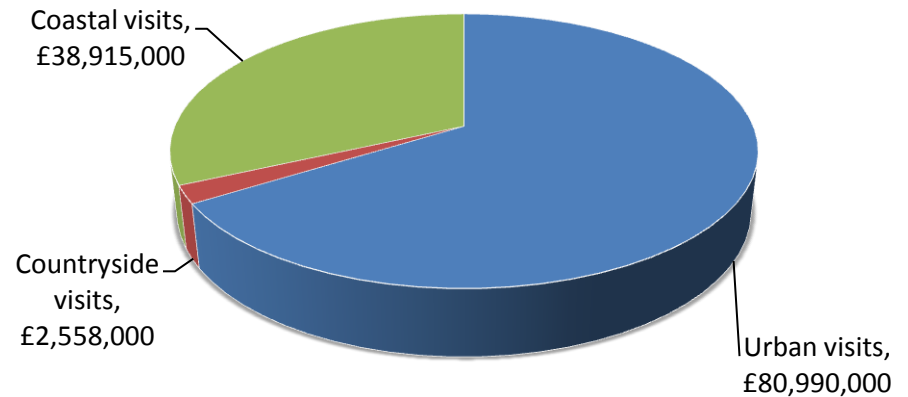
Torbay - Day visits by location

Total day visits	Total day visit spend
3,761,000	£122,463,000

Day visits



Day visit spend



Torbay – Direct visitor expenditure by category



Accommodation

- UK staying visitors £92,831,000
- Overseas staying visitors £16,279,000



Shopping

- UK staying visitors £29,904,000
- Overseas staying visitors £10,790,000
- Day visitors £40,024,000



Food & drink

- UK staying visitors £56,371,000
- Overseas staying visitors £8,320,000
- Day visitors £51,466,000



Attractions/entertainment

- UK staying visitors £25,148,000
- Overseas staying visitors £5,630,000
- Day visitors £12,384,000



Travel

- UK staying visitors £45,032,000
- Overseas staying visitors £3,820,000
- Day visitors £18,589,000

Torbay – Other visitor related expenditure by category



Second Homes

£532,000



Boats

£2,190,000



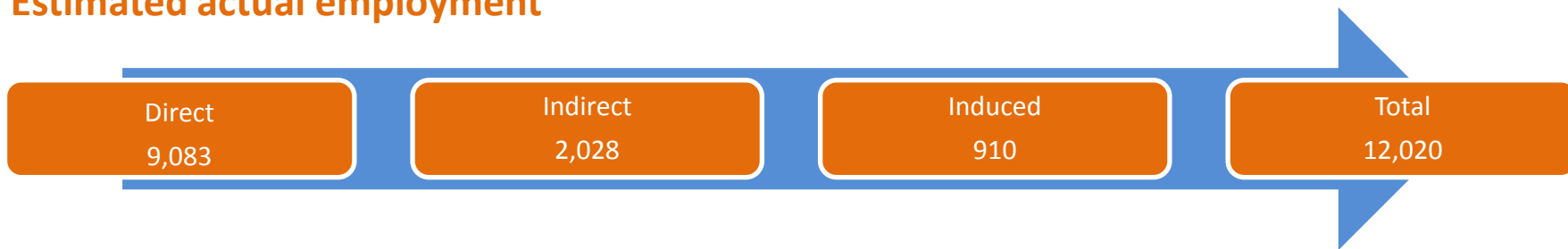
Visiting friends and relatives (non-visitor spend)

£8,561,000

- 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	1,968	18	1,986
Retailing	408	401	809
Catering	1,099	874	1,973
Attractions/entertainment	668	279	947
Transport	222	85	307
Arising from non trip spend	179	0	179
Total Direct	4,543	1,657	6,200