

Visitor Economy Report for Devon

JANUARY 2026

Figures benchmarked against same month last year

ACCOMMODATION

Serviced



Room Occupancy Rate
49.7%

-3.7pp

Short Term Rental



Occupancy Rate
31.6%

-0.1pp

Average Daily Rate
£144

£1

Non-commercial Accommodation



Staying with Friends and Relatives

+2.9%

TRIP CHARACTERISTICS

Length of Stay



Day Trips
5.6 hours

-0.4 hours



Overnight Trips
4.3 nights

-1.6 night

Trip Planning



Arrangements Made Before Travel
60 days

-15days

Trip Satisfaction



Net Promoter Score (scale: -100 to +100)
57.2

6.6 points

CONSUMER MOVEMENTS

Visitors to Attractions

+2.2%

Average Distance Travelled
99.4 miles

3.2%

Average Income Band
5.25

0.8%

EMPLOYMENT VACANCIES

All Job Vacancies in Tourism Sector

3.6%

Job Vacancies in Accommodation

29.9%

Job Vacancies in Food and Beverage

-13.9%

WEATHER



Average Maximum Temperature
8.7°C

0.3 C



Average Daily Rainfall
5.8mm

1.7mm

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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: Data sourced from KeyData.

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.

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 20 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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