

Totnes Tourism Summary 2014



Totnes is a market town in the South Hams district of Devon. It has a population of approximately 8,000.

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

Tourism key facts

- 27 thousand staying visitor trips
- 438 thousand day visits
- £21.5 million direct visitor spend
- £22 million total visitor related spend
- 490 actual jobs supported by visitor related spend

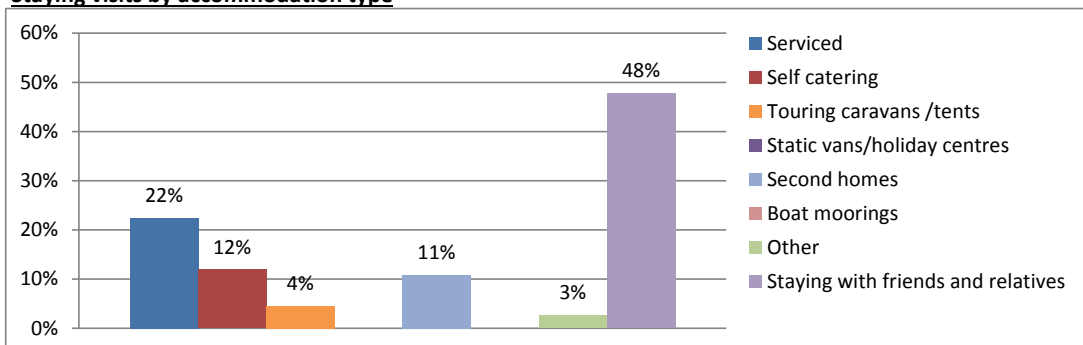
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	21,000	84,700	£3,939,300
Business	700	1,500	£355,700
Visits to friends and relatives	2,200	5,800	£317,200
Other	600	1,500	£187,900
Study	0	0	£0
Total	24,500	93,600	£4,800,000

Overseas visitors	Trips	Nights	Spend
Holiday	1,200	5,800	£391,000
Business	100	700	£57,300
Visits to friends and relatives	900	7,100	£291,000
Other	100	1,600	£95,500
Study	0	0	£0
Total	2,300	15,200	£834,800

All staying visitors	Trips	Nights	Spend
Holiday	22,200	90,500	£4,330,300
Business	800	2,200	£413,000
Visits to friends and relatives	3,100	12,900	£608,200
Other	700	3,100	£283,400
Study	0	0	£0
Total	26,800	108,800	£5,634,800

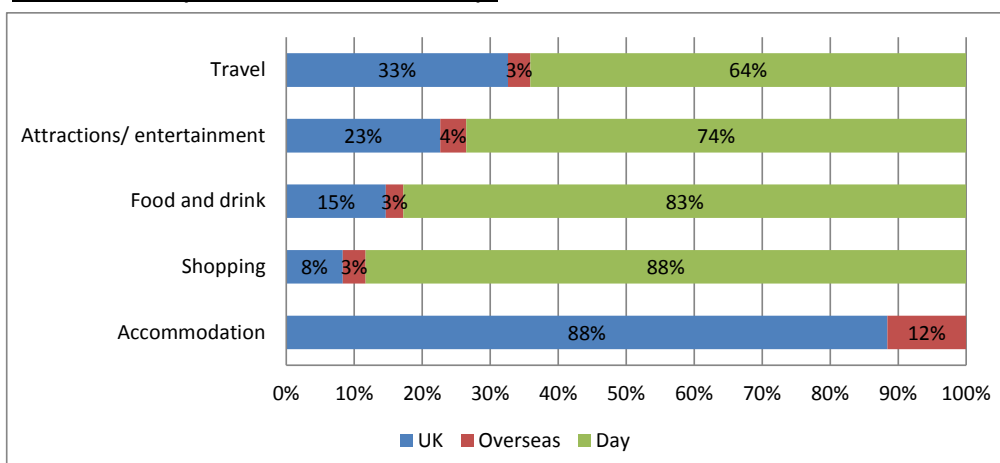
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	366,200	£13,849,800
Countryside visits	72,100	£1,990,200
Coastal visits	0	£0
Total	438,300	£15,840,000

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£1,775,800	£232,400	£0	£2,008,200
Shopping	£608,900	£244,600	£6,470,100	£7,323,600
Food & Drink	£1,073,300	£187,700	£6,065,600	£7,326,600
Attractions/ Entertainment	£521,000	£87,800	£1,690,900	£2,299,700
Travel	£821,100	£82,300	£1,613,400	£2,516,800

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
	£242,400	£0	£312,200	£554,500

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

£22,029,300

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	35	2	37
Retailing	8	62	70
Catering	19	91	110
Attractions/entertainment	11	33	44
Transport	4	7	11
Arising from non trip spend	9	0	9
Total Direct	86	194	281

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

All employment related to visitor spending	FTE's	Actual
Direct	281	412
Indirect	29	56
Induced	40	19
Total	350	486

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.

For further information please contact info@tswrc.co.uk

