

Paignton Tourism Summary 2020



Paignton is situated on the south coast of Devon on the English Riviera. It has a population of approximately 50,500.

Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet for the Covid impacted year of 2020.

Tourism key facts

- 181 thousand staying visitor trips
- 658 thousand day visits
- £67.6 million direct visitor spend
- £68.2 million total visitor related spend
- 1,600 actual jobs supported by visitor related spend

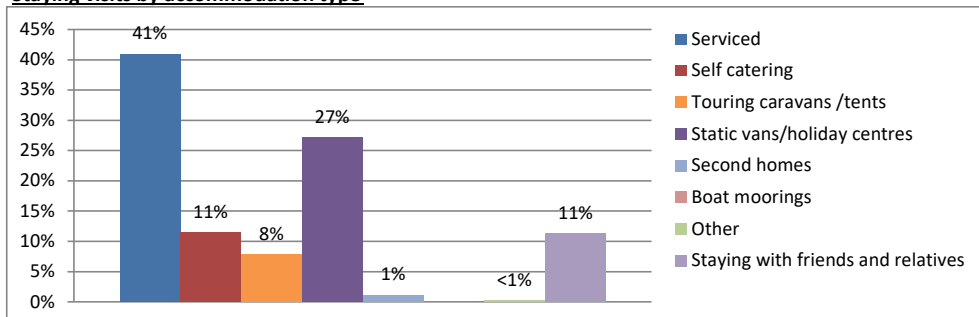
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Total	175,600	748,000	£42,228,000

Overseas visitors	Trips	Nights	Spend
Total	5,100	33,800	£1,751,600

All staying visitors	Trips	Nights	Spend
Total	180,700	781,800	£43,979,600

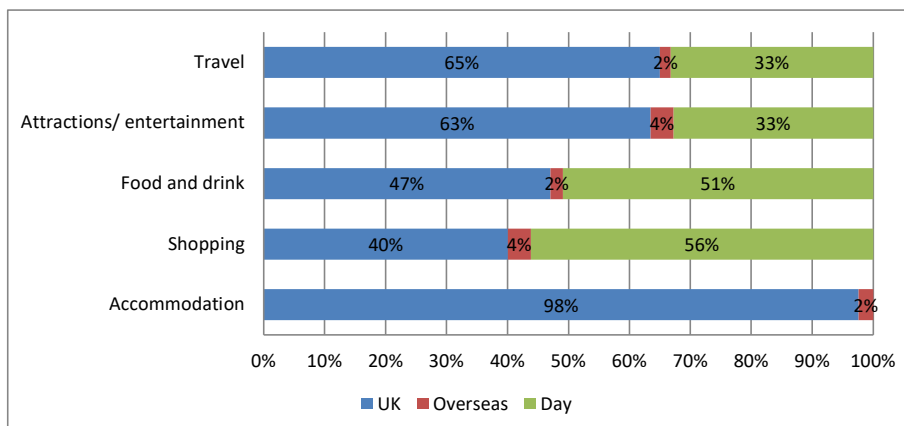
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	317,700	£13,282,500
Countryside visits	13,900	£403,300
Coastal visits	326,100	£9,881,500
Total	657,700	£23,567,300

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£15,788,900	£391,100	£0	£16,180,000
Shopping	£5,190,800	£482,300	£7,275,700	£12,948,800
Food & Drink	£9,466,000	£416,300	£10,251,100	£20,133,400
Attractions/ Entertainment	£4,389,600	£262,800	£2,263,500	£6,915,900
Travel	£7,392,600	£199,200	£3,777,100	£11,368,900

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
	£103,100	£0	£571,400	£674,500

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

£68,221,400

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	231	3	234
Retailing	46	60	106
Catering	128	133	260
Attractions/entertainment	81	41	122
Transport	31	16	47
Arising from non trip spend	10	0	10
Total Direct	528	252	780

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

All employment related to visitor spending	FTE's	Actual
Direct	780	1,146
Indirect	235	311
Induced	152	120
Total	1,168	1,577

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.