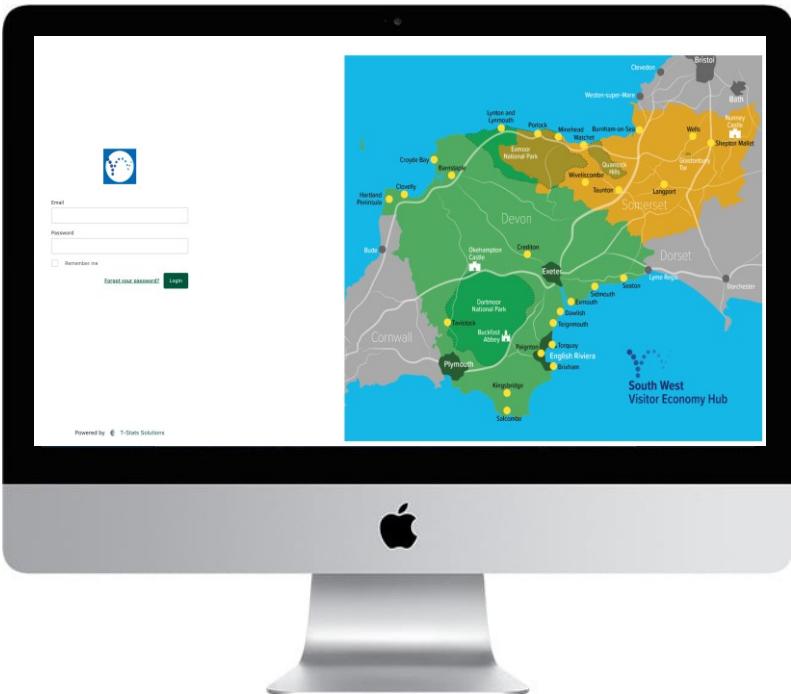




# Tourism in the South West

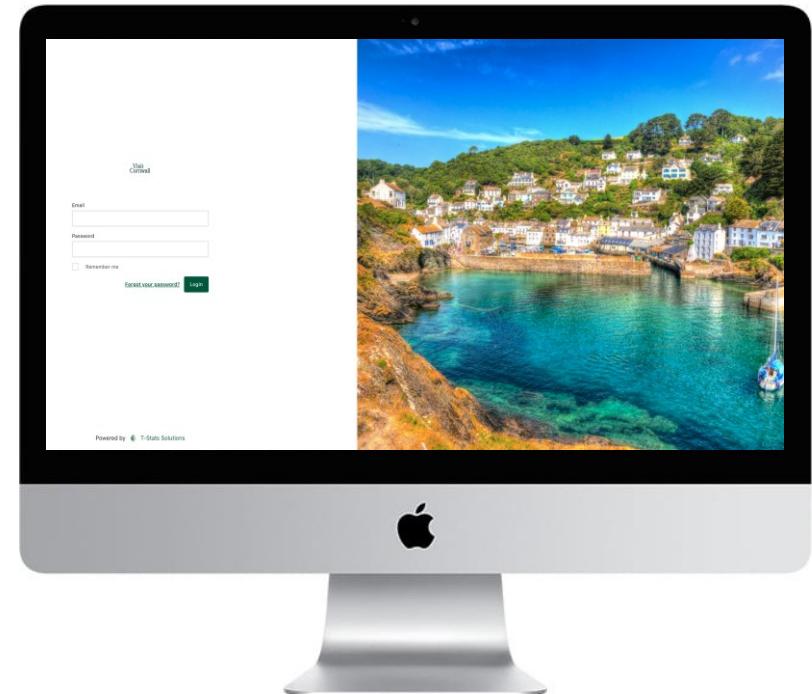
## *Performance in Numbers*

## South West Visitor Economy Hub



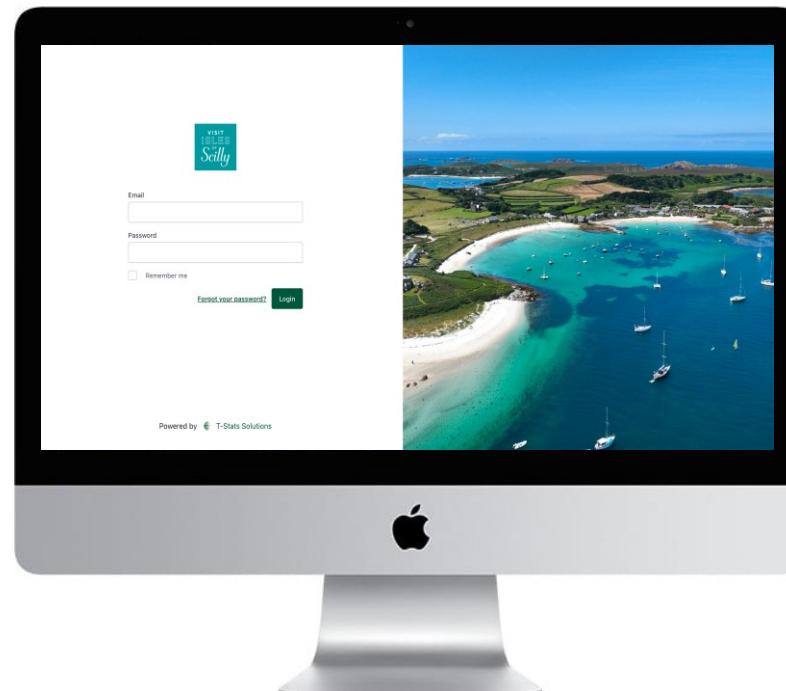
Devon and Somerset

## Visitor Economy Tracking System



Cornwall

## T-Stats



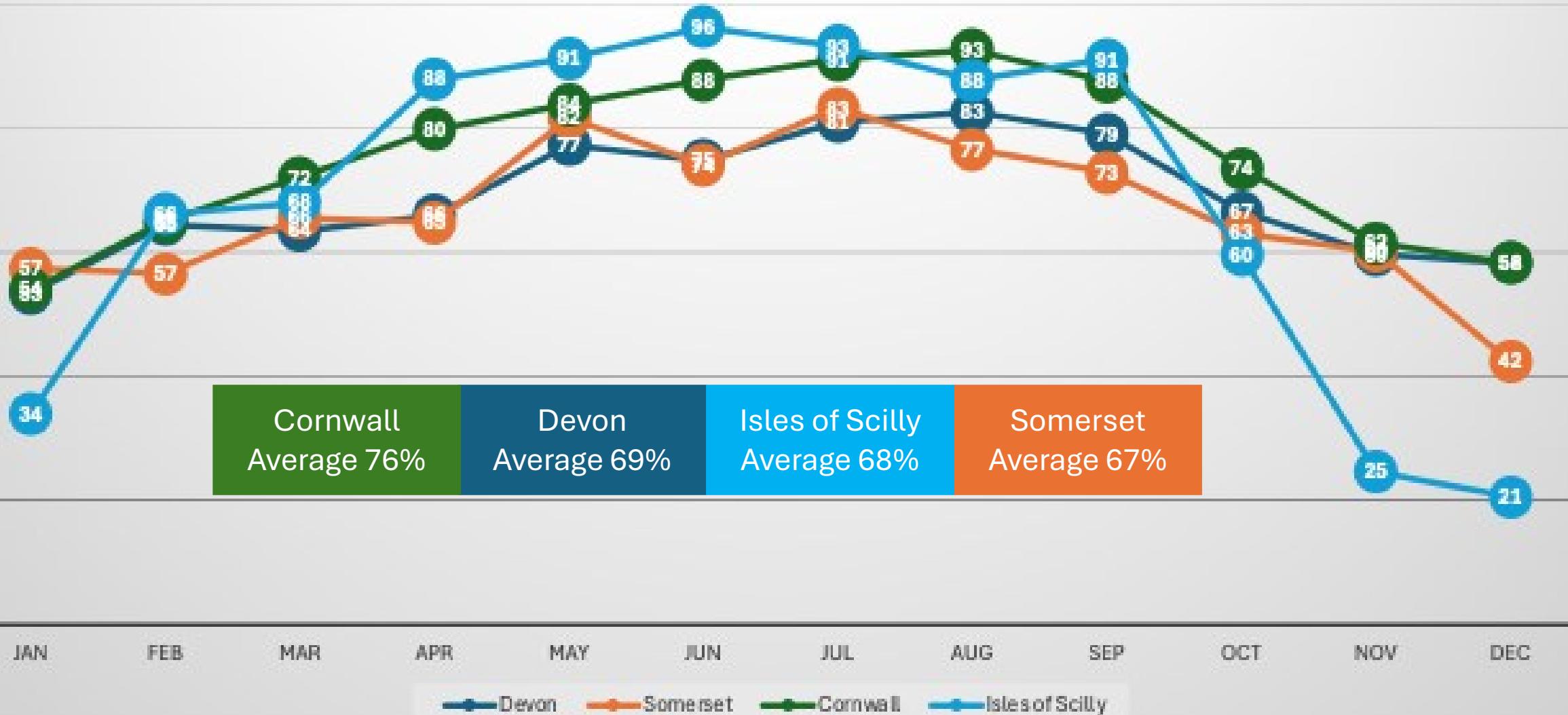
Isles of Scilly

# Accommodation



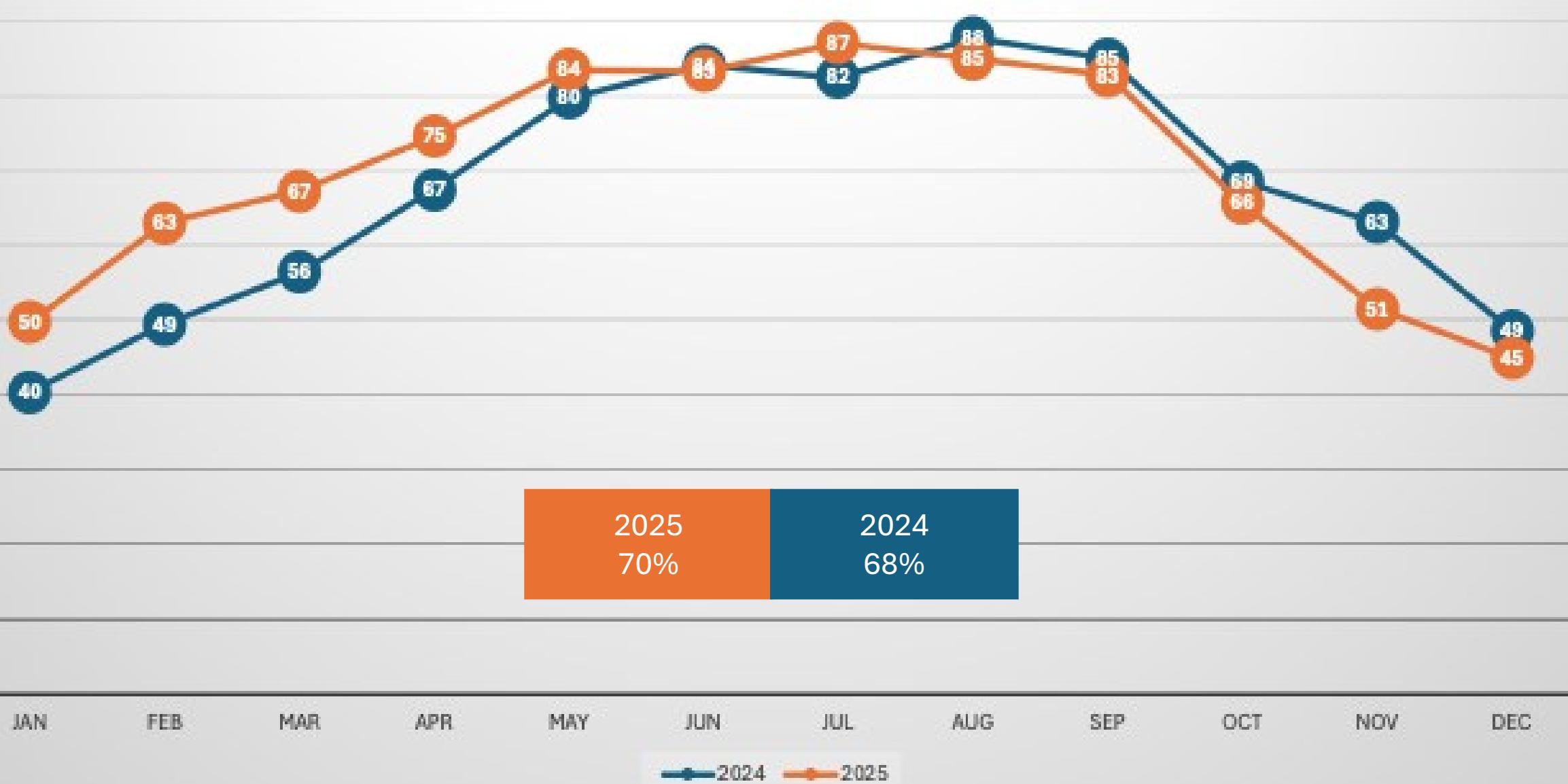
# Serviced Accommodation: Room Occupancy Rate (%)

2025



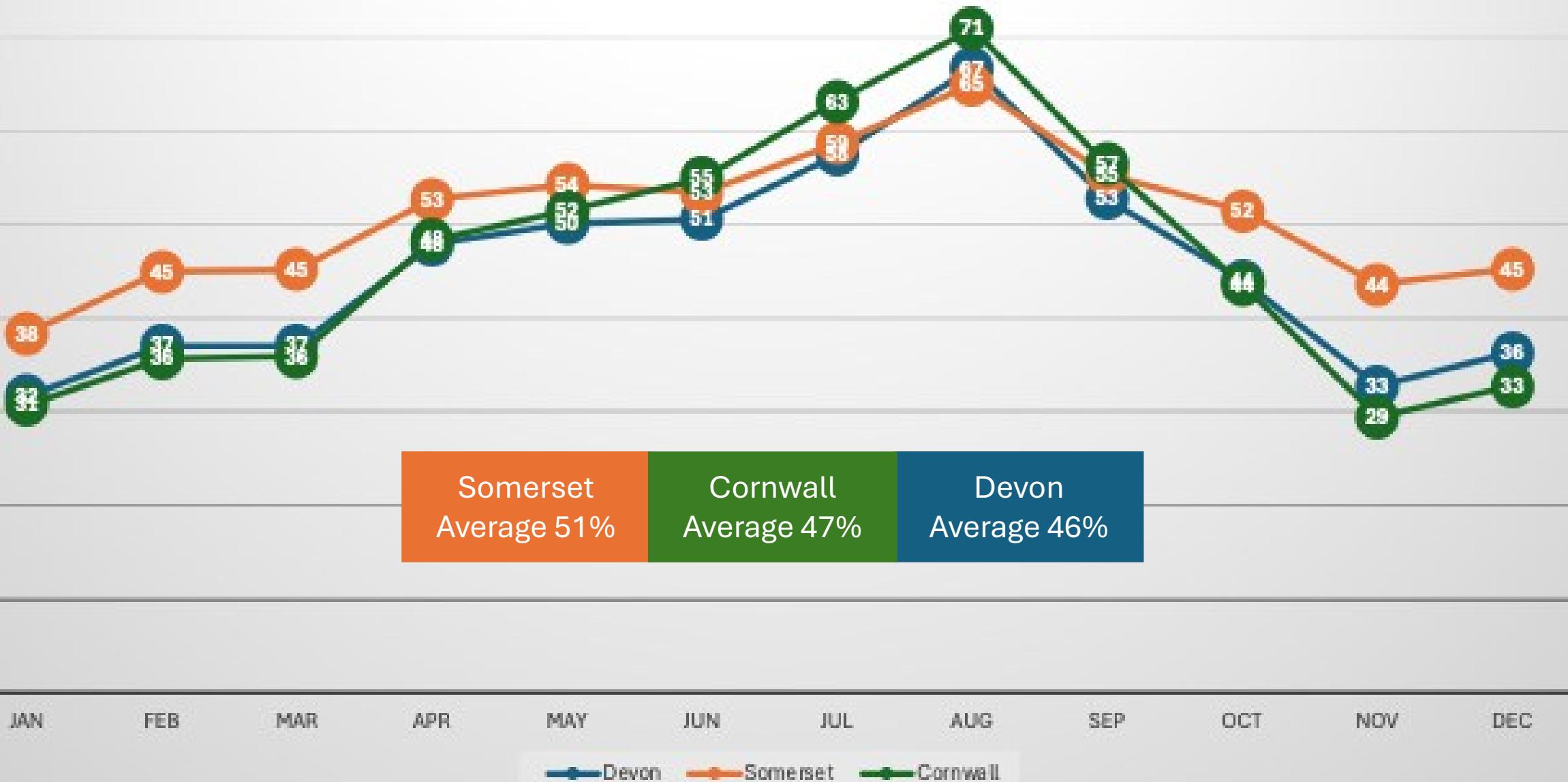
# Serviced Accommodation: Room Occupancy Rate (%) - SOUTH WEST

2024 v 2025



# Short Term Rental: Occupancy Rate (%)

2025

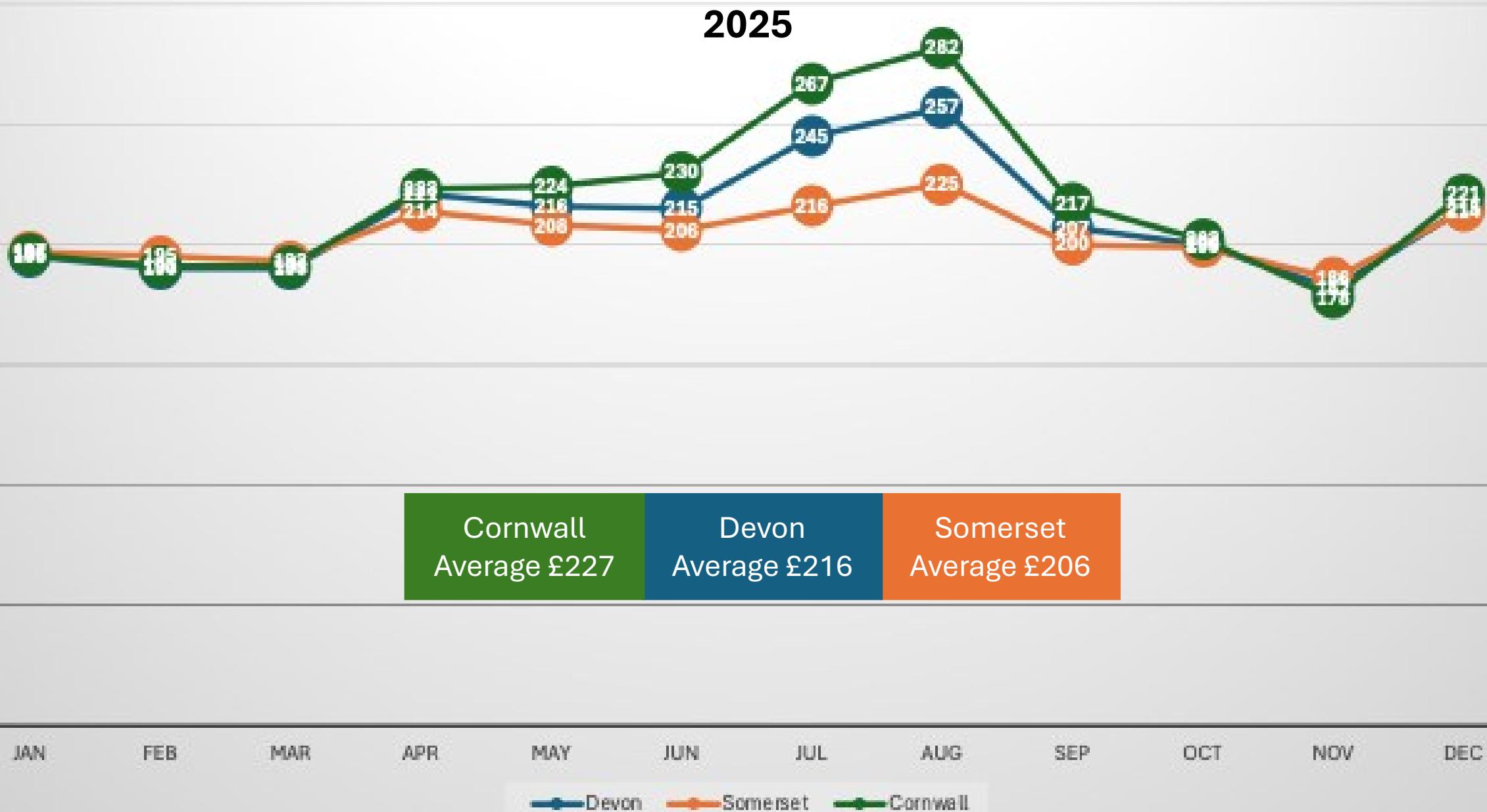


# Short Term Rental: Occupancy Rate (%) - SOUTH WEST

2024 v 2025



# Short Term Rental: Average Daily Rate (£)



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

2024 v 2025



# Short Term Rental

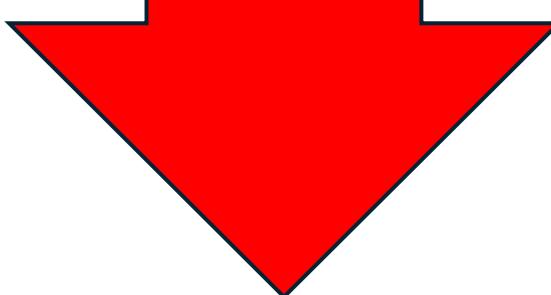
## Average Length of Stay - 2025

### Somerset

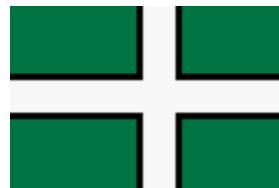


3.2 nights

-5.9%

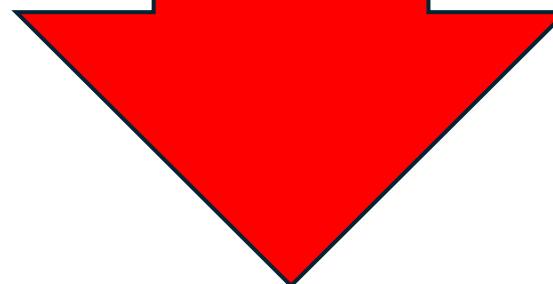


### Devon



4.0 nights

-2.4%

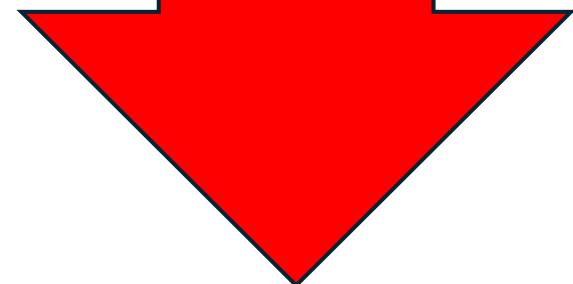


### Cornwall



4.8 nights

-4.2%



# Short Term Rental

## Booking Lead Time - 2025

### Somerset



46 days

0.0%

### Devon



50 days

2.0%

### Cornwall



60 days

3.4%

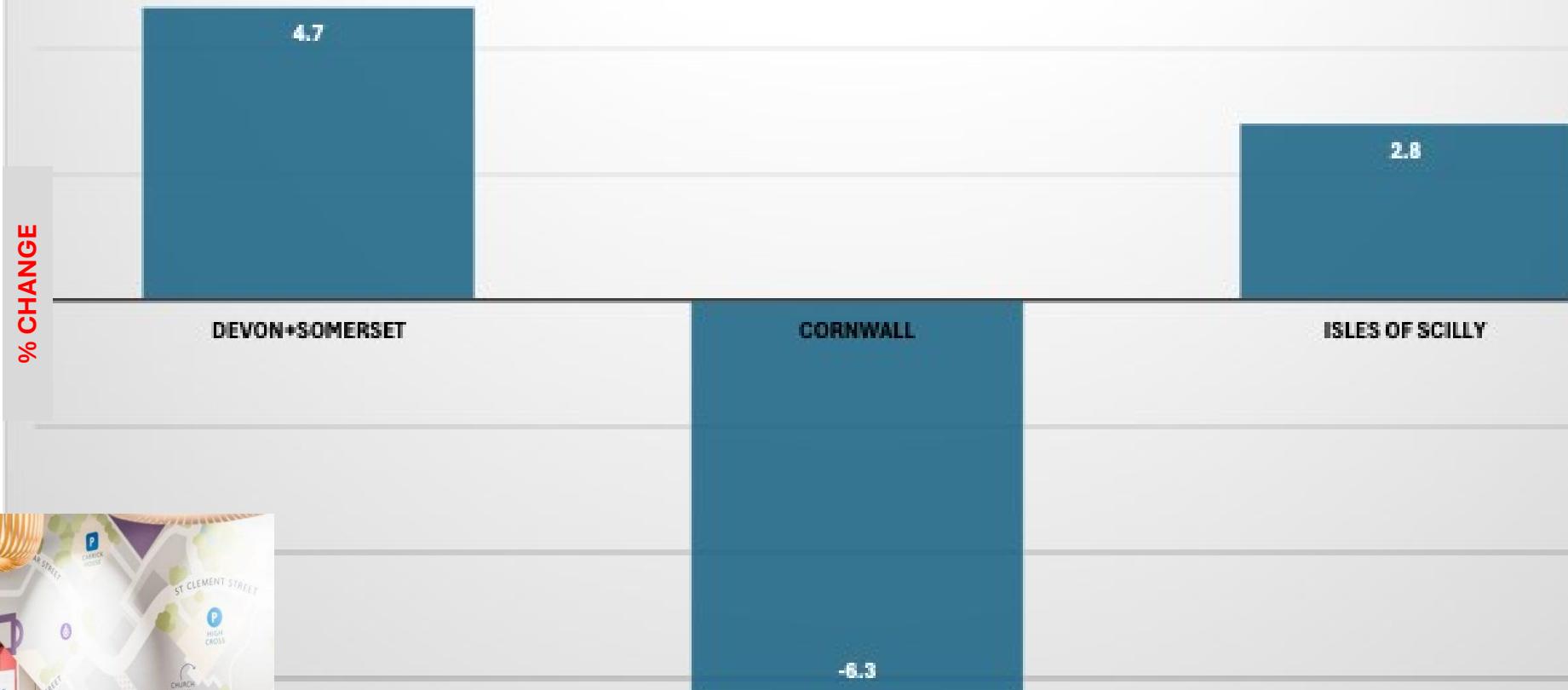


# Attractions

## 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

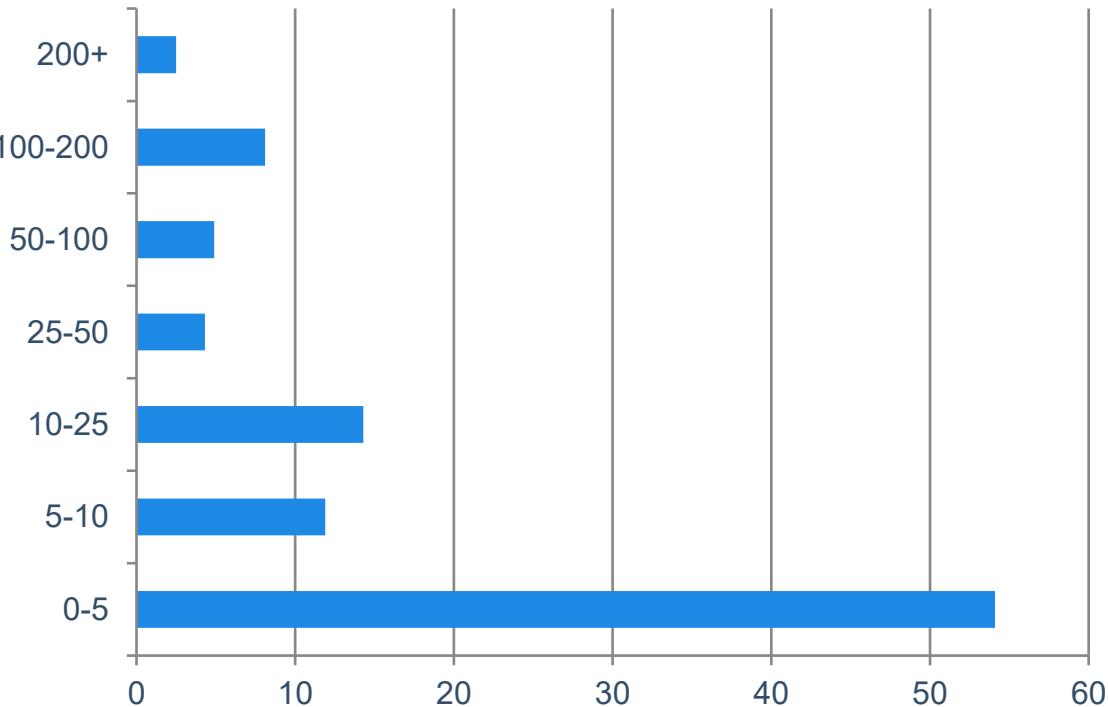
**10.6%**

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*

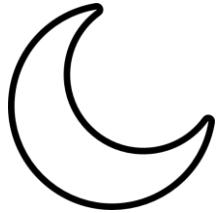
# Trip Characteristics



# Devon

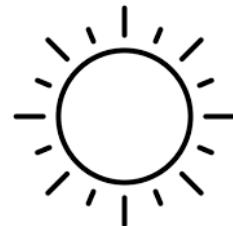
## Average Length of Stay

Overnight Visitors



5.1 nights

Day Visitors



6.5 hours

## Accommodation Booking



47% - Direct  
29% - OTA



14% - VFR



months in advance

## Trip Research

Internet



Recommend



Been Before



56%

10%

48%

## Satisfaction

-100 ← → +100

66

Exmoor: 79

Accessibility



10%

## Visitor Profile

No Children at Home



75%

# Dogs on Holiday!



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

# Weather





## Average Max Temperature

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

## Total Rainfall (mm)

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

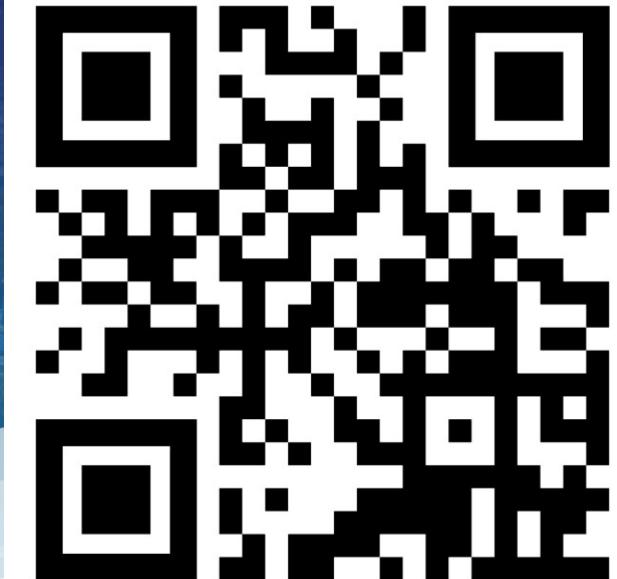


# Read all about it!

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



The image shows the homepage of the South West Visitor Economy Hub website. The header includes the logo 'South West Visitor Economy Hub' with a stylized 'YV' icon, and navigation links for News, Sponsorship, Contact, How To Videos, and Login to the Hub. Below the header, a main banner features the text 'Tourism Trends Reports: Unparalleled insights into South West tourism' in large white font. It also includes a subtext 'Get free in-depth quarterly tourism reports plus receive a free monthly snapshot to your inbox every month' and a 'SIGN UP FOR FREE REPORTS' button. To the right of the text is a graphic showing two reports: 'Tourism Trends Devon' and 'Tourism Trends Somerset', both titled 'Annual Report 2024'. The reports are filled with various images of tourism scenes and charts. The background of the banner is a blurred image of a coastal town with boats in the water.



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

