

# The Economic Impact of the East Devon Visitor Economy 2024



Produced on behalf of East Devon District Council  
By  
The South West Research Company Ltd



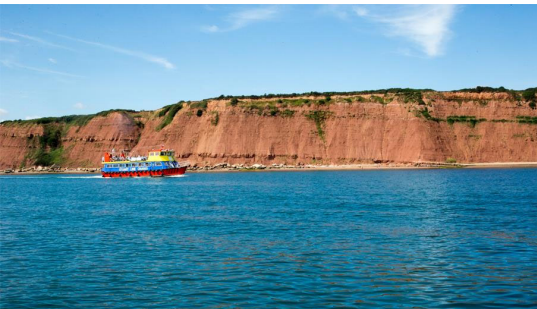
October 2025



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# Introduction

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This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in East Devon and Devon county and districts in 2024 (it should be noted that only those districts participating in the project are displayed).

The figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. It distributes regional activity as measured in those surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level.

For further information on the Cambridge Model and the terms used in this report please see Appendix 1 which accompanies this report.

For an overview of 2024, including key facts about the economy, weather and key events please see Appendix 2 of this report.

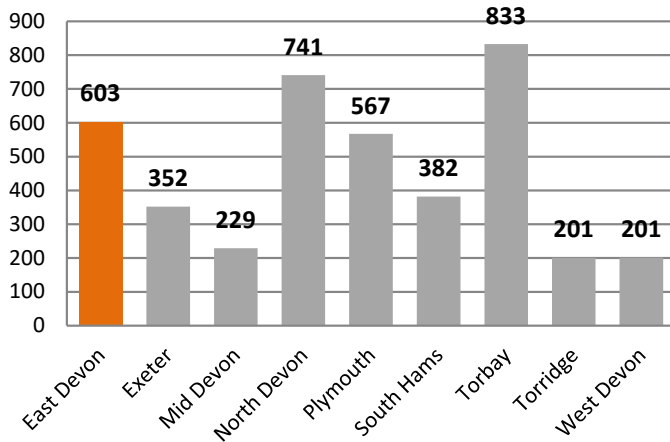
# Value of Tourism 2024

## East Devon

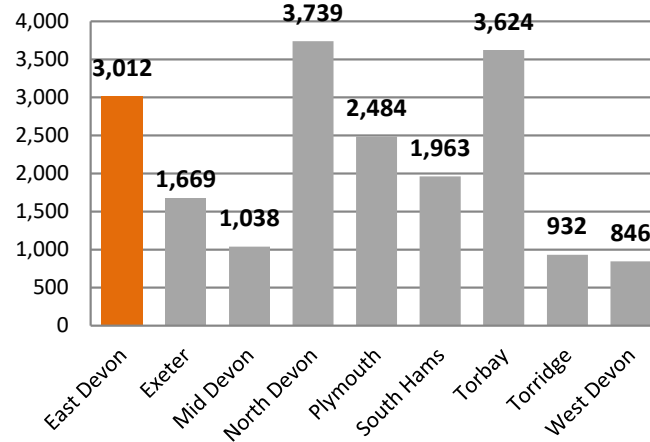
Key Facts	
603,000	Staying visitor trips
3,012,000	Staying visitor nights
£178,842,000	Staying visitor spend
3,054,000	Day visits
£144,399,000	Day visitor spend
£323,241,000	Direct visitor spend
£11,455,150	Other related spend
£334,696,150	TOTAL VISITOR RELATED SPEND
5,041	Estimated actual employment
3,773	FTE employment
7%	Proportion of all employment

# East Devon - Staying visits in the county context

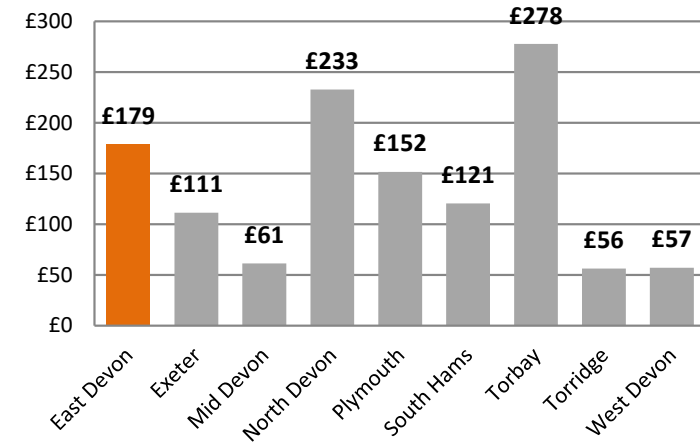
All staying trips (000's)



All staying nights (000's)



All staying spend (£mn)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
East Devon	561	42	2,648	364	£155	£24
Exeter	306	46	1,051	618	£68	£43
Mid-Devon	209	20	884	154	£52	£10
North Devon	691	50	3,380	359	£206	£27
Plymouth	500	67	1,756	728	£103	£48
South Hams	351	31	1,687	276	£102	£19
Torbay	754	79	3,077	547	£231	£47
Torridge	183	18	787	145	£47	£9
West Devon	181	20	695	151	£46	£11

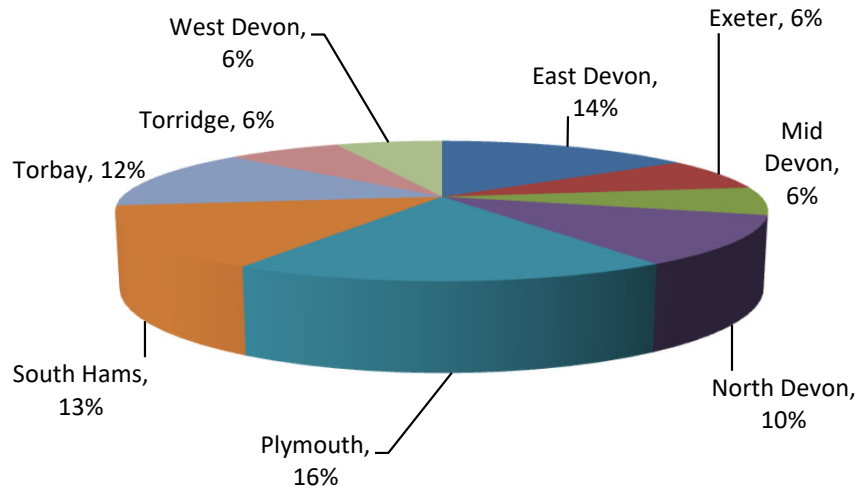
## East Devon - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	82,000	265,000	£28,144,000
Self catering	40,000	256,000	£20,630,000
Touring caravans /tents	27,000	150,000	£6,614,000
Static vans/holiday centres	229,000	1,340,000	£77,118,000
Group/campus	0	1,000	£36,000
Paying guest in private homes	0	0	£0
Second homes	14,000	70,000	£2,290,000
Boat moorings	0	1,000	£81,000
Other	6,000	11,000	£561,000
Staying with friends and relatives	162,000	554,000	£19,795,000
<b>Total</b>	<b>561,000</b>	<b>2,648,000</b>	<b>£155,269,000</b>

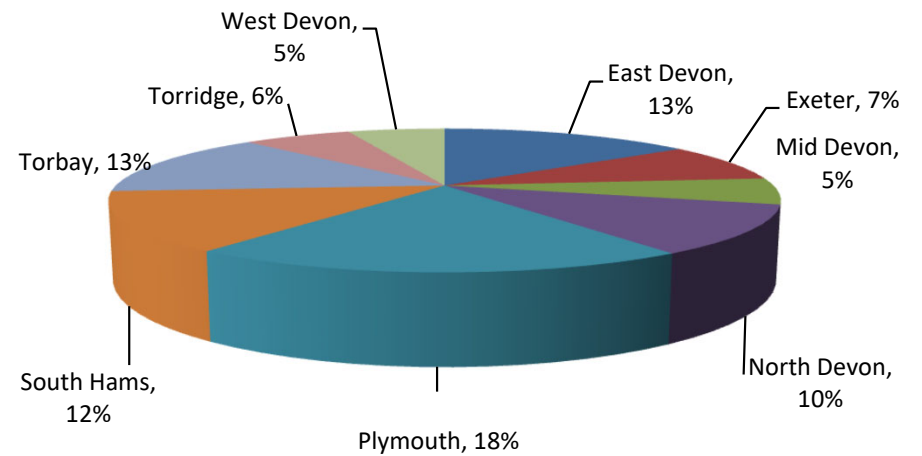
Overseas tourists	Trips	Nights	Spend
Serviced	10,600	45,000	£6,017,000
Self catering	2,500	29,000	£2,372,000
Touring caravans /tents	1,400	8,000	£472,000
Static vans/holiday centres	2,000	15,000	£1,153,000
Group/campus	0	2,000	£115,000
Paying guest in private homes	2,000	55,000	£3,434,000
Second homes	700	10,000	£558,000
Boat moorings	0	0	£0
Other	1,700	5,000	£152,000
Staying with friends and relatives	21,000	197,000	£9,300,000
<b>Total</b>	<b>42,000</b>	<b>364,000</b>	<b>£23,573,000</b>

# East Devon - Day visits in the county context

All day visits



All day visit spend

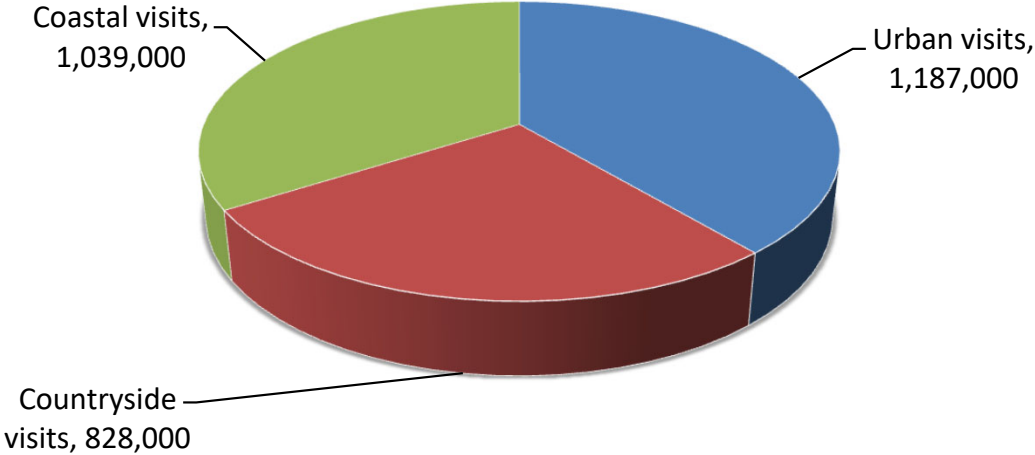


Area	Day visits (mn)	Day visit spend (£mn)
East Devon	3.1	£144.4
Exeter	1.5	£82.6
Mid-Devon	1.3	£57.4
North Devon	2.3	£107.7
Plymouth	3.6	£194.8
South Hams	2.9	£130.6
Torbay	2.7	£137.9
Torridge	1.4	£62.3
West Devon	1.3	£55.4

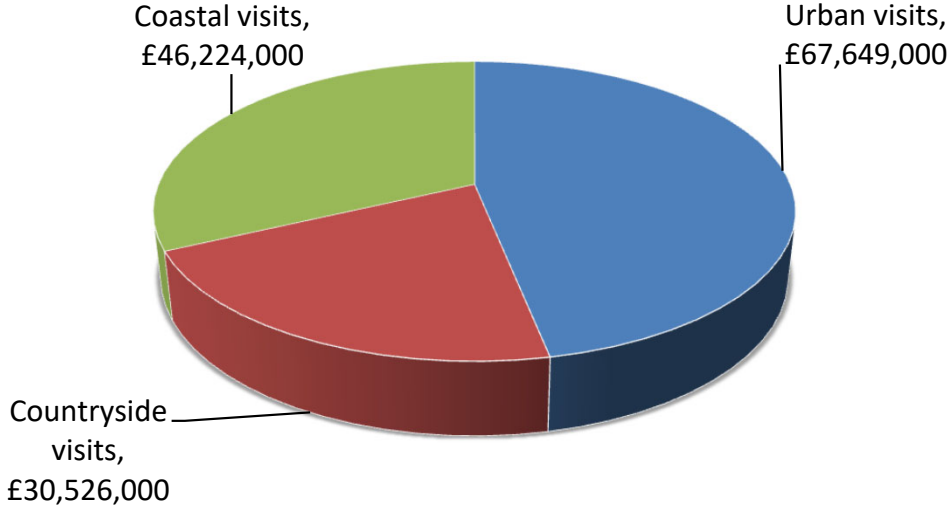
# East Devon - Day visits by location

Total day visits	Total day visit spend
3,054,000	£144,399,000

Day visits



Day visit spend



# East Devon - Direct visitor expenditure by category

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Information on the breakdown of visitor spending is available from the three main tourism and day visitor surveys by type of visitor. The Model divides the expenditure between five sectors:

- Accommodation
- Shopping for gifts, clothes and other goods
- Eating and drinking in restaurants, cafes and inns
- Entry to attractions, entertainment and hire of goods and services
- Transport and travel costs including public transport, purchase of fuel and parking

The following pages look at the breakdown of this expenditure and business turnover arising from this expenditure.

By applying the expenditure breakdown to the estimates of visitor spending the Model generates estimates of total spending by the five business sectors. Visitor expenditure in each sector represents additional turnover for businesses in those sectors. However, evidence from national studies suggests that some minor adjustments are required to match visitor spend to business turnover. In particular, some expenditure on food and drink actually takes place in inns and hotels that fall into the accommodation sector and at attractions. The turnover for each business sector has therefore been adjusted to take account of these marginal changes. More significantly, expenditure on travel costs associated with individual trips is as likely to take place at the origin of the trip as it is at the actual destination. It is therefore assumed that only 60% of total travel expenditure accrues to the destination area.

# East Devon – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £57,465,000
- Overseas staying visitors £6,066,000

### Totals

**£63,531,000 (20%)**



## Shopping

- UK staying visitors £22,240,000
- Overseas staying visitors £7,421,000
- Day visitors £42,835,000

**£72,496,000 (22%)**



## Food & drink

- UK staying visitors £31,014,000
- Overseas staying visitors £5,111,000
- Day visitors £58,126,000

**£94,251,000 (29%)**



## Attractions/entertainment

- UK staying visitors £14,502,000
- Overseas staying visitors £2,469,000
- Day visitors £15,906,000

**£32,877,000 (10%)**



## Travel

- UK staying visitors £30,048,000
- Overseas staying visitors £2,506,000
- Day visitors £27,532,000

**£60,086,000 (19%)**

## East Devon – Other visitor related expenditure by category



Second Homes  
£1,312,000



Boats  
£127,000



Visiting friends and relatives (non-visitor spend)  
£10,016,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

## East Devon – Tourism related employment

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Having identified the value of turnover generated by visitor spending in each business sector it is possible to estimate the employment associated with that spending.

The use of visitor expenditure to generate job numbers underestimates the number of jobs arising in the attractions/entertainment sector. The underestimate arises because local authorities and voluntary bodies do not always seek to recoup the full operating costs of individual attractions or facilities from entrance charges. Therefore an additional percentage of direct employment is added to the attractions sector estimates to take account of this factor.

This section of the report looks at employment on three levels;

- **Direct Jobs** - Direct jobs are those in businesses in receipt of visitor spending. For example, jobs supported by visitor spending at a hotel would be direct jobs.
- **Indirect Jobs** - 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. For example, some of the employment at a business supplying food and drink may be supported through the supplies that the business sells to hotels (or any other business in direct receipt of visitor expenditure).
- **Induced Jobs** - Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs. Such spending will be spread across a wide range of service sectors.

Estimates are shown for actual jobs and full time equivalent jobs (FTE's).

# East Devon – Tourism related employment

## Estimated actual employment



## Full time equivalent employment (FTE's)

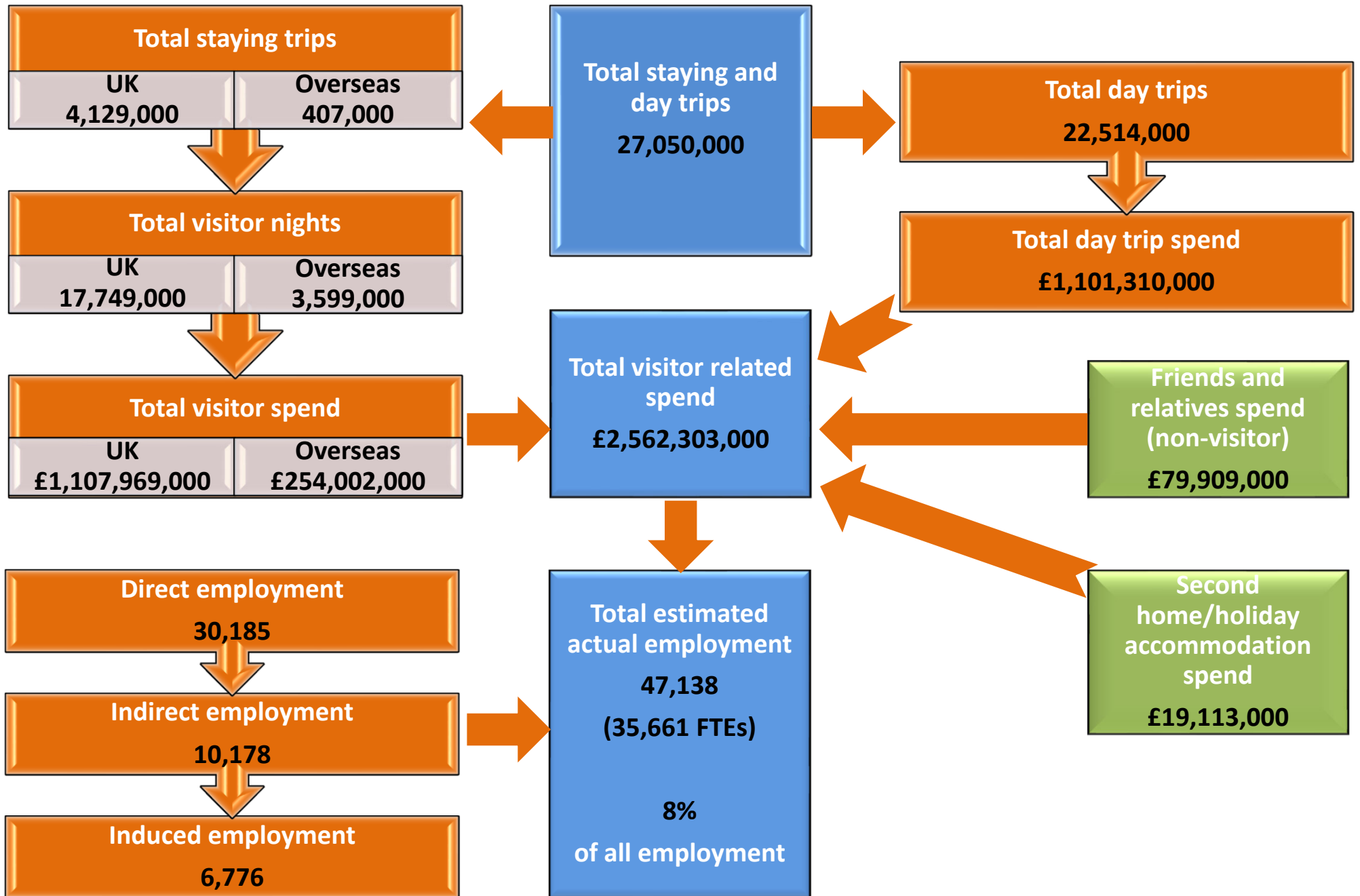


Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	562	10	573
Retailing	161	233	394
Catering	269	434	703
Attractions/entertainment	204	196	400
Transport	85	72	156
Arising from non trip spend	152	0	152
<b>Total Direct</b>	<b>1,434</b>	<b>944</b>	<b>2,378</b>

# Devon 2024



# Devon - Key facts at a glance



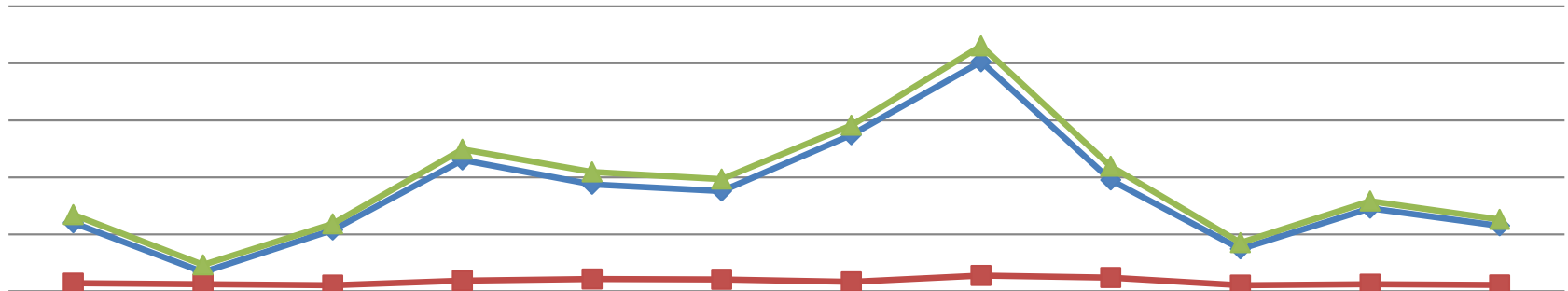
## Devon - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	1,067,000	3,459,000	£367,490,000
Self catering	409,000	2,587,000	£208,277,000
Touring caravans /tents	430,000	2,431,000	£107,138,000
Static vans/holiday centres	674,000	3,937,000	£226,606,000
Group/campus	82,000	227,000	£13,731,000
Paying guest in private homes	0	0	£0
Second homes	99,000	490,000	£16,022,000
Boat moorings	24,000	112,000	£6,294,000
Other	49,000	86,000	£4,477,000
Staying with friends and relatives	1,295,000	4,421,000	£157,934,000
<b>Total</b>	<b>4,129,000</b>	<b>17,749,000</b>	<b>£1,107,969,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	139,000	584,000	£78,563,000
Self catering	26,000	293,000	£23,947,000
Touring caravans /tents	23,000	125,000	£7,644,000
Static vans/holiday centres	6,000	40,000	£3,135,000
Group/campus	19,000	594,000	£43,648,000
Paying guest in private homes	10,000	283,000	£17,743,000
Second homes	5,000	71,000	£3,906,000
Boat moorings	0	0	£0
Other	14,000	40,000	£1,217,000
Staying with friends and relatives	166,000	1,568,000	£74,199,000
<b>Total</b>	<b>407,000</b>	<b>3,599,000</b>	<b>£254,002,000</b>

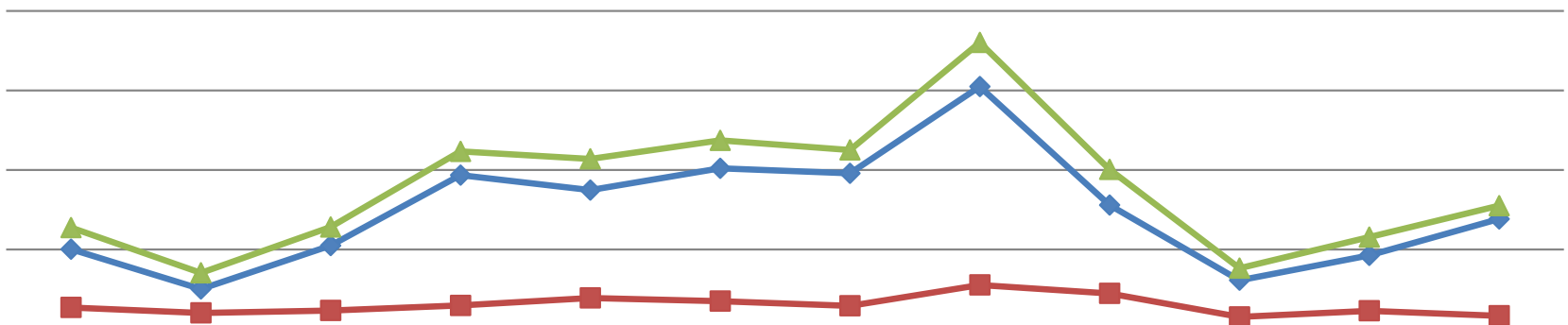
# Devon - Estimated seasonality of staying visits

## Seasonality - trips



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK trips (000's)	240.6	67.9	215.4	460.9	375.6	351.9	549.5	805.4	390.8	149.0	291.8	230.2
OS trips (000's)	28.8	25.3	21.9	37.8	43.5	42.2	33.5	55.9	48.4	21.9	25.1	22.6
Total trips (000's)	269.4	93.2	237.3	498.7	419.1	394.2	583.0	861.3	439.2	170.9	317.0	252.7

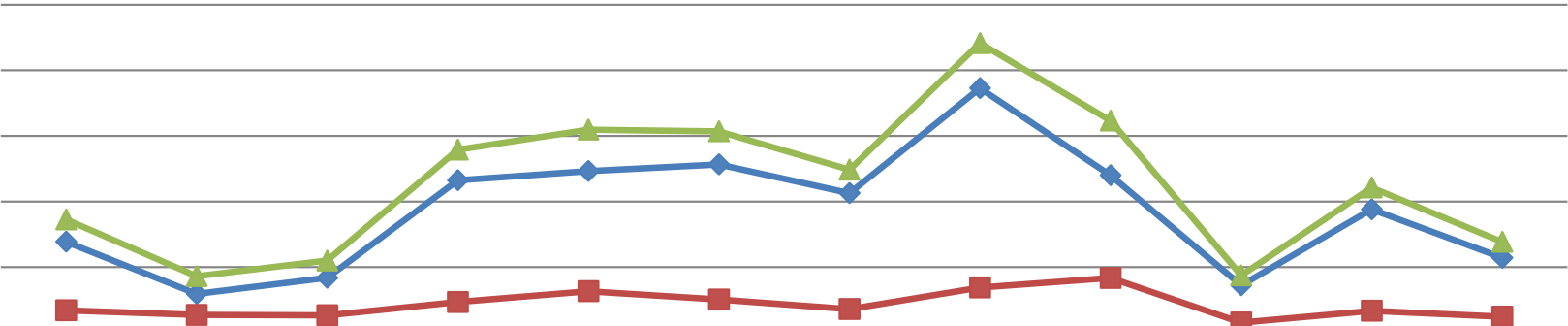
## Seasonality - nights



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK nights (000's)	1003.6	503.7	1049.4	1935.5	1747.5	2020.2	1958.6	3048.5	1558.3	613.8	926.6	1383.3
OS nights (000's)	272.6	202.9	233.9	297.9	391.9	351.8	293.2	554.8	449.3	152.9	230.0	167.8
Total nights (000's)	1276.2	706.6	1283.2	2233.4	2139.4	2371.9	2251.8	3603.4	2007.6	766.8	1156.5	1551.2

# Devon - Estimated seasonality of staying visits

Seasonality - spend

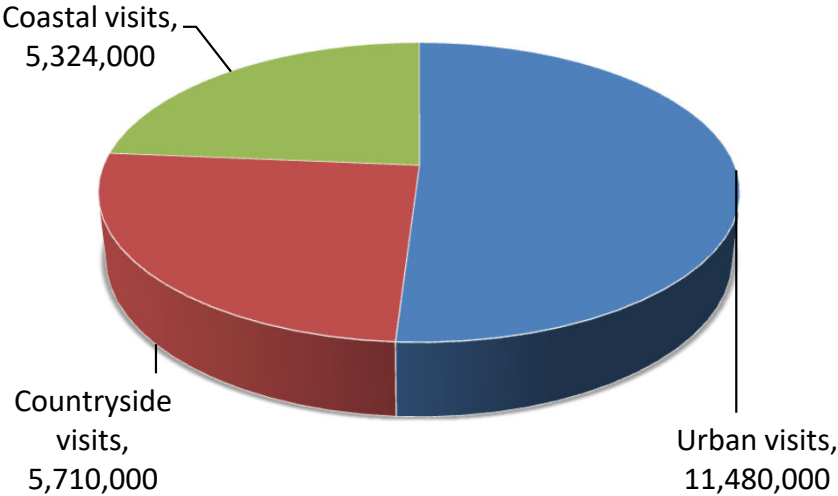


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK spend (mn's)	69.3	29.5	41.8	116.1	123.2	128.3	106.3	186.4	120.0	36.0	94.0	57.1
OS spend (mn's)	17.0	13.5	13.2	23.3	31.5	25.2	17.9	34.4	41.6	7.6	16.6	12.1
Total spend (mn's)	86.3	43.0	54.9	139.5	154.7	153.5	124.3	220.7	161.6	43.6	110.6	69.2

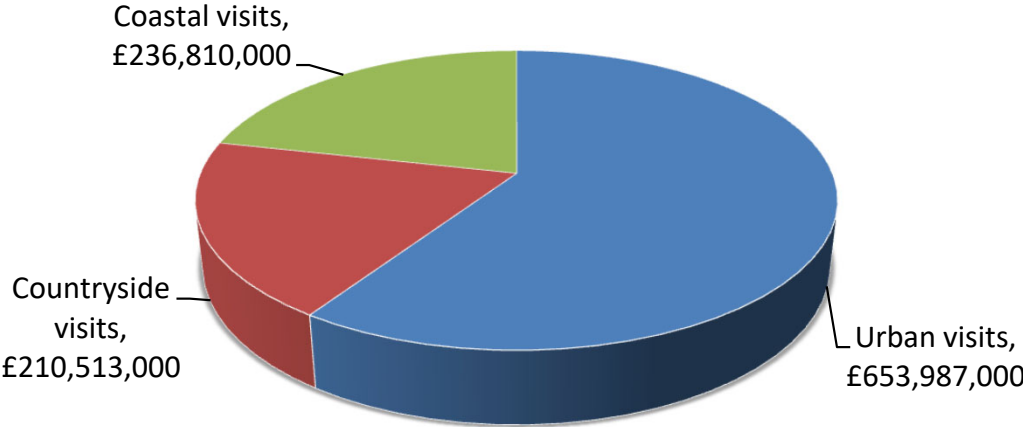
# Devon - Day visits by location

Total day visits	Total day visit spend
22,514,000	£1,101,310,000

Day visits

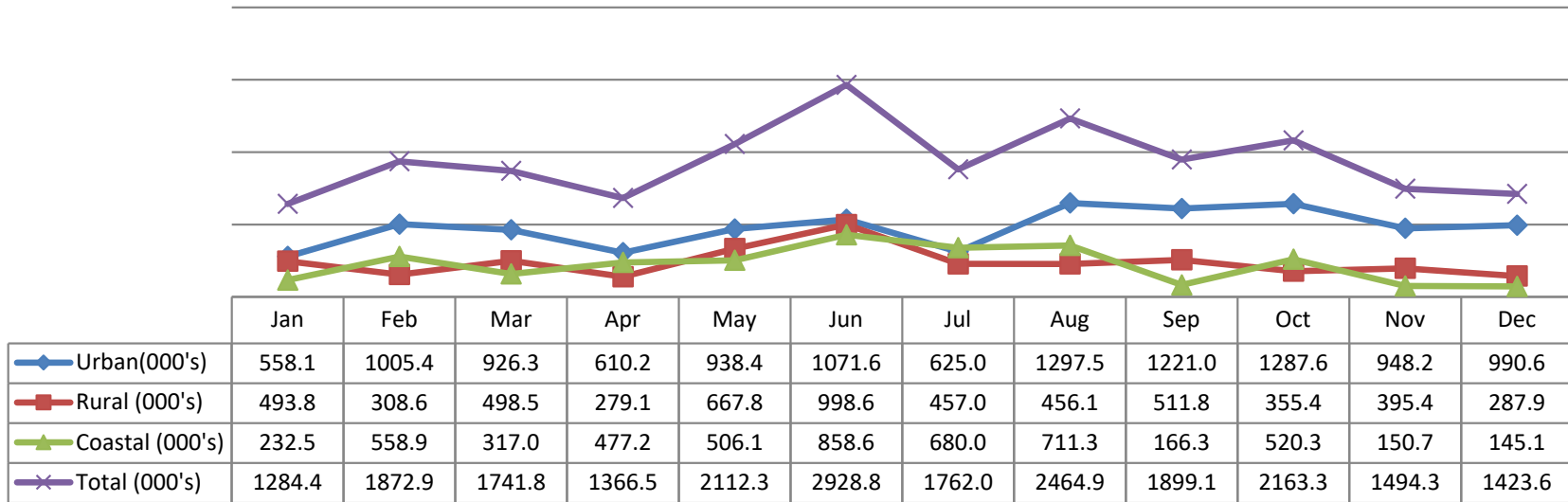


Day visit spend

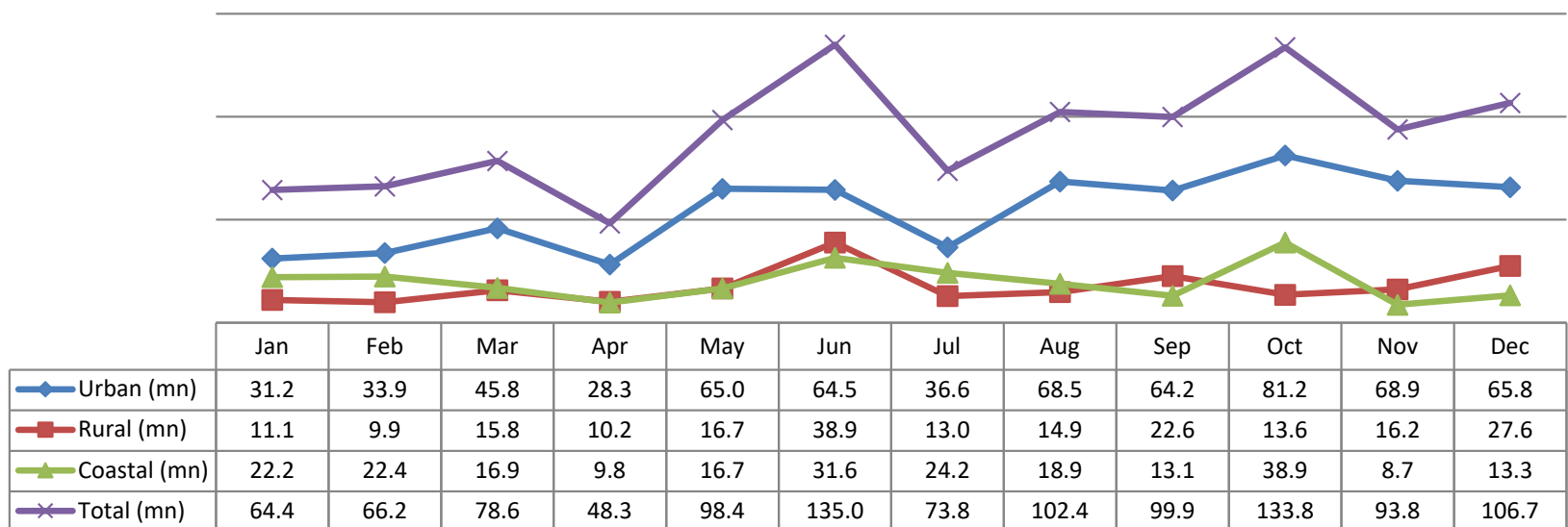


# Devon - Estimated seasonality of day visits

Seasonality - day visits (000's)



Seasonality - day visit spend (millions)



# Devon – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £410,058,000
- Overseas staying visitors £65,362,000

### Totals

**£475,420,000 (19%)**



## Shopping

- UK staying visitors £158,702,000
- Overseas staying visitors £79,966,000
- Day visitors £372,222,000

**£610,890,000 (25%)**



## Food & drink

- UK staying visitors £221,309,000
- Overseas staying visitors £55,066,000
- Day visitors £425,194,000

**£701,569,000 (28%)**



## Attractions/entertainment

- UK staying visitors £103,482,000
- Overseas staying visitors £26,604,000
- Day visitors £118,473,000

**£248,559,000 (10%)**



## Travel

- UK staying visitors £214,419,000
- Overseas staying visitors £27,004,000
- Day visitors £185,422,000

**£426,845,000 (17%)**

## Devon – Other visitor related expenditure by category



Second Homes

£9,177,000



Boats

£9,936,000



Visiting friends and relatives (non-visitor spend)

£79,909,000

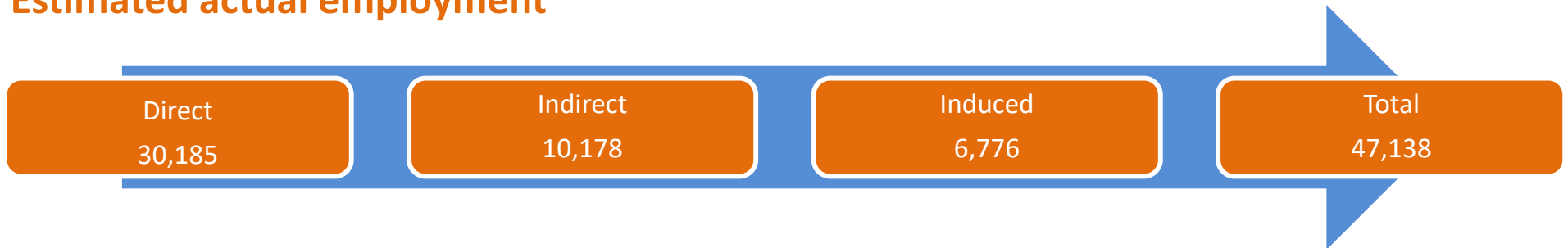
## Devon – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£480,948,000	£8,504,000	£489,452,000
Retailing	£236,281,000	£368,500,000	£604,781,000
Catering	£268,083,000	£412,438,000	£680,521,000
Attractions/entertainment	£135,236,000	£126,447,000	£261,683,000
Transport	£144,854,000	£111,253,000	£256,107,000
Arising from non trip spend	£99,021,501	£0	£99,021,501
<b>Total Direct</b>	<b>£1,364,423,501</b>	<b>£1,027,142,000</b>	<b>£2,391,565,501</b>

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£1,364,423,501	£1,027,142,000	£2,391,565,501
Supplier and income induced	£704,993,000	£413,797,000	£1,118,790,000
<b>Total</b>	<b>£2,069,416,501</b>	<b>£1,440,939,000</b>	<b>£3,510,355,501</b>

# Devon – Tourism related employment

## Estimated actual employment



## Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	4,828	85	4,914
Retailing	1,489	2,323	3,812
Catering	2,364	3,637	6,001
Attractions/entertainment	1,796	1,679	3,475
Transport	719	552	1,271
Arising from non trip spend	1,316	0	1,316
<b>Total Direct</b>	<b>12,513</b>	<b>8,277</b>	<b>20,789</b>