

## Brixham Tourism Summary 2017



Brixham is situated on the south coast of Devon on the English Riviera. It has a population of approximately 18,600.

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

### Tourism key facts

- 130 thousand staying visitor trips
- 476 thousand day visits
- £50.9 million direct visitor spend
- £52.5 million total visitor related spend
- 1,150 actual jobs supported by visitor related spend

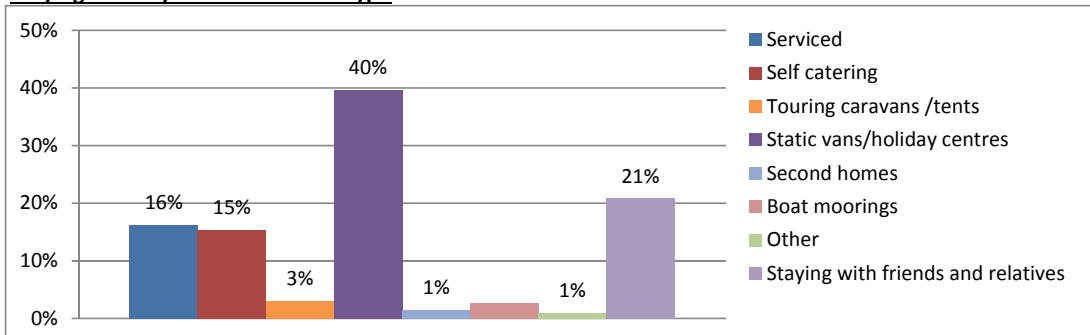
### Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	108,800	501,900	£27,032,500
Business	10,000	23,200	£1,871,400
Visits to friends and relatives	3,600	12,700	£1,117,000
Other	1,100	3,600	£493,000
Study	0	0	£0
<b>Total</b>	<b>123,600</b>	<b>541,500</b>	<b>£30,513,900</b>

Overseas visitors	Trips	Nights	Spend
Holiday	3,900	24,600	£1,412,500
Business	900	5,500	£428,800
Visits to friends and relatives	1,300	13,400	£399,800
Other	0	500	£33,800
Study	0	0	£0
<b>Total</b>	<b>6,200</b>	<b>44,000</b>	<b>£2,274,900</b>

All staying visitors	Trips	Nights	Spend
Holiday	112,700	526,500	£28,445,000
Business	10,900	28,700	£2,300,200
Visits to friends and relatives	4,900	26,100	£1,516,800
Other	1,100	4,100	£526,800
Study	0	0	£0
<b>Total</b>	<b>129,800</b>	<b>585,500</b>	<b>£32,788,800</b>

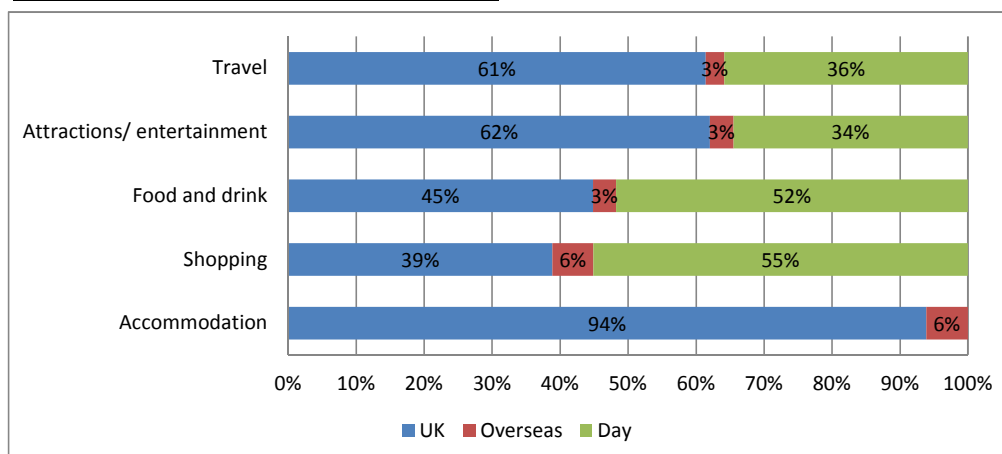
### Staying visits by accommodation type



### Tourism day visits by location

Day visits	Trips	Spend
Urban visits	257,800	£10,737,000
Countryside visits	14,600	£371,200
Coastal visits	203,600	£6,967,800
<b>Total</b>	<b>476,000</b>	<b>£18,076,000</b>

### Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£11,506,000	£750,800	£0	£12,256,800
Shopping	£3,877,300	£600,200	£5,494,000	£9,971,500
Food & Drink	£6,738,800	£511,300	£7,777,600	£15,027,700
Attractions/Entertainment	£3,309,700	£186,300	£1,839,500	£5,335,500
Travel	£5,082,200	£226,300	£2,964,900	£8,273,400

### Other expenditure associated with tourism activity

Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on the accommodation or result in additional spending by non visitors eg friends and relatives with whom the tourist is staying.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£124,500	£970,000	£493,700	£1,588,200

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

**£52,453,000**

### Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	189	2	192
Retailing	39	48	86
Catering	100	107	207
Attractions/entertainment	68	37	105
Transport	21	12	33
Arising from non trip spend	25	0	25
<b>Total Direct</b>	<b>442</b>	<b>206</b>	<b>648</b>

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

All employment related to visitor spending	FTE's	Actual
Direct	648	946
Indirect	115	158
Induced	68	45
<b>Total</b>	<b>831</b>	<b>1,149</b>

Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.