

South West Visitor Economy Hub

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Wednesday 20th November 2024

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The Hub

- The South West Visitor Economy Hub is an online software platform that stores and renders data for simple analytics.
- The initial development and implementation of the Hub has been funded by the Heart of the South West Local Enterprise Partnership.



- Steering Group partners; Visit Exmoor, North Devon Biosphere, Visit Somerset, Visit Devon...
- The data in the Hub relates to regions, town and areas across Somerset and Devon.
- Access to the Hub is free to all direct tourism businesses



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The Hub



It tracks...

- Seafront Footfall
- Car Parks
- Attraction Visitors
- Hotel Occupancy
- Events
- Train Passenger Arrivals
- Tourism Information Centre
- Traffic Count
- Weather
- Visitor Surveys

- January
- February
- March
- April
- May
- June
- July
- August

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Visitor & Resident Survey

QR code on materials throughout the destination

- Ongoing
- Track changes
- Who?
- Why?
- Spend?



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Some insight from the Hub so far...

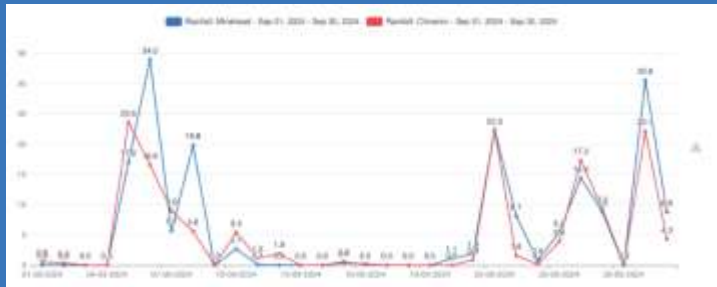


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The Weather

Devon and Somerset experienced above average rainfall in September 2024 with a number of days that had exceptional rainfall. Three out of the four weekends in September were wet, or partially wet, potentially impacting outdoor attractions negatively, whilst pushing visitors into indoor attractions.

Average daily temperatures were also down compared to September 2023.



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Accommodation - Serviced

Devon & Somerset Room Occupancy Rate	2024	2023
Year to Date (Jan-Oct):	67%	69%
October:	63%	67%



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Consumer Expenditure - Exmoor

All Debit Card	Tourism	Food and Drink	Entertainment
October : 4.3%	October : 2.0%	October : 2.7%	October : 18.9%
Year-to-Date: 4.4%	Year-to-Date: -9.0%	Year-to-Date: 2.1%	Year-to-Date: 6.1%

Tourism category includes Airlines, Holidays, Hotels/Accommodation

Food and Drink category includes Alcoholic Beverages, Cafes and Coffee Shops, Confectionery, Fast Food Chains, Food Delivery Services, Non-Alcoholic Beverages, Pubs and Bars, Restaurant

Entertainment category includes Attractions and Experiences, Entertainment – Other, Gambling, Live Shows and Events, Music & Video Streaming, Sports Equipment & Clubs, Toys and Gaming

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Visitor Survey Results

October Overnight Visitors

Average spend per person per night
Average length of stay

£61.87
2.8 nights

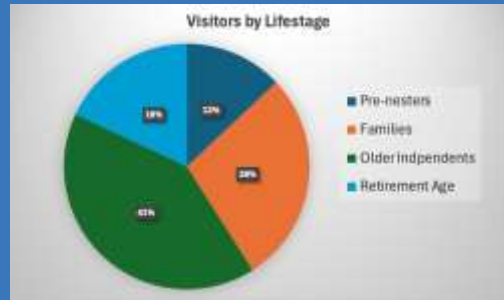
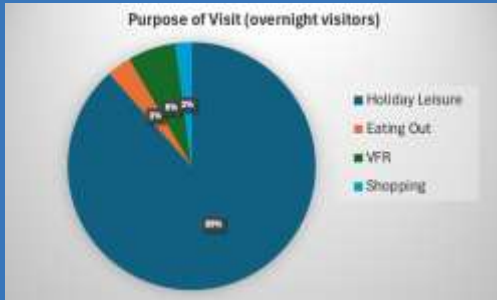


October Day Visitors

Average spend per person per day

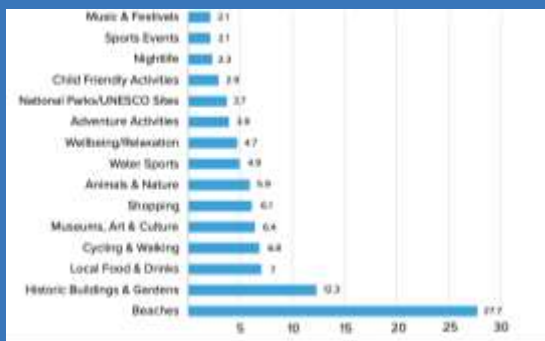
£65.09

*East Devon and Exeter

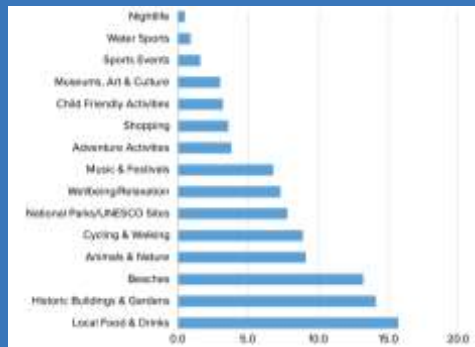


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Non-Visitor Perceptions



Devon



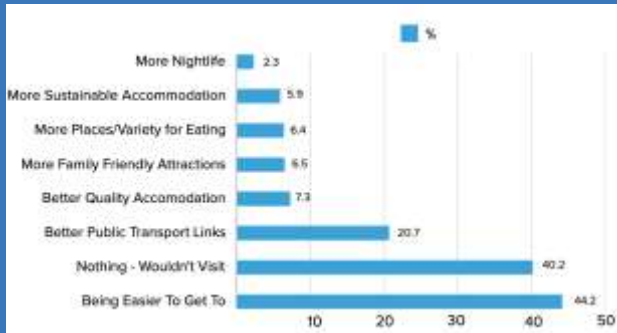
Somerset

Beaches and Local Food and Drinks are the attributes non-visitors most widely associate with Devon and Somerset, respectively. Historic Buildings and Gardens came second for both counties.

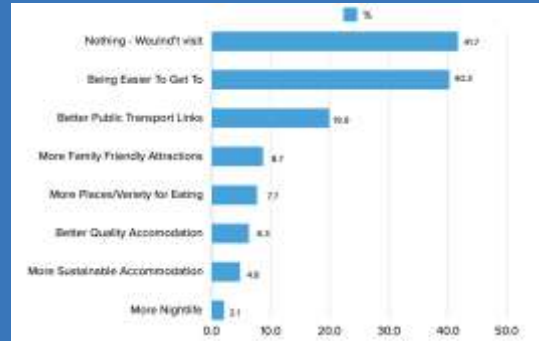
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Non-Visitor Perceptions

Why didn't they visit...?



Devon



Somerset

Being easier to get to and better public transport links together make up 60% and 65% of reasons non-visitors don't come to Devon and Somerset.

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Where do you fit in?

It helps you to understand your place in the destination tapestry
A single business on its own is meaningless



- Accommodation
- Attractions
- Food and Beverage
- Conferences



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The System

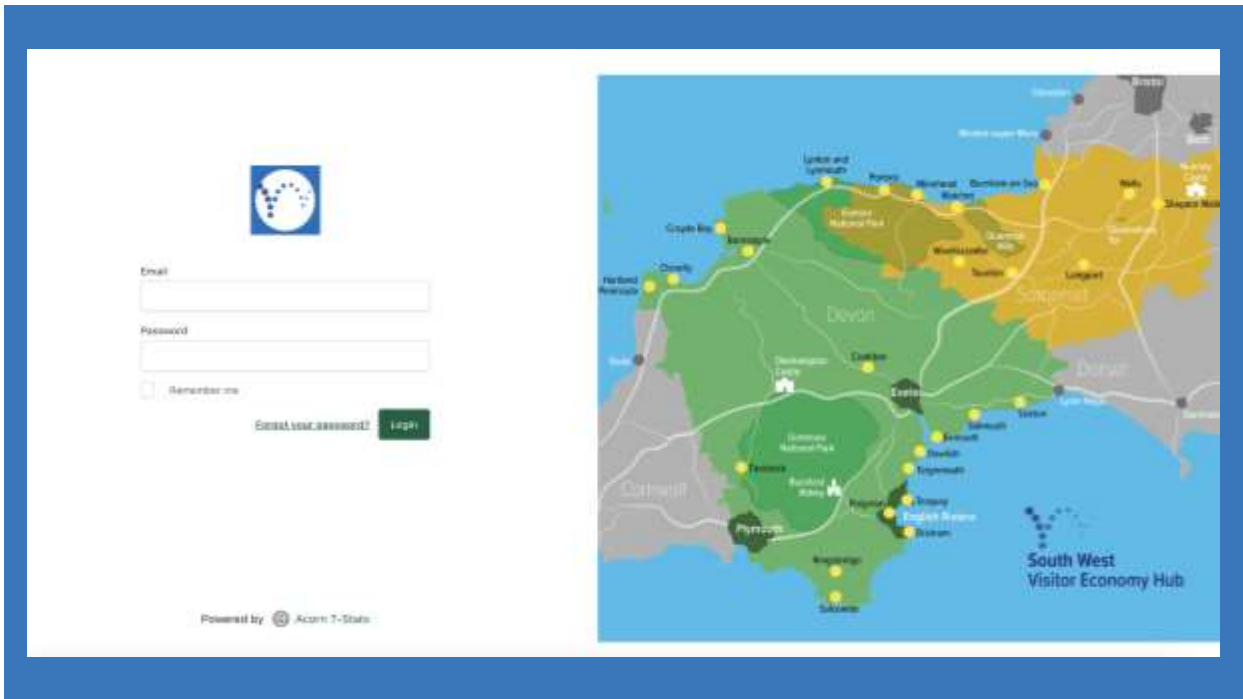


Download the app from The App Store or Google Play for quick and easy access from your handheld device.

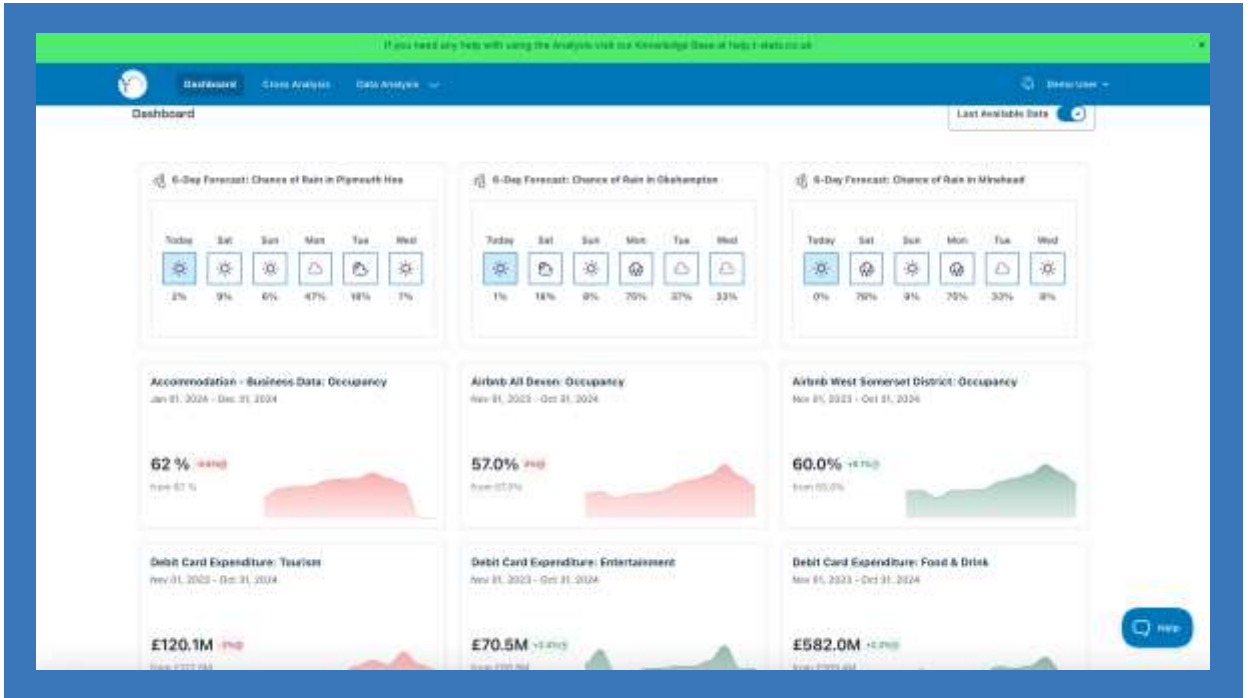


Use the desktop site for in-depth analysis.

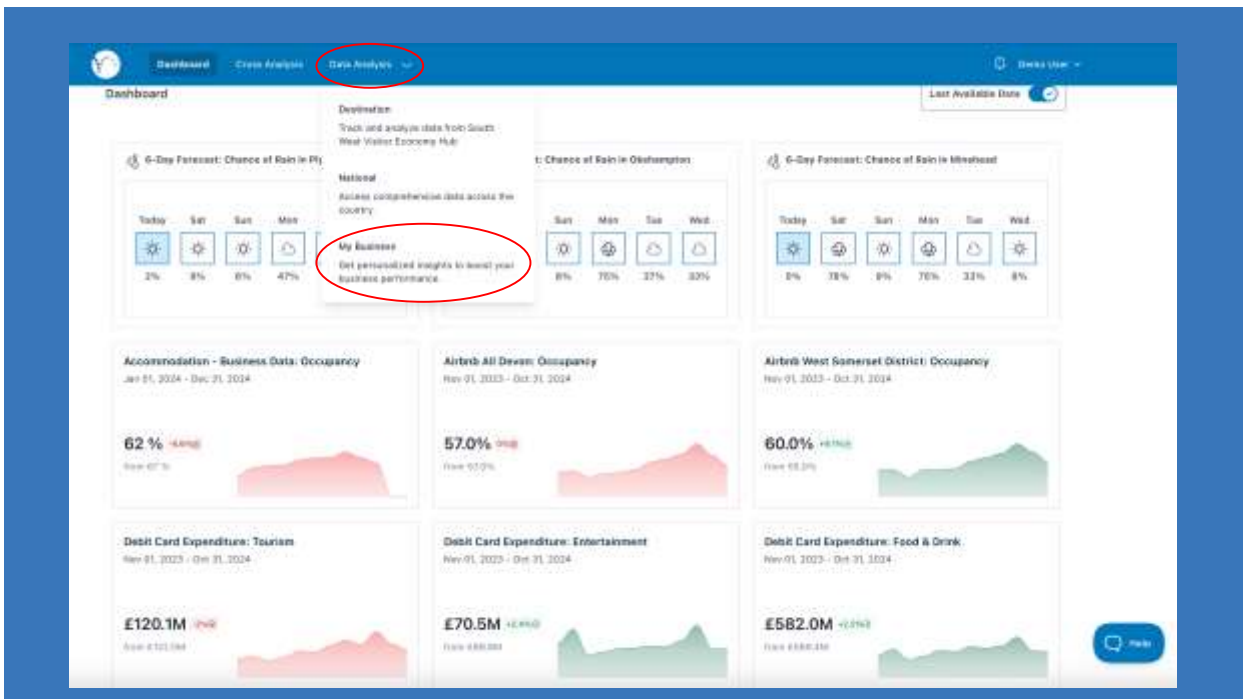
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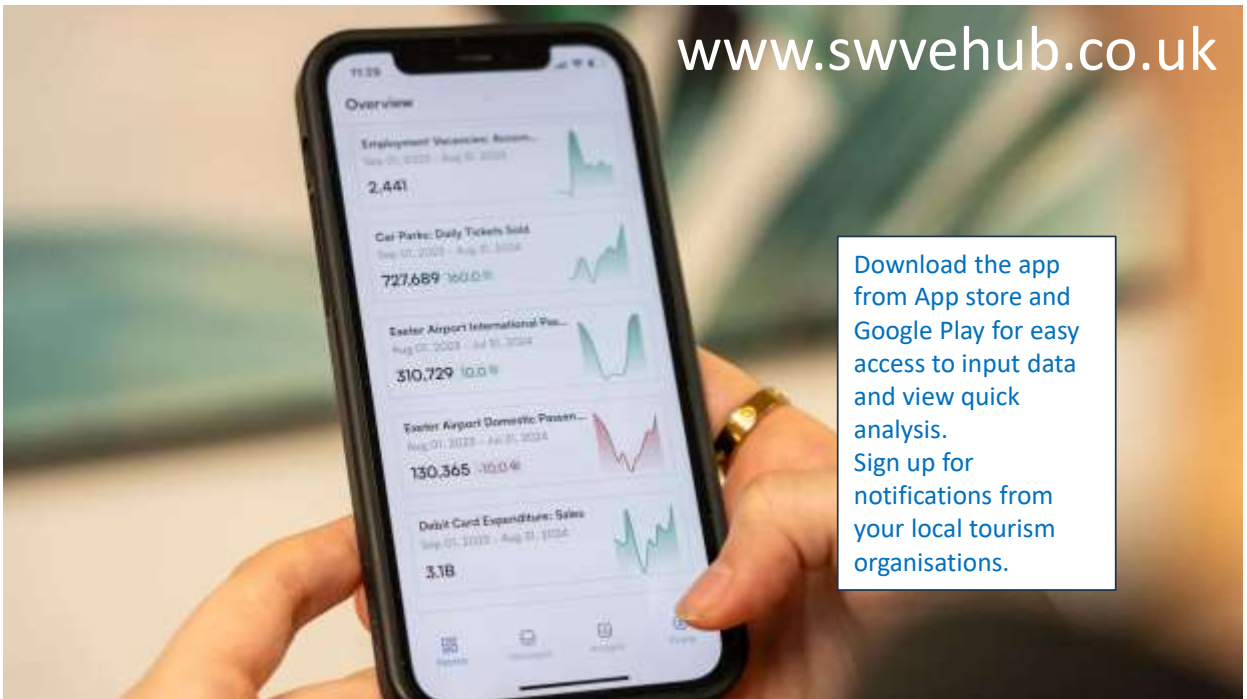
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The screenshot shows a data entry form for occupancy statistics. At the top, there is a '2024' dropdown menu. Below it, there are buttons for each month of the year: January, February, March, April, May, June, July, August, September, November, and December. The 'November' button is circled in red. Below the month buttons, there are two input fields: 'Rooms/Units/Ches Available' and 'Rooms/Units/Ches Sold'. Both input fields are circled in red. Below these fields is a 'Note' text area and a 'Save and Close' button, which is also circled in red.

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