

Visitor Economy Report for Devon

NOVEMBER 2025

Figures benchmarked against same month last year

ACCOMMODATION

Serviced



Room Occupancy Rate
61.7%

4.5%

Short Term Rental



Occupancy Rate
32.7%

2.5%

Average Daily Rate
£195

£13

Non-commercial Accommodation



Staying with Friends and Relatives

2.9%

TRIP CHARACTERISTICS

Length of Stay



Day Trips
6.8 hours

1.6 hours



Overnight Trips
5.6 nights

1.0 night

Trip Planning



Arrangements Made Before Travel
105 days

29.6%

Trip Satisfaction



Net Promoter Score (scale: -100 to +100)
74.8

15.7 points

CONSUMER MOVEMENTS

Visitors to Attractions

0.4%

Consumer Footfall

7.3%

Daily Car Park Tickets Sold

1.3%

EMPLOYMENT VACANCIES

All Job Vacancies in Tourism Sector

8.0%

Job Vacancies in Accommodation

8.3%

Job Vacancies in Food and Beverage

12.2%

WEATHER



Average Maximum Temperature
12.4°C

No Change



Average Daily Rainfall
4.5mm

1.1mm

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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.

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.

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