

Visitor Economy Report for Devon

FEBUARY 2026

Figures benchmarked against same month last year

ACCOMMODATION

Serviced



Room Occupancy Rate
59.8%

-4.7pp

Short Term Rental



Occupancy Rate
37.7%

+0.6pp



Average Daily Rate
£143

£9



Arrangements Made Before Travel
28 days

-2 days

TRIP CHARACTERISTICS

Length of Stay



Day Trips
5.7 hours

-0.7 hours



Overnight Trips
3.9 nights

-0.6 night

Non-commercial Accommodation



Staying with Friends and Relatives

-7.9pp

Trip Satisfaction



Net Promoter Score (scale: -100 to +100)
64.8

3.7 points

CONSUMER MOVEMENTS

Attractions

64%

Average Distance Travelled
137.3 miles

2.1%

Average Income Band
6.01

1.2%

EMPLOYMENT VACANCIES

All Job Vacancies in Tourism Sector

+13.1%

Job Vacancies in Accommodation

+12.3%

Job Vacancies in Food and Beverage

+13.6%

WEATHER



Average Maximum Temperature
10.4°C

1.3 C



Average Daily Rainfall
5.3mm

1.8mm

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Notes

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

Short-term rental - Occupancy, ADR and Booking Lead Time: Data sourced from KeyData.

Length of Stay: Data sourced SWVEHub Visitor Survey.

Booking Method: 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. 64% of attractions saw an increase in visitor numbers.

Distance Travelled and Income Band: Data obtained from BT Active Intelligence, based on consumers mobile phone data in a selection of both rural and urban locations across Somerset. This analysis now refers to visitors who have travelled more than 50 miles to the destination.

In the UK, a 1-10 income level system, or decile system, is used to categorise households based on their disposable income. Decile 1 represents the lowest 10% of incomes, while Decile 10 represents the highest 10%. For example, in 2023, the median household disposable income in the UK was £34,500, and the top 10% had an average disposable income of around £70,900. The bottom 10% had an average of £10,600.

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.

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