

Torquay Tourism Summary 2017



Torquay is situated on the south coast of Devon on the English Riviera. It has a population of approximately 66,000.

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

Tourism key facts

- 640 thousand staying visitor trips
- 1.7 million day visits
- £236.5 million direct visitor spend
- £242.5 million total visitor related spend
- 6,000 actual jobs supported by visitor related spend

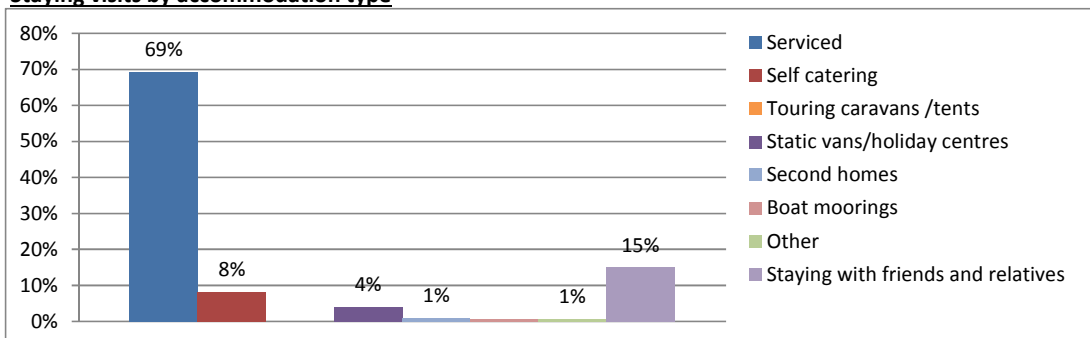
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	479,900	1,664,400	£122,640,100
Business	67,000	116,800	£12,882,900
Visits to friends and relatives	24,300	63,900	£7,689,100
Other	7,400	18,200	£3,393,900
Study	0	0	£0
Total	578,600	1,863,200	£146,606,000

Overseas visitors	Trips	Nights	Spend
Holiday	29,100	122,000	£9,188,700
Business	10,500	42,300	£4,340,400
Visits to friends and relatives	18,500	127,700	£5,013,400
Other	700	4,500	£424,100
Study	3,000	93,000	£6,742,700
Total	61,800	389,500	£25,709,200

All staying visitors	Trips	Nights	Spend
Holiday	509,000	1,786,400	£131,828,800
Business	77,500	159,100	£17,223,300
Visits to friends and relatives	42,800	191,600	£12,702,500
Other	8,100	22,700	£3,818,000
Study	3,000	93,000	£6,742,700
Total	640,400	2,252,700	£172,315,200

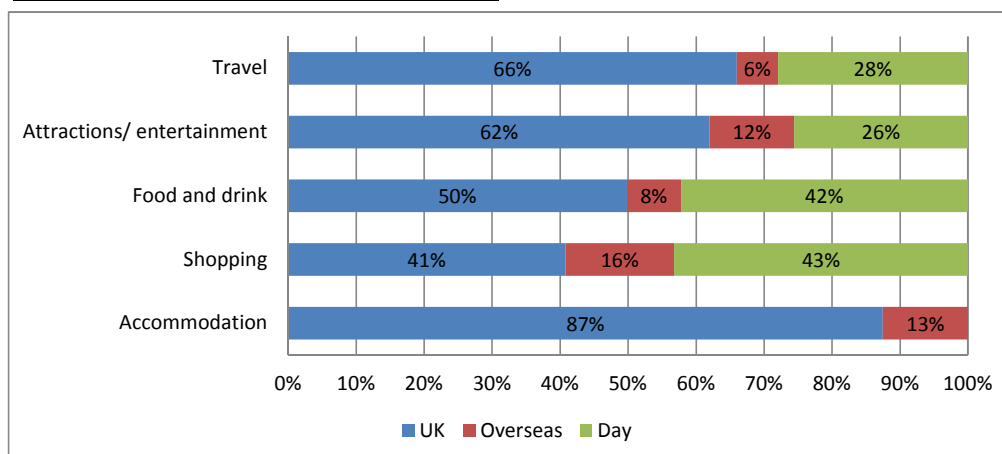
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	920,900	£38,360,000
Countryside visits	24,700	£629,100
Coastal visits	736,300	£25,209,300
Total	1,681,900	£64,198,400

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£54,836,100	£7,835,900	£0	£62,672,000
Shopping	£18,440,400	£7,230,500	£19,527,700	£45,198,600
Food & Drink	£32,638,700	£5,204,300	£27,626,800	£65,469,800
Attractions/Entertainment	£15,711,700	£3,143,800	£6,480,100	£25,335,600
Travel	£24,979,000	£2,294,700	£10,563,900	£37,837,600

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
	£444,700	£1,220,000	£4,289,700	£5,954,400

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

£242,468,000

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	968	8	976
Retailing	222	169	391
Catering	521	380	901
Attractions/entertainment	366	131	497
Transport	108	42	150
Arising from non trip spend	95	0	95
Total Direct	2,279	730	3,009

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

All employment related to visitor spending	FTE's	Actual
Direct	3,009	4,402
Indirect	914	1,156
Induced	530	459
Total	4,453	6,017

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.