

## Torquay Tourism Summary 2020



Torquay is situated on the south coast of Devon on the English Riviera. It has a population of approximately 67,000.

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

- 288 thousand staying visitor trips
- 818 thousand day visits
- £102.9 million direct visitor spend
- £105.2 million total visitor related spend
- 2,450 actual jobs supported by visitor related spend

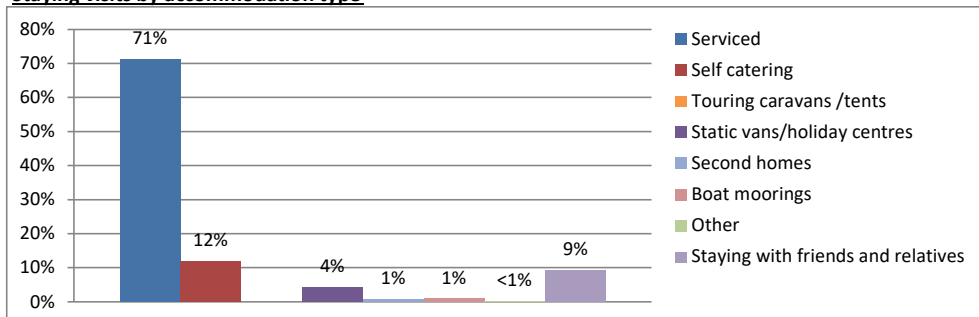
### Staying visits by purpose

UK visitors	Trips	Nights	Spend
<b>Total</b>	<b>274,200</b>	<b>966,200</b>	<b>£68,553,200</b>

Overseas visitors	Trips	Nights	Spend
<b>Total</b>	<b>13,600</b>	<b>90,700</b>	<b>£4,719,800</b>

All staying visitors	Trips	Nights	Spend
<b>Total</b>	<b>287,800</b>	<b>1,056,900</b>	<b>£73,273,000</b>

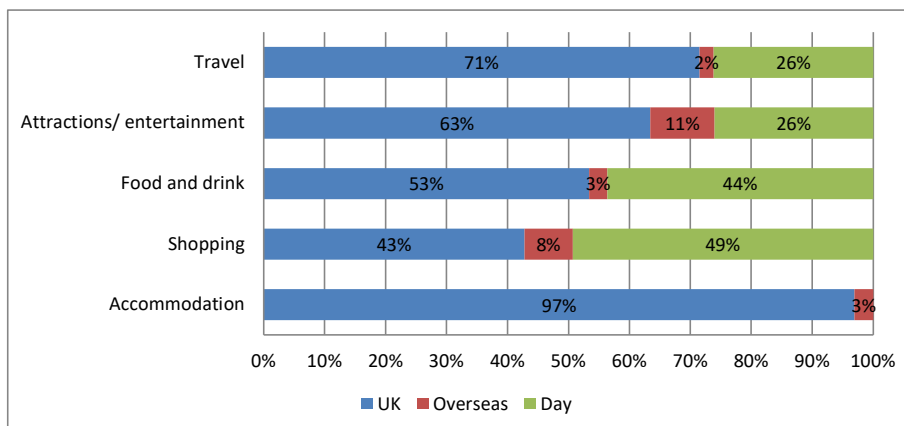
### Staying visits by accommodation type



### Tourism day visits by location

Day visits	Trips	Spend
Urban visits	421,400	£17,618,200
Countryside visits	8,200	£239,400
Coastal visits	388,400	£11,770,000
<b>Total</b>	<b>818,000</b>	<b>£29,627,600</b>

### Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£25,272,000	£793,800	£0	<b>£26,065,800</b>
Shopping	£8,175,800	£1,512,100	£9,425,400	<b>£19,113,300</b>
Food & Drink	£15,630,200	£863,500	£12,765,200	<b>£29,258,900</b>
Attractions/ Entertainment	£6,861,200	£1,138,000	£2,818,300	<b>£10,817,500</b>
Travel	£12,614,000	£412,400	£4,618,700	<b>£17,645,100</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
	£136,700	£644,600	£1,551,200	<b>£2,332,600</b>

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

**£105,233,200**

### Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	372	4	<b>376</b>
Retailing	79	77	<b>157</b>
Catering	213	165	<b>378</b>
Attractions/entertainment	139	51	<b>190</b>
Transport	54	19	<b>73</b>
Arising from non trip spend	36	0	<b>36</b>
<b>Total Direct</b>	<b>894</b>	<b>316</b>	<b>1,210</b>

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

All employment related to visitor spending	FTE's	Actual
Direct	1,210	1,771
Indirect	377	484
Induced	222	186
<b>Total</b>	<b>1,810</b>	<b>2,441</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.