

Visitor Economy Report for Devon

MAY 2025

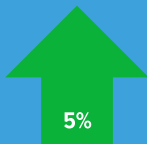
Figures benchmarked against same month last year

ACCOMMODATION

Serviced



Room Occupancy
Rate
79%



Short Term Rental



Occupancy Rate
62.3%



Average Daily Rate
£200



Booking Method



Staying with Friends
and Relatives
15.8%



TRIP CHARACTERISTICS

Length of Stay



Day Trips
5.9 hours



Overnight Trips
5.2 nights



Trip Planning



Arrangements Made
Before Travel
93 days



Trip Satisfaction

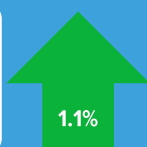


Net Promoter Score
(scale: -100 to +100)
61.1

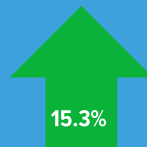


CONSUMER MOVEMENTS

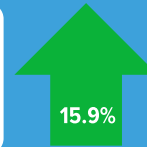
Visitors to
Attractions



Consumer
Footfall

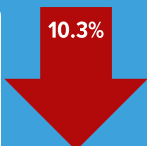


Car Park
Tickets Sold

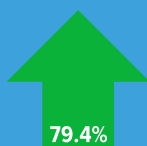


EMPLOYMENT VACANCIES

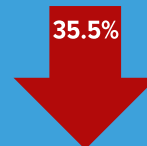
All Job Vacancies
in
Tourism Sector



Job Vacancies
in
Accommodation



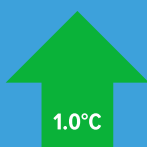
Job Vacancies
in
Food and Beverage



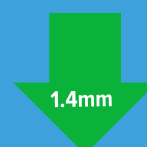
WEATHER



Average Maximum
Temperature
18.6°C



Average Daily
Rainfall
1.2mm



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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 usage behaviour.

Consumer Footfall: Data obtained from BT Active Intelligence, based on consumers mobile phone data in a selection of both rural and urban locations across Devon.

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.