

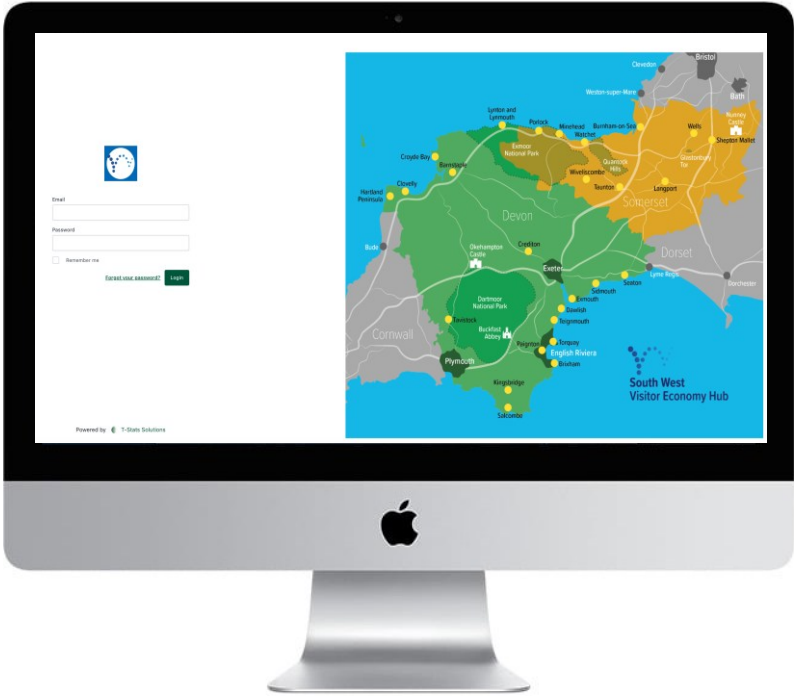


Tourism in the South West

Performance in Numbers

3rd February 2026

South West Visitor Economy Hub



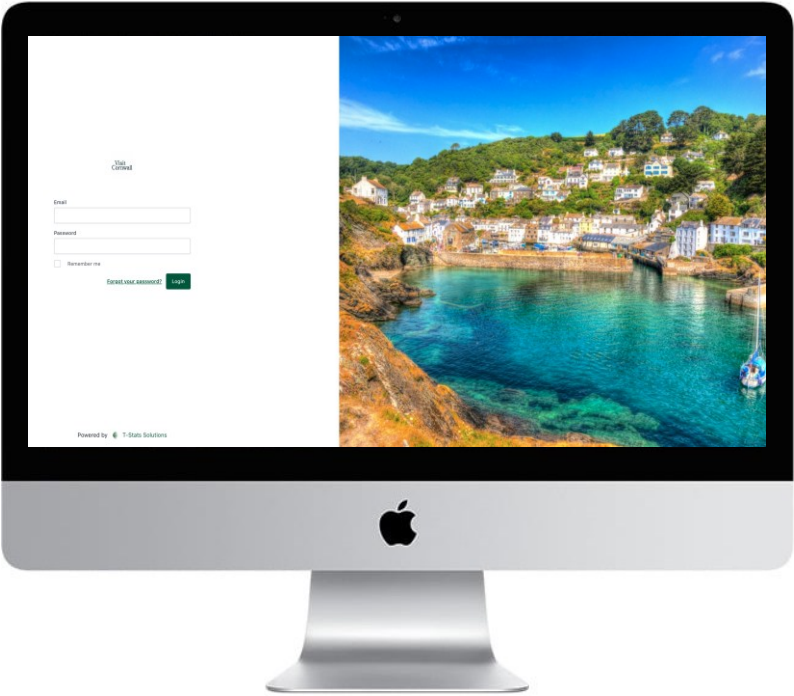
Devon and Somerset

T-Stats



Isles of Scilly

Visitor Economy Tracking System



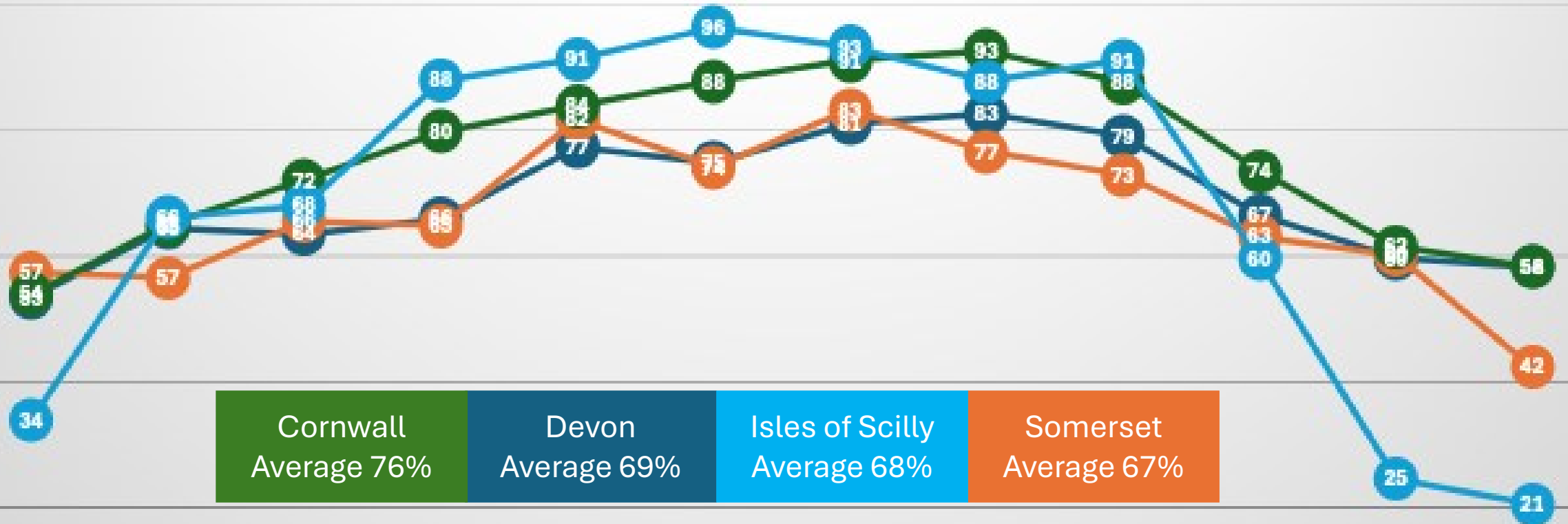
Cornwall



Accommodation

Serviced Accommodation: Room Occupancy Rate (%)

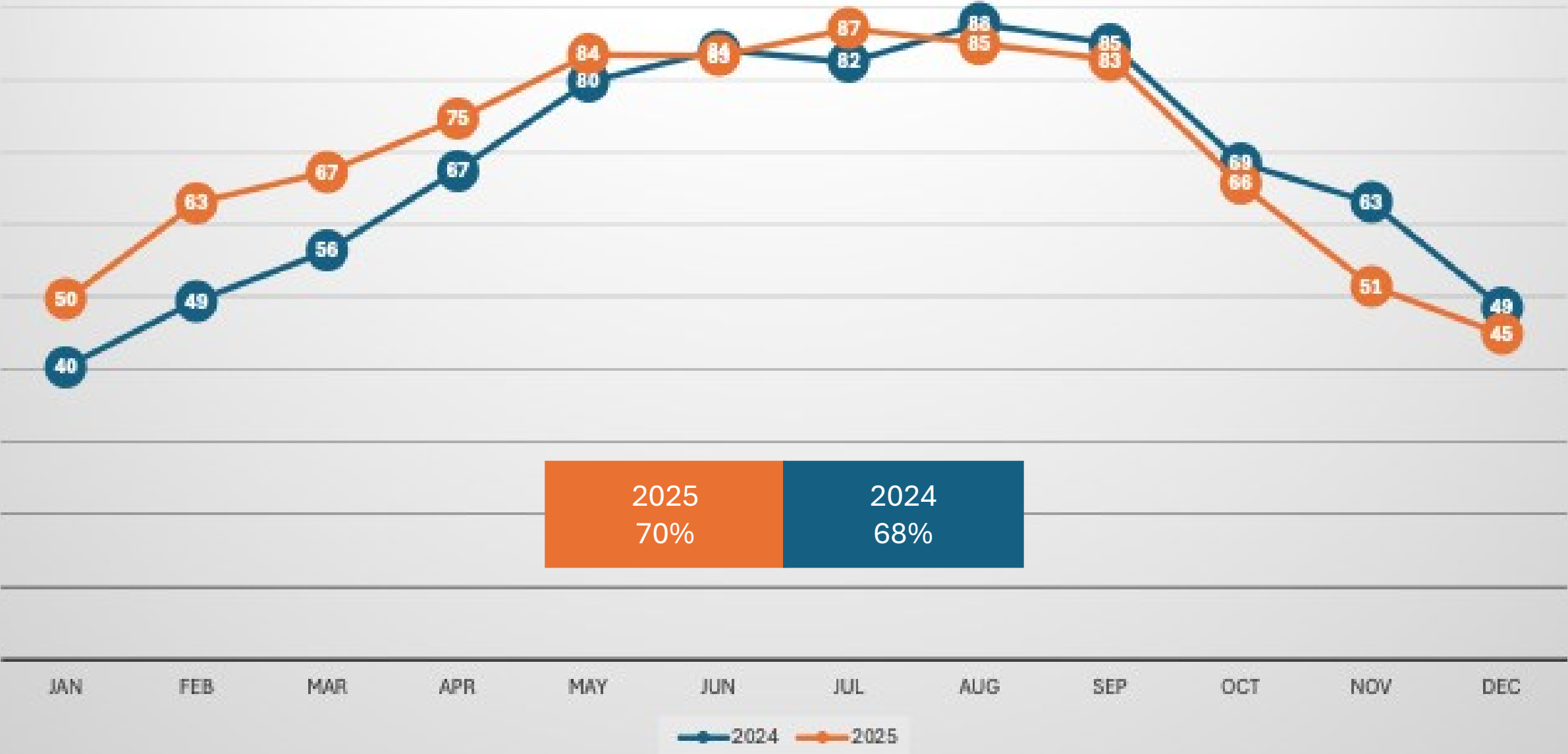
2025



Devon Somerset Cornwall Isles of Scilly

Serviced Accommodation: Room Occupancy Rate (%) - SOUTH WEST

2024 v 2025



Short Term Rental: Occupancy Rate (%)

2025



Somerset
Average 51%

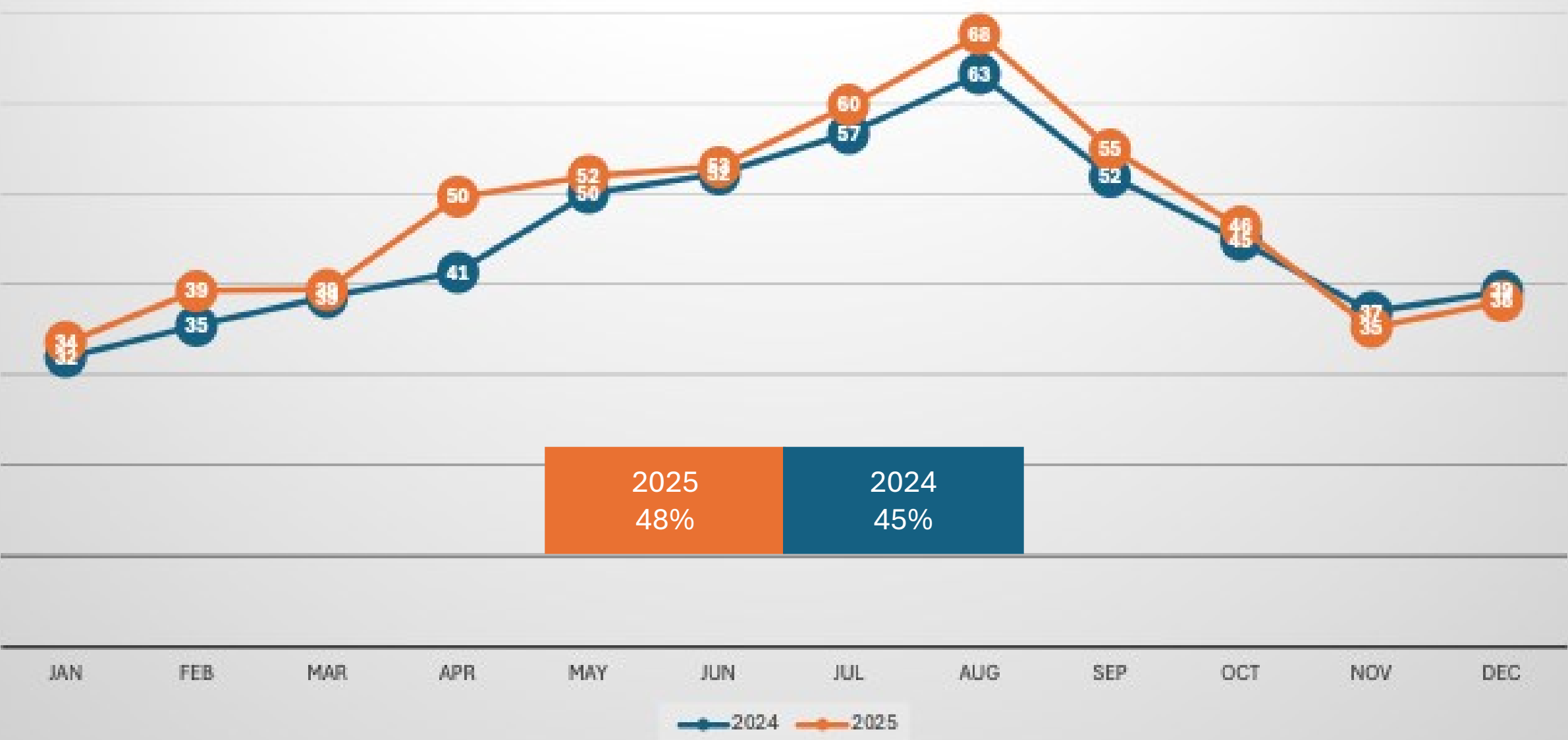
Cornwall
Average 47%

Devon
Average 46%

Devon Somerset Cornwall

Short Term Rental: Occupancy Rate (%) - SOUTH WEST

2024 v 2025



Short Term Rental: Average Daily Rate (£)

2025



Cornwall
Average £227

Devon
Average £216

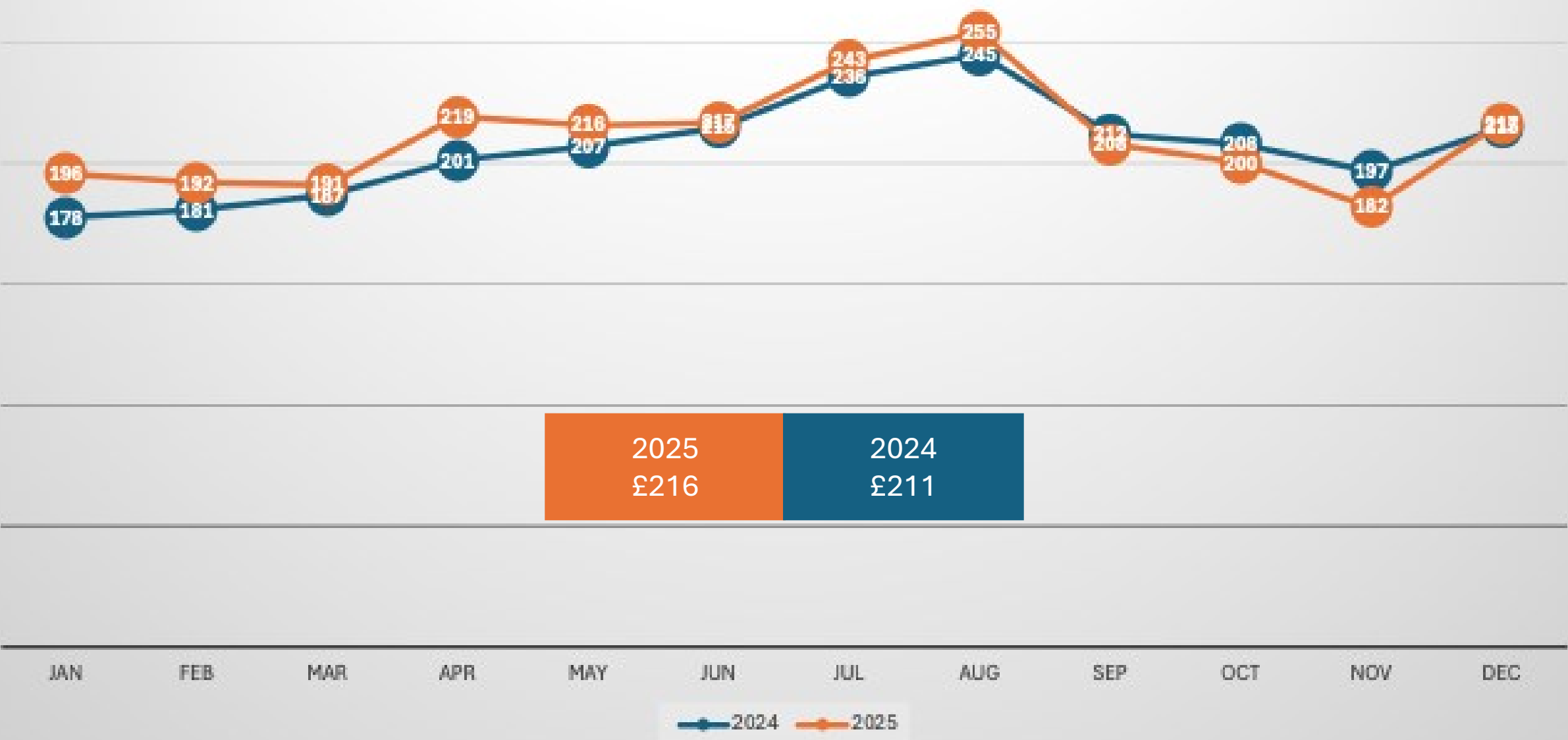
Somerset
Average £206

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Devon Somerset Cornwall

Short Term Rental: Occupancy Rate (%) - SOUTH WEST

2024 v 2025



Short Term Rental

Average Length of Stay - 2025

Somerset



3.2 nights

-5.9%

Devon



4.0 nights

-2.4%

Cornwall

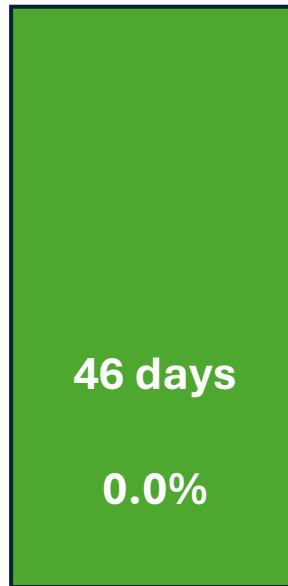


4.8 nights

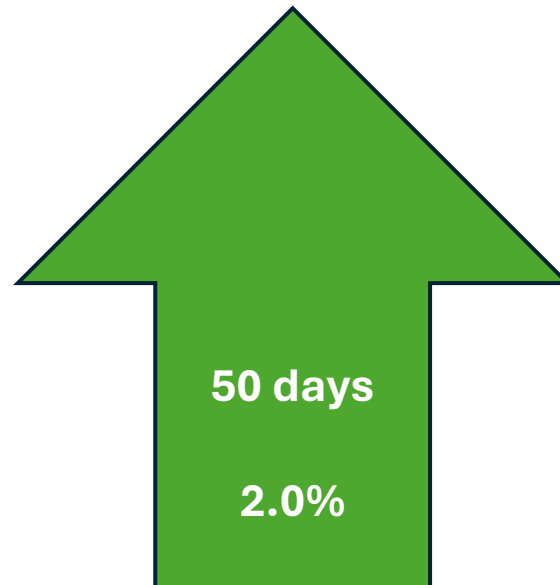
-4.2%

Short Term Rental Booking Lead Time - 2025

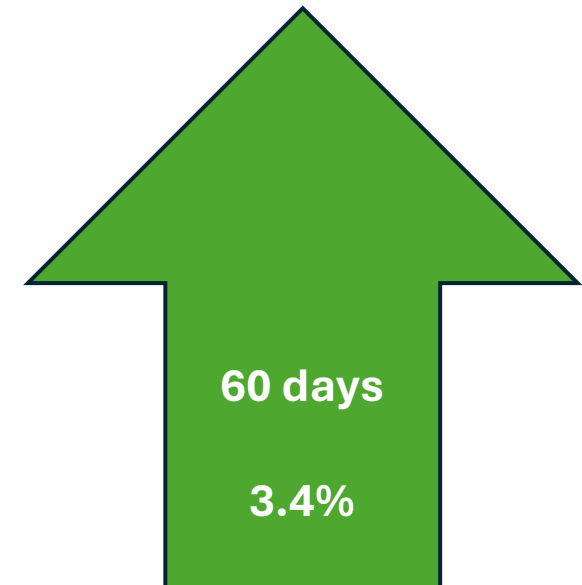
Somerset



Devon



Cornwall



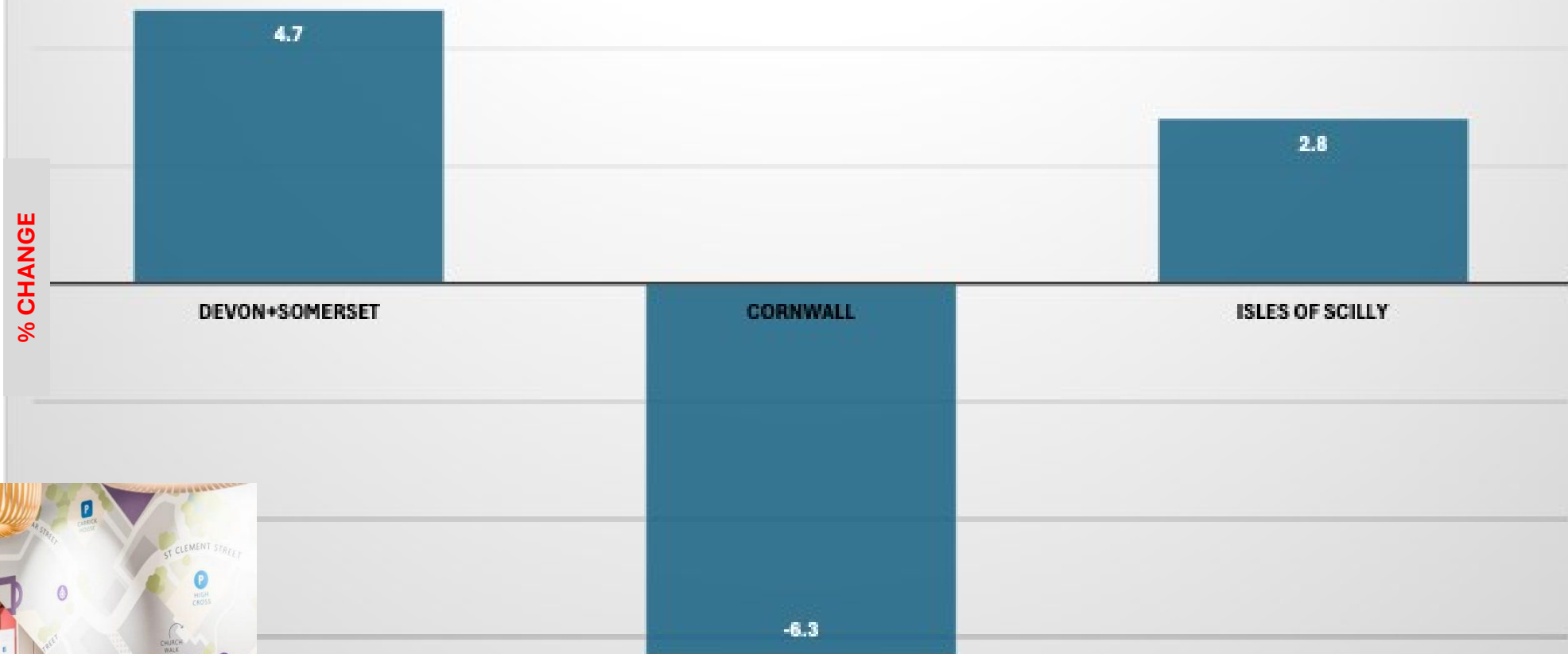
Attractions



Visits to Attractions in 2025 (compared to 2024)



Visits to Tourism Information Centres in 2025 (compared to 2024)





Visitor Profile

Summer 2025: Devon and Somerset

Local & regional travel

80%

within 25 miles

Long-distance segment

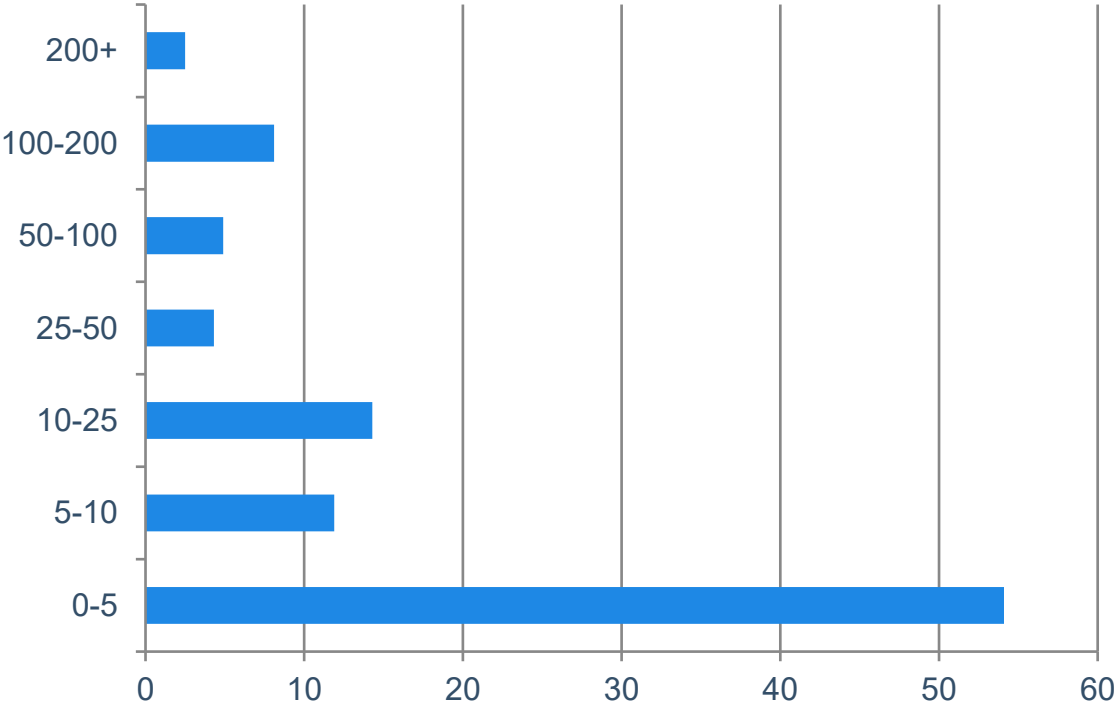
10.6%

travelled 100+ miles

Avg distance

27.4 miles

Distance travelled (share of visits)



What the data tells us

- **Travel is predominantly local:** 66% are within 10 miles and 80% within 25 miles
- **Origins are highly regional:** 84% come from post code areas EX, PL, TQ, BS, TA, BA
- **Visitor profile skews older:** 25% are aged 65+ (largest single age band)
- **Income skews mid-to-lower:** median band 4 (avg 4.4); only 9% are in bands 8–10

Summer 2025: Devon vs Somerset

Somerset

Somerset destinations skew more affluent than Devon:

*...average income band 4.8 v 4.3;
high band 8-10: 10.2% vs 5.6%*

Exmoor draws more “destination” trips than other destinations:

...only 23% are within 5 miles; average distance 24 miles.

Devon

Devon shows slightly longer average travel and a higher share of 100+ mile trips

Coastal towns and scenic areas generate more long-distance travel:

...typically, 20-40% of visitors travel 100+ miles



Trip Characteristics

Devon

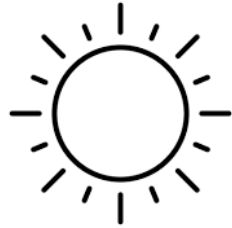
Average Length of Stay

Overnight Visitors



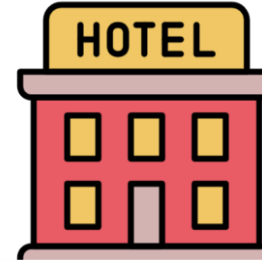
5.1 nights

Day Visitors

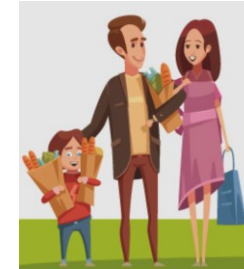


6.5 hours

Accommodation Booking



47% - Direct
29% - OTA



14% - VFR



months in
advance

Trip Research

Internet



56%

Recommend



10%

Been Before



48%

Satisfaction

-100 ↔ +100

66

Exmoor: 79

Visitor Profile

Accessibility



10%







No Children at Home



75%

Dogs on Holiday!



Destination (overnight visitors)	Exmoor	North Devon	South Devon	Plymouth	English Riviera	Exeter/East Devon
						
Travelled with a dog	34%	22%	21%	15%	15%	14%
Would like to	4%	5%	5%	7%	7%	4%
Dog-inclined total	38%	28%	26%	22%	22%	18%



Weather



Total Rainfall (mm)

*2025 was much drier than 2024
(although wetter in Jun and Aug)*

Average Max Temperature

*2025 was warmer than 2024
(in particular over the period Mar-Aug)*



Read all about it!

www.swvehub.co.uk/reports

The screenshot shows the homepage of the South West Visitor Economy Hub. The header is dark blue with the logo on the left and navigation links (News, Sponsorship, Contact, How To Videos, Login to the Hub) on the right. Below the header is a secondary navigation bar with links to Home, About, Benefits and Features, Reports, and a SIGN UP button. The main content area features a large heading 'Tourism Trends Reports: Unparalleled insights into South West tourism' and a subtext 'Get free in-depth quarterly tourism reports plus receive a free monthly snapshot to your inbox every month'. A blue button labeled 'SIGN UP FOR FREE REPORTS >' is positioned below the subtext. To the right, there are images of two report covers: 'Annual Report Devon' and 'Annual Report 2024 Somerset'. The background of the page is a light blue aerial view of a coastal area.



Our Tourism Trends reports are packed with **valuable insights** to help businesses and organisations **understand changing visitor trends, benchmark performance, and plan for the future with confidence.**

Here's what's inside:

Getting Involved

Devon & Somerset

sign-up@swvehub.co.uk

Isles of Scilly

or

Cornwall

jess@t-stats.co.uk

