

Visitor Economy Report for Devon

FEBUARY 2025

Figures benchmarked against same month last year

ACCOMMODATION

Serviced



Room Occupancy Rate
68%

3.0%

Short Term Rental



Occupancy Rate
50.2%

2.1%

Average Daily Rate
£185

£2

Booking Method



Direct with Accommodation
44%

1.0%

TRIP CHARACTERISTICS

Length of Stay



Day Trips
6.0 hours

0.3 hours



Overnight Trips
4.6 nights

0.2 nights

Trip Planning



Arrangements Made Before Travel
75 days

3.8%

Trip Satisfaction



Net Promoter Score (scale: -100 to +100)
54

4.5 points

ATTRACTIONS



Visitors

7.8%

CAR PARKS



Tickets Sold

12.3%

ECONOMY

Debit Card Spend on Tourism, Entertainment, Food and Drink

1.7%

Average Debit Card Spend per Consumer
£138

0.2%

Job Vacancies in the Tourism Sector

54.6%

WEATHER



Average Maximum Temperature
8.8°C

2.7°C



Average Daily Rainfall
3.9mm

1.9mm

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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.

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.