Visitor Economy Report for Devon

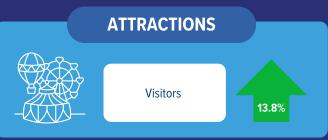
APRIL 2025



Figures benchmarked against same month last year NB Easter fell in March 2024 and April 2025













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APRIL 2025



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Notes

Serviced accommodation: Based on data collected in the Hub, provided directly by serviced accommodation providers such as hotels. B&Bs and guesthouses.

Short-term rental: Data sourced from Airdna.

Booking Method: Data sourced SWVEHub Visitor Survey.

Length of Stay: Data sourced SWVEHub Visitor Survey.

Trip Planning: Data sourced SWVEHub Visitor Survey.

Trip Satisfaction: Data sourced SWVEHub Visitor Survey.

Attractions: Based on data collected in the Hub, provided directly by visitor attractions in the region.

Car Parks: Figures are based on mobile phone app payments only that are representative of car park useage behaviour.

Expenditure in Devon: Consumer expenditure data covers point-of-sale debit card expenditure at five locations in Devon: Plymouth, English Riviera, Exeter, Dartmoor and North Devon Coast combined. Food & Drink includes alcoholic beverages, cafes and coffee shops, confectionery, fast food chains, food delivery services, non-alcoholic beverages, pubs and bars, restaurants. Entertainment includes attractions and experiences, entertainment, gambling, events, music and video streaming, sports equipment and clubs, toys and gaming. Tourism includes transactions relating to accommodation, airlines and holidays.

Job Vacancies: Data obtained from Lightcast, based on online job vacancies in the tourism industry as defined by UN Tourism. Lightcast provide detailed information on skills, jobs, supply, and demand throughout the labour market.

Weather: Based on an average of weather station readings at Chivenor, Exeter and Plymouth.