

# Visitor Economy Report for Devon

JULY 2025

Figures benchmarked against same month last year

## ACCOMMODATION

### Serviced



Room Occupancy  
Rate  
**82.2%**

**3.5%**

### Short Term Rental



Occupancy Rate  
**74.1%**

**4.1%**

Average Daily Rate  
**£228**

**£19**

### Booking Method



Staying with Friends  
and Relatives  
**12.1%**

**0.1%**

## TRIP CHARACTERISTICS

### Length of Stay



Day Trips  
**6.2 hours**

**0.3  
hours**



Overnight Trips  
**5.0 nights**

**0.5  
nights**

### Trip Planning



Arrangements Made  
Before Travel  
**105 days**

**2.8%**

### Trip Satisfaction



Net Promoter Score  
(scale: -100 to +100)  
**70.0**

**5.3  
points**

## CONSUMER MOVEMENTS

Visitors to  
Attractions

**11.1%**

Consumer  
Footfall

**5.8%**

Car Park  
Tickets Sold

**11.1%**

## EMPLOYMENT VACANCIES

All Job Vacancies  
in  
Tourism Sector

**9.2%**

Job Vacancies  
in  
Accommodation

**42.4%**

Job Vacancies  
in  
Food and Beverage

**10.0%**

## WEATHER



Average Maximum  
Temperature  
**22.6°C**

**2.6°C**



Average Daily  
Rainfall  
**1.3mm**

**2.0mm**

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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.