



# Tourism Trends in Devon

# 2006



# TOURISM TRENDS IN DEVON 2006

---

A report on the characteristics and trends of the tourism industry in Devon  
from November 2005 to October 2006.

This report has been prepared by the Corporate Consultation Service, Devon County Council, in collaboration with other tourism bodies. The report is specifically aimed at policy makers and persons working in the tourism industry in Devon.

Tourism Trends in Devon 2006

ISBN 1-85522-982-X

Research conducted and published by:

Corporate Consultation Service  
Chief Executive's Directorate  
Devon County Council  
County Hall  
Exeter  
EX2 4QD

October 2007.

Price per printed copy ordered from Devon County Council £12.  
A free copy is available to read on-line via [www.devon.gov.uk](http://www.devon.gov.uk).

© Devon County Council



**County of Devon**

- Resorts
- ▭ Devon District Council Areas

This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. 100019783. 2005

**Figure 1**

# TOURISM TRENDS 2006

## CONTENTS

<b>Introduction</b> .....	1
<b>1 Key Trends</b> .....	2
1.1 Tourist nights .....	2
1.2 Climate.....	2
1.3 Exchange rates .....	3
1.4 Comments from establishments about the 2006 season .....	3
1.5 Summary.....	4
<b>2 Tables &amp; Graphs</b> .....	5
<b>3 Definitions &amp; Methodology</b> .....	27
3.1 Definitions used for types of accommodation.....	27
3.2 Methodology .....	27

# TOURISM TRENDS IN DEVON 2006

## FIGURES & TABLES

Figure 1	Map: County of Devon.....	i
Figure 2	Temperature - Saunton .....	10
Figure 3	Rainfall - Saunton.....	10
Figure 4	Sunshine - Saunton.....	10
Figure 5	Temperature - Torquay .....	11
Figure 6	Rainfall - Torquay .....	11
Figure 7	Sunshine - Torquay.....	11
Figure 8	Exchange rates £ Sterling/US Dollar .....	12
Figure 9	Exchange rates £ Sterling/European Euro .....	12
Figure 10	Exchange rates £ Sterling/Japanese Yen .....	12
Figure 11	Exchange rates £ Sterling/Australian Dollar .....	12
Table 1	Tourism in the UK.....	5
Table 2	Tourism in the West Country .....	5
Table 3	Characteristics of UK Tourists Visiting the West Country .....	6
Table 4	Summary of Weather Characteristics at Selected Resorts, March to October 2006 .....	7
Table 5	Summary of Weather Characteristics at Selected Resorts, March to October 2005 .....	8
Table 6	Summary of Weather Characteristics at Exmouth, May to September 1990 to 2004.....	9
Table 7	Capacity of Tourist Accommodation in Resorts/Tourist Centres (2006), Bed Spaces.....	13
Table 8	Capacity of Tourist Accommodation by District (2006), Bed Spaces.....	14
Table 9	Total Number of Tourist Nights spent in Devon per Year, (1974 to 1996).....	14
Table 10	Total Number of Tourist Nights spent in Devon per Year, (1996 to 2006).....	15
Table 11	Tourist Nights by District, November 2005 to October 2006.....	16
Table 12	Tourist Nights by District, November 2004 to October 2005.....	16
Table 13	Tourist Nights by Month, November 2005 to October 2006.....	17
Table 14	Tourist Nights by Month, November 2004 to October 2005.....	17
Table 15	Distribution of Tourists by District, Peak of 2006 Season.....	18
Table 16	Distribution of Tourists by District, Peak of 2005 Season.....	18
Table 17	Tourist Spending in Devon, November 2005 to October 2006 .....	19
Table 18	Tourist Spending in Devon, November 2004 to October 2005 .....	19
Table 19	Serviced Accommodation Bed Space Availability, 2005/2006.....	20
Table 20	Serviced Accommodation Bed Space Occupancy Rates by District and Month, 2006.....	20
Table 21	Serviced Accommodation Bed Space Occupancy Rates by District and Month, 2005.....	20
Table 22	Serviced Accommodation Occupancy by Size of Establishment, 2006 .....	21
Table 23	Serviced Accommodation Occupancy by Size of Establishment, 2005 .....	21
Table 24	County Occupancy Rates in Self Catering Accommodation, 2005 & 2006.....	21
Table 25	Tourist Nights for Dartmoor and Exmoor National Parks, 2005 & 2006 .....	21
Table 26	Comments on the 2006 Season compared with 2005, Serviced Accommodation .....	22
Table 27	Major Trade Groups 2006 compared with 2005, Serviced Accommodation.....	22
Table 28	Comments on the 2006 Season compared with 2005, Flats & Houses.....	23
Table 29	Major Trade Groups 2006 compared with 2005, Flats & Houses .....	23
Table 30	Comments on the 2006 Season compared with 2005, Holiday Parks (static units).....	24
Table 31	Major Trade Groups 2006 compared with 2005, Holiday Parks (static units).....	24
Table 32	Comments on the 2006 Season compared with 2005, Touring Sites.....	25
Table 33	Major Trade Groups 2006 compared with 2005, Touring Sites .....	25
Table 34	Visitor Numbers to Attractions in Devon 2006.....	26

## Introduction

Tourism is one of Devon's leading industries, making a significant contribution to the local and national economy. The County's outstanding natural environment and heritage provides a variety of year-round holiday opportunities for a wide variety of people. Devon County Council believes that the sustainable development of tourism has a significant role to play in the future prosperity and enhancement of Devon, improving the quality of life for visitors and residents alike.

Devon County Council has collected data on, and undertaken statistical analyses of, visitors staying in the county on an annual basis for more than thirty years. The analysis carried out by the Council has provided valuable information to those involved in delivering tourism, those providing accommodation and other tourist services, as well as those involved with strategic policy decisions. Additionally recent reports have helped Devon gain funding for tourism marketing and development over many years.

The annual publication of Tourism Trends complements market intelligence and research at national, regional and local level. Tourism Trends is part of a continuing process of monitoring and evaluation of specific activities, as well as occasional bespoke research. This combined resource enables Devon's tourism professionals, in both the public and private sector, to guide product development and marketing ensuring Devon's competitive place in the global tourism market.

Since January 1996 the County Council's Corporate Consultation Service has been collecting visitor information on a monthly basis as part of a project jointly funded with all the Borough, District and Unitary Councils, and the National Parks in Devon. Up to the year 2000 this project received substantial financial support from European Objective 2 and Objective 5b funds.

Carried out in a detailed, accurate, and robust way, continuously throughout the year, the survey can be analysed and reported back as the season progresses. The analysis employs a sophisticated methodology to provide trend information for this new series of reports. Continuous improvements to the survey process increase the effectiveness of information collection.

The production of this report would not have been possible without the regular contributions from many people working in the tourism industry. We gratefully acknowledge the co-operation, support, and assistance from the individuals and private companies in the Devon tourism industry, local trade associations, the Unitary Authorities and District Councils.

## 1. Key Trends

### 1.1 Tourist nights

- 1.1.1 There was an increase of 69,800 tourist nights in Devon (+0.2%) for 2006 compared with the same period in 2005.
- 1.1.2 Significant increases in tourist nights for Devon were observed in April (+17.0%), while significant decreases occurred in March (-20.1%), most likely due to the Easter holidays. December (-6.1%) and November (-4.3%) were down compared to last years figures.
- 1.1.3 There was an overall decrease in tourist nights (-2.7%) for Serviced Accommodation. Decreases were evident for most of the year, especially March. A slight increase was noted for April.
- 1.1.4 There was an overall increase of tourist nights (+2.3%) for Flats & Houses. Compared to 2005 occupancy rates were notably higher for January (18.0%) and April (21.4%).
- 1.1.5 There was an overall decrease (-0.9%) for Holiday Park units, the only significant increase observed was for April (18.4%), again most likely due to the Easter holidays.
- 1.1.6 There was an overall increase (+5.4%) for Touring Sites. Compared to 2005. Occupancy rates were higher for most months, except for March (-36.8%), though April was up 50.5%.
- 1.1.7 The overall estimate of spending in Devon by tourists staying overnight increased to £1,198.38 million, with an estimated £439.41 million remaining as income to Devon.
- 1.1.8 The capacity of tourist accommodation in 2006 dropped to around 197,460 bed spaces for all types, excluding any allowance for private households.
- 1.1.9 2006 showed an increase in Exmoor National Park of 89,200 tourist nights (+7.1%) and a decrease in visitors to Dartmoor National Park of 10,200 tourist nights (-1.0%).

A description of the different types of accommodation appears in Section 3 at the end of the report.

### 1.2 Climate

- 1.2.1 Climate data was collected for Saunton (North Devon) and Torquay for March to October inclusive. The comments below refer to comparisons with the appropriate arithmetic mean for daily figures for the months and years between March to October, 2000-2006. Comments should be read in conjunction with Tables 5 and 6 and Figures 2 to 7.
- 1.2.2 Gaps in recorded climate data made direct comparison problematic to previous years; comparisons are between mean daily results from available data. In previous

years data was presented for Exmouth (East Devon), however this station was closed in June 2005, so data was no longer available for this site.

- 1.2.3 Saunton and Torquay had on average less sunshine in 2006 than the previous five years. Both resorts had less daily rainfall than the previous five years. Compared to the mean daily maximum temperature for the previous five years, Saunton had a higher mean daily temperature, and Torquay a mean temperature similar to the previous year.
- 1.2.4 As can be seen in Figures 3 and 6 the main significant rainfall was experienced at the end of the season in October for both Saunton and Torquay, as well as May and June for Saunton. Particularly low levels of rainfall were observed in Torquay during August and September.
- 1.2.5 Overall sunshine hours were slightly lower than previous years.
- 1.2.6 Temperatures peaked for Saunton and Torquay in June and August, though the highest mean temperature for Saunton and Torquay was in July. Overall the mean temperature for Saunton was higher than the previous five years, except for August and September. Torquay started the season with lower than average temperatures, and ended the season with higher than average temperatures, resulting in a mean equal to previous years.

### **1.3 Exchange Rates**

- 1.3.1 Changes in base exchange rates between the Pound and other selected currencies are shown in Figures 8 to 11. The strength of the Pound has a potential effect both on the numbers of overseas visitors to Devon and the numbers of residents who choose to holiday abroad.
- 1.3.2 The exchange rate between the Pound and the Euro rose steadily through 2006.
- 1.3.3 The Pound continued to strengthen against the U.S. Dollar in 2006, reaching its highest level at the end of the year.
- 1.3.4 The exchange rate between the Yen/Pound rose during 2006, the exchange rate finished the year higher than it began, with a peak at the end of the year; the trend was a strengthening of the Pound against the Yen.
- 1.3.5 During 2006 the value of the Pound against the Australian Dollar remained fairly constant.

### **1.4 Comments from establishments about the 2006 season**

Tables 26 to 33 contain comments made by proprietors comparing 2006 with 2005.

- 1.4.1 Increases in the numbers of overseas visitors were reported by Holiday Parks while there was a decrease in Serviced accommodation with Touring Sites and Flats & Houses seeing little change from 2005.



- 1.4.2 Increases for weekend bookings for most accommodation types, except Flats & Houses, were reported by a significant percentage of respondents. Touring Sites reported the largest increase with 53%, and 50% of Holiday Parks and 37% of Serviced also said they had had an increase in weekend bookings.
- 1.4.3 Holiday Parks and Serviced Accommodation had more reporting midweek breaks, while there was only a slight increase in the other two main types of accommodation.
- 1.4.4 Touring Sites and Holiday Parks reported increases in 1-week stays; Flats and Houses a slight increase and Serviced Accommodation reported about the same,.
- 1.4.5 Many Touring Sites reported an increase in bookings for 2 week stays, with some Holiday Parks having an increase but little change for other types of accommodation.
- 1.4.6 An increase in late bookings was reported by many Serviced and Flats & Houses establishments though there was little change from last year for Holiday Parks and Touring Sites.
- 1.4.7 Touring Sites & Holiday Parks reported slight increases in staff numbers, whereas all other accommodation reported little change.

A question was asked about which categories of visitors made up a significant part of each establishment's trade and whether there had been more or fewer visitors in each category in 2006 compared with 2005.

- 1.4.8 In general Devon's tourism trade appears to be seeing an increase in trade in all sectors, with the exception of families with teenage children in all types of accommodation and families with younger children visiting Serviced accommodation.
- 1.4.9 In 2006 more Touring Sites and, to a lesser extent, Serviced accommodation providers reported increases in business from young couples.
- 1.4.10 More bookings by families with young children were reported by Holiday Parks and Touring Sites with Serviced reporting fewer.
- 1.4.11 Increased business was also widely reported for all accommodation categories from middle-aged couples and visitors of retirement age.

## 1.5 Summary

Visitor numbers increased slightly from 2005 to 2006, although there were variations within the different accommodation types, possibly reflecting changes in the type of visitor. There were increases again in Flats & Houses and for Touring Sites with a decrease in numbers using Serviced accommodation and little change in visitors to Holiday Parks

Overall the mean for climate was similar to previous years, but the recordings indicated fewer days where temperature exceeded 18.5°C (65°F) but an increase in the number of dry days.

The Pound continued to strengthen against the 1995 base rate for the Euro, US Dollar, Australian Dollar and the Yen.

## 2. Tables & Graphs

A new methodology for the United Kingdom Tourism Survey was introduced in May 2005 so data for 2005 onwards in Tables 1 to 3 should not be directly compared to previous years data.

### Tourism in the UK

	2002	2003	2004	2005	2006	
<b>Domestic UK Tourism</b>						
Trips	167.3	151.0	126.6	138.65	126.3	millions
Nights	532	491	409	442	401	millions
Spending	26,700	26,482	24,357	22,667	20,965	£ millions
<b>Purpose</b>						
Holiday	61	60	60	65	63	% trips
Visiting friends/relatives	24	23	22	18	19	% trips
Business/conference	14	15	14	15	15	% trips
Other	2	2	4	2	3	% trips
<b>Overseas Visitors to UK</b>						
Trips	23.9	24.7	27.8	30.0	30.6	millions
Nights	199	203	227	249	273	millions
Spending	11,860	11,750	12,930	14,122	15,759	£ millions

Source: South West Tourism Research Department & United Kingdom Tourism Survey (UKTS)

**Table 1**

### Tourism in the West Country

	2002	2003	2004	2005	2006	
<b>Domestic UK Tourism</b>						
Trips	21.0	18.2	20.5	21.1	20.3	millions
Nights	87.1	76.4	80.0	82.4	78.3	millions
Spending	3,901	3,472	4,103	3,801	3,682	£ millions
<b>Purpose</b>						
Holiday	72	74	70	74	73	% trips
Visiting friends/relatives	17	17	16	14	15	% trips
Business/conference	10	7	9	11	11	% trips
Other	1	2	5	1	1	% trips
<b>Overseas Visitors to UK</b>						
Trips	1.43	1.88	2.03	2.14	2.23	millions
Nights	11.5	16.2	16.7	17.8	20.0	millions
Spending	528	663	714	868	824	£ millions

Source: South West Tourism Research Department.

**Table 2**

### Characteristics of UK Tourists Visiting the West Country

	2002 %	2003 %	2004 %	2005 %	2006 %
<b>Age Group</b>					
16-24	12	10	13	10	11
25-34	19	20	19	19	17
35-44	25	24	26	26	26
45-54	17	17	17	16	17
55-64	11	15	13	14	15
65+	15	15	12	15	14
<b>Economic Grouping</b>					
AB	34	33	35	30	34
C1	31	31	32	36	33
C2	19	18	16	19	18
DE	17	17	16	15	15
<b>Mode of Transport</b>					
Car	82	83	82	79	80
Train	6	6	7	7	8
Bus	3	3	4	3	3
Coach Tour	4	4	2	3	3
Plane	-	-	2	2	3
Other	3	4	3	6	3
<b>Region of Origin</b>					
London/South East	30	30	31	28	26
South West	27	25	26	29	30
West Midlands	10	13	11	11	9
Eastern	8	8	7	6	9
North West	6	7	7	6	5
East Midlands	7	5	6	6	6
Wales	6	5	5	6	7
Yorks/Humberside	4	5	3	5	4
Scotland	1	2	1	2	2
North East	1	1	2	1	1

**Table 3**

## Summary of Weather Characteristics at Selected Resorts

March – October 2006

Resort	Mean sunshine hours	Mean maximum temperature		Days maximum temperature recorded over:		Mean daily rainfall		Days with no or little rain recorded (<0.1mm)
		°C	°F	18.5°C (65°F)	26.5°C (80°F)	mm	inches	
<b>Saunton</b>								
March	3.4	9.6	49	0	0	2.3	0.09	18
April	6.3	12.5	55	0	0	0.5	0.02	24
May	6.2	16.0	61	3	0	3.1	0.12	16
June	6.2	19.3	67	12	1	6.2	0.25	13
July	8.5	24.4	76	20	6	0.7	0.03	22
August	6.7	20.3	69	19	0	1.6	0.06	16
September	4.8	22.1	72	15	0	0.4	0.02	24
October	3.6	17.2	63	5	0	4.6	0.18	14
<i>Season</i>	<i>5.7</i>	<i>17.7</i>	<i>64</i>	<i>74</i>	<i>7</i>	<i>2.4</i>	<i>0.10</i>	<i>147</i>
<b>Torquay</b>								
March	4.0	9.3	49	0	0	1.4	0.05	19
April	7.5	13.1	56	0	0	0.3	0.01	22
May	7.3	15.6	60	2	0	1.3	0.05	22
June	8.9	20.3	69	12	0	5.1	0.20	23
July	10.4	23.6	74	18	5	0.4	0.02	27
August	7.5	21.6	71	20	0	0.4	0.02	30
September	7.9	21.8	71	13	0	1.2	0.05	24
October	4.1	17.5	63	3	0	2.7	0.11	16
<i>Season</i>	<i>7.2</i>	<i>17.8</i>	<i>64</i>	<i>68</i>	<i>5</i>	<i>1.6</i>	<i>0.06</i>	<i>183</i>

**Table 4**

## Summary of Weather Characteristics at Selected Resorts

March – October 2005

Resort	Mean sunshine hours	Mean maximum temperature		Days maximum temperature recorded over:		Mean daily rainfall		Days with no or little rain recorded (<0.1mm)
		°C	°F	18.5°C (65°F)	26.5°C (80°F)	mm	inches	
<b>Saunton</b>								
March	2.7	11.7	53	2	0	1.8	0.08	20
April	6.1	14.0	57	2	0	1.7	0.07	13
May	7.1	15.4	60	3	0	1.4	0.06	19
June	6.9	18.9	66	14	0	2.6	0.10	18
July	6.7	20.5	69	16	3	1.6	0.07	18
August	8.2	20.3	69	18	1	1.6	0.07	23
September	5.0	20.4	69	18	1	1.2	0.04	18
October	3.6	16.9	62	5	0	3.4	0.14	15
<i>Season</i>	<i>5.8</i>	<i>17.3</i>	<i>63</i>	<i>78</i>	<i>5</i>	<i>2.1</i>	<i>0.08</i>	<i>162</i>
<b>Torquay</b>								
March	4.3	10.7	51	0	0	1.5	0.06	20
April	6.0	13.1	56	0	0	2.8	0.11	10
May	8.3	16.1	61	5	0	1.1	0.05	22
June	9.1	20.0	68	18	0	1.9	0.08	17
July	8.5	21.9	71	25	2	0.4	0.02	18
August	9.0	22.3	72	24	0	0.1	0.00	26
September	5.9	20.5	69	17	0	0.6	0.02	25
October	4.8	16.9	62	2	0	3.7	0.15	17
<i>Season</i>	<i>7.0</i>	<i>17.7</i>	<i>64</i>	<i>91</i>	<i>2</i>	<i>1.5</i>	<i>0.06</i>	<i>155</i>

**Table 5**

### Summary of Weather Characteristics at Exmouth May - September

Year	Total recorded sunshine hours	Mean maximum temperature		Days 18.5°C (65°F)+	Days 26.5°C (80°F)+	Total Rainfall		Days with no rain
		°C	°F			mm	inches	
1990	1,152	19.1	66.4	78	3	179	7.0	108
1991	891	18.1	64.5	72	0	237	9.3	102
1992	918	18.6	65.4	81	0	268	10.5	83
1993	973	17.4	63.3	52	0	383	15.1	87
1994	921	17.6	63.7	67	0	321	12.6	88
1995	1,204	19.6	67.3	92	9	213	8.4	111
1996	1,101	16.6	61.8	55	0	204	8.1	86
1997	992	18.2	64.8	76	0	325	12.8	71
1998	961	18.7	65.6	78	0	272	10.8	65
1999	962	18.6	65.5	77	1	324	12.7	70
2000	780	18.2	64.7	63	0	249	9.8	64
2001	919	18.5	65.4	74	0	194	7.6	80
2002	868	18.1	64.5	63	0	241	9.5	74
2003	893	19.3	66.7	87	3	221	8.7	81
2004	na	18.2	64.6	82	7	na	na	99
2005	na	na	na	na	na	na	na	na
2006	na	na	na	na	na	na	na	na

na= not available due to insufficient data, means are taken for 2004 from available data. Data for 2004 is indicative only.  
Data not available for 2005 or 2006

**Table 5**

### Temperature - Saunton 2006

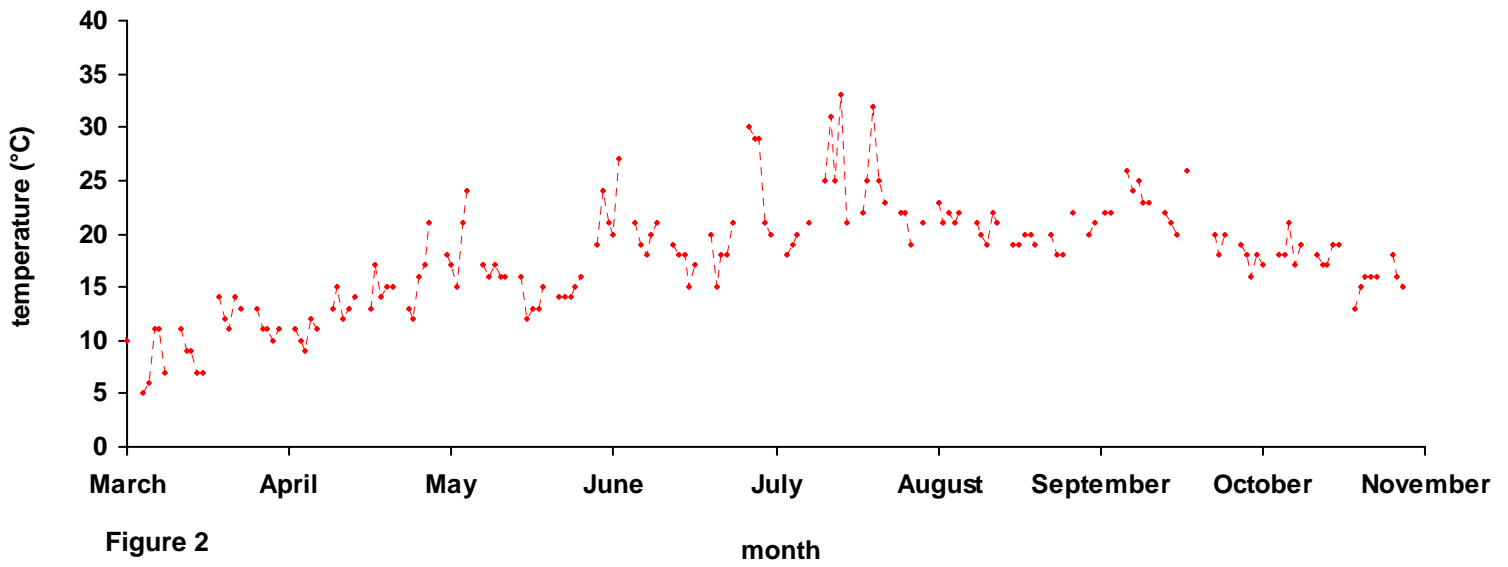


Figure 2

### Rainfall- Saunton 2006

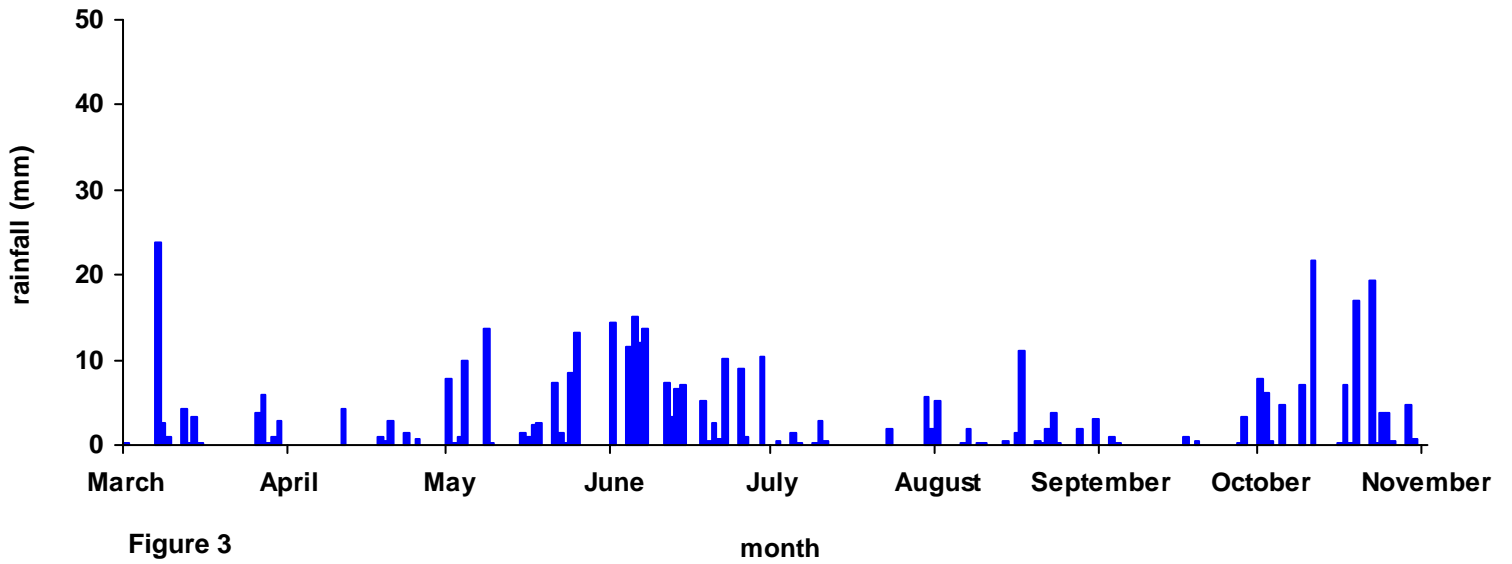


Figure 3

### Sunshine - Saunton 2006

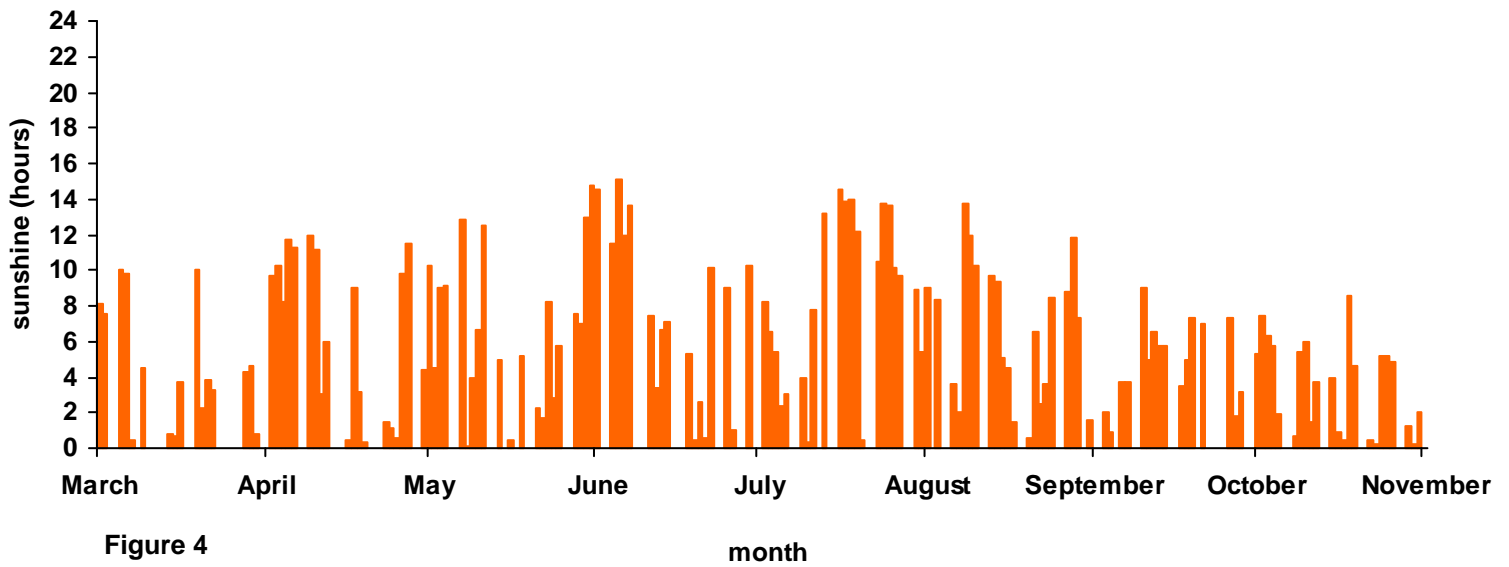
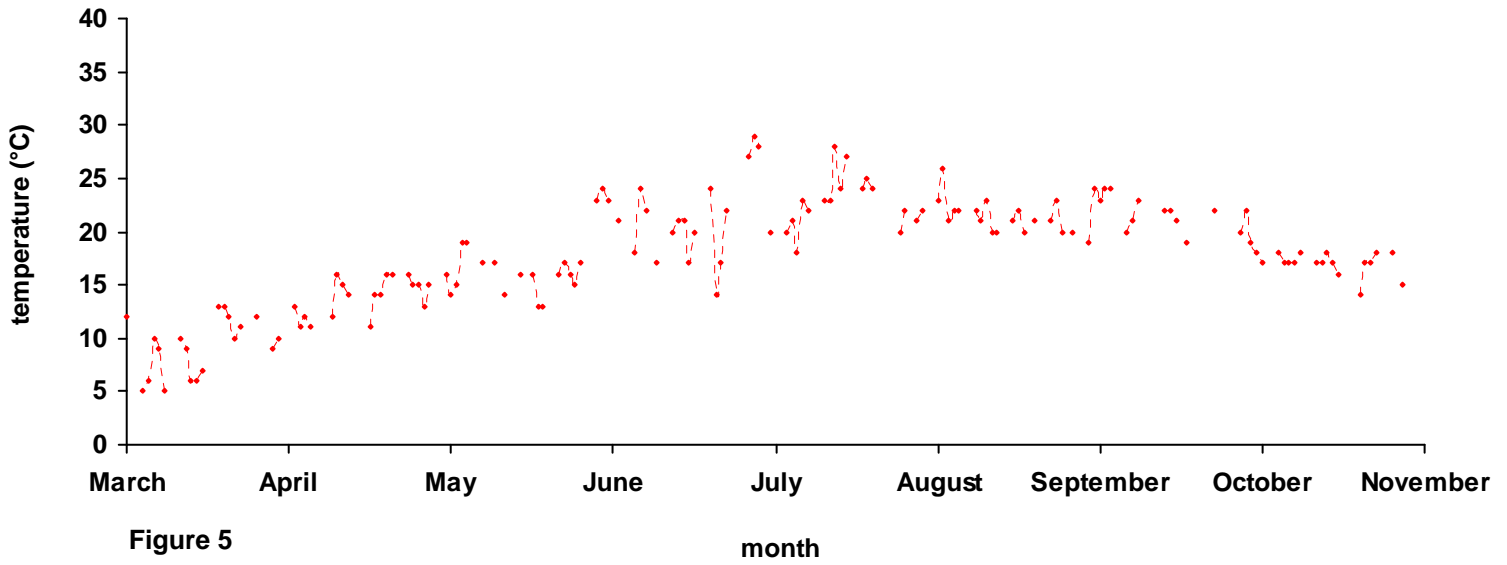
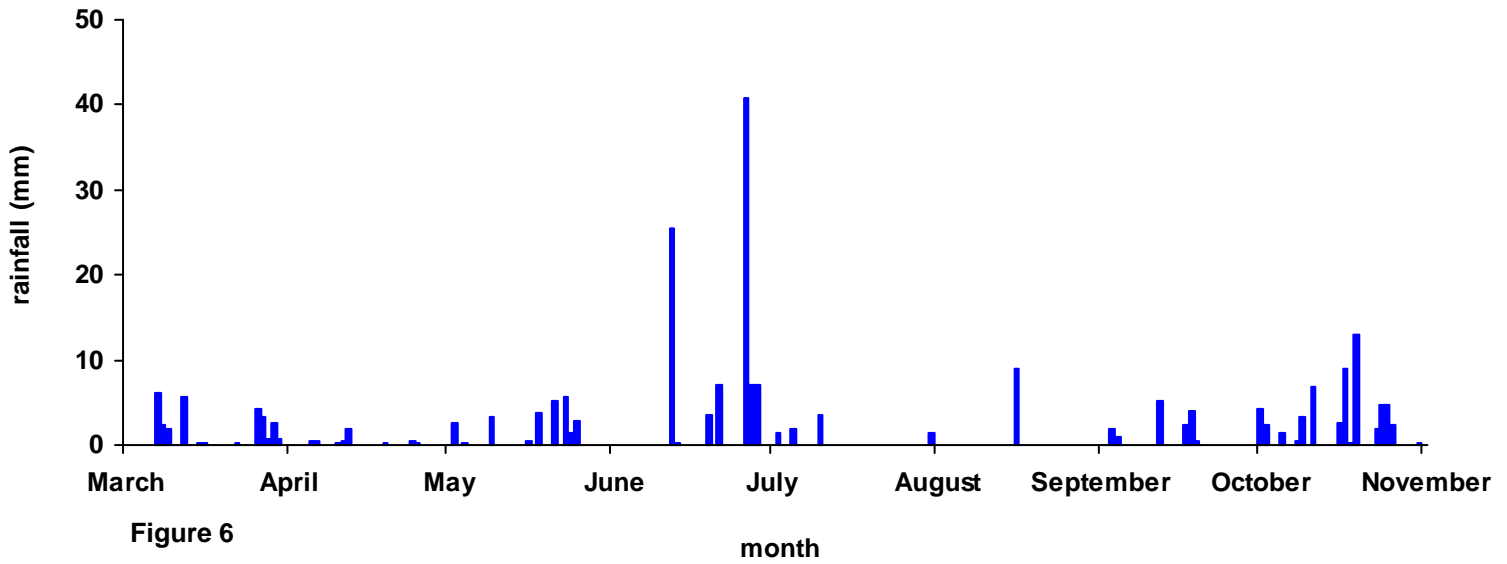


Figure 4

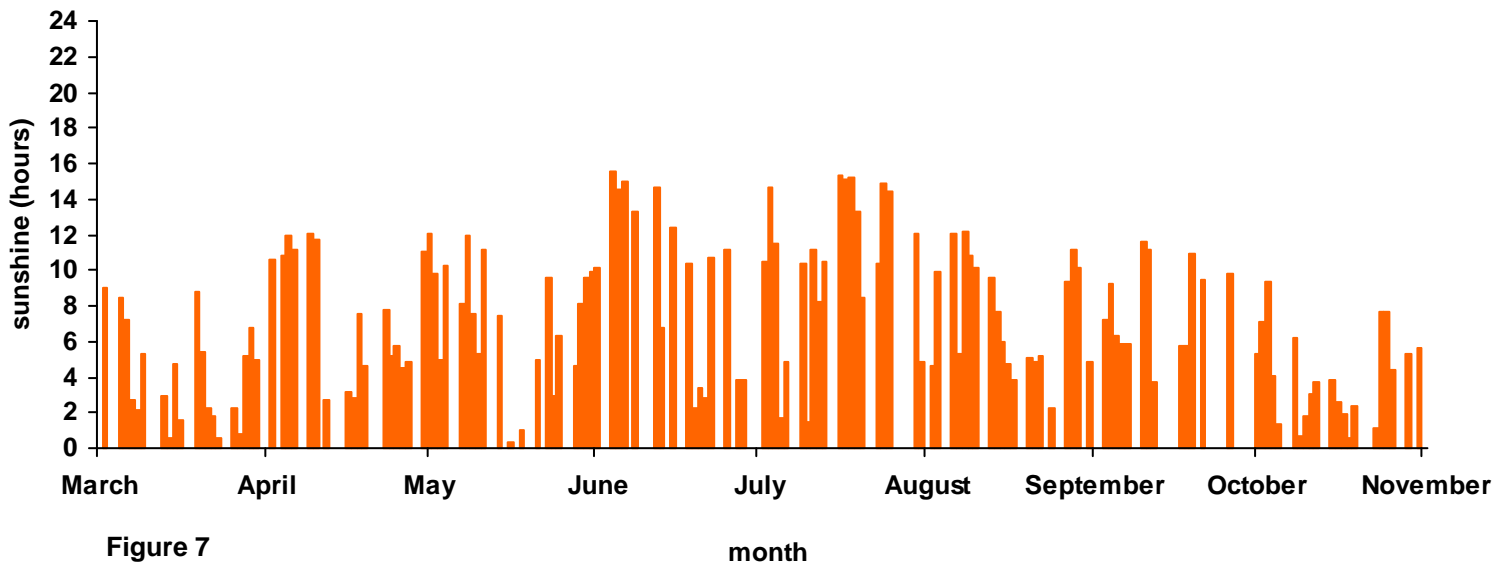
### Temperature - Torquay 2006



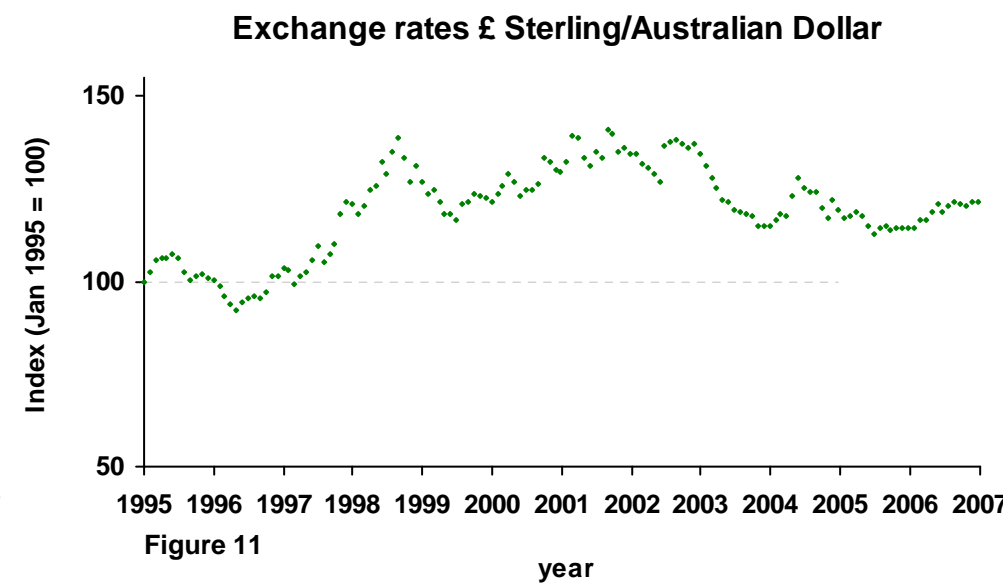
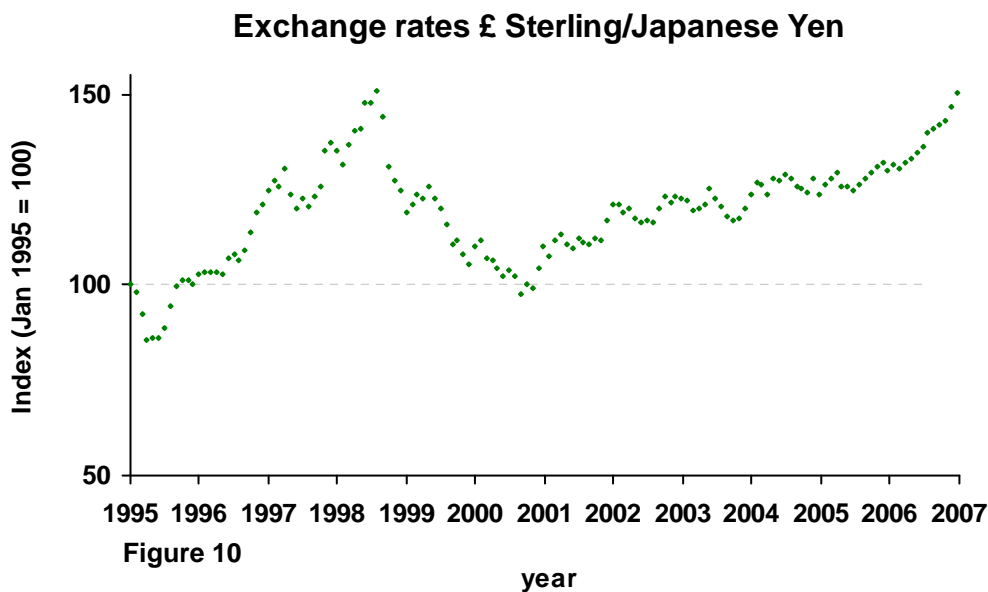
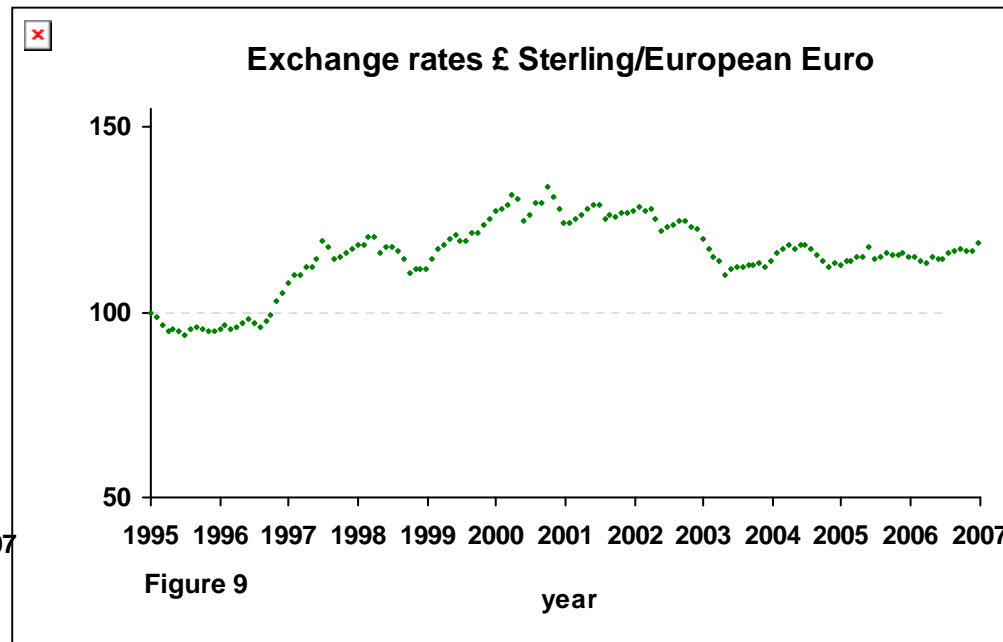
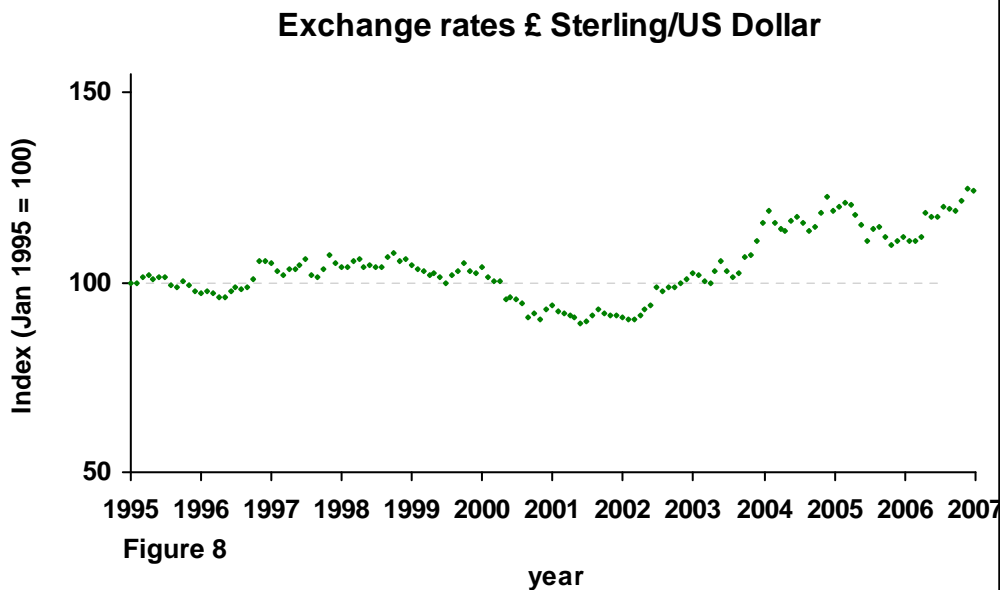
### Rainfall- Torquay 2006



### Sunshine - Torquay 2006







## Capacity of Tourist Accommodation in Resorts/Tourist Centres (2006) Bed Spaces

	Serviced	Flats & houses	Holiday Park units	Touring pitches	Total
<b>Resorts</b>					
<b>East Devon</b>					
Exmouth	1,220	450	7,470	910	10,050
Seaton	220	40	970	1,000	2,230
Sidmouth	1,430	270	300	660	2,660
<b>North Devon</b>					
Combe Martin	280	210	570	0	1,060
Ilfracombe	3,180	520	2,260	1,530	7,490
Lynton/Lynmouth	1,150	270	250	750	2,420
Woolacombe	1,070	820	4,380	5,520	11,790
<b>South Hams</b>					
Dartmouth	540	570	1,080	0	2,190
Salcombe	450	290	260	0	1,000
<b>Teignbridge</b>					
Dawlish	410	280	5,590	4,970	11,250
Teignmouth/Shaldon	790	550	1,080	100	2,520
<b>Torbay</b>					
Brixham	580	540	4,630	820	6,570
Paignton	4,990	3,090	5,860	4,630	18,570
Torquay	13,530	3,620	1,790	0	18,940
<b>Torrige</b>					
Westward Ho!	450	300	1,940	310	3,000
<b>Tourist centres</b>					
Barnstaple	700	70	0	0	770
Exeter	2,450	90	0	0	2,540
Plymouth	4,900	330	0	950	6,180
<i>Total in resorts</i>	<i>38,340</i>	<i>12,310</i>	<i>38,430</i>	<i>22,150</i>	<i>111,230</i>
<b>Outside resorts</b>					
East Devon	2,570	1,520	4,960	6,820	15,870
Mid Devon	1,340	620	250	1,520	3,730
North Devon	2,290	2,630	3,520	9,800	18,240
South Hams	3,370	4,020	4,840	11,430	23,660
Teignbridge	2,220	830	1,280	6,730	11,060
Torrige	1,510	1,650	2,420	1,090	6,670
West Devon	3,140	970	920	1,970	7,000
<i>Total outside resorts</i>	<i>16,440</i>	<i>12,240</i>	<i>18,190</i>	<i>39,360</i>	<i>86,230</i>
<b>Private Houses</b>					50,000
<b>Total for Devon</b>	<b>54,780</b>	<b>24,550</b>	<b>56,620</b>	<b>61,510</b>	<b>247,460</b>

Table 6

### Capacity of Tourist Accommodation by District (2006) Bed Spaces

District	Serviced	Flats & houses	Holiday Park units	Touring pitches	Total
East Devon	5,440	2,280	13,700	9,390	30,810
Exeter	2,450	90	0	0	2,540
Mid Devon	1,340	620	250	1,520	3,730
North Devon	8,670	4,520	10,980	17,600	41,770
Plymouth	4,900	330	0	950	6,180
South Hams	4,360	4,880	6,180	11,430	26,850
Teignbridge	3,420	1,660	7,950	11,800	24,830
Torrige	1,960	1,950	4,360	1,400	9,670
Torbay	19,100	7,250	12,280	5,450	44,080
West Devon	3,140	970	920	1,970	7,000
<b>Devon</b>	<b>54,780</b>	<b>24,550</b>	<b>56,620</b>	<b>61,510</b>	<b>197,460</b>

Table 7

### Total Number of Tourist Nights spent in Devon per Year (1974 – 1996)

Year	Tourist nights	Annual change	
		Number	%
1974	29,383,000		
1975	31,812,500	+2,429,500	+8.3
1976	33,865,000	+2,052,500	+6.5
1977	34,210,000	+345,000	+1.0
1978	34,851,000	+641,000	+1.9
1979	34,073,500	-777,500	-2.2
1980	32,924,500	-1,149,000	-3.4
1981	30,443,000	-2,481,500	-7.5
1982	29,039,000	-1,404,000	-4.6
1983	30,774,000	+1,735,000	+6.0
1984	30,952,500	+178,500	+0.6
1985	31,953,800	+1,001,300	+3.2
1986	29,600,750	-2,353,050	-7.4
1987	30,343,700	+742,950	+2.5
1988	31,850,300	+1,506,600	+5.0
1989	32,207,650	+357,350	+1.1
1990	33,834,850	+1,627,200	+5.1
1991	32,124,500	-1,710,350	-5.1
1992	30,393,400	-1,731,100	-5.4
1993	31,212,700	+819,300	+2.7
1994	29,930,950	-1,281,750	-4.1
1995	31,487,750	+1,556,800	+5.2
1996	32,387,300	+899,550	+2.9

Figures calculated using the old methodology to illustrate historical trends.

Table 8

**Total Number of Tourist Nights spent  
in Devon per Year (1996 - 2006)**

<b>Year</b>	<b>Tourist nights</b>	<b>Annual change</b>	
		<b>Number</b>	<b>%</b>
1996*	33,639,200		
1997	33,889,900	+250,700	+0.7
1998	32,607,400	-1,282,500	-3.8
1999	32,887,700	+280,300	+0.9
2000	32,101,300	-786,400	-2.4
2001	31,354,600	-746,700	-2.3
2002	33,149,000	+1,794,400	+5.7
2003	33,178,500	+29,500	+0.1
2004	32,912,400	-266,100	-0.8
2005	32,989,600	+77,200	+0.2
2006	33,059,400	+69,800	+0.2

\*Figures calculated using the new methodology.

**Table 9**

**Tourist Nights by District**  
November 2005 - October 2006(thousands)

District	Serviced	Flats & houses	Holiday Park units	Touring pitches	Private household	Total	% change 2005-2006	% of Devon
East Devon	885.0	426.8	1,610.8	650.1	1,154.0	<b>4,726.7</b>	-0.4	14.3
Exeter	500.7	22.4	0.0	0.0	169.0	<b>692.1</b>	0.0	2.1
Mid Devon	158.5	87.1	29.8	134.1	132.3	<b>541.8</b>	-0.5	1.6
North Devon	1,299.6	737.2	1,398.0	1,739.3	1,671.2	<b>6,845.3</b>	+1.5	20.7
Plymouth	755.2	73.1	0.0	81.8	294.0	<b>1,204.1</b>	+2.6	3.6
South Hams	624.4	734.1	822.7	1,040.7	1,040.7	<b>4,262.6</b>	+1.3	12.9
Teignbridge	471.8	191.7	1,189.9	947.3	904.6	<b>3,705.3</b>	+0.6	11.2
Torbay	2,962.6	924.0	1,746.8	415.6	1,953.8	<b>8,002.8</b>	-2.1	24.2
Torridge	244.4	385.6	660.7	110.9	452.7	<b>1,854.3</b>	-0.3	5.6
West Devon	471.0	150.6	139.5	164.6	299.0	<b>1,224.7</b>	+4.8	3.7
<b>Total</b>	<b>8,373.2</b>	<b>3,732.6</b>	<b>7,598.2</b>	<b>5,284.4</b>	<b>8,071.3</b>	<b>33,059.7</b>	+0.2	
% change from 2005	-2.7	+2.3	-0.9	+5.4	+0.2	+0.2		

Table 10

**Tourist Nights by District**  
November 2004 - October 2005 (thousands)

District	Serviced	Flats & houses	Holiday Park units	Touring pitches	Private household	Total	% change 2004-2005	% of Devon
East Devon	921.5	408.6	1,622.6	635.4	1,159.0	<b>4,747.1</b>	+2.6	14.4
Exeter	500.9	22.1	0.0	0.0	168.9	<b>691.9</b>	-2.2	2.1
Mid Devon	174.1	81.2	30.6	125.7	132.9	<b>544.5</b>	+0.5	1.7
North Devon	1,314.1	732.6	1,438.7	1,612.2	1,646.5	<b>6,744.1</b>	+3.2	20.4
Plymouth	732.7	71.1	0.0	82.9	286.4	<b>1,173.1</b>	-2.7	3.6
South Hams	644.5	727.5	798.5	1,008.6	1,026.8	<b>4,205.9</b>	-2.6	12.7
Teignbridge	496.0	206.2	1,179.5	901.8	899.1	<b>3,682.6</b>	+3.3	11.2
Torbay	3,081.3	879.9	1,802.3	412.6	1,994.9	<b>8,171.0</b>	-3.3	24.8
Torridge	265.0	374.0	668.7	98.8	454.3	<b>1,860.8</b>	+3.7	5.6
West Devon	477.4	144.5	123.6	137.8	285.3	<b>1,168.6</b>	-0.3	3.5
<b>Total</b>	<b>8,607.5</b>	<b>3,647.7</b>	<b>7,664.5</b>	<b>5,015.8</b>	<b>8,054.1</b>	<b>32,989.6</b>	+0.2	
% change from 2004	-1.5	+2.2	-0.8	+3.7	+0.2	+0.2		

Table 11

**Tourist Nights by Month**  
November 2005 - October 2006 (thousands)

Month	Serviced	Flats & houses	Holiday Park units	Touring pitches	Private household	Total	% change 2005-2006	% of Year
November	507.6	138.0			203.3	<b>832.7</b>	-4.3	2.6
December	458.9	268.6			201.1	<b>823.7</b>	-6.1	2.8
January	335.4	83.2			136.2	<b>557.9</b>	+1.4	1.7
February	447.8	163.6			185.7	<b>760.7</b>	-4.1	2.4
March	522.4	120.7	194.3	92.5	307.4	<b>1,259.1</b>	-20.1	3.7
April	689.7	342.8	814.1	389.7	707.1	<b>2,896.3</b>	+17.0	8.9
May	740.8	357.9	960.1	510.8	832.5	<b>3,409.8</b>	+0.2	10.3
June	864.4	450.3	1,038.9	754.2	1,006.6	<b>4,123.0</b>	0.0	12.4
July	1,027.9	457.6	1,120.8	1,106.5	1,226.7	<b>5,024.5</b>	+1.7	14.9
August	1,145.7	697.9	1,450.3	1,514.2	1,535.6	<b>6,289.9</b>	0.9	19.2
September	915.8	350.1	1,150.0	623.6	1,024.7	<b>4,197.1</b>	+0.2	12.3
October	716.8	302.0	869.5	292.9	704.3	<b>2,884.8</b>	-2.5	8.7
<b>Total</b>	<b>8,373.2</b>	<b>3,732.7</b>	<b>7,598.0</b>	<b>5,284.4</b>	<b>8,071.2</b>	<b>33,059.5</b>	<b>+0.2</b>	
% change 2005-2006	-2.7	+2.3	-0.8	+5.4	+0.2	+0.2		

Table 12

**Tourist Nights by Month**  
November 2004 - October 2005 (thousands)

Month	Serviced	Flats & houses	Holiday Park units	Touring pitches	Private household	Total	% change 2004-2005	% of Year
November	531.0	139.5	-	-	216.6	<b>887.1</b>	+1.7	2.7
December	477.9	269.6	-	-	241.4	<b>988.9</b>	+1.2	3.0
January	342.9	70.5	-	-	133.5	<b>546.9</b>	-4.2	1.7
February	456.8	171.2	-	-	202.8	<b>830.8</b>	+4.6	2.5
March	584.5	162.5	277.7	146.3	378.3	<b>1,549.4</b>	+29.3	4.7
April	673.4	282.4	687.6	258.9	614.4	<b>2,516.7</b>	-15.0	7.6
May	773.4	345.2	973.1	473.8	828.7	<b>3,394.2</b>	-3.5	10.3
June	874.7	435.3	1,071.9	728.6	1,004.7	<b>4,115.2</b>	+0.7	12.5
July	1,052.8	436.4	1,142.5	1,038.1	1,185.3	<b>4,855.1</b>	-1.7	14.7
August	1,173.1	670.7	1,408.9	1,499.6	1,535.0	<b>6,287.3</b>	+1.4	19.1
September	920.3	344.7	1,192.0	609.7	990.7	<b>4,057.9</b>	+1.1	12.3
October	746.2	319.7	910.7	260.8	722.7	<b>2,960.2</b>	+6.4	9.0
<b>Total</b>	<b>8607.5</b>	<b>3,647.7</b>	<b>7,664.5</b>	<b>5,015.8</b>	<b>8,054.1</b>	<b>32,989.6</b>	<b>+0.2</b>	
% change 2004-2005	-1.5	+2.2	-0.8	+3.7	+0.2	+0.2		

Table 13

**Distribution of Tourists by District**  
Peak of 2006 Season

District	Serviced	Flats & houses	Holiday Park units	Touring pitches	Private household	Total
East Devon	4,700	2,100	12,300	7,100	8,500	<b>34,700</b>
Exeter	1,600	600	0	0	700	<b>2,900</b>
Mid Devon	600	500	300	1,200	800	<b>3,400</b>
North Devon	6,100	4,600	9,400	17,100	12,000	<b>49,200</b>
Plymouth	4,100	400	0	600	1,600	<b>6,700</b>
South Hams	3,000	4,300	6,400	12,300	8,400	<b>34,400</b>
Teignbridge	2,500	1,600	8,400	12,000	7,900	<b>32,400</b>
Torbay	15,900	6,200	10,300	9,000	13,400	<b>54,800</b>
Torrige	1,100	1,700	3,000	1,500	2,400	<b>9,700</b>
West Devon	2,600	800	600	2,500	2,100	<b>8,600</b>
<b>TOTAL</b>	<b>42,200</b>	<b>22,800</b>	<b>50,700</b>	<b>63,300</b>	<b>57,800</b>	<b>236,800</b>

Table 14

**Distribution of Tourists by District**  
Peak of 2005 Season

District	Serviced	Flats & houses	Holiday Park units	Touring pitches	Private household	Total
East Devon	4,700	2,100	12,400	7,100	8,500	<b>34,800</b>
Exeter	1,700	600	0	0	700	<b>3,000</b>
Mid Devon	600	500	300	1,300	900	<b>3,600</b>
North Devon	6,300	4,400	10,200	14,800	11,500	<b>47,200</b>
Plymouth	4,400	400	0	650	1,800	<b>7,250</b>
South Hams	3,200	4,300	6,200	11,800	8,200	<b>33,700</b>
Teignbridge	2,700	1,400	7,900	9,800	7,000	<b>28,800</b>
Torbay	16,700	6,200	10,300	8,700	13,500	<b>55,400</b>
Torrige	1,100	1,600	3,200	1,100	2,300	<b>9,300</b>
West Devon	2,700	900	700	1,900	2,000	<b>8,200</b>
<b>TOTAL</b>	<b>44,100</b>	<b>22,400</b>	<b>51,200</b>	<b>57,150</b>	<b>56,400</b>	<b>231,250</b>

Table 15

### Tourist Spending in Devon November 2005 - October 2006

Accommodation	Annual tourist nights	Daily spending per night £	Total annual spending £m	Annual income to Devon £m
Serviced	8,373,200	56.59	473.88	235.52
Flats & houses	3,732,600	33.37	124.54	48.07
Holiday Park units	7,598,000	33.30	253.01	65.50
Touring pitches	5,284,400	20.78	109.83	23.06
Private Houses	8,071,200	29.38	237.12	67.25
<b>TOTAL</b>	<b>33,059,400</b>		<b>1,198.38</b>	<b>439.41</b>

Prices at June 2006 (Annual R.P.I. + 3.28% on 2005)

**Table 16**

### Tourist Spending in Devon November 2004 - October 2005

Accommodation	Annual tourist nights	Daily spending per night £	Total annual spending £m	Annual income to Devon £m
Serviced	8,607,500	54.80	471.67	234.42
Flats & houses	3,644,500	32.31	117.74	45.45
Holiday Park units	7,664,500	32.24	247.11	63.98
Touring pitches	5,015,800	20.12	100.94	21.20
Private Houses	8,053,100	28.45	229.08	64.97
<b>TOTAL</b>	<b>32,985,400</b>		<b>1,166.54</b>	<b>430.01</b>

Prices at June 2005 (Annual R.P.I. + 2.89% on 2004)

**Table 17**



### Serviced Accommodation Bed Space Availability (2005/2006)

District	% Nov	% Dec	% Jan	% Feb	% Mar	% Apr	% May	% Jun	% Jul	% Aug	% Sep	% Oct
East Devon	92	86	76	87	97	99	100	100	100	100	100	99
Exeter	100	99	100	100	100	100	100	100	100	100	100	100
Mid Devon	97	94	94	95	98	100	100	100	100	100	100	100
North Devon	83	79	65	77	92	99	99	100	100	100	100	98
Plymouth	99	99	99	99	99	100	100	100	100	100	100	100
South Hams	91	84	74	85	94	99	100	100	100	100	100	99
Teignbridge	93	86	89	91	94	98	100	100	100	100	100	98
Torbay	92	87	82	88	95	99	100	100	100	100	100	97
Torridge	92	87	86	86	97	98	99	100	100	100	100	99
West Devon	98	94	93	97	99	100	100	100	100	100	100	100
<b>Devon Total</b>	<b>92</b>	<b>88</b>	<b>82</b>	<b>88</b>	<b>96</b>	<b>99</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>98</b>

Table 18

### Serviced Accommodation Bed Space Occupancy Rates by District and Month (2006) Based upon establishments open during that month

District	% Nov	% Dec	% Jan	% Feb	% Mar	% Apr	% May	% Jun	% Jul	% Aug	% Sep	% Oct
East Devon	37.0	28.6	22.6	35.6	37.9	48.6	52.1	60.4	66.6	71.4	63.7	51.3
Exeter	50.9	43.1	36.9	47.3	42.2	50.3	52.1	58.2	58.1	64.2	60.2	50.1
Mid Devon	30.3	24.7	18.8	22.3	27.8	35.9	38.8	39.1	39.6	45.1	40.4	31.8
North Devon	32.0	34.1	23.2	31.0	30.0	47.3	42.0	52.3	62.7	71.4	58.4	42.8
Plymouth	34.7	27.7	26.2	33.7	33.1	39.0	44.8	48.0	52.5	61.0	53.5	45.5
South Hams	27.4	30.5	21.3	29.6	28.7	39.6	41.8	49.4	55.1	65.8	55.7	41.1
Teignbridge	29.5	23.3	18.9	25.7	26.8	37.3	42.7	52.4	55.8	64.4	51.2	38.4
Torbay	37.1	34.6	25.5	35.9	32.4	39.4	41.9	54.6	63.4	69.5	55.5	42.9
Torridge	25.1	25.8	15.0	26.4	27.3	34.5	42.4	42.7	48.8	57.0	50.4	34.0
West Devon	28.7	27.3	27.3	32.7	32.2	48.2	47.5	48.7	53.8	60.5	50.9	44.8
<b>Devon Total</b>	<b>34.4</b>	<b>31.5</b>	<b>24.4</b>	<b>33.4</b>	<b>32.1</b>	<b>42.0</b>	<b>43.8</b>	<b>52.5</b>	<b>59.5</b>	<b>66.8</b>	<b>55.7</b>	<b>43.3</b>

Table 19

### Serviced Accommodation Bed Space Occupancy Rates by District and Month (2005) Based upon establishments open during that month

District	% Nov	% Dec	% Jan	% Feb	% Mar	% Apr	% May	% Jun	% Jul	% Aug	% Sep	% Oct
East Devon	33.0	27.6	20.2	35.0	40.3	45.1	50.5	57.6	63.0	67.1	62.3	51.1
Exeter	46.8	39.5	32.7	44.2	44.7	49.7	57.4	60.8	63.0	66.0	58.0	51.2
Mid Devon	25.3	22.4	17.2	29.8	29.6	36.7	38.3	41.0	50.9	50.9	38.6	33.2
North Devon	31.9	29.7	22.5	31.1	30.0	38.2	42.5	51.5	61.6	68.7	55.4	44.6
Plymouth	36.9	33.8	24.5	33.4	36.1	45.5	46.5	49.1	58.8	57.6	52.6	42.0
South Hams	25.9	25.8	17.7	28.3	31.8	39.8	43.7	51.6	56.7	70.9	52.6	38.9
Teignbridge	26.9	24.6	22.4	28.9	32.3	35.4	40.8	48.7	54.0	62.6	52.0	41.1
Torbay	39.4	36.7	26.9	35.3	35.7	37.2	43.0	52.4	61.5	70.2	54.6	42.9
Torridge	30.1	26.4	21.9	31.3	31.7	33.4	37.1	40.6	43.2	55.0	45.9	38.8
West Devon	33.5	28.7	27.6	35.0	35.6	45.1	46.6	48.8	54.3	60.2	51.0	44.6
<b>Devon Total</b>	<b>34.9</b>	<b>31.9</b>	<b>24.4</b>	<b>33.7</b>	<b>34.9</b>	<b>39.7</b>	<b>44.4</b>	<b>51.6</b>	<b>59.3</b>	<b>66.4</b>	<b>54.3</b>	<b>43.6</b>

Table 20

### Serviced Accommodation Occupancy by Size of Establishment

Based upon establishments open during that month (2006)

Number of Bed Spaces	% Nov	% Dec	% Jan	% Feb	% Mar	% Apr	% May	% Jun	% Jul	% Aug	% Sep	% Oct
1 - 6	14.1	11.5	10.2	15.0	14.3	28.4	29.9	35.5	43.3	50.1	37.0	24.6
7 - 20	20.5	19.0	14.6	20.4	21.0	34.6	36.0	46.0	53.5	63.2	47.3	29.5
21 - 50	28.9	24.7	19.0	25.3	24.0	33.1	37.5	45.8	55.6	65.2	53.3	37.9
51 - 100	44.8	42.1	33.4	42.6	41.2	44.7	52.9	65.4	63.5	71.0	66.4	52.0
101 +	49.1	45.2	35.3	49.4	48.2	58.5	55.3	62.7	71.3	74.8	65.5	60.2
<b>Devon</b>	<b>34.4</b>	<b>31.5</b>	<b>24.4</b>	<b>33.4</b>	<b>32.1</b>	<b>42.0</b>	<b>43.8</b>	<b>52.5</b>	<b>59.5</b>	<b>66.8</b>	<b>55.7</b>	<b>43.3</b>

Table 21

### Serviced Accommodation Occupancy by Size of Establishment

Based upon establishments open during that month (2005)

Number of Bed Spaces	% Nov	% Dec	% Jan	% Feb	% Mar	% Apr	% May	% Jun	% Jul	% Aug	% Sep	% Oct
1 - 6	12.7	10.6	10.6	16.8	19.6	23.0	29.5	42.9	41.3	48.4	34.3	22.1
7 - 20	18.6	17.4	14.9	20.1	24.4	30.2	35.8	44.6	52.2	63.4	44.7	30.1
21 - 50	31.7	30.4	20.5	23.1	27.9	34.3	39.8	47.4	56.7	65.6	52.0	38.7
51 - 100	46.2	43.6	29.0	43.5	44.4	46.5	55.7	62.6	63.2	69.0	62.6	50.0
101 +	50.8	43.5	36.3	52.1	49.1	54.8	54.9	62.2	72.4	75.2	67.3	62.8
<b>Devon</b>	<b>34.9</b>	<b>31.9</b>	<b>24.4</b>	<b>33.7</b>	<b>34.9</b>	<b>39.7</b>	<b>44.4</b>	<b>51.6</b>	<b>59.3</b>	<b>66.4</b>	<b>54.3</b>	<b>43.6</b>

Table 22

### County Occupancy Rates in Self Catering Accommodation

(2005 & 2006)

Season	Flats & houses		Holiday Park units		Touring pitches	
	2005	2006	2005	2006	2005	2006
Spring/Easter (March-April)	28.7	28.3	25.7	25.0	8.7	10.4
Early season (May-June)	55.4	58.5	57.8	58.0	29.1	30.6
Peak season (July-August)	62.3	66.8	70.2	67.2	58.4	60.3
Late season (September-October)	41.5	49.0	59.5	57.0	20.2	21.3

Table 23

### Tourist Nights for Dartmoor and Exmoor National Parks

(based on years from November to October)

	Dartmoor		Exmoor (inc. Somerset part)	
	2005	2006	2005	2006
Serviced	247,800	231,600	332,300	343,600
Flats & houses	119,400	124,500	206,900	220,900
Holiday Park units	121,900	120,000	109,000	108,000
Touring pitches	250,300	255,600	298,600	341,700
Private houses	238,800	236,300	305,800	327,600
<b>TOTAL</b>	<b>978,200</b>	<b>968,000</b>	<b>1,252,600</b>	<b>1,341,800</b>

Table 24

**Comments on the 2006 Season compared with 2005**  
Percentage of Serviced Accommodation in Devon expressing a particular view, based on 291 responses received.

	More %	Same %	Fewer %	None %
<b>Total visitors</b>	45	31	24	
Overseas visitors	25	36	33	5
Complete 1-week bookings	23	39	24	14
Complete 2-week bookings	13	26	20	41
Weekend breaks	37	43	15	5
Midweek breaks	31	43	17	9
One night stays	39	34	22	5
Late bookings	38	43	10	9
Arrivals without booking	17	30	28	24
Staff	9	28	8	54
<b>Visitors from:</b>				
Holland	15	28	21	37
Germany	26	34	23	16
France	12	31	21	36
Ireland	12	30	17	40
Scandinavia	12	24	15	49
North America	17	29	18	36
Australia	25	34	20	21
Japan	6	10	9	75
Other	17	34	12	37

Table 25

**Major Trade Groups 2006 compared with 2005**  
Serviced Accommodation based upon 267 responses

Category	Said major part of business %	More %	Same %	Fewer %	None %
Young couples	8	28	47	19	6
Families (with young children)	2	13	39	30	18
Families (with teenage children)	1	9	43	34	14
Middle-aged couples	26	52	38	9	0
Retirement age	19	44	41	13	2

Businesses were asked which categories represented the major part of their trade, and how visitor numbers in each category had changed compared with 2005. The summary of replies is shown by percentage of businesses replying.

Table 26

**Comments on the 2006 Season compared with 2005**  
 Percentage of Flats & Houses Accommodation (self catering) in  
 Devon expressing a particular view, based on 266 responses.

	More %	Same %	Fewer %	None %
<b>Total visitors</b>	40	38	22	
Overseas visitors	20	30	17	33
Complete 1-week bookings	32	47	20	1
Complete 2-week bookings	22	39	32	7
Weekend breaks	23	30	19	28
Midweek breaks	17	23	17	44
One night stays	2	7	2	89
Late bookings	29	28	13	30
Arrivals without booking	2	6	5	87
Staff	5	30	1	64
<b>Visitors from:</b>				
Holland	14	19	5	62
Germany	15	25	8	52
France	8	12	7	73
Ireland	5	12	3	79
Scandinavia	6	9	5	80
North America	8	11	6	75
Australia	14	11	4	71
Japan	1	4	1	95
Other	14	12	4	71

**Table 27**

**Major Trade Groups 2006 compared with 2005**  
 Flats & Houses Accommodation based upon 255 responses

Category	Said major part of business %	More %	Same %	Fewer %	None %
Young couples	2	12	52	18	18
Families (with young children)	14	20	55	16	10
Families (with teenage children)	5	12	54	19	15
Middle-aged couples	17	28	59	10	3
Retirement age	18	24	59	12	5

Businesses were asked which categories represented the major part of their trade, and how visitor numbers in each category had changed compared with 2005. The summary of replies is shown by percentage of businesses replying.

**Table 29**

**Comments on the 2006 Season compared with 2005**  
Percentage of Holiday Parks (static units), in Devon expressing a particular view, based on 28 responses received.

	More %	Same %	Fewer %	None %
<b>Total visitors</b>	63	33	4	
Overseas visitors	31	54	4	12
Complete 1-week bookings	46	50	4	0
Complete 2-week bookings	27	54	19	0
Weekend breaks	48	28	8	16
Midweek breaks	50	33	13	4
One night stays	0	18	14	68
Late bookings	29	42	21	8
Arrivals without booking	13	42	13	33
Staff	8	64	0	28
<b>Visitors from:</b>				
Holland	43	33	0	24
Germany	14	19	19	48
France	16	26	11	47
Ireland	5	40	0	55
Scandinavia	6	17	0	78
North America	6	17	6	72
Australia	11	44	0	44
Japan	0	17	6	78
Other	12	18	12	59

Table 28

**Major Trade Groups 2006 compared with 2005**  
Holiday Parks (static units) based upon 28 responses

Category	Said major part of business %	More %	Same %	Fewer %	None %
Young couples	0	19	62	15	4
Families (with young children)	30	50	46	4	0
Families (with teenage children)	4	15	59	22	4
Middle-aged couples	19	48	44	4	4
Retirement age	11	46	38	12	4

Businesses were asked which categories represented the major part of their trade, and how visitor numbers in each category had changed compared with 2005. The summary of replies is shown by percentage of businesses replying.

Table 29

**Comments on the 2006 Season compared with 2005**  
Percentage of Touring Sites in Devon expressing a particular view,  
based on 32 responses received.

	More %	Same %	Fewer %	None %
<b>Total visitors</b>	77	13	10	
Overseas visitors	28	34	34	3
Complete 1-week bookings	55	45	0	0
Complete 2-week bookings	45	48	3	3
Weekend breaks	53	37	10	0
Midweek breaks	30	53	17	0
One night stays	31	41	21	7
Late bookings	33	40	27	0
Arrivals without booking	16	52	26	6
Staff	10	67	3	20
<b>Visitors from:</b>				
Holland	31	42	27	0
Germany	28	40	28	4
France	13	50	21	17
Ireland	4	42	17	38
Scandinavia	9	30	4	57
North America	0	17	17	67
Australia	13	42	13	33
Japan	0	13	9	78
Other	11	39	11	39

Table 30

**Major Trade Groups 2006 compared with 2005**  
Touring Sites based on 32 responses

Category	Said major part of business %	More %	Same %	Fewer %	None %
Young couples	0	23	63	7	7
Families (with young children)	14	38	45	10	7
Families (with teenage children)	3	13	63	13	10
Middle-aged couples	10	63	33	3	0
Retirement age	10	55	42	3	0

Businesses were asked which categories represented the major part of their trade, and how visitor numbers in each category had changed compared with 2005. The summary of replies is shown by percentage of businesses replying.

Table 31

### Visitor Numbers to Attractions in Devon 2006

Attraction	Location	Visits 2004	Visits 2005	Visits 2006	Visits % 05/06 +/-	Adult Admission 2006 £
A La Ronde	Exmouth	25979	27216	23708	-13	5.00
Arlington Court	Arlington	74049	67326	75725	+12	6.80
Berry Pomeroy Castle	Berry Pomeroy	18568	23451	22029	-6	3.60
Big Sheep	Abbotsham	99052	106783	115013	+8	7.95
Braunton & District Museum	Braunton	7735	6129	5221	-15	-
Brixham Heritage Museum	Brixham	7640	8762	9532	+9	1.50
Castle Drogo	Drewsteignton	120376	117400	110061	-6	7.00
Chambercombe Manor	Ilfracombe	7500	8000	10000	+25	6.00
Clovelly Village	Clovelly	180000	175000	178000	+2	4.75
Cobbaton Combat Collection	Chittlehampton	11800	11008	12000	0	5.25
Coleton Fishacre House	Dartmouth	62921	66609	58750	-12	6.00
Combe Martin Wildlife & Dinosaur Park	Combe Martin	210000	210000	210000	0	12.00
Dartmouth Castle	Dartmouth	34795	36865	38293	+4	3.70
Fairlynch Arts Centre & Museum	Budleigh Salterton	2424	1778	1850	+4	2.00
Finch Foundry	Sticklepath	19789	18659	19568	+5	3.70
Garden House	Buckland Monachorum	28066	21738	23000	+6	5.00
Haldon Belvedere (Lawrence Castle)	Higher Ashton	1333	1457	1601	+10	2.00
High Cross House, Dartington Hall	Totnes	1209	1513	1679	+11	3.50
Holsworthy Museum	Holsworthy	1247	1088	976	-10	0.50
Ilfracombe Museum	Ilfracombe	20653	18721	18310	-2	2.00
Kents Cavern Showcaves	Torquay	88000	85000	96300	+13	6.75
Killerton House & Garden	Broadclyst	134628	133522	140728	+5	7.00
Knights Hayes Court	Bolham	88593	86832		n/a	n/a
Northam Burrows Country Park	Northam	250000	250000	260000	+4	-
Okehampton Castle	Okehampton	9082	9584	9321	-3	3.00
Otterton Mill Centre	Otterton	118000	138000	141000	+2	-
Overbecks Museum	Sharpitor	31862	33689	34628	+3	5.20
Paignton Zoo	Paignton	486728	448329	463546	+3	10.30
Plym Valley Railway Centre	Plymouth	8000	8000		n/a	n/a
Quay House Visitor Centre	Exeter	22889	23471	25762	+10	-
Rosemoor Garden	Torrington	118837	117641	122869	+4	5.50
Saltram House	Plympton	68010	67000	57237	-15	8.00
Seaton Tramway	Seaton	112889	114065	108622	-5	6.95
Shute Barton	Shute	3161	2057	2800	+36	2.60
Stuart Line Cruises	Exmouth	265000	260000	260000	0	5.00
Teignmouth Museum	Teignmouth	3600	4000	1248	-69	1.00
Totnes Castle	Totnes	23098	22634	23624	+4	2.40
Totnes Guildhall	Totnes	1380	1380	2211	+60	1.00

**Table 32**

### 3. Definitions & Methodology

#### 3.1 Definition

<b>Serviced</b>	Hotels, motels, guest houses, B&Bs, farmhouses and public houses offering accommodation.
<b>Flats &amp; Houses</b>	Self-catering accommodation such as flats, houses, cottages not forming part of holiday parks.
<b>Holiday Park Units</b>	Static self-catering accommodation situated on holiday parks including mobile homes, static caravans, chalets, flats etc.
<b>Touring</b>	Touring caravans, motor caravans, tents and trailer-tents.

#### 3.2 Methodology

Tourism Trends up to 1996 was carried out once per year and depended upon respondents having accurate records for the whole year. The old survey asked for the number of visitors/units occupied each Wednesday night during the year. This approach assumed that visitors stayed for complete weeks, and that Wednesday was representative for the whole week. Totals for each week were obtained by multiplying by the numbers of visitors on a Wednesday by seven.

The new Tourism Trends survey started in 1996 and is carried out on a continuous basis with forms being completed daily, weekly or monthly. All days are included for the Serviced sector so that weekend breaks are included. It also means that self-catering accommodation can be split so that both weekend and midweek breaks are included in calculations. The new method of collection is much more accurate for touring sites as many of these are full at weekends for much of the season but almost empty midweek out of the peak.

In the past the Serviced sector was analysed by District. The new survey employs a stratified technique, grouping establishments by number of bed spaces within each District, and applying the occupancy rate for the respondents in each group to the total capacity for that group to produce visitor night estimates.

In this edition all figures are reported on for the period from November 2005 to October 2006 and the corresponding period will be used for future reports. This has been done so that information about the main part of last season can be made available earlier than has been possible previously.