

Visitor Economy Report for Devon

JUNE 2026

Figures benchmarked against same month last year

ACCOMMODATION

Serviced



Room Occupancy Rate
78.3%

3.2pp

Short Term Rental



Occupancy Rate
48.3%

-2.3pp



Average Daily Rate
£176

£9



Arrangements Made Before Travel
56 days

no change

TRIP CHARACTERISTICS

Length of Stay



Day Trips
5.7 hours

-1.1 hours



Overnight Trips
5.3 nights

-0.4 nights

Non-commercial Accommodation



Staying with Friends and Relatives

-5.7pp

Trip Satisfaction



Net Promoter Score (scale: -100 to +100)
62.3

-4.0 points

CONSUMER MOVEMENTS

Attractions

66%

Origin of Visitors from outside the South West

● South East ● West Midlands ● London ● Other

26.6% 17.7% 16.4% 39.3%

EMPLOYMENT VACANCIES

All Job Vacancies in Tourism Sector

71.2%

Job Vacancies in Accommodation

185.6%

Job Vacancies in Food and Beverage

71.7%

WEATHER



Average Maximum Temperature
20.4°C

-0.2 C



Average Daily Rainfall
2.2 mm

+0.5mm

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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. 66% of attractions saw a decrease in visitor numbers.

Origin of Visitors from outside the South West: Data obtain from BT Active Intelligence mobile phone analytics. Chart shows origin of top three UK regions outside of the South West.

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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