

4.3 Devon

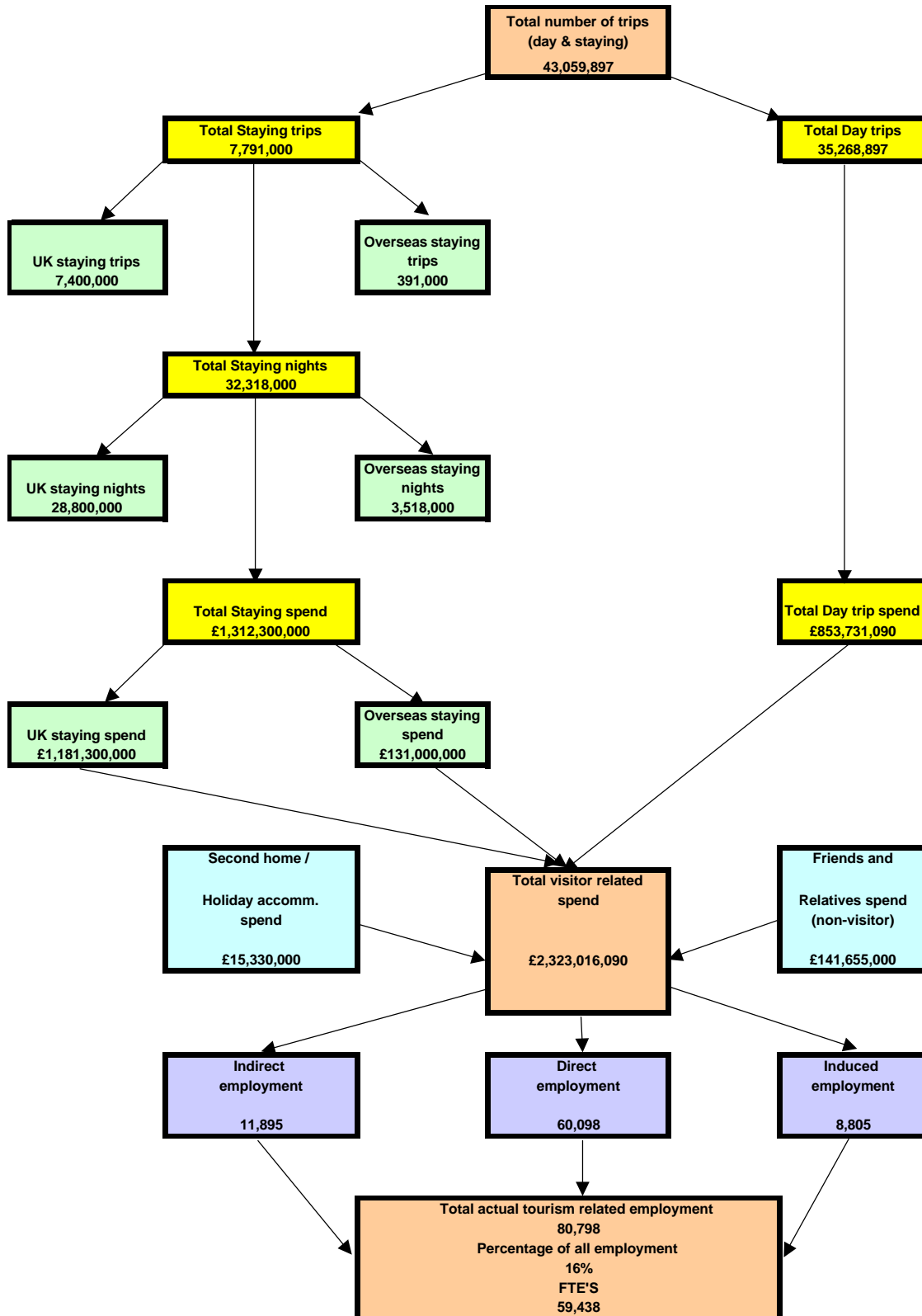
No single image can succinctly capture the essence of Devon. Elegant coastal towns contrast sharply with the dramatic landscape of Dartmoor, while the northern coastline can be rugged and bracing compared to the southern coastline, which enjoys some of the mildest weather in the country.

Without doubt, Devon's natural heritage is one of its most important attributes and along its 300 mile coastline it has 9 Blue Flag beaches (more than any other county in the country) and includes the Dorset and East Devon World Heritage Site. Moreover, Braunton Burrows has recently been designated as Britain's first UNESCO (United Nations Educational, Scientific and Cultural Organisation) Biosphere Reserve, joining a network of 411 reserves worldwide. It is considered of international importance because of the diversity and abundance of rare plants and its continuous human use from ancient times. It features dunes rising to 100 feet and is home to over 480 different species of flora - famous for their rarity, diversity and profusion. The reserve also encompasses a large section of the estuary of the rivers Taw and Torridge, Braunton Marsh and Braunton Great Field.

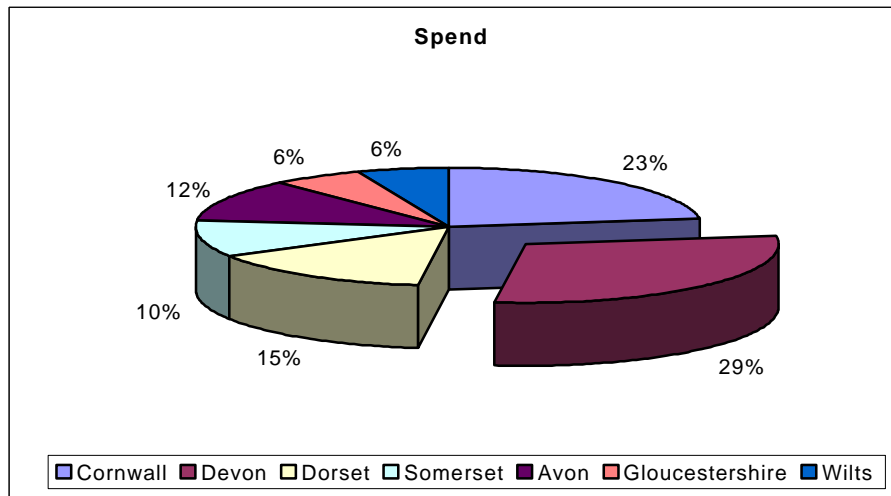
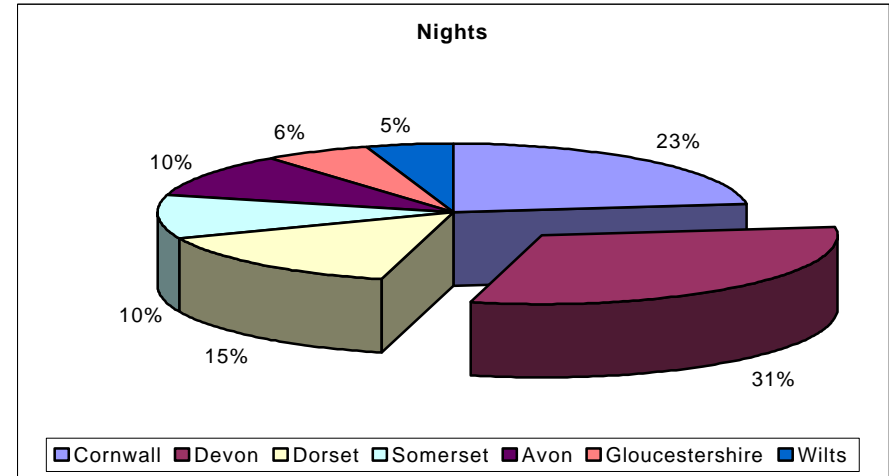
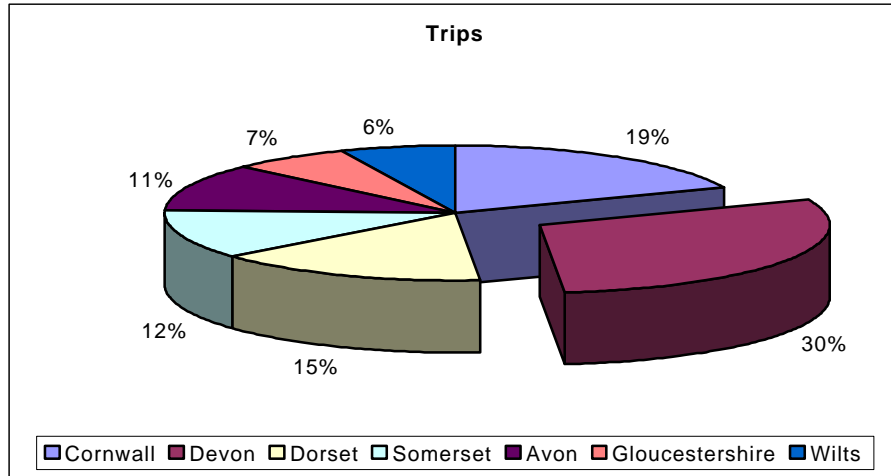
Human activity has left its mark on the county, and with it some of the finest historic towns, houses and gardens in the country. Clovelly's ancient Devon heritage is enriched by its own unique ingredients of traffic free cobbled streets, donkeys and sledges, and flower strewn cottages tumbling down a 400 foot cliff. It has a quality and peace of life that brings visitors of all nationalities to marvel at and enjoy its beauty and tranquillity. Saltram, near Plymouth, is a perfectly proportioned Palladian mansion with a Tudor heart, and is the result of centuries of extravagance and sophistication. It features some of Robert Adam's finest interiors and an exceptional collection of paintings, including ten by Sir Joshua Reynolds.

However, Devon is also at the forefront on creating new and exciting attractions for visitors and residents alike, ensuring it remains one of the most important destinations for domestic visitors in the UK. Living Coasts, for example, is the new wildlife attraction being built on the Torquay waterfront, with the emphasis on visitors enjoying a 'close encounter' with penguins, puffins, seals, wading birds and sea ducks, set in an environment landscaped with rocks and plants under a vast tent-like canopy.

Devon: Facts at a glance



Devon: Staying visitors in context



	Trips	Nights	Spend
Cornwall	5,000,000	24,175,000	£1,034,700,000
Devon	7,791,000	32,318,000	£1,312,300,000
Dorset	4,061,000	15,740,000	£664,300,000
Somerset	3,070,000	10,737,000	£457,748,000
Avon	2,966,000	10,623,000	£522,152,000
Gloucester	1,779,000	6,148,000	£266,600,000
Wilts	1,660,000	5,003,000	£266,200,000
TOTALS	26,327,000	104,744,000	£4,524,000,000

Devon: Staying visitors in detail

KEY FACTS:

- *Devon generates 30% (7.79 million) of trips, 31% (32.31 million) nights and 29% (£1,312 million) of spend in the South West region*
- *The domestic market is the biggest generator of trips (7.4 million), nights (28.8 million) and spend (£1.181 billion) in Devon.*
- *The VFR sector is most important in terms of trip generation (2.9 million) whereas the serviced accommodation sector is most important in terms of income generation (£432 million)*

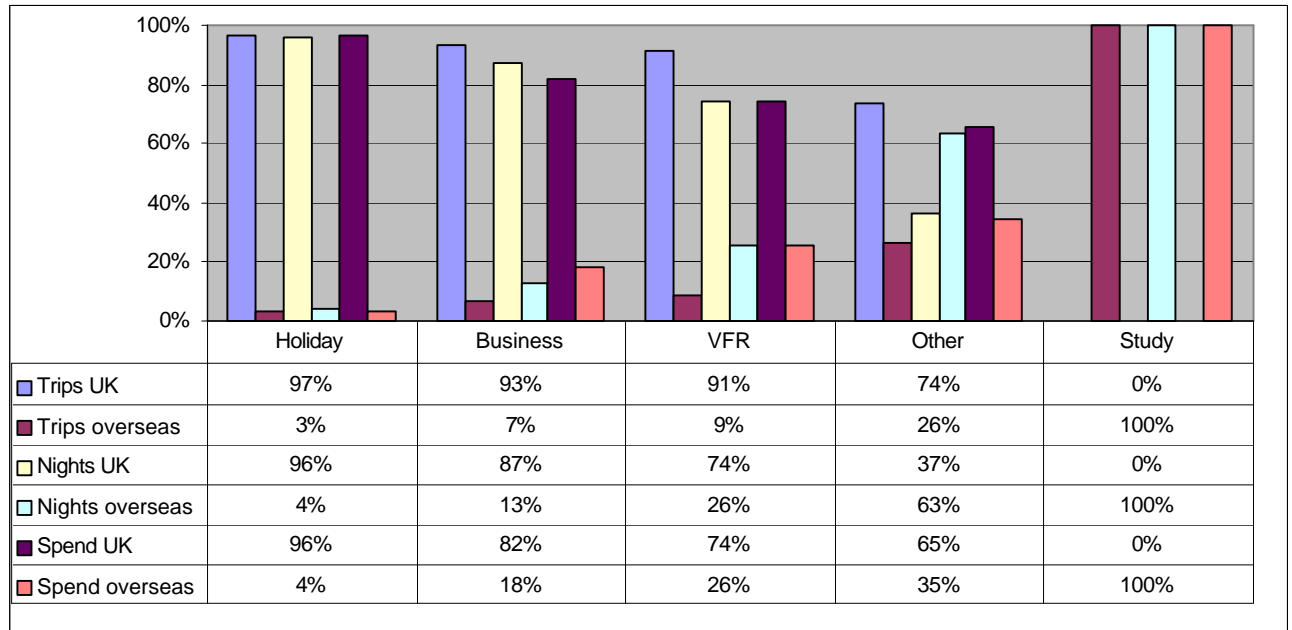
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	2,052,000	6,757,000	£432,944,000
Self catering	801,000	5,263,000	£218,998,000
Touring caravans /tents	387,000	1,849,000	£52,032,000
Static vans/holiday centres	732,000	4,196,000	£158,168,000
Group/campus	40,000	114,000	£5,816,000
Second homes	100,000	407,000	£10,112,000
Boat moorings	51,000	260,000	£7,398,000
Other	294,000	1,082,000	£57,091,000
Staying with friends and relatives	2,943,000	8,873,000	£238,740,000
Total	7,400,000	28,800,000	£1,181,300,000

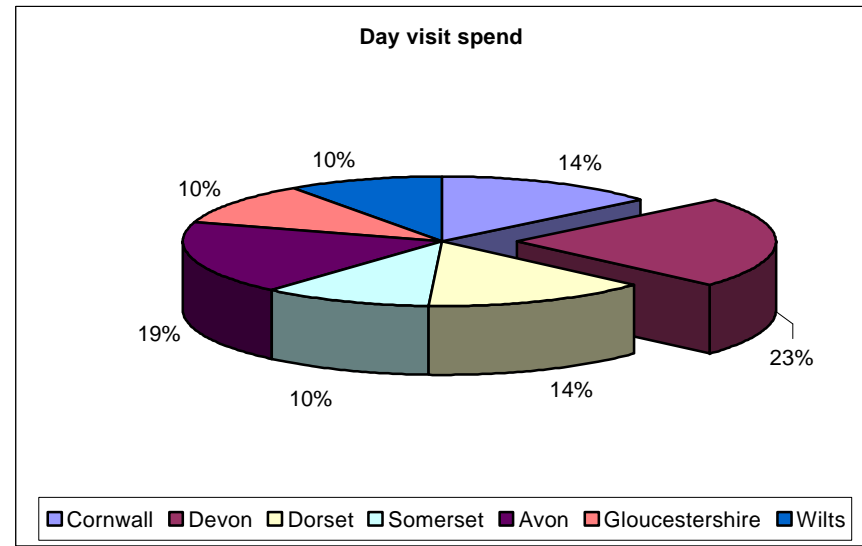
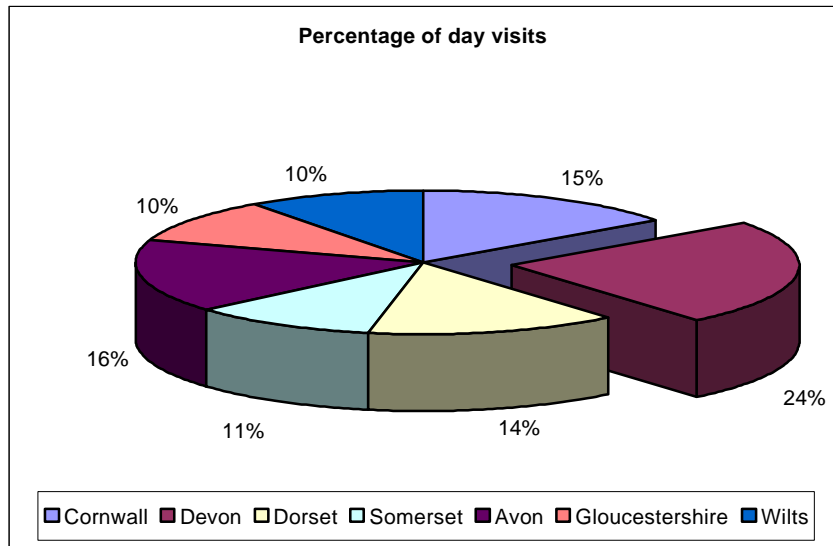
Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	182,000	1,205,000	£51,158,000
Self catering	18,000	345,000	£11,841,000
Touring caravans /tents	16,000	89,000	£2,348,000
Static vans/holiday centres	1,000	3,000	£64,000
Group/campus	18,000	337,000	£14,184,000
Second homes	7,000	129,000	£6,402,000
Boat moorings	0	0	£0
Other	8,000	54,000	£2,797,000
Staying with friends and relatives	142,000	1,355,000	£42,206,000
Total	391,000	3,518,000	£131,000,000

Trips, nights and spend by purpose



Devon: Day visits in context

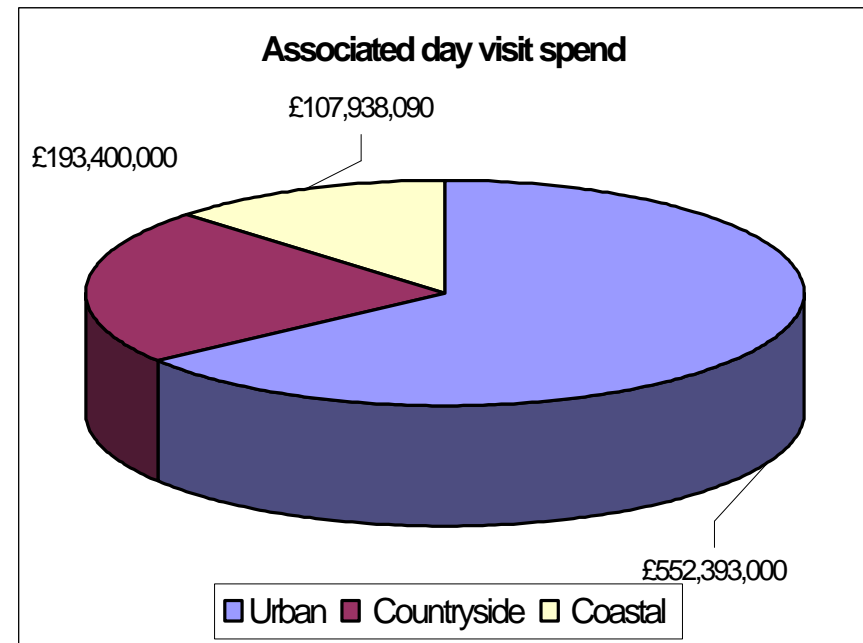
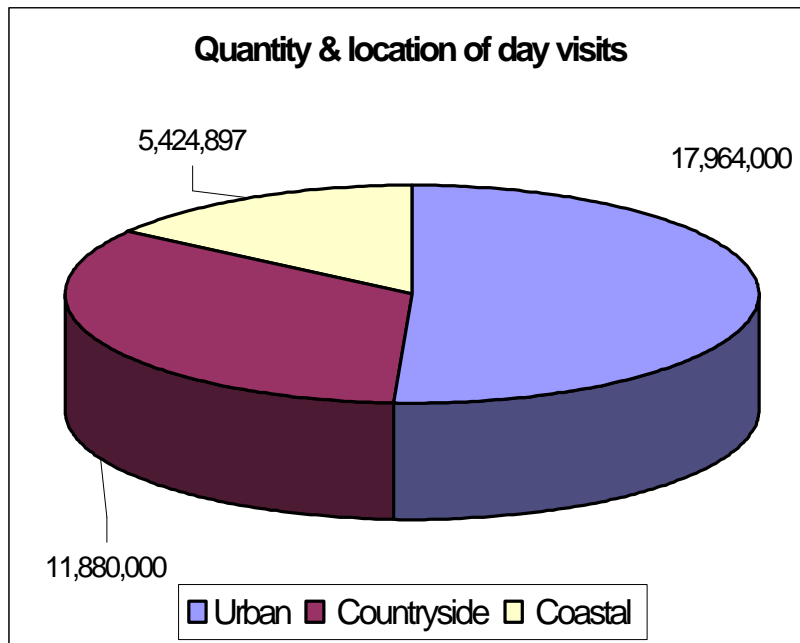


	Trips	Spend
Cornwall	22,411,500	£528,605,899
Devon	35,268,897	£853,731,090
Dorset	20,929,672	£535,177,761
Somerset	16,065,096	£393,181,000
Avon	23,966,136	£700,488,369
Gloucester	15,146,000	£394,634,000
Wilts	14,760,000	£366,251,000
Totals	148,547,300	£3,772,069,119

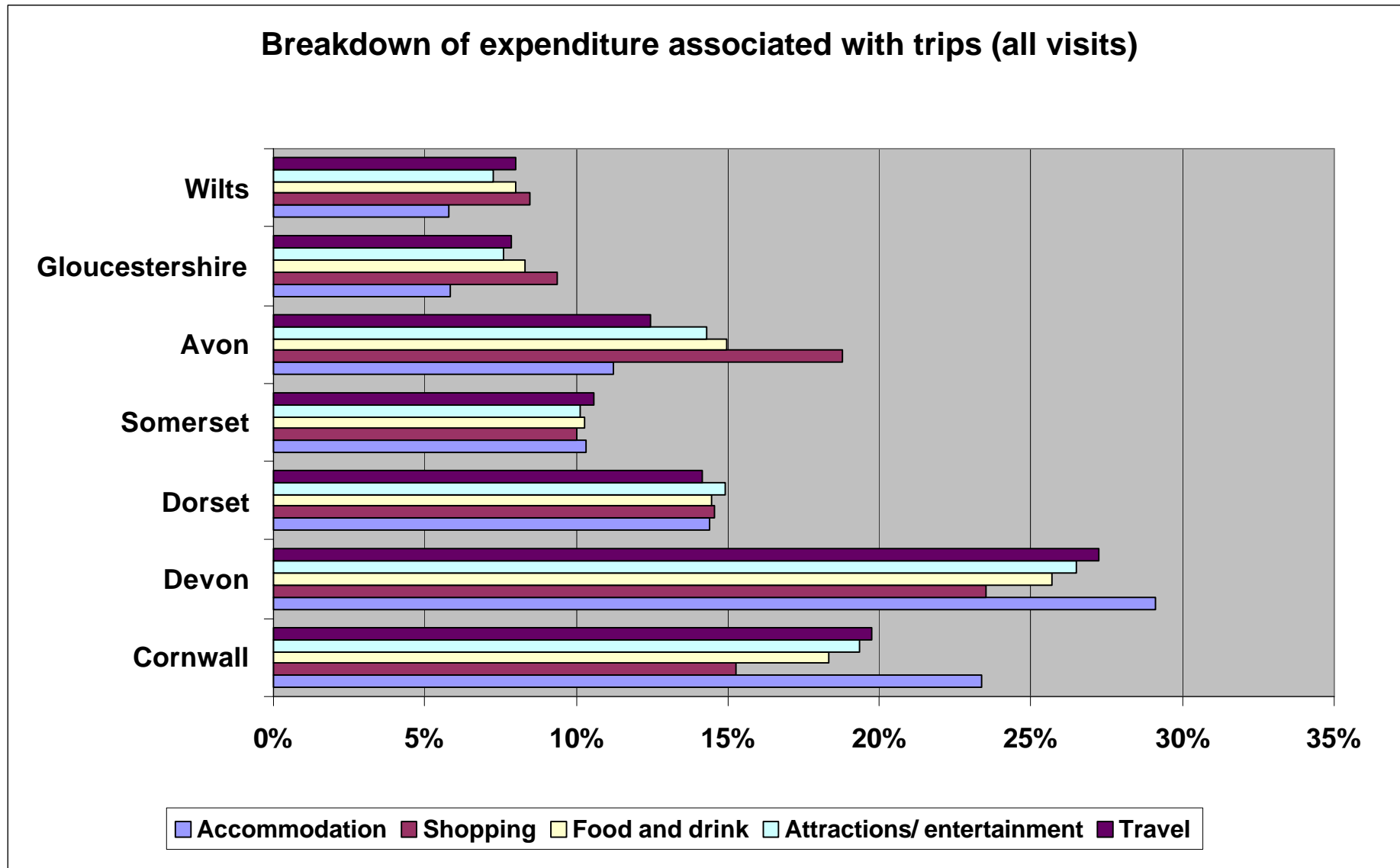
Devon: Day visits in detail

KEY FACTS:

- Devon accounts for 24% (35.2 million) of day trips and 23% (£853.7 million) of spend in the South West region
- The largest proportion of day trips in Devon are urban (17.9 million)
- Day trip spend in Devon is highest amongst those going to urban areas (£552.3 million)



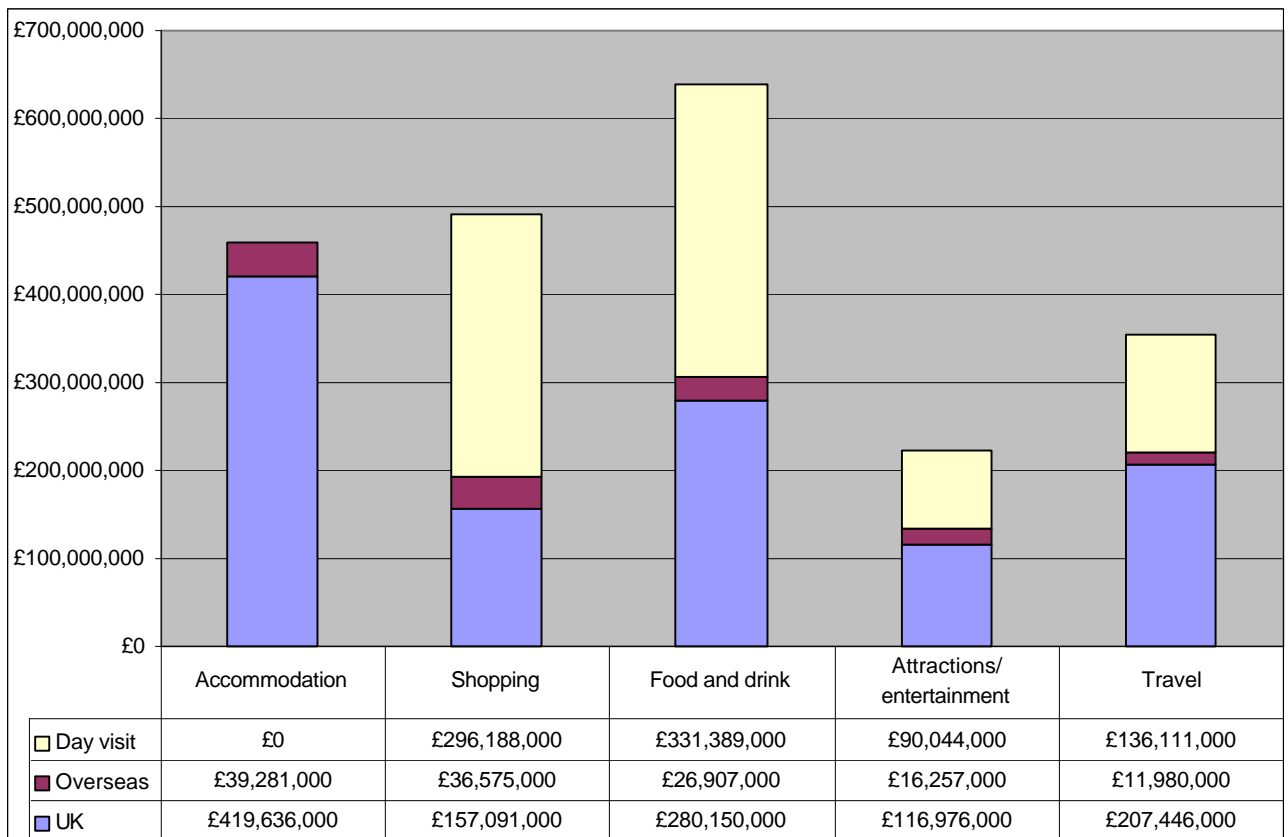
Devon: Breakdown of expenditure associated with trips in context



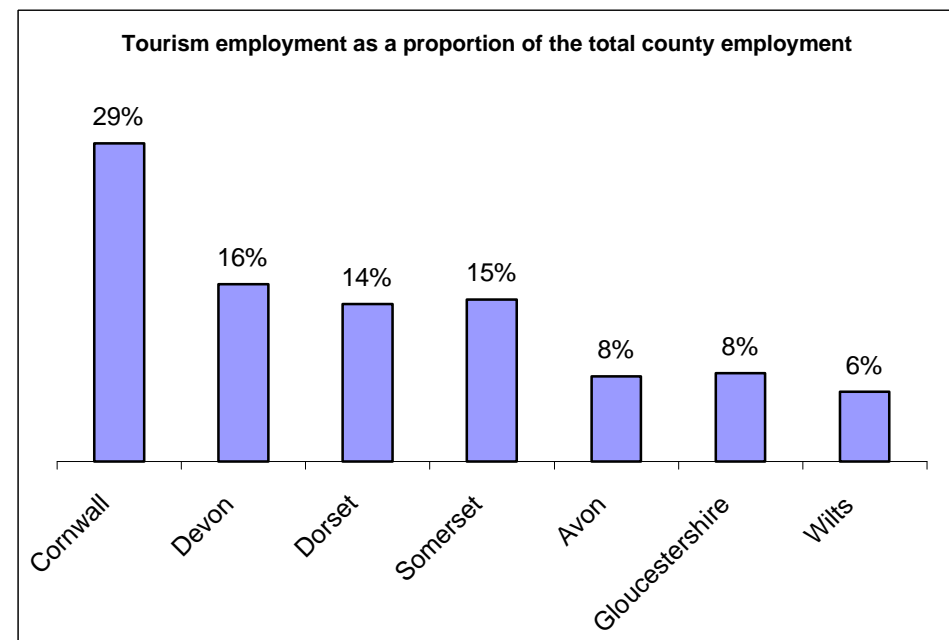
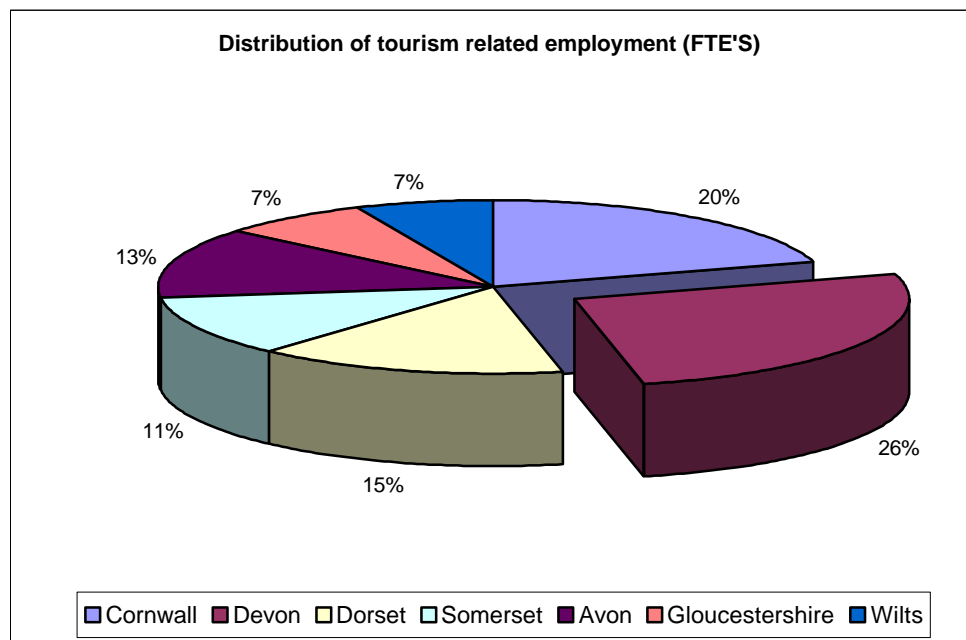
Devon: Breakdown of expenditure associated with trips in detail

KEY FACTS:

- ***The largest proportion of tourism expenditure is spent on food and drink***
- ***A significant proportion of spending comes from the day visitor***
- ***Domestic and overseas staying visitor spend was highest on accommodation (£419 million and £39 million respectively)***



Devon: Employment in context



	Number of FTE's
Cornwall	45,966
Devon	59,438
Dorset	33,674
Somerset	25,585
Avon	29,334
Gloucester	16,585
Wilts	14,989
Totals	225,573

Devon: Employment in detail

KEY FACTS:

- **Devon has the largest proportion (26%) and number of FTE jobs (59,438) related to tourism in the South West**
- **16% of employment in Devon is related to tourism**
- **The largest number of jobs directly attributable to tourism in Devon is in the catering sector (13,988)**

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	38,784	21,315	60,098
Indirect	8,323	3,571	11,895
Induced	7,796	1,009	8,805
Totals	54,903	25,895	80,798

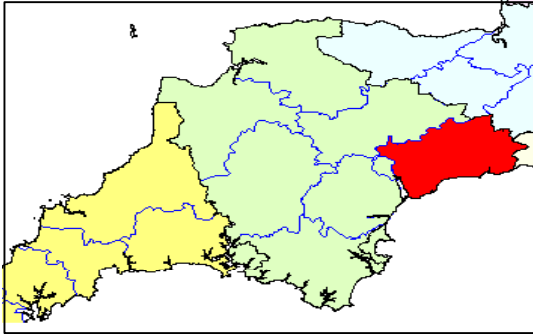
Total employment related to tourism spending (FTE's)

	Staying tourists	Day visitors	Total
Direct	26,890	14,390	41,280
Indirect	7,301	3,133	10,434
Induced	6,838	885	7,723
Totals	41,029	18,408	59,438

Direct employment in businesses in receipt of visitor expenditure (FTE's)

	Staying	Day	Total
Accommodation	10,492	150	10,642
Retailing	2,616	4,001	6,618
Catering	6,728	7,261	13,988
Attractions/entertainment	2,959	2,062	5,021
Transport	1,479	917	2,396
Arising from non trip spend	2,616	0	2,616
Totals	26,890	14,390	41,280

East Devon Briefing



KEY FACTS

978,000 trips by staying visitors
 4,205,000 staying visitor nights
 £166,085,000 spend by staying visitors
 4,656,000 day visits
 £109,168,000 spend by day visitors
 £18,679,000 other tourism related spend
 10,827 jobs related to tourism spending
 19% of employment is supported by tourism

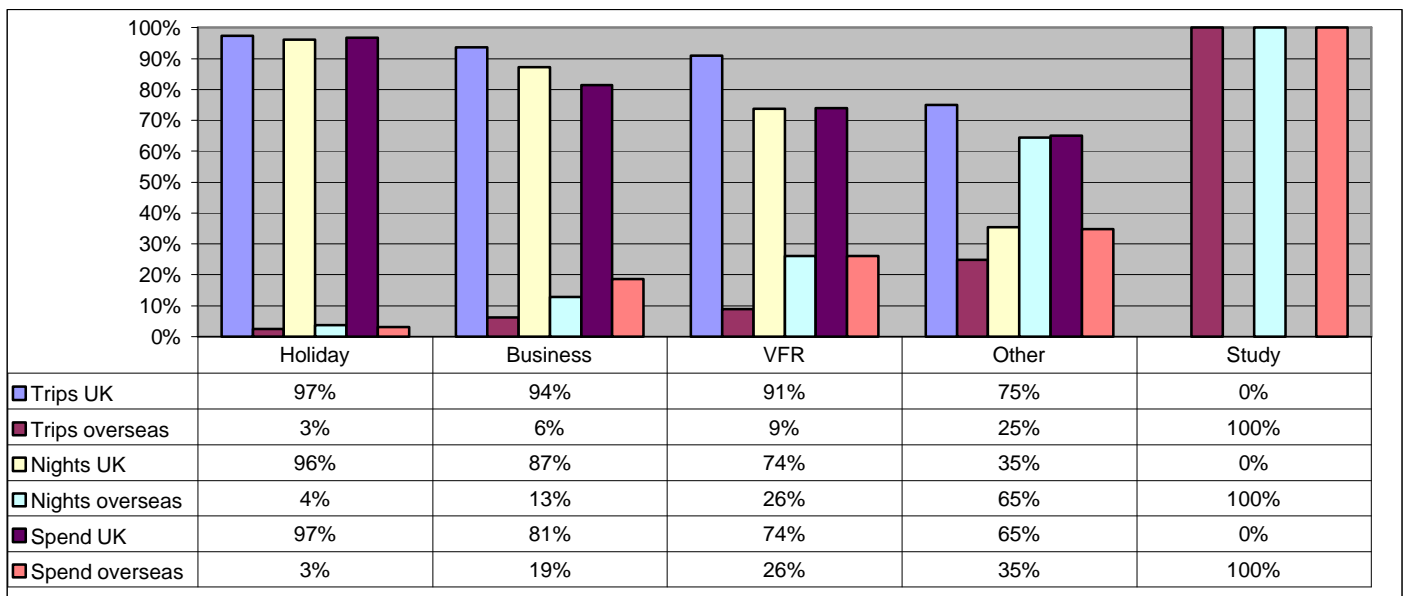
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	212,000	698,000	£44,749,000
Self catering	100,000	656,000	£27,305,000
Touring caravans /tents	55,000	265,000	£7,452,000
Static vans/holiday centres	164,000	942,000	£35,502,000
Group/campus	0	1,000	£63,000
Second homes	16,000	67,000	£1,666,000
Boat moorings	6,000	31,000	£871,000
Other	35,000	127,000	£6,726,000
Staying with friends and relatives	347,000	1,045,000	£28,127,000
Total	936,000	3,833,000	£152,461,000

Trips, nights and spend by accommodation (Overseas tourists)

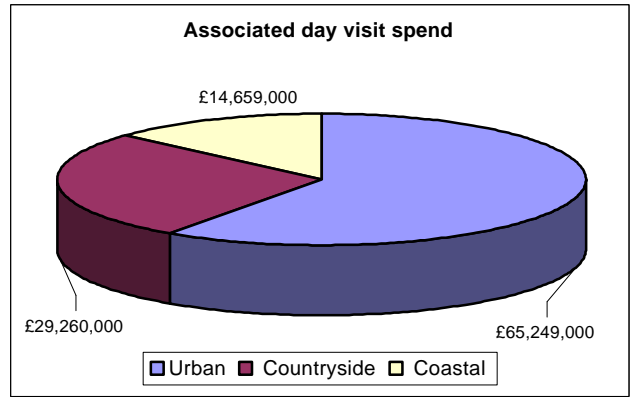
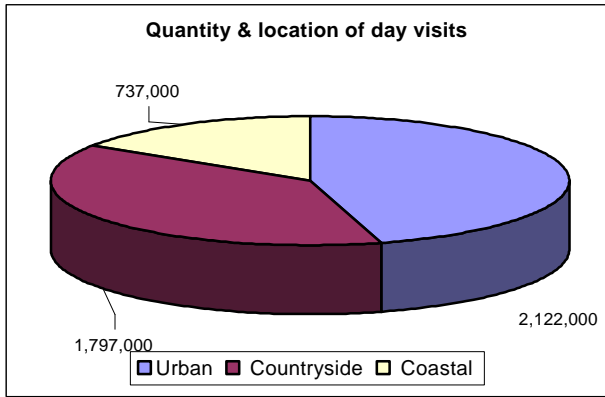
	Trips	Nights	Spend
Serviced	19,000	125,000	£5,288,000
Self catering	2,000	43,000	£1,476,000
Touring caravans /tents	2,000	13,000	£336,000
Static vans/holiday centres	0	1,000	£14,000
Group/campus	0	4,000	£153,000
Second homes	1,000	21,000	£1,054,000
Boat moorings	0	0	£0
Other	1,000	6,000	£329,000
Staying with friends and relatives	17,000	160,000	£4,973,000
Total	42,000	372,000	£13,624,000

Trips, nights and spend by purpose

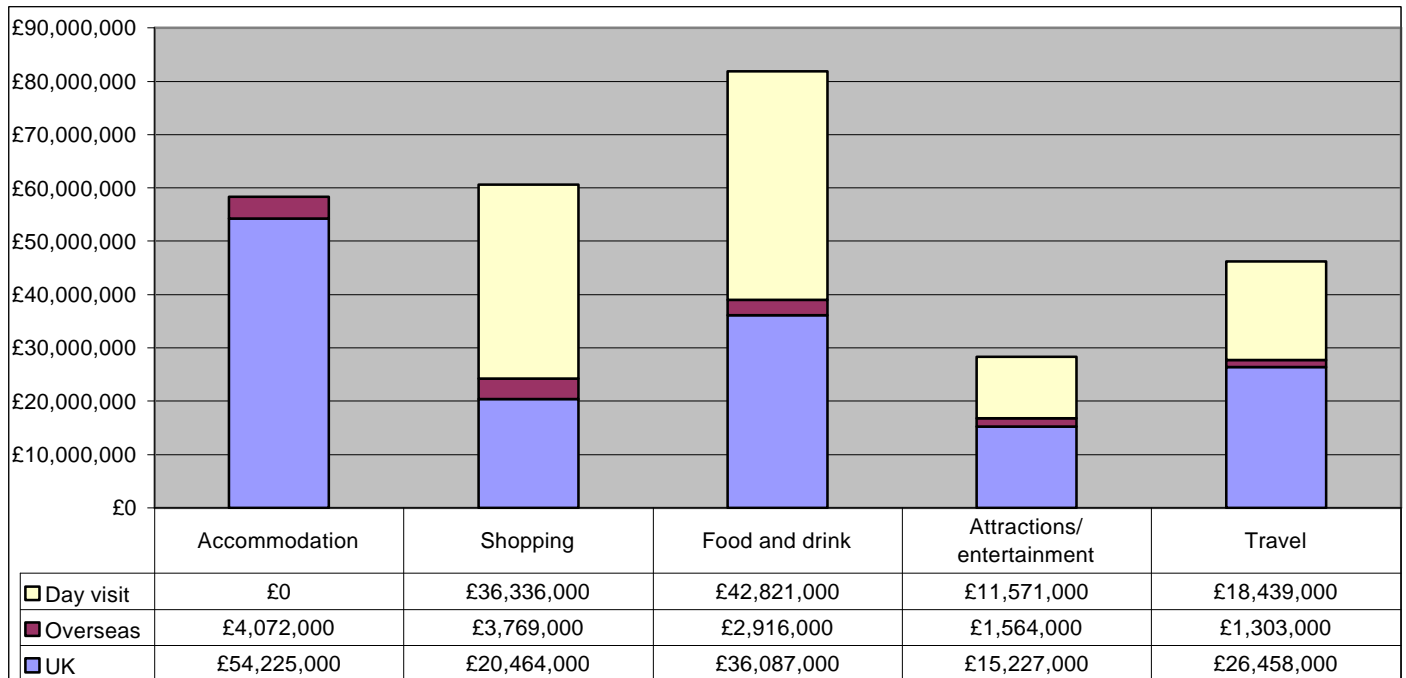


East Devon Briefing

Day visits



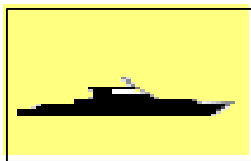
Expenditure associated with trips



Other tourism related spend



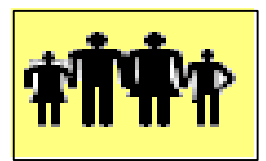
Second Homes
£650,000



Boats
£1,340,000



Static Vans
£0



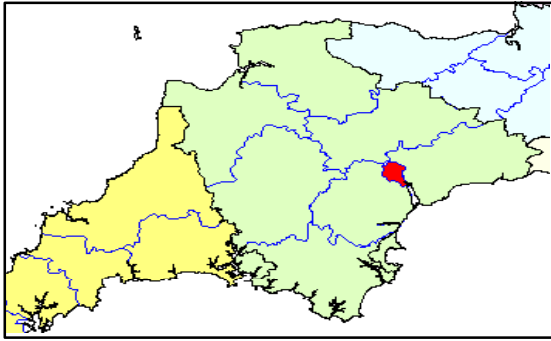
VFR
£16,689,000

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.

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	5,659	3,202	8,861
Indirect	984	377	1,361
Induced	544	61	604
Total	7,187	3,640	10,827
Estimated number of FTE's			7,789

Exeter Briefing



KEY FACTS

513,000 trips by staying visitors
 1,949,000 staying visitor nights
 £75,658,000 spend by staying visitors
 2,401,000 day visits
 £73,274,000 spend by day visitors
 £14,747,000 other tourism related spend
 4,596 jobs related to tourism spending
 8% of employment is supported by tourism

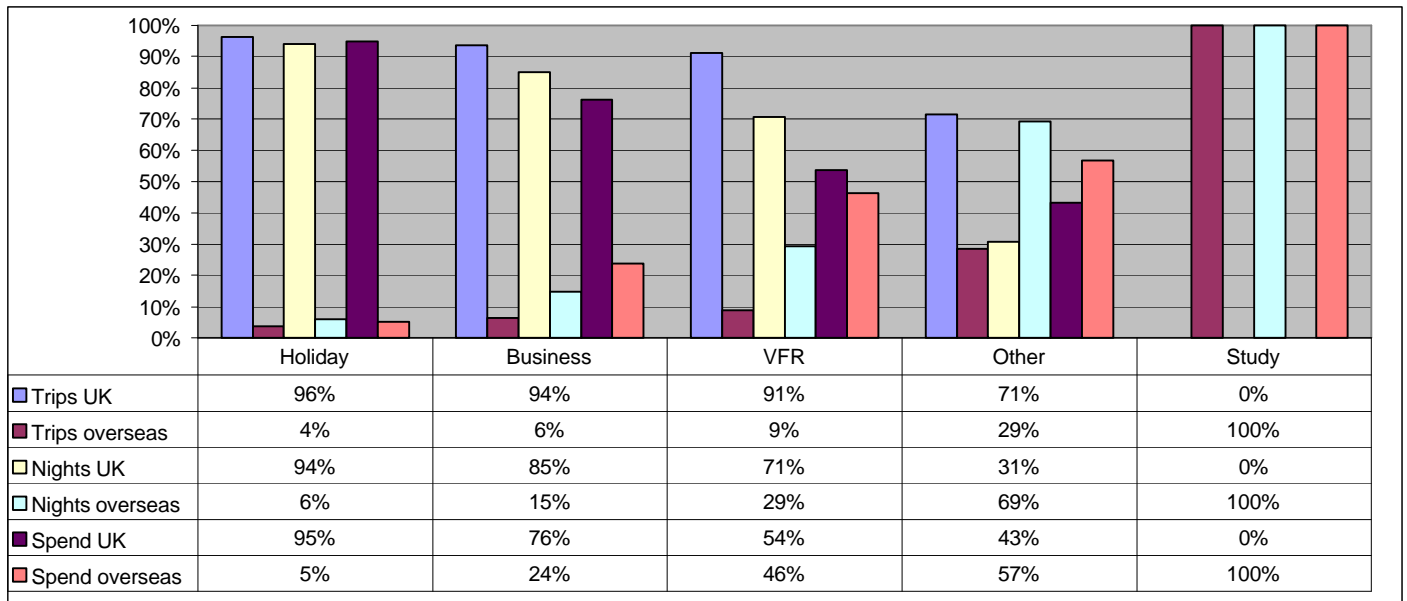
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	103,000	340,000	£21,813,000
Self catering	18,000	119,000	£4,957,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	21,000	60,000	£3,070,000
Second homes	1,000	5,000	£134,000
Boat moorings	0	1,000	£33,000
Other	30,000	112,000	£5,902,000
Staying with friends and relatives	304,000	917,000	£24,680,000
Total	479,000	1,555,000	£60,588,000

Trips, nights and spend by accommodation (Overseas tourists)

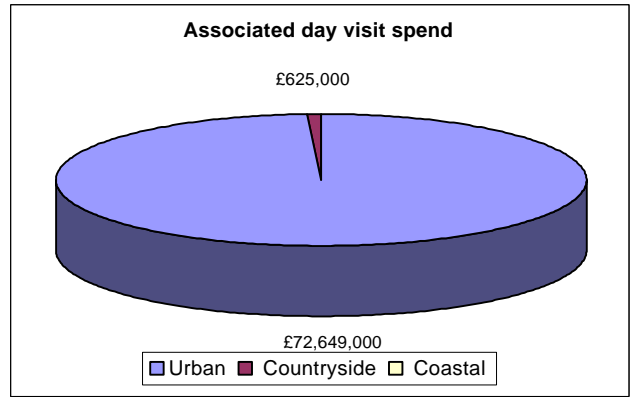
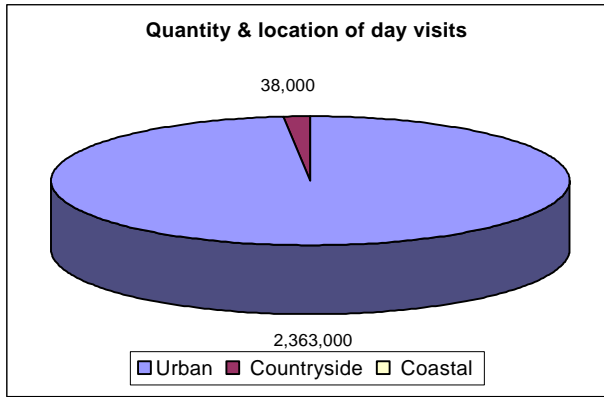
	Trips	Nights	Spend
Serviced	9,000	61,000	£2,577,000
Self catering	0	8,000	£268,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	9,000	178,000	£7,487,000
Second homes	0	2,000	£85,000
Boat moorings	0	0	£0
Other	1,000	6,000	£289,000
Staying with friends and relatives	15,000	140,000	£4,363,000
Total	34,000	394,000	£15,070,000

Trips, nights and spend by purpose

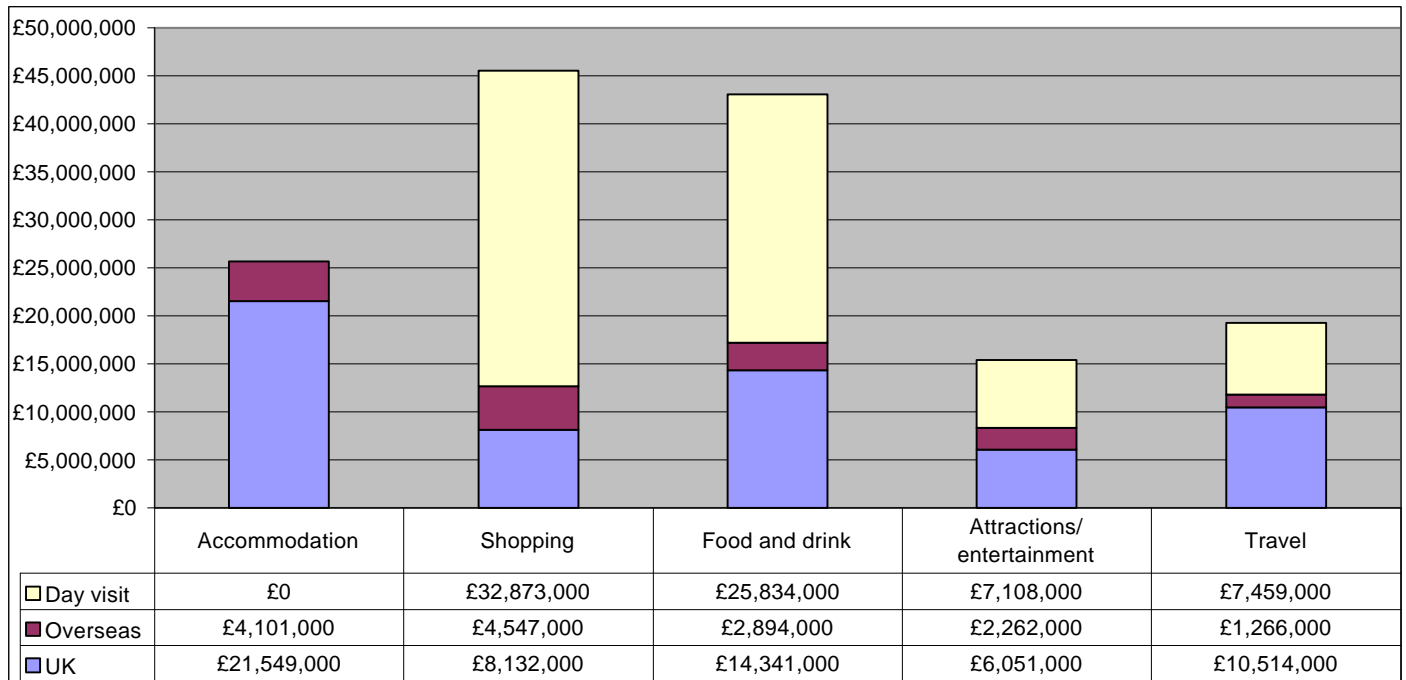


Exeter Briefing

Day visits



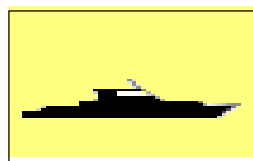
Expenditure associated with trips



Other tourism related spend



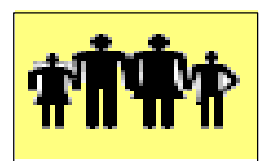
Second Homes
£53,000



Boats
£50,000



Static Vans
£0



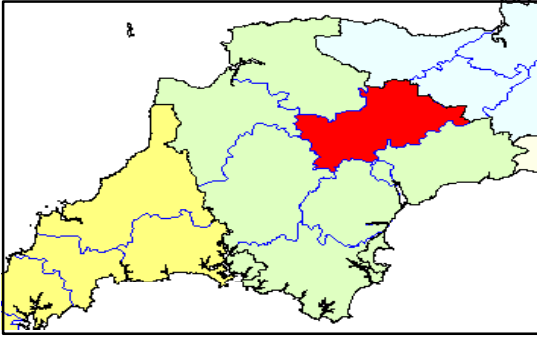
VFR
£14,644,000

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.

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	2,034	1,572	3,606
Indirect	442	248	689
Induced	260	40	300
Total	2,736	1,860	4,596
Estimated number of FTE's			3,363

Mid Devon Briefing



KEY FACTS

282,000 trips by staying visitors
 1,037,000 staying visitor nights
 £36,487,000 spend by staying visitors
 2,371,000 day visits
 £51,907,000 spend by day visitors
 £9,106,000 other tourism related spend
 3,159 jobs related to tourism spending
 10% of employment is supported by tourism

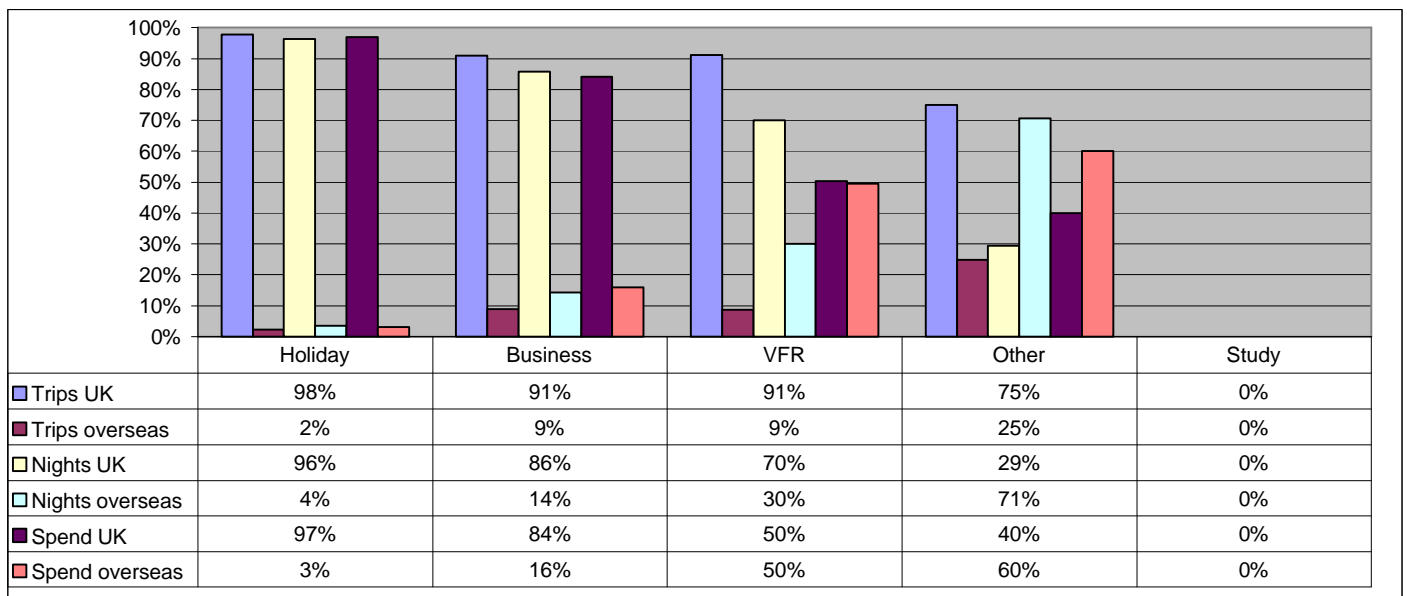
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	34,000	112,000	£7,159,000
Self catering	16,000	106,000	£4,429,000
Touring caravans /tents	8,000	38,000	£1,067,000
Static vans/holiday centres	3,000	15,000	£580,000
Group/campus	0	0	£0
Second homes	3,000	12,000	£300,000
Boat moorings	0	0	£0
Other	19,000	69,000	£3,623,000
Staying with friends and relatives	187,000	563,000	£15,150,000
Total	269,000	915,000	£32,308,000

Trips, nights and spend by accommodation (Overseas tourists)

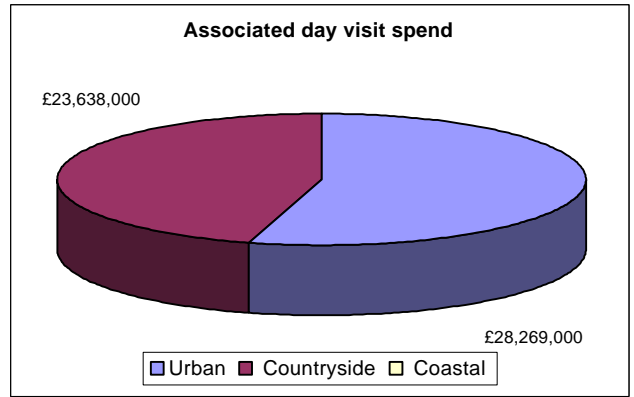
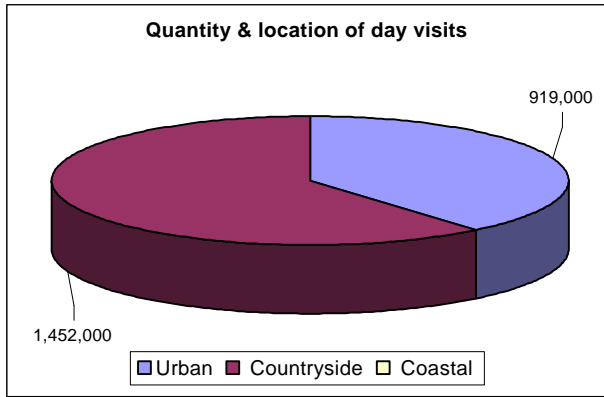
	Trips	Nights	Spend
Serviced	3,000	20,000	£846,000
Self catering	0	7,000	£239,000
Touring caravans /tents	0	2,000	£48,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Second homes	0	4,000	£190,000
Boat moorings	0	0	£0
Other	0	3,000	£177,000
Staying with friends and relatives	9,000	86,000	£2,678,000
Total	13,000	122,000	£4,179,000

Trips, nights and spend by purpose

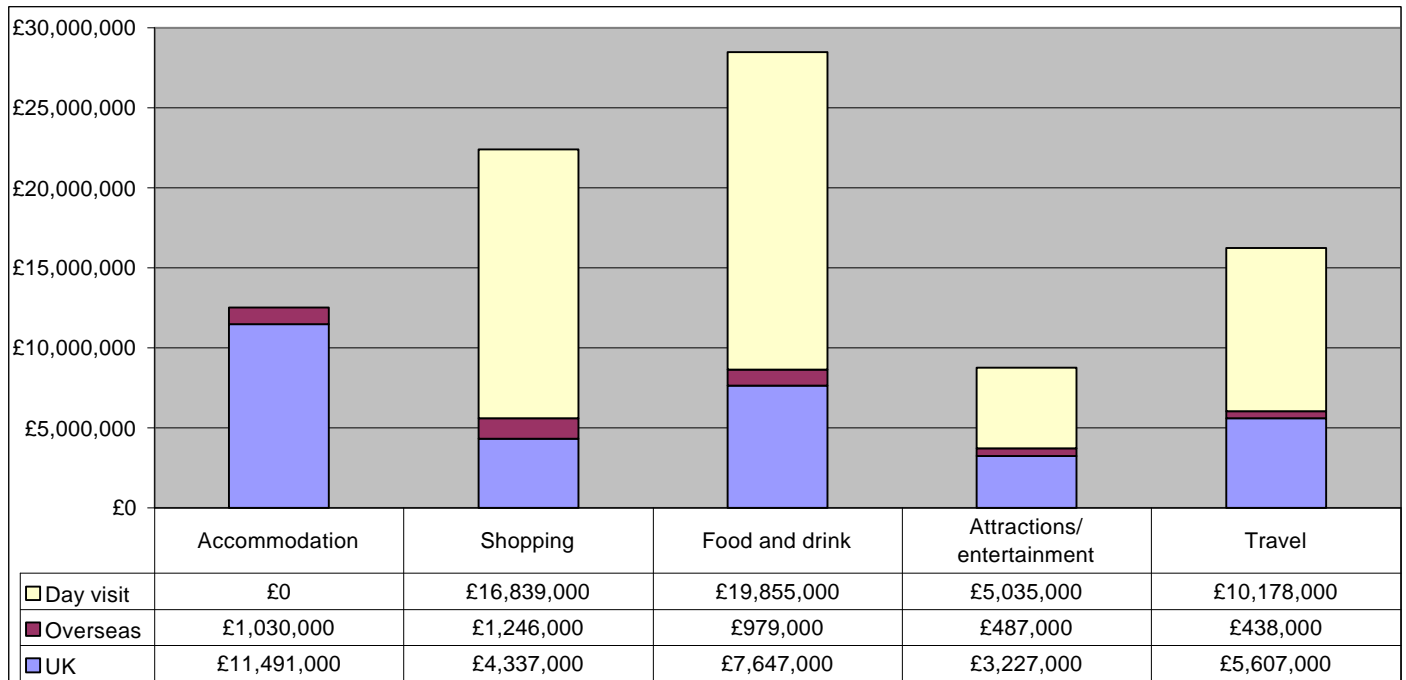


Mid Devon Briefing

Day visits



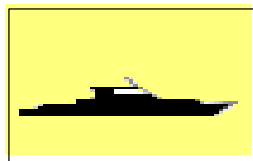
Expenditure associated with trips



Other tourism related spend



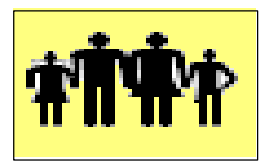
Second Homes
£117,000



Boats
£0



Static Vans
£0



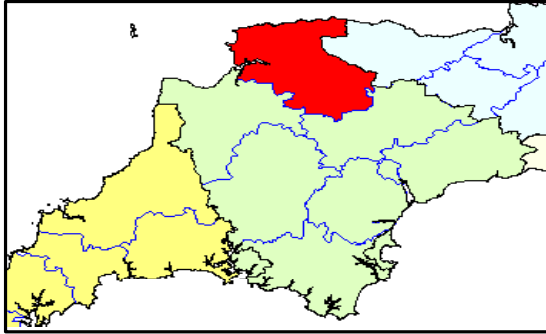
VFR
£8,989,000

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.

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	1,343	1,468	2,810
Indirect	160	115	275
Induced	62	11	73
Total	1,565	1,594	3,159
Estimated number of FTE's			2,239

North Devon Briefing



KEY FACTS
1,055,000 trips by staying visitors
4,774,000 staying visitor nights
£200,026,000 spend by staying visitors
4,668,000 day visits
£108,849,000 spend by day visitors
£12,047,000 other tourism related spend
9,623 jobs related to tourism spending
25% of employment is supported by tourism

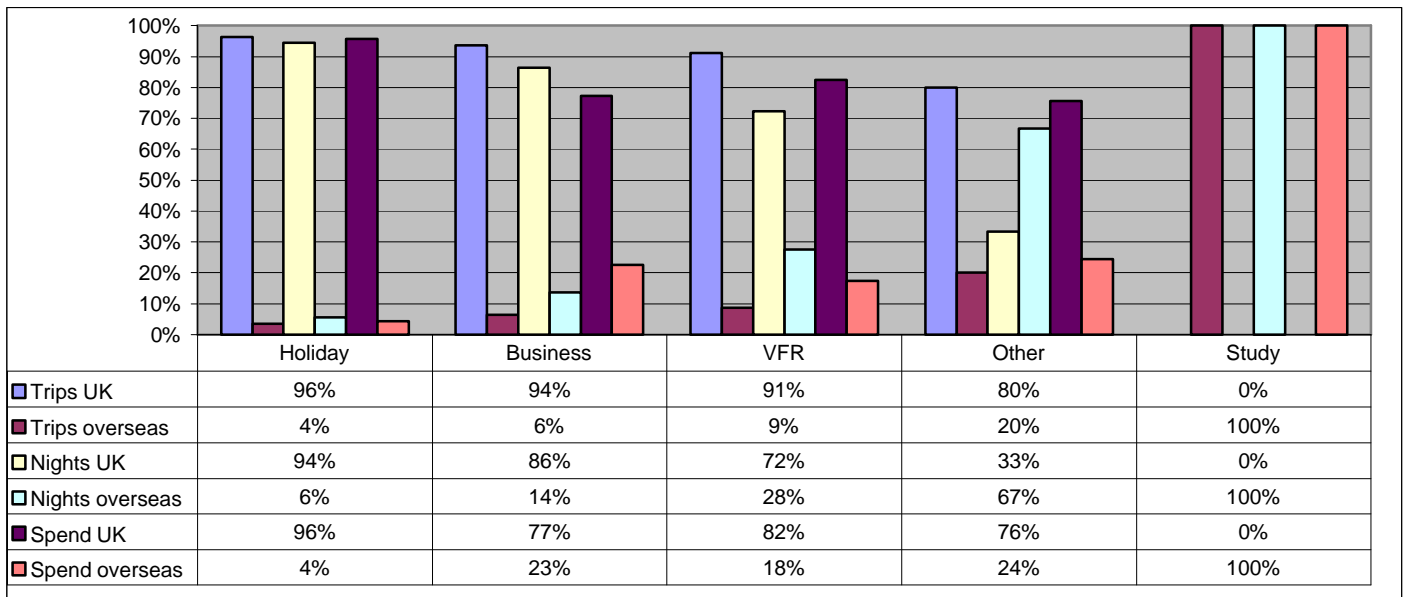
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	311,000	1,023,000	£65,535,000
Self catering	191,000	1,255,000	£52,234,000
Touring caravans /tents	105,000	499,000	£14,056,000
Static vans/holiday centres	126,000	724,000	£27,276,000
Group/campus	1,000	3,000	£163,000
Second homes	7,000	30,000	£745,000
Boat moorings	1,000	5,000	£130,000
Other	24,000	88,000	£4,657,000
Staying with friends and relatives	240,000	724,000	£19,476,000
Total	1,006,000	4,351,000	£184,273,000

Trips, nights and spend by accommodation (Overseas tourists)

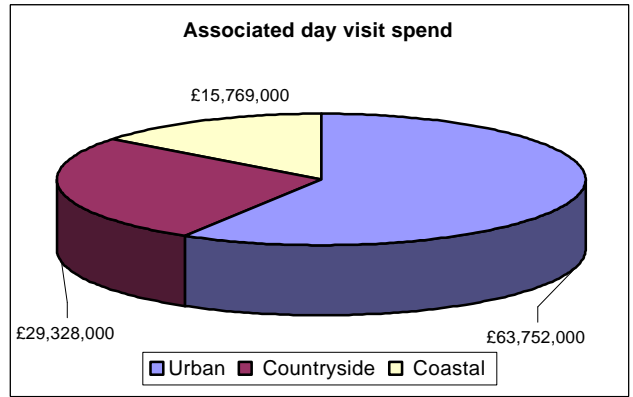
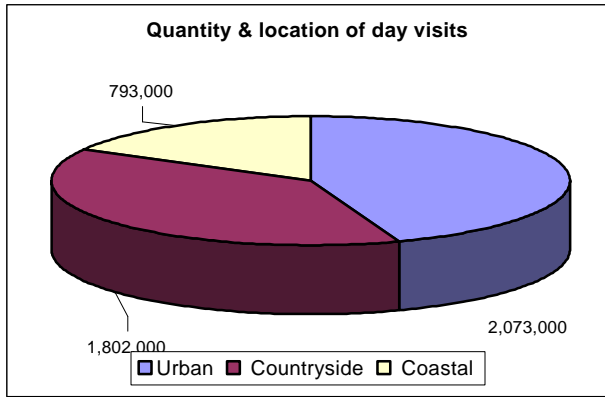
	Trips	Nights	Spend
Serviced	28,000	182,000	£7,744,000
Self catering	4,000	82,000	£2,824,000
Touring caravans /tents	4,000	24,000	£634,000
Static vans/holiday centres	0	1,000	£11,000
Group/campus	0	9,000	£397,000
Second homes	1,000	10,000	£472,000
Boat moorings	0	0	£0
Other	1,000	4,000	£228,000
Staying with friends and relatives	12,000	111,000	£3,443,000
Total	49,000	423,000	£15,753,000

Trips, nights and spend by purpose

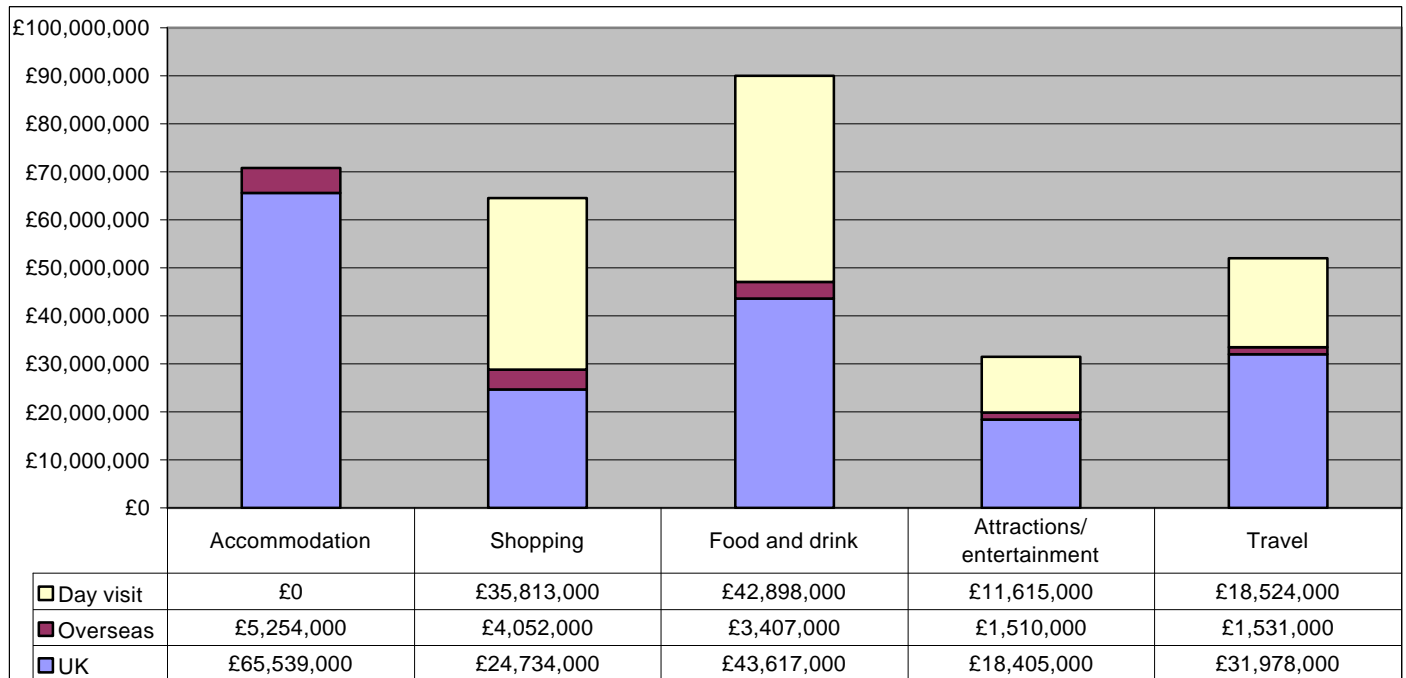


North Devon Briefing

Day visits



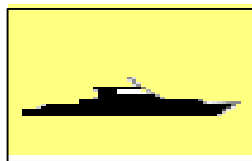
Expenditure associated with trips



Other tourism related spend



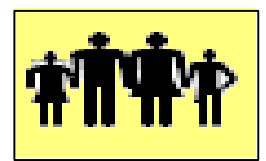
Second Homes
£291,000



Boats
£200,000



Static Vans
£0



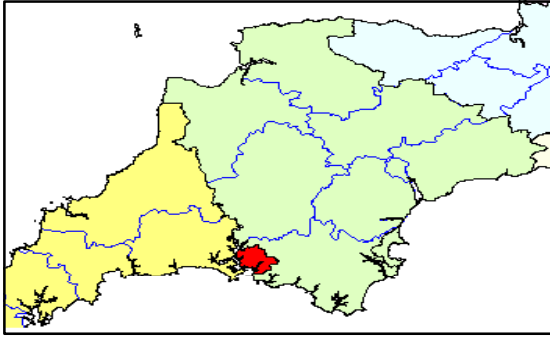
VFR
£11,556,000

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.

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	5,638	2,713	8,351
Indirect	743	249	992
Induced	258	22	280
Total	6,639	2,984	9,623
Estimated number of FTE's			6,816

Plymouth Briefing



KEY FACTS	
1,039,000	trips by staying visitors
3,699,000	staying visitor nights
£134,843,000	spend by staying visitors
2,964,000	day visits
£84,426,000	spend by day visitors
£35,782,000	other tourism related spend
8,408	jobs related to tourism spending
7%	of employment is supported by tourism

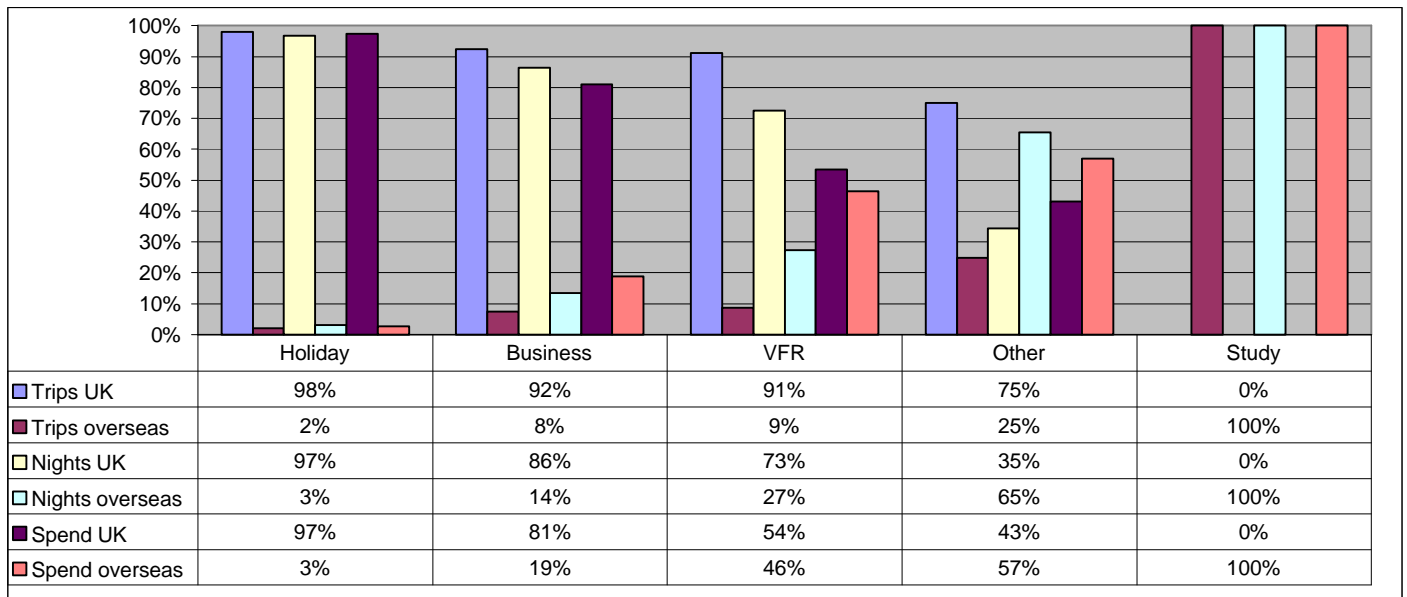
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	174,000	574,000	£36,798,000
Self catering	25,000	165,000	£6,863,000
Touring caravans /tents	5,000	26,000	£731,000
Static vans/holiday centres	0	1,000	£50,000
Group/campus	7,000	21,000	£1,075,000
Second homes	4,000	16,000	£390,000
Boat moorings	11,000	57,000	£1,633,000
Other	69,000	253,000	£13,347,000
Staying with friends and relatives	688,000	2,074,000	£55,815,000
Total	984,000	3,188,000	£116,702,000

Trips, nights and spend by accommodation (Overseas tourists)

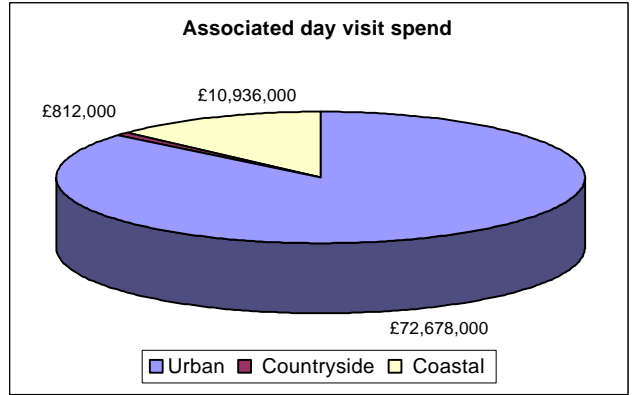
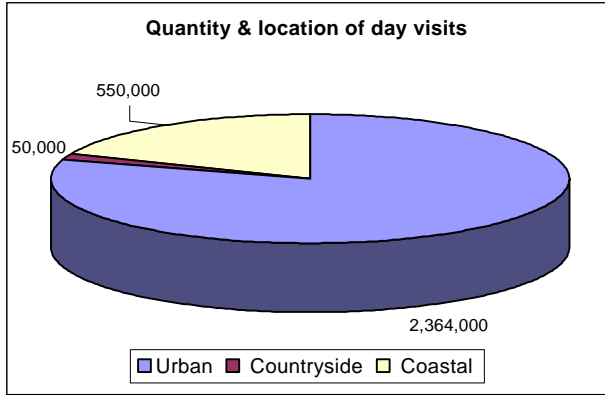
	Trips	Nights	Spend
Serviced	15,000	102,000	£4,348,000
Self catering	1,000	11,000	£371,000
Touring caravans /tents	0	1,000	£33,000
Static vans/holiday centres	0	0	£0
Group/campus	3,000	62,000	£2,621,000
Second homes	0	5,000	£247,000
Boat moorings	0	0	£0
Other	2,000	13,000	£654,000
Staying with friends and relatives	33,000	317,000	£9,867,000
Total	55,000	511,000	£18,141,000

Trips, nights and spend by purpose



Plymouth Briefing

Day visits



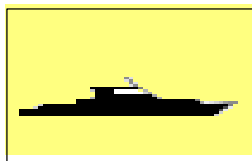
Expenditure associated with trips



Other tourism related spend



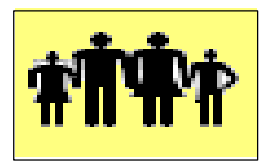
Second Homes
£152,000



Boats
£2,512,000



Static Vans
£0



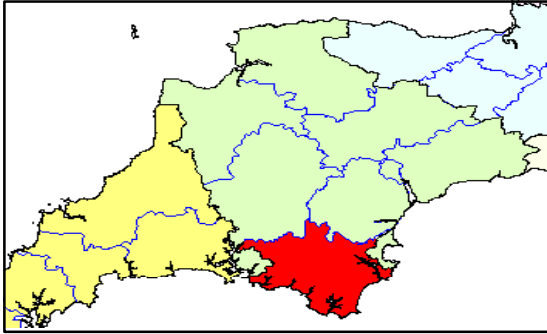
VFR
£33,118,000

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.

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	4,276	2,122	6,398
Indirect	925	358	1,283
Induced	658	70	727
Total	5,859	2,549	8,408
Estimated number of FTE's			6,229

South Hams Briefing



KEY FACTS

768,000 trips by staying visitors
 3,493,000 staying visitor nights
 £136,343,000 spend by staying visitors
 4,982,000 day visits
 £114,205,000 spend by day visitors
 £16,909,000 other tourism related spend
 8,567 jobs related to tourism spending
 23% of employment is supported by tourism

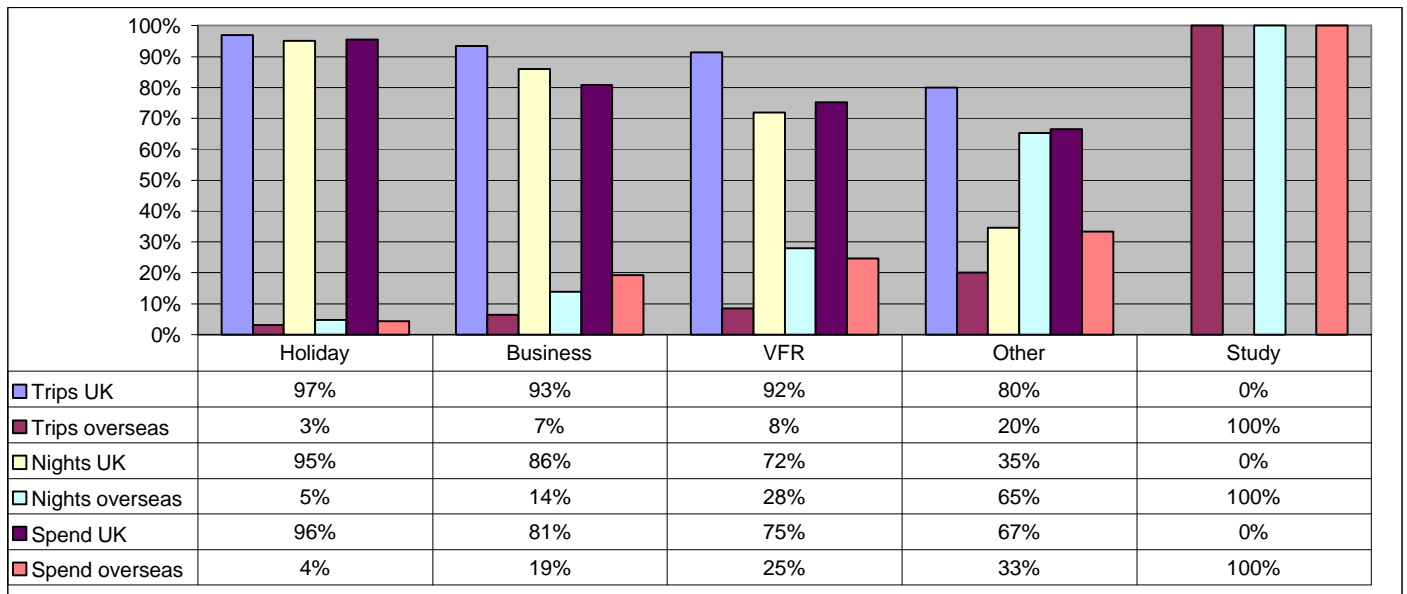
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	151,000	498,000	£31,902,000
Self catering	134,000	880,000	£36,632,000
Touring caravans /tents	73,000	346,000	£9,743,000
Static vans/holiday centres	73,000	417,000	£15,712,000
Group/campus	3,000	9,000	£483,000
Second homes	34,000	139,000	£3,456,000
Boat moorings	22,000	112,000	£3,179,000
Other	22,000	81,000	£4,300,000
Staying with friends and relatives	222,000	668,000	£17,983,000
Total	733,000	3,151,000	£123,390,000

Trips, nights and spend by accommodation (Overseas tourists)

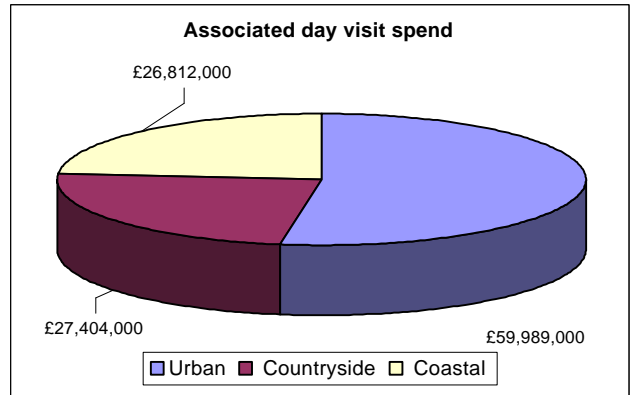
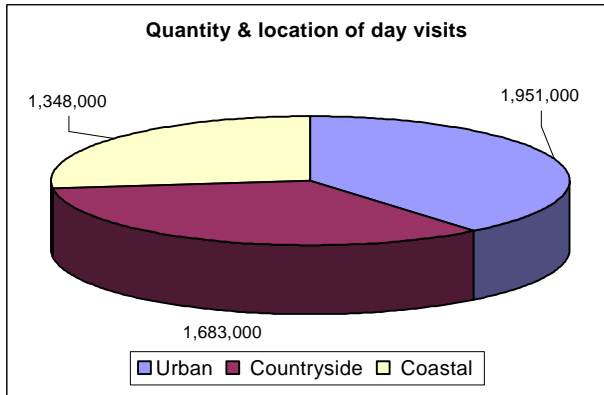
	Trips	Nights	Spend
Serviced	13,000	89,000	£3,770,000
Self catering	3,000	58,000	£1,981,000
Touring caravans /tents	3,000	17,000	£440,000
Static vans/holiday centres	0	0	£6,000
Group/campus	1,000	28,000	£1,179,000
Second homes	2,000	44,000	£2,188,000
Boat moorings	0	0	£0
Other	1,000	4,000	£211,000
Staying with friends and relatives	11,000	102,000	£3,179,000
Total	35,000	342,000	£12,953,000

Trips, nights and spend by purpose

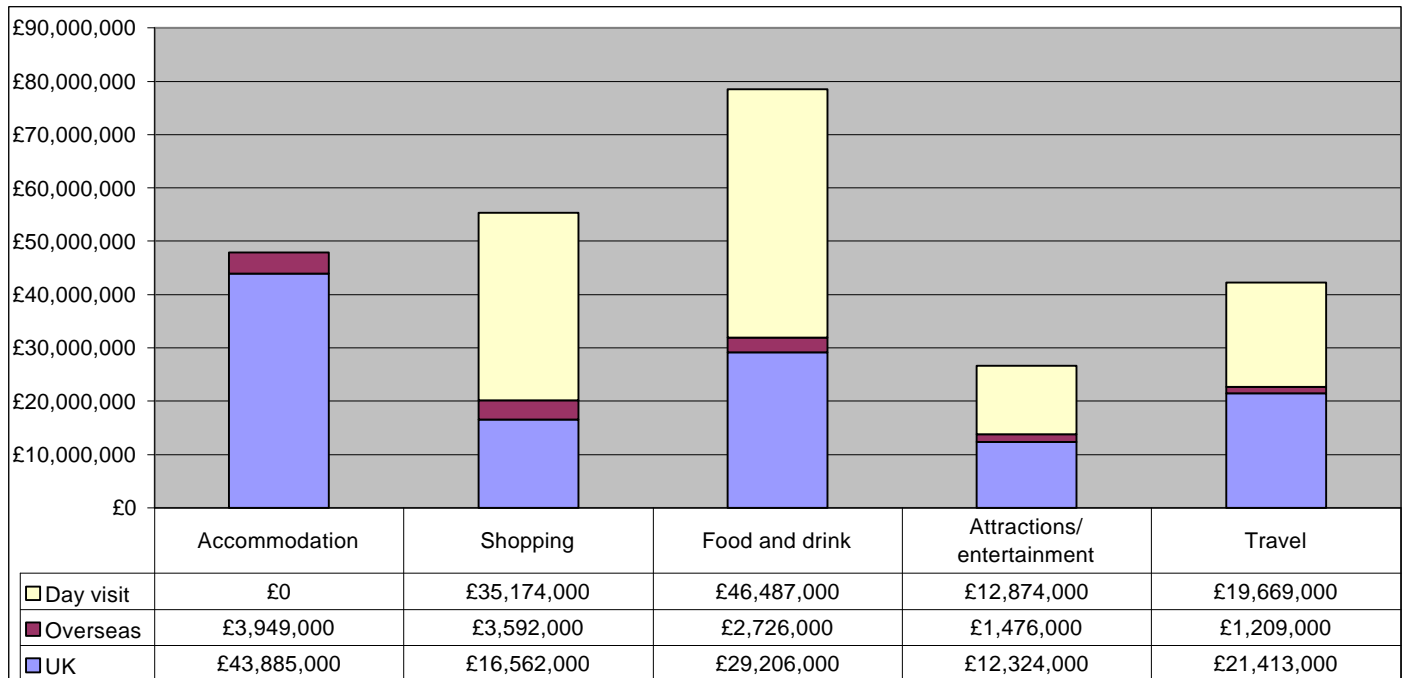


South Hams Briefing

Day visits



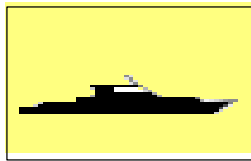
Expenditure associated with trips



Other tourism related spend



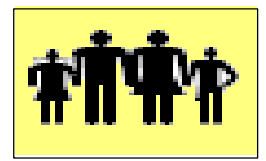
Second Homes
£1,349,000



Boats
£4,890,000



Static Vans
£0



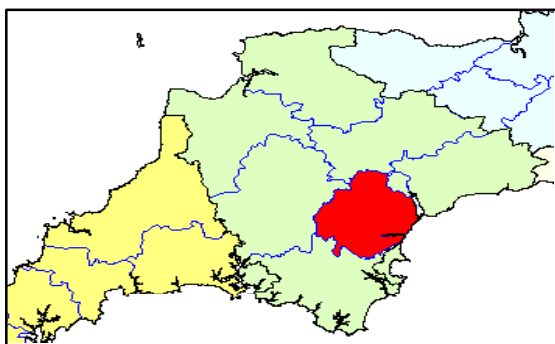
VFR
£10,670,000

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.

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	4,419	3,118	7,537
Indirect	538	267	805
Induced	201	24	225
Total	5,158	3,409	8,567
Estimated number of FTE's			6,068

Teignbridge Briefing



KEY FACTS

745,900 trips by staying visitors
 3,112,300 staying visitor nights
 £115,231,000 spend by staying visitors
 3,409,000 day visits
 £82,087,000 spend by day visitors
 £16,415,000 other tourism related spend
 7,430 jobs related to tourism spending
 13% of employment is supported by tourism

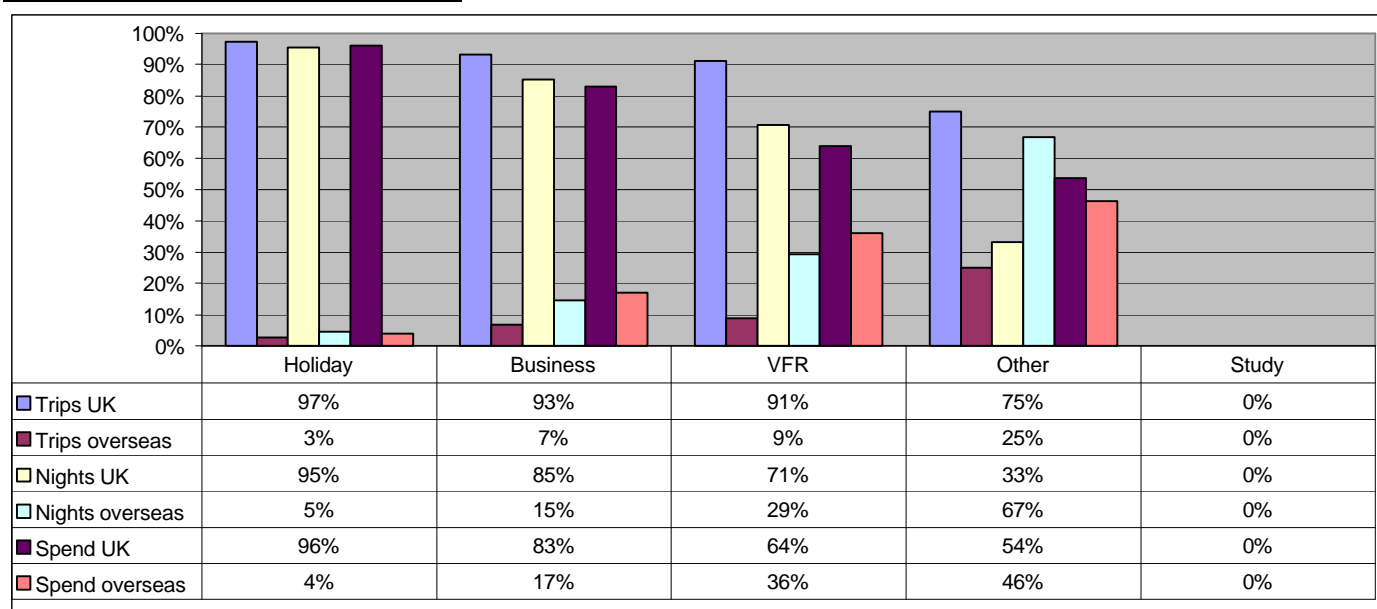
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	111,000	367,000	£23,521,000
Self catering	65,000	429,000	£17,832,000
Touring caravans /tents	75,000	359,000	£10,116,000
Static vans/holiday centres	86,000	493,000	£18,600,000
Group/campus	2,000	6,000	£320,000
Second homes	10,000	41,000	£1,022,000
Boat moorings	1,000	5,000	£130,000
Other	33,000	121,000	£6,374,000
Staying with friends and relatives	329,000	991,000	£26,656,000
Total	713,000	2,812,000	£104,571,000

Trips, nights and spend by accommodation (Overseas tourists)

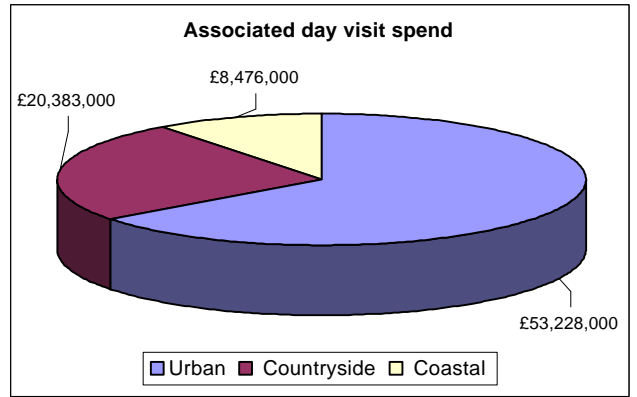
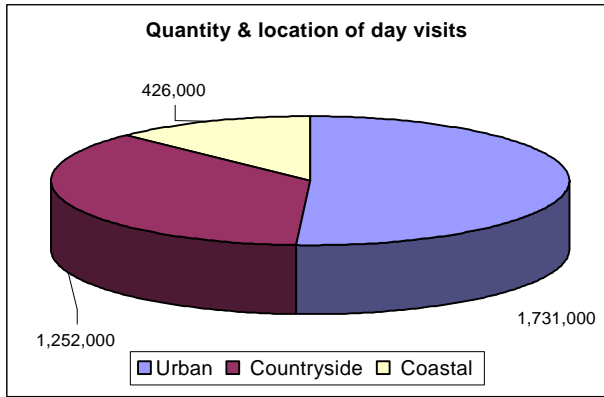
	Trips	Nights	Spend
Serviced	9,900	65,500	£2,779,000
Self catering	1,500	28,100	£964,000
Touring caravans /tents	3,100	17,300	£456,000
Static vans/holiday centres	100	400	£7,000
Group/campus	1,000	18,600	£781,000
Second homes	700	13,100	£647,000
Boat moorings	0	0	£0
Other	900	6,100	£312,000
Staying with friends and relatives	15,900	151,300	£4,712,000
Total	32,900	300,300	£10,660,000

Trips, nights and spend by purpose

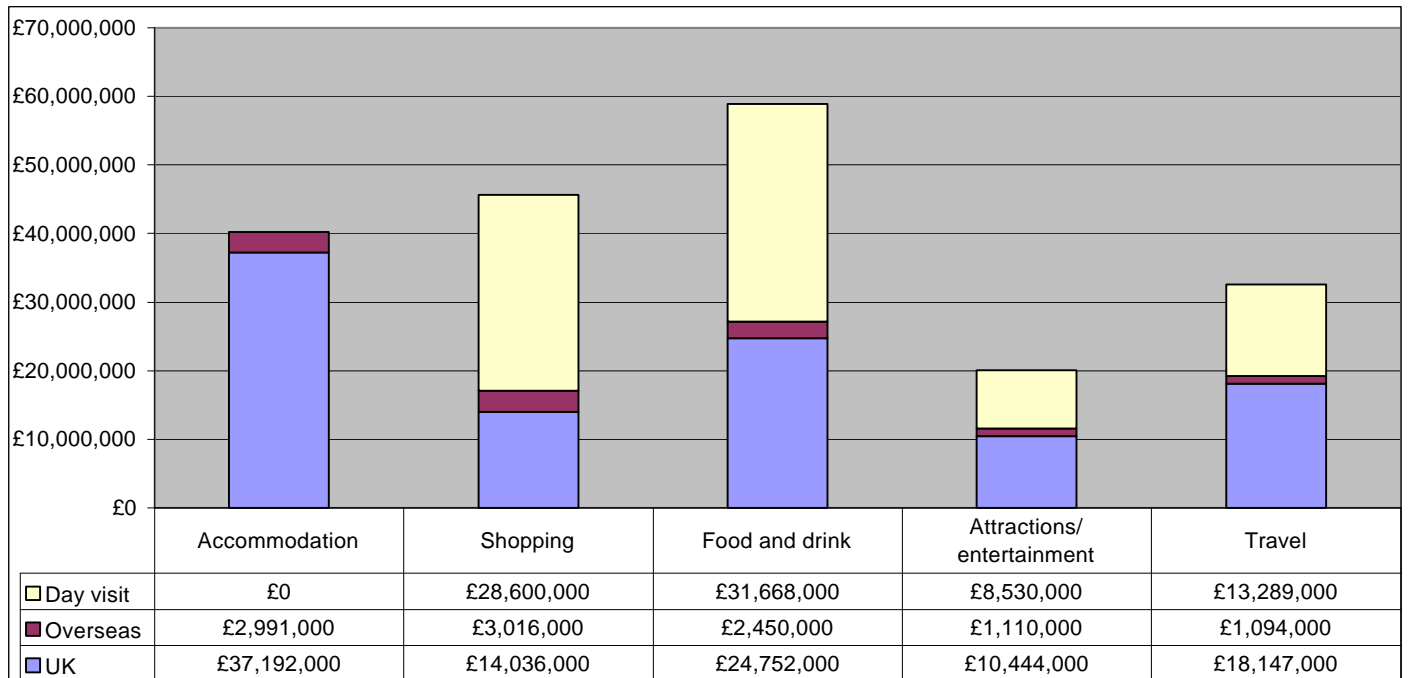


Teignbridge Briefing

Day visits



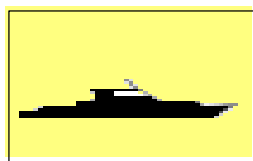
Expenditure associated with trips



Other tourism related spend



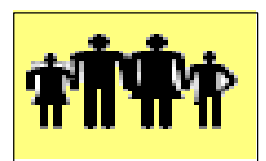
Second Homes
£399,000



Boats
£200,000



Static Vans
£0



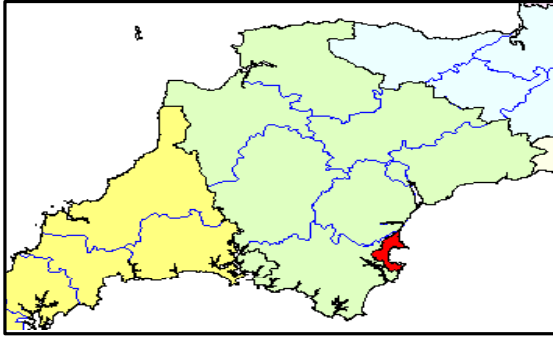
VFR
£15,816,000

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.

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	3,808	2,233	6,041
Indirect	694	282	976
Induced	371	43	413
Total	4,873	2,558	7,430
Estimated number of FTE's			5,367

Torbay Briefing



KEY FACTS	
1,710,600	trips by staying visitors
7,096,000	staying visitor nights
£330,175,000	spend by staying visitors
3,795,000	day visits
£92,476,000	spend by day visitors
£19,150,000	other tourism related spend
16,905	jobs related to tourism spending
32%	of employment is supported by tourism

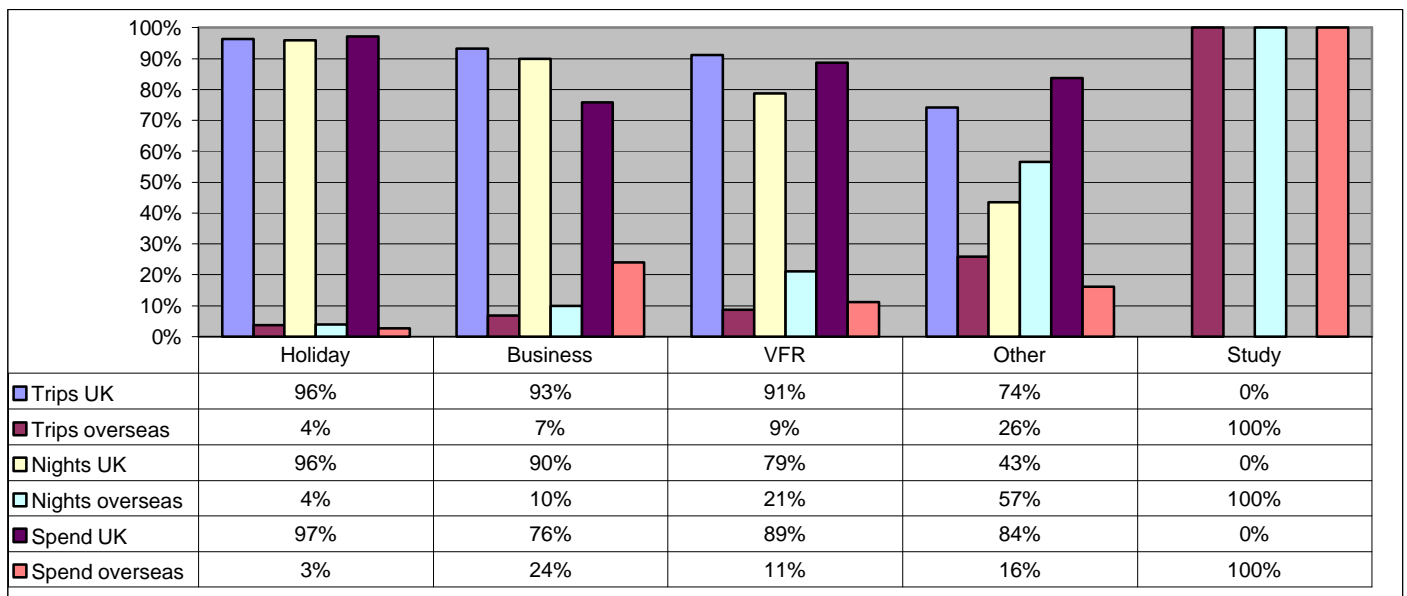
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	805,000	2,650,000	£169,759,000
Self catering	154,000	1,015,000	£42,233,000
Touring caravans /tents	45,000	213,000	£5,990,000
Static vans/holiday centres	212,000	1,215,000	£45,786,000
Group/campus	1,000	3,000	£174,000
Second homes	13,000	55,000	£1,362,000
Boat moorings	10,000	50,000	£1,424,000
Other	34,000	125,000	£6,621,000
Staying with friends and relatives	341,000	1,029,000	£27,688,000
Total	1,615,000	6,355,000	£301,038,000

Trips, nights and spend by accommodation (Overseas tourists)

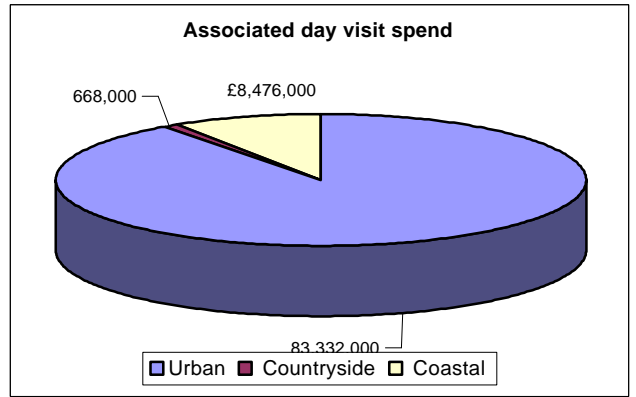
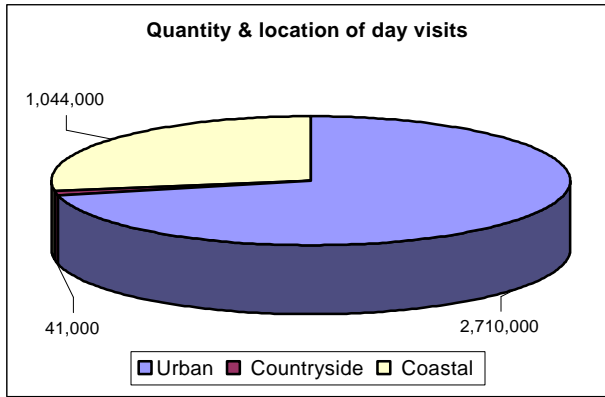
	Trips	Nights	Spend
Serviced	71,200	472,400	£20,059,000
Self catering	3,500	66,500	£2,284,000
Touring caravans /tents	1,800	10,300	£270,000
Static vans/holiday centres	200	900	£18,000
Group/campus	500	10,100	£423,000
Second homes	1,000	17,400	£862,000
Boat moorings	0	0	£0
Other	900	6,300	£324,000
Staying with friends and relatives	16,500	157,200	£4,895,000
Total	95,600	741,000	£29,137,000

Trips, nights and spend by purpose

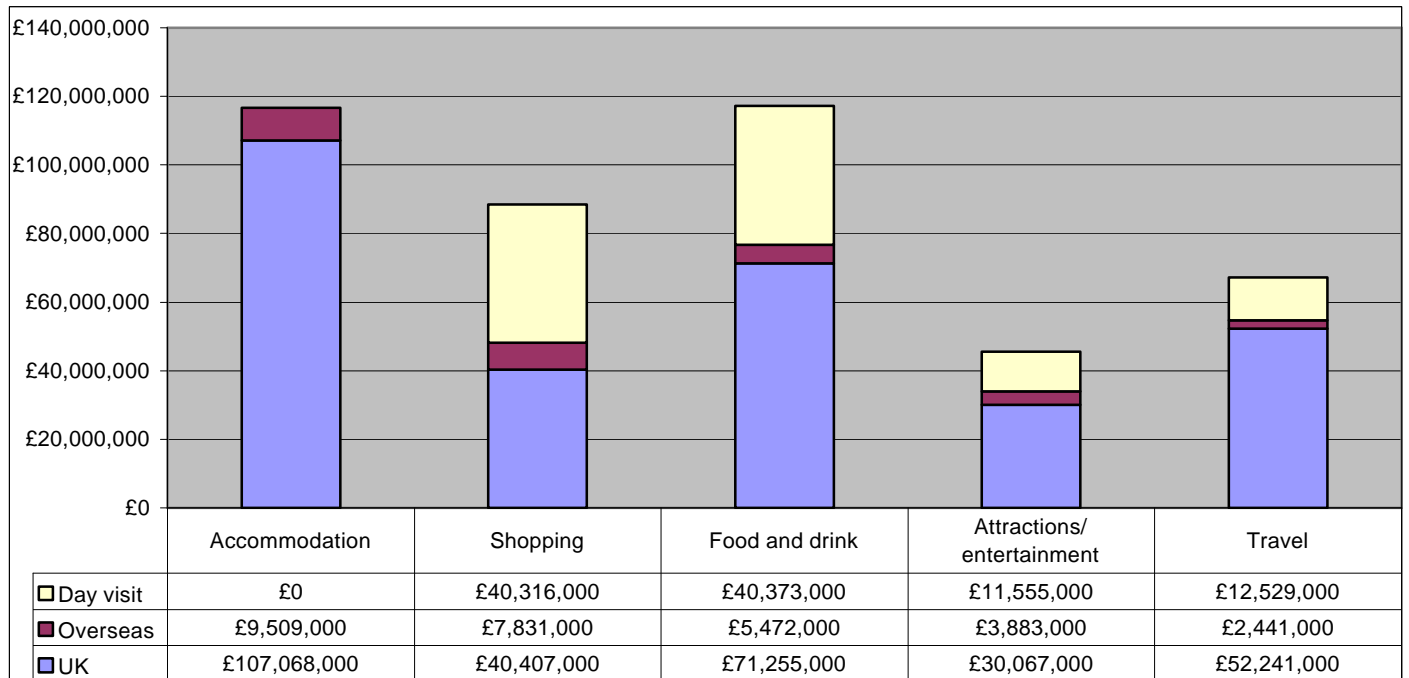


Torbay Briefing

Day visits



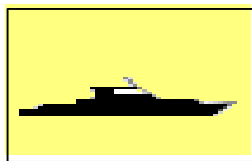
Expenditure associated with trips



Other tourism related spend



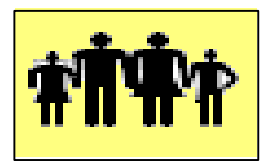
Second Homes
£532,000



Boats
£2,190,000



Static Vans
£0



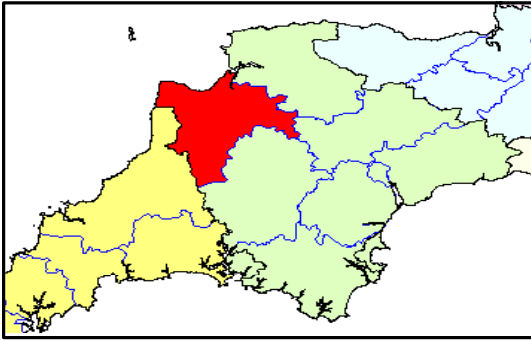
VFR
£16,428,000

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.

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	10,577	3,001	13,578
Indirect	1,893	369	2,262
Induced	1,015	51	1,066
Total	13,484	3,421	16,905
Estimated number of FTE's			12,184

Torridge Briefing



KEY FACTS	
381,700	trips by staying visitors
1,703,200	staying visitor nights
£65,840,000	spend by staying visitors
2,898,000	day visits
£60,178,000	spend by day visitors
£7,643,000	other tourism related spend
4,870	jobs related to tourism spending
18%	of employment is supported by tourism

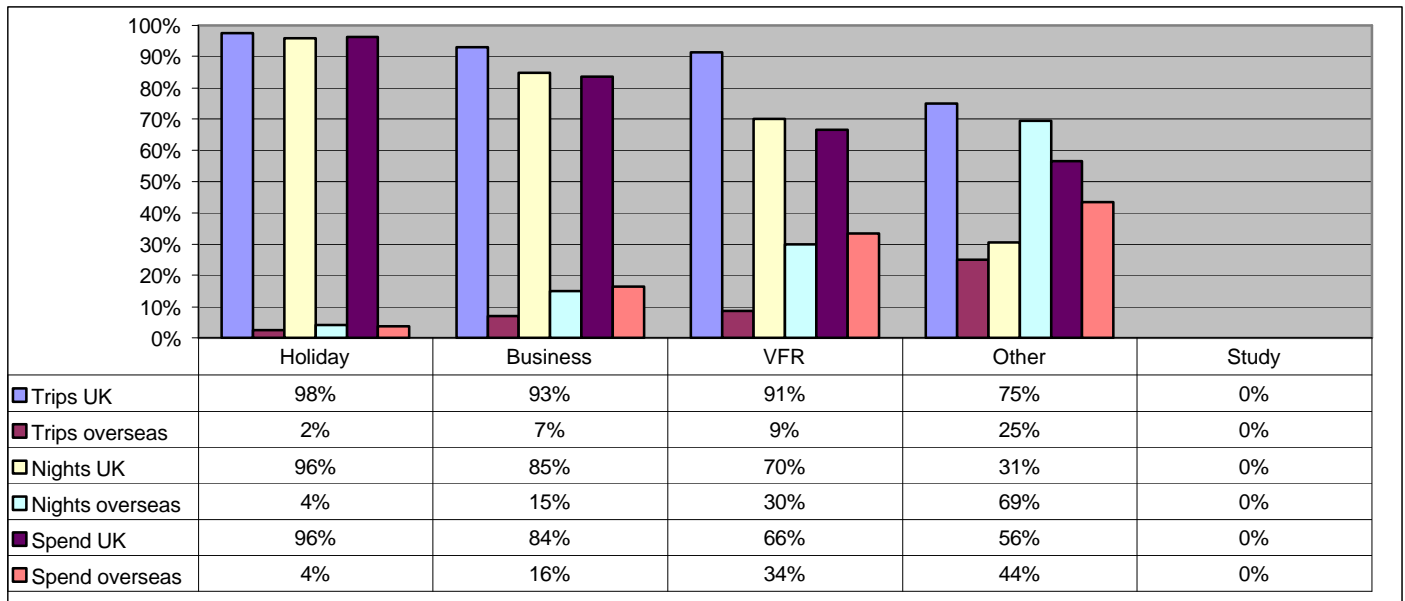
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	57,000	186,000	£11,933,000
Self catering	69,000	452,000	£18,829,000
Touring caravans /tents	8,000	36,000	£1,022,000
Static vans/holiday centres	57,000	325,000	£12,234,000
Group/campus	1,000	3,000	£152,000
Second homes	6,000	25,000	£622,000
Boat moorings	0	0	£0
Other	15,000	57,000	£2,982,000
Staying with friends and relatives	154,000	463,000	£12,472,000
Total	366,000	1,548,000	£60,246,000

Trips, nights and spend by accommodation (Overseas tourists)

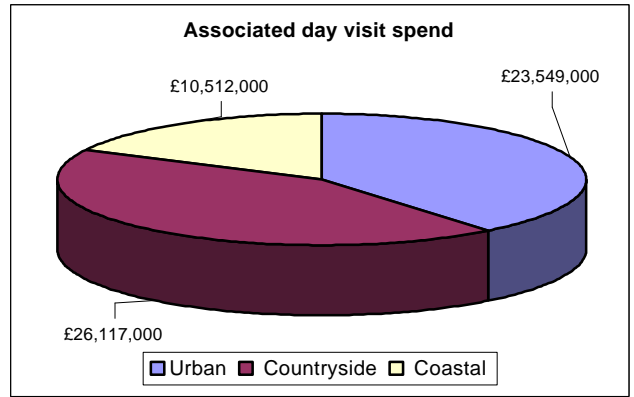
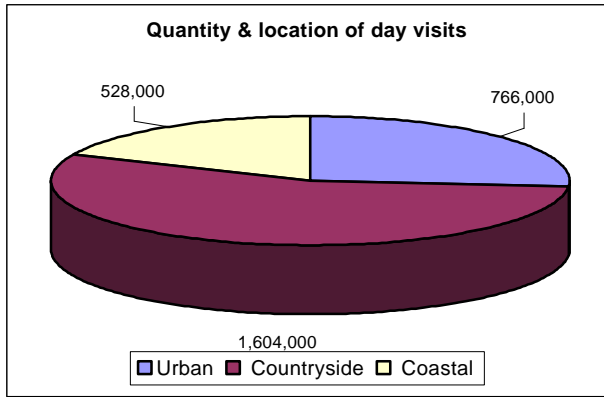
	Trips	Nights	Spend
Serviced	5,000	33,200	£1,410,000
Self catering	1,600	29,600	£1,018,000
Touring caravans /tents	300	1,800	£46,000
Static vans/holiday centres	0	200	£5,000
Group/campus	500	8,800	£370,000
Second homes	400	8,000	£394,000
Boat moorings	0	0	£0
Other	400	2,800	£146,000
Staying with friends and relatives	7,400	70,800	£2,205,000
Total	15,700	155,200	£5,594,000

Trips, nights and spend by purpose

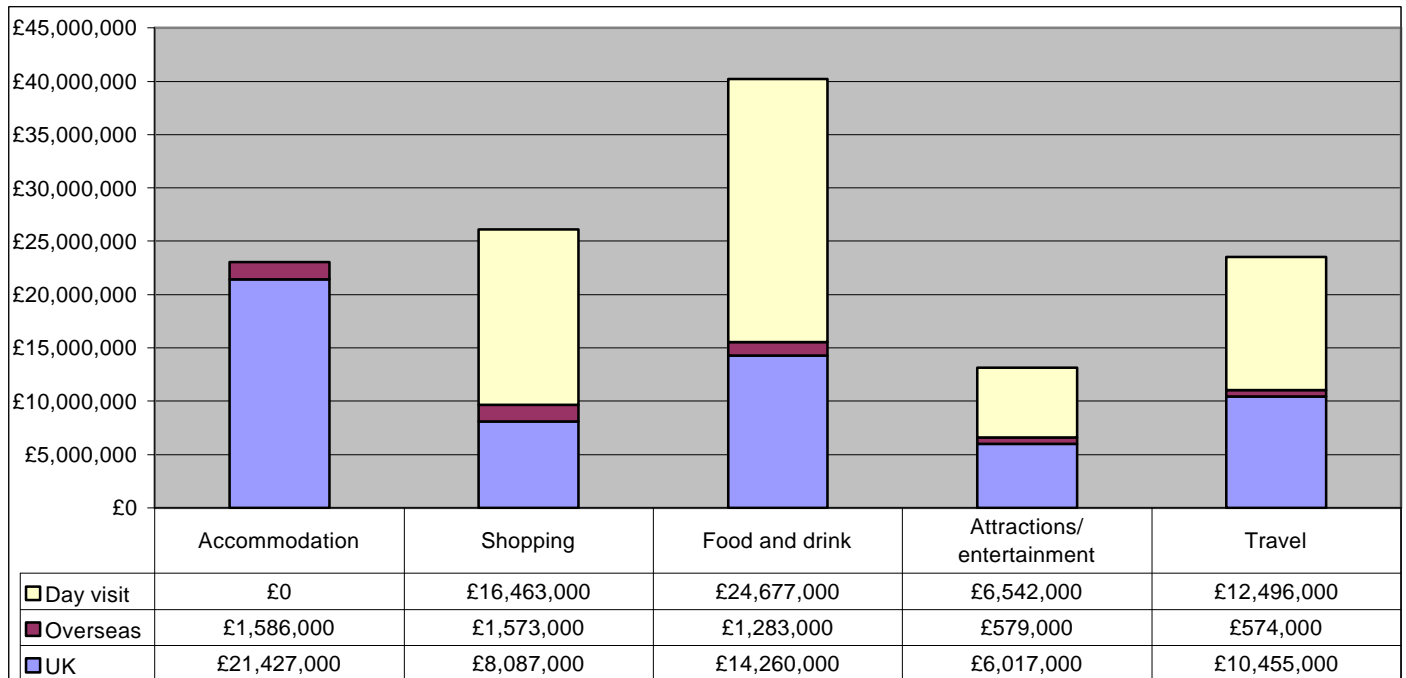


Torridge Briefing

Day visits



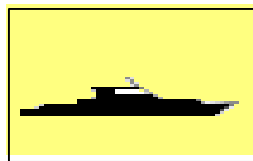
Expenditure associated with trips



Other tourism related spend



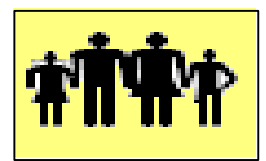
Second Homes
£243,000



Boats
£0



Static Vans
£0



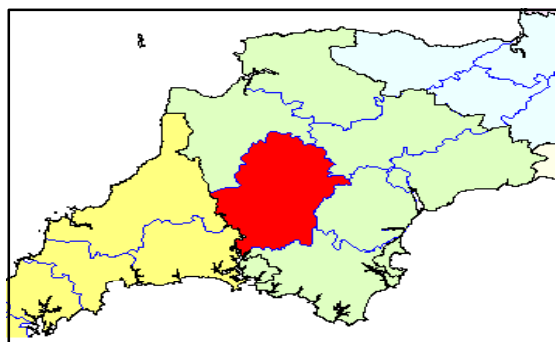
VFR
£7,400,000

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.

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	2,443	1,906	4,349
Indirect	258	139	397
Induced	109	15	124
Total	2,809	2,061	4,870
Estimated number of FTE's			3,430

West Devon Briefing



KEY FACTS

315,500 trips by staying visitors
 1,249,200 staying visitor nights
 £51,612,000 spend by staying visitors
 3,126,000 day visits
 £64,864,000 spend by day visitors
 £6,507,000 other tourism related spend
 3,869 jobs related to tourism spending
 18% of employment is supported by tourism

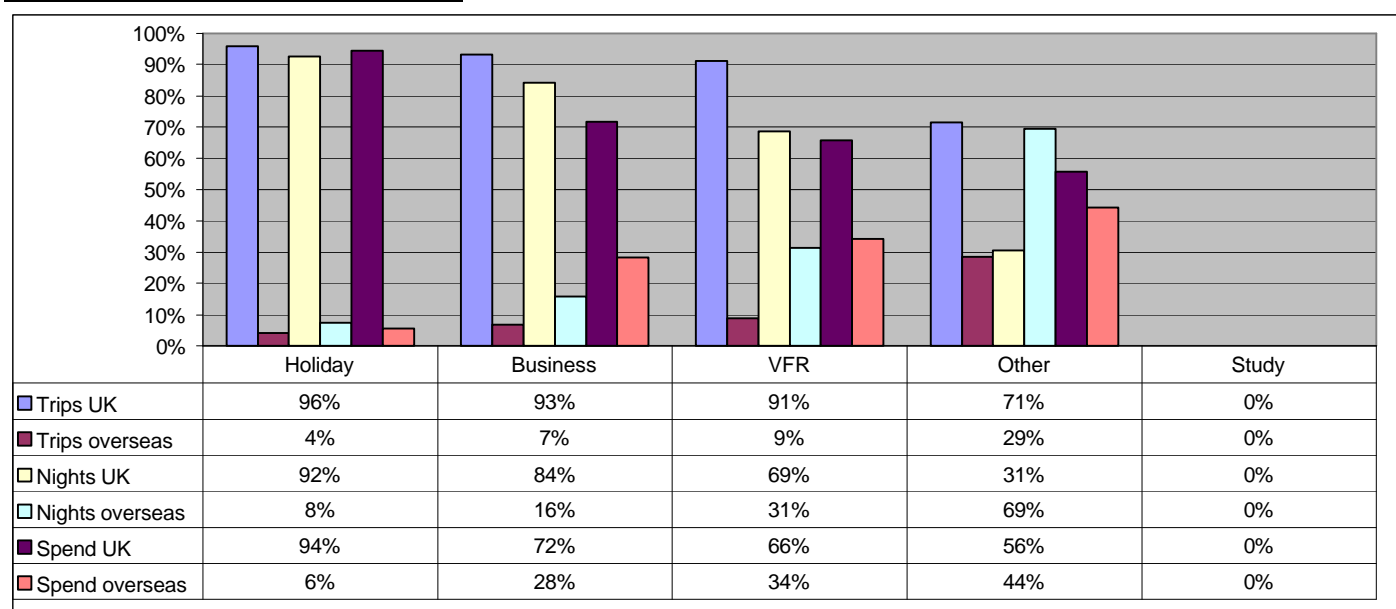
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	94,000	309,000	£19,774,000
Self catering	28,000	185,000	£7,684,000
Touring caravans /tents	14,000	66,000	£1,854,000
Static vans/holiday centres	11,000	64,000	£2,429,000
Group/campus	2,000	6,000	£318,000
Second homes	4,000	17,000	£415,000
Boat moorings	0	0	£0
Other	13,000	48,000	£2,557,000
Staying with friends and relatives	132,000	397,000	£10,693,000
Total	298,000	1,092,000	£45,723,000

Trips, nights and spend by accommodation (Overseas tourists)

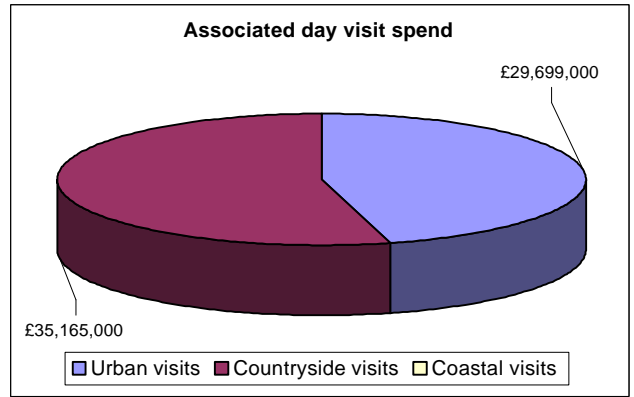
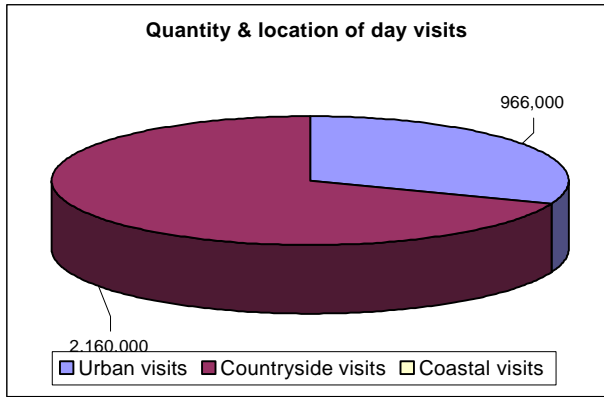
	Trips	Nights	Spend
Serviced	8,300	55,000	£2,337,000
Self catering	600	12,100	£415,000
Touring caravans /tents	600	3,200	£84,000
Static vans/holiday centres	0	0	£1,000
Group/campus	1,000	18,400	£774,000
Second homes	300	5,300	£263,000
Boat moorings	0	0	£0
Other	400	2,400	£125,000
Staying with friends and relatives	6,400	60,700	£1,890,000
Total	17,500	157,200	£5,889,000

Trips, nights and spend by purpose

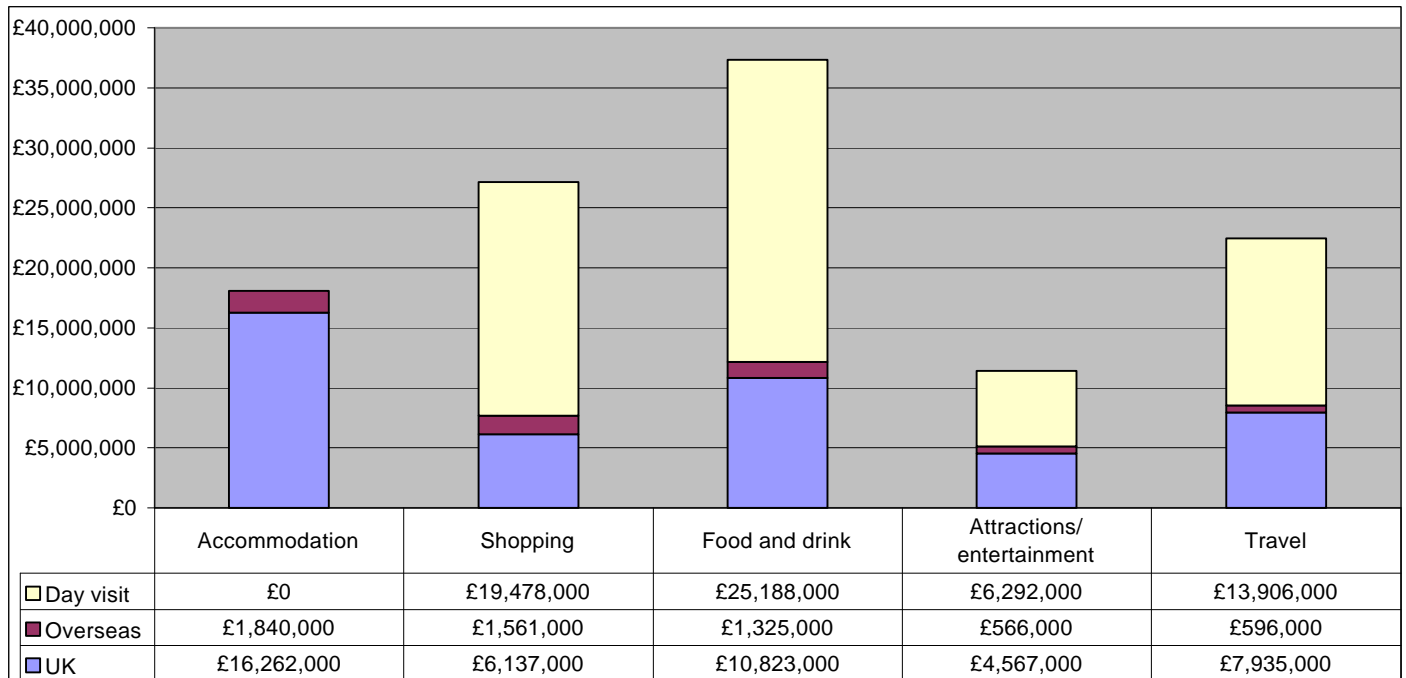


West Devon Briefing

Day visits



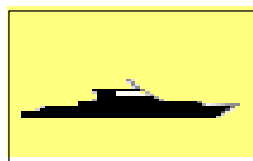
Expenditure associated with trips



Other tourism related spend



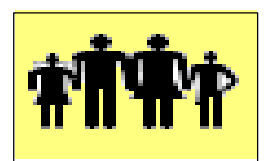
Second Homes
£162,000



Boats
£0



Static Vans
£0



VFR
£6,345,000

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.

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	1,695	1,734	3,429
Indirect	204	144	348
Induced	77	15	92
Total	1,976	1,893	3,869
Estimated number of FTE's			2,732