

The Economic Impact of Dorset's Visitor Economy 2014



Dorset and Districts

Produced on behalf of the Dorset Tourism Partnership
By
The South West Research Company Ltd



October 2015



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Introduction

This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in Dorset and the districts within Dorset in 2014.

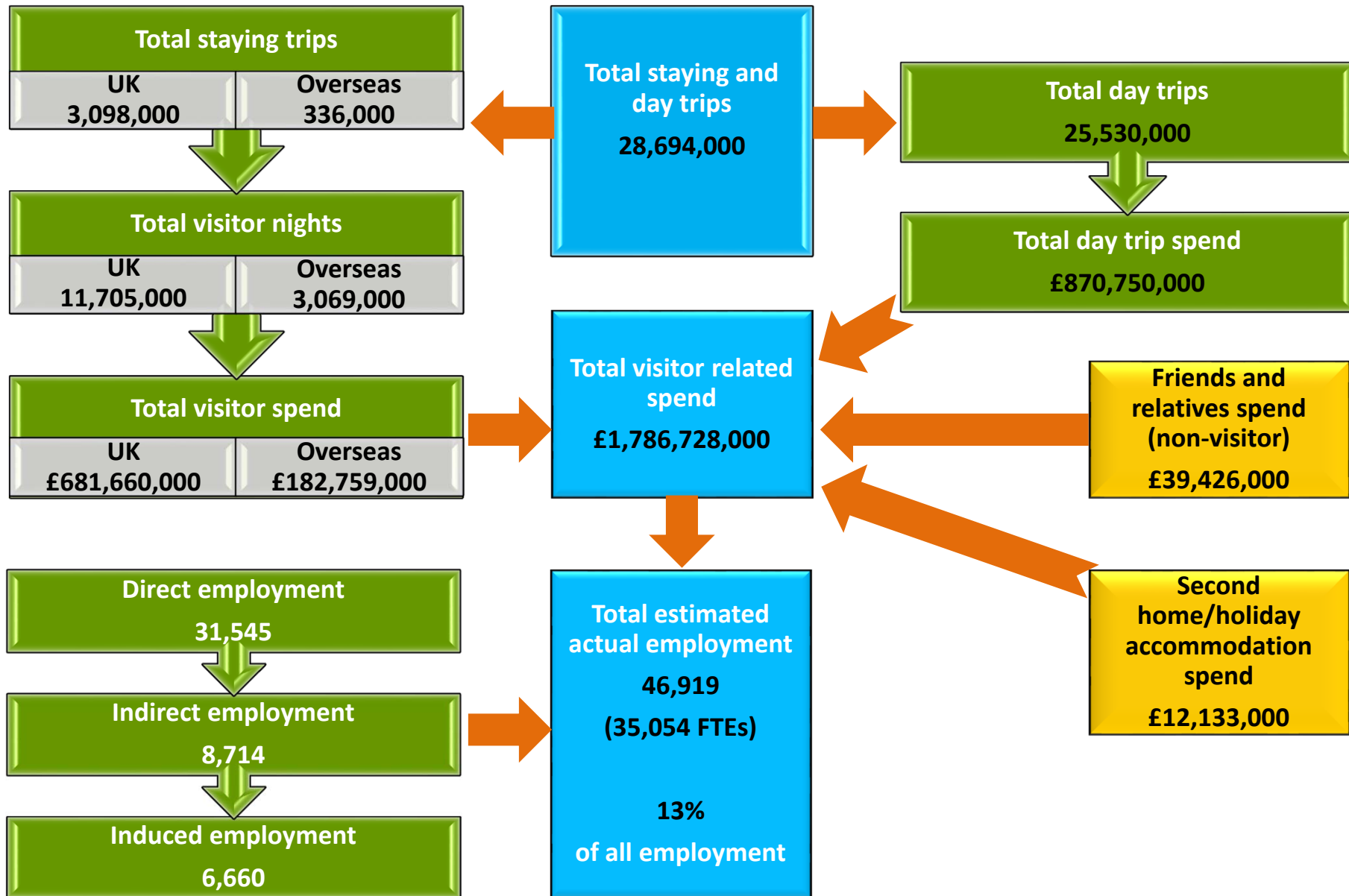
The figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. It distributes regional activity as measured in those surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level.

For further information on the Cambridge Model and the terms used in this report please see Appendix 1 which accompanies this report.

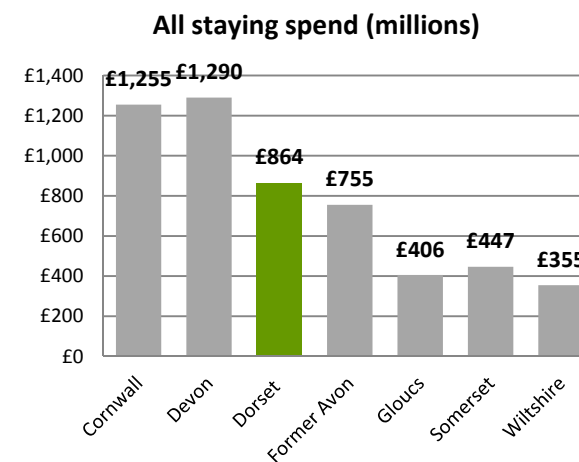
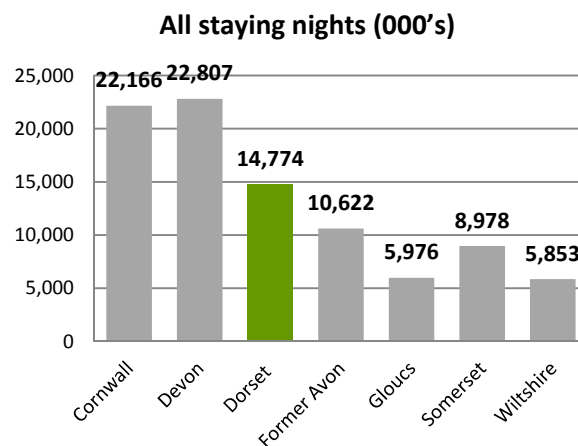
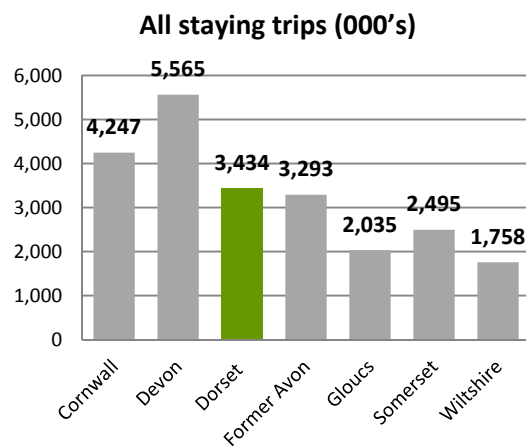
For an overview of 2014, including key facts about the economy, weather and key events please see Appendix 2 of this report.



Dorset - Key facts at a glance



Dorset - Staying visits in the regional context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cornwall	3,912	335	19,821	2,345	£1,117	£138
Devon	5,121	444	19,687	3,120	£1,097	£192
Dorset	3,098	336	11,705	3,069	£682	£183
Former Avon	2,592	701	6,465	4,157	£498	£257
Gloucestershire	1,751	284	4,201	1,775	£290	£116
Somerset	2,303	192	7,631	1,347	£380	£66
Wiltshire	1,471	287	4,099	1,754	£258	£97

Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	1,122,000	3,172,000	£315,319,000
Self catering	274,000	1,592,000	£110,938,000
Touring caravans /tents	299,000	1,486,000	£49,900,000
Static vans/holiday centres	352,000	1,807,000	£90,971,000
Group/campus	9,000	27,000	£1,593,000
Paying guest in private homes	0	0	£0
Second homes	66,000	324,000	£11,061,000
Boat moorings	12,000	56,000	£2,497,000
Other	48,000	125,000	£9,832,000
Staying with friends and relatives	917,000	3,116,000	£89,544,000
Total	3,098,000	11,705,000	£681,660,000

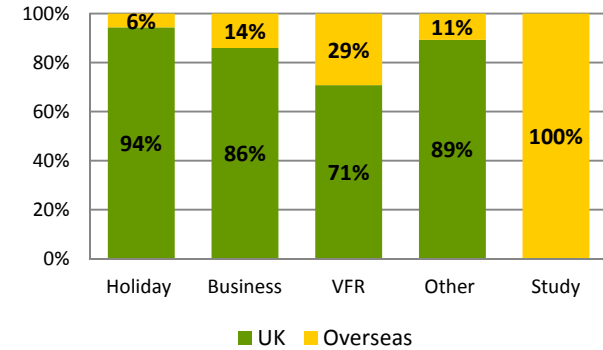
Overseas tourists	Trips	Nights	Spend
Serviced	156,000	796,000	£75,517,000
Self catering	13,000	243,000	£15,152,000
Touring caravans /tents	18,000	170,000	£7,729,000
Static vans/holiday centres	2,000	17,000	£917,000
Group/campus	2,000	75,000	£4,927,000
Paying guest in private homes	27,000	462,000	£26,680,000
Second homes	3,000	81,000	£3,992,000
Boat moorings	0	0	£0
Other	4,000	44,000	£1,909,000
Staying with friends and relatives	110,000	1,181,000	£45,936,000
Total	336,000	3,069,000	£182,759,000

Dorset - Staying visits by purpose

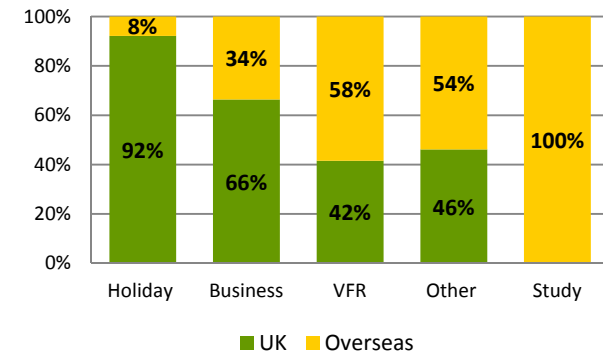
Domestic tourists	Trips	Nights	Spend
Holiday	2,511,000	10,237,000	£584,023,000
Business	233,000	520,000	£51,966,000
Visits to friends and relatives	279,000	746,000	£28,682,000
Other	75,000	202,000	£16,985,000
Study	0	0	£0
Total	3,098,000	11,705,000	£681,656,000

Overseas tourists	Trips	Nights	Spend
Holiday	149,000	870,000	£61,099,000
Business	38,000	263,000	£22,761,000
Visits to friends and relatives	115,000	1,050,000	£44,836,000
Other	9,000	236,000	£14,718,000
Study	25,000	650,000	£39,345,000
Total	336,000	3,069,000	£182,759,000

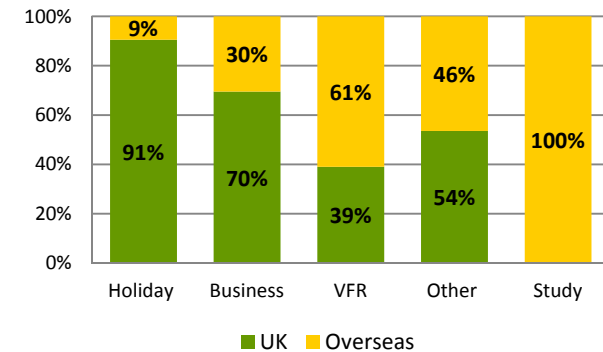
Trips



Nights

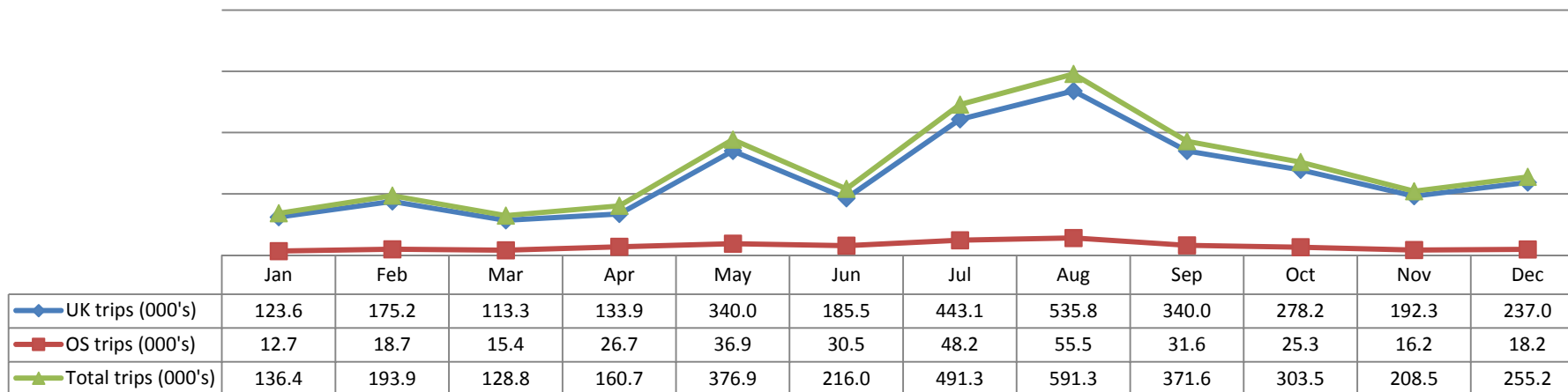


Spend

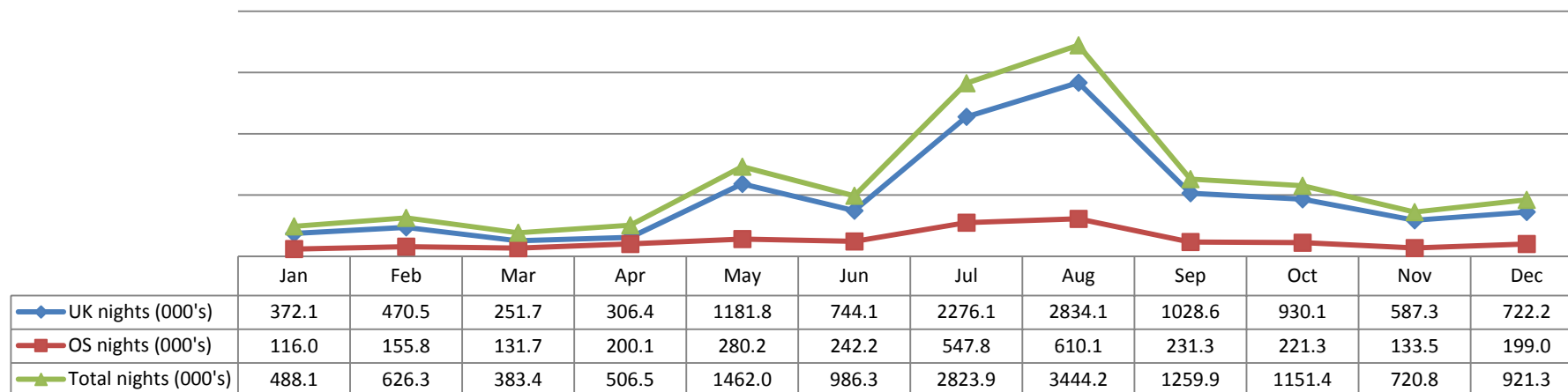


Dorset- Estimated seasonality of staying visits

Seasonality - trips

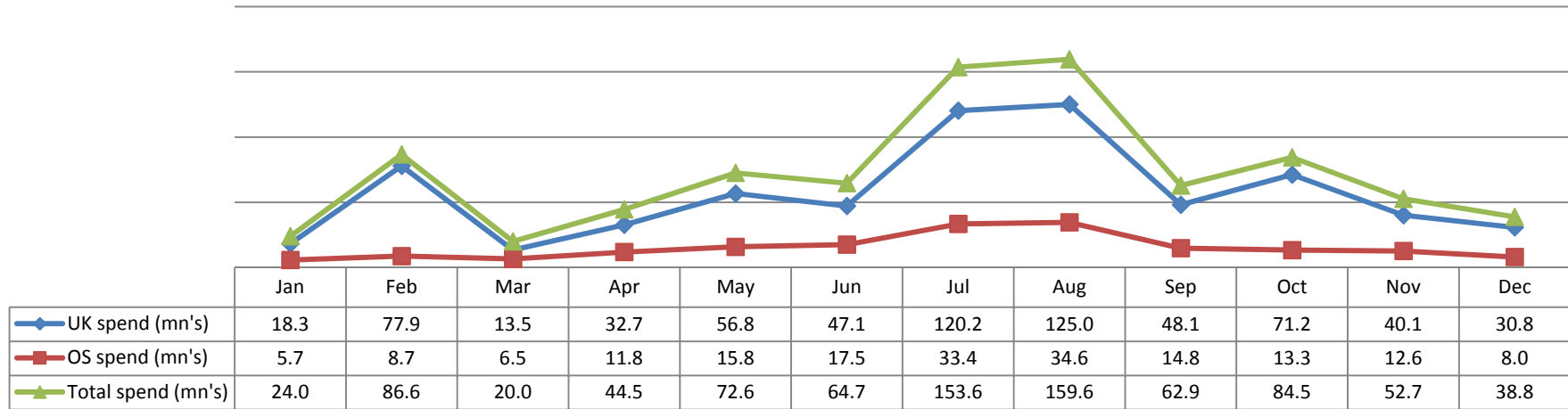


Seasonality - nights

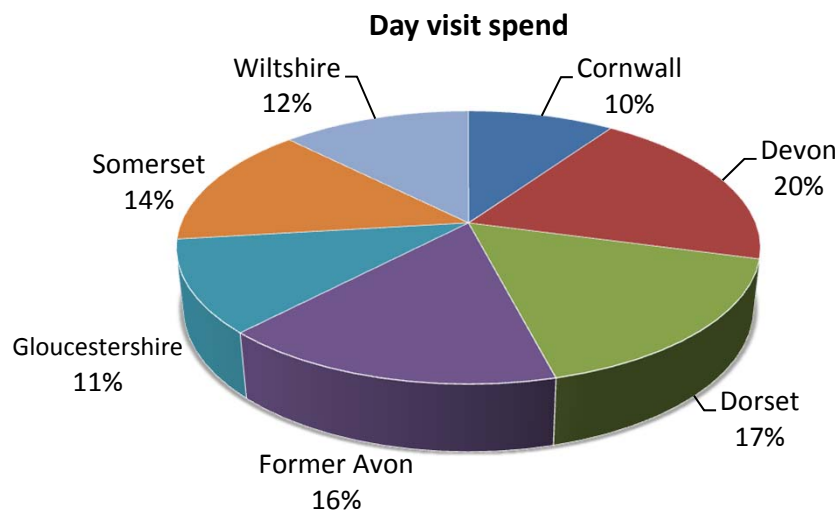
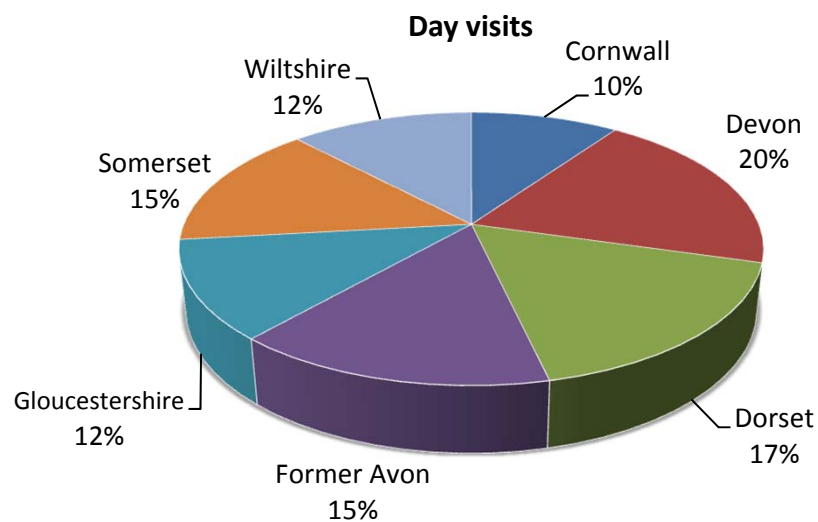


Dorset - Estimated seasonality of staying visits

Seasonality - spend



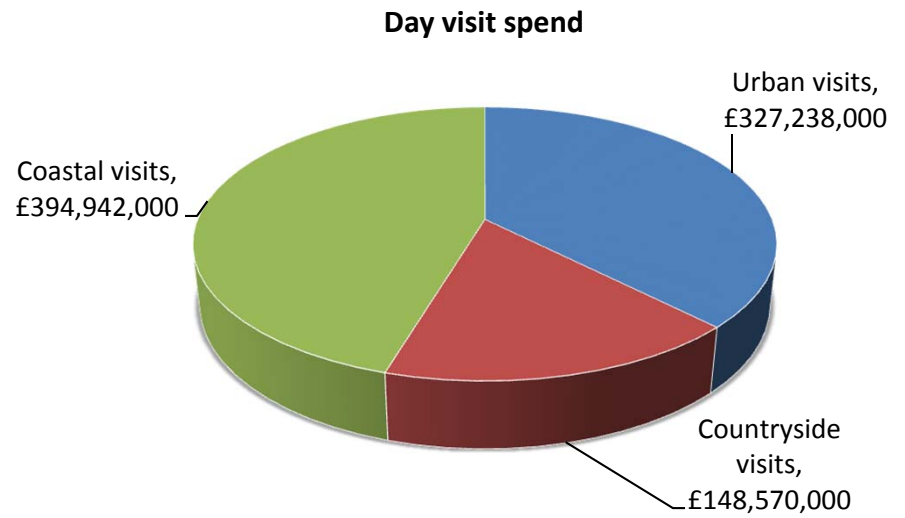
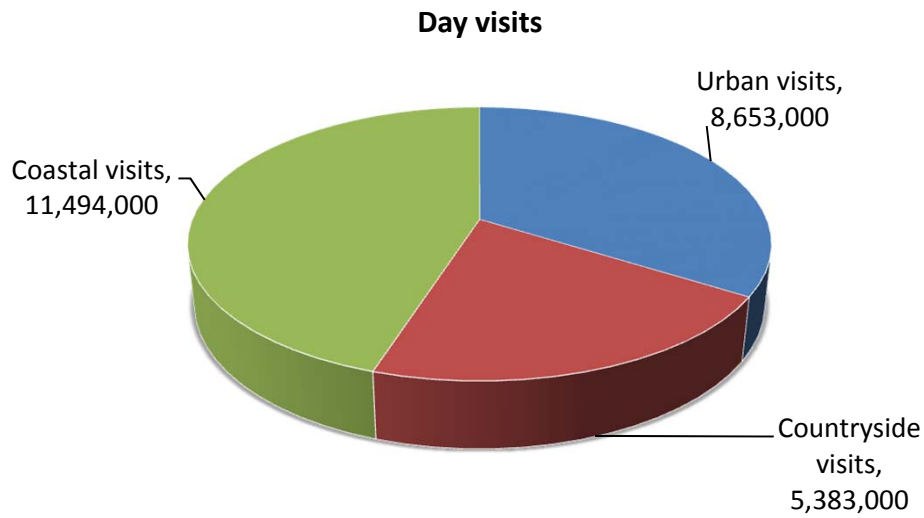
Dorset - Day visits in the regional context



Area	Day visits (millions)	Day visit spend (millions)
Cornwall	14.6	£499.8
Devon	29.8	£1,015.9
Dorset	25.5	£870.8
Former Avon	22.8	£839.3
Gloucestershire	17.7	£568.9
Somerset	22.3	£751.4
Wiltshire	18.1	£646.2

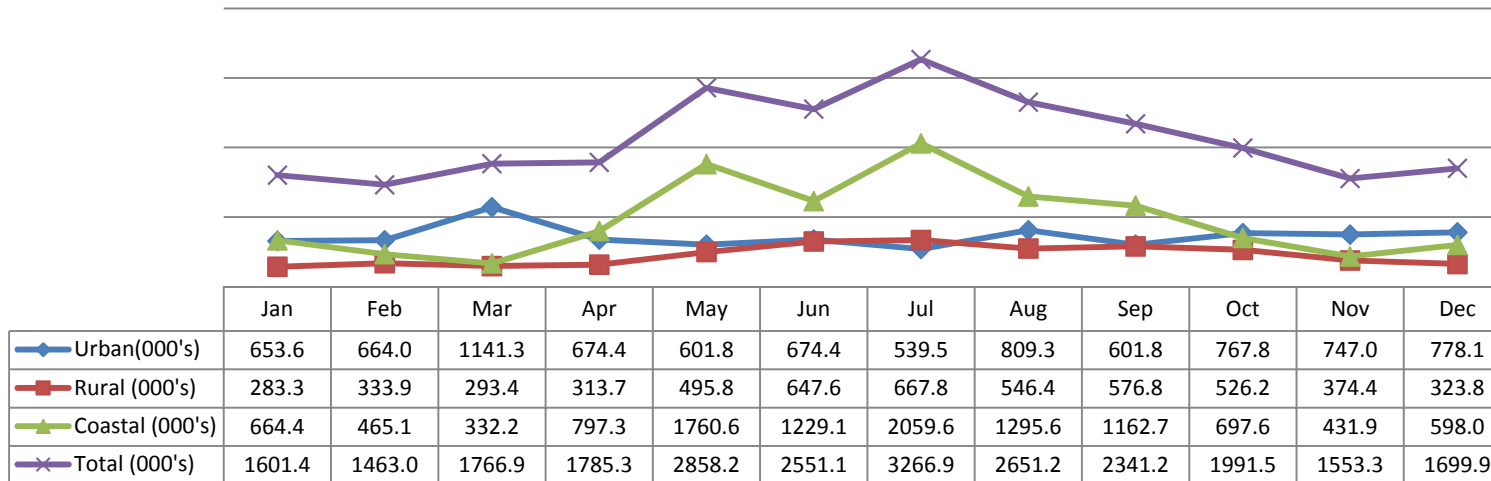
Dorset - Day visits by location

Total day visits	Total day visit spend
25,530,000	£870,750,000

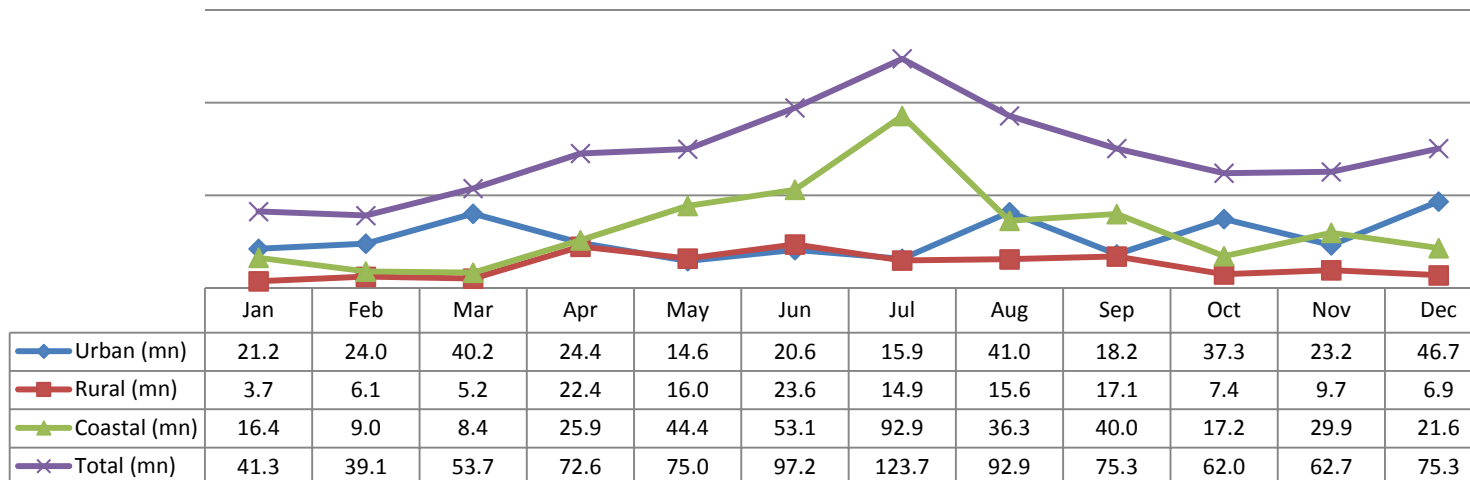


Dorset - Estimated seasonality of day visits

Seasonality - day visits (000's)

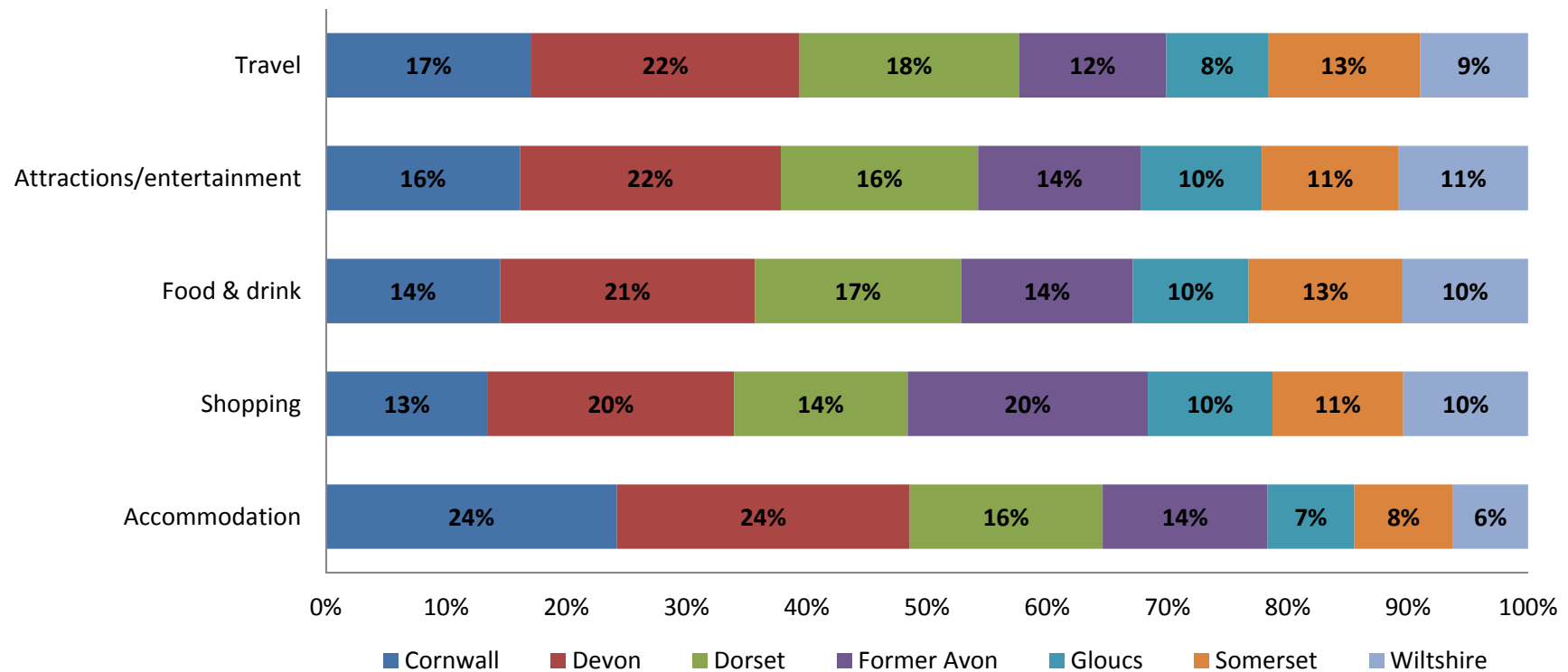


Seasonality - day visit spend (millions)



Dorset – Direct visitor expenditure by category in the regional context

South West	Accommodation	Shopping	Food & drink	Attractions/entertainment	Travel	TOTAL
Spend	£1,926,786,000	£2,427,485,000	£3,399,928,000	£1,199,397,000	£1,610,769,000	£10,564,362,000
%	18%	23%	32%	11%	15%	100%



Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £256,381,000
- Overseas staying visitors £52,905,000



Shopping

- UK staying visitors £86,057,000
- Overseas staying visitors £53,041,000
- Day visitors £211,883,000



Food & drink

- UK staying visitors £151,035,000
- Overseas staying visitors £37,242,000
- Day visitors £395,727,000



Attractions/entertainment

- UK staying visitors £73,390,000
- Overseas staying visitors £23,224,000
- Day visitors £100,151,000



Travel

- UK staying visitors £114,792,000
- Overseas staying visitors £16,347,000
- Day visitors £162,989,000

Dorset – Other visitor related expenditure by category



Second Homes
£6,809,000



Boats
£5,324,000



Visiting friends and relatives (non-visitor spend)
£39,426,000

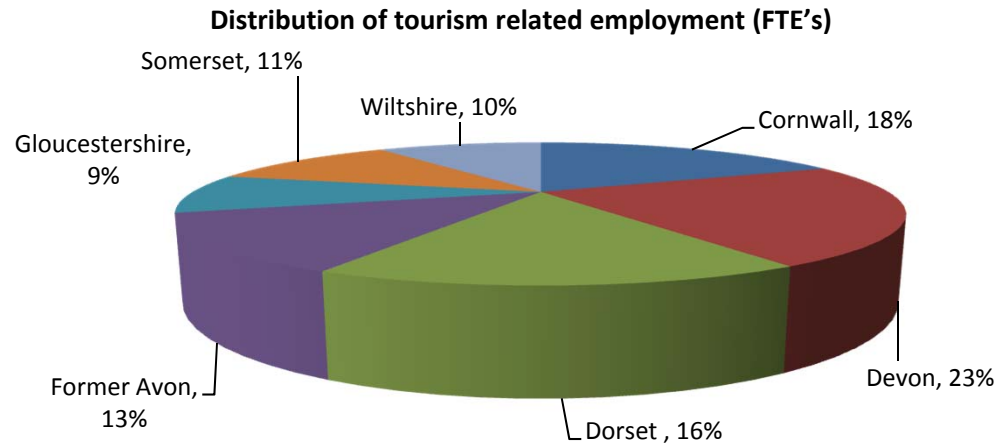
- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Dorset – Business turnover

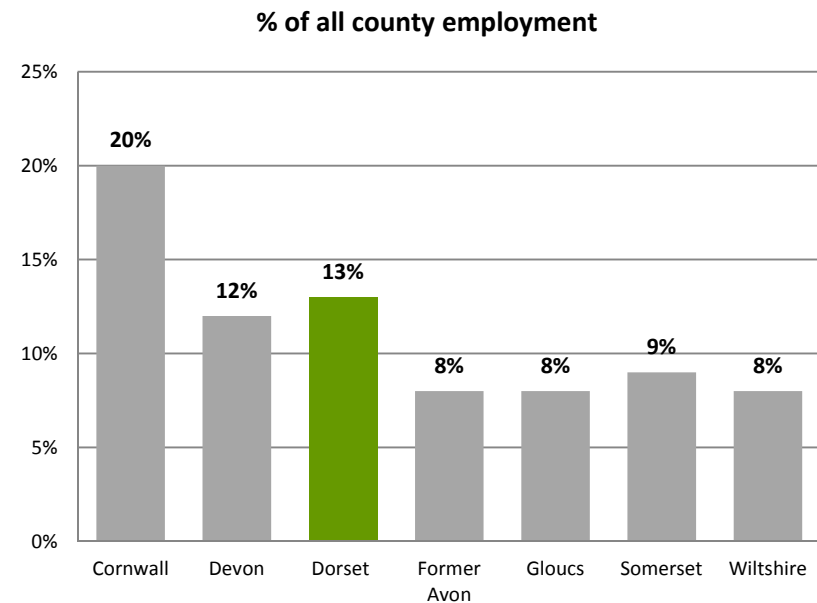
Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£313,051,000	£7,915,000	£320,966,000
Retailing	£137,708,000	£209,764,000	£347,472,000
Catering	£182,629,000	£383,855,000	£566,484,000
Attractions/entertainment	£99,888,000	£106,227,000	£206,115,000
Transport	£78,683,000	£97,793,000	£176,476,000
Arising from non trip spend	£51,559,000	£0	£51,559,000
Total Direct	£863,518,000	£805,554,000	£1,669,072,000

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£863,518,000	£805,554,000	£1,669,072,000
Supplier and income induced	£484,615,000	£364,994,000	£849,609,000
Total	£1,348,133,000	£1,170,548,000	£2,518,681,000

Dorset – Tourism related employment in the regional context



Area	Number of FTE's
Cornwall	39,336
Devon	48,701
Dorset	35,054
Former Avon	27,279
Gloucestershire	18,915
Somerset	23,777
Wiltshire	20,937



Dorset – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



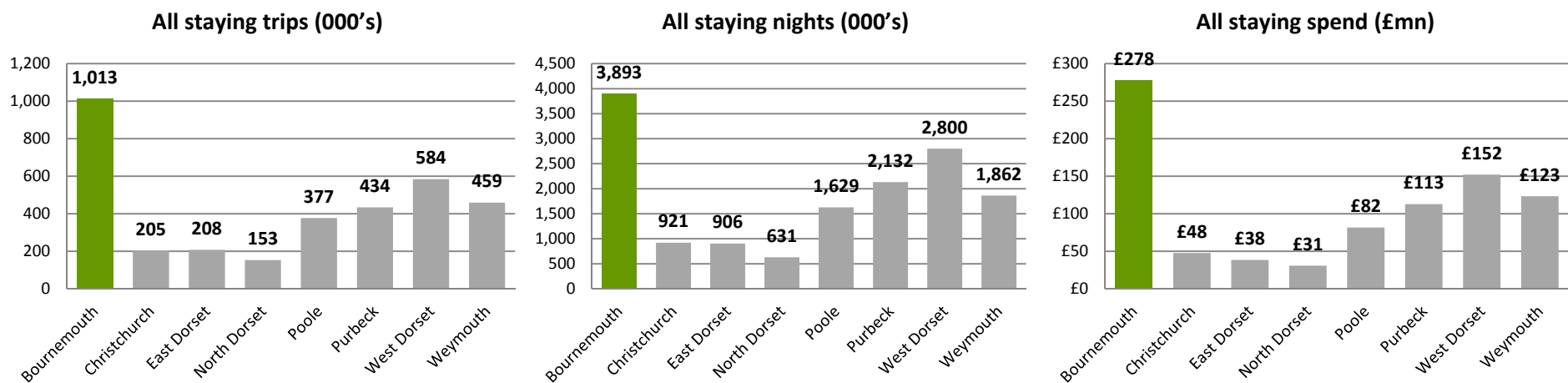
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	4,980	126	5,106
Retailing	1,216	1,853	3,069
Catering	2,583	5,428	8,011
Attractions/entertainment	1,650	1,755	3,405
Transport	517	642	1,159
Arising from non trip spend	818	0	818
Total Direct	11,764	9,804	21,569

Value of Tourism 2014

Bournemouth

Key Facts	
1,013,000	Staying visitor trips
3,893,000	Staying visitor nights
£277,501,000	Staying visitor spend
5,752,000	Day visits
£207,781,000	Day visitor spend
£485,282,000	Direct visitor spend
£13,705,000	Other related spend
£498,987,000	TOTAL VISITOR RELATED SPEND
12,056	Estimated actual employment
8,845	FTE employment
13%	Proportion of all employment

Bournemouth - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	872	141	2,704	1,189	£200	£77
Christchurch	190	15	769	152	£40	£8
East Dorset	190	18	721	185	£30	£9
North Dorset	139	14	492	139	£24	£7
Poole	343	34	1,277	352	£64	£18
Purbeck	407	27	1,826	306	£95	£18
West Dorset	533	51	2,331	469	£124	£28
Weymouth	424	35	1,585	277	£105	£18

Bournemouth - Staying visits by accommodation type

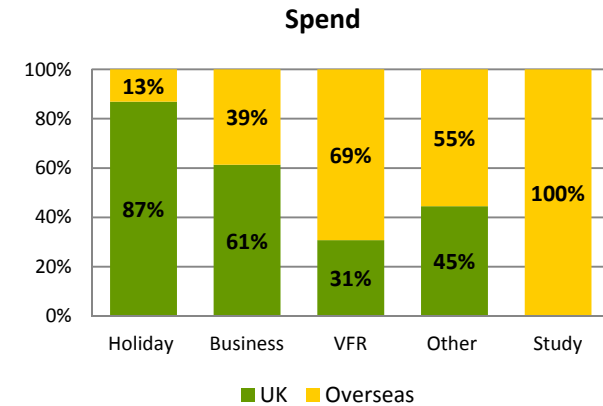
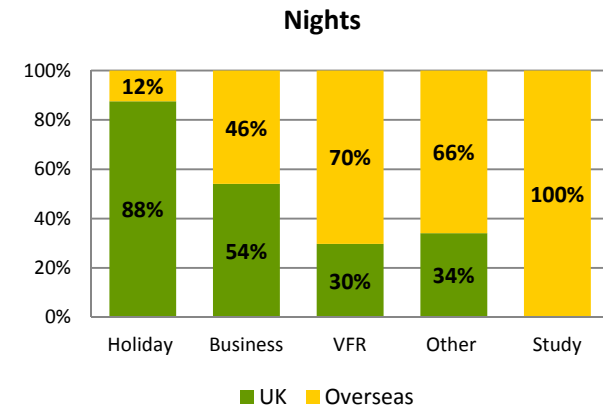
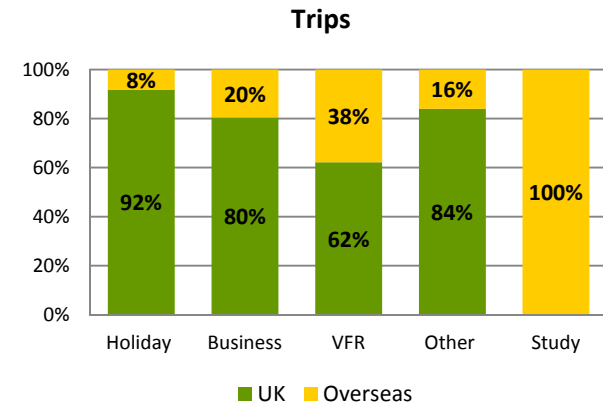
Domestic tourists	Trips	Nights	Spend
Serviced	573,000	1,620,000	£161,023,000
Self catering	26,000	149,000	£10,402,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£26,000
Paying guest in private homes	0	0	£0
Second homes	11,000	52,000	£1,779,000
Boat moorings	0	0	£0
Other	13,000	34,000	£2,677,000
Staying with friends and relatives	250,000	849,000	£24,384,000
Total	872,000	2,704,000	£200,292,000

Overseas tourists	Trips	Nights	Spend
Serviced	83,000	424,000	£40,228,000
Self catering	1,000	26,000	£1,635,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	1,000	£92,000
Paying guest in private homes	20,000	338,000	£19,522,000
Second homes	1,000	15,000	£739,000
Boat moorings	0	0	£0
Other	1,000	14,000	£598,000
Staying with friends and relatives	34,000	370,000	£14,396,000
Total	141,000	1,189,000	£77,209,000

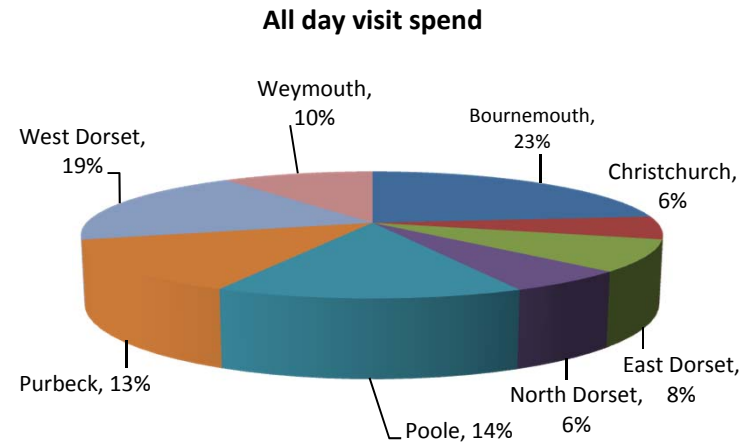
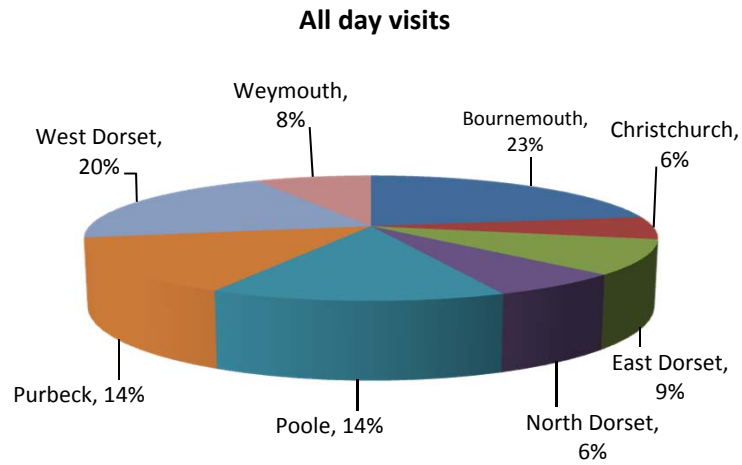
Bournemouth - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	707,000	2,365,000	£171,604,000
Business	66,000	120,000	£15,269,000
Visits to friends and relatives	79,000	172,000	£8,428,000
Other	21,000	47,000	£4,991,000
Study	0	0	£0
Total	872,000	2,704,000	£200,292,000

Overseas tourists	Trips	Nights	Spend
Holiday	63,000	337,000	£25,812,000
Business	16,000	102,000	£9,616,000
Visits to friends and relatives	48,000	407,000	£18,942,000
Other	4,000	91,000	£6,218,000
Study	11,000	252,000	£16,622,000
Total	141,000	1,189,000	£77,209,000



Bournemouth - Day visits in the county context

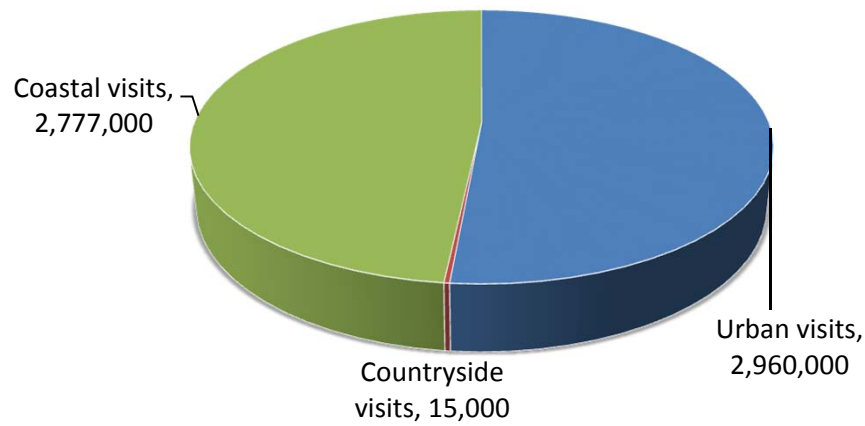


Area	Day visits	Day visit spend
Bournemouth	5.8	£207.8
Christchurch	1.5	£51.7
East Dorset	2.3	£71.4
North Dorset	1.6	£51.9
Poole	3.6	£126.9
Purbeck	3.7	£120.0
West Dorset	5.1	£170.2
Weymouth	2.0	£89.8

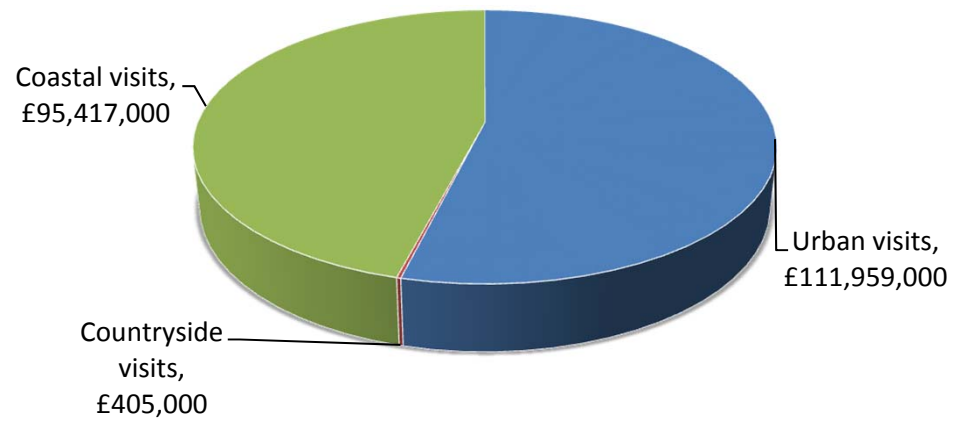
Bournemouth - Day visits by location

Total day visits	Total day visit spend
5,752,000	£207,781,000

Day visits



Day visit spend



Bournemouth – Direct visitor expenditure by category



Accommodation

- UK staying visitors £75,333,000
- Overseas staying visitors £22,350,000



Shopping

- UK staying visitors £25,286,000
- Overseas staying visitors £22,408,000
- Day visitors £58,918,000



Food & drink

- UK staying visitors £44,379,000
- Overseas staying visitors £15,733,000
- Day visitors £91,315,000



Attractions/entertainment

- UK staying visitors £21,564,000
- Overseas staying visitors £9,811,000
- Day visitors £20,974,000



Travel

- UK staying visitors £33,729,000
- Overseas staying visitors £6,906,000
- Day visitors £36,575,000

Bournemouth – Other visitor related expenditure by category



Second Homes
£1,013,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£12,692,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Bournemouth – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



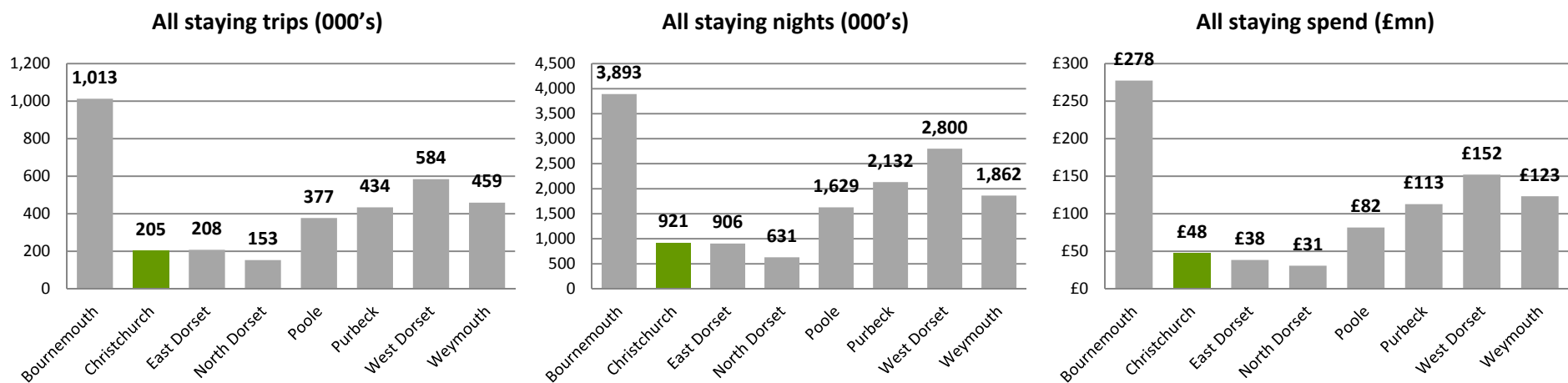
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	1,588	29	1,617
Retailing	421	520	941
Catering	832	1,264	2,096
Attractions/entertainment	541	375	916
Transport	162	145	307
Arising from non trip spend	218	0	218
Total Direct	3,761	2,334	6,095

Value of Tourism 2014

Christchurch

Key Facts	
205,000	Staying visitor trips
921,000	Staying visitor nights
£47,693,000	Staying visitor spend
1,484,000	Day visits
£51,662,000	Day visitor spend
£99,355,000	Direct visitor spend
£3,134,000	Other related spend
£102,489,000	TOTAL VISITOR RELATED SPEND
2,461	Estimated actual employment
1,810	FTE employment
12%	Proportion of all employment

Christchurch - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	872	141	2,704	1,189	£200	£77
Christchurch	190	15	769	152	£40	£8
East Dorset	190	18	721	185	£30	£9
North Dorset	139	14	492	139	£24	£7
Poole	343	34	1,277	352	£64	£18
Purbeck	407	27	1,826	306	£95	£18
West Dorset	533	51	2,331	469	£124	£28
Weymouth	424	35	1,585	277	£105	£18

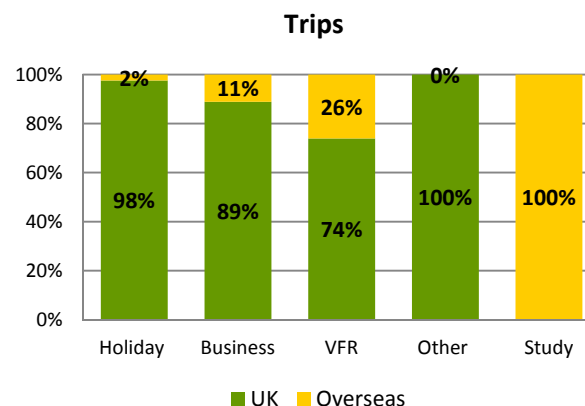
Christchurch - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	42,000	119,000	£11,868,000
Self catering	5,000	30,000	£2,090,000
Touring caravans /tents	14,000	72,000	£2,409,000
Static vans/holiday centres	61,000	315,000	£15,862,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	6,000	27,000	£936,000
Boat moorings	1,000	3,000	£117,000
Other	3,000	8,000	£616,000
Staying with friends and relatives	57,000	195,000	£5,606,000
Total	190,000	769,000	£39,503,000

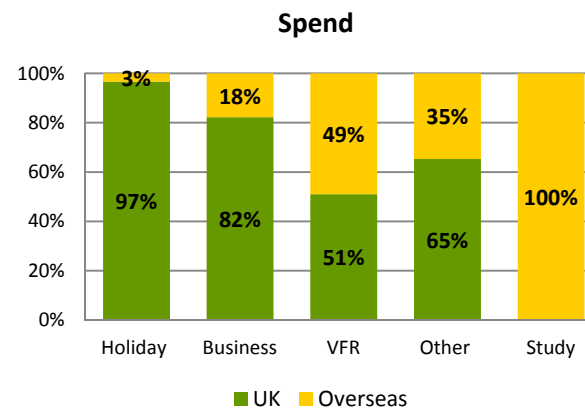
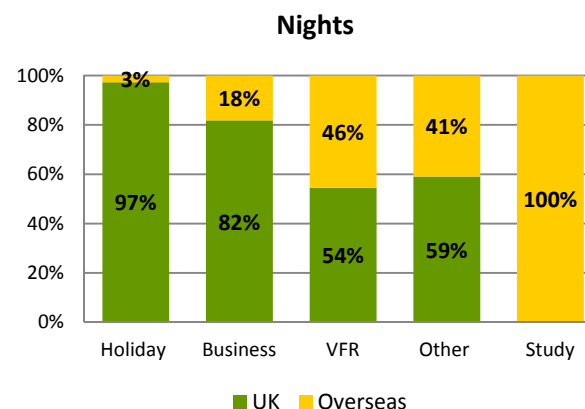
Overseas tourists	Trips	Nights	Spend
Serviced	5,000	24,000	£2,270,000
Self catering	0	5,000	£281,000
Touring caravans /tents	1,000	8,000	£373,000
Static vans/holiday centres	0	3,000	£160,000
Group/campus	0	0	£0
Paying guest in private homes	2,000	34,000	£1,952,000
Second homes	0	7,000	£328,000
Boat moorings	0	0	£0
Other	0	3,000	£113,000
Staying with friends and relatives	6,000	70,000	£2,713,000
Total	15,000	152,000	£8,190,000

Christchurch - Staying visits by purpose

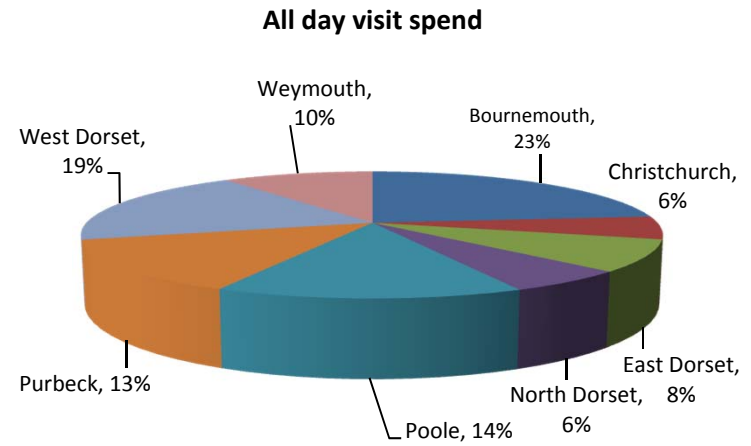
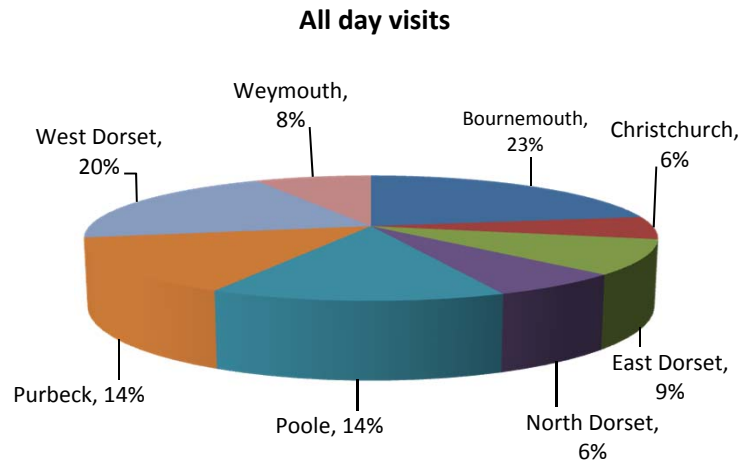
Domestic tourists	Trips	Nights	Spend
Holiday	160,000	689,000	£35,186,000
Business	8,000	18,000	£1,649,000
Visits to friends and relatives	17,000	49,000	£1,676,000
Other	5,000	13,000	£993,000
Study	0	0	£0
Total	190,000	769,000	£39,503,000



Overseas tourists	Trips	Nights	Spend
Holiday	4,000	19,000	£1,218,000
Business	1,000	4,000	£357,000
Visits to friends and relatives	6,000	41,000	£1,610,000
Other	0	9,000	£528,000
Study	4,000	80,000	£4,478,000
Total	15,000	152,000	£8,190,000



Christchurch - Day visits in the county context

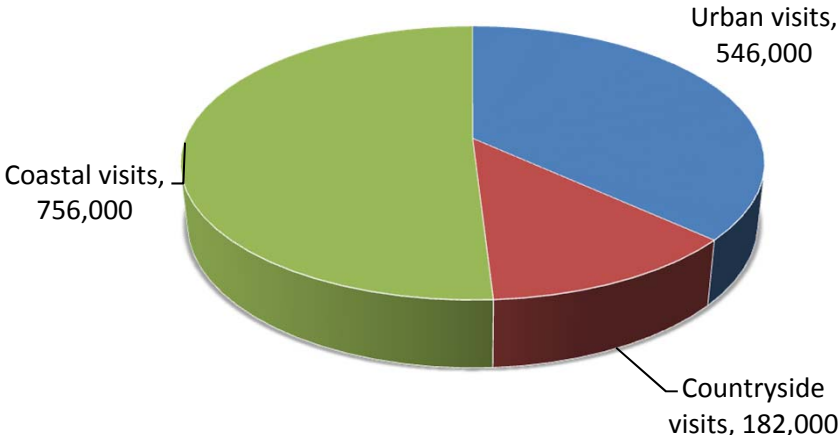


Area	Day visits	Day visit spend
Bournemouth	5.8	£207.8
Christchurch	1.5	£51.7
East Dorset	2.3	£71.4
North Dorset	1.6	£51.9
Poole	3.6	£126.9
Purbeck	3.7	£120.0
West Dorset	5.1	£170.2
Weymouth	2.0	£89.8

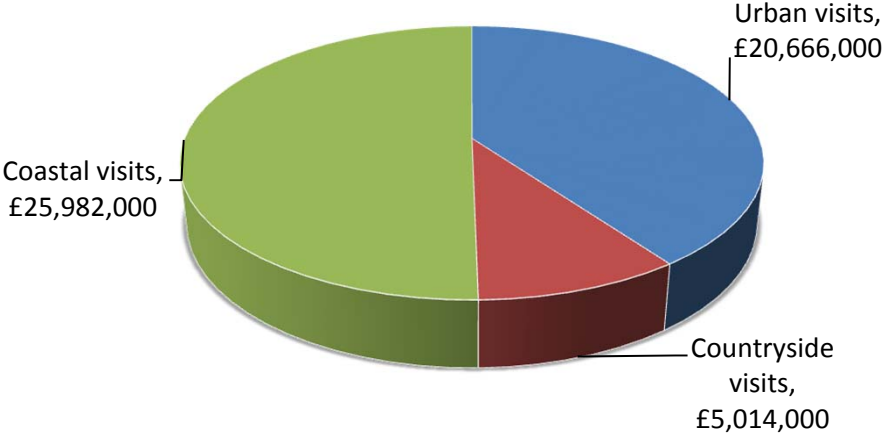
Christchurch - Day visits by location

Total day visits	Total day visit spend
1,484,000	£51,662,000

Day visits



Day visit spend



Christchurch – Direct visitor expenditure by category



Accommodation

- UK staying visitors £14,806,000
- Overseas staying visitors £2,167,000



Shopping

- UK staying visitors £5,070,000
- Overseas staying visitors £2,572,000
- Day visitors £12,656,000



Food & drink

- UK staying visitors £8,732,000
- Overseas staying visitors £1,443,000
- Day visitors £23,500,000



Attractions/entertainment

- UK staying visitors £4,344,000
- Overseas staying visitors £1,390,000
- Day visitors £5,649,000



Travel

- UK staying visitors £6,551,000
- Overseas staying visitors £619,000
- Day visitors £9,857,000

Christchurch – Other visitor related expenditure by category



Second Homes

£584,000



Boats

£250,000



Visiting friends and relatives (non-visitor spend)

£2,300,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Christchurch – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



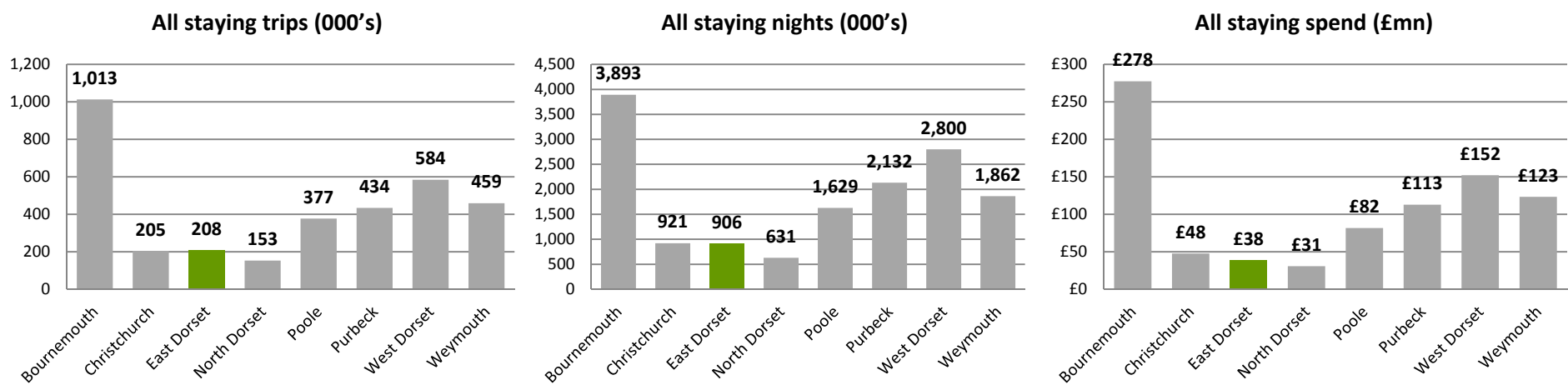
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	273	7	281
Retailing	67	111	178
Catering	140	322	462
Attractions/entertainment	98	99	197
Transport	28	39	67
Arising from non trip spend	50	0	50
Total Direct	656	579	1,234

Value of Tourism 2014

East Dorset

Key Facts	
208,000	Staying visitor trips
906,000	Staying visitor nights
£38,496,000	Staying visitor spend
2,276,000	Day visits
£71,411,000	Day visitor spend
£109,907,000	Direct visitor spend
£4,369,000	Other related spend
£114,276,000	TOTAL VISITOR RELATED SPEND
2,412	Estimated actual employment
1,732	FTE employment
5%	Proportion of all employment

East Dorset - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	872	141	2,704	1,189	£200	£77
Christchurch	190	15	769	152	£40	£8
East Dorset	190	18	721	185	£30	£9
North Dorset	139	14	492	139	£24	£7
Poole	343	34	1,277	352	£64	£18
Purbeck	407	27	1,826	306	£95	£18
West Dorset	533	51	2,331	469	£124	£28
Weymouth	424	35	1,585	277	£105	£18

East Dorset - Staying visits by accommodation type

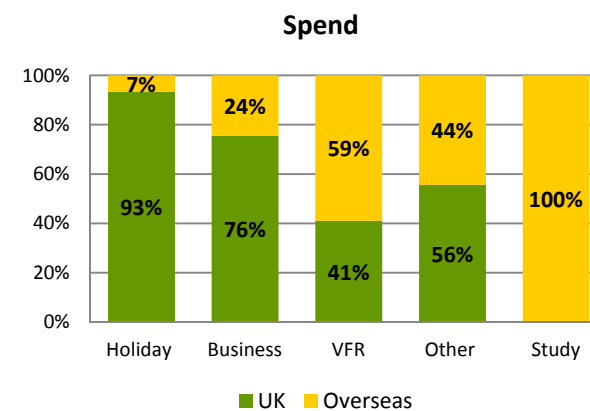
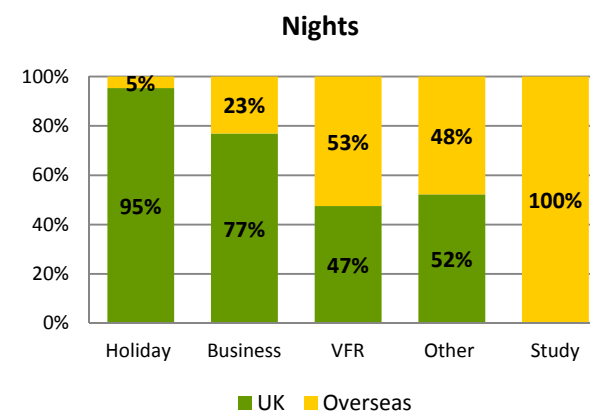
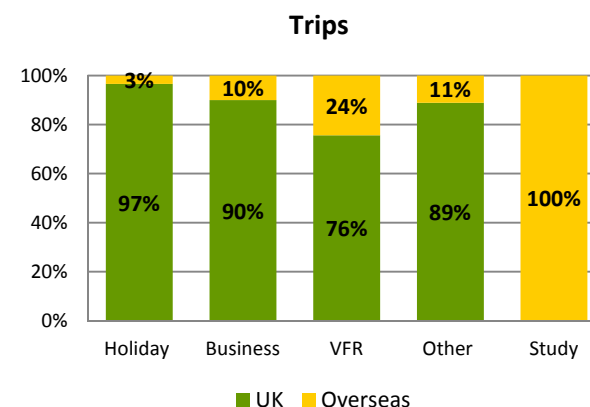
Domestic tourists	Trips	Nights	Spend
Serviced	26,000	73,000	£7,271,000
Self catering	5,000	30,000	£2,061,000
Touring caravans /tents	38,000	187,000	£6,284,000
Static vans/holiday centres	11,000	55,000	£2,765,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	2,000	10,000	£353,000
Boat moorings	0	0	£0
Other	5,000	14,000	£1,110,000
Staying with friends and relatives	104,000	352,000	£10,111,000
Total	190,000	721,000	£29,955,000

Overseas tourists	Trips	Nights	Spend
Serviced	3,000	15,000	£1,391,000
Self catering	0	4,000	£277,000
Touring caravans /tents	2,000	21,000	£973,000
Static vans/holiday centres	0	1,000	£28,000
Group/campus	0	0	£0
Paying guest in private homes	1,000	11,000	£651,000
Second homes	0	3,000	£124,000
Boat moorings	0	0	£0
Other	0	5,000	£203,000
Staying with friends and relatives	12,000	126,000	£4,894,000
Total	18,000	185,000	£8,541,000

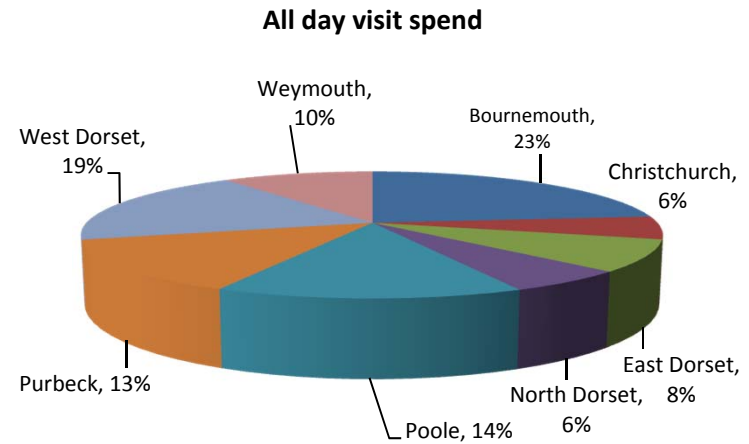
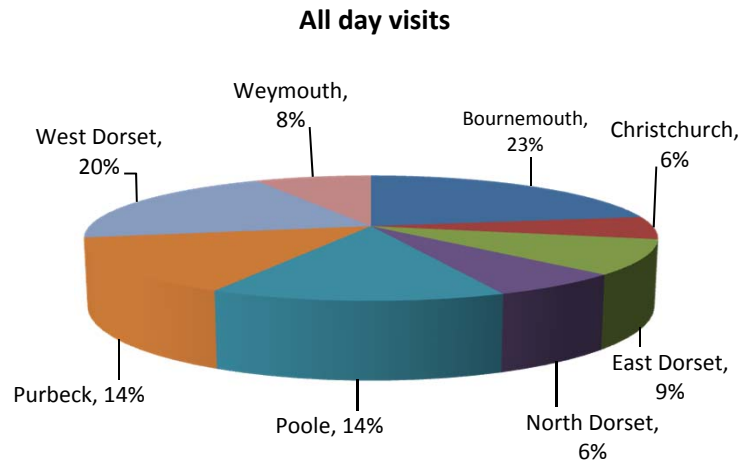
East Dorset - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	142,000	593,000	£24,711,000
Business	9,000	20,000	£1,440,000
Visits to friends and relatives	31,000	85,000	£2,389,000
Other	8,000	23,000	£1,415,000
Study	0	0	£0
Total	190,000	721,000	£29,955,000

Overseas tourists	Trips	Nights	Spend
Holiday	5,000	29,000	£1,740,000
Business	1,000	6,000	£467,000
Visits to friends and relatives	10,000	94,000	£3,438,000
Other	1,000	21,000	£1,129,000
Study	1,000	34,000	£1,768,000
Total	18,000	185,000	£8,541,000



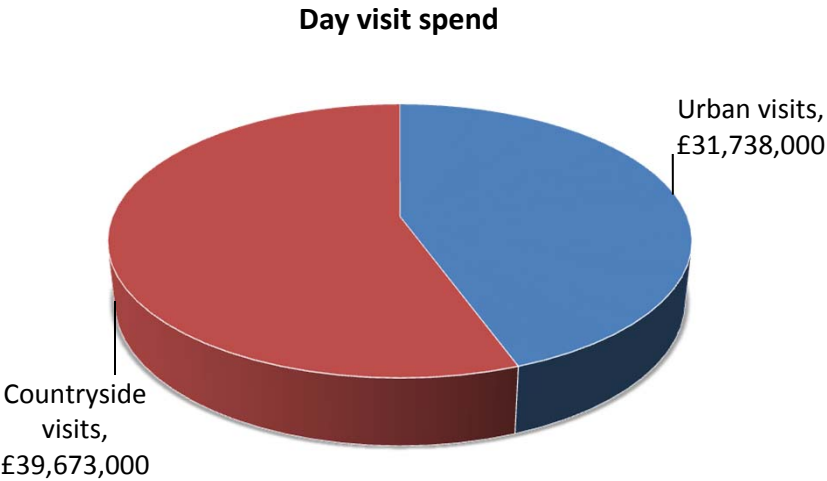
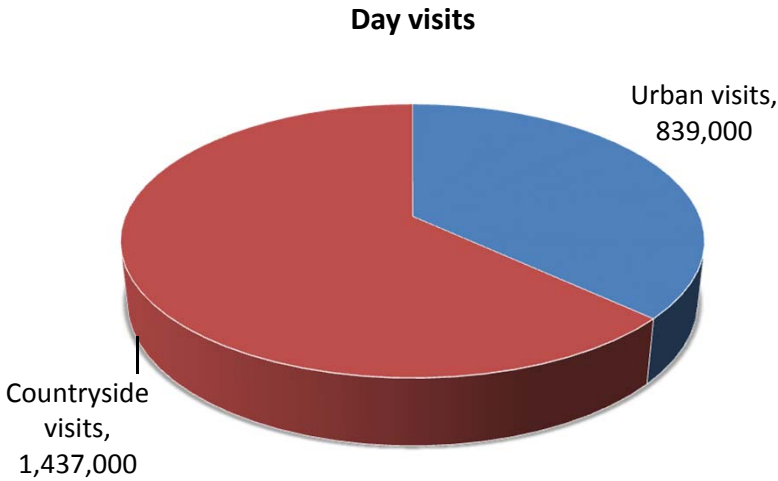
East Dorset - Day visits in the county context



Area	Day visits	Day visit spend
Bournemouth	5.8	£207.8
Christchurch	1.5	£51.7
East Dorset	2.3	£71.4
North Dorset	1.6	£51.9
Poole	3.6	£126.9
Purbeck	3.7	£120.0
West Dorset	5.1	£170.2
Weymouth	2.0	£89.8

East Dorset - Day visits by location

Total day visits	Total day visit spend
2,276,000	£71,411,000



East Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £10,951,000
- Overseas staying visitors £2,142,000



Shopping

- UK staying visitors £3,855,000
- Overseas staying visitors £2,644,000
- Day visitors £21,498,000



Food & drink

- UK staying visitors £6,721,000
- Overseas staying visitors £1,769,000
- Day visitors £30,227,000



Attractions/entertainment

- UK staying visitors £3,315,000
- Overseas staying visitors £1,212,000
- Day visitors £10,195,000



Travel

- UK staying visitors £5,113,000
- Overseas staying visitors £774,000
- Day visitors £9,491,000

East Dorset – Other visitor related expenditure by category



Second Homes

£221,000



Boats

£0



Visiting friends and relatives (non-visitor spend)

£4,148,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

East Dorset – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



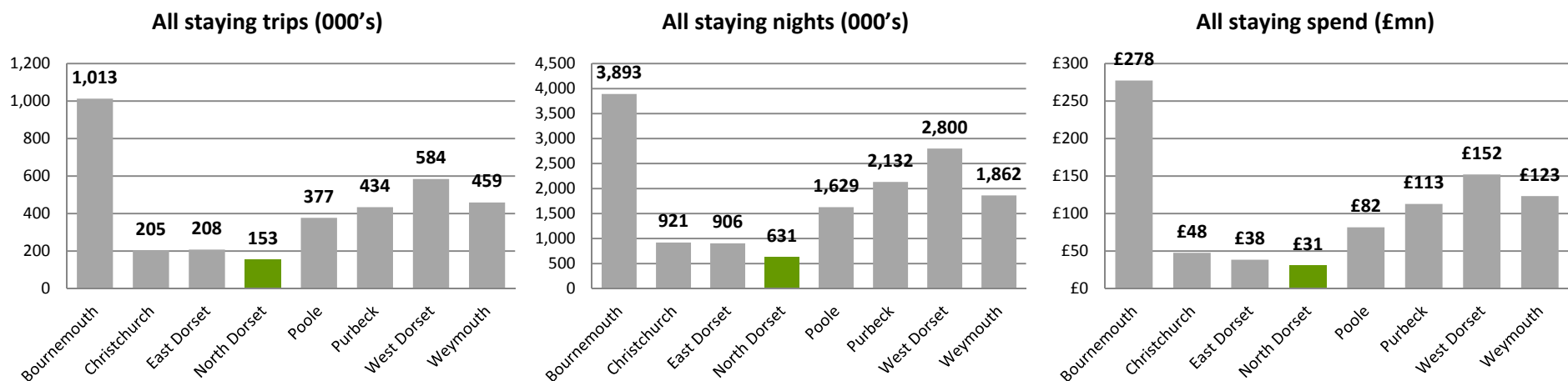
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	210	10	220
Retailing	57	187	244
Catering	116	413	529
Attractions/entertainment	77	176	253
Transport	23	37	60
Arising from non trip spend	69	0	69
Total Direct	552	824	1,376

Value of Tourism 2014

North Dorset

Key Facts	
153,000	Staying visitor trips
631,000	Staying visitor nights
£30,841,000	Staying visitor spend
1,642,000	Day visits
£51,886,000	Day visitor spend
£82,727,000	Direct visitor spend
£3,599,000	Other related spend
£86,326,000	TOTAL VISITOR RELATED SPEND
1,991	Estimated actual employment
1,425	FTE employment
6%	Proportion of all employment

North Dorset - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	872	141	2,704	1,189	£200	£77
Christchurch	190	15	769	152	£40	£8
East Dorset	190	18	721	185	£30	£9
North Dorset	139	14	492	139	£24	£7
Poole	343	34	1,277	352	£64	£18
Purbeck	407	27	1,826	306	£95	£18
West Dorset	533	51	2,331	469	£124	£28
Weymouth	424	35	1,585	277	£105	£18

North Dorset - Staying visits by accommodation type

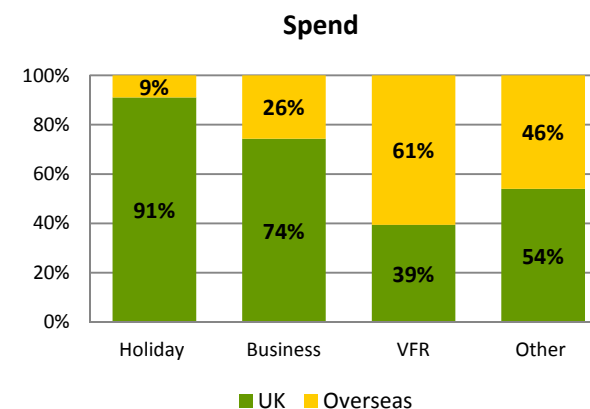
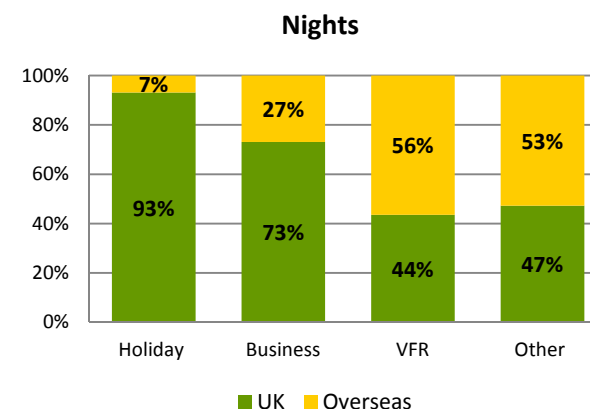
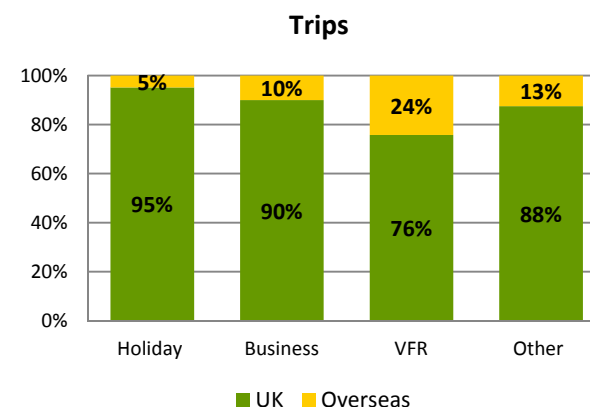
Domestic tourists	Trips	Nights	Spend
Serviced	32,000	92,000	£9,130,000
Self catering	11,000	66,000	£4,615,000
Touring caravans /tents	6,000	29,000	£965,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	3,000	14,000	£491,000
Boat moorings	0	0	£0
Other	4,000	11,000	£881,000
Staying with friends and relatives	82,000	279,000	£8,025,000
Total	139,000	492,000	£24,107,000

Overseas tourists	Trips	Nights	Spend
Serviced	4,000	18,000	£1,746,000
Self catering	1,000	10,000	£620,000
Touring caravans /tents	0	3,000	£149,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	0	3,000	£172,000
Boat moorings	0	0	£0
Other	0	4,000	£161,000
Staying with friends and relatives	9,000	100,000	£3,884,000
Total	14,000	139,000	£6,734,000

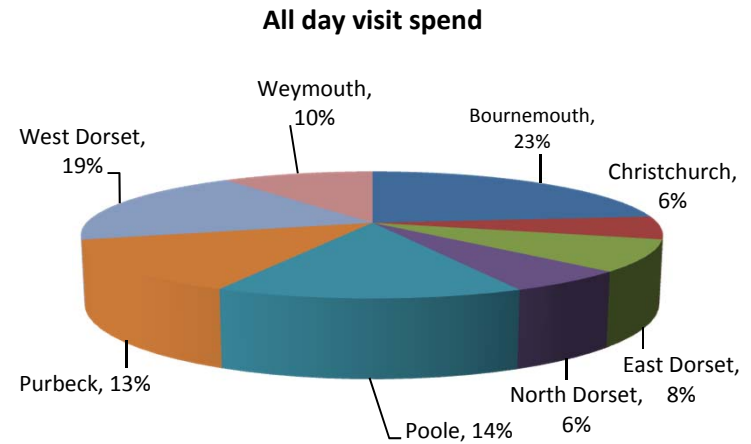
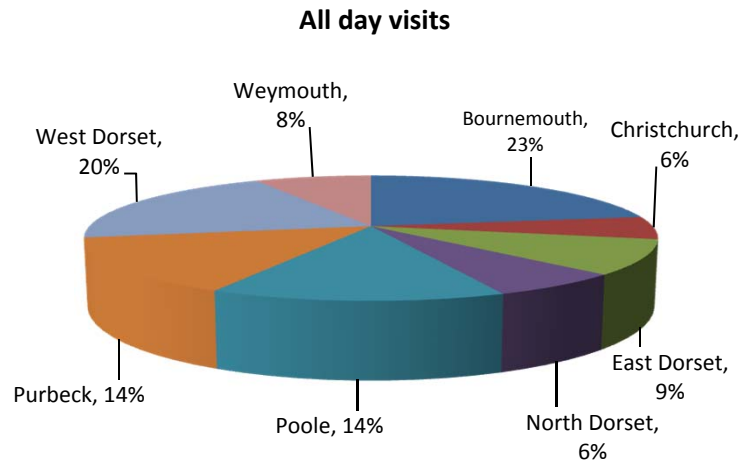
North Dorset - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	99,000	392,000	£19,154,000
Business	9,000	19,000	£1,596,000
Visits to friends and relatives	25,000	64,000	£2,108,000
Other	7,000	17,000	£1,249,000
Study	0	0	£0
Total	139,000	492,000	£24,107,000

Overseas tourists	Trips	Nights	Spend
Holiday	5,000	29,000	£1,881,000
Business	1,000	7,000	£552,000
Visits to friends and relatives	8,000	83,000	£3,239,000
Other	1,000	19,000	£1,063,000
Study	0	0	£0
Total	14,000	139,000	£6,734,000



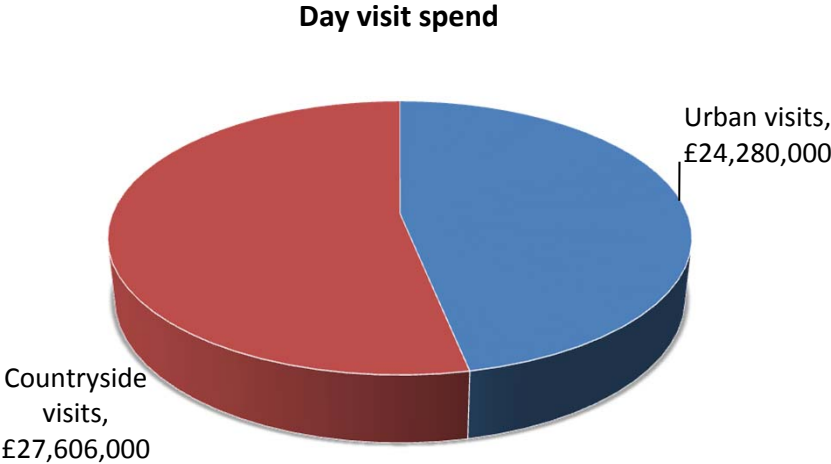
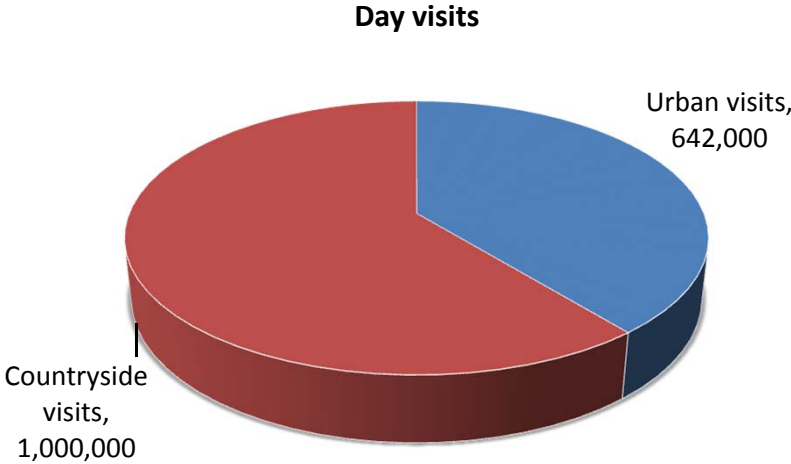
North Dorset - Day visits in the county context



Area	Day visits	Day visit spend
Bournemouth	5.8	£207.8
Christchurch	1.5	£51.7
East Dorset	2.3	£71.4
North Dorset	1.6	£51.9
Poole	3.6	£126.9
Purbeck	3.7	£120.0
West Dorset	5.1	£170.2
Weymouth	2.0	£89.8

North Dorset - Day visits by location

Total day visits	Total day visit spend
1,642,000	£51,886,000



North Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £8,781,000
- Overseas staying visitors £1,712,000



Shopping

- UK staying visitors £3,079,000
- Overseas staying visitors £2,027,000
- Day visitors £15,925,000



Food & drink

- UK staying visitors £5,432,000
- Overseas staying visitors £1,516,000
- Day visitors £21,848,000



Attractions/entertainment

- UK staying visitors £2,645,000
- Overseas staying visitors £809,000
- Day visitors £7,305,000



Travel

- UK staying visitors £4,169,000
- Overseas staying visitors £670,000
- Day visitors £6,808,000

North Dorset – Other visitor related expenditure by category



Second Homes
£307,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£3,292,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

North Dorset – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



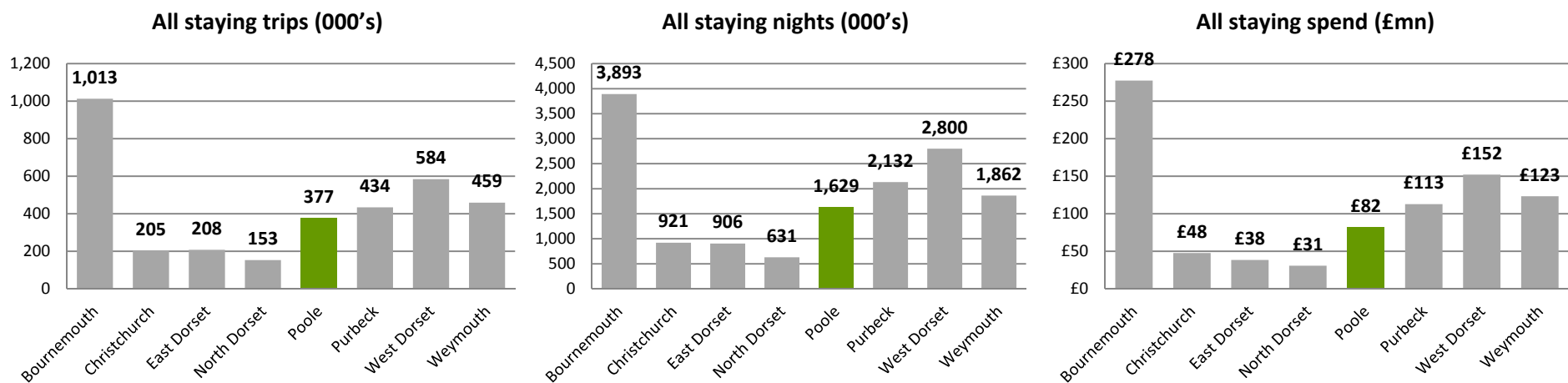
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	187	8	195
Retailing	49	154	204
Catering	105	332	437
Attractions/entertainment	65	140	206
Transport	21	30	51
Arising from non trip spend	57	0	57
Total Direct	486	664	1,149

Value of Tourism 2014

Poole

Key Facts	
377,000	Staying visitor trips
1,629,000	Staying visitor nights
£81,674,000	Staying visitor spend
3,553,000	Day visits
£126,878,000	Day visitor spend
£208,552,000	Direct visitor spend
£11,075,000	Other related spend
£219,627,000	TOTAL VISITOR RELATED SPEND
4,752	Estimated actual employment
3,513	FTE employment
7%	Proportion of all employment

Poole - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	872	141	2,704	1,189	£200	£77
Christchurch	190	15	769	152	£40	£8
East Dorset	190	18	721	185	£30	£9
North Dorset	139	14	492	139	£24	£7
Poole	343	34	1,277	352	£64	£18
Purbeck	407	27	1,826	306	£95	£18
West Dorset	533	51	2,331	469	£124	£28
Weymouth	424	35	1,585	277	£105	£18

Poole - Staying visits by accommodation type

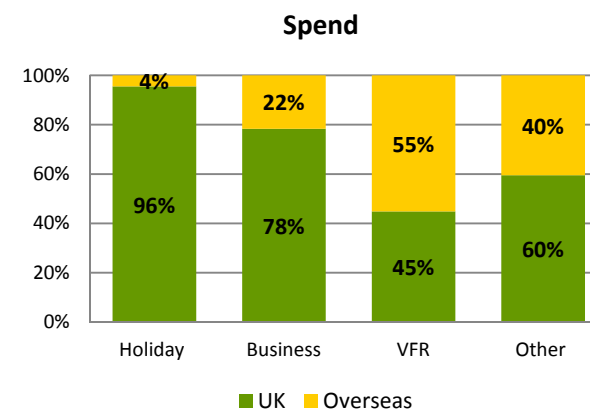
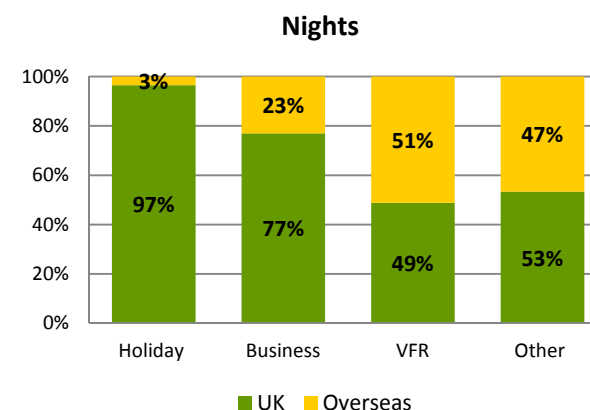
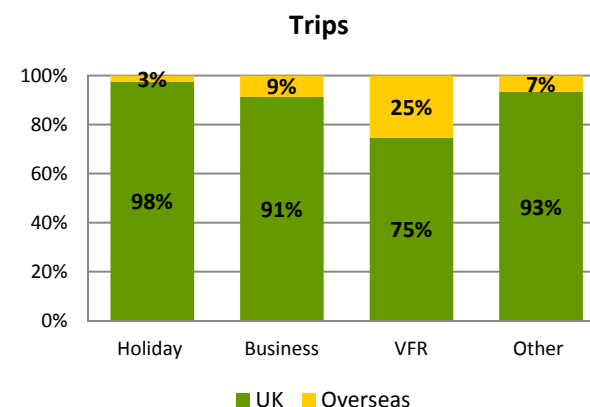
Domestic tourists	Trips	Nights	Spend
Serviced	74,000	208,000	£20,693,000
Self catering	32,000	184,000	£12,799,000
Touring caravans /tents	11,000	53,000	£1,783,000
Static vans/holiday centres	25,000	127,000	£6,409,000
Group/campus	1,000	3,000	£159,000
Paying guest in private homes	0	0	£0
Second homes	10,000	47,000	£1,619,000
Boat moorings	7,000	32,000	£1,409,000
Other	9,000	24,000	£1,889,000
Staying with friends and relatives	176,000	599,000	£17,207,000
Total	343,000	1,277,000	£63,968,000

Overseas tourists	Trips	Nights	Spend
Serviced	8,000	42,000	£3,958,000
Self catering	1,000	28,000	£1,721,000
Touring caravans /tents	1,000	6,000	£276,000
Static vans/holiday centres	0	1,000	£65,000
Group/campus	0	7,000	£492,000
Paying guest in private homes	2,000	34,000	£1,952,000
Second homes	0	12,000	£567,000
Boat moorings	0	0	£0
Other	1,000	8,000	£346,000
Staying with friends and relatives	20,000	214,000	£8,329,000
Total	34,000	352,000	£17,706,000

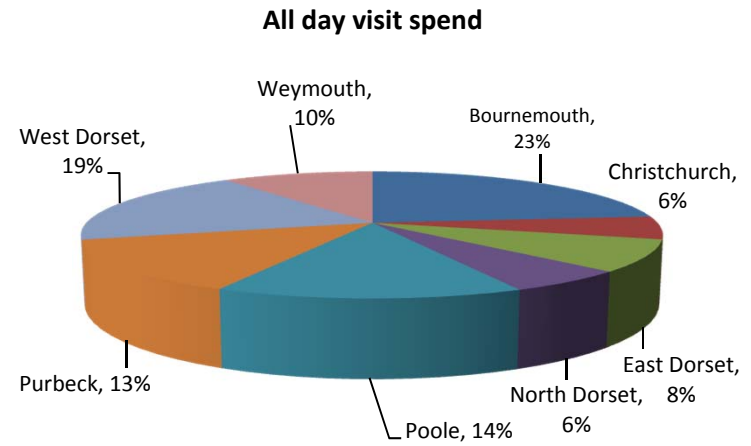
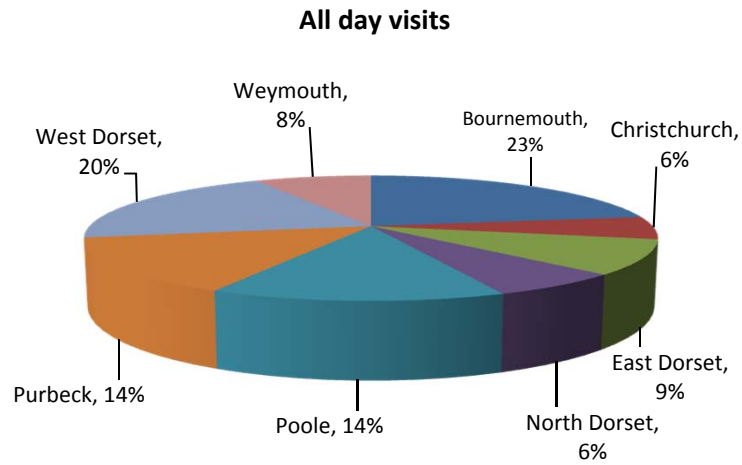
Poole - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	234,000	993,000	£48,092,000
Business	42,000	97,000	£8,233,000
Visits to friends and relatives	53,000	147,000	£4,800,000
Other	14,000	40,000	£2,843,000
Study	0	0	£0
Total	343,000	1,277,000	£63,968,000

Overseas tourists	Trips	Nights	Spend
Holiday	6,000	36,000	£2,254,000
Business	4,000	29,000	£2,277,000
Visits to friends and relatives	18,000	154,000	£5,896,000
Other	1,000	35,000	£1,935,000
Study	4,000	98,000	£5,343,000
Total	34,000	352,000	£17,706,000



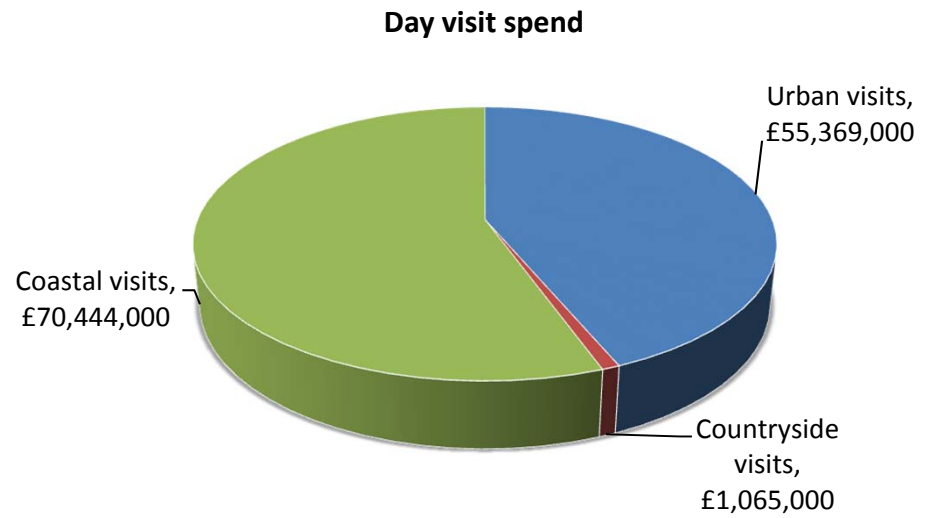
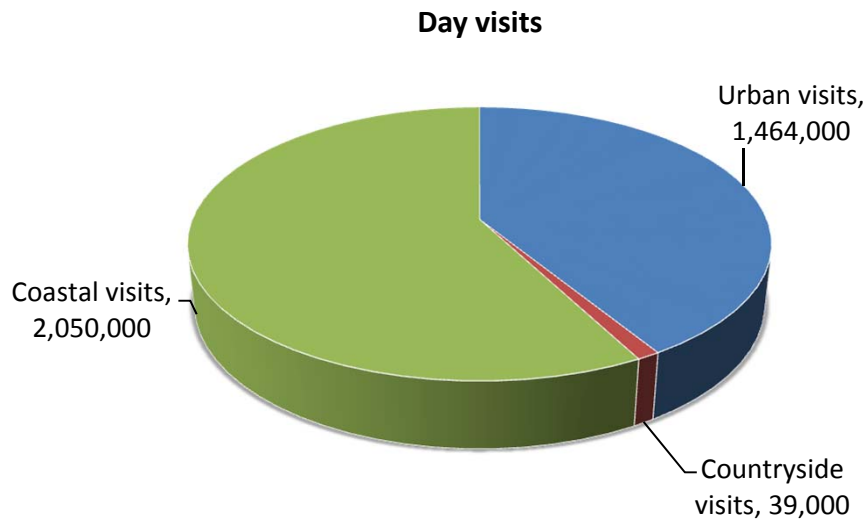
Poole - Day visits in the county context



Area	Day visits	Day visit spend
Bournemouth	5.8	£207.8
Christchurch	1.5	£51.7
East Dorset	2.3	£71.4
North Dorset	1.6	£51.9
Poole	3.6	£126.9
Purbeck	3.7	£120.0
West Dorset	5.1	£170.2
Weymouth	2.0	£89.8

Poole - Day visits by location

Total day visits	Total day visit spend
3,553,000	£126,878,000



Poole – Direct visitor expenditure by category



Accommodation

- UK staying visitors £23,644,000
- Overseas staying visitors £4,718,000



Shopping

- UK staying visitors £7,914,000
- Overseas staying visitors £5,324,000
- Day visitors £31,641,000



Food & drink

- UK staying visitors £14,909,000
- Overseas staying visitors £3,477,000
- Day visitors £57,644,000



Attractions/entertainment

- UK staying visitors £6,728,000
- Overseas staying visitors £2,654,000
- Day visitors £12,997,000



Travel

- UK staying visitors £11,273,000
- Overseas staying visitors £1,533,000
- Day visitors £24,597,000

Poole – Other visitor related expenditure by category



Second Homes

£1,011,000



Boats

£3,004,000



Visiting friends and relatives (non-visitor spend)

£7,060,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Poole – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



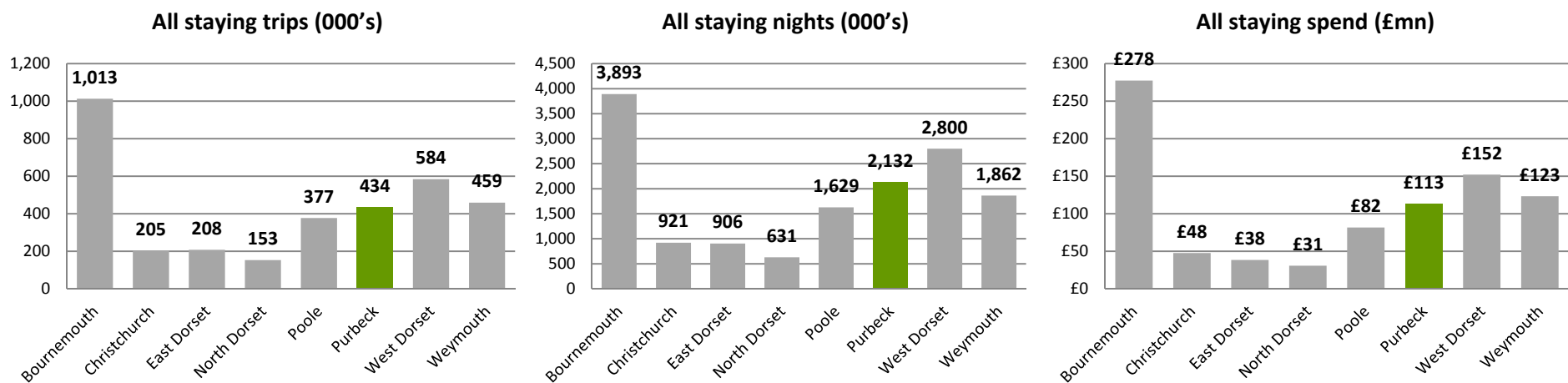
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	416	17	433
Retailing	105	252	358
Catering	224	720	944
Attractions/entertainment	146	209	355
Transport	46	88	134
Arising from non trip spend	176	0	176
Total Direct	1,113	1,286	2,399

Value of Tourism 2014

Purbeck

Key Facts	
434,000	Staying visitor trips
2,132,000	Staying visitor nights
£112,757,000	Staying visitor spend
3,699,000	Day visits
£119,951,000	Day visitor spend
£232,708,000	Direct visitor spend
£3,673,000	Other related spend
£236,381,000	TOTAL VISITOR RELATED SPEND
4,531	Estimated actual employment
3,259	FTE employment
21%	Proportion of all employment

Purbeck - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	872	141	2,704	1,189	£200	£77
Christchurch	190	15	769	152	£40	£8
East Dorset	190	18	721	185	£30	£9
North Dorset	139	14	492	139	£24	£7
Poole	343	34	1,277	352	£64	£18
Purbeck	407	27	1,826	306	£95	£18
West Dorset	533	51	2,331	469	£124	£28
Weymouth	424	35	1,585	277	£105	£18

Purbeck - Staying visits by accommodation type

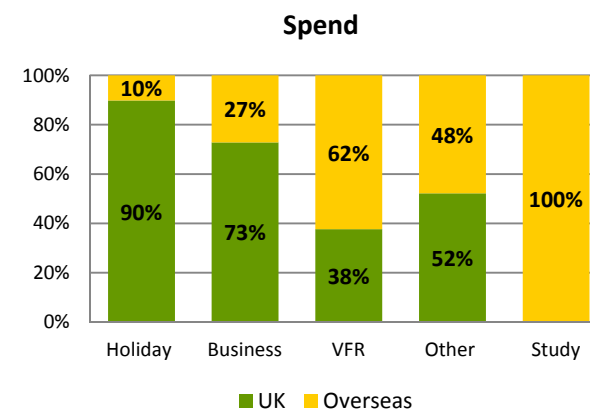
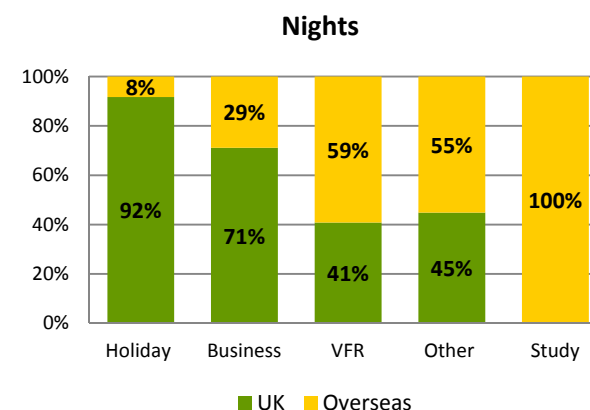
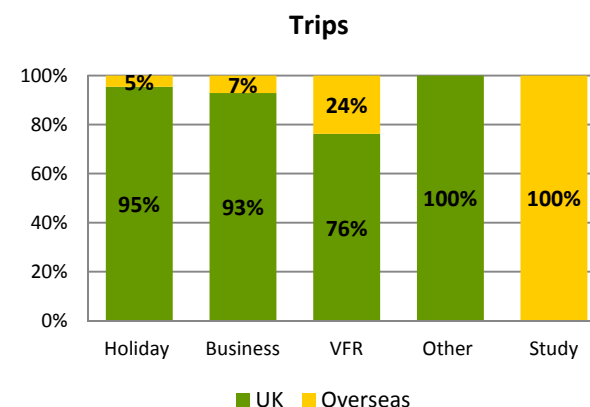
Domestic tourists	Trips	Nights	Spend
Serviced	72,000	204,000	£20,326,000
Self catering	58,000	335,000	£23,335,000
Touring caravans /tents	107,000	533,000	£17,896,000
Static vans/holiday centres	94,000	484,000	£24,350,000
Group/campus	7,000	20,000	£1,215,000
Paying guest in private homes	0	0	£0
Second homes	11,000	56,000	£1,912,000
Boat moorings	1,000	3,000	£155,000
Other	3,000	7,000	£575,000
Staying with friends and relatives	54,000	182,000	£5,239,000
Total	407,000	1,826,000	£95,003,000

Overseas tourists	Trips	Nights	Spend
Serviced	8,000	41,000	£3,888,000
Self catering	3,000	50,000	£3,137,000
Touring caravans /tents	6,000	61,000	£2,772,000
Static vans/holiday centres	1,000	5,000	£245,000
Group/campus	2,000	57,000	£3,749,000
Paying guest in private homes	1,000	11,000	£651,000
Second homes	1,000	14,000	£670,000
Boat moorings	0	0	£0
Other	0	2,000	£105,000
Staying with friends and relatives	6,000	65,000	£2,536,000
Total	27,000	306,000	£17,754,000

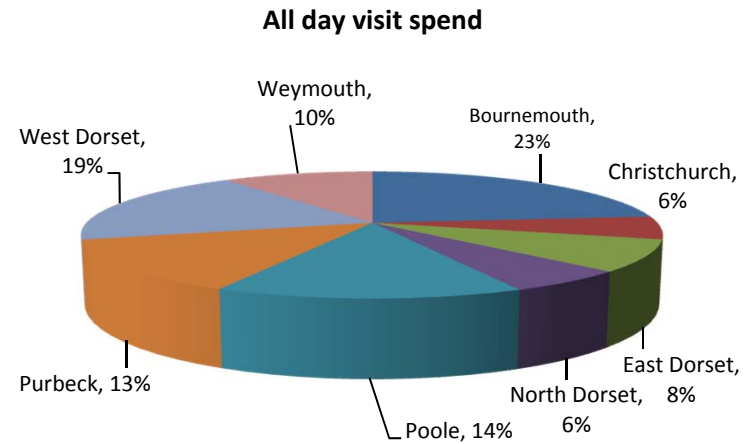
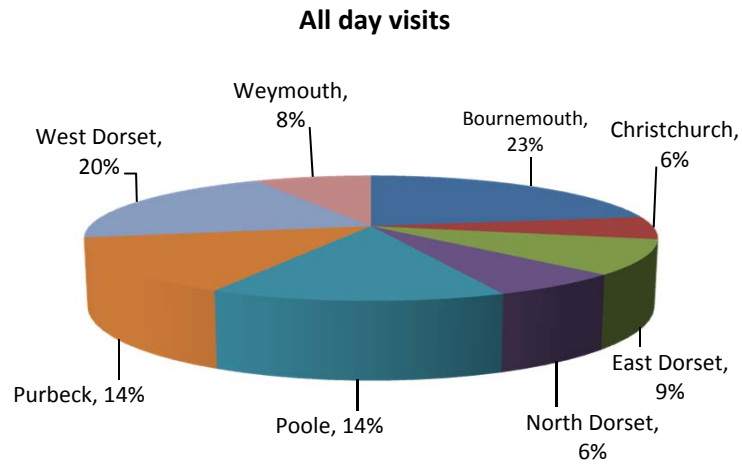
Purbeck - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	374,000	1,731,000	£89,415,000
Business	13,000	32,000	£2,873,000
Visits to friends and relatives	16,000	49,000	£1,705,000
Other	4,000	13,000	£1,010,000
Study	0	0	£0
Total	407,000	1,826,000	£95,003,000

Overseas tourists	Trips	Nights	Spend
Holiday	18,000	156,000	£10,136,000
Business	1,000	13,000	£1,071,000
Visits to friends and relatives	5,000	71,000	£2,822,000
Other	0	16,000	£926,000
Study	1,000	50,000	£2,800,000
Total	27,000	306,000	£17,754,000



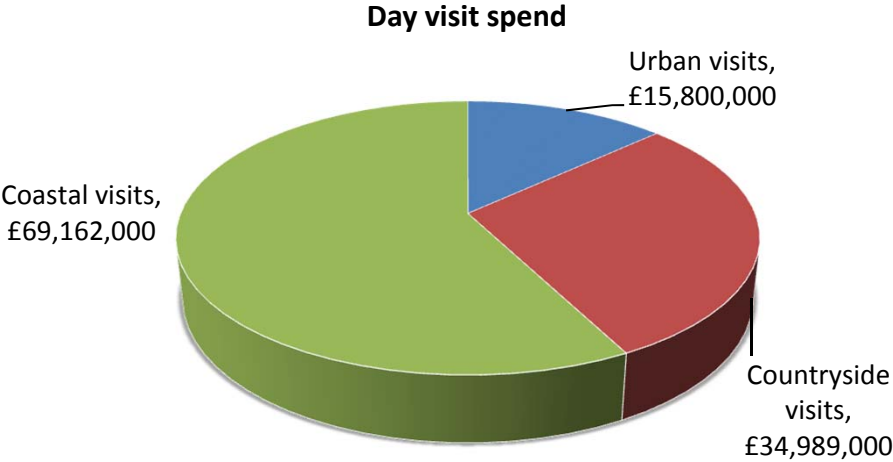
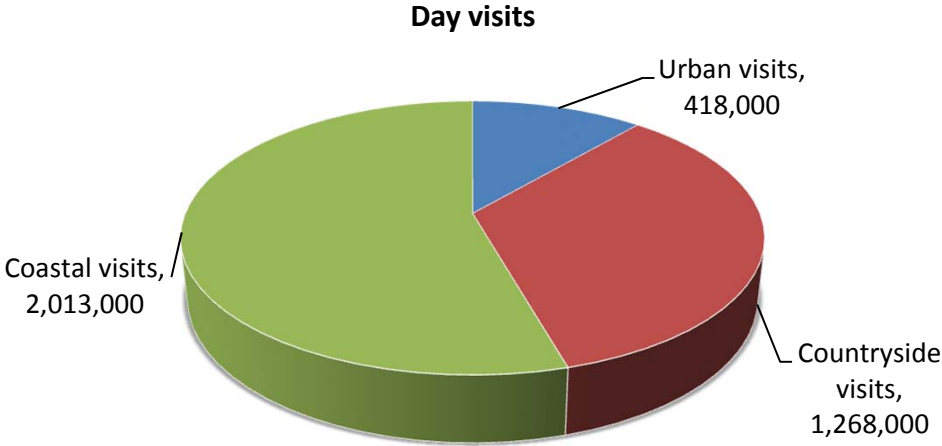
Purbeck - Day visits in the county context



Area	Day visits	Day visit spend
Bournemouth	5.8	£207.8
Christchurch	1.5	£51.7
East Dorset	2.3	£71.4
North Dorset	1.6	£51.9
Poole	3.6	£126.9
Purbeck	3.7	£120.0
West Dorset	5.1	£170.2
Weymouth	2.0	£89.8

Purbeck - Day visits by location

Total day visits	Total day visit spend
3,699,000	£119,951,000



Purbeck – Direct visitor expenditure by category



Accommodation

- UK staying visitors £36,159,000
- Overseas staying visitors £5,374,000



Shopping

- UK staying visitors £12,213,000
- Overseas staying visitors £5,124,000
- Day visitors £20,553,000



Food & drink

- UK staying visitors £20,782,000
- Overseas staying visitors £3,731,000
- Day visitors £58,067,000



Attractions/entertainment

- UK staying visitors £10,449,000
- Overseas staying visitors £1,909,000
- Day visitors £15,160,000



Travel

- UK staying visitors £15,400,000
- Overseas staying visitors £1,615,000
- Day visitors £26,172,000

Purbeck – Other visitor related expenditure by category



Second Homes

£1,194,000



Boats

£330,000



Visiting friends and relatives (non-visitor spend)

£2,149,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Purbeck – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



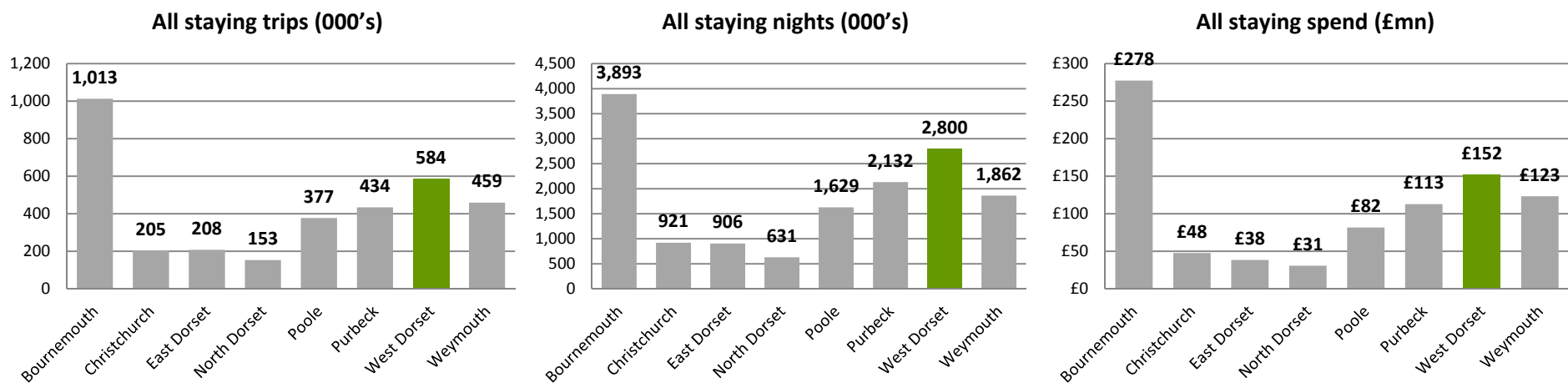
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	584	16	600
Retailing	132	157	289
Catering	294	696	990
Attractions/entertainment	184	230	415
Transport	59	90	149
Arising from non trip spend	58	0	58
Total Direct	1,311	1,189	2,501

Value of Tourism 2014

West Dorset

Key Facts	
584,100	Staying visitor trips
2,800,200	Staying visitor nights
£152,136,000	Staying visitor spend
5,104,000	Day visits
£170,191,000	Day visitor spend
£322,327,000	Direct visitor spend
£6,609,000	Other related spend
£328,936,000	TOTAL VISITOR RELATED SPEND
7,195	Estimated actual employment
5,145	FTE employment
16%	Proportion of all employment

West Dorset - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	872	141	2,704	1,189	£200	£77
Christchurch	190	15	769	152	£40	£8
East Dorset	190	18	721	185	£30	£9
North Dorset	139	14	492	139	£24	£7
Poole	343	34	1,277	352	£64	£18
Purbeck	407	27	1,826	306	£95	£18
West Dorset	533	51	2,331	469	£124	£28
Weymouth	424	35	1,585	277	£105	£18

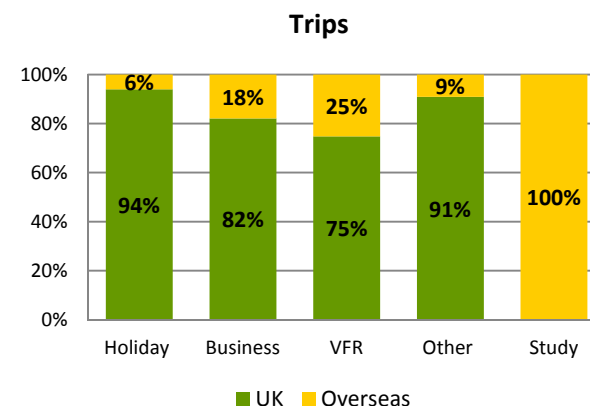
West Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	101,000	284,000	£28,250,000
Self catering	108,000	626,000	£43,622,000
Touring caravans /tents	118,000	585,000	£19,635,000
Static vans/holiday centres	64,000	329,000	£16,548,000
Group/campus	1,000	2,000	£126,000
Paying guest in private homes	0	0	£0
Second homes	18,000	88,000	£3,014,000
Boat moorings	0	0	£0
Other	6,000	16,000	£1,265,000
Staying with friends and relatives	118,000	401,000	£11,521,000
Total	533,000	2,331,000	£123,980,000

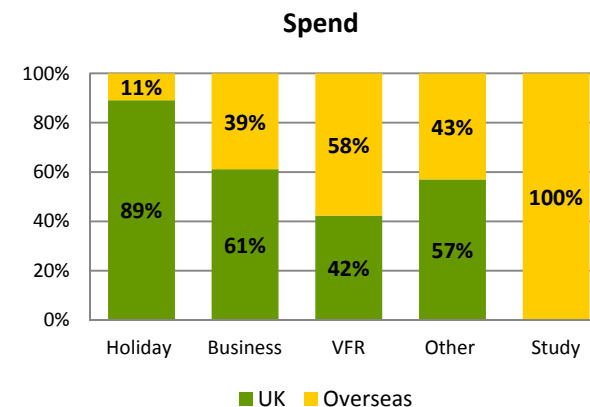
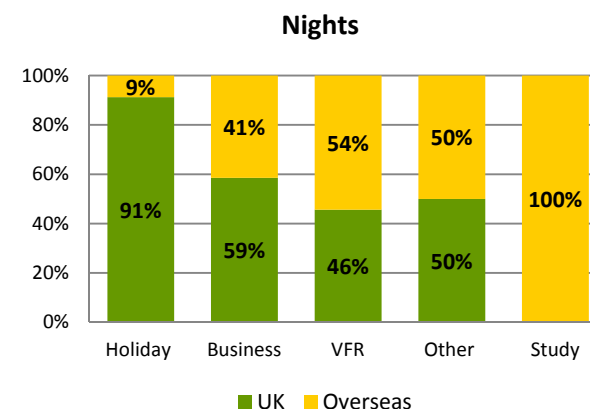
Overseas tourists	Trips	Nights	Spend
Serviced	23,100	117,800	£11,179,000
Self catering	5,000	94,100	£5,865,000
Touring caravans /tents	7,100	66,900	£3,041,000
Static vans/holiday centres	400	3,100	£167,000
Group/campus	200	5,900	£389,000
Paying guest in private homes	700	11,300	£651,000
Second homes	800	21,400	£1,056,000
Boat moorings	0	0	£0
Other	500	5,300	£232,000
Staying with friends and relatives	13,400	143,400	£5,577,000
Total	51,100	469,200	£28,156,000

West Dorset - Staying visits by purpose

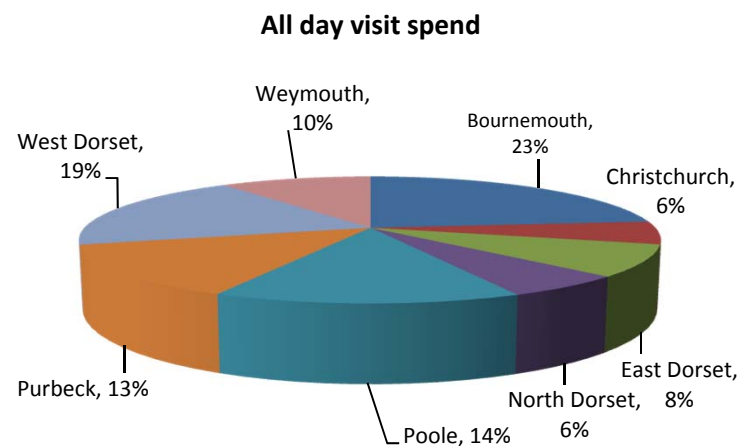
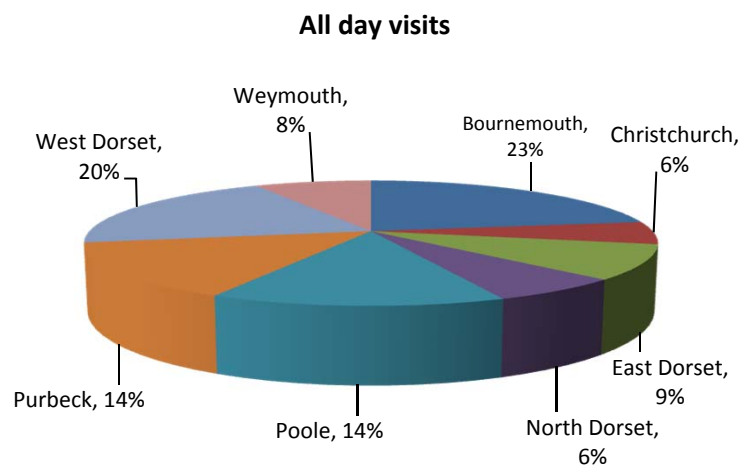
Domestic tourists	Trips	Nights	Spend
Holiday	449,000	2,096,000	£109,027,000
Business	38,000	98,000	£8,901,000
Visits to friends and relatives	35,000	108,000	£3,801,000
Other	9,000	29,000	£2,251,000
Study	0	0	£0
Total	533,000	2,331,000	£123,980,000



Overseas tourists	Trips	Nights	Spend
Holiday	28,700	201,000	£13,291,000
Business	8,300	69,400	£5,650,000
Visits to friends and relatives	11,800	128,800	£5,179,000
Other	900	29,000	£1,700,000
Study	1,300	41,000	£2,337,000
Total	51,100	469,200	£28,156,000



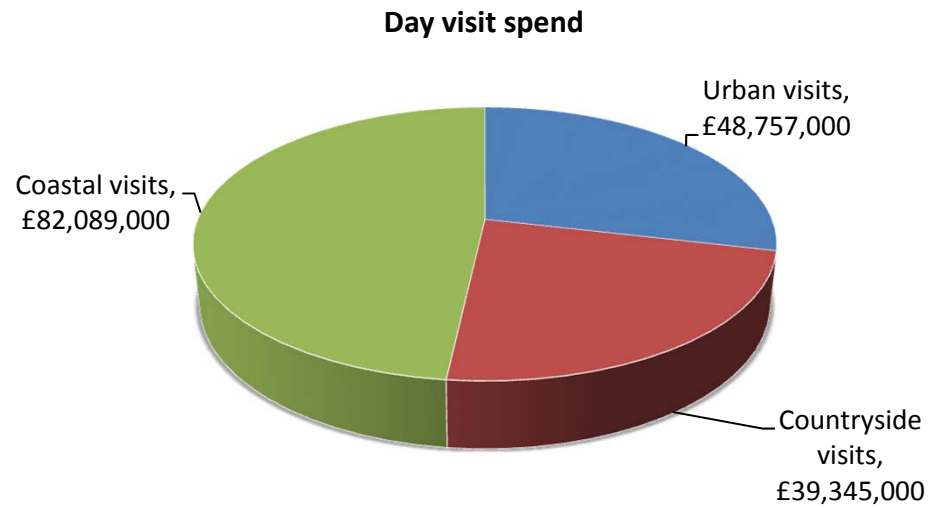
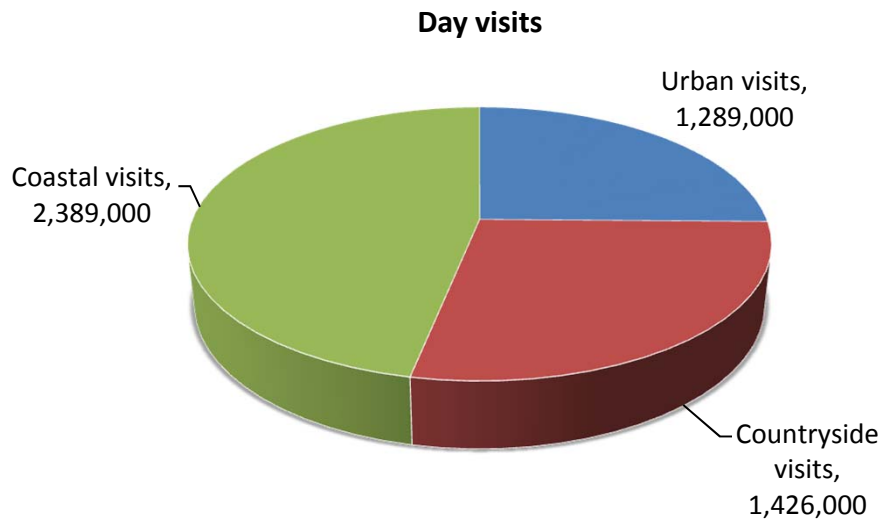
West Dorset - Day visits in the county context



Area	Day visits	Day visit spend
Bournemouth	5.8	£207.8
Christchurch	1.5	£51.7
East Dorset	2.3	£71.4
North Dorset	1.6	£51.9
Poole	3.6	£126.9
Purbeck	3.7	£120.0
West Dorset	5.1	£170.2
Weymouth	2.0	£89.8

West Dorset - Day visits by location

Total day visits	Total day visit spend
5,104,000	£170,191,000



West Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £46,970,000
- Overseas staying visitors £9,027,000



Shopping

- UK staying visitors £15,658,000
- Overseas staying visitors £7,592,000
- Day visitors £31,177,000



Food & drink

- UK staying visitors £27,340,000
- Overseas staying visitors £6,005,000
- Day visitors £79,040,000



Attractions/entertainment

- UK staying visitors £13,342,000
- Overseas staying visitors £2,870,000
- Day visitors £20,487,000



Travel

- UK staying visitors £20,671,000
- Overseas staying visitors £2,662,000
- Day visitors £33,487,000

West Dorset – Other visitor related expenditure by category



Second Homes

£1,882,000



Boats

£0



Visiting friends and relatives (non-visitor spend)

£4,727,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

West Dorset – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



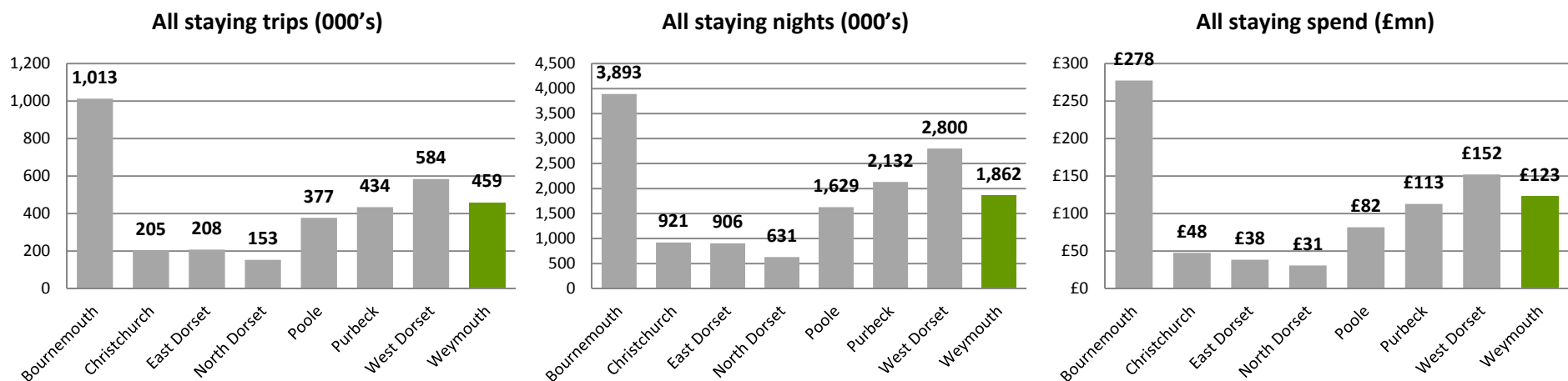
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	928	26	954
Retailing	209	335	544
Catering	471	1,116	1,587
Attractions/entertainment	285	368	653
Transport	95	136	230
Arising from non trip spend	105	0	105
Total Direct	2,092	1,980	4,072

Value of Tourism 2014

Weymouth & Portland

Key Facts	
459,400	Staying visitor trips
1,861,800	Staying visitor nights
£123,314,000	Staying visitor spend
2,020,000	Day visits
£89,789,000	Day visitor spend
£213,103,000	Direct visitor spend
£5,394,000	Other related spend
£218,497,000	TOTAL VISITOR RELATED SPEND
5,091	Estimated actual employment
3,747	FTE employment
17%	Proportion of all employment

Weymouth & Portland - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	872	141	2,704	1,189	£200	£77
Christchurch	190	15	769	152	£40	£8
East Dorset	190	18	721	185	£30	£9
North Dorset	139	14	492	139	£24	£7
Poole	343	34	1,277	352	£64	£18
Purbeck	407	27	1,826	306	£95	£18
West Dorset	533	51	2,331	469	£124	£28
Weymouth & Portland	424	35	1,585	277	£105	£18

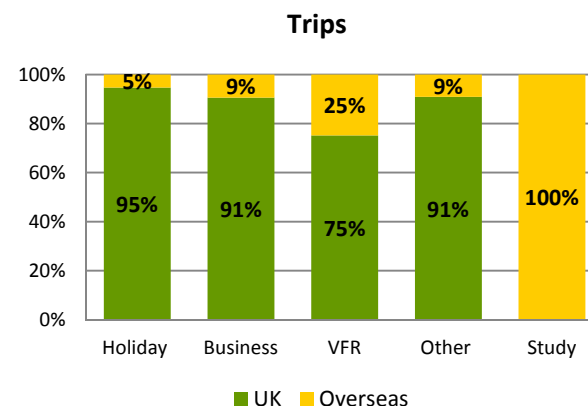
Weymouth & Portland - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	202,000	571,000	£56,759,000
Self catering	30,000	172,000	£12,016,000
Touring caravans /tents	6,000	28,000	£928,000
Static vans/holiday centres	97,000	497,000	£25,036,000
Group/campus	0	1,000	£67,000
Paying guest in private homes	0	0	£0
Second homes	6,000	28,000	£956,000
Boat moorings	4,000	18,000	£816,000
Other	4,000	10,000	£818,000
Staying with friends and relatives	76,000	259,000	£7,451,000
Total	424,000	1,585,000	£104,847,000

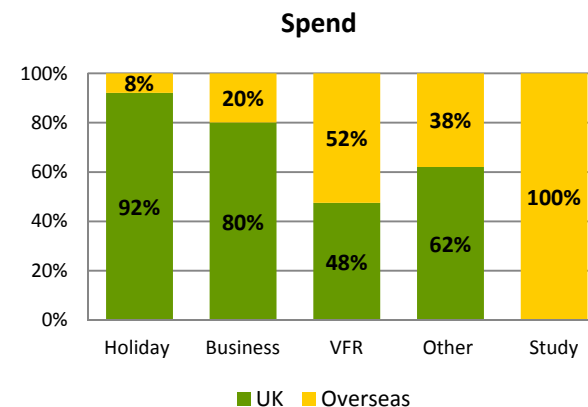
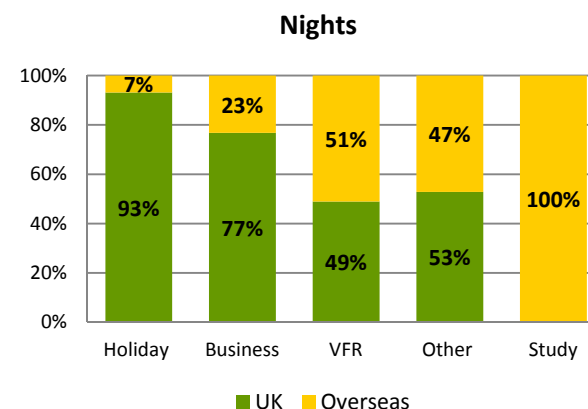
Overseas tourists	Trips	Nights	Spend
Serviced	22,500	114,400	£10,857,000
Self catering	1,400	25,900	£1,615,000
Touring caravans /tents	300	3,200	£144,000
Static vans/holiday centres	600	4,700	£252,000
Group/campus	100	3,100	£205,000
Paying guest in private homes	1,300	22,500	£1,301,000
Second homes	300	6,800	£335,000
Boat moorings	0	0	£0
Other	300	3,500	£150,000
Staying with friends and relatives	8,600	92,700	£3,607,000
Total	35,400	276,800	£18,467,000

Weymouth & Portland - Staying visits by purpose

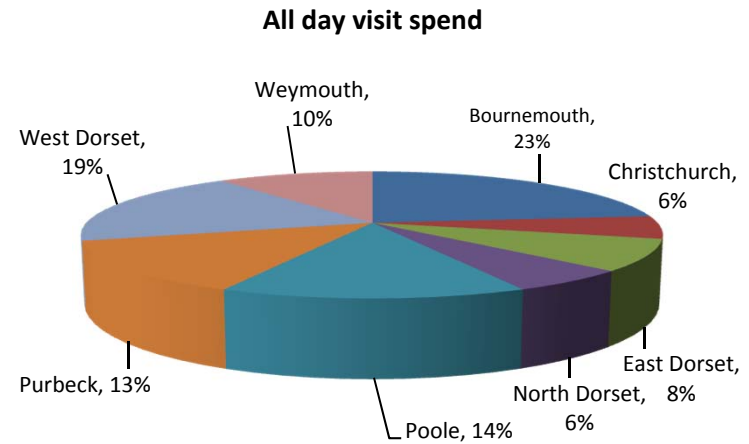
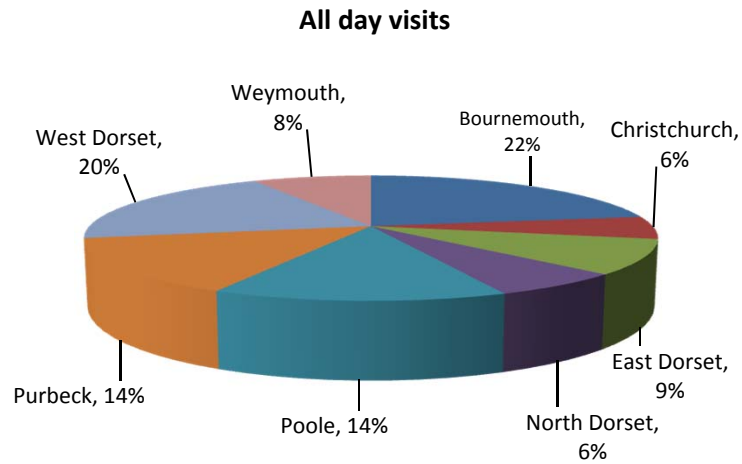
Domestic tourists	Trips	Nights	Spend
Holiday	346,000	1,398,000	£88,503,000
Business	50,000	110,000	£12,211,000
Visits to friends and relatives	23,000	61,000	£2,596,000
Other	6,000	16,000	£1,537,000
Study	0	0	£0
Total	424,000	1,585,000	£104,847,000



Overseas tourists	Trips	Nights	Spend
Holiday	19,300	102,900	£7,622,000
Business	5,200	33,300	£3,037,000
Visits to friends and relatives	7,600	63,700	£2,867,000
Other	600	14,300	£941,000
Study	2,700	62,700	£4,000,000
Total	35,400	276,800	£18,467,000



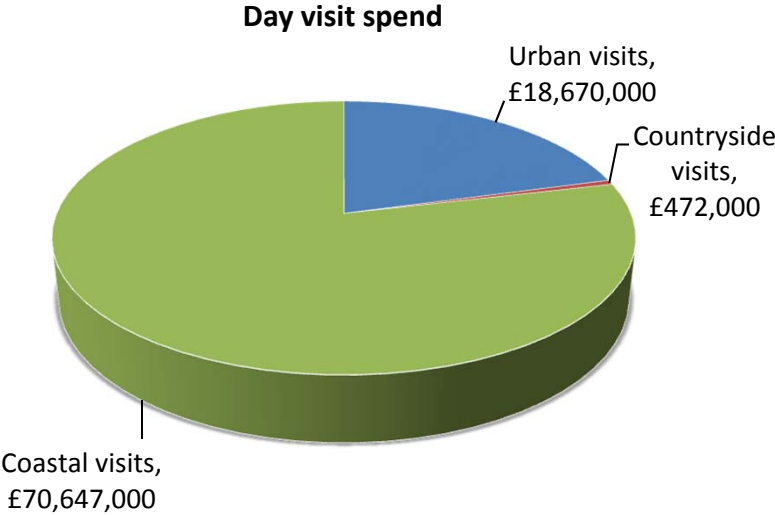
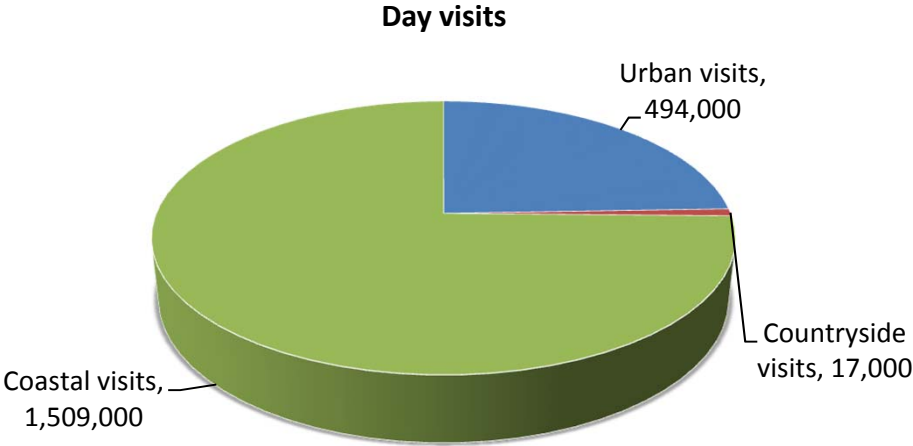
Weymouth & Portland - Day visits in the county context



Area	Day visits	Day visit spend
Bournemouth	5.8	£207.8
Christchurch	1.5	£51.7
East Dorset	2.3	£71.4
North Dorset	1.6	£51.9
Poole	3.6	£126.9
Purbeck	3.7	£120.0
West Dorset	5.1	£170.2
Weymouth & Portland	5.8	£207.8

Weymouth & Portland - Day visits by location

Total day visits	Total day visit spend
2,020,000	£89,789,000



Weymouth & Portland – Direct visitor expenditure by category



Accommodation

- UK staying visitors £40,043,000
- Overseas staying visitors £5,760,000



Shopping

- UK staying visitors £12,946,000
- Overseas staying visitors £5,152,000
- Day visitors £15,406,000



Food & drink

- UK staying visitors £23,142,000
- Overseas staying visitors £3,734,000
- Day visitors £43,853,000



Attractions/entertainment

- UK staying visitors £10,953,000
- Overseas staying visitors £2,180,000
- Day visitors £9,380,000



Travel

- UK staying visitors £17,762,000
- Overseas staying visitors £1,642,000
- Day visitors £21,149,000

Weymouth & Portland – Other visitor related expenditure by category



Second Homes

£597,000



Boats

£1,740,000



Visiting friends and relatives (non-visitor spend)

£3,057,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Weymouth & Portland – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	704	13	717
Retailing	151	129	280
Catering	352	574	926
Attractions/entertainment	214	157	371
Transport	73	80	152
Arising from non trip spend	86	0	86
Total Direct	1,579	953	2,532