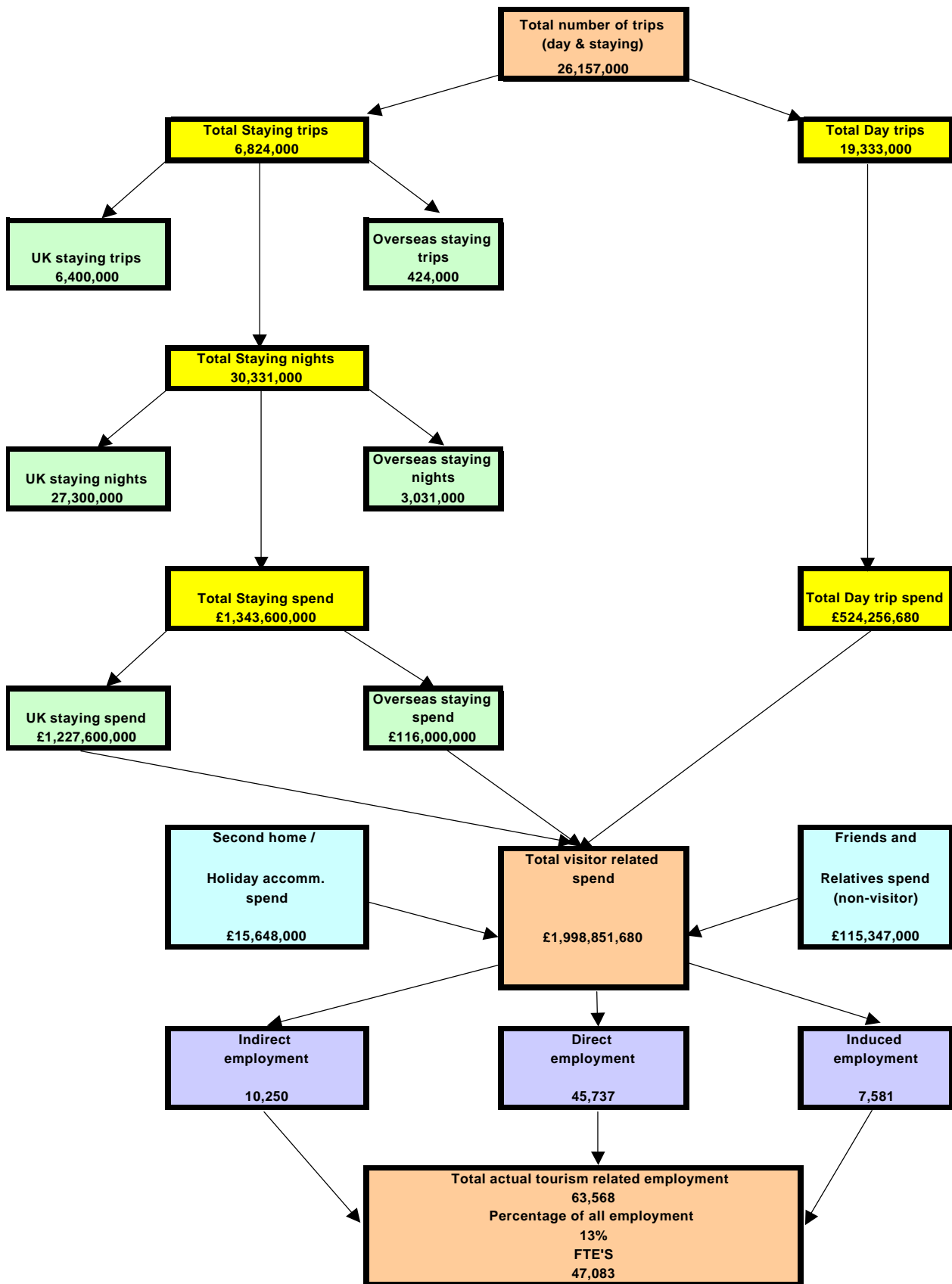
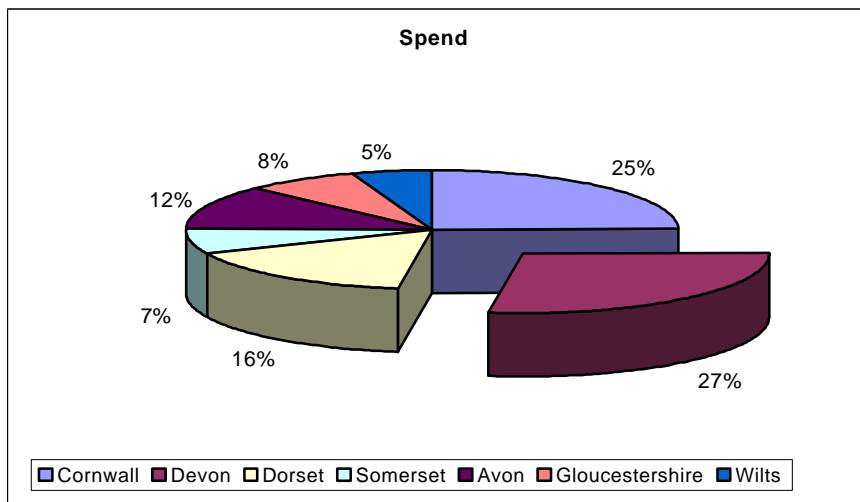
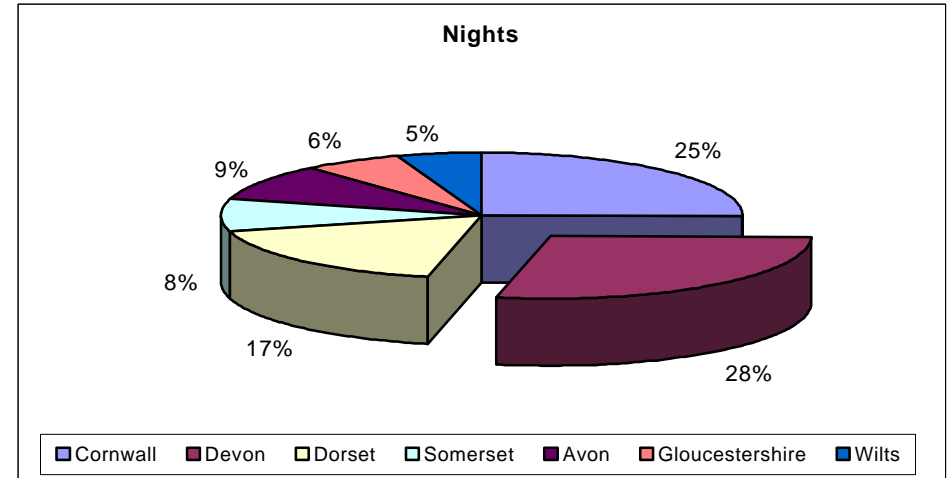
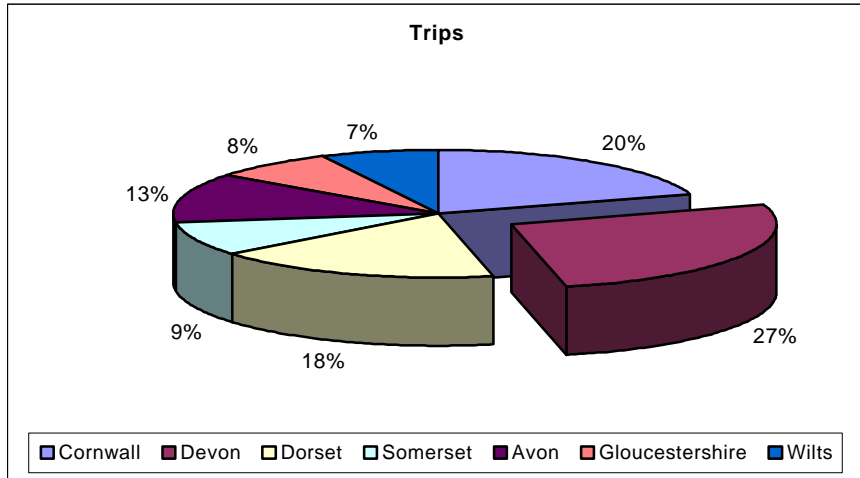


4. Devon Economic Overview

Devon: Facts at a glance



Devon: Staying visitors in context



	Trips	Nights	Spend
Cornwall	5,142,000	27,395,000	£1,215,900,000
Devon	6,824,000	30,331,000	£1,343,600,000
Dorset	4,520,000	18,684,000	£794,600,000
Somerset	2,185,000	9,063,000	£340,011,000
Avon	3,238,000	10,111,000	£576,927,000
Gloucestershire	1,938,000	6,701,000	£370,200,000
Wilts	1,843,000	5,749,000	£259,500,000
TOTALS	25,690,000	108,034,000	£4,900,738,000

Devon: Staying visitors in detail

KEY FACTS:

- **Devon generates 27% of trips, 28% of nights and 27% of spend in the South West region.**
- **Those staying in serviced accommodation or with friends and relatives account for the largest proportions of trips and nights spent in the county.**
- **The serviced accommodation sector accounts for 37% of tourism spend with the next largest accommodation type being self-catering (17%).**

Trips, nights and spend by accommodation (Domestic tourists)

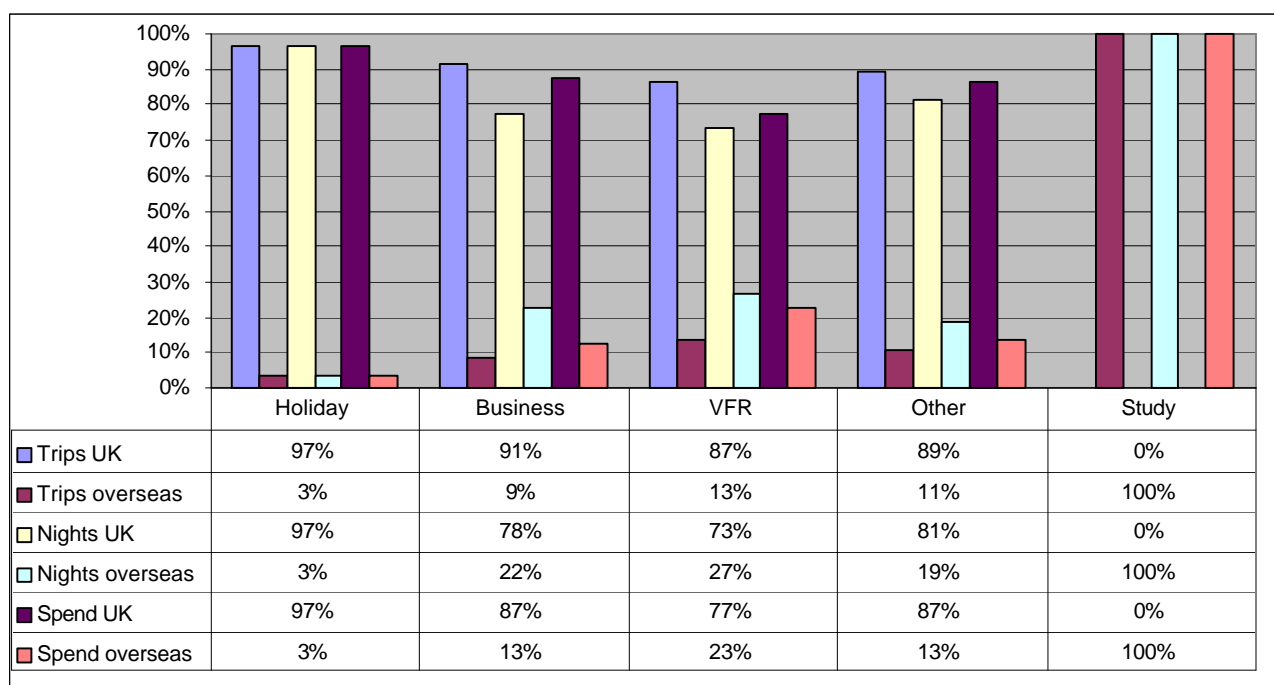
	Trips	Nights	Spend
Serviced	1,913,000	5,953,000	£469,486,000
Self catering	767,000	4,874,000	£224,287,000
Touring caravans /tents	411,000	2,523,000	£60,983,000
Static vans/holiday centres	739,000	4,140,000	£162,872,000
Group/campus	95,000	390,000	£31,190,000
Paying guest in private house	0	0	£0
Second homes	137,000	669,000	£31,857,000
Boat moorings	47,000	130,000	£3,966,000
Other	436,000	1,721,000	£59,133,000
Staying with friends and relatives	1,855,000	6,900,000	£183,826,000
Total	6,400,000	27,300,000	£1,227,600,000

Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	148,000	448,000	£27,900,000
Self catering	19,000	145,000	£6,196,000
Touring caravans /tents	20,000	115,000	£2,865,000
Static vans/holiday centres	2,000	19,000	£78,000
Group/campus	15,000	293,000	£12,720,000
Paying guest in private house	42,000	562,000	£26,184,000
Second homes	10,000	124,000	£5,039,000
Boat moorings	0	0	£0
Other	9,000	28,000	£355,000
Staying with friends and relatives	158,000	1,296,000	£34,663,000
Total	424,000	3,031,000	£116,000,000

NOTE – Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Trips, nights and spend by purpose



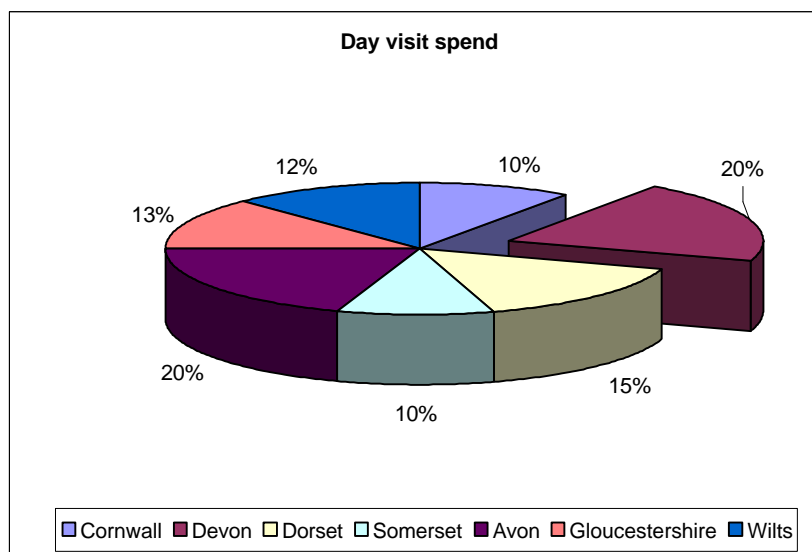
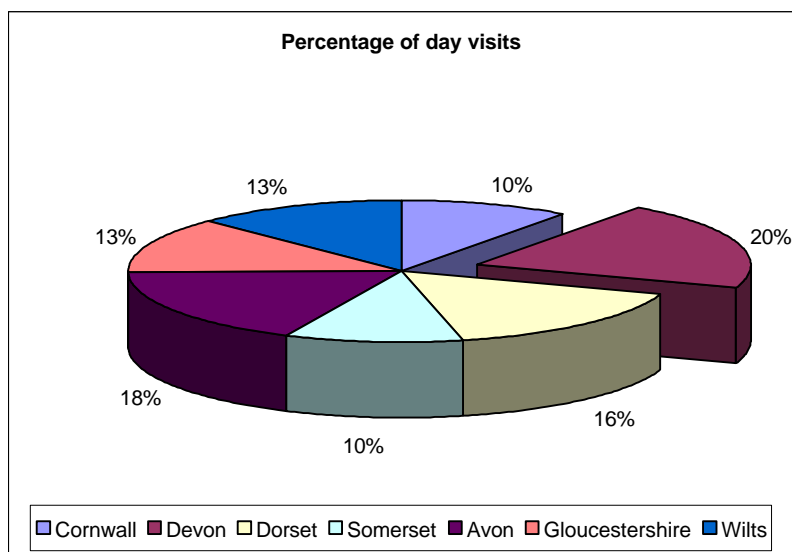
Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	4,755,000	22,943,000	£984,821,000
Business	495,000	993,000	£116,257,000
VFR	998,000	2,710,000	£95,994,000
Other	152,000	654,000	£30,528,000
Study	0	0	£0
Total	6,400,000	27,300,000	£1,227,600,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	168,000	824,000	£35,199,000
Business	46,000	287,000	£16,904,000
VFR	155,000	992,000	£28,371,000
Other	18,000	149,000	£4,679,000
Study	36,000	780,000	£30,848,000
Total	424,000	3,031,000	£116,000,000

Devon: Day visits in context

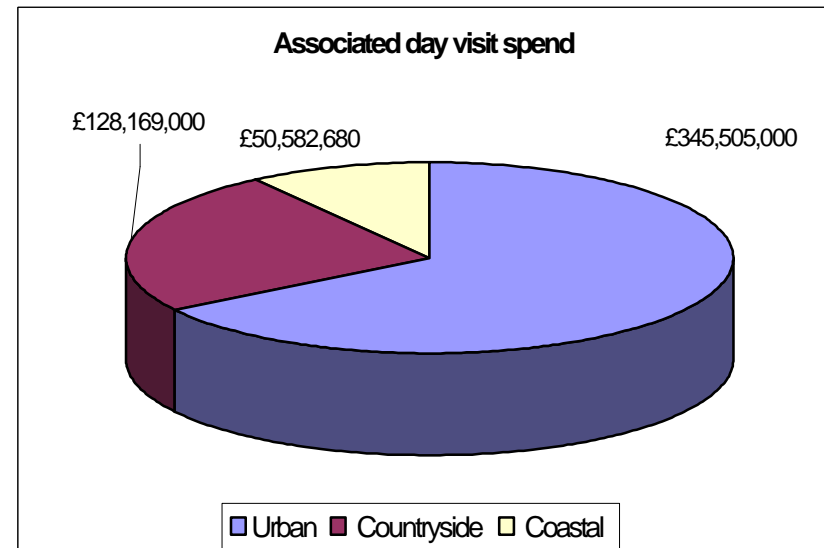
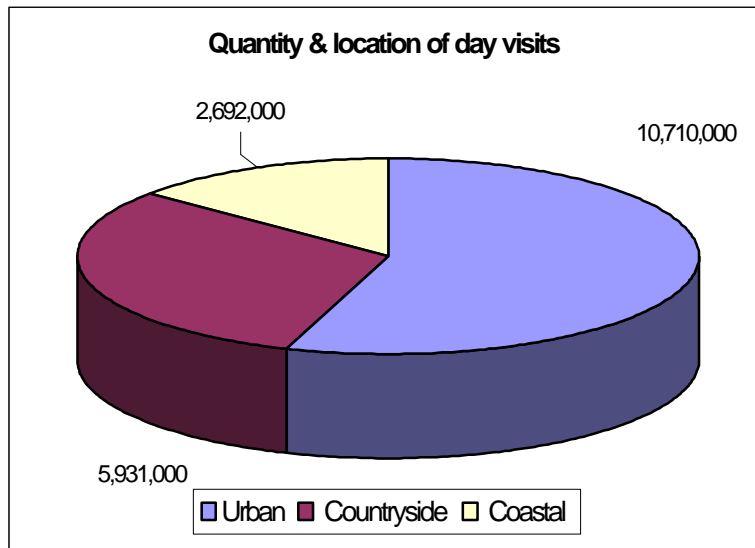


	Trips	Spend
Cornwall	9,576,000	£254,812,000
Devon	19,333,000	£524,256,680
Dorset	15,333,000	£390,968,870
Somerset	9,927,000	£262,019,000
Avon	17,059,000	£509,903,240
Gloucestershire	12,019,000	£328,573,000
Wilts	11,936,000	£317,162,000
Totals	95,183,000	£2,587,694,790

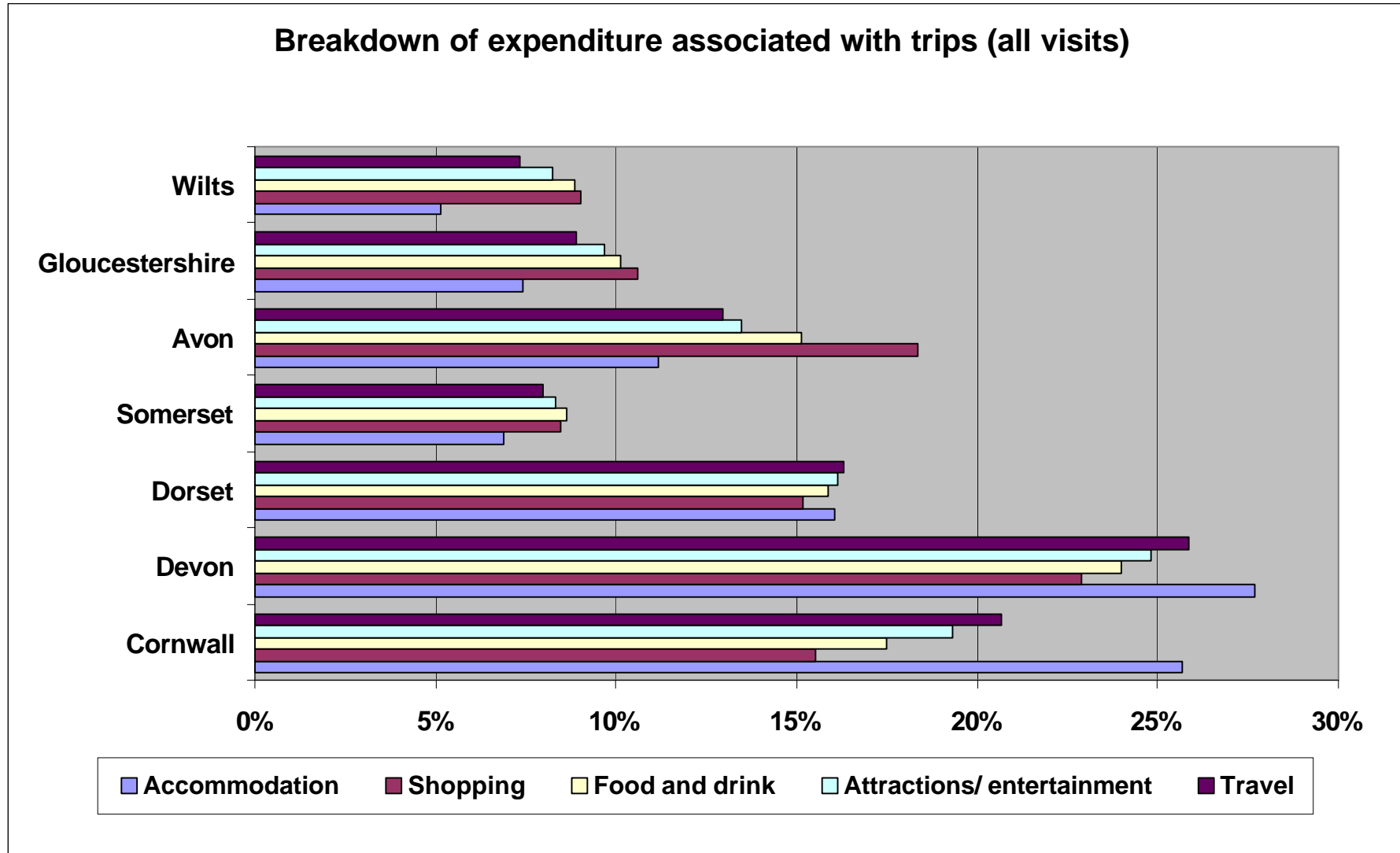
Devon: Day visits in detail

KEY FACTS:

- Devon accounts for 20% of day trips and 20% of day trip spend in the South West region.
- The largest proportion of day trips in Devon are to urban locations (10.7 million)
- The average spend per day visit is £27.12.



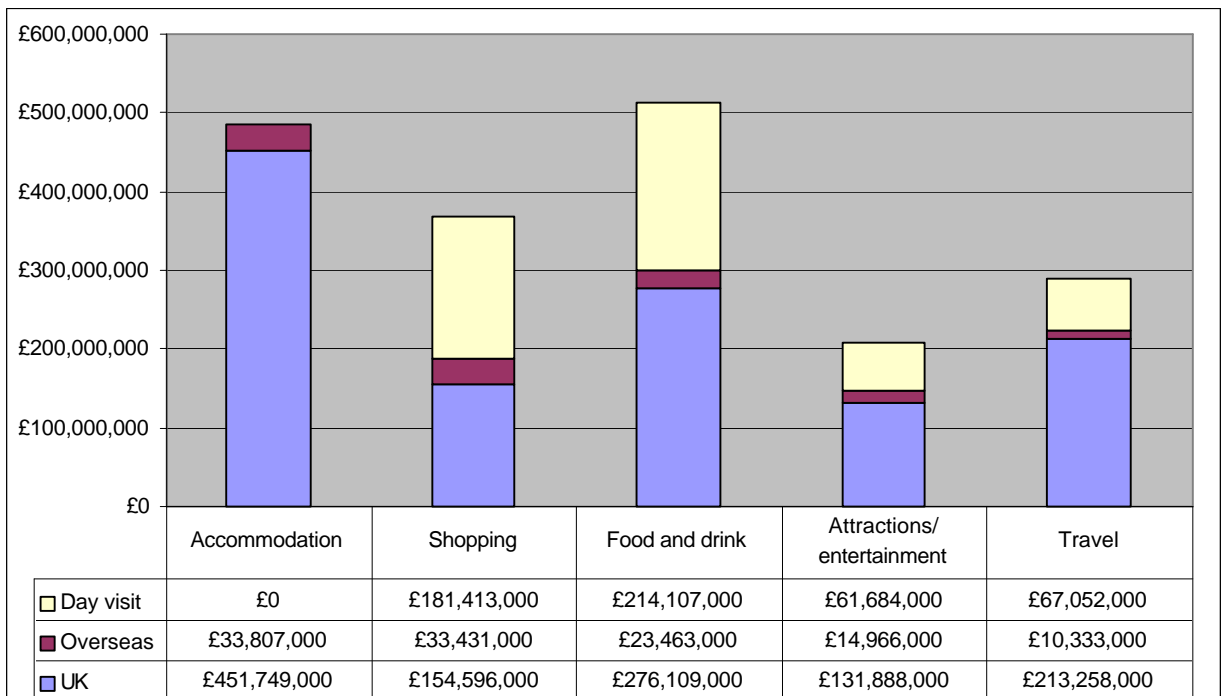
Devon: Breakdown of expenditure associated with trips in context



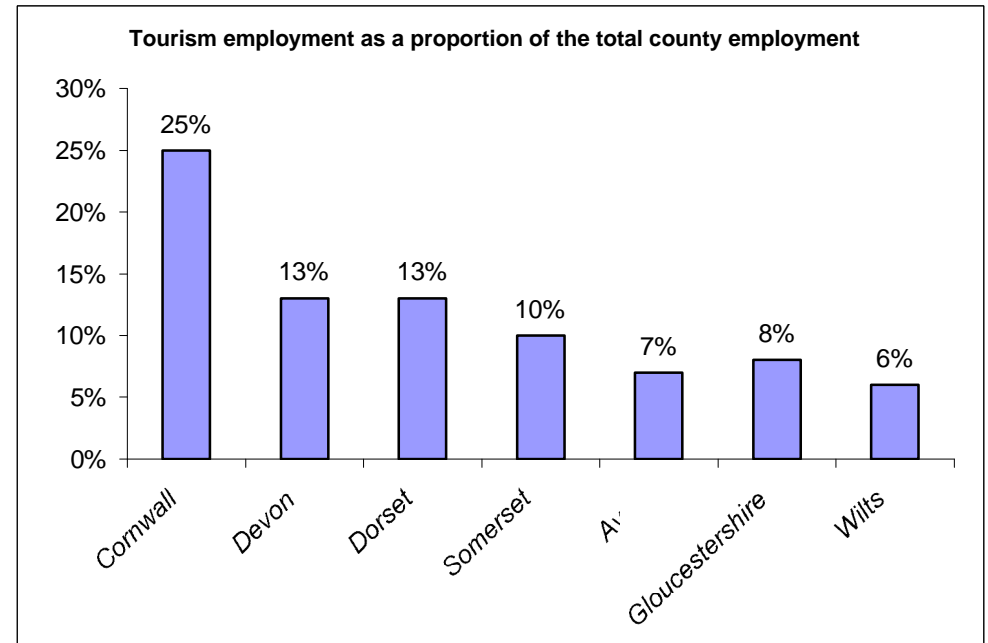
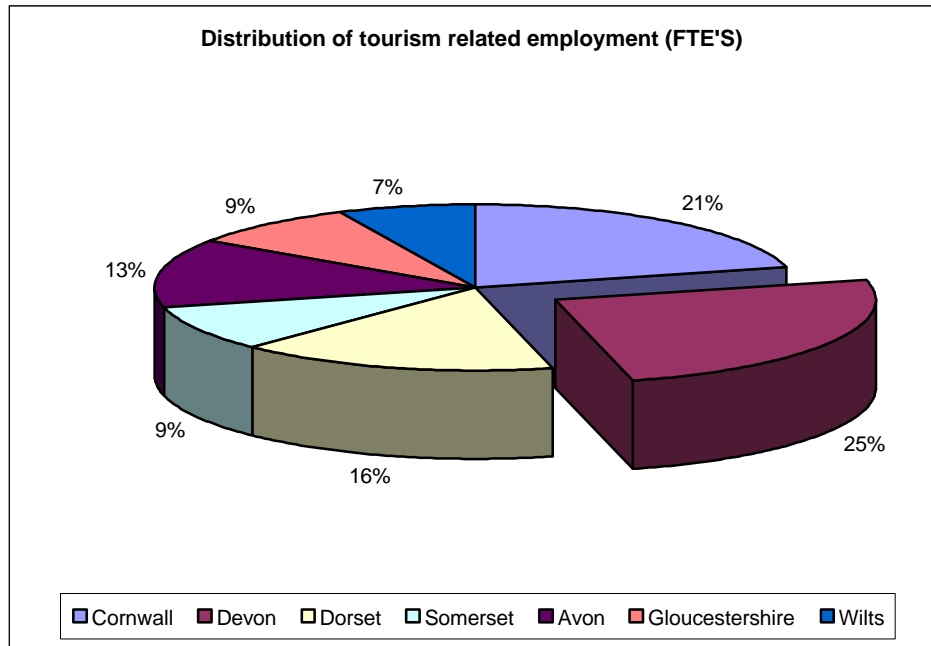
Devon: Breakdown of expenditure associated with trips in detail

KEY FACTS:

- **The largest proportion of tourism expenditure is spent on food and drink (28%) followed by accommodation (26%).**
- **Both day visitors and staying visitors are equally important to shopping in the county. Staying visitor spend equates to 51% of the total shopping spend and day visitors spend accounts for 49%.**
- **Overseas staying visitor spend was highest on accommodation and shopping (£33.8 million and £33.4 million respectively).**



Devon: Employment in context



	Number of FTE's
Cornwall	39,993
Devon	47,083
Dorset	30,398
Somerset	16,822
Avon	24,792
Gloucestershire	16,462
Wilts	12,956
Totals	188,506

Devon: Employment in detail

KEY FACTS:

- **Devon has the largest proportion (25%) and number of FTE jobs (47,083) related to tourism in the South West.**
- **13% of employment in Devon is related to tourism**
- **The largest number of jobs directly attributable to tourism in Devon is in the accommodation sector (14,961- estimated actual)**

Estimated actual number of jobs related to tourism spending

	Staying tourists	Day visitors	Total
Direct	34,285	11,452	45,737
Indirect	8,075	2,175	10,250
Induced	7,023	559	7,581
Totals	49,382	14,186	63,568

Estimated number of full time jobs related to tourism spending (FTE's)

	Staying tourists	Day visitors	Total
Direct	23,718	7,724	31,442
Indirect	7,083	1,908	8,991
Induced	6,160	490	6,650
Totals	36,961	10,122	47,083

Direct employment in businesses in receipt of visitor expenditure - Estimated number of full time jobs(FTE's)

	Staying	Day	Total
Accommodation	10,022	87	10,109
Retailing	2,309	2,228	4,538
Catering	5,504	3,934	9,438
Attractions/entertainment	2,522	1,091	3,613
Transport	1,282	384	1,666
Arising from non trip spend	2,079	0	2,079
Totals	23,718	7,724	31,442

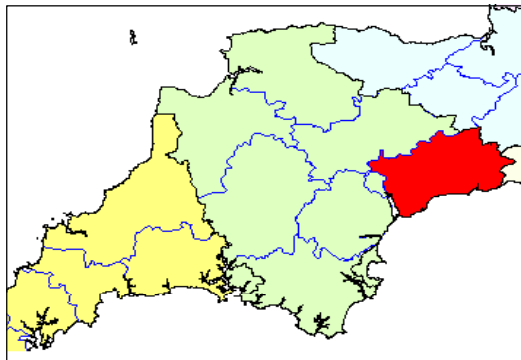
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Devon Summary

Key facts for comparison

	2001	2003	% difference
Domestic trips	7,400,000	6,400,000	-14%
Domestic nights	28,800,000	27,300,000	-5%
Domestic spend	£1,181,300,000	£1,227,600,000	4%
Overseas			
Overseas trips	391,000	424,000	8%
Overseas nights	3,518,000	3,031,000	-14%
Overseas spend	£131,000,000	£116,000,000	-11%
Other tourism related spend			
Other tourism related spend	£156,985,000	£130,995,000	-17%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	80,798	63,568	-21%
% of employment supported by tourism			
% of employment supported by tourism	16%	13%	-3%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report



KEY FACTS	
863,000	trips by staying visitors
3,979,000	staying visitor nights
£168,838,000	spend by staying visitors
2,658,000	day visits
£68,307,000	spend by day visitors
£15,459,000	other tourism related spend
8,442	jobs related to tourism spending
17%	of employment is supported by tourism

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	198,000	616,000	£48,600,000
Self catering	97,000	614,000	£28,256,000
Touring caravans /tents	54,000	330,000	£7,978,000
Static vans/holiday centres	173,000	968,000	£38,079,000
Group/campus	1,000	3,000	£242,000
Paying guests in private homes	0	0	£0
Second homes	23,000	110,000	£5,247,000
Boat moorings	5,000	15,000	£454,000
Other	51,000	201,000	£6,905,000
Staying with friends and relatives (VFR)	217,000	806,000	£21,466,000
Total	817,000	3,663,000	£157,225,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	15,000	46,000	£2,888,000
Self catering	2,000	18,000	£781,000
Touring caravans /tents	3,000	15,000	£375,000
Static vans/holiday centres	0	5,000	£18,000
Group/campus	0	2,000	£99,000
Paying guests in private homes	4,000	54,000	£2,534,000
Second homes	2,000	20,000	£830,000
Boat moorings	0	0	£0
Other	1,000	3,000	£41,000
Staying with friends and relatives (VFR)	18,000	151,000	£4,048,000
Total	46,000	316,000	£11,613,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	632,000	3,151,000	£130,495,000
Business	51,000	106,000	£11,999,000
VFR	117,000	327,000	£11,177,000
Other	18,000	79,000	£3,554,000
Study	0	0	£0
Total	817,000	3,663,000	£157,225,000

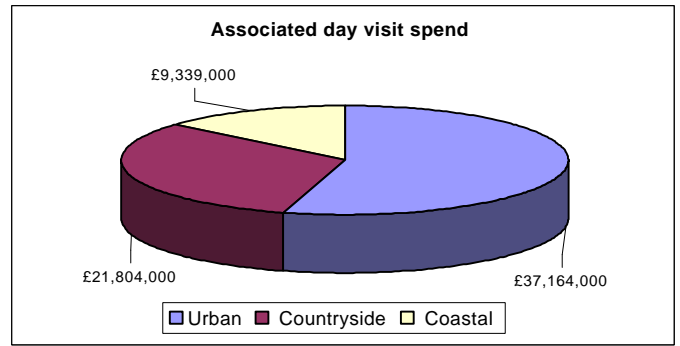
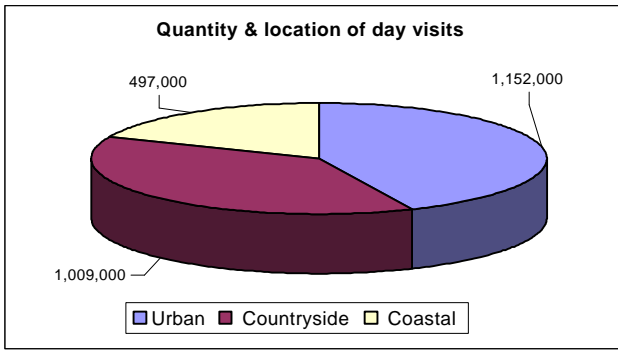
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	18,000	84,000	£3,505,000
Business	5,000	29,000	£1,651,000
VFR	18,000	112,000	£3,126,000
Other	2,000	17,000	£515,000
Study	3,000	73,000	£2,817,000
Total	46,000	316,000	£11,613,000

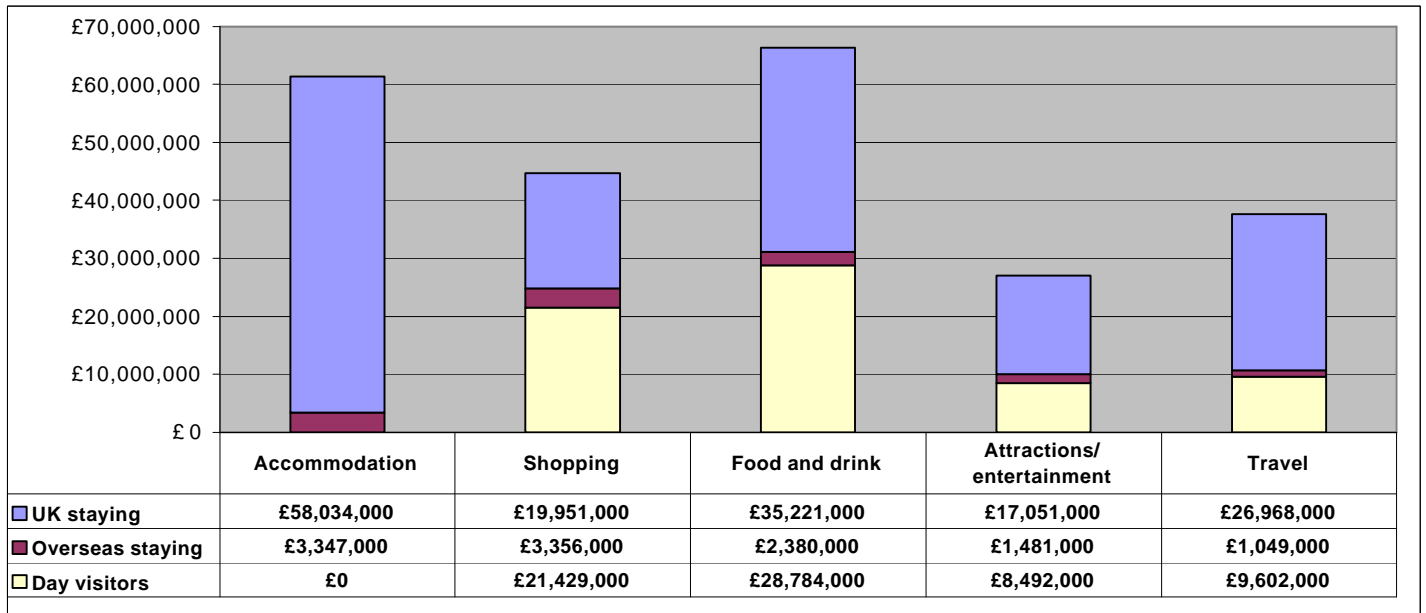
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

East Devon Briefing 2003

Day visits



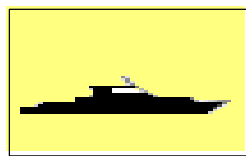
Visitor spend



Other tourism related spend



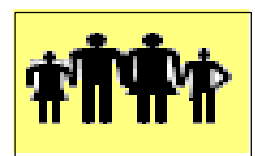
Second Homes
£650,000



Boats
£1,340,000



Static Vans
£0



VFR
£13,469,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	4,973	1,760	6,732
Indirect jobs	952	238	1,191
Induced jobs	486	34	520
Total	6,410	2,032	8,442
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			6,111

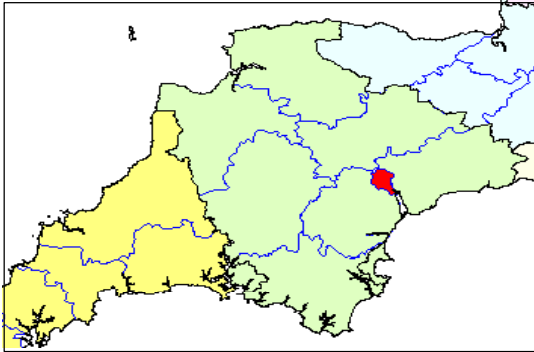
Calculations for the actual number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

East Devon Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	936,000	817,000	-13%
Domestic nights	3,833,000	3,663,000	-4%
Domestic spend	£152,461,000	£157,225,000	3%
Overseas			
Overseas trips	42,000	46,000	10%
Overseas nights	372,000	316,000	-15%
Overseas spend	£13,624,000	£11,613,000	-15%
Other tourism related spend			
Other tourism related spend	£18,679,000	£15,459,000	-17%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	10,827	8,442	-22%
% of employment supported by tourism			
% of employment supported by tourism	19%	17%	-2%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report

**KEY FACTS**

467,000 trips by staying visitors
 2,059,000 staying visitor nights
 £94,920,000 spend by staying visitors
 1,315,000 day visits
 £42,177,000 spend by day visitors
 £12,022,000 other tourism related spend
 3,866 jobs related to tourism spending
 7% of employment is supported by tourism

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	114,000	355,000	£27,978,000
Self catering	13,000	85,000	£3,894,000
Touring caravans /tents	2,000	13,000	£324,000
Static vans/holiday centres	0	0	£ 0
Group/campus	52,000	214,000	£17,122,000
Paying guests in private homes	0	0	£ 0
Second homes	2,000	9,000	£424,000
Boat moorings	0	1,000	£17,000
Other	45,000	178,000	£6,110,000
Staying with friends and relatives (VFR)	192,000	713,000	£18,996,000
Total	420,000	1,567,000	£74,865,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	9,000	27,000	£1,663,000
Self catering	0	3,000	£108,000
Touring caravans /tents	0	1,000	£15,000
Static vans/holiday centres	0	0	£ 0
Group/campus	8,000	161,000	£6,982,000
Paying guests in private homes	12,000	163,000	£7,602,000
Second homes	0	2,000	£67,000
Boat moorings	0	0	£ 0
Other	1,000	3,000	£37,000
Staying with friends and relatives (VFR)	16,000	134,000	£3,582,000
Total	47,000	492,000	£20,055,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	272,000	1,196,000	£62,137,000
Business	30,000	54,000	£5,714,000
VFR	103,000	255,000	£5,322,000
Other	16,000	62,000	£1,692,000
Study	0	0	£ 0
Total	420,000	1,567,000	£74,865,000

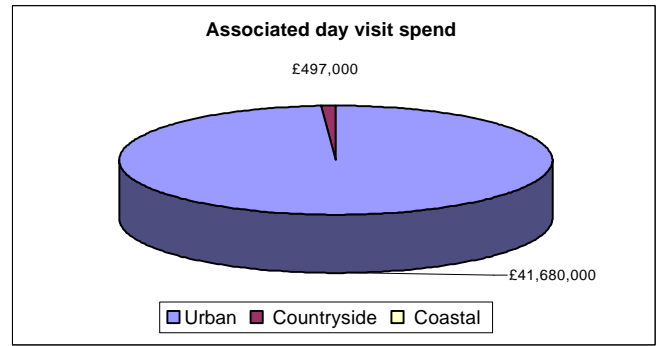
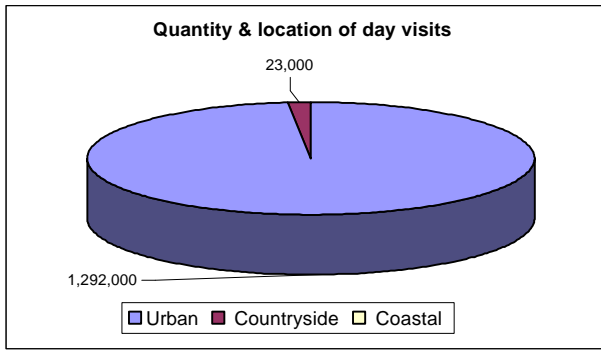
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	16,000	87,000	£4,002,000
Business	3,000	19,000	£1,209,000
VFR	16,000	115,000	£3,518,000
Other	2,000	17,000	£580,000
Study	10,000	254,000	£10,747,000
Total	47,000	492,000	£20,055,000

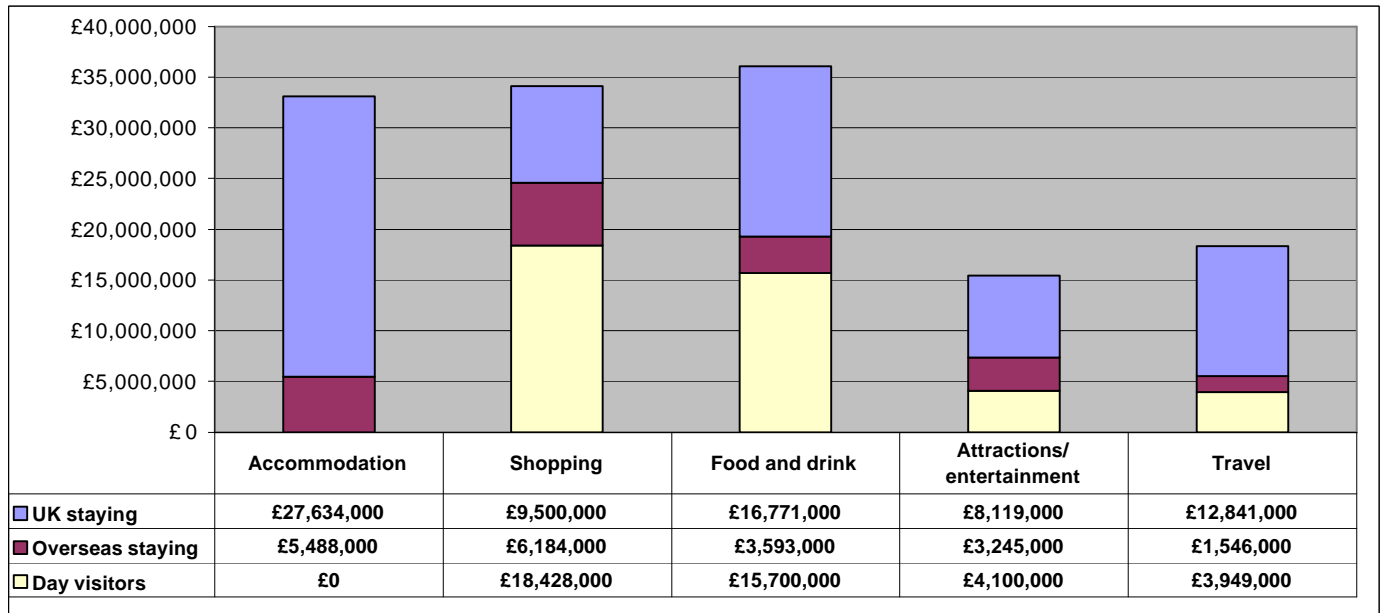
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Exeter Briefing 2003

Day visits



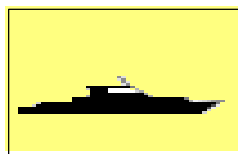
Visitor spend



Other tourism related spend



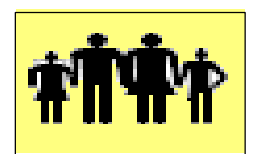
Second Homes
£53,000



Boats
£50,000



Static Vans
£0



VFR
£11,919,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	2,134	785	2,920
Indirect jobs	509	139	648
Induced jobs	276	22	298
Total	2,919	946	3,866
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,850

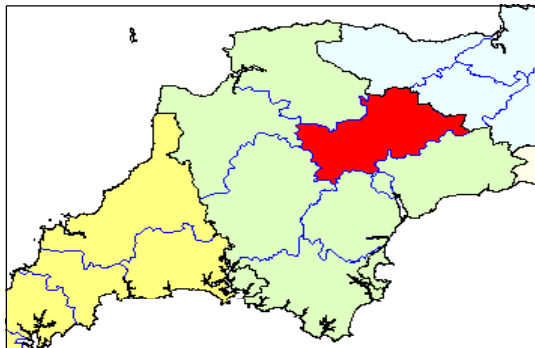
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Exeter Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	479,000	420,000	-12%
Domestic nights	1,555,000	1,567,000	1%
Domestic spend	£60,588,000	£74,865,000	24%
Overseas			
Overseas trips	34,000	47,000	38%
Overseas nights	394,000	492,000	25%
Overseas spend	£15,070,000	£20,055,000	33%
Other tourism related spend			
Other tourism related spend	£14,747,000	£12,022,000	-18%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	4,596	3,866	-16%
% of employment supported by tourism			
% of employment supported by tourism	8%	7%	-1%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report

**KEY FACTS**

235,000 trips by staying visitors
 981,000 staying visitor nights
 £36,192,000 spend by staying visitors
 1,308,000 day visits
 £33,740,000 spend by day visitors
 £7,604,000 other tourism related spend
 2,299 jobs related to tourism spending
 7% of employment is supported by tourism

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	38,000	118,000	£9,314,000
Self catering	17,000	109,000	£5,036,000
Touring caravans /tents	9,000	53,000	£1,278,000
Static vans/holiday centres	3,000	17,000	£674,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	4,000	20,000	£944,000
Boat moorings	0	0	£0
Other	28,000	112,000	£3,838,000
Staying with friends and relatives (VFR)	120,000	448,000	£11,932,000
Total	220,000	877,000	£33,017,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	3,000	9,000	£553,000
Self catering	0	3,000	£139,000
Touring caravans /tents	0	2,000	£60,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	0	4,000	£149,000
Boat moorings	0	0	£0
Other	1,000	2,000	£23,000
Staying with friends and relatives (VFR)	10,000	84,000	£2,250,000
Total	15,000	104,000	£3,175,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	135,000	642,000	£27,404,000
Business	10,000	19,000	£2,520,000
VFR	65,000	173,000	£2,347,000
Other	10,000	42,000	£746,000
Study	0	0	£0
Total	220,000	877,000	£33,017,000

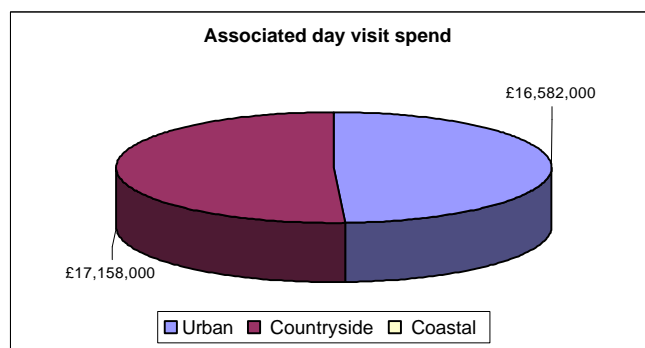
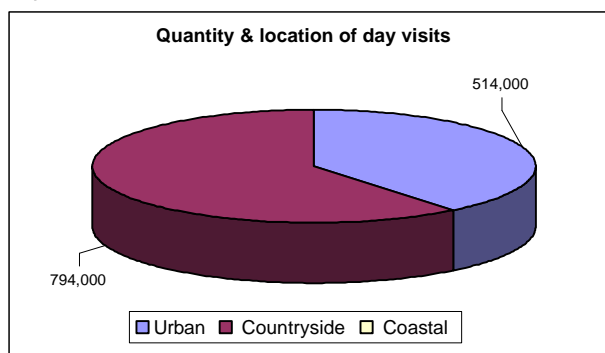
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	3,000	15,000	£603,000
Business	1,000	6,000	£348,000
VFR	10,000	72,000	£1,910,000
Other	1,000	11,000	£315,000
Study	0	0	£0
Total	15,000	104,000	£3,175,000

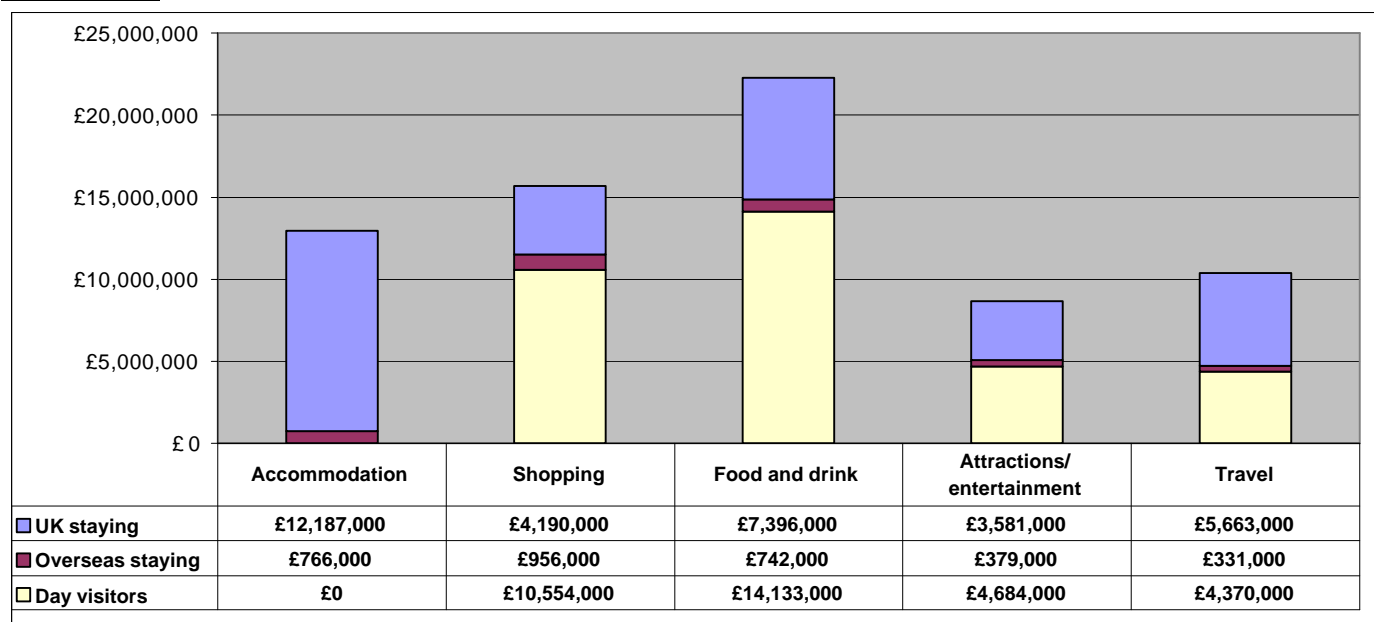
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Mid Devon Briefing 2003

Day visits



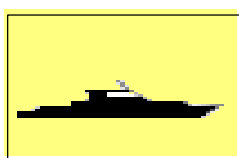
Visitor spend



Other tourism related spend



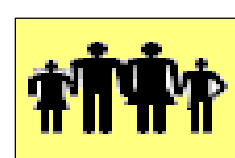
Second Homes
£117,000



Boats
£0



Static Vans
£0



VFR
£7,487,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	1,149	863	2,012
Indirect jobs	148	80	228
Induced jobs	53	6	59
Total	1,350	949	2,299
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			1,640

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Mid Devon Briefing 2003

Key facts for comparison

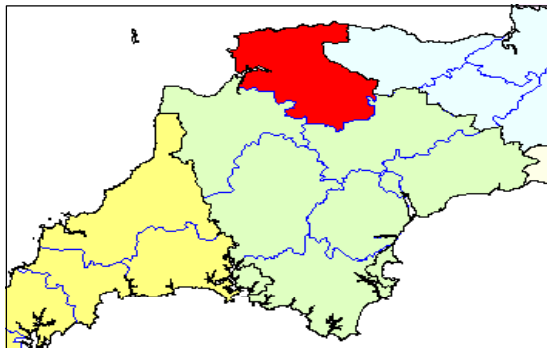
	2001	2003	% difference
Domestic trips	269,000	220,000	-18%
Domestic nights	915,000	877,000	-4%
Domestic spend	£32,308,000	£33,017,000	2%
Overseas			
Overseas trips	13,000	15,000	15%
Overseas nights	122,000	104,000	-15%
Overseas spend	£4,179,000	£3,175,000	-24%
Other tourism related spend			
Other tourism related spend	£9,106,000	£7,604,000	-16%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	3,159	2,299	-27%
% of employment supported by tourism			
% of employment supported by tourism	10%	7%	-3%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report

North Devon

Briefing

2003



KEY FACTS

975,000 trips by staying visitors
 4,568,000 staying visitor nights
 £206,057,000 spend by staying visitors
 1,989,000 day visits
 £51,501,000 spend by day visitors
 £9,881,000 other tourism related spend
 7,242 jobs related to tourism spending
 18% of employment is supported by tourism

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	294,000	916,000	£72,240,000
Self catering	178,000	1,133,000	£52,148,000
Touring caravans /tents	110,000	673,000	£16,277,000
Static vans/holiday centres	144,000	807,000	£31,730,000
Group/campus	2,000	8,000	£629,000
Paying guests in private homes	0	0	£0
Second homes	10,000	49,000	£2,348,000
Boat moorings	1,000	2,000	£68,000
Other	35,000	140,000	£4,814,000
Staying with friends and relatives (VFR)	151,000	562,000	£14,965,000
Total	926,000	4,290,000	£195,220,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	23,000	69,000	£4,293,000
Self catering	4,000	34,000	£1,441,000
Touring caravans /tents	5,000	31,000	£765,000
Static vans/holiday centres	0	4,000	£15,000
Group/campus	0	6,000	£257,000
Paying guests in private homes	1,000	18,000	£845,000
Second homes	1,000	9,000	£371,000
Boat moorings	0	0	£0
Other	1,000	2,000	£29,000
Staying with friends and relatives (VFR)	13,000	105,000	£2,822,000
Total	49,000	278,000	£10,837,000

Trips, nights and spend by purpose (Domestic Tourists)

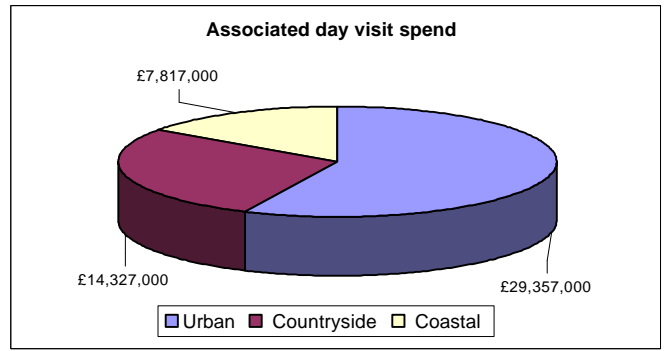
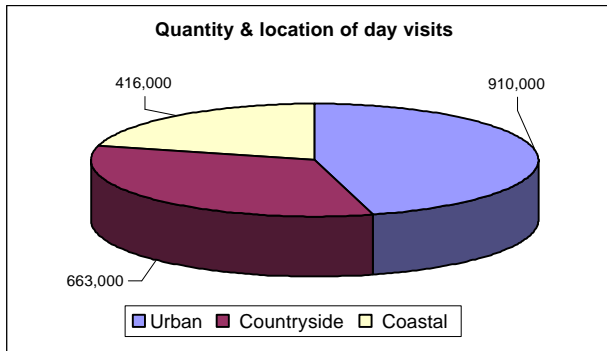
	Trips	Nights	Spend
Holiday	756,000	3,841,000	£162,030,000
Business	76,000	161,000	£14,899,000
VFR	81,000	232,000	£13,877,000
Other	12,000	56,000	£4,413,000
Study	0	0	£0
Total	926,000	4,290,000	£195,220,000

Trips, nights and spend by purpose (Overseas Tourists)

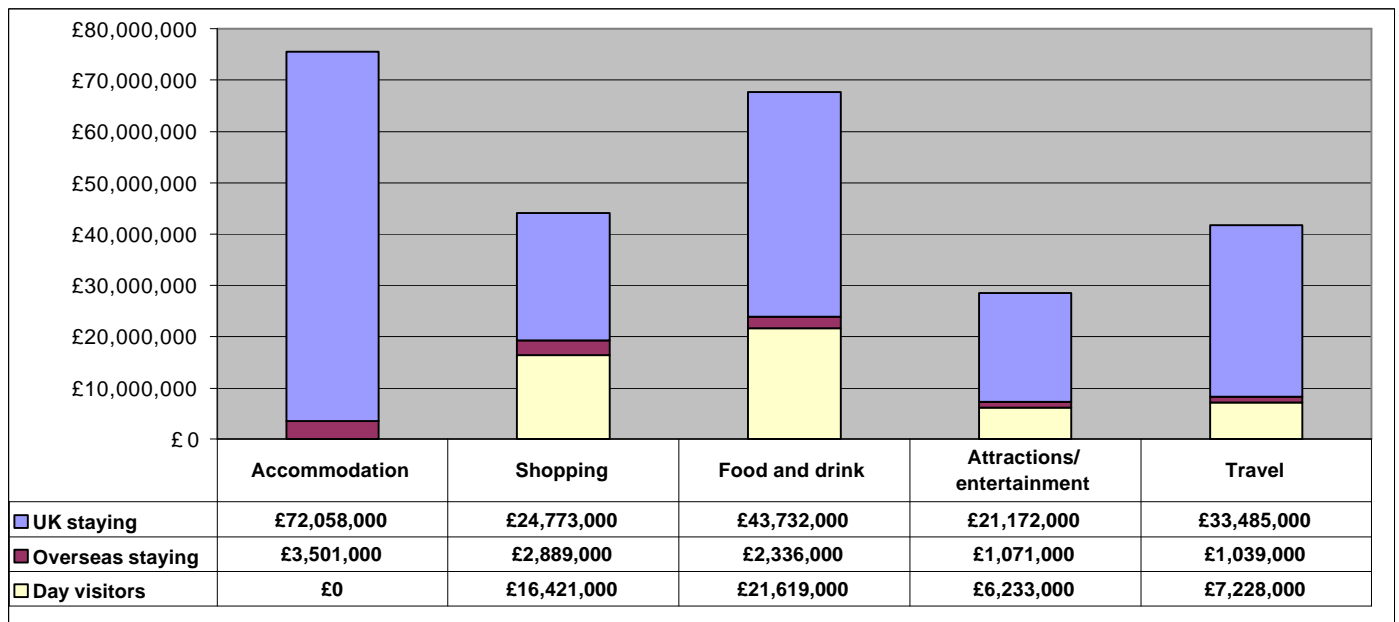
	Trips	Nights	Spend
Holiday	27,000	124,000	£5,095,000
Business	7,000	42,000	£2,376,000
VFR	13,000	77,000	£2,110,000
Other	2,000	12,000	£348,000
Study	1,000	24,000	£909,000
Total	49,000	278,000	£10,837,000

NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Day visits



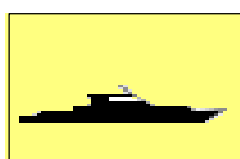
Visitor spend



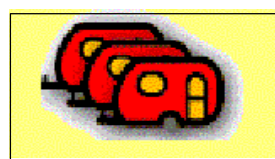
Other tourism related spend



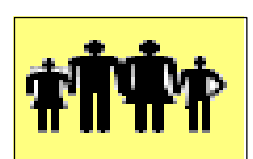
Second Homes
£291,000



Boats
£200,000



Static Vans
£0



VFR
£9,390,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	5,026	1,125	6,151
Indirect jobs	730	119	849
Induced jobs	233	9	242
Total	5,989	1,253	7,242
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			5,159

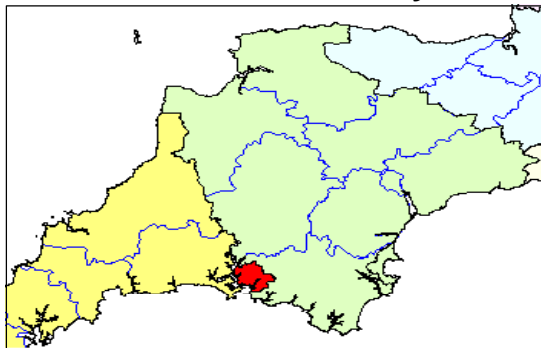
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

North Devon Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	1,006,000	926,000	-8%
Domestic nights	4,351,000	4,290,000	-1%
Domestic spend	£184,273,000	£195,220,000	6%
Overseas			
Overseas trips	49,000	49,000	0%
Overseas nights	423,000	278,000	-34%
Overseas spend	£15,753,000	£10,837,000	-31%
Other tourism related spend			
Other tourism related spend	£12,047,000	£9,881,000	-18%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	9,623	7,242	-25%
% of employment supported by tourism			
% of employment supported by tourism	25%	18%	-7%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report

**KEY FACTS**

794,000 trips by staying visitors
 3,205,000 staying visitor nights
 £125,586,000 spend by staying visitors
 2,729,000 day visits
 £83,515,000 spend by day visitors
 £28,813,000 other tourism related spend
 6,991 jobs related to tourism spending
 7% of employment is supported by tourism

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	162,000	505,000	£39,859,000
Self catering	8,000	51,000	£2,342,000
Touring caravans /tents	9,000	53,000	£1,271,000
Static vans/holiday centres	3,000	16,000	£628,000
Group/campus	22,000	90,000	£7,200,000
Paying guests in private homes	0	0	£0
Second homes	5,000	26,000	£1,229,000
Boat moorings	11,000	31,000	£959,000
Other	98,000	385,000	£13,242,000
Staying with friends and relatives (VFR)	415,000	1,545,000	£41,167,000
Total	733,000	2,703,000	£107,897,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	13,000	38,000	£2,369,000
Self catering	0	2,000	£65,000
Touring caravans /tents	0	2,000	£60,000
Static vans/holiday centres	0	0	£0
Group/campus	3,000	68,000	£2,936,000
Paying guests in private homes	7,000	91,000	£4,223,000
Second homes	0	5,000	£194,000
Boat moorings	0	0	£0
Other	2,000	6,000	£80,000
Staying with friends and relatives (VFR)	35,000	290,000	£7,763,000
Total	61,000	502,000	£17,689,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	434,000	1,930,000	£89,553,000
Business	42,000	78,000	£8,235,000
VFR	224,000	560,000	£7,670,000
Other	34,000	135,000	£2,439,000
Study	0	0	£0
Total	733,000	2,703,000	£107,897,000

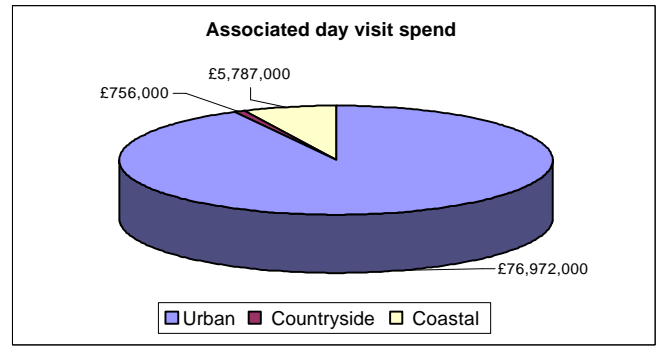
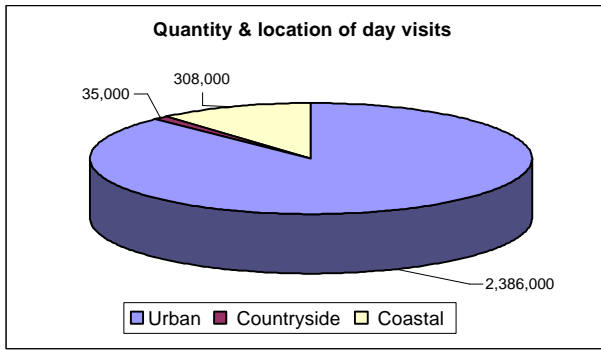
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	13,000	67,000	£2,851,000
Business	4,000	26,000	£1,542,000
VFR	35,000	238,000	£6,826,000
Other	4,000	36,000	£1,126,000
Study	6,000	135,000	£5,345,000
Total	61,000	502,000	£17,689,000

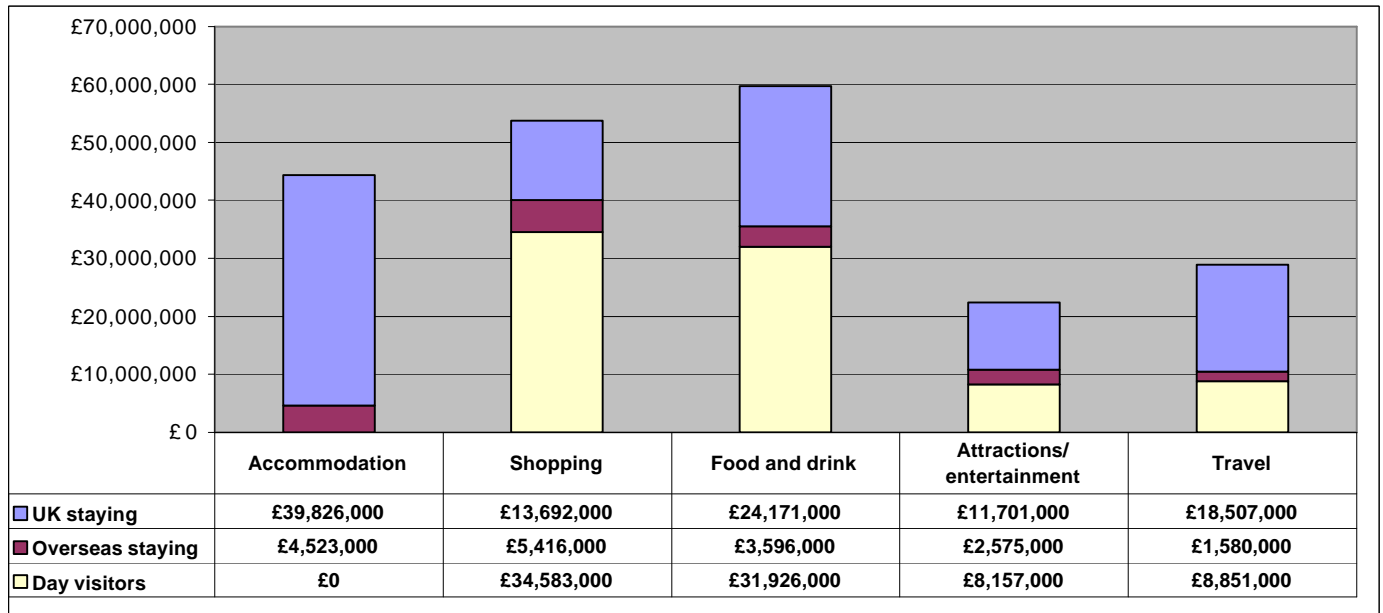
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Plymouth Briefing 2003

Day visits



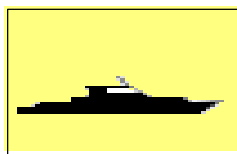
Visitor spend



Other tourism related spend



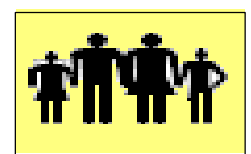
Second Homes
£152,000



Boats
£2,830,000



Static Vans
£0



VFR
£25,831,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	3,435	1,805	5,240
Indirect jobs	810	340	1,150
Induced jobs	538	63	601
Total	4,783	2,208	6,991
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			5,184

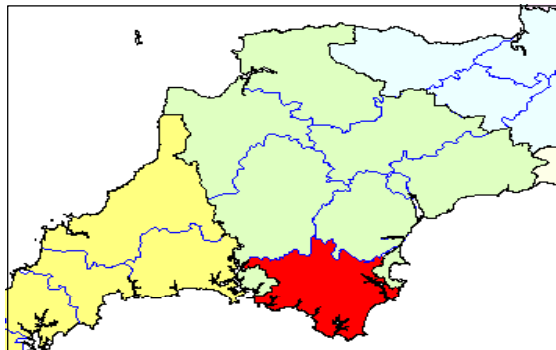
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Plymouth Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	984,000	733,000	-26%
Domestic nights	3,188,000	2,703,000	-15%
Domestic spend	£116,702,000	£107,897,000	-8%
Overseas			
Overseas trips	55,000	61,000	11%
Overseas nights	511,000	502,000	-2%
Overseas spend	£18,141,000	£17,689,000	-2%
Other tourism related spend			
Other tourism related spend	£35,782,000	£28,813,000	-19%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	8,408	6,991	-17%
% of employment supported by tourism			
% of employment supported by tourism	7%	7%	0%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report



KEY FACTS	
708,000	trips by staying visitors
3,412,000	staying visitor nights
£144,340,000	spend by staying visitors
2,437,000	day visits
£61,095,000	spend by day visitors
£15,022,000	other tourism related spend
6,382	jobs related to tourism spending
17%	of employment is supported by tourism

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	136,000	424,000	£33,419,000
Self catering	131,000	832,000	£38,269,000
Touring caravans /tents	75,000	459,000	£11,104,000
Static vans/holiday centres	80,000	449,000	£17,650,000
Group/campus	7,000	28,000	£2,274,000
Paying guests in private homes	0	0	£0
Second homes	47,000	229,000	£10,887,000
Boat moorings	20,000	54,000	£1,657,000
Other	33,000	131,000	£4,503,000
Staying with friends and relatives (VFR)	141,000	525,000	£13,997,000
Total	670,000	3,131,000	£133,761,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	11,000	32,000	£1,986,000
Self catering	3,000	25,000	£1,057,000
Touring caravans /tents	4,000	21,000	£522,000
Static vans/holiday centres	0	2,000	£8,000
Group/campus	1,000	21,000	£927,000
Paying guests in private homes	3,000	36,000	£1,689,000
Second homes	4,000	42,000	£1,722,000
Boat moorings	0	0	£0
Other	1,000	2,000	£27,000
Staying with friends and relatives (VFR)	12,000	99,000	£2,639,000
Total	38,000	281,000	£10,579,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	547,000	2,786,000	£111,020,000
Business	35,000	75,000	£10,209,000
VFR	76,000	218,000	£9,509,000
Other	12,000	53,000	£3,024,000
Study	0	0	£0
Total	670,000	3,131,000	£133,761,000

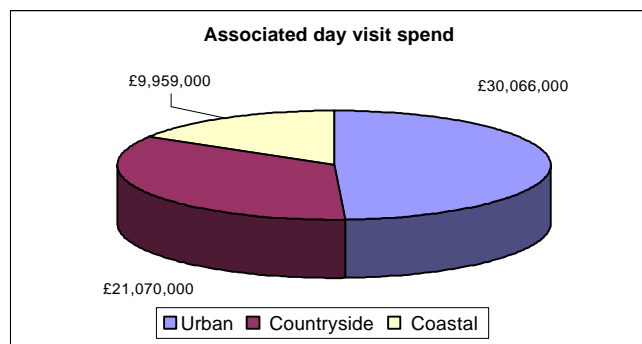
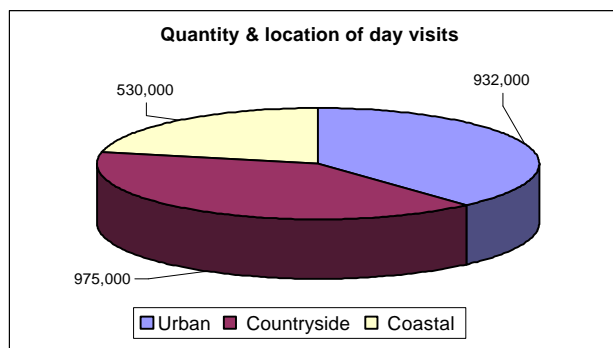
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	19,000	104,000	£4,339,000
Business	3,000	23,000	£1,315,000
VFR	12,000	85,000	£2,361,000
Other	1,000	13,000	£389,000
Study	2,000	56,000	£2,175,000
Total	38,000	281,000	£10,579,000

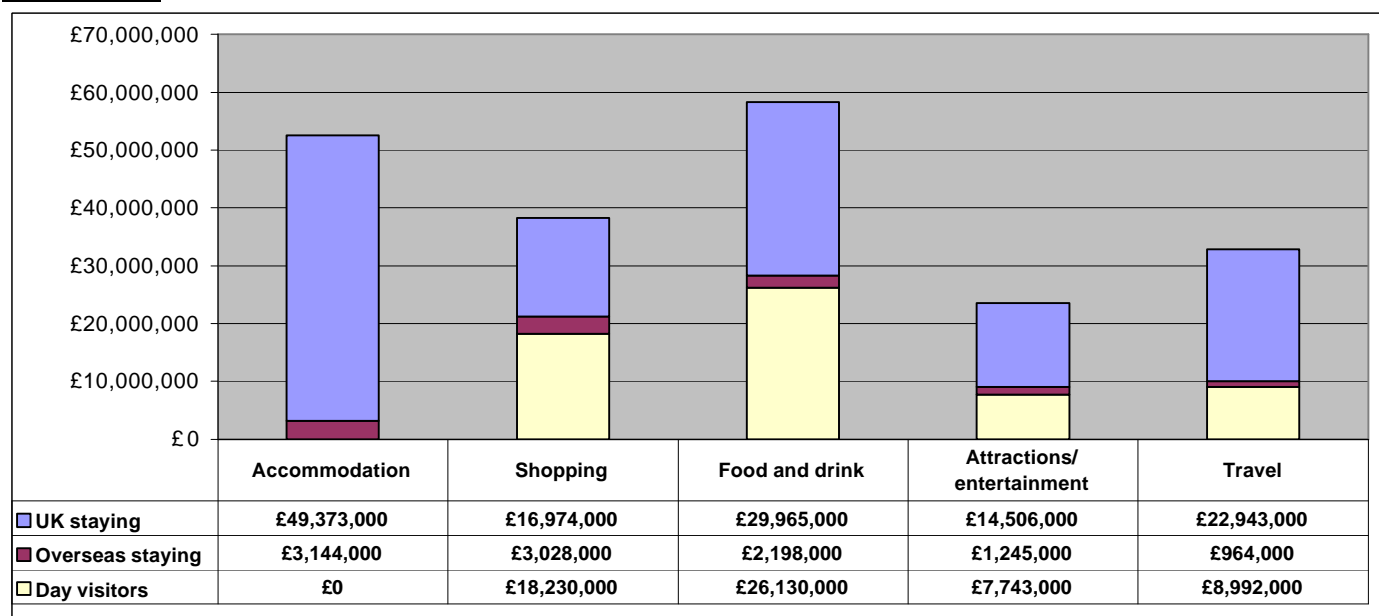
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

South Hams Briefing 2003

Day visits



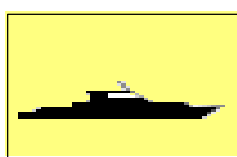
Visitor spend



Other tourism related spend



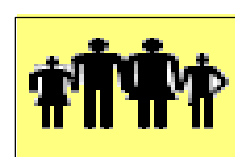
Second Homes
£1,349,000



Boats
£4,890,000



Static Vans
£0



VFR
£8,783,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	4,050	1,453	5,503
Indirect jobs	539	143	682
Induced jobs	186	11	198
Total	4,775	1,607	6,382
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			4,551

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

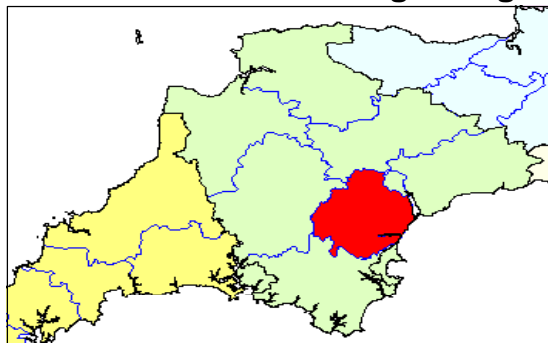
South Hams Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	733,000	670,000	-9%
Domestic nights	3,151,000	3,131,000	-1%
Domestic spend	£123,390,000	£133,761,000	8%
Overseas			
Overseas trips	35,000	38,000	9%
Overseas nights	342,000	281,000	-18%
Overseas spend	£12,953,000	£10,579,000	-18%
Other tourism related spend			
Other tourism related spend	£16,909,000	£15,022,000	-11%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	8,567	6,382	-25%
% of employment supported by tourism			
% of employment supported by tourism	23%	17%	-6%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report

Teignbridge



Briefing

2003

KEY FACTS

672,300 trips by staying visitors
3,148,100 staying visitor nights
£121,230,000 spend by staying visitors
2,304,000 day visits
£61,508,000 spend by day visitors
£13,579,000 other tourism related spend
6,198 jobs related to tourism spending
11% of employment is supported by tourism

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	109,000	340,000	£26,850,000
Self catering	66,000	417,000	£19,179,000
Touring caravans /tents	82,000	505,000	£12,213,000
Static vans/holiday centres	103,000	575,000	£22,615,000
Group/campus	4,000	15,000	£1,238,000
Paying guests in private homes	0	0	£0
Second homes	14,000	68,000	£3,220,000
Boat moorings	1,000	2,000	£68,000
Other	49,000	194,000	£6,654,000
Staying with friends and relatives (VFR)	209,000	776,000	£20,686,000
Total	636,000	2,893,000	£112,721,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	8,400	25,600	£1,596,000
Self catering	1,600	12,400	£530,000
Touring caravans /tents	4,100	23,100	£574,000
Static vans/holiday centres	300	2,700	£11,000
Group/campus	600	11,600	£505,000
Paying guests in private homes	1,400	18,100	£845,000
Second homes	1,000	12,500	£509,000
Boat moorings	0	0	£0
Other	1,000	3,200	£40,000
Staying with friends and relatives (VFR)	17,800	145,800	£3,901,000
Total	36,300	255,100	£8,509,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	478,000	2,434,000	£93,557,000
Business	28,000	60,000	£8,603,000
VFR	112,000	322,000	£8,013,000
Other	17,000	78,000	£2,548,000
Study	0	0	£0
Total	636,000	2,893,000	£112,721,000

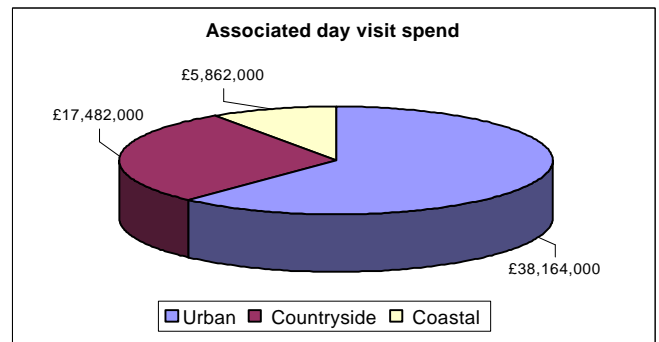
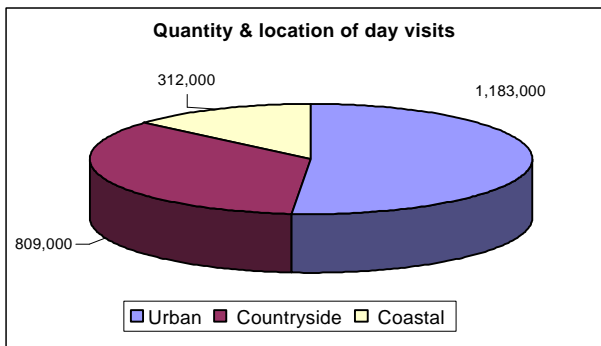
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	14,100	82,400	£3,287,000
Business	2,700	19,600	£1,077,000
VFR	17,500	133,200	£3,558,000
Other	2,100	20,000	£587,000
Study	0	0	£0
Total	36,300	255,100	£8,509,000

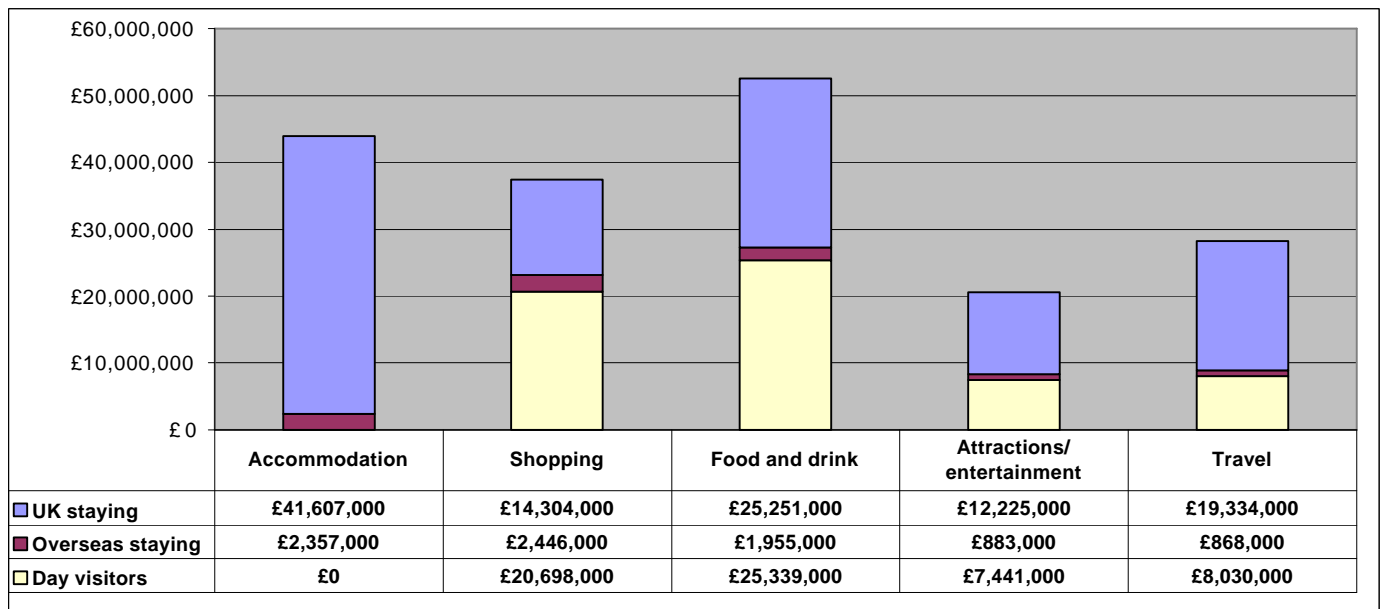
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Teignbridge Briefing 2003

Day visits



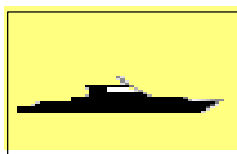
Visitor spend



Other tourism related spend



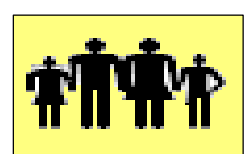
Second Homes
£399,000



Boats
£200,000



Static Vans
£0



VFR
£12,980,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	3,451	1,472	4,924
Indirect jobs	692	213	905
Induced jobs	341	29	370
Total	4,484	1,714	6,198
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			4,498

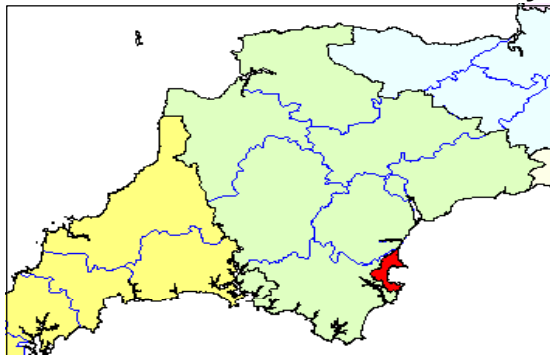
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Teignbridge Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	713,000	636,000	-11%
Domestic nights	2,812,000	2,893,000	3%
Domestic spend	£104,571,000	£112,721,000	8%
Overseas			
Overseas trips	32,900	36,300	10%
Overseas nights	300,300	255,100	-15%
Overseas spend	£10,660,000	£8,509,000	-20%
Other tourism related spend			
Other tourism related spend	£16,415,000	£13,579,000	-17%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	7,430	6,198	-17%
% of employment supported by tourism			
% of employment supported by tourism	13%	11%	-2%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report

**KEY FACTS**

1,495,500 trips by staying visitors
 6,230,700 staying visitor nights
 £327,755,000 spend by staying visitors
 1,893,000 day visits
 £53,975,000 spend by day visitors
 £16,640,000 other tourism related spend
 13,388 jobs related to tourism spending
 25% of employment is supported by tourism

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	715,000	2,224,000	£175,382,000
Self catering	163,000	1,037,000	£47,698,000
Touring caravans /tents	47,000	287,000	£6,937,000
Static vans/holiday centres	168,000	941,000	£37,009,000
Group/campus	2,000	8,000	£671,000
Paying guests in private homes	0	0	£0
Second homes	19,000	90,000	£4,291,000
Boat moorings	9,000	24,000	£742,000
Other	53,000	208,000	£7,135,000
Staying with friends and relatives (VFR)	224,000	833,000	£22,182,000
Total	1,398,000	5,651,000	£302,047,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	55,100	167,300	£10,422,000
Self catering	4,100	30,900	£1,318,000
Touring caravans /tents	2,300	13,100	£326,000
Static vans/holiday centres	400	4,400	£18,000
Group/campus	300	6,300	£274,000
Paying guests in private homes	13,600	181,200	£8,446,000
Second homes	1,400	16,700	£679,000
Boat moorings	0	0	£0
Other	1,100	3,400	£43,000
Staying with friends and relatives (VFR)	19,100	156,300	£4,183,000
Total	97,500	579,700	£25,708,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	1,074,000	4,915,000	£250,695,000
Business	185,000	351,000	£23,052,000
VFR	120,000	310,000	£21,471,000
Other	18,000	75,000	£6,828,000
Study	0	0	£0
Total	1,398,000	5,651,000	£302,047,000

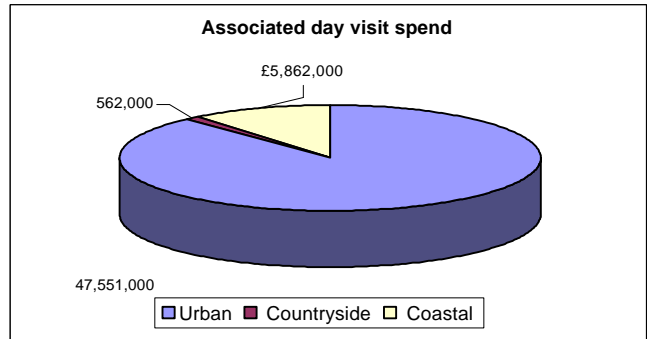
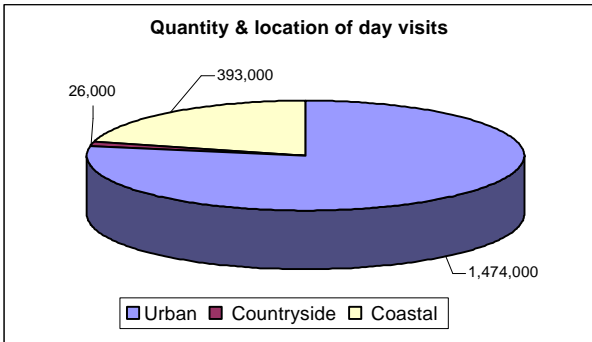
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	47,700	185,600	£8,491,000
Business	17,300	85,000	£5,368,000
VFR	18,700	95,000	£2,910,000
Other	2,200	14,300	£480,000
Study	11,500	199,700	£8,459,000
Total	97,500	579,700	£25,708,000

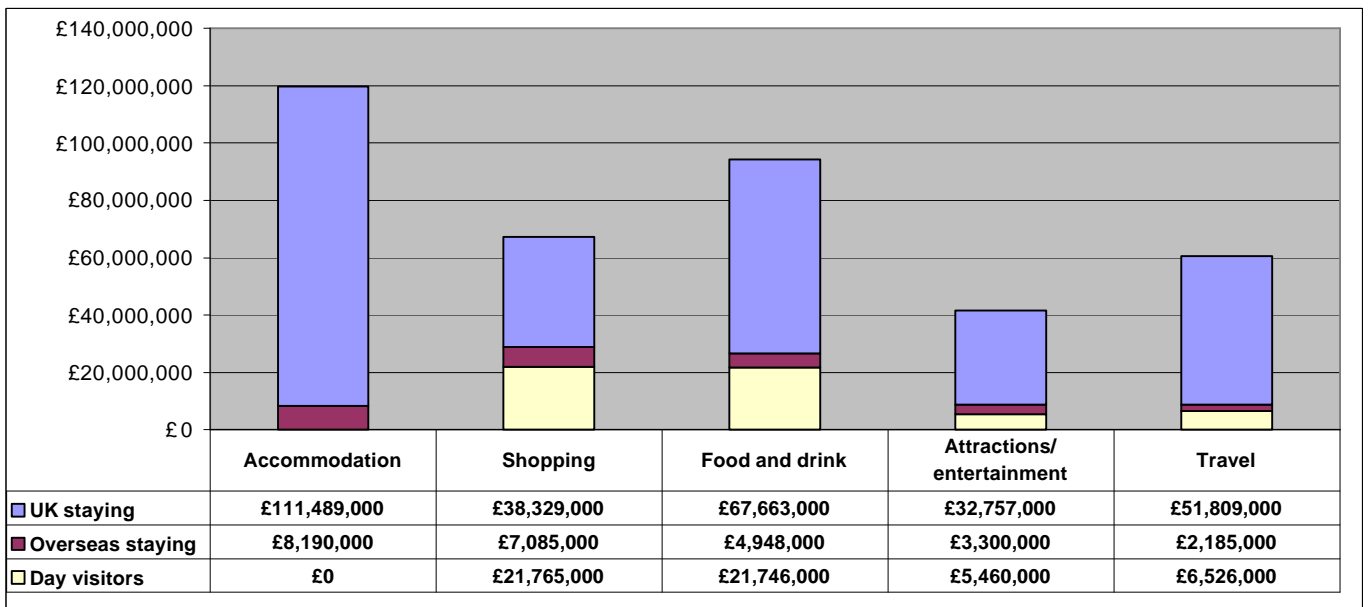
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Torbay Briefing 2003

Day visits



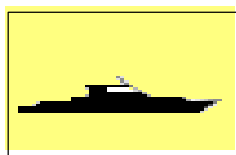
Visitor spend



Other tourism related spend



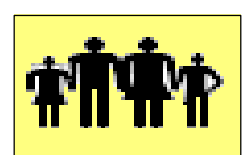
Second Homes
£532,000



Boats
£2,190,000



Static Vans
£0



VFR
£13,918,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	9,126	1,356	10,482
Indirect jobs	1,803	186	1,989
Induced jobs	892	25	917
Total	11,821	1,567	13,388
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			9,707

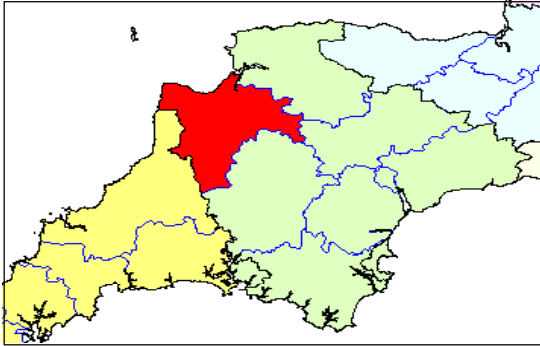
Torbay Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	1,615,000	1,398,000	-13%
Domestic nights	6,355,000	5,651,000	-11%
Domestic spend	£301,038,000	£302,047,000	0%
Overseas			
Overseas trips	95,600	97,500	2%
Overseas nights	741,000	579,700	-22%
Overseas spend	£29,137,000	£25,708,000	-12%
Other tourism related spend			
Other tourism related spend	£19,150,000	£16,640,000	-13%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	16,905	13,388	-21%
% of employment supported by tourism			
% of employment supported by tourism	32%	25%	-7%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report

Torrige Briefing 2003



KEY FACTS	
332,500	trips by staying visitors
1,560,400	staying visitor nights
£64,838,000	spend by staying visitors
1,243,000	day visits
£30,785,000	spend by day visitors
£6,570,000	other tourism related spend
3,367	jobs related to tourism spending
13%	of employment is supported by tourism

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	55,000	171,000	£13,469,000
Self catering	64,000	409,000	£18,798,000
Touring caravans /tents	8,000	49,000	£1,184,000
Static vans/holiday centres	53,000	296,000	£11,662,000
Group/campus	2,000	7,000	£587,000
Paying guests in private homes	0	0	£ 0
Second homes	8,000	41,000	£1,961,000
Boat moorings	0	0	£ 0
Other	24,000	94,000	£3,244,000
Staying with friends and relatives (VFR)	102,000	379,000	£10,084,000
Total	316,000	1,446,000	£60,987,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	4,200	12,900	£800,000
Self catering	1,600	12,200	£519,000
Touring caravans /tents	400	2,200	£56,000
Static vans/holiday centres	100	1,400	£6,000
Group/campus	300	5,500	£239,000
Paying guests in private homes	0	0	£ 0
Second homes	600	7,600	£310,000
Boat moorings	0	0	£ 0
Other	500	1,600	£19,000
Staying with friends and relatives (VFR)	8,700	71,100	£1,901,000
Total	16,500	114,400	£3,851,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	239,000	1,220,000	£50,619,000
Business	14,000	30,000	£4,655,000
VFR	55,000	158,000	£4,335,000
Other	8,000	38,000	£1,379,000
Study	0	0	£ 0
Total	316,000	1,446,000	£60,987,000

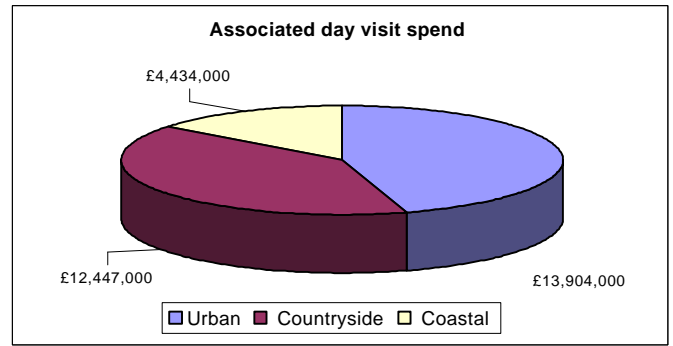
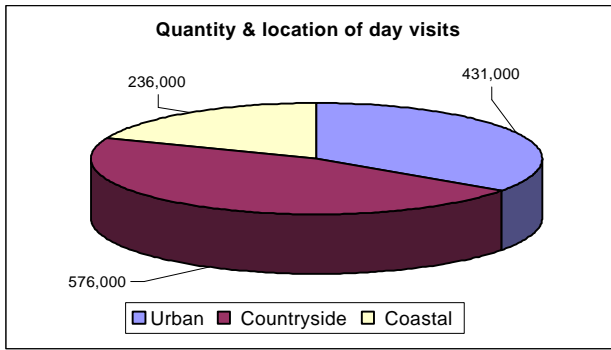
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	5,600	32,100	£1,305,000
Business	1,300	9,600	£537,000
VFR	8,500	63,300	£1,725,000
Other	1,000	9,500	£284,000
Study	0	0	£ 0
Total	16,500	114,400	£3,851,000

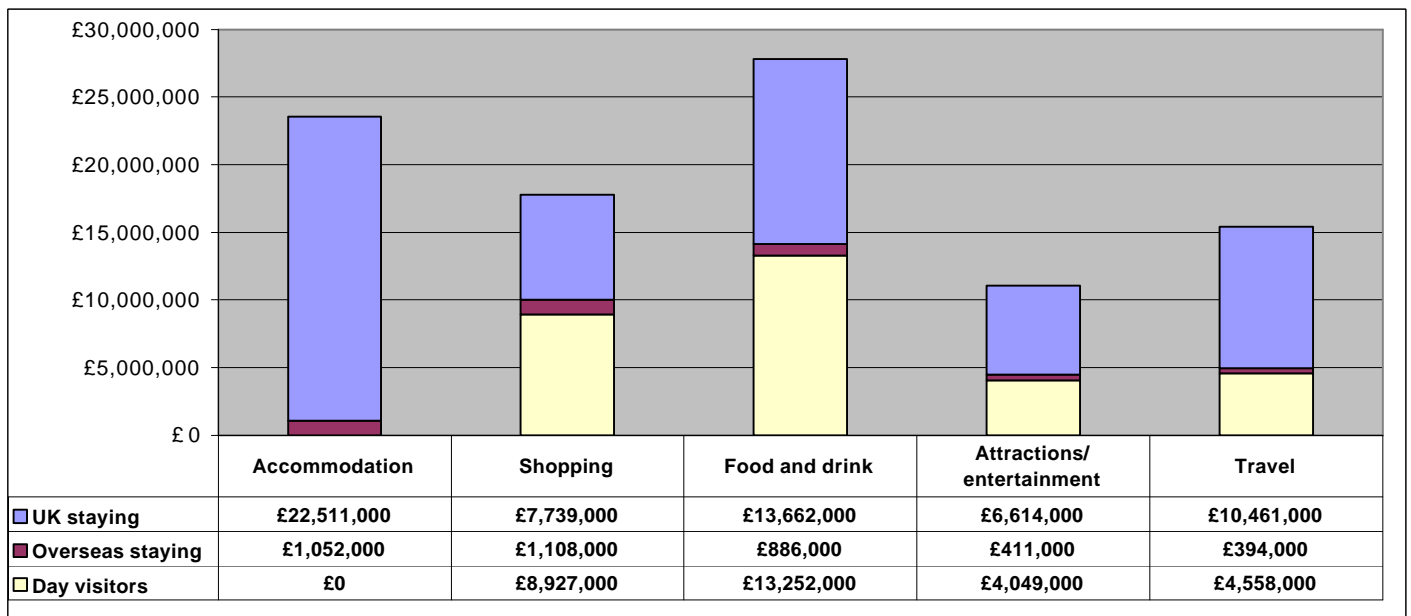
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Torrige Briefing 2003

Day visits



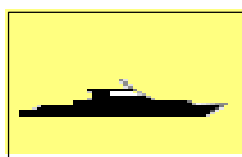
Visitor spend



Other tourism related spend



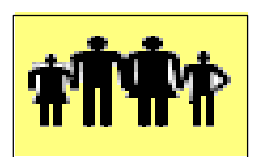
Second Homes
£243,000



Boats
£0



Static Vans
£0



VFR
£6,327,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	2,089	863	2,952
Indirect jobs	241	73	314
Induced jobs	94	6	100
Total	2,425	942	3,367
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,386

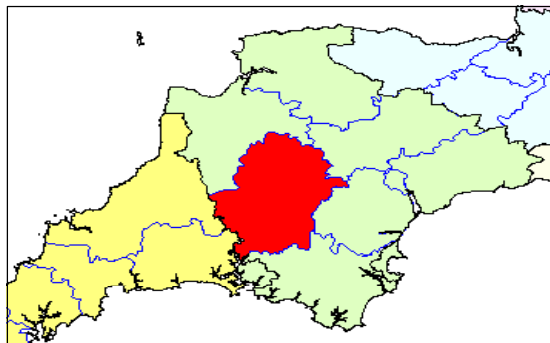
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Torridge Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	366,000	316,000	-14%
Domestic nights	1,548,000	1,446,000	-7%
Domestic spend	£60,246,000	£60,987,000	1%
Overseas			
Overseas trips	15,700	16,500	5%
Overseas nights	155,200	114,400	-26%
Overseas spend	£5,594,000	£3,851,000	-31%
Other tourism related spend			
Other tourism related spend	£7,643,000	£6,570,000	-14%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	4,870	3,367	-31%
% of employment supported by tourism			
% of employment supported by tourism	18%	13%	-5%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report

**KEY FACTS**

280,200 trips by staying visitors
 1,186,700 staying visitor nights
 £53,842,000 spend by staying visitors
 1,457,000 day visits
 £36,129,000 spend by day visitors
 £5,403,000 other tourism related spend
 2,772 jobs related to tourism spending
 12% of employment is supported by tourism

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	91,000	284,000	£22,376,000
Self catering	30,000	188,000	£8,667,000
Touring caravans /tents	16,000	100,000	£2,416,000
Static vans/holiday centres	13,000	72,000	£2,825,000
Group/campus	4,000	15,000	£1,228,000
Paying guests in private homes	0	0	£0
Second homes	6,000	27,000	£1,307,000
Boat moorings	0	0	£0
Other	20,000	78,000	£2,687,000
Staying with friends and relatives (VFR)	84,000	314,000	£8,353,000
Total	263,000	1,078,000	£49,859,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	7,000	21,300	£1,330,000
Self catering	700	5,600	£239,000
Touring caravans /tents	800	4,600	£113,000
Static vans/holiday centres	0	300	£1,000
Group/campus	600	11,600	£501,000
Paying guests in private homes	0	0	£0
Second homes	400	5,100	£207,000
Boat moorings	0	0	£0
Other	400	1,300	£16,000
Staying with friends and relatives (VFR)	7,200	58,900	£1,575,000
Total	17,200	108,700	£3,983,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	188,000	883,000	£41,383,000
Business	24,000	46,000	£3,805,000
VFR	45,000	120,000	£3,544,000
Other	7,000	29,000	£1,127,000
Study	0	0	£0
Total	263,000	1,078,000	£49,859,000

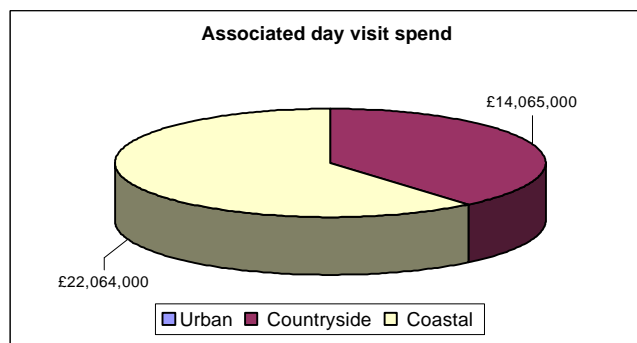
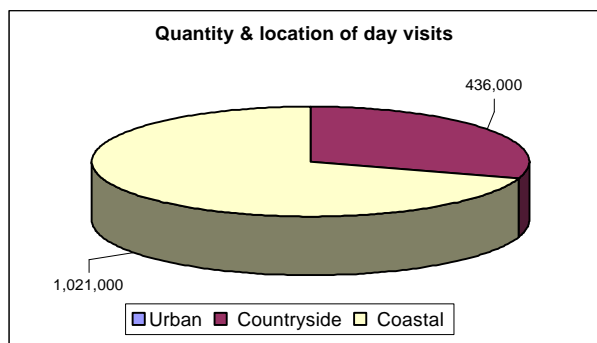
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	7,100	37,800	£1,565,000
Business	2,200	14,800	£844,000
VFR	7,100	48,700	£1,351,000
Other	800	7,300	£223,000
Study	0	0	£0
Total	17,200	108,700	£3,983,000

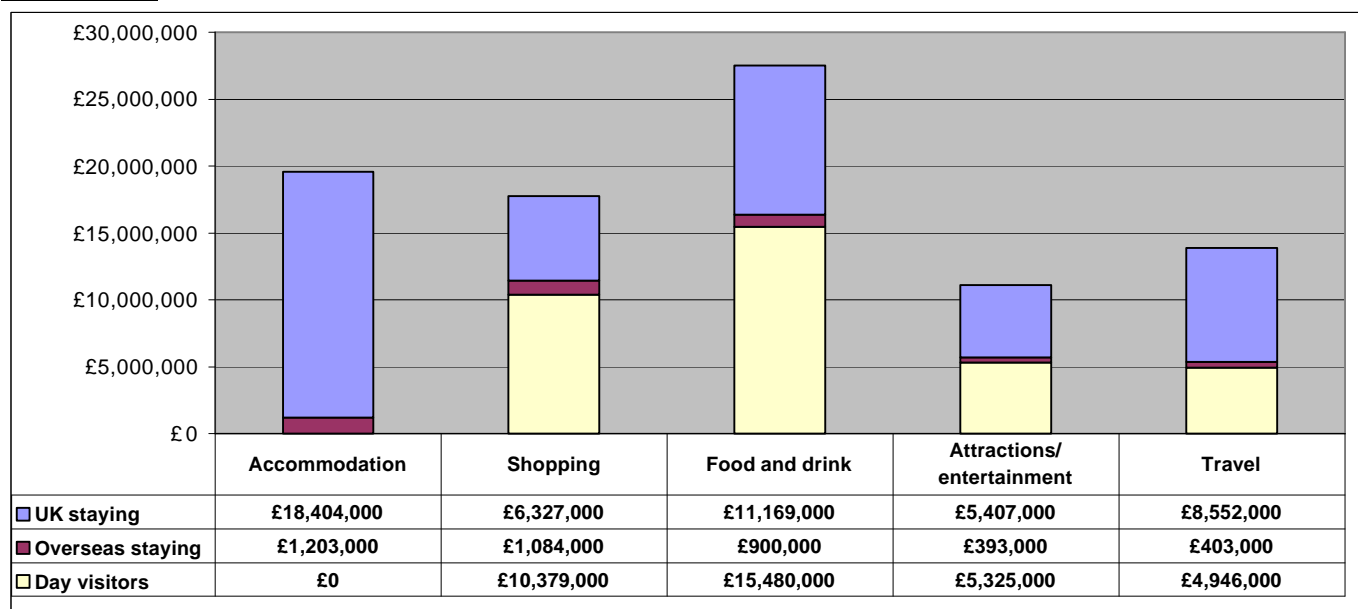
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

West Devon Briefing 2003

Day visits



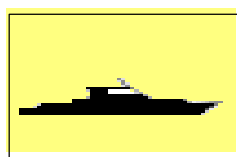
Visitor spend



Other tourism related spend



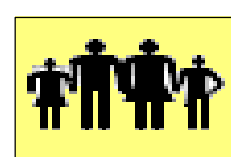
Second Homes
£162,000



Boats
£0



Static Vans
£0



VFR
£5,241,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	1,526	881	2,407
Indirect jobs	200	87	287
Induced jobs	70	7	77
Total	1,797	975	2,772

Estimated number of full time jobs (FTE's) that the actual jobs total equates to: 1,970

West Devon Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	298,000	263,000	-12%
Domestic nights	1,092,000	1,078,000	-1%
Domestic spend	£45,723,000	£49,859,000	9%
Overseas trips	17,500	17,200	-2%
Overseas nights	157,200	108,700	-31%
Overseas spend	£5,889,000	£3,983,000	-32%
Other tourism related spend	£6,507,000	£5,403,000	-17%
Tourism related jobs (Estimated actual)	3,869	2,772	-28%
% of employment supported by tourism	18%	12%	-6%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report