



South Hams District Council

TOURISM IN THE SOUTH HAMS – 2002



Characteristics & Trends

- It is estimated that 64% of the working population in the South Hams is employed either directly or indirectly in the service sector which is highly tourism related.
- South Hams receives 12.9% of the total share of visitors to Devon.
- In 2002, 4,275,900 visitor nights were spent in the district, a 3% increase on 2001.
- In 2002, around 59.8% of tourist nights were spent in self catering (which includes chalets/static caravans/touring caravans and tents).
- Private houses account for the greatest number of visitor nights per type of stay during 2002 with a total of 1,043,900 bednights.
- The average monthly hotel occupancy is 37.9% (2000 was 37.2%) as compared to 39.4% for Devon as a whole and 41.66% (2001) for the South West region.
- Visitor nights have increased since 1987 to 2002 by 20.8%.
- Decrease in bedspaces of 2,320 since 1995.
- Since 1995 there has been an increase in occupancy per bedspace from 130.84 visitor nights per bedspace in 1995 to 142.86 visitor nights per bedspace in 2002 and increase of 9%.

From 1993 – 2002 there was a:-

- 10.16% increase in annual visitor nights from 3,881,150 to 4,275,900
- increase from 12.8% to 12.9% of tourism market share in Devon
- 8.1% increase in average monthly hotel occupancy levels (0.5% in 2000)
- The total annual spend per annum has increased from £94m in 1993 to £126m in 2002 an increase of 34% (NB in 1997, there was an adjustment made for changes in methodology)

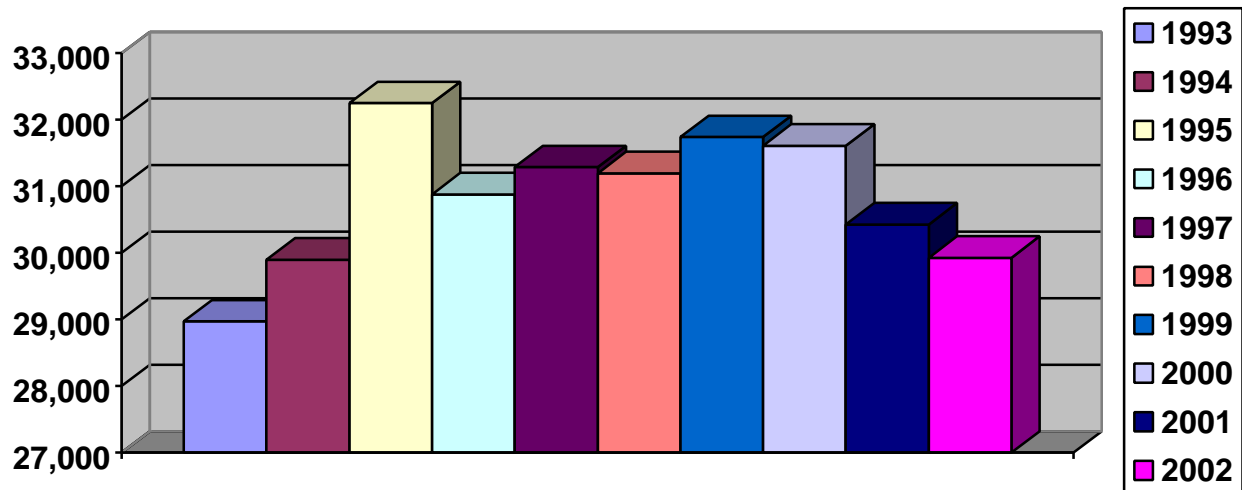
(Source: Tourism Trends in Devon)

- The combined expenditure of visitors amounts to £250.5 million (2001), split 54.4% by staying visitors and 45.6% non-local day visitors from home.
- This expenditure supports 8,567 jobs making 23% of overall employment. This equates to 6,068 FTE jobs in South Hams, with 5,164 directly supported by tourism, and the remainder by linkage and multiplier.
- Staying visitors contributed an annual total spend of £136.3 million, split 90.5% by UK residents and 9.5% by overseas residents.

(Source: Economic Impact Study of Tourism in the South West 2003).

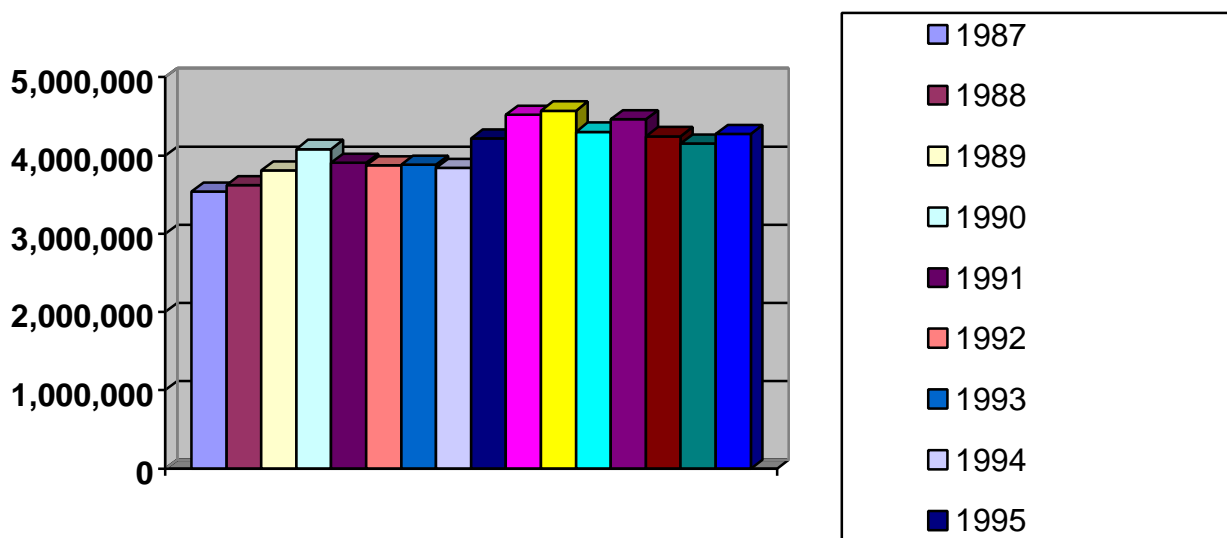
Number of Bedspaces in the South Hams

1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
28,970	29,900	32,250	30,880	31,290	31,200	31,740	31,610	30,430	29,930



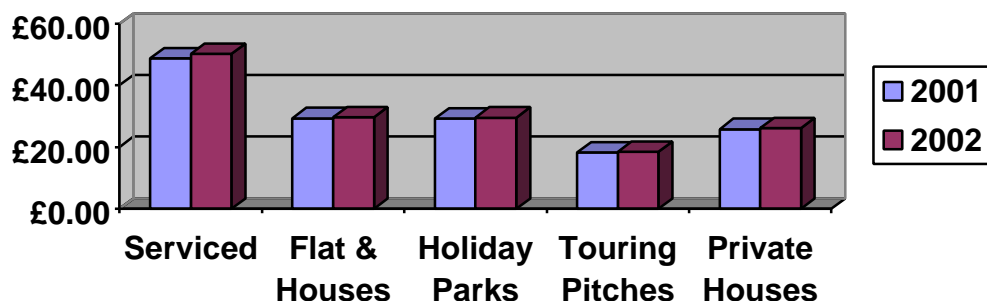
Number of Visitor Bednights 1987 – 2002

Year	Number of Visitor Bednights
1987	3,538,500
1988	3,620,300
1989	3,808,700
1990	4,084,050
1991	3,910,450
1992	3,872,000
1993	3,881,150
1994	3,843,600
1995	4,219,600
1996 (new methodology)	4,522,900
1997	4,573,600
1998	4,304,400
1999	4,463,900
2000	4,247,600
2001	4,150,100
2002	4,275,900



Average Spend per day by type of accommodation (for Devon)

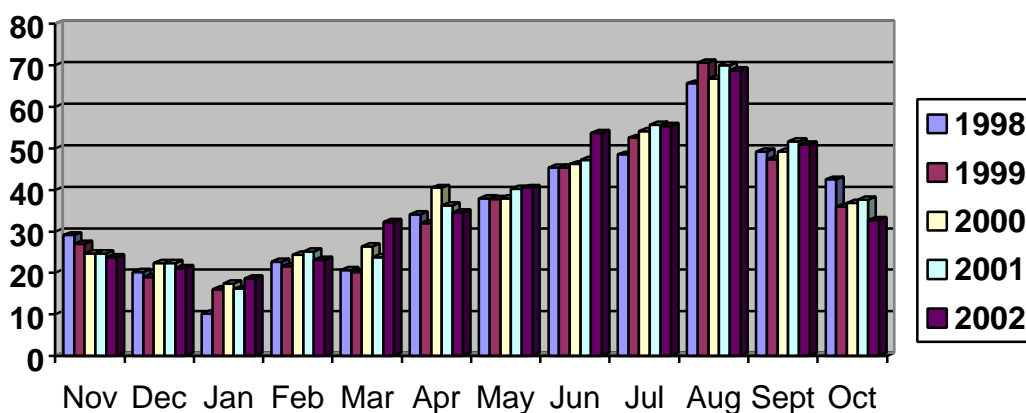
	Serviced	Flat & Houses	Holiday Parks	Touring Pitches	Private Houses
2001	£48.73	£29.32	£29.25	£18.27	£25.82
2002	£50.24	£29.62	£29.56	£18.45	£26.08



Hotel Occupancy in the South Hams 1993 – 2002 (* new methodology from 1996 onwards)

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
1993	14.9	14.3	12.7	20.6	22.4	39.6	41.5	54.6	57.0	62.4	52.0	28.8
1994	16.3	10.9	10.3	16.0	24.2	36.7	41.3	52.5	57.7	63.0	51.9	31.8
1995	14.4	13.6	9.6	17.2	24.1	43.0	47.4	57.9	65.5	70.4	54.9	31.6
1996*	27.0	17.5	10.0	16.7	23.8	31.9	41.4	47.2	54.3	72.9	53.1	37.3
1997	27.1	20.7	13.0	22.8	27.3	30.9	40.4	42.7	51.7	65.5	47.8	36.2
1998	29.1	20.2	10.2	22.7	20.7	34.1	37.9	45.4	48.5	65.6	49.2	42.5
1999	26.9	19.0	16.0	21.5	20.1	31.9	37.8	45.4	52.5	70.6	47.4	36.0
2000	24.7	22.3	17.4	24.4	26.3	40.5	38.0	46.2	54.1	66.8	49.2	36.9
2001	24.7	22.3	16.1	25.1	23.7	36.3	40.3	47.2	55.6	70.0	51.7	37.7
2002	23.7	21.1	18.6	23.1	32.3	34.6	40.5	53.6	55.3	68.7	50.9	32.7

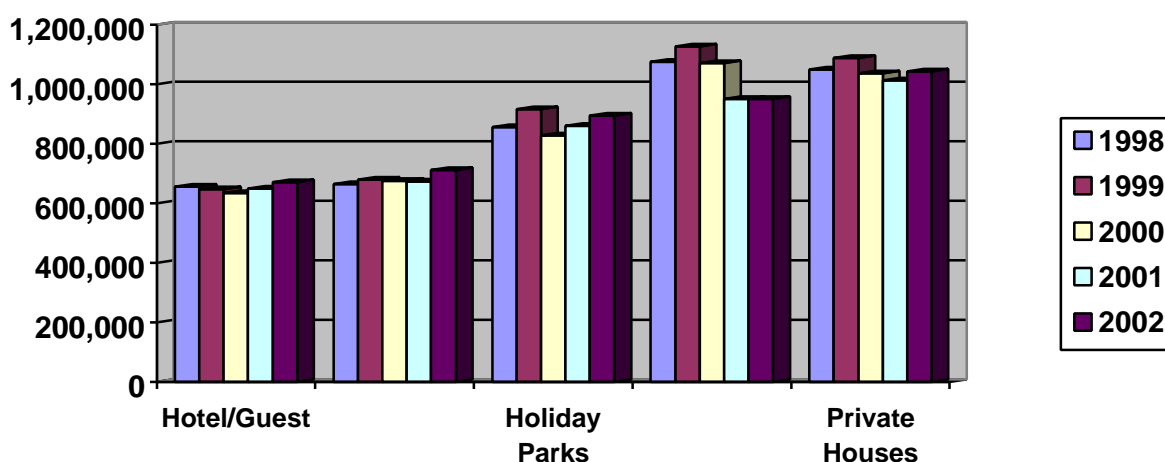
Hotel Occupancy graph for last 5 years



Visitor Nights in the South Hams 1996 - 2002

	Hotel/ Guesthouse	Flats & Cottages	Holiday Parks	Touring Caravans & Tents	Private Houses	Total
1996	671,800	664,000	989,200	1,093,700	1,104,200	4,522,900
1997	655,200	684,300	980,100	1,137,400	1,116,600	4,573,600
1998	655,900	664,800	857,400	1,075,400	1,050,900	4,304,400
1999	647,300	680,800	917,900	1,128,100	1,089,800	4,463,900
2000	634,800	675,400	829,500	1,070,900	1,037,000	4,247,600
2001	649,500	674,700	861,100	951,600	1,013,200	4,150,100
2002	672,600	713,500	894,600	951,300	1,043,900	4,275,900

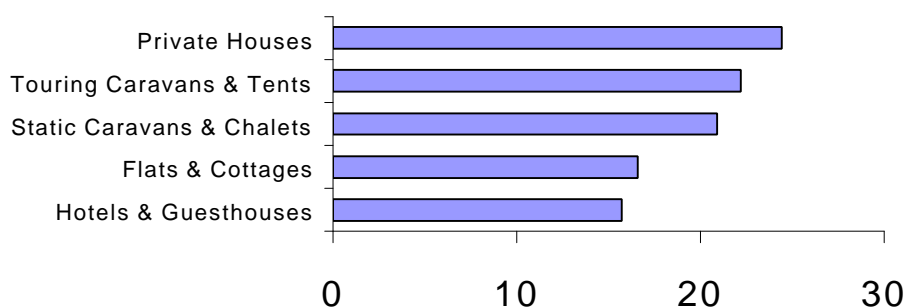
Visitor Nights graph for last 5 years



Visitor Nights Percentage of Accommodation Type

Year	Hotels & Guesthouses	Flats & Cottages	Static Caravans & Chalets	Touring Caravans & Tents	Private Houses
1997	14.3	15	21.4	24.9	24.4
1998	15.2	15.4	19.9	24.9	24.4
1999	14.5	15.25	20.5	25.2	24.4
2000	14.9	15.9	19.5	25.2	24.4
2001	15.6	16.2	20.7	22.9	24.4
2002	15.7	16.6	20.9	22.2	24.4

2002 Visitor Nights Percentage of Accommodation Type



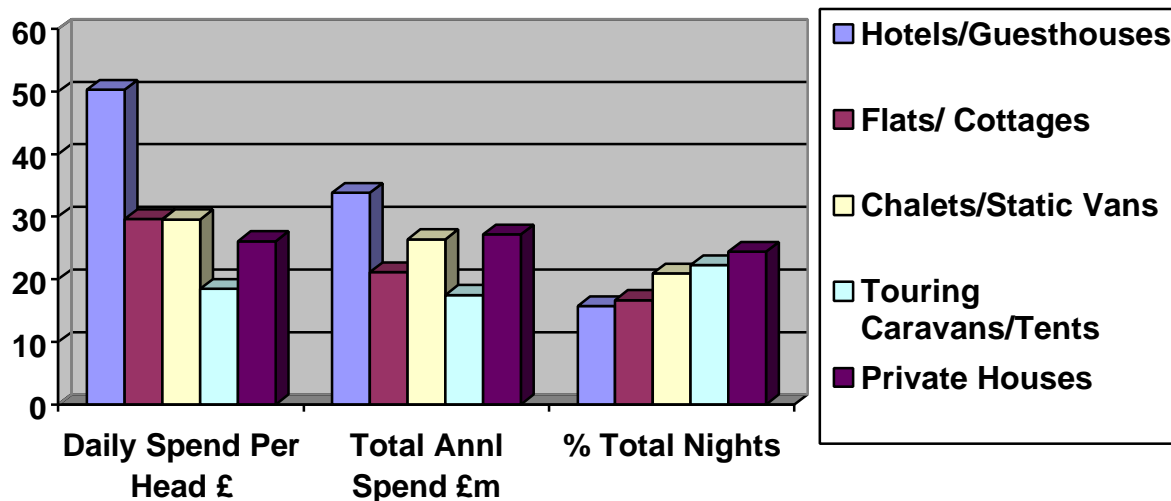
TOURISM SPENDING IN THE SOUTH HAMS 1996 – 2002

Hotels/guest houses	Annual Tourist Nights	Daily Spend Per Head £	Total Annl Spend £m	% Total Nights
1996	671,800	3.75	29.4	14.85
1997	655,200	45.02	29.5	14.32
1998	655,900	46.69	30.6	15.20
1999	647,300	47.32	30.6	14.50
2000	634,800	48.79	30.9	14.94
2001	649,500	49.73	32.2	15.6
2002	672,600	50.24	33.8	15.73
Flats/cottages	Annual Tourist Nights	Daily Spend Per Head £	Total Annl Spend £m	% Total Nights
1996	664,000	26.24	17.4	14.68
1997	684,300	27.00	18.5	14.96
1998	664,800	28.00	18.61	15.40
1999	680,800	28.38	19.32	15.20
2000	675,400	28.76	19.4	15.90
2001	674,700	29.32	19.8	16.20
2002	713,500	29.62	21.1	16.68
Chalet s & Static Caravans	Annual Tourist Nights	Daily Spend Per Head £	Total Annl Spend £m	% Total Nights
1996	989,200	26.19	25.9	21.87
1997	980,100	26.95	26.4	21.42
1998	857,400	27.95	23.96	19.9
1999	917,900	28.32	26.0	20.5
2000	829,500	28.70	23.80	19.5
2001	861,100	29.32	25.24	20.7
2002	894,600	29.56	26.4	20.92
Touring Caravans & Tents	Annual Tourist Nights	Daily Spend Per Head £	Total Annl Spend £m	% Total Nights
1996	1,093,700	16.35	17.9	24.18
1997	1,137,400	16.82	19.1	24.86
1998	1,075,400	17.44	18.76	24.9
1999	1,128,100	17.68	19.94	25.2
2000	1,070,900	17.92	19.7	25.20
2001	951,600	17.92	17.05	22.90
2002	951,300	18.45	17.5	22.24
Private Houses	Annual Tourist Nights	Daily Spend Per Head £	Total Annl Spend £m	% Total Nights
1996	1,104,200	23.11	25.5	24.41
1997	1,116,600	23.78	26.6	24.41
1998	1,050,900	24.66	25.92	24.4
1999	1,089,800	24.99	27.23	24.4
2000	1,037,000	25.33	26.3	24.41
2001	1,013,200	25.33	25.6	24.4
2002	1,043,900	26.08	27.2	24.41

	Annual Tourist Nights	Total Annual Spend £m p/a
1996	4,522,900	116.1
1997	4,573,600	120.1
1998	4,304,400	117.8
1999	4,463,900	123.1
2000	4,247,600	120.1
2001	4,150,100	119.9
2002	4,275,900	126.0

	Annual Tourist Nights	Daily Spend Per Head £	Total Annl Spend £m	% Total Nights
Hotels/Guesthouses	672,600	50.24	33.8	15.73
Flats/ Cottages	713,500	29.62	21.1	16.68
Chalets/Static Vans	894,600	29.56	26.4	20.92
Touring Caravans/Tents	951,300	18.45	17.5	22.24
Private Houses	1,043,900	26.08	27.2	24.41

Spending per type of Accommodation in 2002



This sheet is produced from figures supplied by Devon County Council and South West Tourism by South Hams District Council, Marketing & Tourism Service, Follaton House, Plymouth Road, Totnes, Devon, TQ9 5NE. Telephone 01803 861297/861149.
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