

## Paignton Tourism Summary 2017



Paignton is situated on the south coast of Devon on the English Riviera. It has a population of approximately 50,000.

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

### Tourism key facts

- 381 thousand staying visitor trips
- 1.4 million day visits
- £142.7 million direct visitor spend
- £144.5 million total visitor related spend
- 3,500 actual jobs supported by visitor related spend

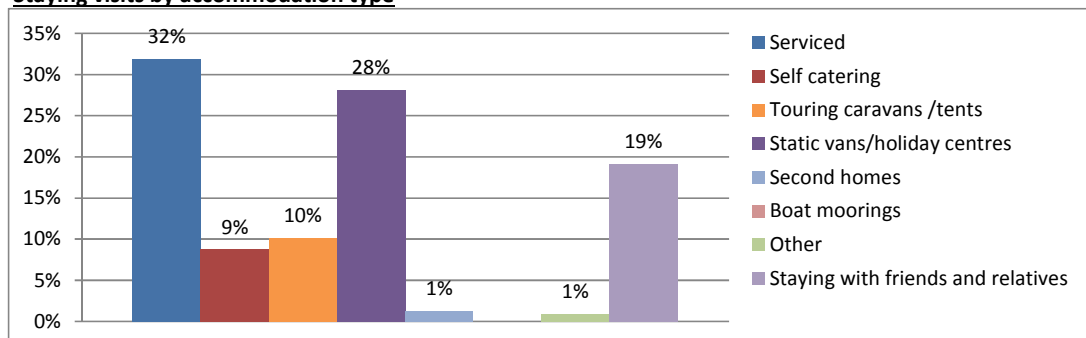
### Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	316,700	1,344,100	£74,301,400
Business	27,900	59,500	£4,922,700
Visits to friends and relatives	10,100	32,500	£2,938,100
Other	3,100	9,300	£1,296,900
Study	0	0	£0
<b>Total</b>	<b>357,700</b>	<b>1,445,400</b>	<b>£83,459,100</b>

Overseas visitors	Trips	Nights	Spend
Holiday	15,000	79,300	£5,091,500
Business	3,300	16,600	£1,455,100
Visits to friends and relatives	4,700	40,500	£1,356,500
Other	200	1,400	£114,700
Study	0	0	£0
<b>Total</b>	<b>23,200</b>	<b>137,900</b>	<b>£8,017,900</b>

All staying visitors	Trips	Nights	Spend
Holiday	331,700	1,423,400	£79,392,900
Business	31,200	76,100	£6,377,800
Visits to friends and relatives	14,800	73,000	£4,294,600
Other	3,300	10,700	£1,411,600
Study	0	0	£0
<b>Total</b>	<b>380,900</b>	<b>1,583,300</b>	<b>£91,477,000</b>

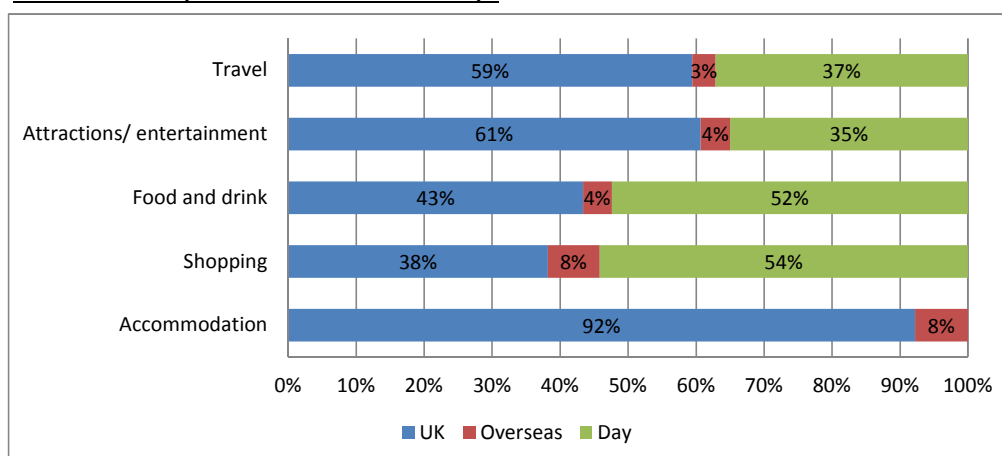
### Staying visits by accommodation type



### Tourism day visits by location

Day visits	Trips	Spend
Urban visits	694,300	£28,920,000
Countryside visits	41,700	£1,059,700
Coastal visits	619,100	£21,196,800
<b>Total</b>	<b>1,355,100</b>	<b>£51,176,500</b>

### Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£31,492,600	£2,648,600	£0	<b>£34,141,200</b>
Shopping	£10,614,300	£2,119,000	£15,053,700	<b>£27,787,000</b>
Food & Drink	£18,418,200	£1,802,100	£22,238,900	<b>£42,459,200</b>
Attractions/ Entertainment	£9,061,900	£651,600	£5,223,400	<b>£14,936,900</b>
Travel	£13,872,200	£796,600	£8,660,600	<b>£23,329,400</b>

### Other expenditure associated with tourism activity

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

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£335,300	£0	£1,481,300	<b>£1,816,600</b>

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

**£144,470,100**

### Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	527	7	<b>534</b>
Retailing	110	130	<b>240</b>
Catering	278	306	<b>584</b>
Attractions/entertainment	189	105	<b>294</b>
Transport	58	34	<b>93</b>
Arising from non trip spend	29	0	<b>29</b>
<b>Total Direct</b>	<b>1,191</b>	<b>583</b>	<b>1,774</b>

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

All employment related to visitor spending	FTE's	Actual
Direct	1,774	2,605
Indirect	510	674
Induced	339	270
<b>Total</b>	<b>2,623</b>	<b>3,548</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.