



**T·Stats** SOLUTIONS  
TOTAL TOURISM INTELLIGENCE

# Tourism in Numbers

## *West Country Insights*



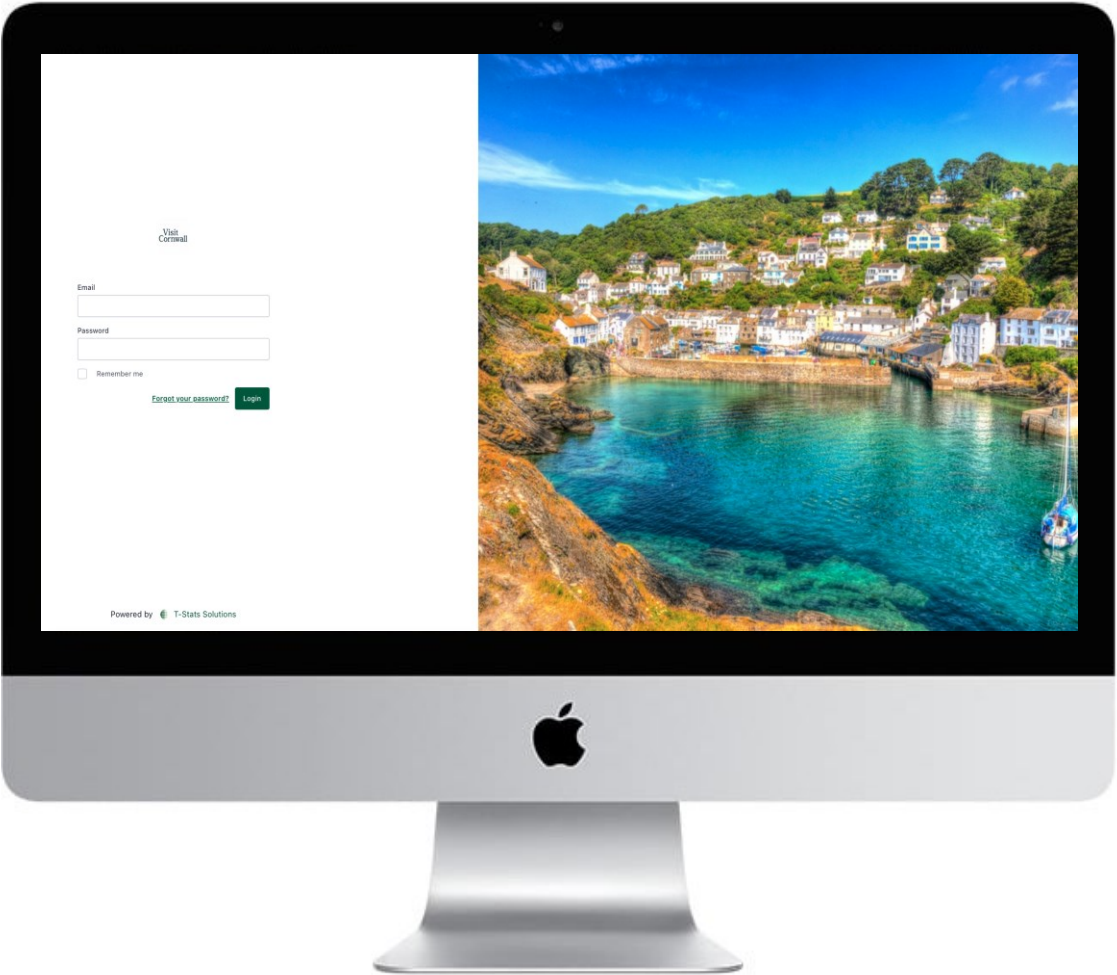


# South West Visitor Economy Hub



Devon and Somerset

# Visitor Economy Tracking System

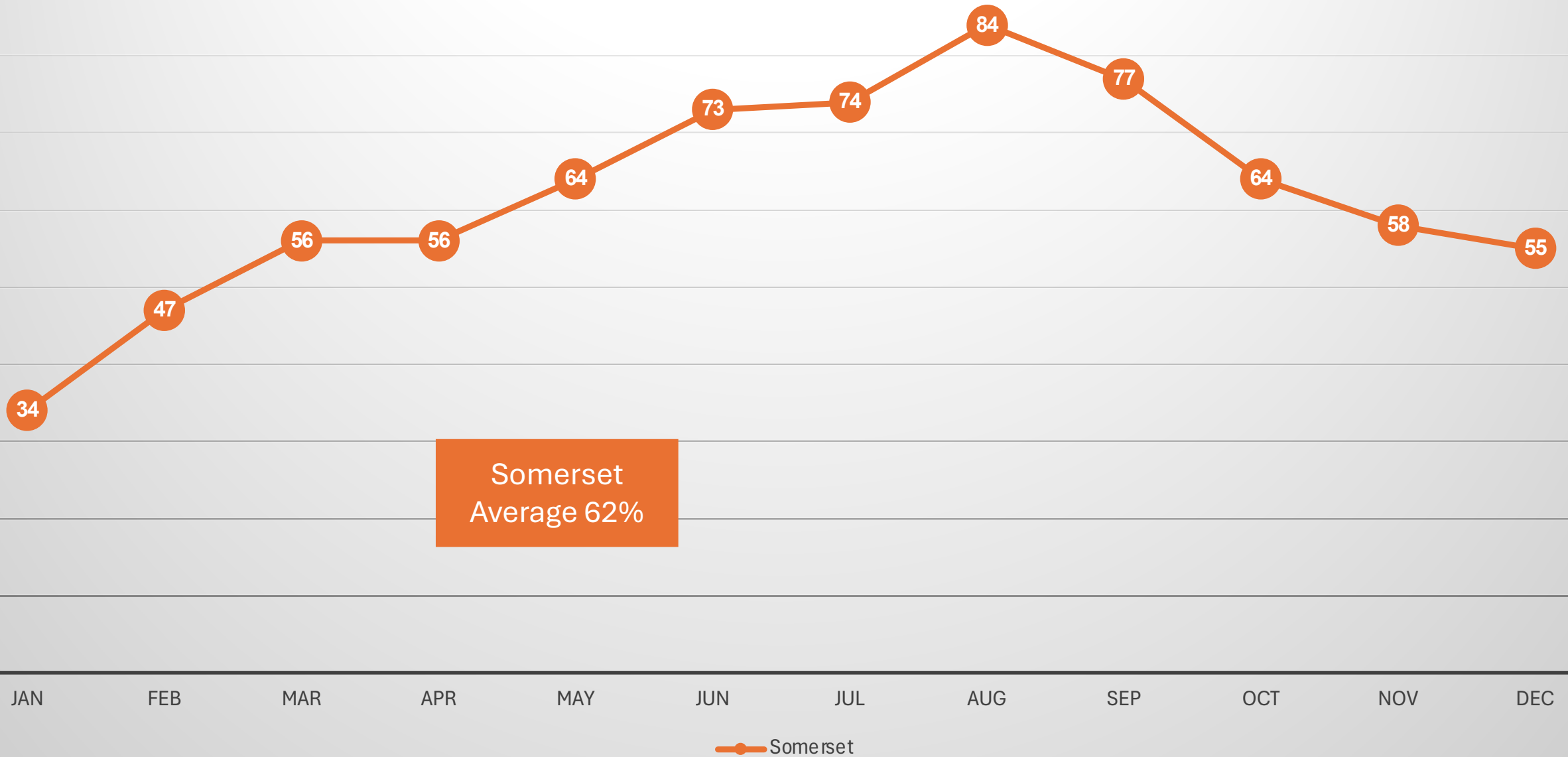


Cornwall

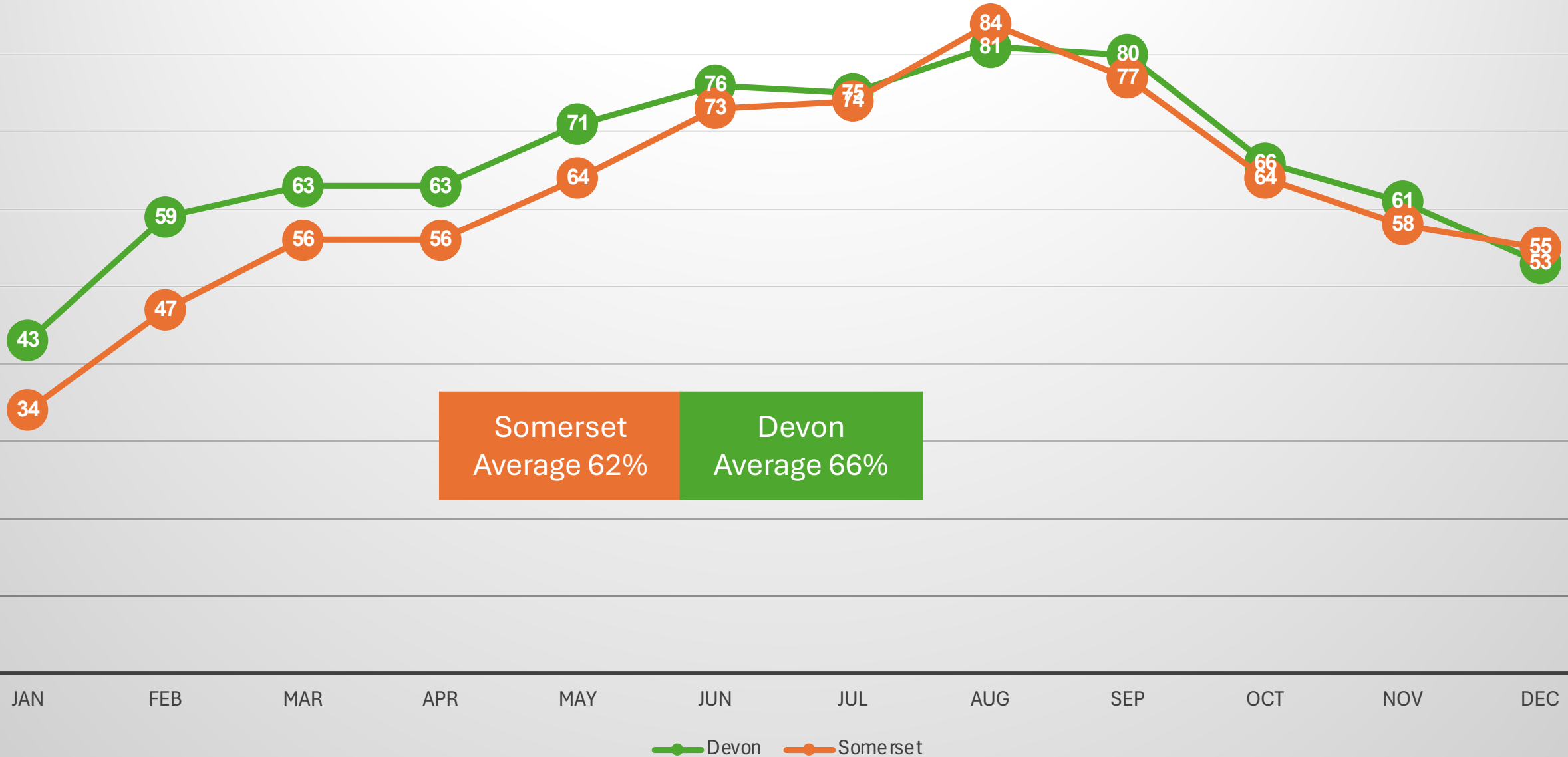
# Accommodation



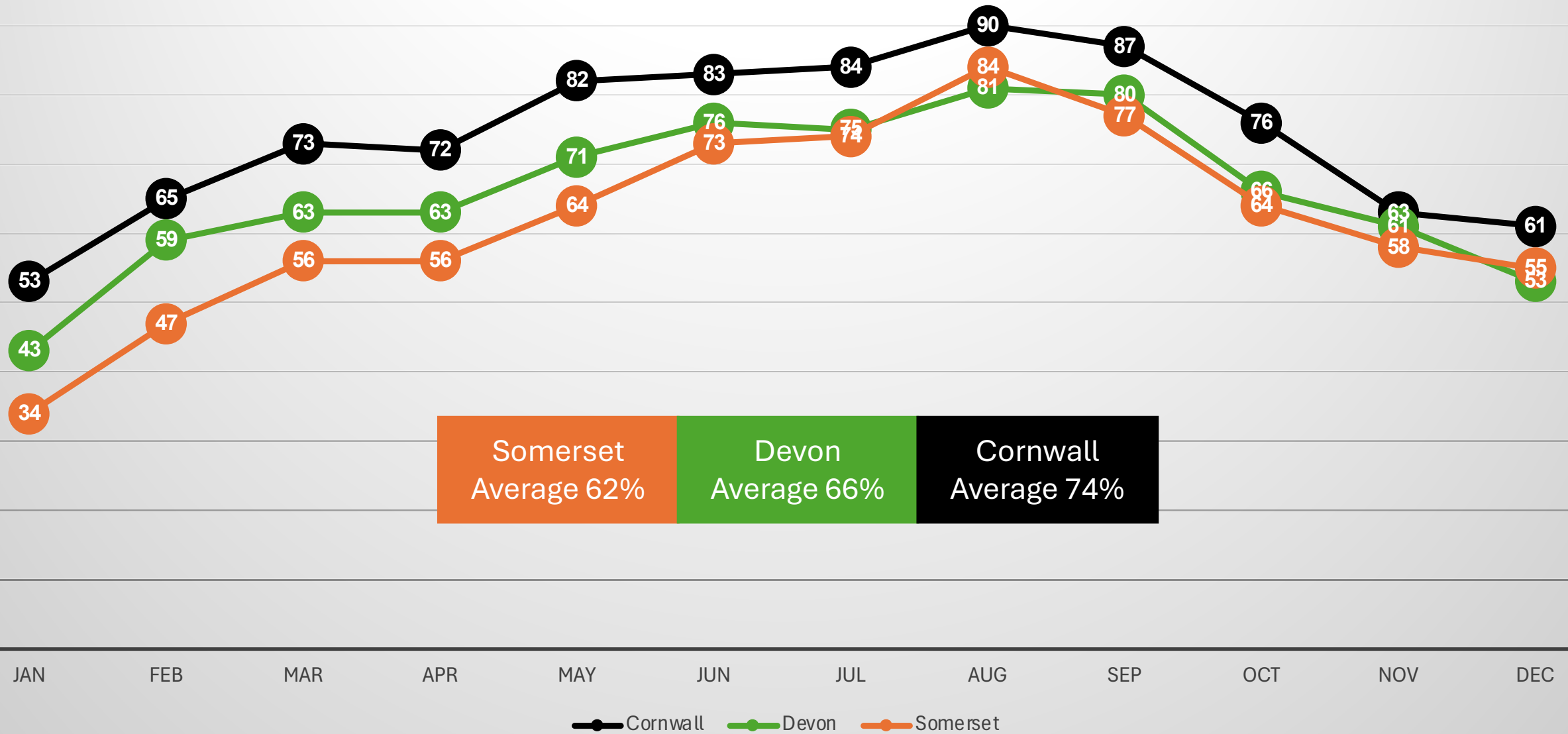
# Serviced Accommodation: Room Occupancy Rate (%)



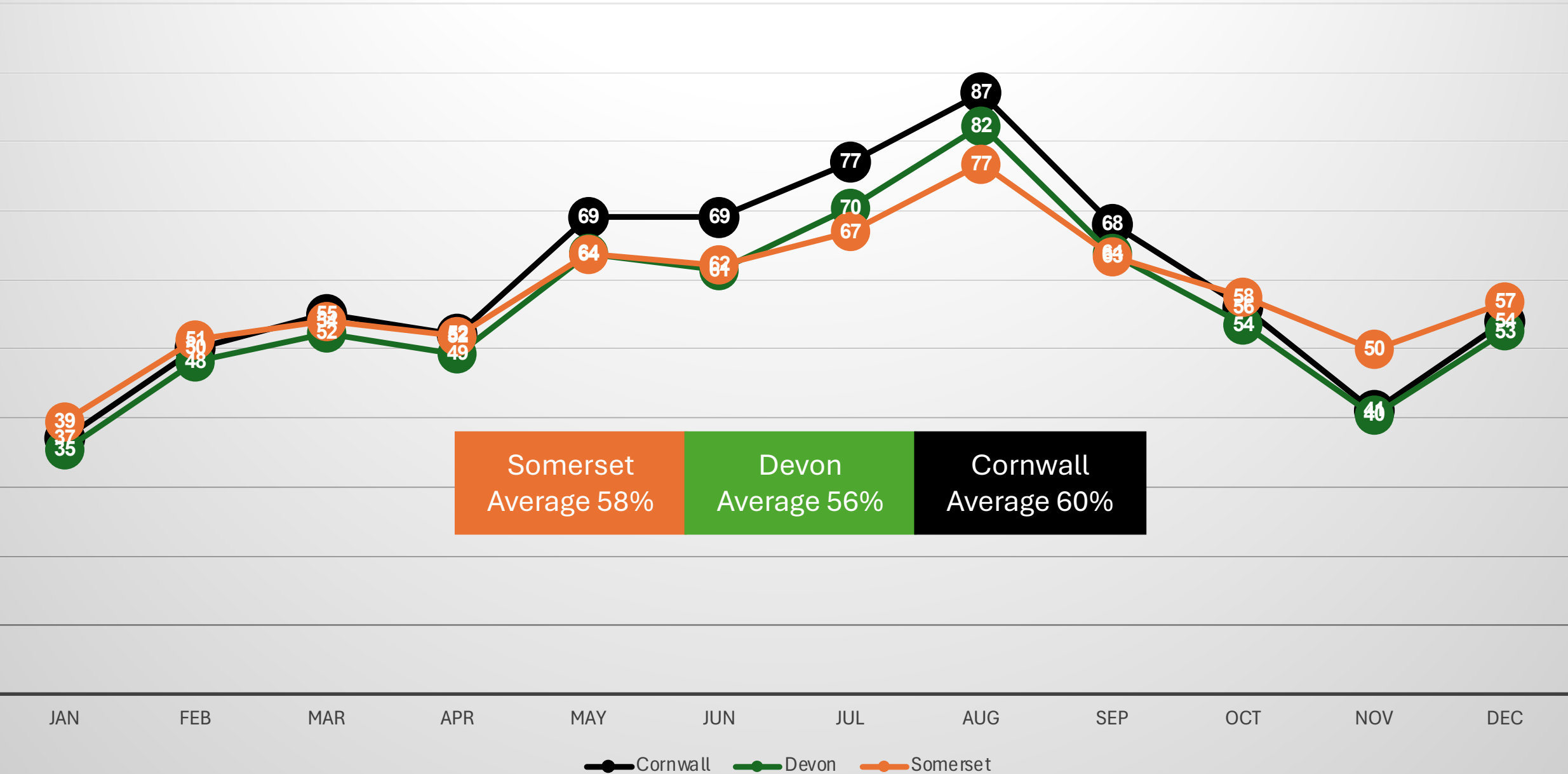
## Serviced Accommodation: Room Occupancy Rate (%)



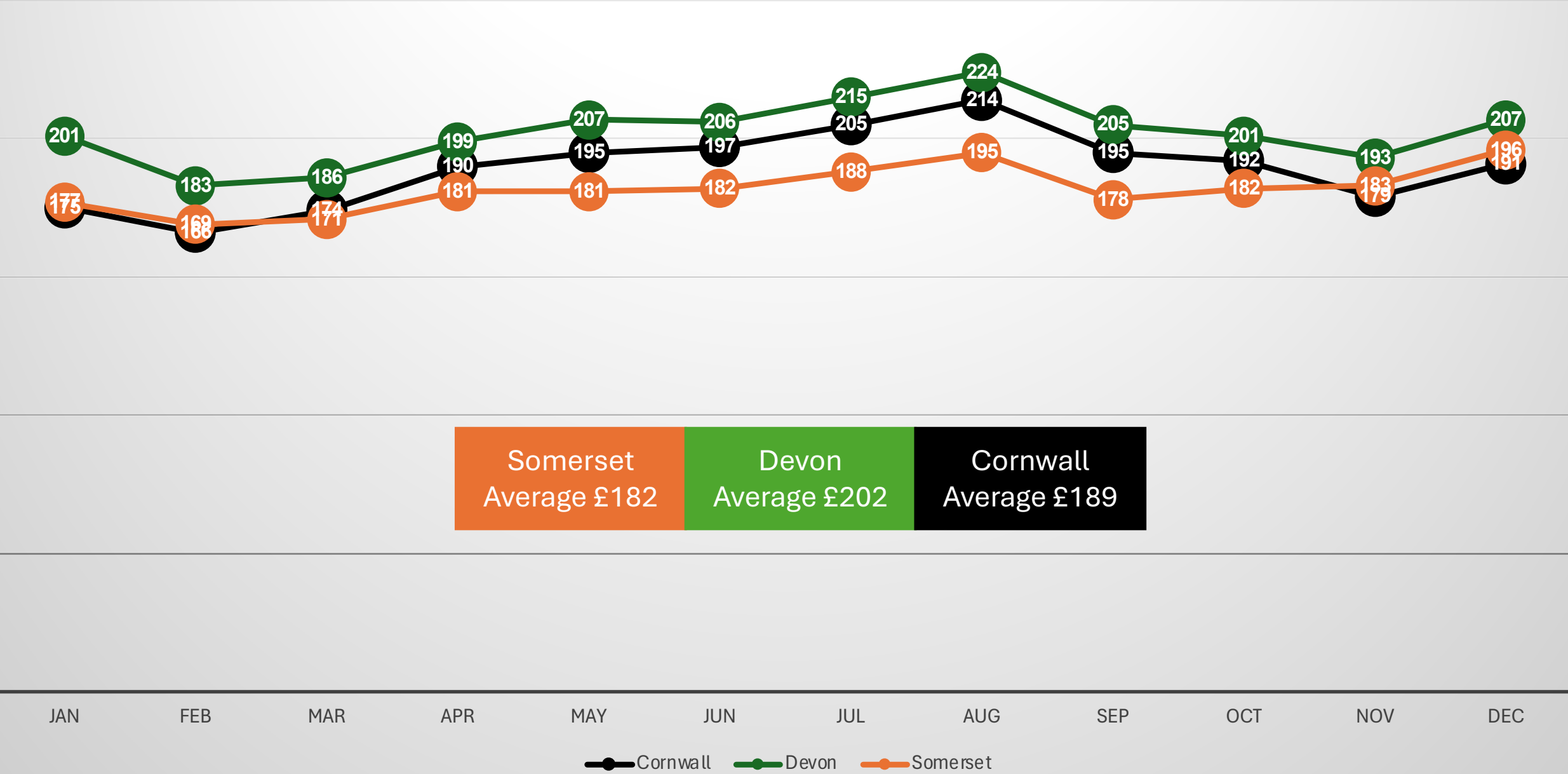
# Serviced Accommodation: Room Occupancy Rate (%)



# Short Term Rental: Occupancy Rate (%)

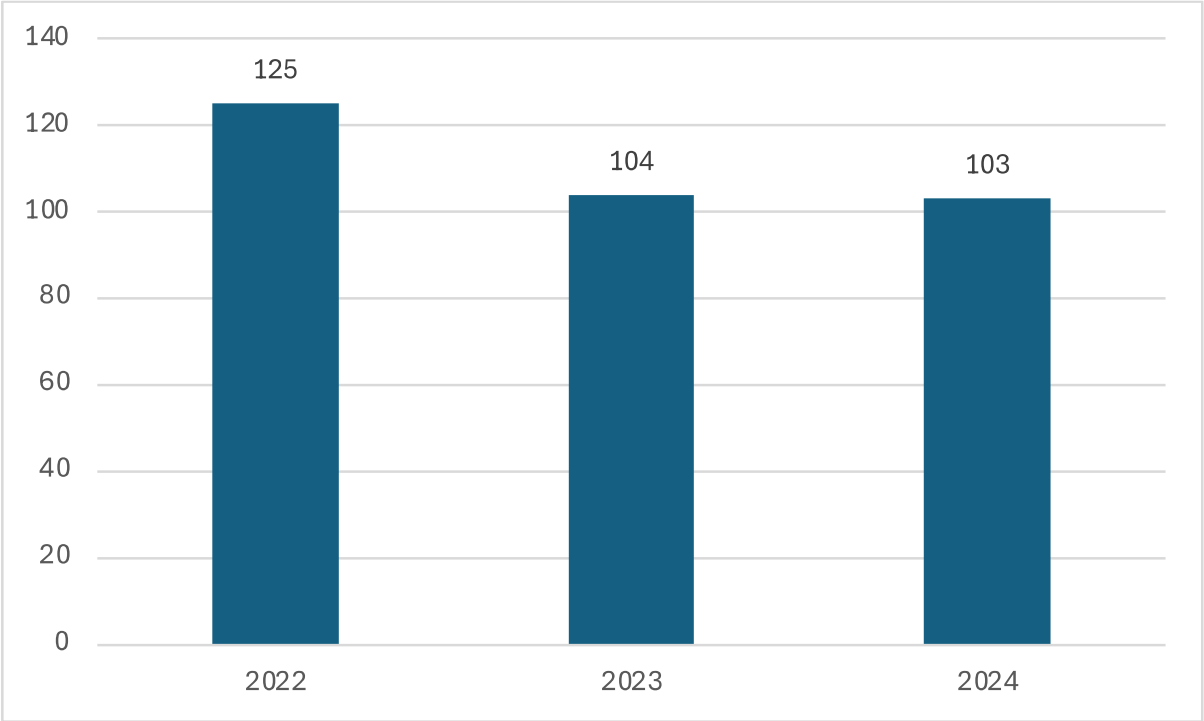


# Short Term Rental: Average Daily Rate (£)

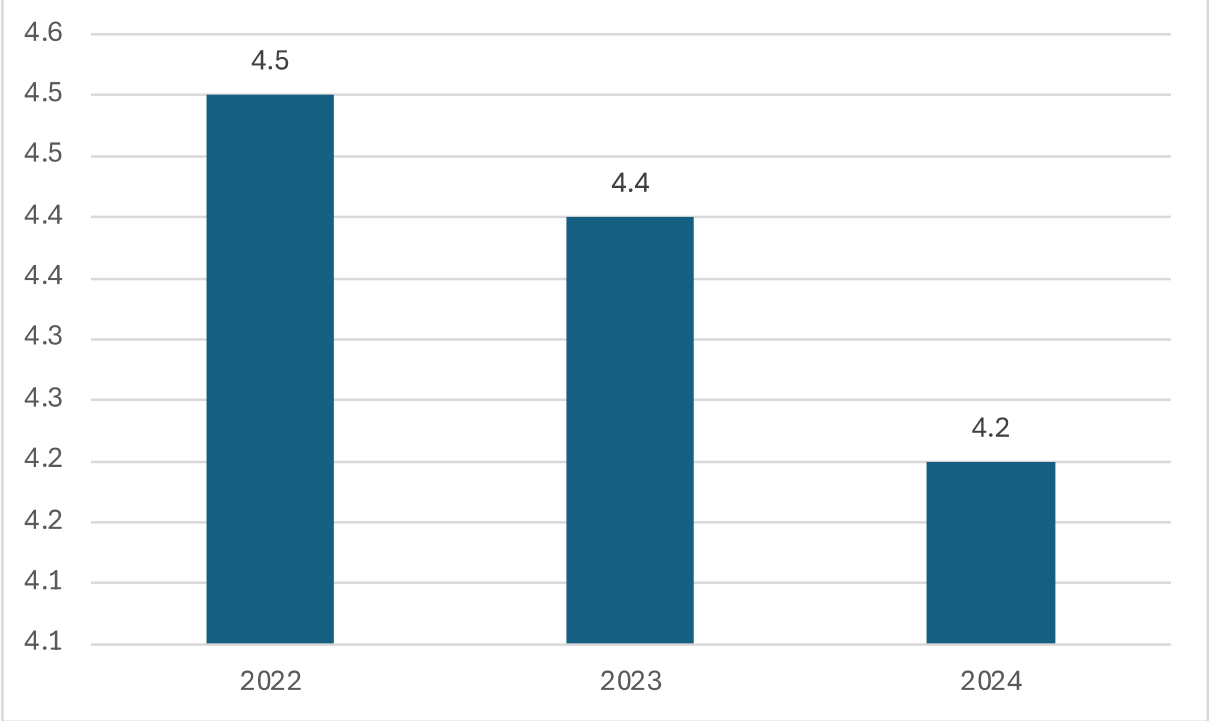




# Devon: Visitor Booking and Stay

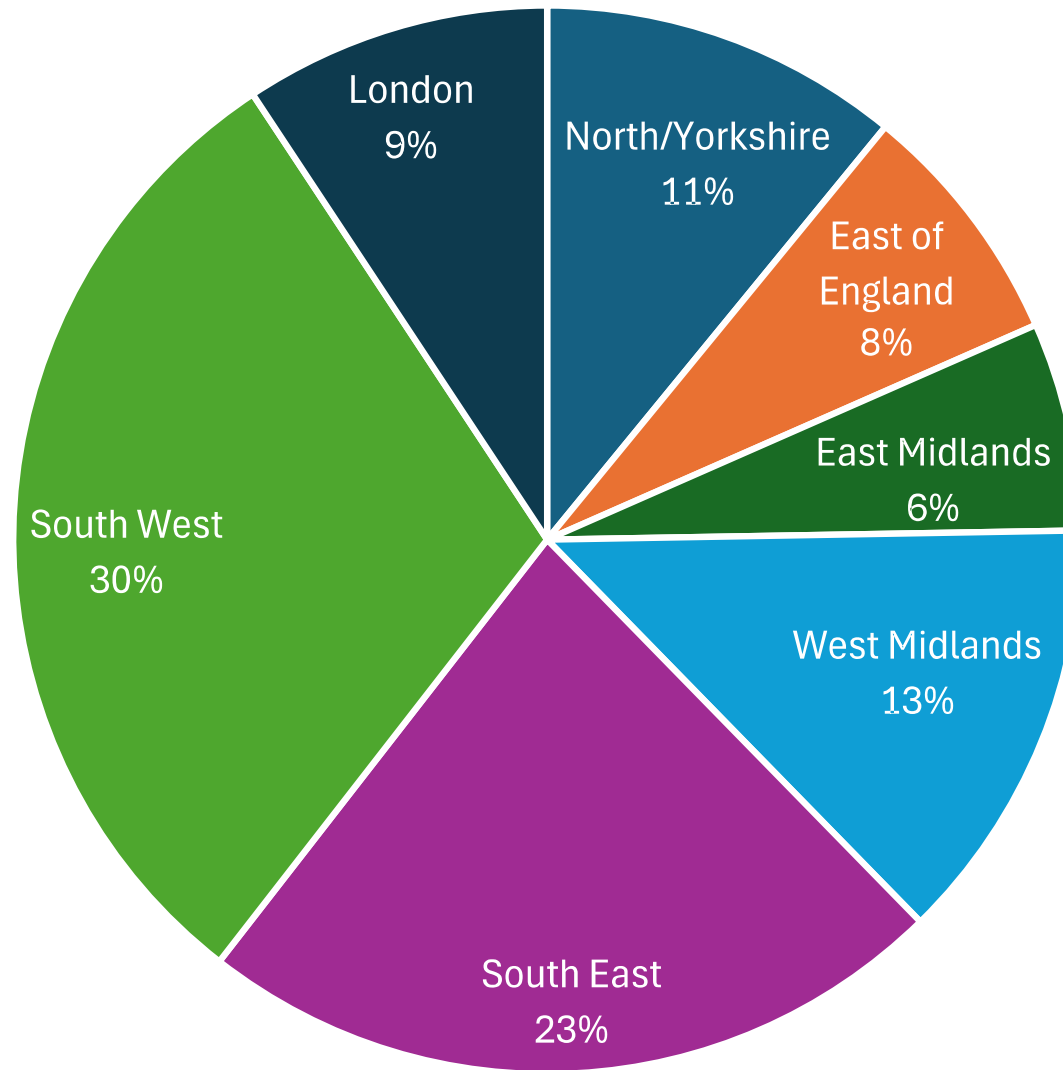


**Booking Lead Time**

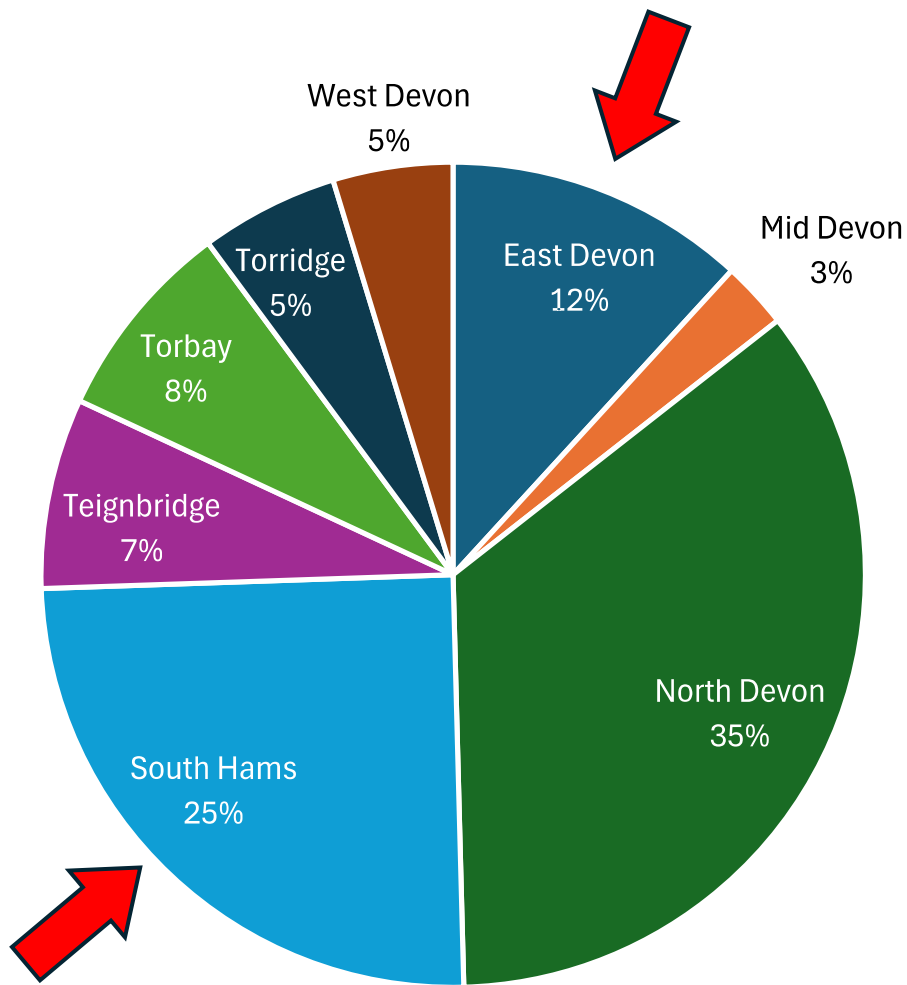


**Average Length of Stay**

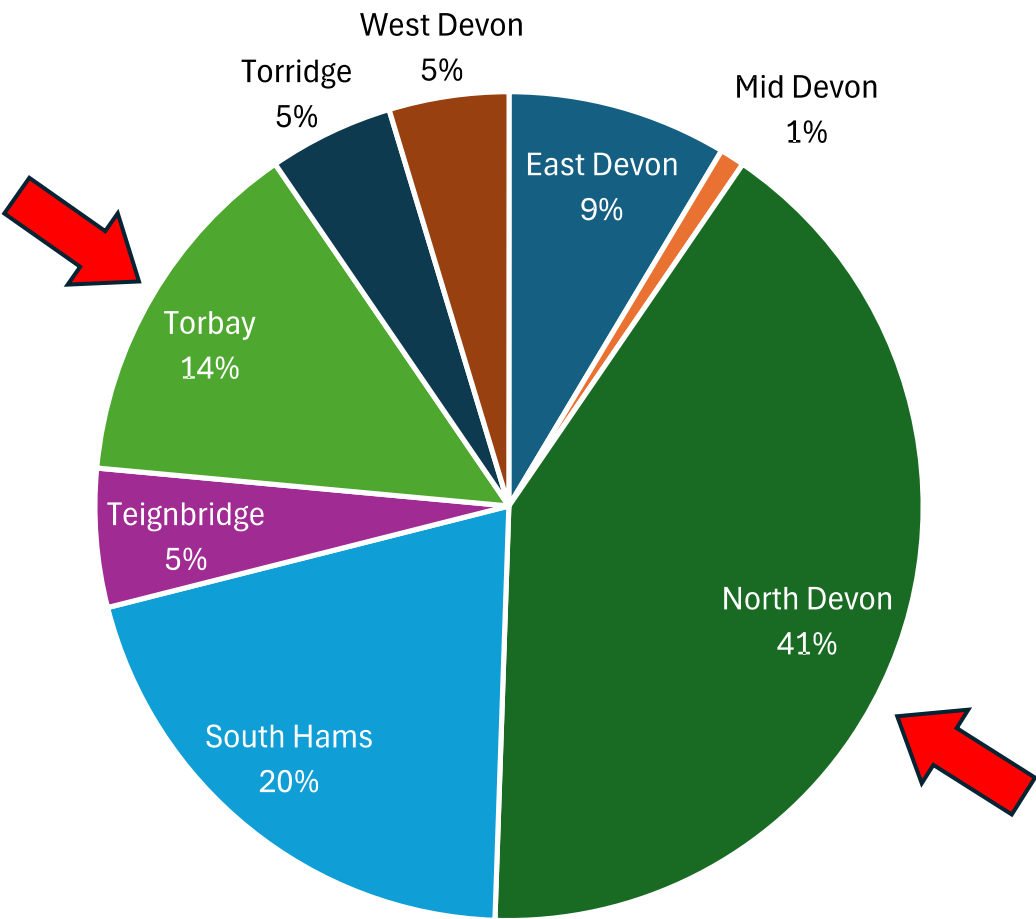
# Devon: Visitor Place of Residence



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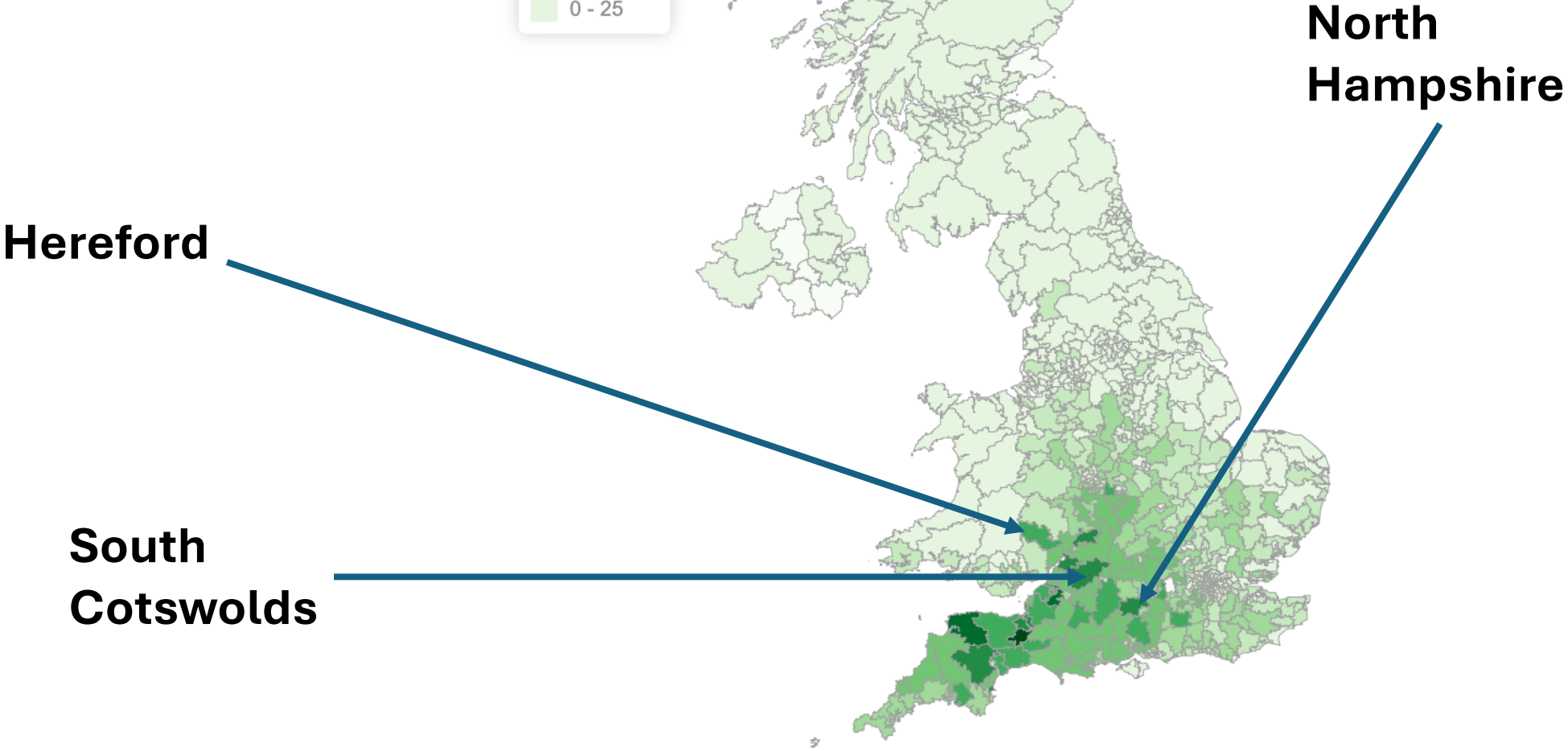


**South East**



**West Midlands**

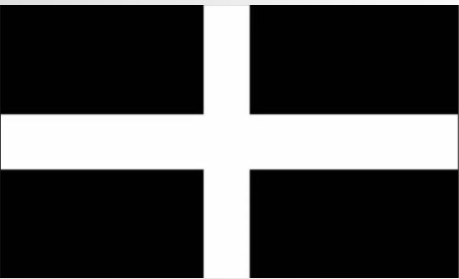
# Devon: Visitor Place of Residence





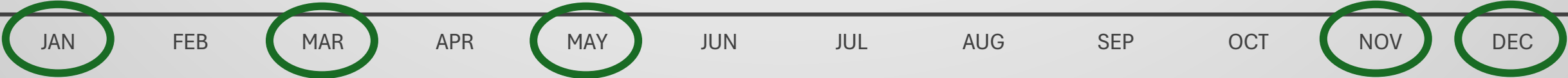


# Attractions

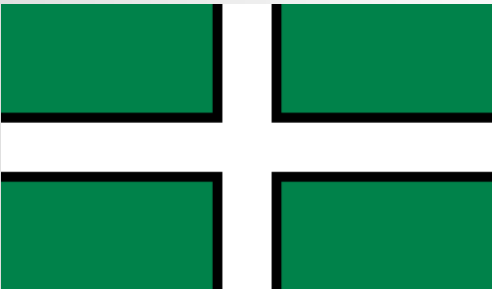


# Visits to Attractions: Cornwall

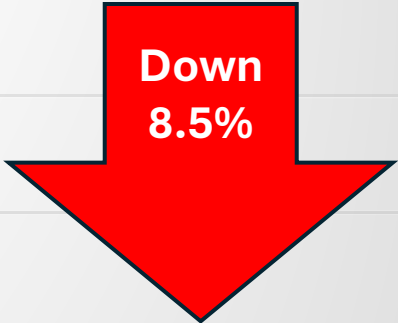
Down  
3.5%



2024 2023



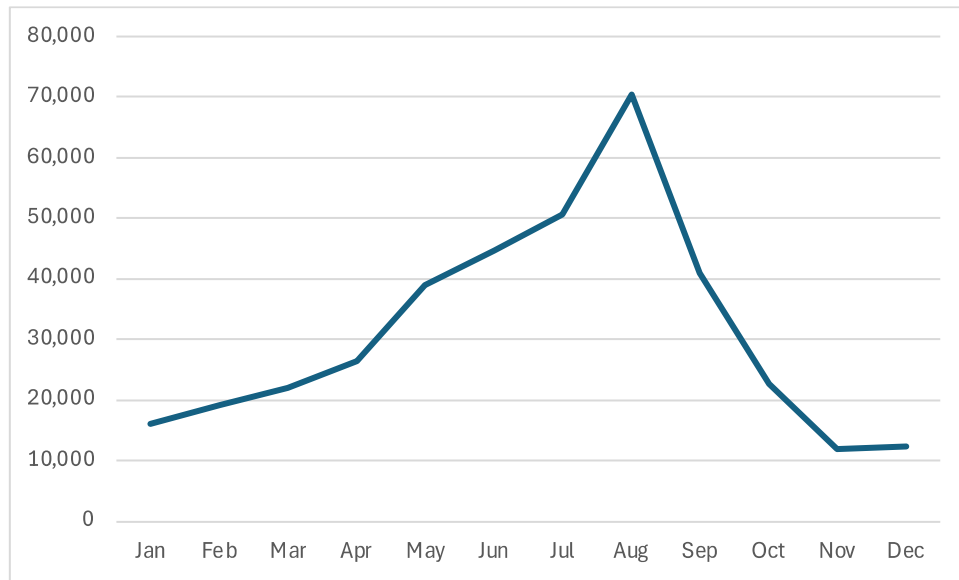
# Visits to Attractions: Devon



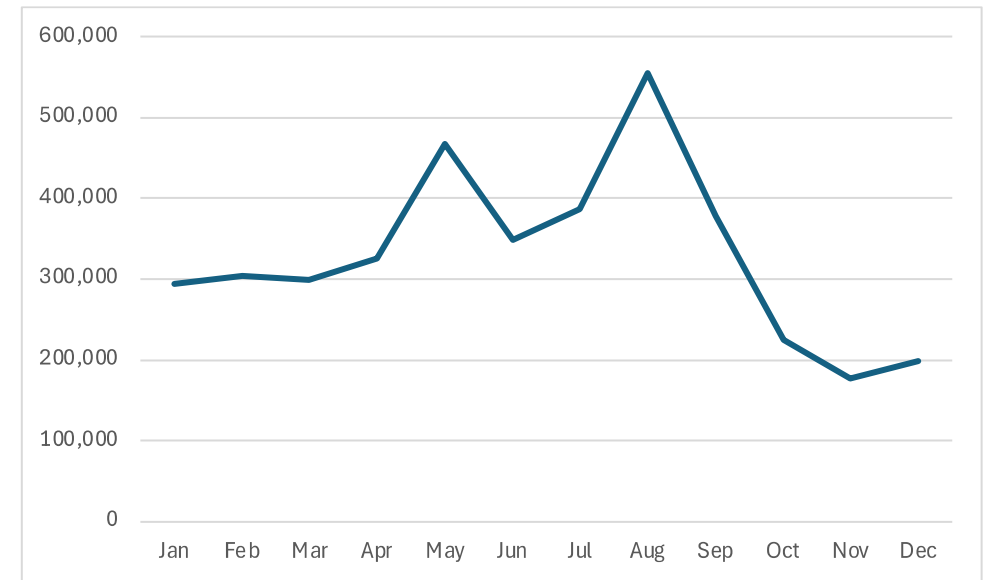


**Footfall**

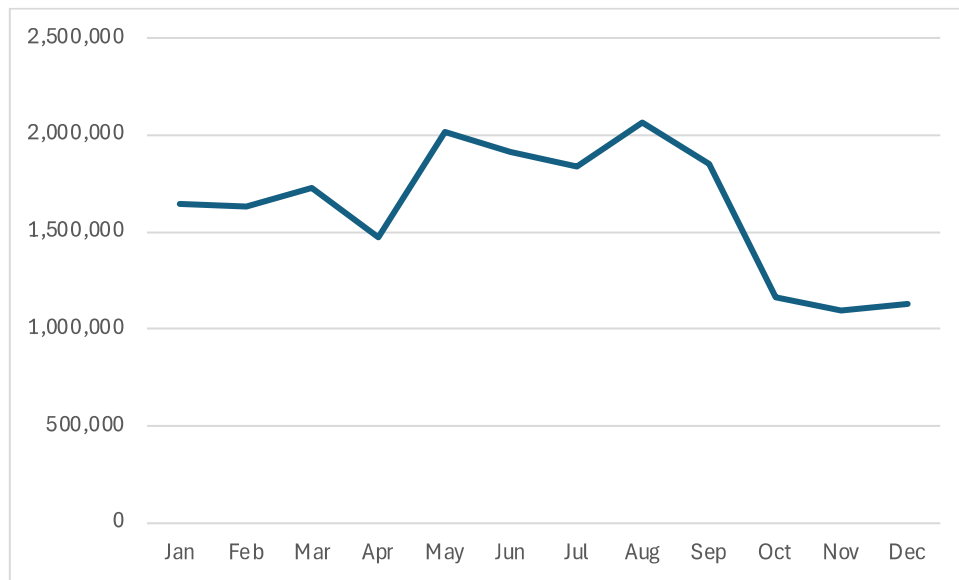




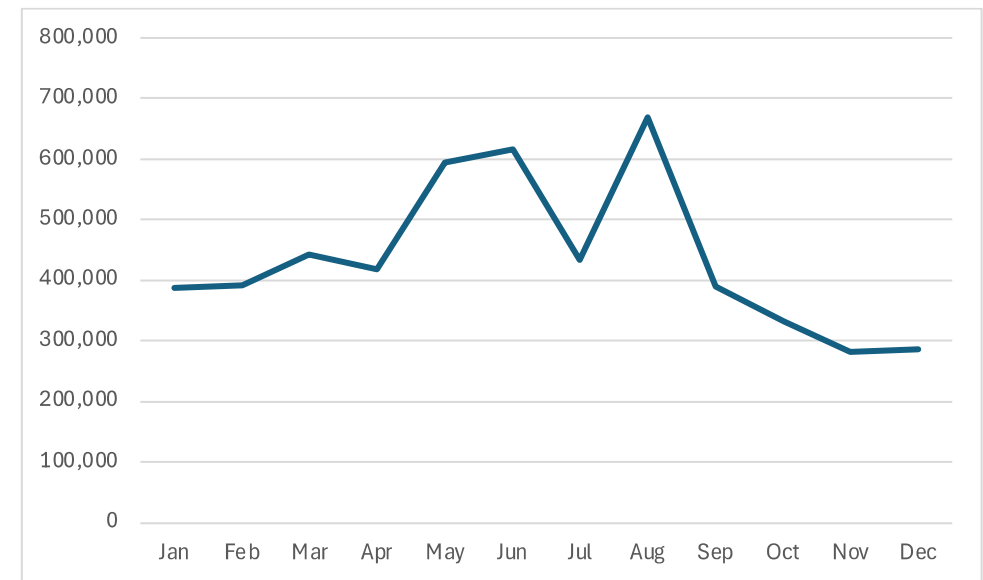
**Exmoor**



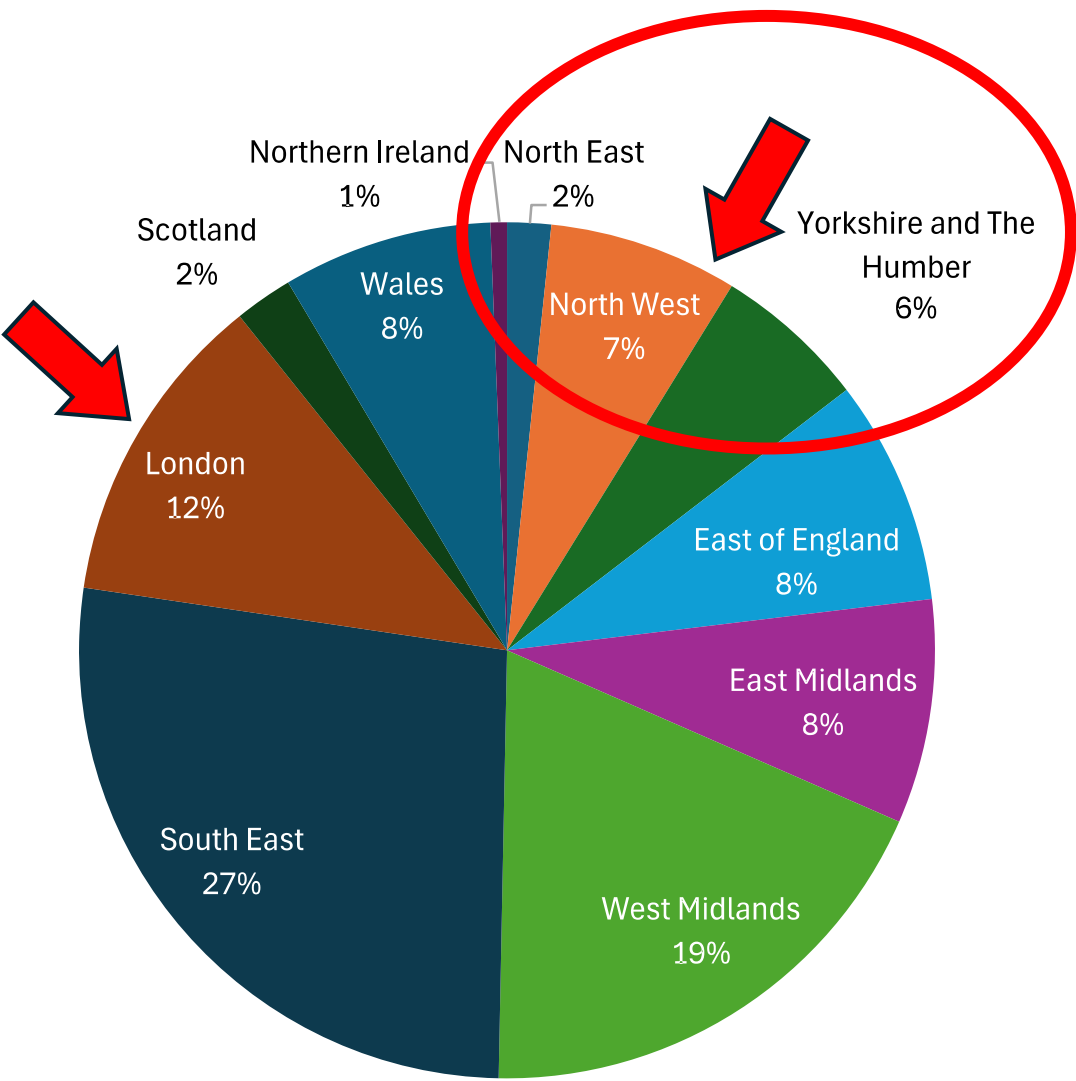
**South Hams**



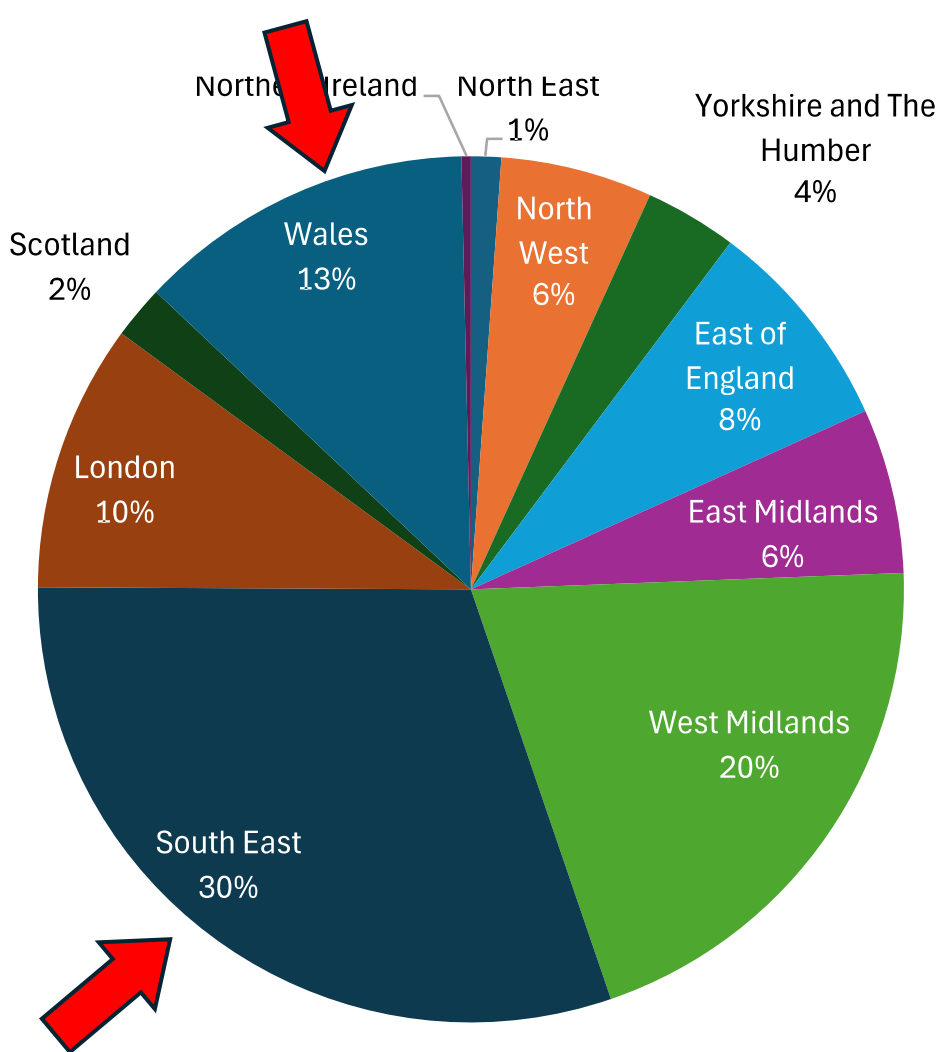
**Plymouth**



**East Devon**



**Devon**



**Somerset**



# Visitor Survey

# Devon

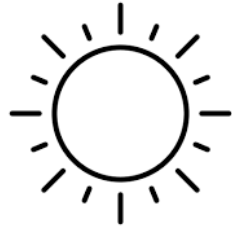
## Average Length of Stay

Overnight Visitors



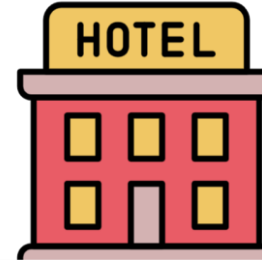
5.2 nights

Day Visitors



5.2 hours

## Accommodation Booking



50% - Direct  
29% - OTA



52%



months in  
advance

## Trip Research

Internet



58%

Recommendation



10%

## Satisfaction

-100 ↔ +100

66

Dartmouth: 79

## Visitor Profile

Accessibility



9%

No Children at Home

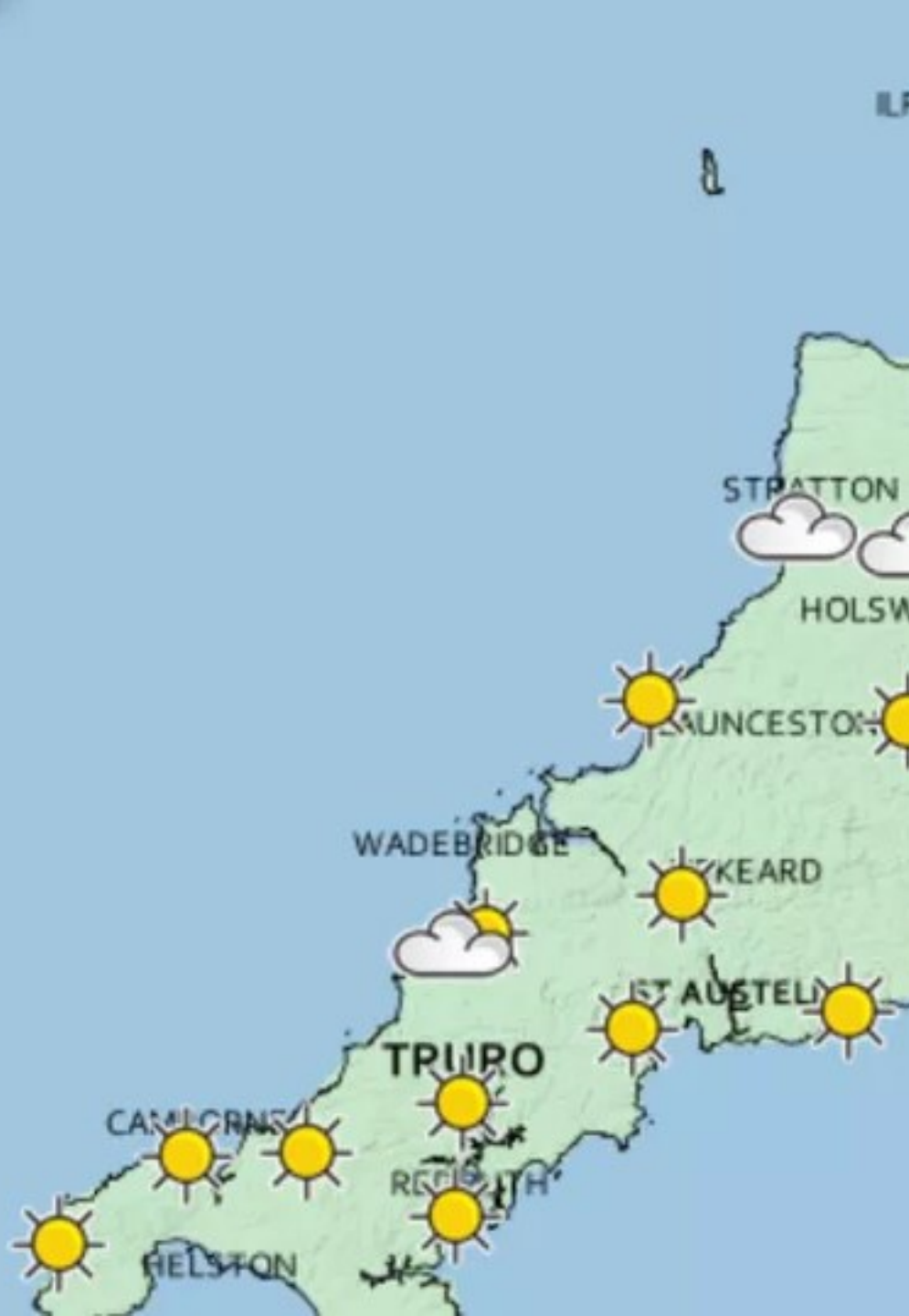


76%

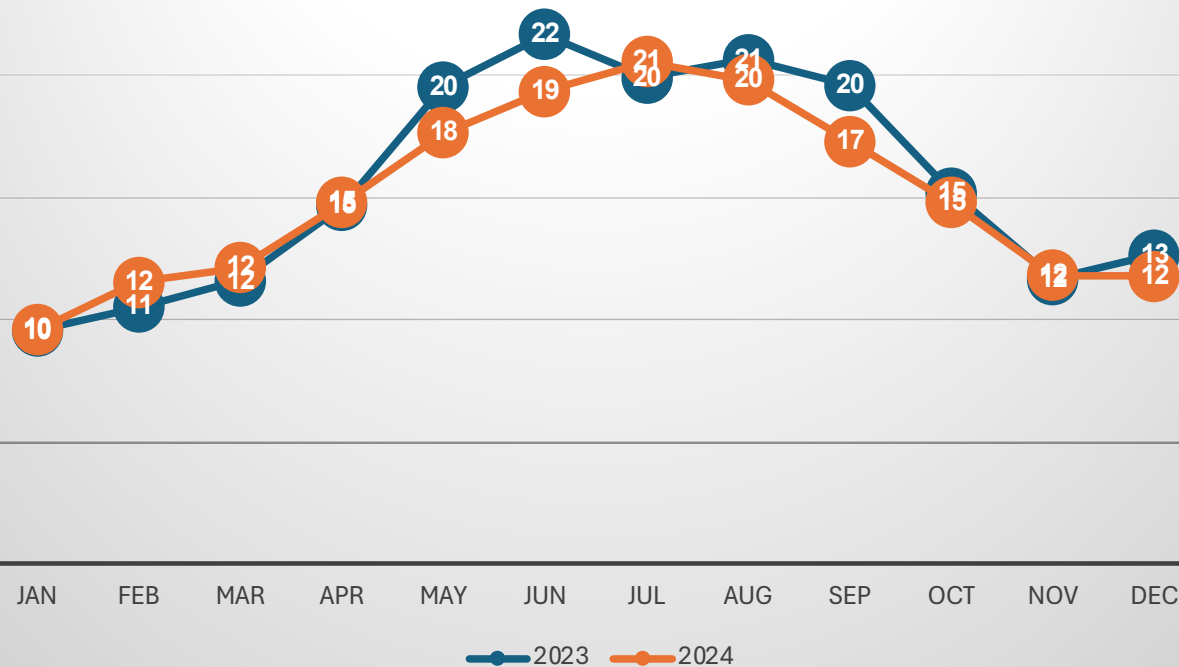


# Non-Visitor Survey

Age	Can't Afford a Holiday	Don't Holiday in the UK	Too Far to Travel	Too Many Tourists/Too Busy	Bad Weather	Difficult to Get to via Public Transport	Doesn't Appeal to Me	Not Enough to See and Do	Not Enough Suitable Places to Stay	Not Enough Places to Eat and Drink
18-24	22.9	13.1	35.0	11.9	15.0	15.0	30.5	11.0	3.6	5.0
25-34	21.5	11.7	40.0	12.6	16.3	17.3	20.7	10.6	6.2	2.1
35-44	28.2	9.5	43.2	9.8	11.7	14.6	14.7	4.9	3.0	2.7
45-54	31.0	11.4	43.2	11.9	12.0	17.3	13.0	2.6	2.1	0.5
55-64	29.7	11.0	41.3	11.7	11.4	13.4	12.6	1.6	2.6	0.8
65+	24.8	10.5	44.5	13.3	11.0	14.4	10.6	1.7	3.1	0.5

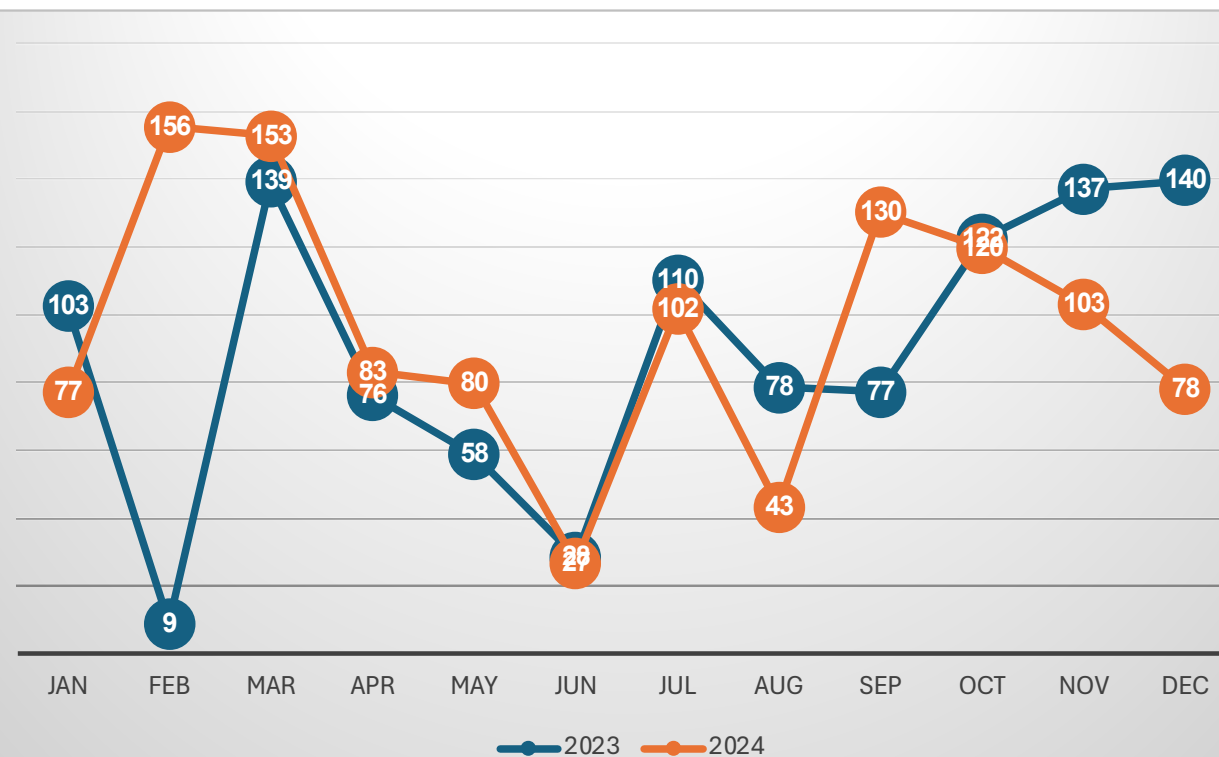


**Weather**



**Average Max Temperature**  
*2024 was cooler in the summer*

**Total Rainfall (mm)**  
*2024 was wetter in the first half year*



**Read all about it!**

**[www.swvehub.co.uk/reports](http://www.swvehub.co.uk/reports)**

**Tourism Trends  
2024**





# Getting Involved

Devon & Somerset

sign-up@swvehub.co.uk

Cornwall

jess@t-stats.co.uk

