

Totnes**2014**

Based on a 2.5 mile radius from a central point in Totnes

Accommodation supply

Hotels	76 bedspaces
Guesthouses	54 bedspaces
Inns	34 bedspaces
B&B	6 bedspaces
Farms	19 bedspaces
Self catering	36 units
Touring caravans/tents	40 pitches
Static vans	0 pitches
Holiday centres	0 units
Group accommodation	0 bedspaces
Campus	0 bedspaces
Second homes	323 units
Marinas	0 berths
Residents	8,076 resident population
Language schools	0 establishments

Notes: Information on tourist accommodation based on SWRTB and Local Authority databases.

Marina berths based on RYA data

Residents based on Local Authority and/or Registrar General's estimates

Language schools based on establishments listed in English in Britain and yellow pages

Staying tourists

Trips by accommodation

	UK		Overseas		Total		% of South Hams
Serviced	5,400	22%	600	26%	6,000	22%	8%
Self catering	3,100	13%	100	4%	3,200	12%	3%
Touring caravans /tents	1,100	4%	100	4%	1,200	4%	1%
Static vans/holiday centres	0	0%	0	0%	0	0%	0%
Group/campus	0	0%	0	0%	0	0%	0%
Paying guest in private house	0	0%	0	0%	0	0%	0%
Second homes	2,700	11%	200	9%	2,900	11%	10%
Boat moorings	0	0%	0	0%	0	0%	0%
Other	600	2%	100	4%	700	3%	10%
Staying with friends and relatives	11,600	47%	1,200	52%	12,800	48%	10%
Total	24,500		2,300		26,800		6%

Nights by accommodation

	UK		Overseas		Total		% of South Hams
Serviced	14,500	15%	2,300	15%	16,800	15%	8%
Self catering	17,700	19%	1,600	11%	19,300	18%	3%
Touring caravans /tents	5,000	5%	300	2%	5,300	5%	1%
Static vans/holiday centres	0	0%	0	0%	0	0%	0%
Group/campus	0	0%	0	0%	0	0%	0%
Paying guest in private house	0	0%	0	0%	0	0%	0%
Second homes	12,700	14%	2,000	13%	14,700	14%	10%
Boat moorings	0	0%	0	0%	0	0%	0%
Other	1,400	1%	300	2%	1,700	2%	9%
Staying with friends and relatives	42,300	45%	8,700	57%	51,000	47%	10%
Total	93,600		15,200		108,800		5%

Spend by accommodation

	UK		Overseas		Total		
Serviced	£1,486,100	31%	£232,200	28%	£1,718,300	30%	8%
Self catering	£1,327,200	28%	£106,300	13%	£1,433,500	25%	3%
Touring caravans /tents	£180,600	4%	£15,700	2%	£196,300	3%	1%
Static vans/holiday centres	£0	0%	£0	0%	£0	0%	0%
Group/campus	£0	0%	£0	0%	£0	0%	0%
Paying guest in private house	£0	0%	£0	0%	£0	0%	0%
Second homes	£420,400	9%	£105,000	13%	£525,400	9%	10%
Boat moorings	£0	0%	£0	0%	£0	0%	0%
Other	£51,400	1%	£15,000	2%	£66,400	1%	10%
Staying with friends and relatives	£1,334,300	28%	£360,700	43%	£1,695,000	30%	10%
Total	£4,800,000		£834,900		£5,634,900		5%

Notes: Information derived from GBTS and IPS data for 2014

Serviced accommodation includes hotels, guesthouses, inns, B&B and serviced farmhouse accommodation

Paying guest in private houses is only available for overseas visitors and relates primarily to study visits

Information on boat use is not available for overseas tourists.

Other trips includes nights spent in transit, in lorry cabs and other temporary accommodation.

Trips by purpose

	UK		Overseas		Total		% of South Hams
Holiday	21,000	86%	1,200	52%	22,200	83%	5%
Business	700	3%	100	4%	800	3%	7%
Visits to friends and relatives	2,200	9%	900	39%	3,100	12%	7%
Other	600	2%	100	4%	700	3%	7%
Study	0	0%	0	0%	0	0%	0%
Total	24,500		2,300		26,800		6%

Nights by purpose

	UK		Overseas		Total			
Holiday	84,700	90%	5,800	38%	90,500	83%		5%
Business	1,500	2%	700	5%	2,200	2%		6%
Visits to friends and relatives	5,800	6%	7,100	47%	12,900	12%		7%
Other	1,500	2%	1,600	11%	3,100	3%		7%
Study	0	0%	0	0%	0	0%		0%
Total	93,600		15,200		108,800			5%

Spend by purpose

	UK		Overseas		Total			
Holiday	£3,939,300	82%	£391,000	47%	£4,330,300	77%		4%
Business	£355,700	7%	£57,300	7%	£413,000	7%		6%
Visits to friends and relatives	£317,200	7%	£291,000	35%	£608,200	11%		6%
Other	£187,900	4%	£95,500	11%	£283,400	5%		6%
Study	£0	0%	£0	0%	£0	0%		0%
Total	£4,800,000		£834,800		£5,634,800			5%

Notes: Information derived from GBTS and IPS 2014

Separate information on study trips is not available for UK tourists.

Visits to friends and relatives are for social and personal reasons, and do not include holiday trips staying with friends and relatives

Overseas other trips include visits with more than one purpose where no particular purpose is dominant, eg business and leisure.

Tourism Day Visits

	Trips	Spend	Trips % of South H	Spend % of South Hams
Urban visits	366,200	£13,849,800	30%	30%
Countryside visits	72,100	£1,990,200	5%	5%
Coastal visits	0	£0	0%	0%
Total	438,300	£15,840,000	11%	12%

Notes: Based on GBDVS 2014

Tourism Day visits are defined as those leisure trips from home which have a duration of 3 hours or more and taken on an irregular basis

Breakdown of expenditure associated with trips

	Accommodation	Shopping	Food and drink	Attractions/ entertainm	Travel	Total	%
UK Tourists	£1,775,800	£608,900	£1,073,300	£521,000	£821,100	£4,800,000	22%
Overseas tourists	£232,400	£244,600	£187,700	£87,800	£82,300	£834,800	4%
Total	£2,008,200	£853,500	£1,261,000	£608,800	£903,400	£5,634,800	
%	36%	15%	22%	11%	16%		
Tourist day visitors	£0	£6,470,100	£6,065,600	£1,690,900	£1,613,400	£15,840,000	74%
%	0%	41%	38%	11%	10%		
Total	£2,008,200	£7,323,600	£7,326,600	£2,299,700	£2,516,800	£21,474,800	
%	9%	34%	34%	11%	12%		

Notes: Breakdown based on data from UKTS, IPS and UKDVS surveys.

The expenditure is total spending associated with trips.

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.

	Second homes	Boats	Static vans	Friends and relatives	Total
Estimated spend	£242,400	£0	£0	£312,200	£554,500

Notes: Spend on second homes assumed to be an average of £750 on rates, maintenance, and replacement of furniture and fittings

Spend on boats assumed to be an average of £2000 on berthing charges, servicing and maintenance and upgrading of equipment

Static van spend arises in the case of vans purchased by the owner and used as a second home. Expenditure is incurred in site fees, utility charges and other spending.

Research by ETC has indicated that additional spending is incurred by friends and relatives as a result of people coming to stay with them.

A cost of £100 per visit has been assumed based on the ETC research for social and personal visits. Some additional spending may also occur with holiday and tourism day visits but this has not been included

Business turnover

Business turnover arises as a result of tourist spending, from the purchase of supplies and services locally by businesses in receipt of visitor spending and as a result of the spending of wages in businesses by employees whose jobs are directly or indirectly supported by tourism spending.

Turnover derived from trip expenditure

Businesses in receipt of visitor spend on trip

	Staying tourists	Day visitors	total	% of South Hams
Accommodation	£2,033,400	£121,300	£2,154,700	5%
Retail	£844,900	£6,405,400	£7,250,300	15%
Catering	£1,223,200	£5,883,600	£7,106,800	9%
Attraction/entertainment	£629,900	£1,816,200	£2,446,100	8%
Transport	£542,000	£968,000	£1,510,000	6%
Other non trip related expenditure	£554,500	£0	£554,500	7%
Total direct	£5,827,900	£15,194,500	£21,022,400	9%

Note: Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Turnover arising from the purchase of supplies and services by businesses

	Staying tourists	Day visitors	total	% of South Hams
Businesses in receipt of trip spend	£1,036,400	£1,920,800	£2,957,200	8%
Non trip spending	£110,900	£0	£110,900	7%
Income induced spending	£329,200	£707,700	£1,036,900	8%

Note: Income induced spending arises from expenditure by employees whose jobs are supported by tourism spend. Further rounds of business supply spending will arise but these have not been estimated.

Total Local Business Turnover supported by tourism activity

	Staying tourists	Day visitors	total	% of South Hams
Direct	£5,827,900	£15,194,500	£21,022,400	9%
Supplier and income induced	£1,476,500	£2,628,500	£4,105,000	8%
Total	£7,304,400	£17,823,000	£25,127,400	8%

Employment supported by tourism spending

Direct employment in businesses in receipt of visitor expenditure

	Staying tourist Full time equivalent		Day visitor		Total		% of South Hams	
Accommodation	35	41%	2	1%	37	13%	5%	
Retailing	8	9%	62	32%	70	25%	15%	
Catering	19	22%	91	47%	110	39%	9%	
Attractions/entertainment	11	13%	33	17%	44	16%	8%	
Transport	4	4%	7	4%	11	4%	6%	
Arising from non trip spend	9	10%	0	0%	9	3%	7%	
Total Direct	86		194		281		8%	

	Staying tourist Estimated actual jobs		Day visitors		Total		% of South Hams	
Accommodation	52	42%	3	1%	55	13%	5%	
Retailing	12	10%	93	32%	105	25%	15%	
Catering	28	23%	136	47%	164	40%	9%	
Attractions/entertainment	16	13%	46	16%	62	15%	8%	
Transport	5	4%	10	3%	15	4%	6%	
Arising from non trip spend	10	8%	0	0%	10	2%	7%	
Total Direct	124		288		412		8%	

Indirect and induced jobs

	Staying tourists Full time equivalent		Day visitors		Total
Indirect jobs in supply businesses	18		11		29
Income induced jobs	5		35		40
	Estimated actual				
Indirect jobs in supply businesses	21		35		56
Income induced jobs	6		13		19

All employment related to tourism spending

	Staying tourists		Day visitors		Total		% of South Hams	
	Full time equivalent							
Direct	86	79%	194	81%	281	80%	8%	
Indirect	18	17%	11	5%	29	8%	5%	
Induced	5	5%	35	14%	40	11%	20%	
Total	110		240		350		8%	
Estimated actual								
Direct	124	82%	288	86%	412	85%	8%	
Indirect	21	14%	35	10%	56	11%	7%	
Induced	6	4%	13	4%	19	4%	8%	
Total	151		335		486		8%	

Note: Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Local Income

Local income will arise in the form of wages and drawings from businesses in receipt of tourism spending and those providing supplies and services.

	Estimated gross wage income		Total
	Staying tourists	Day visitors	
Direct jobs	£1,493,000	£3,413,000	£4,906,000
Indirect jobs	£333,000	£557,000	£890,000
Induced jobs	£95,000	£205,000	£300,000
Total	£1,921,000	£4,175,000	£6,096,000

General note

The above analysis excludes some areas of economic activity which are related to tourism. These include:

- business day trips into the area
- employment and expenditure by the local authority and other public bodies on tourism related activities eg Tourist information and marketing
- new capital investment in developing new or extended facilities.