

Summary

Serviced Accommodation in Torbay 2019

This brief overview of serviced accommodation in Torbay (2019) has been produced by TDA. It headlines the amount of serviced accommodation in Torbay, using information from the Torbay Accommodation Audit 2019 (South West Research Company). It also provides a wider view by comparing Torbay's position with the UK and other coastal destinations, using reliable industry data sources and the evidence supporting the English Riviera's Destination Management Plan.

The Torbay Accommodation Audit 2019 was undertaken by The South West Research Company. It provides a comprehensive overview of current (mid-2019) estimates of tourism accommodation stock in Torbay, including serviced and non-serviced accommodation. It is considered to be the most robust piece of work available showing the actual, physical accommodation stock in the local area. The audit data has been compiled from a comprehensive review and update of the last audited figures (2014), amending, adding and deleting where necessary using internet and directory searches, as well as physical on-street checks of approximately 20% of all records.

Headlines

1. The English Riviera is one of the Country's top 10 visitor destinations, welcoming over 4.5m visitors per annum with an annual visitor spend of over £435m.
2. Torbay's staying visitor numbers, using serviced accommodation, has remained at around 1.6 – 1.76M visitor nights since 2013.
3. The English Riviera's Destination Management Plan (2017 – 2021) seeks to attract new visitors, attract investment, improve the quality of accommodation and improve hotel occupancy throughout the year.
4. Changing consumer expectations are driving the popularity and growth of branded budget hotels. The branded budget hotel sector in the UK has almost doubled in size since 2012, from 11.4%¹ to 21.1%² of total serviced accommodation bedrooms. However, branded budget hotel supply in Torbay was 2.7% in 2014 and is currently 6.7% of total serviced accommodation bedrooms, indicating growth of just 4% in the last 5 years.
5. Visit England are reporting³ that 36% of UK people prefer to stay overnight in a hotel / motel; just 5% prefer to stay in a guest house / B & B.
6. Feedback from surveys, visitors and events (e.g. UNESCO Conference on Global Geoparks 2018) show there is a shortage of accommodation that consistently meets modern expectations; the proportion of business trips is declining; Torbay is missing out on an estimated £4M p.a. spend from conferences & events, due in large part to the quality, size and availability of existing hotel accommodation.
7. The overall quantity of serviced accommodation bed spaces has reduced by around 15% (2,764 beds) between 2007 and mid-2019, although there has been a net increase in bed spaces (of just over 1600 or 3%) since 2014.
8. There are significant less branded bed spaces in Torbay (9%), compared to the UK (47%)⁴ and to other coastal places such as Brighton (50%), Scarborough (25%) and Bournemouth (33%) according to research sourced from AM:PM⁵.
9. There has been a small increase in Torquay's serviced accommodation supply since 2014, with only 3% (350 bed spaces) growth in the number of bed spaces. Comparatively, both Paignton and Brixham have seen increases of 37% (1080 bed spaces) and 35% (175 bed spaces) respectively.
10. If the proposed 120 bedrooms at Terrace Car Park and 130 bedrooms (Hampton by Hilton, Torwood Street) are included, Torbay's branded budget supply of bedrooms would be around 10% - less than half of the UK proportion (see 4 above).
11. The increasing popularity of year round short breaks and the growing trend of staycations are opportunities for the destination, helping to grow the visitor economy, new jobs, skills, apprenticeships etc. A high percentage of existing bed spaces in Torbay are seasonal.
12. The age of existing visitors and number of repeat visitors are risks to Torbay's economy.

¹ Research from Hotel Data Ltd

² Institute of Hospitality (Spotlight on Hospitality 2019)

³ Great Britain Tourism Survey 2017

⁴ Institute of Hospitality (Spotlight on Hospitality 2019)

⁵ AM:PM is the UK's most comprehensive market intelligence provider of hotel supply trends.