

# The Economic Impact of Dorset's Visitor Economy 2015



## Dorset and Districts

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



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# Contents

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	Page
Introduction	3
Dorset data	4
Bournemouth data	23
Christchurch data	32
East Dorset data	41
North Dorset data	50
Poole data	59
Purbeck data	68
West Dorset data	77
Weymouth & Portland data	86



# Introduction

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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 2015.

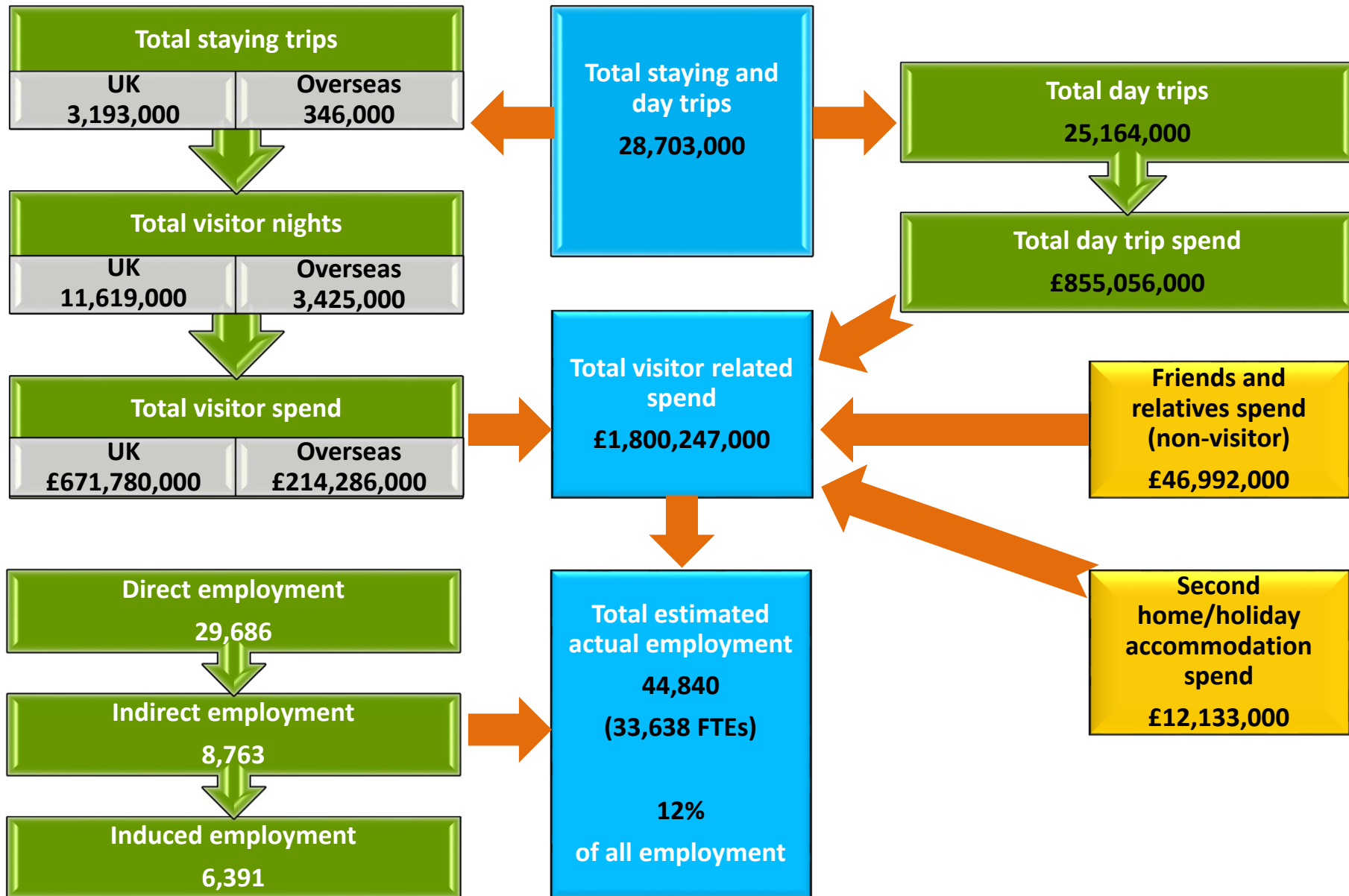
The figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. It distributes regional activity as measured in those surveys to local areas using '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 2015, including key facts about the economy, weather and key events please see Appendix 2 of this report.



# Dorset - Key facts at a glance



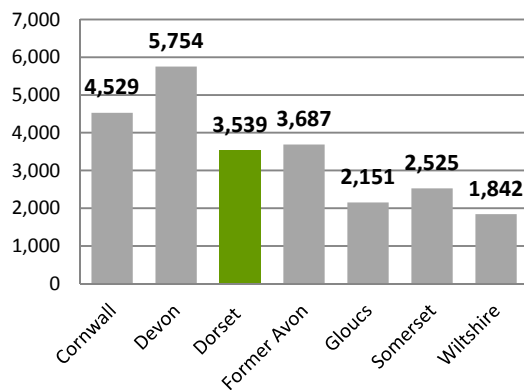
## Dorset – Staying visits

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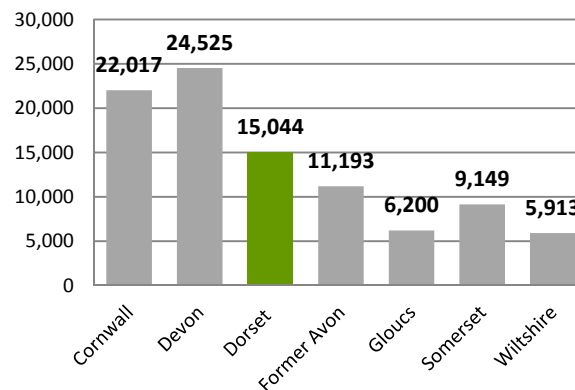
Information on staying visits is derived from the Great Britain Tourism Survey (GBTS) for domestic visitors and from the International Passenger Survey (IPS) for Overseas visitors. The methodology of both surveys has been stable since 2006 allowing for direct comparison between years and the analysis of trend data. Data at a county level is derived from the national surveys for trips, nights and spend but adjusted to account for local data and modelled below this level.

## Dorset - Staying visits in the regional context

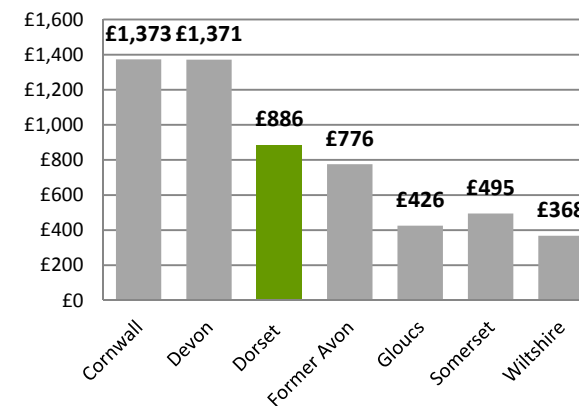
All staying trips (000's)



All staying nights (000's)



All staying spend (millions)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cornwall	4,210	319	19,760	2,257	£1,248	£125
Devon	5,290	464	21,029	3,496	£1,176	£195
Dorset	3,193	346	11,619	3,425	£672	£214
Former Avon	2,820	867	6,284	4,909	£495	£280
Gloucestershire	1,893	258	4,504	1,696	£314	£111
Somerset	2,306	219	7,619	1,530	£420	£74
Wiltshire	1,545	297	4,141	1,772	£271	£97

## Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	1,280,000	3,418,000	£325,559,000
Self catering	263,000	1,417,000	£103,086,000
Touring caravans /tents	323,000	1,552,000	£46,800,000
Static vans/holiday centres	336,000	1,632,000	£78,628,000
Group/campus	8,000	23,000	£1,094,000
Paying guest in private homes	0	0	£0
Second homes	102,000	440,000	£15,628,000
Boat moorings	19,000	62,000	£3,528,000
Other	33,000	115,000	£3,016,000
Staying with friends and relatives	829,000	2,960,000	£94,442,000
<b>Total</b>	<b>3,193,000</b>	<b>11,619,000</b>	<b>£671,780,000</b>

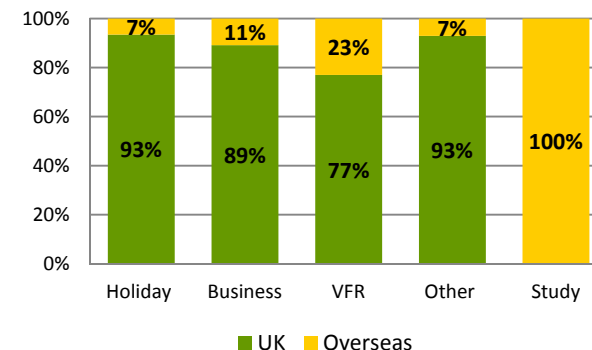
Overseas tourists	Trips	Nights	Spend
Serviced	168,000	912,000	£88,978,000
Self catering	15,000	261,000	£16,970,000
Touring caravans /tents	20,000	176,000	£8,235,000
Static vans/holiday centres	2,000	19,000	£1,031,000
Group/campus	3,000	86,000	£5,893,000
Paying guest in private homes	20,000	525,000	£31,671,000
Second homes	4,000	90,000	£4,507,000
Boat moorings	0	0	£0
Other	4,000	50,000	£2,146,000
Staying with friends and relatives	110,000	1,306,000	£54,855,000
<b>Total</b>	<b>346,000</b>	<b>3,425,000</b>	<b>£214,286,000</b>

# Dorset - Staying visits by purpose

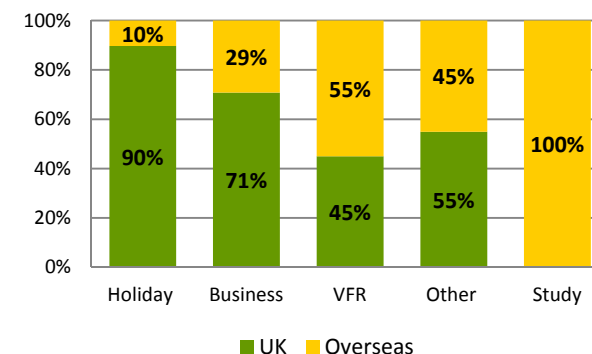
Domestic tourists	Trips	Nights	Spend
Holiday	2,439,000	9,758,000	£552,645,000
Business	287,000	660,000	£60,338,000
Visits to friends and relatives	362,000	893,000	£41,089,000
Other	105,000	308,000	£17,710,000
Study	0	0	£0
<b>Total</b>	<b>3,193,000</b>	<b>11,619,000</b>	<b>£671,781,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	170,000	1,118,000	£80,441,000
Business	35,000	272,000	£24,272,000
Visits to friends and relatives	108,000	1,093,000	£48,590,000
Other	8,000	253,000	£17,418,000
Study	25,000	690,000	£43,565,000
<b>Total</b>	<b>346,000</b>	<b>3,425,000</b>	<b>£214,286,000</b>

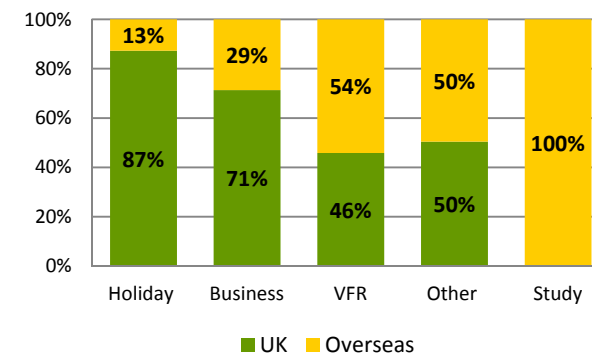
### Trips



### Nights



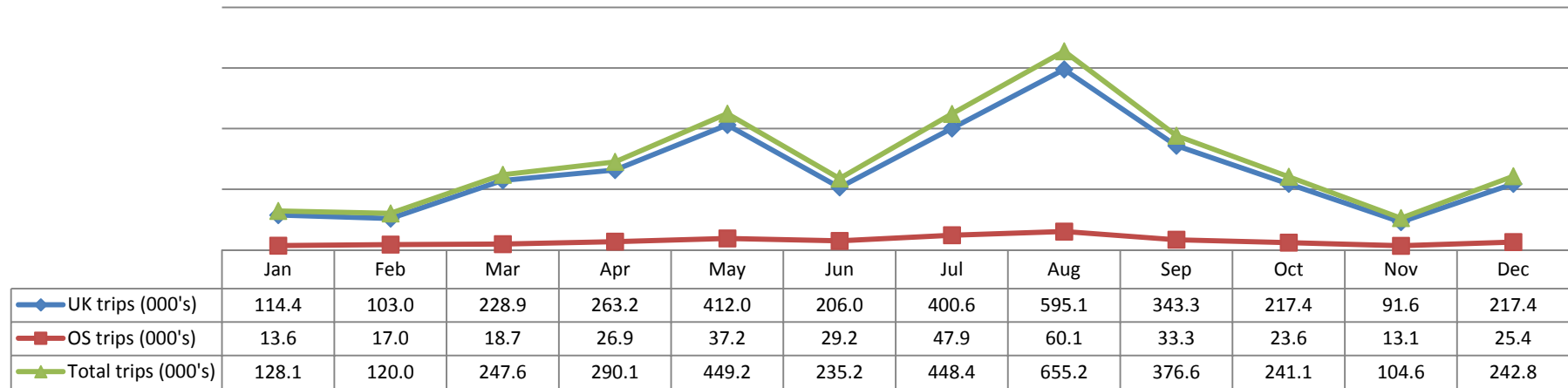
### Spend



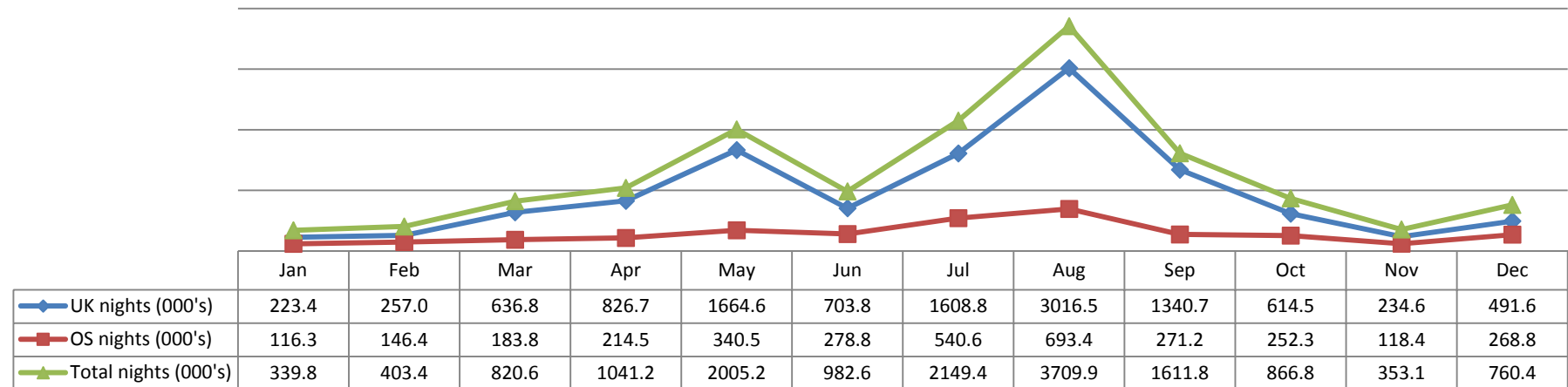


# Dorset- Estimated seasonality of staying visits

Seasonality - trips

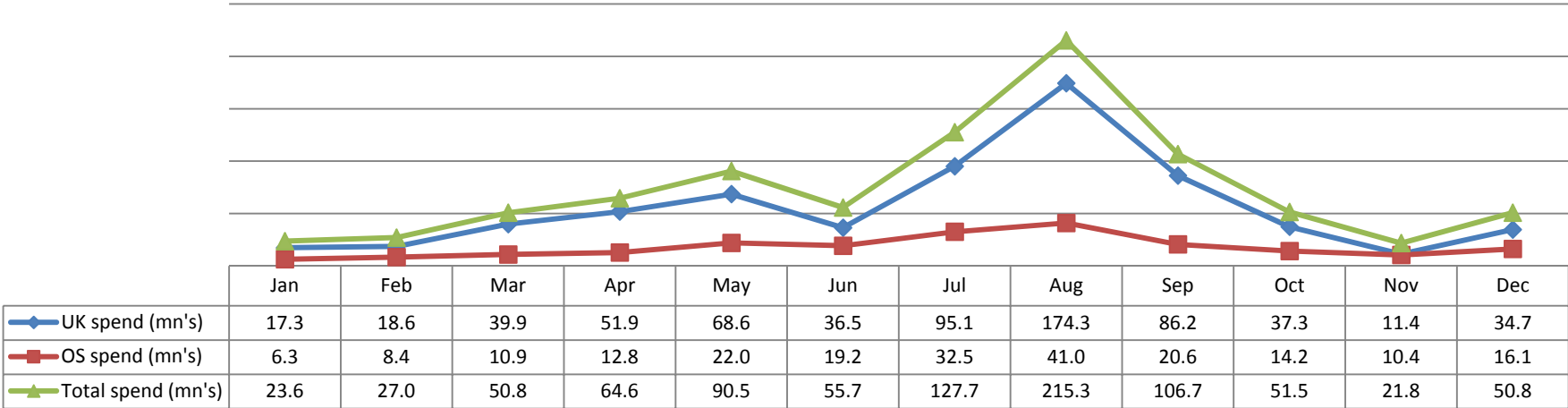


Seasonality - nights



# Dorset - Estimated seasonality of staying visits

Seasonality - spend



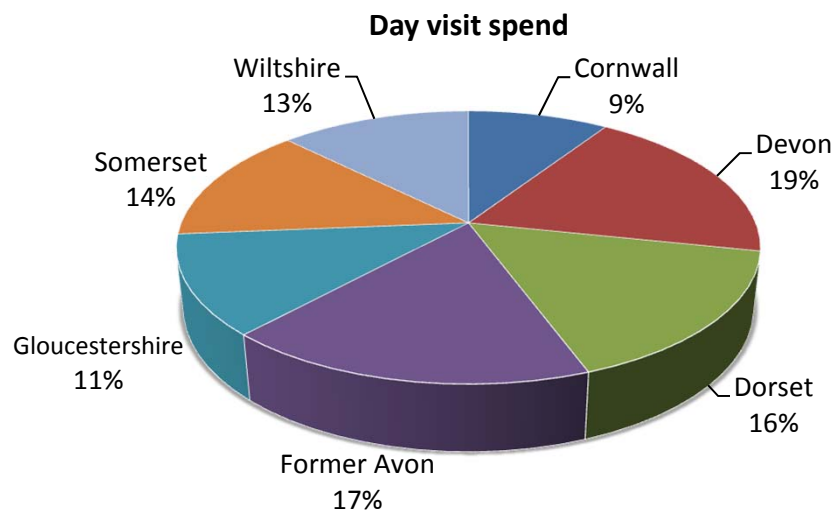
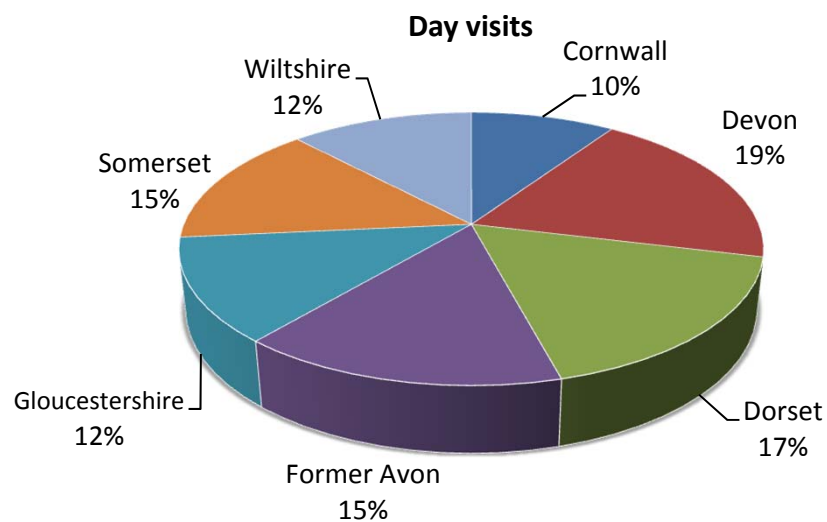
## Dorset – Day visits

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Information on day visits within this report has been derived from the 2015 Great Britain Day Visit Survey (GBDVS). The survey, which was first undertaken in 2011, provides a much needed update on day visit activity in Great Britain and generally speaking estimated greater frequencies of trip taking than the previous day visit survey (England Leisure Visits Survey 2005). As a result of the new methodology in 2011 comparisons with previous day visit estimates are not possible.

The GBDVS distinguishes between day visits to a town or city; to the seaside and coast; and to the countryside. Different drivers are used within the model to distribute these trips. Local 'drivers' such as attraction footfall, quality and size of countryside and coastline are factored into the model for this purpose.

## Dorset - Day visits in the regional context

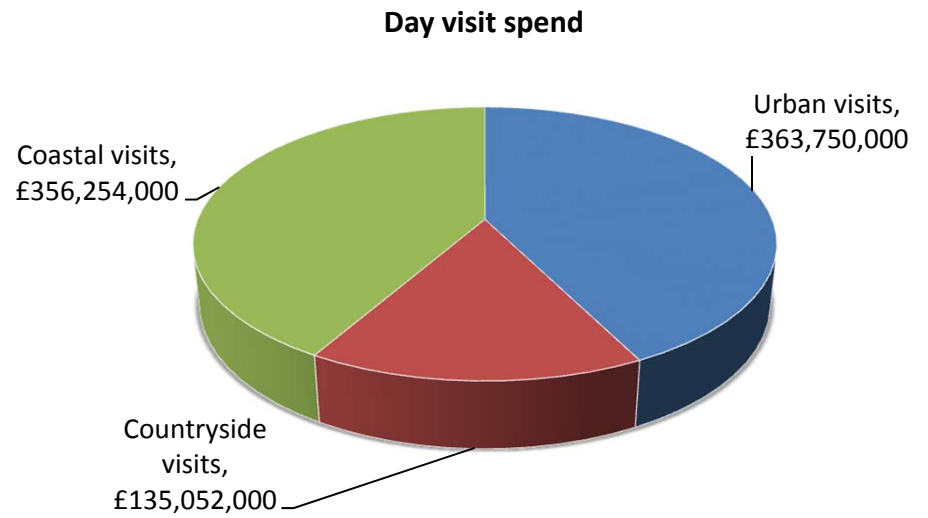
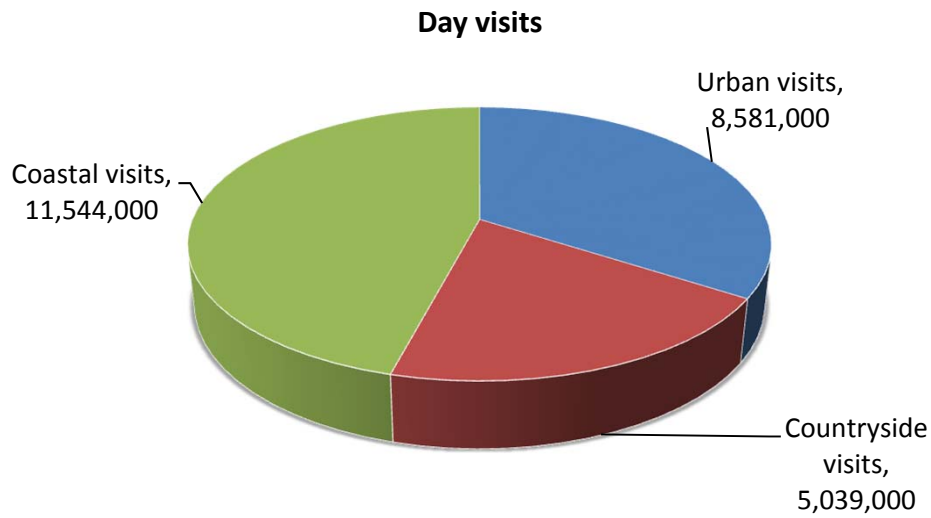


Area	Day visits (millions)	Day visit spend (millions)
Cornwall	14.0	£491.8
Devon	28.6	£1,013.7
Dorset	25.2	£855.1
Former Avon	22.7	£931.0
Gloucestershire	18.2	£629.1
Somerset	21.4	£731.6
Wiltshire	17.8	£668.5

# Dorset - Day visits by location

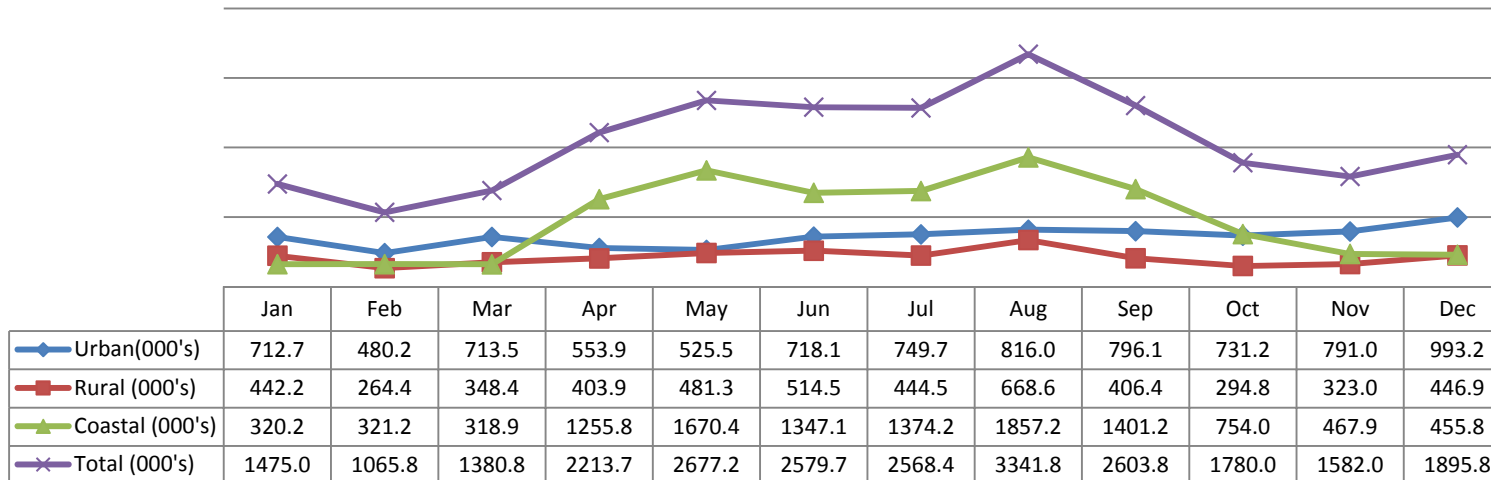
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Total day visits	Total day visit spend
25,164,000	£855,056,000

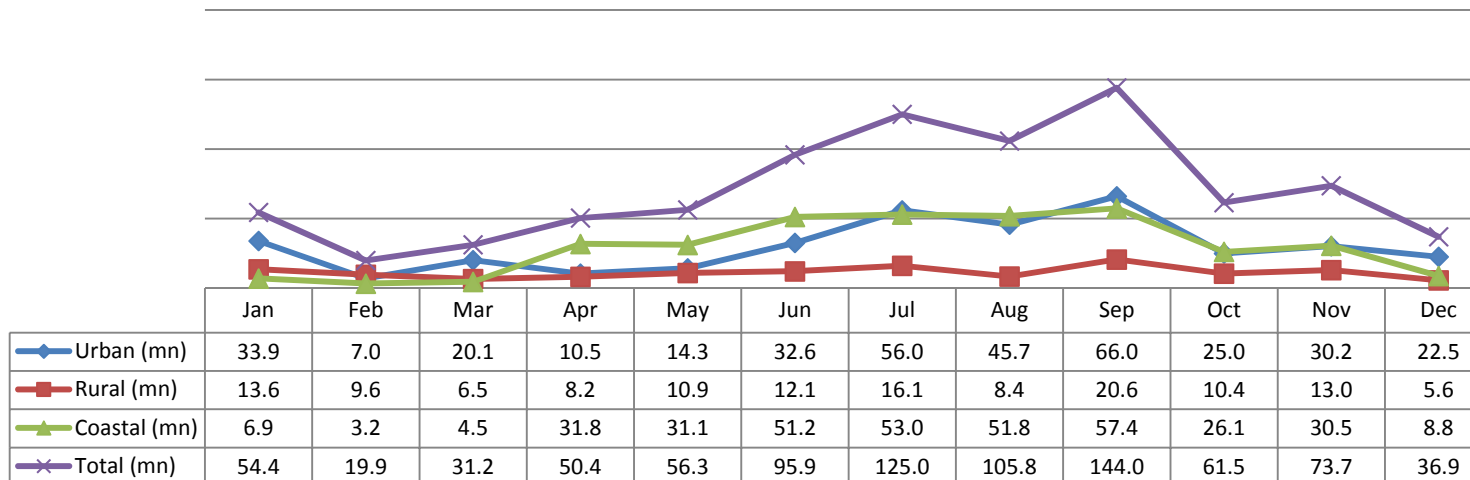


# Dorset - Estimated seasonality of day visits

Seasonality - day visits (000's)



Seasonality - day visit spend (millions)



## Dorset - Direct visitor expenditure by category

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Information on the breakdown of visitor spending is available from the three main tourism and day visitor surveys by type of visitor. The Model divides the expenditure between five sectors:

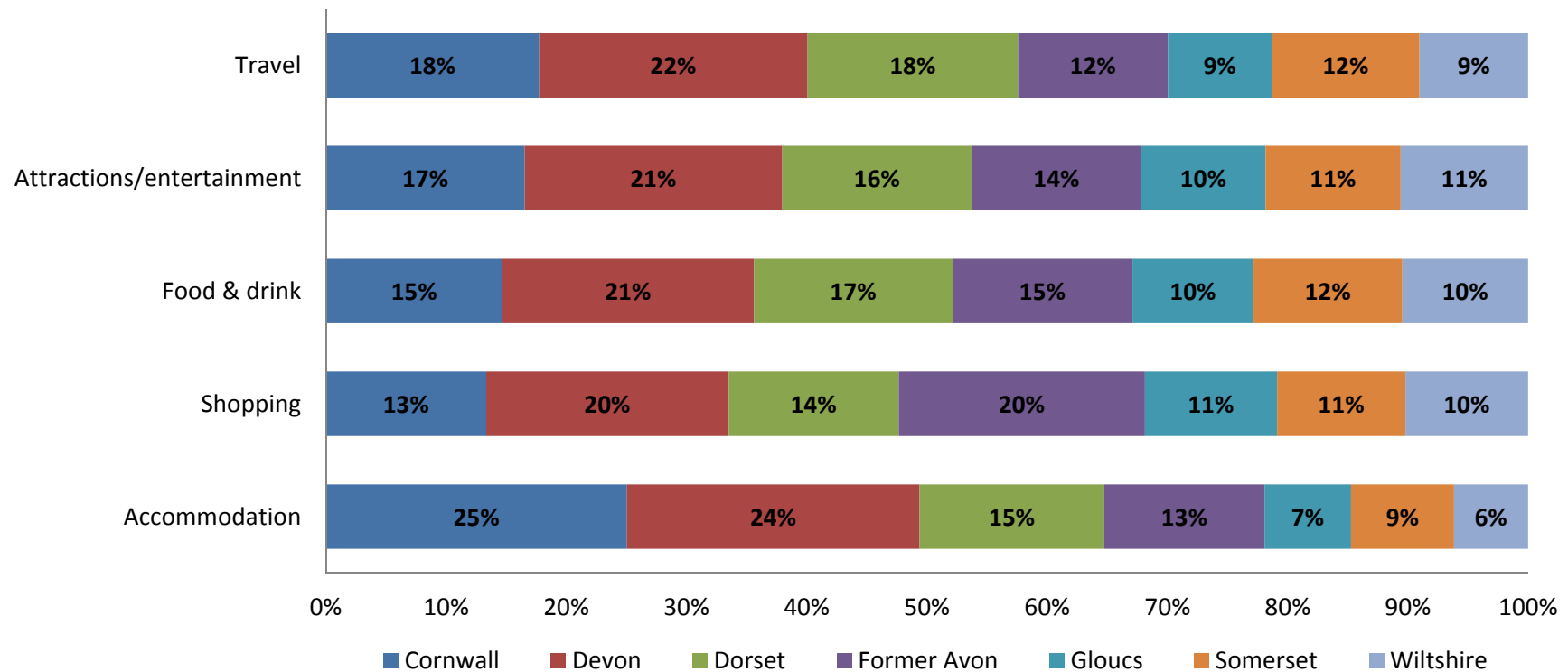
- Accommodation
- Shopping for gifts, clothes and other goods
- Eating and drinking in restaurants, cafes and inns
- Entry to attractions, entertainment and hire of goods and services
- Transport and travel costs including public transport, purchase of fuel and parking

The following pages look at the breakdown of this expenditure and business turnover arising from this expenditure.

By applying the expenditure breakdown to the estimates of visitor spending the Model generates estimates of total spending by the five business sectors. Visitor expenditure in each sector represents additional turnover for businesses in those sectors. However, evidence from national studies suggests that some minor adjustments are required to match visitor spend to business turnover. In particular, some expenditure on food and drink actually takes place in inns and hotels that fall into the accommodation sector and at attractions. The turnover for each business sector has therefore been adjusted to take account of these marginal changes. More significantly, expenditure on travel costs associated with individual trips is as likely to take place at the origin of the trip as it is at the actual destination. It is therefore assumed that only 60% of total travel expenditure accrues to the destination area.

## Dorset – Direct visitor expenditure by category in the regional context

South West	Accommodation	Shopping	Food & drink	Attractions/entertainment	Travel	TOTAL
<b>Spend</b>	£2,033,392,000	£2,603,534,000	£3,492,067,000	£1,241,401,000	£1,644,665,000	£11,015,059,000
<b>%</b>	18%	24%	32%	11%	15%	100%





# Dorset – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £249,857,000
- Overseas staying visitors £62,593,000



## Shopping

- UK staying visitors £84,540,000
- Overseas staying visitors £62,135,000
- Day visitors £221,484,000



## Food & drink

- UK staying visitors £150,080,000
- Overseas staying visitors £43,808,000
- Day visitors £382,892,000



## Attractions/entertainment

- UK staying visitors £72,079,000
- Overseas staying visitors £26,574,000
- Day visitors £97,124,000



## Travel

- UK staying visitors £115,225,000
- Overseas staying visitors £19,177,000
- Day visitors £153,556,000

## Dorset – Other visitor related expenditure by category

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Second Homes  
£6,809,000



Boats  
£5,324,000



Visiting friends and relatives (non-visitor spend)  
£46,992,000

- 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	£316,327,000	£7,658,000	£323,985,000
Retailing	£145,208,000	£219,270,000	£364,478,000
Catering	£188,071,000	£371,405,000	£559,476,000
Attractions/entertainment	£102,059,000	£103,168,000	£205,227,000
Transport	£80,641,000	£92,133,000	£172,774,000
Arising from non trip spend	£59,125,000	£0	£59,125,000
<b>Total Direct</b>	<b>£891,431,000</b>	<b>£793,634,000</b>	<b>£1,685,065,000</b>

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£891,431,000	£793,634,000	£1,685,065,000
Supplier and income induced	£489,966,000	£347,482,000	£837,448,000
<b>Total</b>	<b>£1,381,397,000</b>	<b>£1,141,116,000</b>	<b>£2,522,513,000</b>

## Dorset – Tourism related employment

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Having identified the value of turnover generated by visitor spending in each business sector it is possible to estimate the employment associated with that spending.

The use of visitor expenditure to generate job numbers underestimates the number of jobs arising in the attractions/entertainment sector. The underestimate arises because local authorities and voluntary bodies do not always seek to recoup the full operating costs of individual attractions or facilities from entrance charges. Therefore an additional percentage of direct employment is added to the attractions sector estimates to take account of this factor.

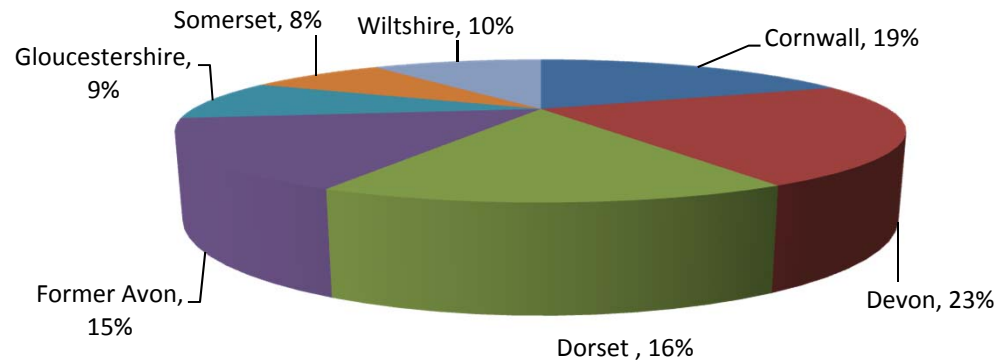
This section of the report looks at employment on three levels;

- **Direct Jobs** - Direct jobs are those in businesses in receipt of visitor spending. For example, jobs supported by visitor spending at a hotel would be direct jobs.
- **Indirect Jobs** - Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses. For example, some of the employment at a business supplying food and drink may be supported through the supplies that the business sells to hotels (or any other business in direct receipt of visitor expenditure).
- **Induced Jobs** - Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs. Such spending will be spread across a wide range of service sectors.

Estimates are shown for actual jobs and full time equivalent jobs (FTE's).

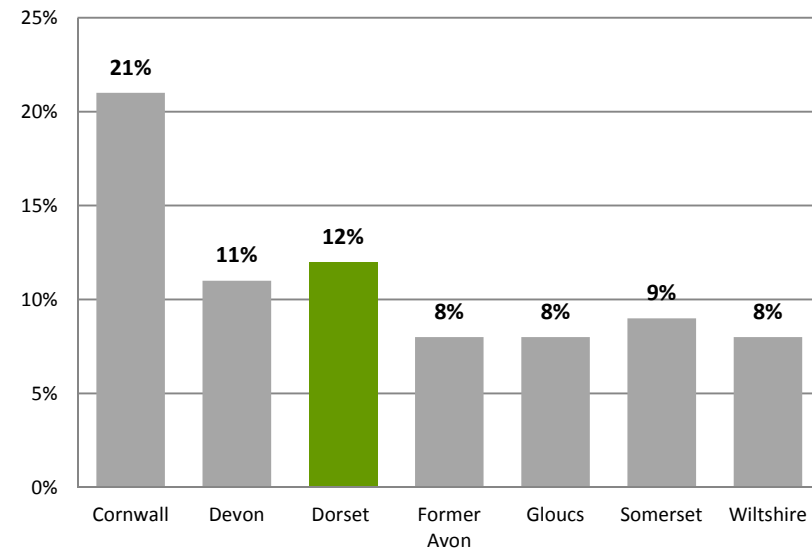
# Dorset – Tourism related employment in the regional context

Distribution of tourism related employment (FTE's)



Area	Number of FTE's
Cornwall	41,033
Devon	48,464
Dorset	33,638
Former Avon	33,257
Gloucestershire	19,409
Somerset	17,105
Wiltshire	21,774

% of all county employment



# Dorset – Tourism related employment

## Estimated actual employment



## Full time equivalent employment (FTE's)



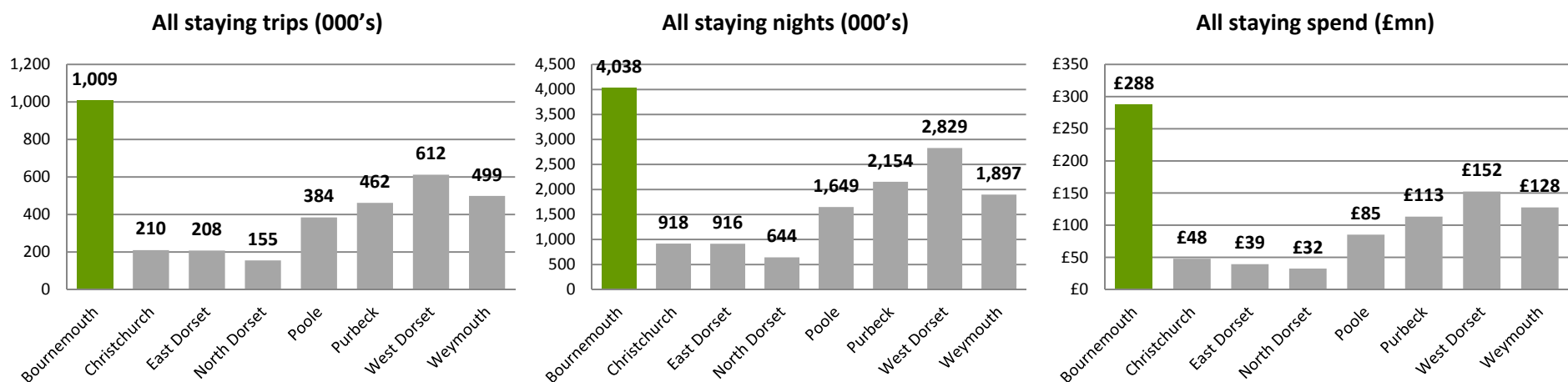
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	4,908	119	5,027
Retailing	1,213	1,831	3,044
Catering	2,344	4,628	6,972
Attractions/entertainment	1,621	1,638	3,259
Transport	516	589	1,105
Arising from non trip spend	938	0	938
<b>Total Direct</b>	<b>11,539</b>	<b>8,806</b>	<b>20,345</b>

# Value of Tourism 2015

## Bournemouth

Key Facts	
1,009,000	Staying visitor trips
4,038,000	Staying visitor nights
£287,521,000	Staying visitor spend
5,798,000	Day visits
£213,071,000	Day visitor spend
£500,592,000	Direct visitor spend
£15,647,000	Other related spend
£516,239,000	TOTAL VISITOR RELATED SPEND
11,779	Estimated actual employment
8,674	FTE employment
12%	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	848	161	2,549	1,489	£186	£101
Christchurch	196	14	759	159	£39	£9
East Dorset	191	17	726	190	£30	£9
North Dorset	142	13	502	142	£25	£7
Poole	353	31	1,286	363	£66	£19
Purbeck	434	28	1,828	326	£94	£20
West Dorset	563	49	2,353	476	£123	£29
Weymouth	466	33	1,616	281	£108	£19



## Bournemouth - Staying visits by accommodation type

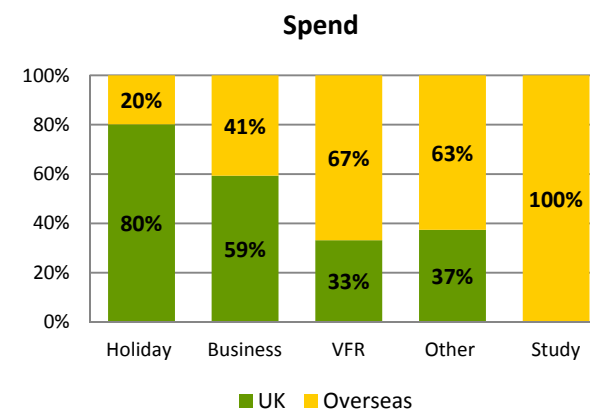
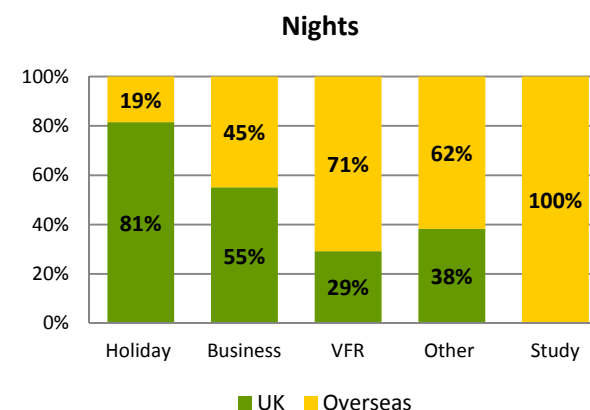
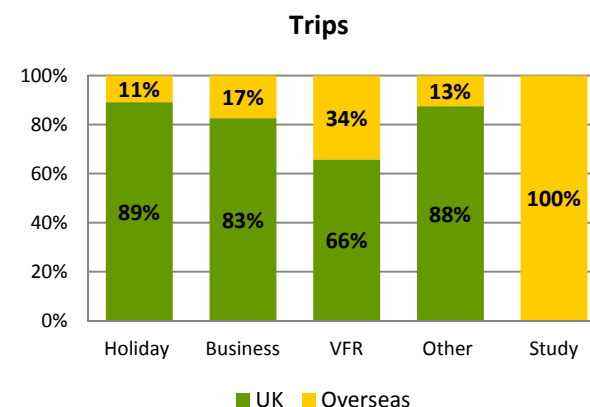
Domestic tourists	Trips	Nights	Spend
Serviced	590,000	1,576,000	£150,070,000
Self catering	23,000	125,000	£9,082,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£16,000
Paying guest in private homes	0	0	£0
Second homes	15,000	66,000	£2,331,000
Boat moorings	0	0	£0
Other	8,000	29,000	£768,000
Staying with friends and relatives	211,000	754,000	£24,045,000
<b>Total</b>	<b>848,000</b>	<b>2,549,000</b>	<b>£186,312,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	102,000	551,000	£53,795,000
Self catering	2,000	33,000	£2,161,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	2,000	£128,000
Paying guest in private homes	15,000	384,000	£23,174,000
Second homes	1,000	19,000	£972,000
Boat moorings	0	0	£0
Other	1,000	18,000	£790,000
Staying with friends and relatives	40,000	481,000	£20,189,000
<b>Total</b>	<b>161,000</b>	<b>1,489,000</b>	<b>£101,209,000</b>

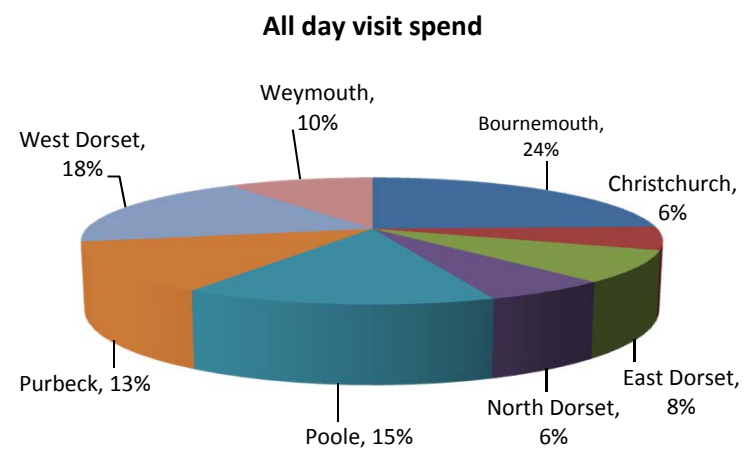
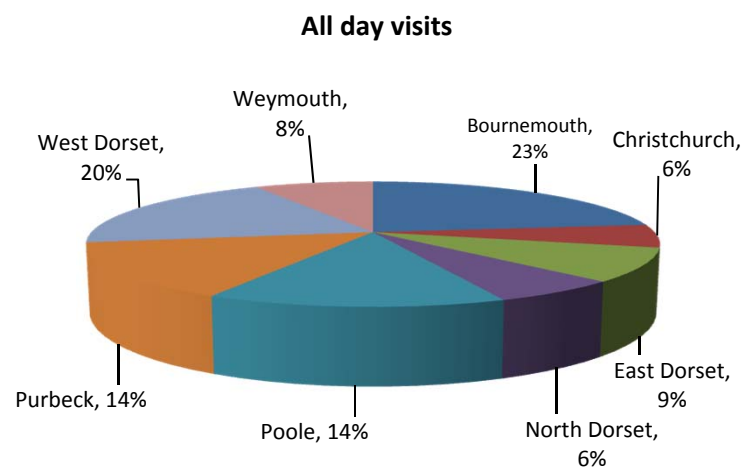
# Bournemouth - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	648,000	2,141,000	£153,270,000
Business	76,000	145,000	£16,734,000
Visits to friends and relatives	96,000	196,000	£11,396,000
Other	28,000	68,000	£4,912,000
Study	0	0	£0
<b>Total</b>	<b>848,000</b>	<b>2,549,000</b>	<b>£186,312,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	79,000	486,000	£37,993,000
Business	16,000	118,000	£11,464,000
Visits to friends and relatives	50,000	475,000	£22,949,000
Other	4,000	110,000	£8,227,000
Study	11,000	300,000	£20,576,000
<b>Total</b>	<b>161,000</b>	<b>1,489,000</b>	<b>£101,209,000</b>



## Bournemouth - Day visits in the county context



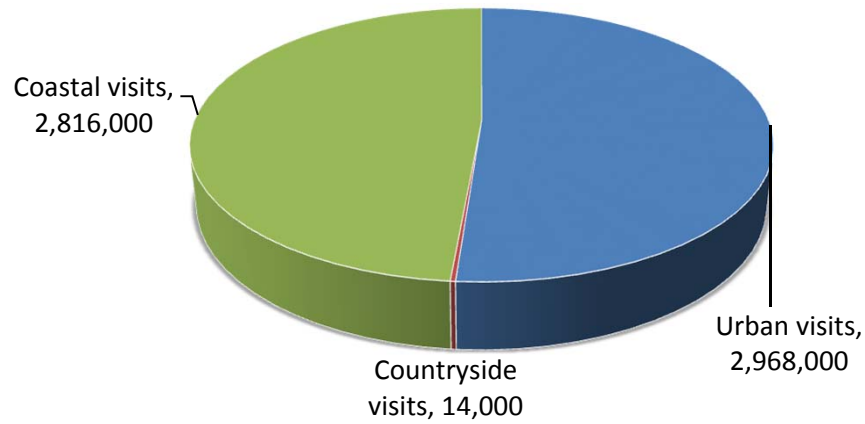
Area	Day visits	Day visit spend
Bournemouth	5.8	£213.1
Christchurch	1.5	£51.5
East Dorset	2.2	£70.2
North Dorset	1.6	£51.9
Poole	3.6	£126.5
Purbeck	3.6	£112.4
West Dorset	4.9	£161.1
Weymouth	2.0	£85.1

# Bournemouth - Day visits by location

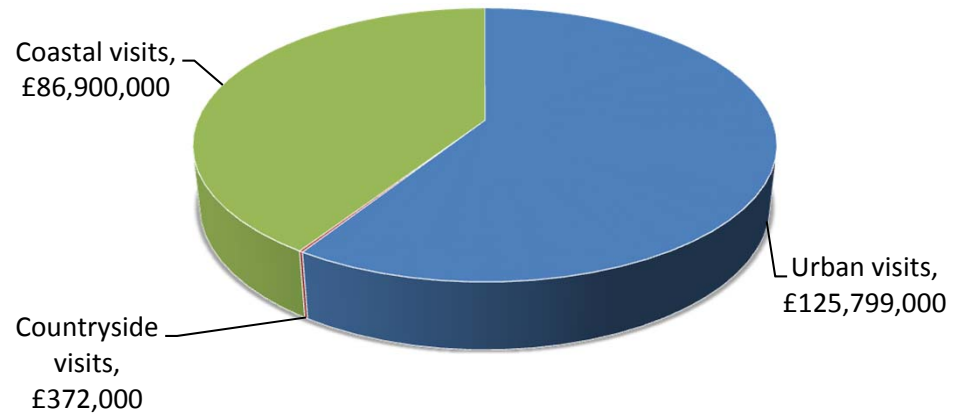
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Total day visits	Total day visit spend
5,798,000	£213,071,000

Day visits



Day visit spend



# Bournemouth – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £69,295,000
- Overseas staying visitors £29,563,000



## Shopping

- UK staying visitors £23,446,000
- Overseas staying visitors £29,347,000
- Day visitors £64,144,000



## Food & drink

- UK staying visitors £41,623,000
- Overseas staying visitors £20,691,000
- Day visitors £92,010,000



## Attractions/entertainment

- UK staying visitors £19,991,000
- Overseas staying visitors £12,551,000
- Day visitors £21,395,000



## Travel

- UK staying visitors £31,957,000
- Overseas staying visitors £9,057,000
- Day visitors £35,522,000

## Bournemouth – Other visitor related expenditure by category

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Second Homes

£1,013,000



Boats

£0



Visiting friends and relatives (non-visitor spend)

£14,634,000

- 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	1,562	29	1,591
Retailing	439	533	972
Catering	757	1,118	1,876
Attractions/entertainment	538	367	905
Transport	158	137	295
Arising from non trip spend	248	0	248
<b>Total Direct</b>	<b>3,703</b>	<b>2,184</b>	<b>5,887</b>

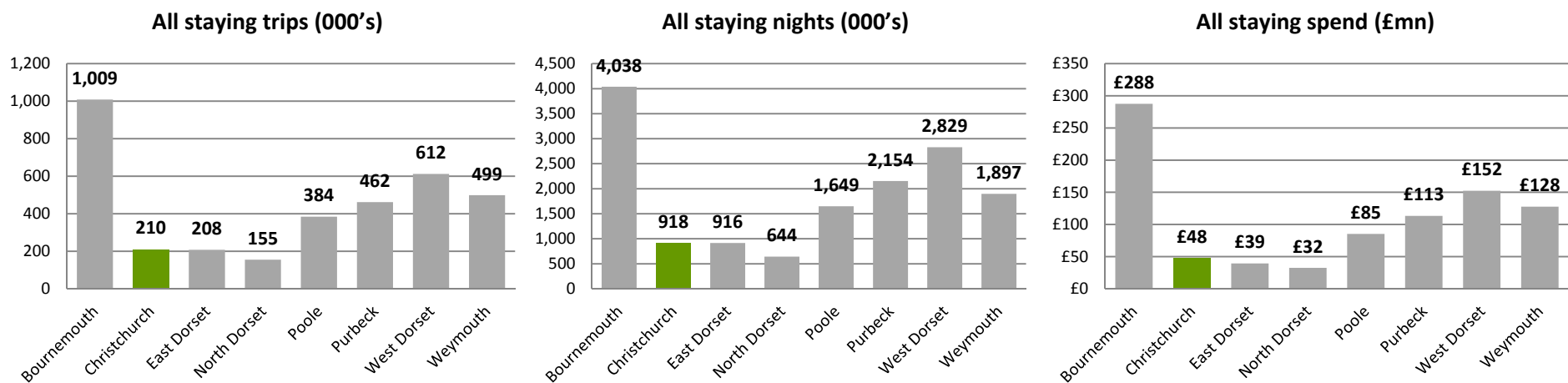
# Value of Tourism 2015

## Christchurch

Key Facts	
210,000	Staying visitor trips
918,000	Staying visitor nights
£47,882,000	Staying visitor spend
1,486,000	Day visits
£51,532,000	Day visitor spend
£99,414,000	Direct visitor spend
£3,616,000	Other related spend
£103,030,000	TOTAL VISITOR RELATED SPEND
2,243	Estimated actual employment
1,661	FTE employment
11%	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	848	161	2,549	1,489	£186	£101
Christchurch	196	14	759	159	£39	£9
East Dorset	191	17	726	190	£30	£9
North Dorset	142	13	502	142	£25	£7
Poole	353	31	1,286	363	£66	£19
Purbeck	434	28	1,828	326	£94	£20
West Dorset	563	49	2,353	476	£123	£29
Weymouth	466	33	1,616	281	£108	£19

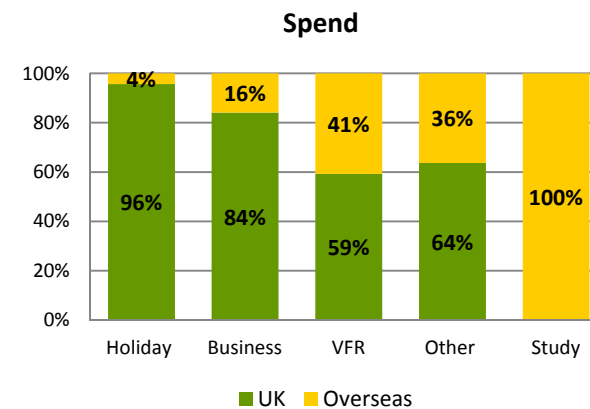
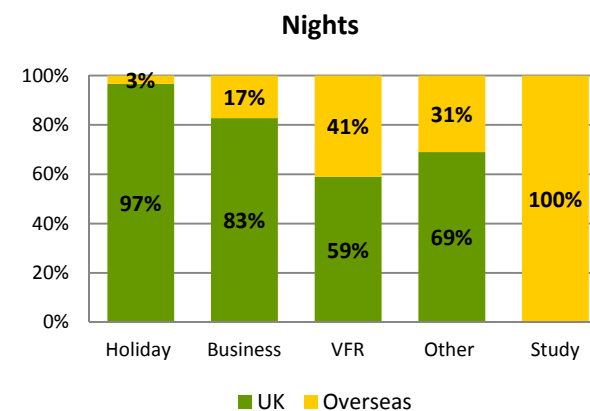
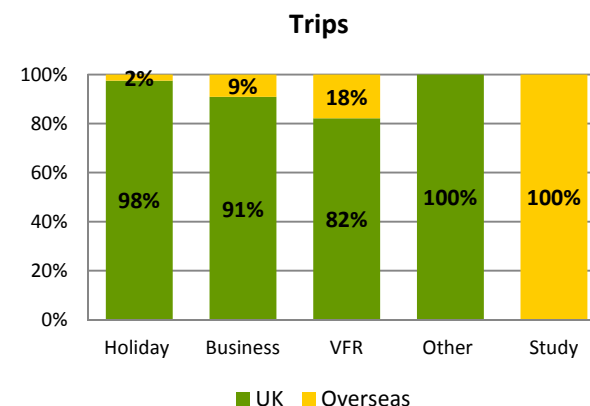
## Christchurch - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	54,000	143,000	£13,608,000
Self catering	5,000	27,000	£1,983,000
Touring caravans /tents	16,000	75,000	£2,256,000
Static vans/holiday centres	57,000	277,000	£13,336,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	9,000	38,000	£1,341,000
Boat moorings	1,000	3,000	£166,000
Other	2,000	7,000	£193,000
Staying with friends and relatives	53,000	190,000	£6,051,000
<b>Total</b>	<b>196,000</b>	<b>759,000</b>	<b>£38,933,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	4,000	24,000	£2,294,000
Self catering	0	5,000	£312,000
Touring caravans /tents	1,000	8,000	£397,000
Static vans/holiday centres	0	3,000	£175,000
Group/campus	0	0	£0
Paying guest in private homes	1,000	38,000	£2,317,000
Second homes	0	7,000	£356,000
Boat moorings	0	0	£0
Other	0	3,000	£117,000
Staying with friends and relatives	6,000	71,000	£2,980,000
<b>Total</b>	<b>14,000</b>	<b>159,000</b>	<b>£8,949,000</b>

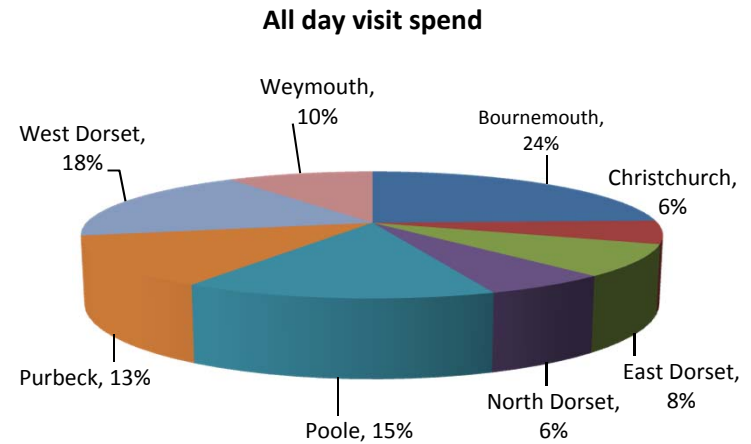
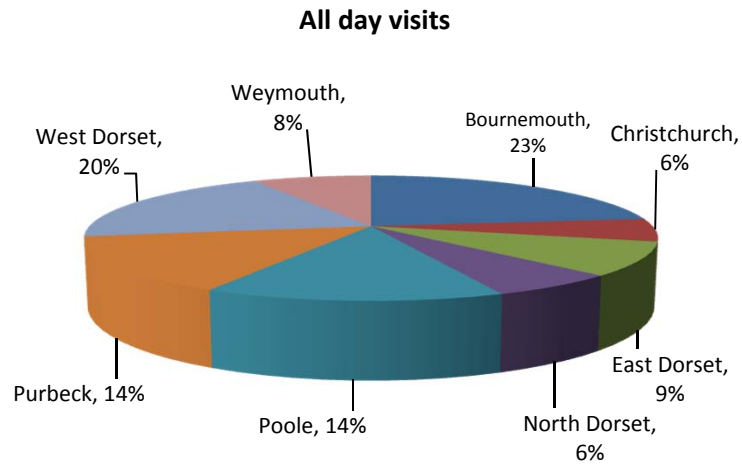
# Christchurch - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	157,000	656,000	£33,452,000
Business	10,000	24,000	£1,980,000
Visits to friends and relatives	23,000	59,000	£2,447,000
Other	7,000	20,000	£1,055,000
Study	0	0	£0
<b>Total</b>	<b>196,000</b>	<b>759,000</b>	<b>£38,933,000</b>



Overseas tourists	Trips	Nights	Spend
Holiday	4,000	23,000	£1,511,000
Business	1,000	5,000	£374,000
Visits to friends and relatives	5,000	41,000	£1,681,000
Other	0	9,000	£602,000
Study	4,000	82,000	£4,781,000
<b>Total</b>	<b>14,000</b>	<b>159,000</b>	<b>£8,949,000</b>

# Christchurch - Day visits in the county context

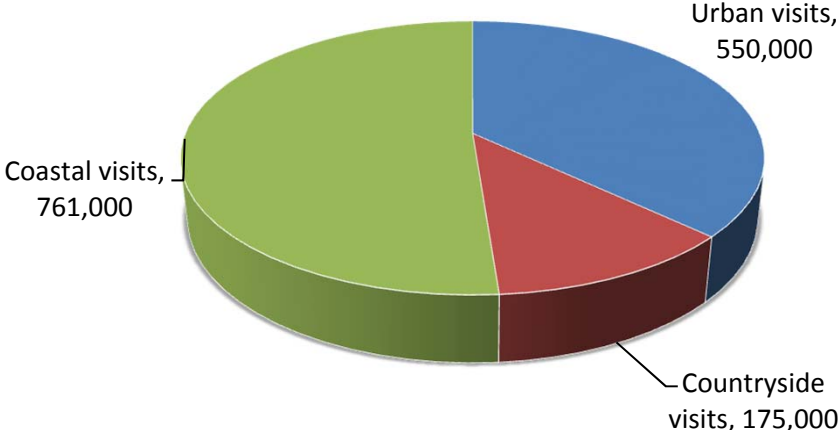


Area	Day visits	Day visit spend
Bournemouth	5.8	£213.1
Christchurch	1.5	£51.5
East Dorset	2.2	£70.2
North Dorset	1.6	£51.9
Poole	3.6	£126.5
Purbeck	3.6	£112.4
West Dorset	4.9	£161.1
Weymouth	2.0	£85.1

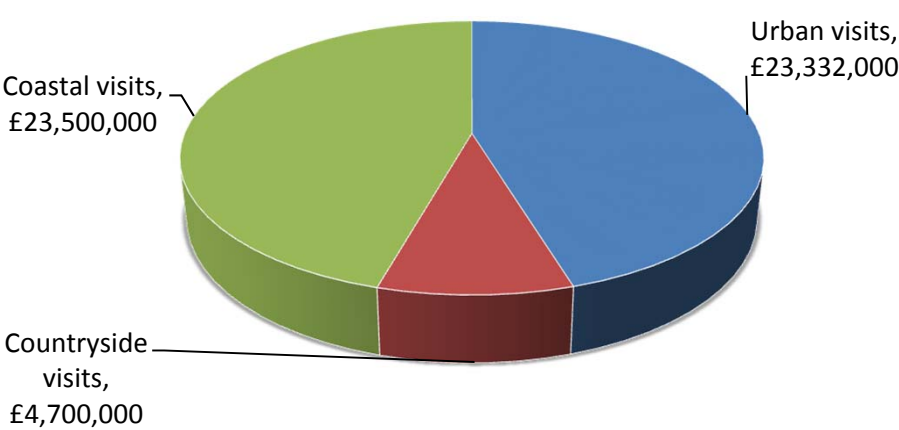
# Christchurch - Day visits by location

Total day visits	Total day visit spend
1,486,000	£51,532,000

Day visits



Day visit spend



# Christchurch – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £14,411,000
- Overseas staying visitors £2,385,000



## Shopping

- UK staying visitors £4,992,000
- Overseas staying visitors £2,803,000
- Day visitors £13,519,000



## Food & drink

- UK staying visitors £8,679,000
- Overseas staying visitors £1,582,000
- Day visitors £23,054,000



## Attractions/entertainment

- UK staying visitors £4,280,000
- Overseas staying visitors £1,501,000
- Day visitors £5,585,000



## Travel

- UK staying visitors £6,571,000
- Overseas staying visitors £678,000
- Day visitors £9,373,000

## Christchurch – Other visitor related expenditure by category

---



Second Homes

£584,000



Boats

£250,000



Visiting friends and relatives (non-visitor spend)

£2,782,000

- 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	250	7	257
Retailing	61	106	167
Catering	117	264	381
Attractions/entertainment	90	89	179
Transport	26	34	60
Arising from non trip spend	57	0	57
<b>Total Direct</b>	<b>602</b>	<b>500</b>	<b>1,102</b>

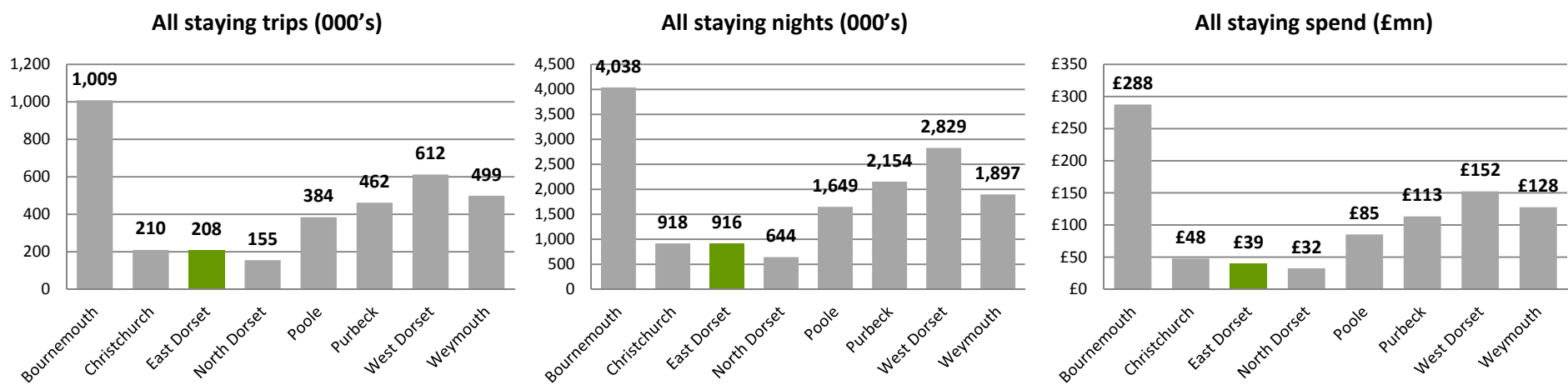


# Value of Tourism 2015

## East Dorset

Key Facts	
208,000	Staying visitor trips
916,000	Staying visitor nights
£39,335,000	Staying visitor spend
2,160,000	Day visits
£70,216,000	Day visitor spend
£109,551,000	Direct visitor spend
£5,246,000	Other related spend
£114,797,000	TOTAL VISITOR RELATED SPEND
2,218	Estimated actual employment
1,603	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	848	161	2,549	1,489	£186	£101
Christchurch	196	14	759	159	£39	£9
East Dorset	191	17	726	190	£30	£9
North Dorset	142	13	502	142	£25	£7
Poole	353	31	1,286	363	£66	£19
Purbeck	434	28	1,828	326	£94	£20
West Dorset	563	49	2,353	476	£123	£29
Weymouth	466	33	1,616	281	£108	£19

## East Dorset - Staying visits by accommodation type

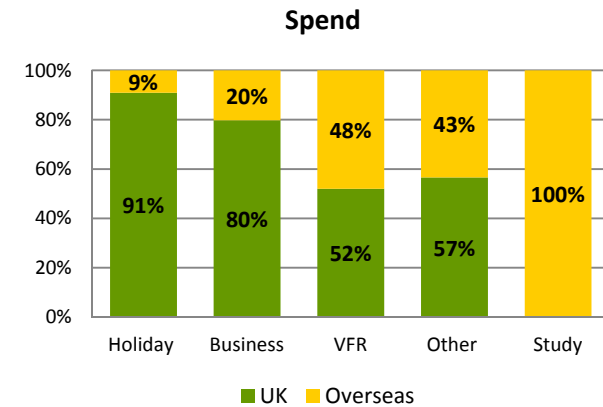
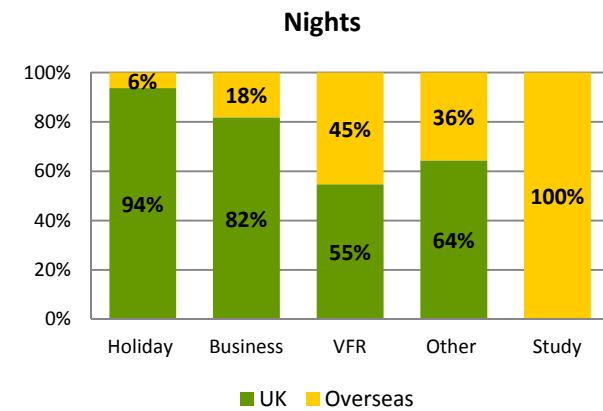
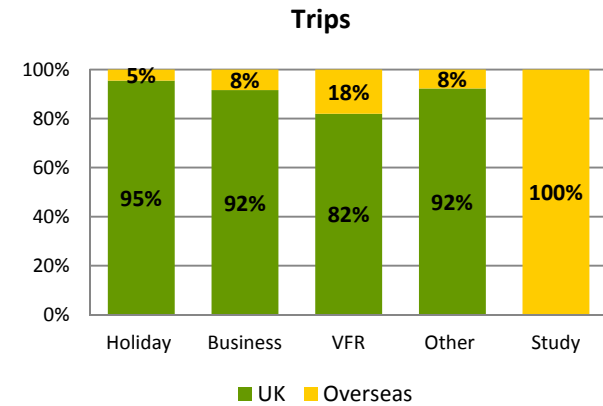
Domestic tourists	Trips	Nights	Spend
Serviced	32,000	86,000	£8,220,000
Self catering	5,000	26,000	£1,872,000
Touring caravans /tents	41,000	195,000	£5,884,000
Static vans/holiday centres	10,000	48,000	£2,325,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	3,000	14,000	£506,000
Boat moorings	0	0	£0
Other	4,000	13,000	£349,000
Staying with friends and relatives	96,000	343,000	£10,932,000
<b>Total</b>	<b>191,000</b>	<b>726,000</b>	<b>£30,088,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	3,000	14,000	£1,386,000
Self catering	0	5,000	£295,000
Touring caravans /tents	3,000	22,000	£1,035,000
Static vans/holiday centres	0	1,000	£30,000
Group/campus	0	0	£0
Paying guest in private homes	0	13,000	£772,000
Second homes	0	3,000	£135,000
Boat moorings	0	0	£0
Other	0	5,000	£211,000
Staying with friends and relatives	11,000	128,000	£5,383,000
<b>Total</b>	<b>17,000</b>	<b>190,000</b>	<b>£9,247,000</b>

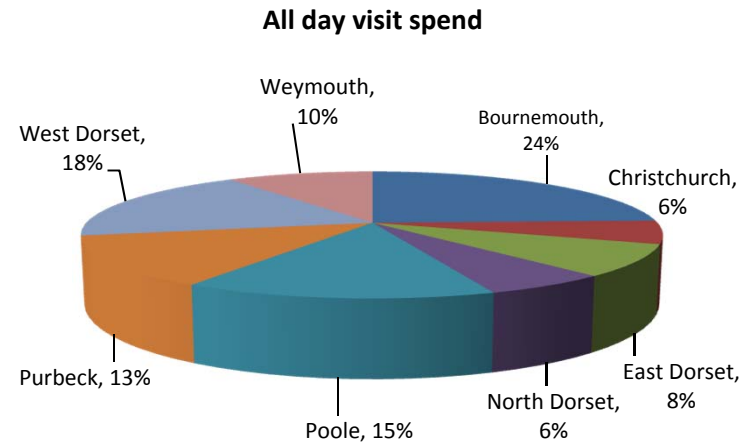
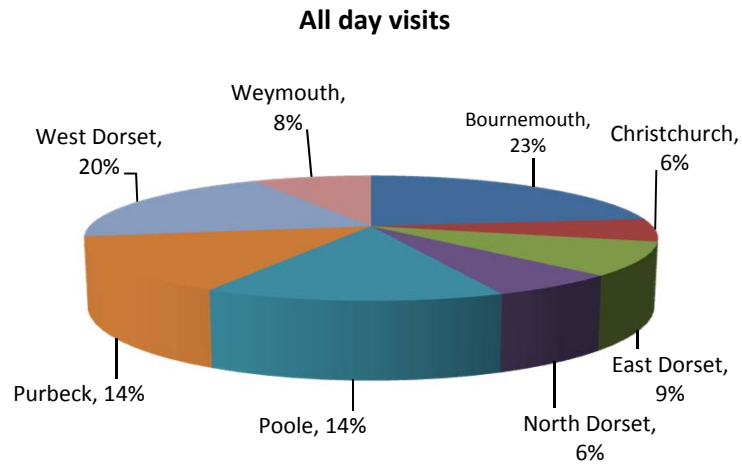
# East Dorset - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	127,000	550,000	£22,903,000
Business	11,000	27,000	£1,830,000
Visits to friends and relatives	41,000	111,000	£3,742,000
Other	12,000	38,000	£1,613,000
Study	0	0	£0
<b>Total</b>	<b>191,000</b>	<b>726,000</b>	<b>£30,088,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	6,000	37,000	£2,279,000
Business	1,000	6,000	£464,000
Visits to friends and relatives	9,000	92,000	£3,453,000
Other	1,000	21,000	£1,238,000
Study	1,000	34,000	£1,813,000
<b>Total</b>	<b>17,000</b>	<b>190,000</b>	<b>£9,247,000</b>



# East Dorset - Day visits in the county context

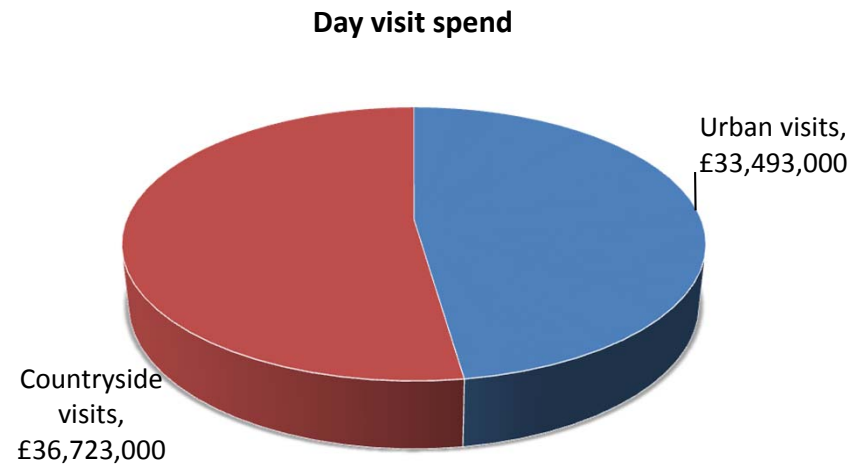
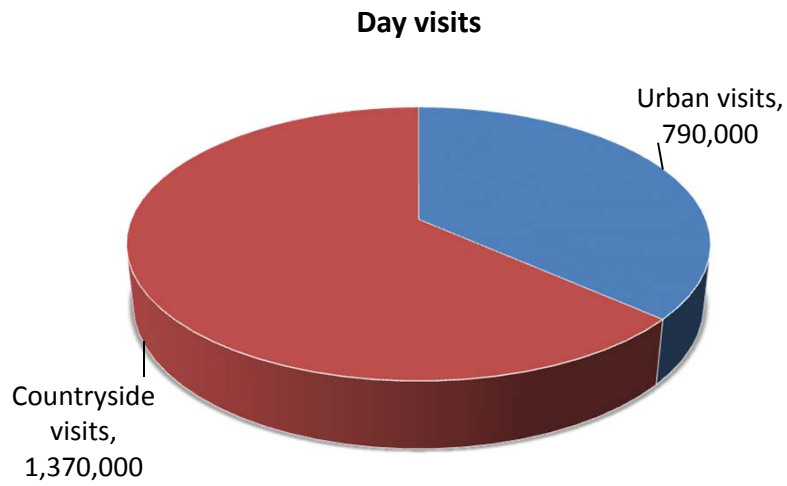


Area	Day visits	Day visit spend
Bournemouth	5.8	£213.1
Christchurch	1.5	£51.5
East Dorset	2.2	£70.2
North Dorset	1.6	£51.9
Poole	3.6	£126.5
Purbeck	3.6	£112.4
West Dorset	4.9	£161.1
Weymouth	2.0	£85.1

# East Dorset - Day visits by location

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Total day visits	Total day visit spend
2,160,000	£70,216,000



## East Dorset – Direct visitor expenditure by category



### Accommodation

- UK staying visitors £10,683,000
- Overseas staying visitors £2,336,000



### Shopping

- UK staying visitors £3,878,000
- Overseas staying visitors £2,848,000
- Day visitors £21,710,000



### Food & drink

- UK staying visitors £6,871,000
- Overseas staying visitors £1,914,000
- Day visitors £29,507,000



### Attractions/entertainment

- UK staying visitors £3,343,000
- Overseas staying visitors £1,282,000
- Day visitors £9,833,000



### Travel

- UK staying visitors £5,113,000
- Overseas staying visitors £836,000
- Day visitors £9,167,000

## East Dorset – Other visitor related expenditure by category

---



Second Homes

£221,000



Boats

£0



Visiting friends and relatives (non-visitor spend)

£5,025,000

- 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)



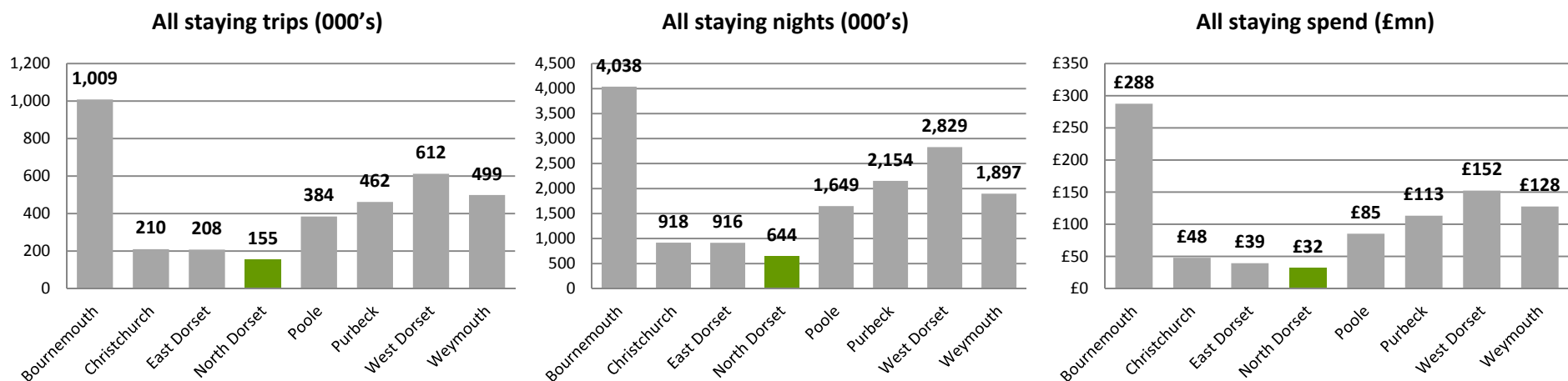
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	198	9	207
Retailing	54	173	227
Catering	102	344	447
Attractions/entertainment	73	159	232
Transport	23	34	57
Arising from non trip spend	83	0	83
<b>Total Direct</b>	<b>533</b>	<b>719</b>	<b>1,252</b>

# Value of Tourism 2015

## North Dorset

Key Facts	
155,000	Staying visitor trips
644,000	Staying visitor nights
£32,484,000	Staying visitor spend
1,567,000	Day visits
£51,915,000	Day visitor spend
£84,399,000	Direct visitor spend
£4,312,000	Other related spend
£88,711,000	TOTAL VISITOR RELATED SPEND
1,807	Estimated actual employment
1,303	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	848	161	2,549	1,489	£186	£101
Christchurch	196	14	759	159	£39	£9
East Dorset	191	17	726	190	£30	£9
North Dorset	142	13	502	142	£25	£7
Poole	353	31	1,286	363	£66	£19
Purbeck	434	28	1,828	326	£94	£20
West Dorset	563	49	2,353	476	£123	£29
Weymouth	466	33	1,616	281	£108	£19

## North Dorset - Staying visits by accommodation type

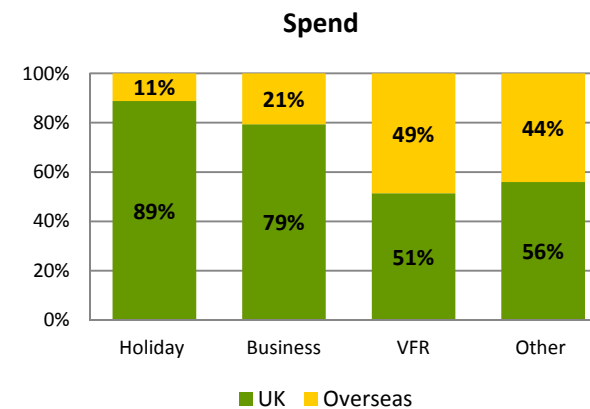
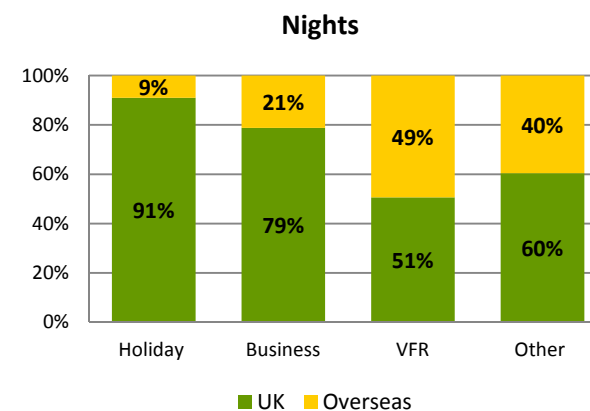
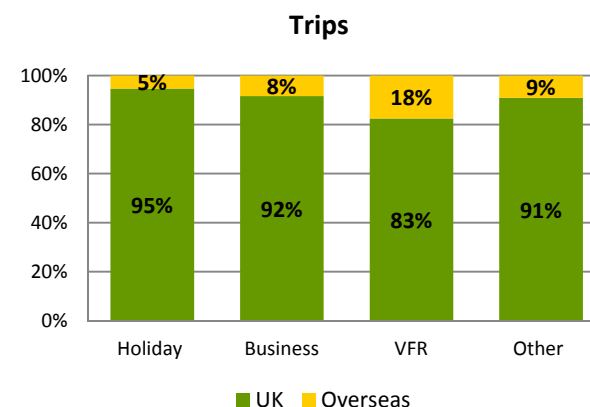
Domestic tourists	Trips	Nights	Spend
Serviced	40,000	107,000	£10,225,000
Self catering	11,000	61,000	£4,433,000
Touring caravans /tents	6,000	30,000	£904,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	5,000	20,000	£704,000
Boat moorings	0	0	£0
Other	3,000	11,000	£278,000
Staying with friends and relatives	76,000	273,000	£8,713,000
<b>Total</b>	<b>142,000</b>	<b>502,000</b>	<b>£25,257,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	3,000	18,000	£1,724,000
Self catering	1,000	11,000	£698,000
Touring caravans /tents	0	3,000	£159,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	0	4,000	£187,000
Boat moorings	0	0	£0
Other	0	4,000	£168,000
Staying with friends and relatives	9,000	102,000	£4,291,000
<b>Total</b>	<b>13,000</b>	<b>142,000</b>	<b>£7,227,000</b>

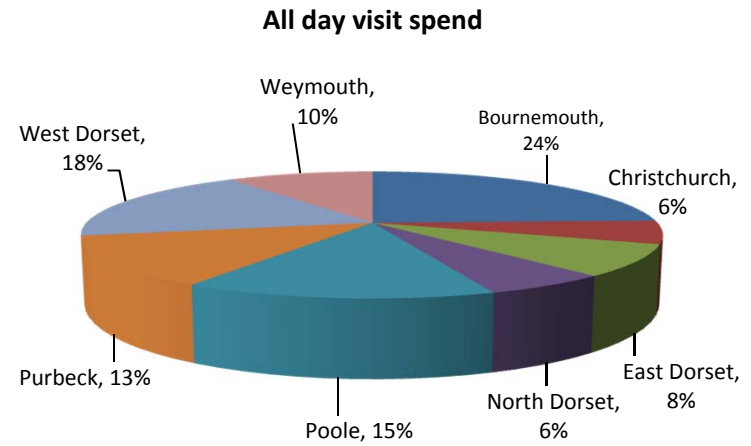
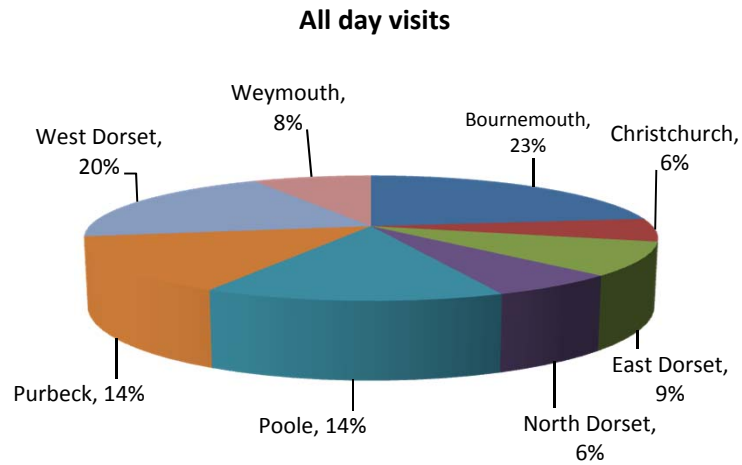
# North Dorset - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	89,000	364,000	£18,311,000
Business	11,000	26,000	£2,071,000
Visits to friends and relatives	33,000	83,000	£3,406,000
Other	10,000	29,000	£1,468,000
Study	0	0	£0
<b>Total</b>	<b>142,000</b>	<b>502,000</b>	<b>£25,257,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	5,000	36,000	£2,312,000
Business	1,000	7,000	£539,000
Visits to friends and relatives	7,000	81,000	£3,221,000
Other	1,000	19,000	£1,155,000
Study	0	0	£0
<b>Total</b>	<b>13,000</b>	<b>142,000</b>	<b>£7,227,000</b>



# North Dorset - Day visits in the county context

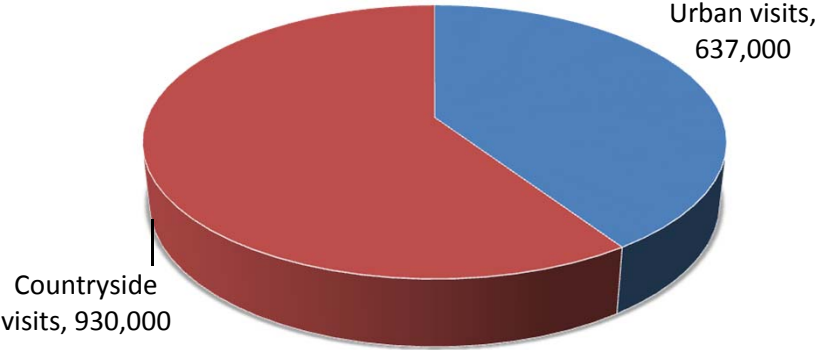


Area	Day visits	Day visit spend
Bournemouth	5.8	£213.1
Christchurch	1.5	£51.5
East Dorset	2.2	£70.2
North Dorset	1.6	£51.9
Poole	3.6	£126.5
Purbeck	3.6	£112.4
West Dorset	4.9	£161.1
Weymouth	2.0	£85.1

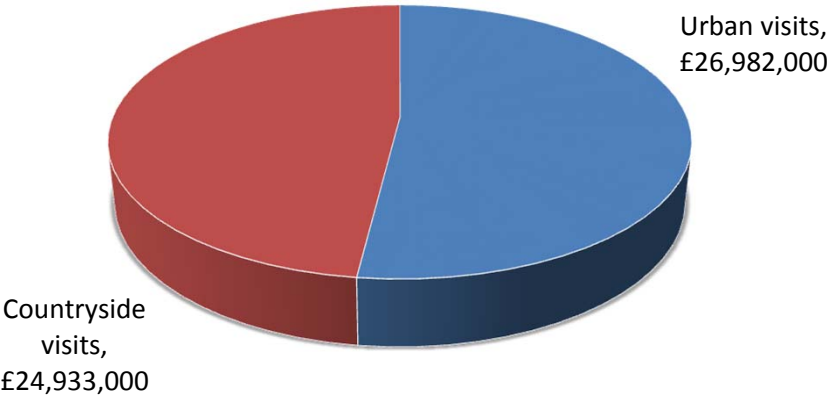
# North Dorset - Day visits by location

Total day visits	Total day visit spend
1,567,000	£51,915,000

Day visits



Day visit spend



# North Dorset – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £8,921,000
- Overseas staying visitors £1,873,000



## Shopping

- UK staying visitors £3,228,000
- Overseas staying visitors £2,168,000
- Day visitors £16,606,000



## Food & drink

- UK staying visitors £5,799,000
- Overseas staying visitors £1,619,000
- Day visitors £21,608,000



## Attractions/entertainment

- UK staying visitors £2,778,000
- Overseas staying visitors £853,000
- Day visitors £7,084,000



## Travel

- UK staying visitors £4,531,000
- Overseas staying visitors £714,000
- Day visitors £6,617,000



## North Dorset – Other visitor related expenditure by category

---



Second Homes

£307,000



Boats

£0



Visiting friends and relatives (non-visitor spend)

£4,005,000

- 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)



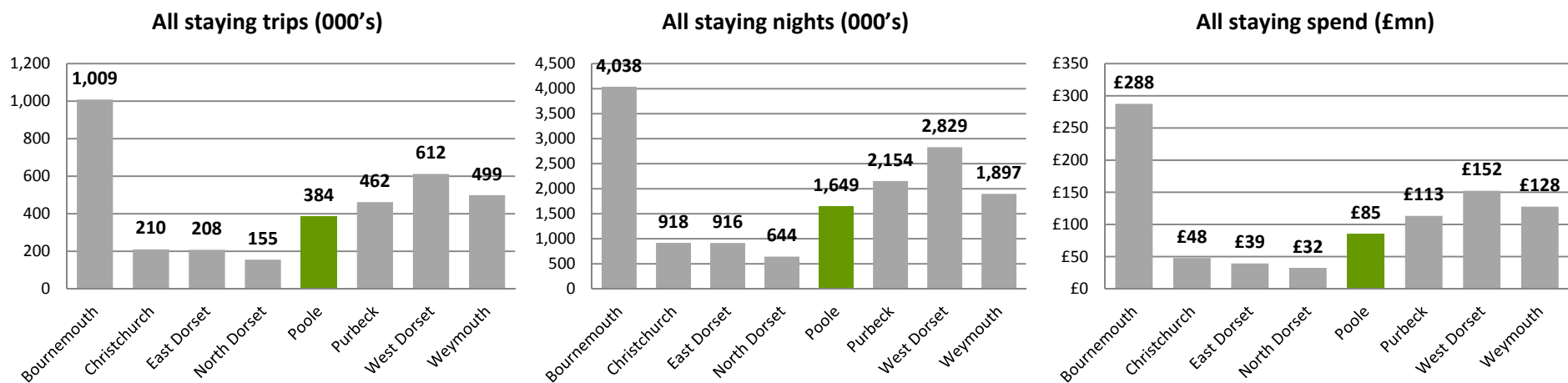
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	175	7	182
Retailing	46	141	187
Catering	92	269	361
Attractions/entertainment	61	122	183
Transport	21	26	47
Arising from non trip spend	68	0	68
<b>Total Direct</b>	<b>463</b>	<b>565</b>	<b>1,028</b>

# Value of Tourism 2015

## Poole

Key Facts	
384,000	Staying visitor trips
1,649,000	Staying visitor nights
£85,374,000	Staying visitor spend
3,558,000	Day visits
£126,478,000	Day visitor spend
£211,852,000	Direct visitor spend
£12,547,000	Other related spend
£224,399,000	TOTAL VISITOR RELATED SPEND
4,776	Estimated actual employment
3,539	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	848	161	2,549	1,489	£186	£101
Christchurch	196	14	759	159	£39	£9
East Dorset	191	17	726	190	£30	£9
North Dorset	142	13	502	142	£25	£7
Poole	353	31	1,286	363	£66	£19
Purbeck	434	28	1,828	326	£94	£20
West Dorset	563	49	2,353	476	£123	£29
Weymouth	466	33	1,616	281	£108	£19

## Poole - Staying visits by accommodation type

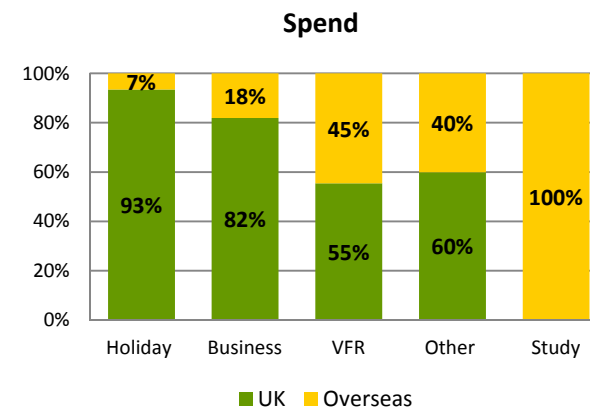
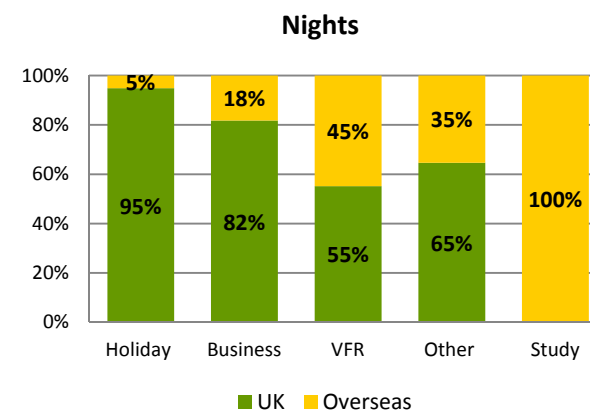
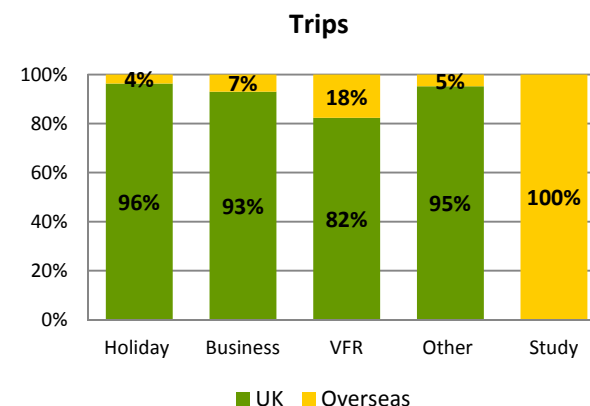
Domestic tourists	Trips	Nights	Spend
Serviced	92,000	245,000	£23,366,000
Self catering	31,000	167,000	£12,143,000
Touring caravans /tents	12,000	55,000	£1,670,000
Static vans/holiday centres	23,000	112,000	£5,388,000
Group/campus	1,000	2,000	£110,000
Paying guest in private homes	0	0	£0
Second homes	15,000	65,000	£2,320,000
Boat moorings	11,000	35,000	£1,991,000
Other	6,000	23,000	£593,000
Staying with friends and relatives	163,000	582,000	£18,561,000
<b>Total</b>	<b>353,000</b>	<b>1,286,000</b>	<b>£66,140,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	7,000	40,000	£3,939,000
Self catering	2,000	29,000	£1,913,000
Touring caravans /tents	1,000	6,000	£294,000
Static vans/holiday centres	0	1,000	£71,000
Group/campus	0	9,000	£586,000
Paying guest in private homes	1,000	38,000	£2,317,000
Second homes	1,000	12,000	£617,000
Boat moorings	0	0	£0
Other	1,000	8,000	£358,000
Staying with friends and relatives	18,000	218,000	£9,140,000
<b>Total</b>	<b>31,000</b>	<b>363,000</b>	<b>£19,234,000</b>

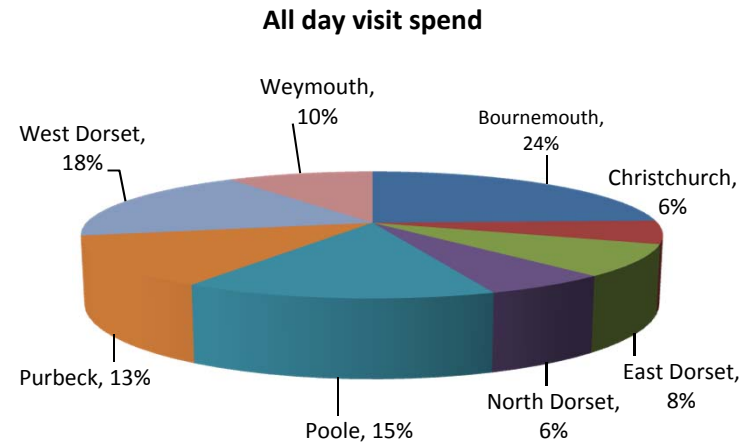
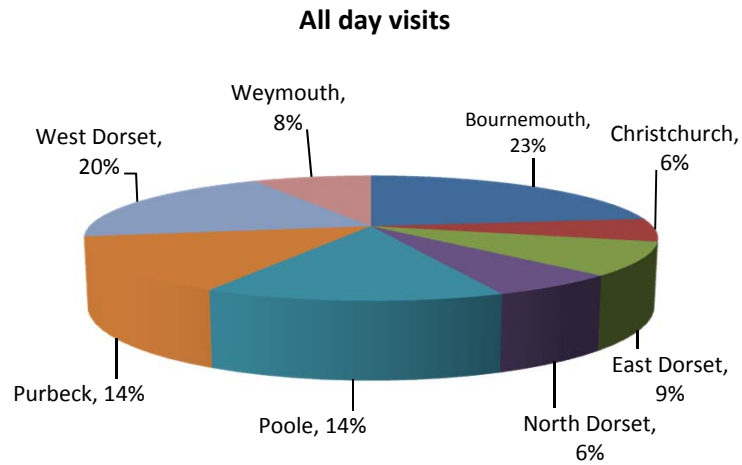
# Poole - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	210,000	906,000	£44,974,000
Business	53,000	130,000	£10,428,000
Visits to friends and relatives	70,000	186,000	£7,504,000
Other	20,000	64,000	£3,234,000
Study	0	0	£0
<b>Total</b>	<b>353,000</b>	<b>1,286,000</b>	<b>£66,140,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	8,000	49,000	£3,138,000
Business	4,000	29,000	£2,306,000
Visits to friends and relatives	15,000	151,000	£6,033,000
Other	1,000	35,000	£2,163,000
Study	4,000	99,000	£5,595,000
<b>Total</b>	<b>31,000</b>	<b>363,000</b>	<b>£19,234,000</b>



# Poole - Day visits in the county context

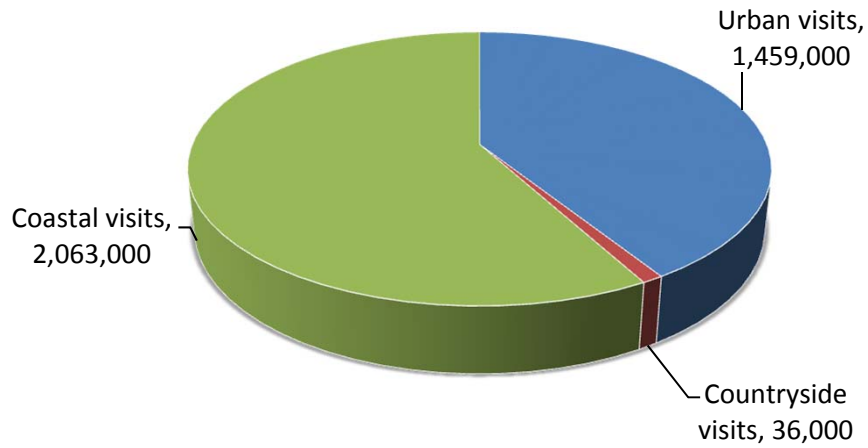


Area	Day visits	Day visit spend
Bournemouth	5.8	£213.1
Christchurch	1.5	£51.5
East Dorset	2.2	£70.2
North Dorset	1.6	£51.9
Poole	3.6	£126.5
Purbeck	3.6	£112.4
West Dorset	4.9	£161.1
Weymouth	2.0	£85.1

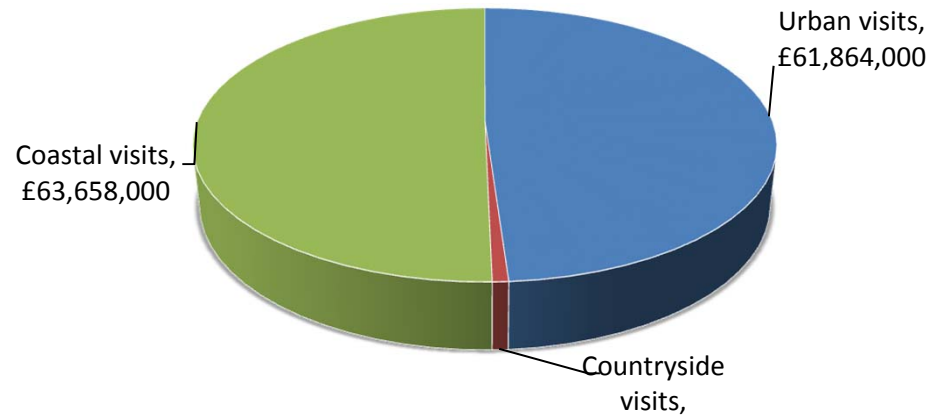
# Poole - Day visits by location

Total day visits	Total day visit spend
3,558,000	£126,478,000

Day visits



Day visit spend





# Poole – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £23,892,000
- Overseas staying visitors £5,179,000



## Shopping

- UK staying visitors £8,122,000
- Overseas staying visitors £5,775,000
- Day visitors £33,795,000



## Food & drink

- UK staying visitors £15,145,000
- Overseas staying visitors £3,782,000
- Day visitors £56,478,000



## Attractions/entertainment

- UK staying visitors £6,901,000
- Overseas staying visitors £2,834,000
- Day visitors £12,882,000



## Travel

- UK staying visitors £12,081,000
- Overseas staying visitors £1,664,000
- Day visitors £23,324,000

## Poole – Other visitor related expenditure by category

---



Second Homes  
£1,011,000



Boats  
£3,004,000



Visiting friends and relatives (non-visitor spend)  
£8,532,000

- 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)



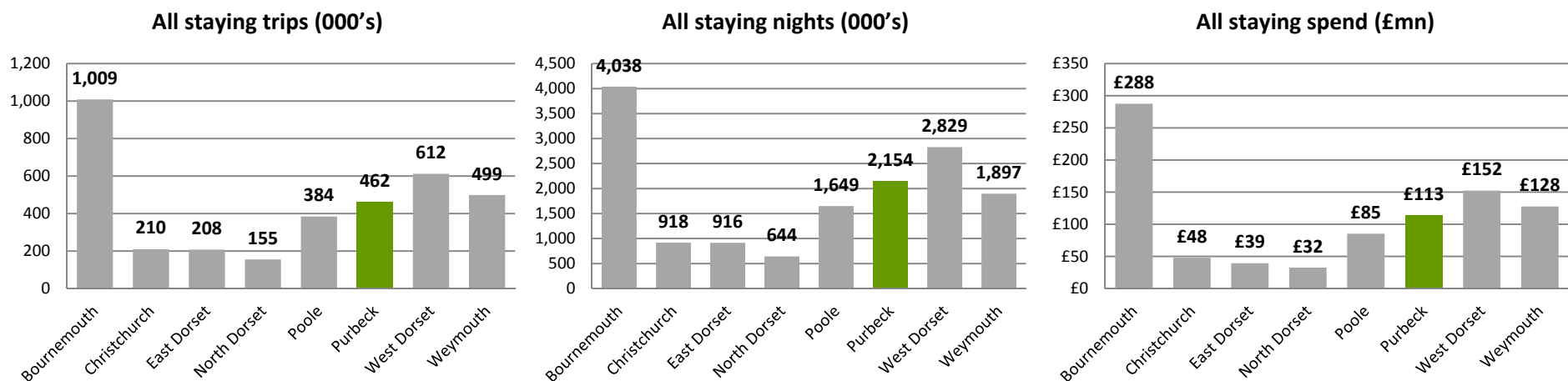
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	439	17	455
Retailing	110	268	379
Catering	220	655	875
Attractions/entertainment	153	210	364
Transport	51	86	137
Arising from non trip spend	199	0	199
<b>Total Direct</b>	<b>1,172</b>	<b>1,236</b>	<b>2,408</b>

# Value of Tourism 2015

## Purbeck

Key Facts	
462,000	Staying visitor trips
2,154,000	Staying visitor nights
£113,420,000	Staying visitor spend
3,646,000	Day visits
£112,422,000	Day visitor spend
£225,842,000	Direct visitor spend
£4,141,000	Other related spend
£229,983,000	TOTAL VISITOR RELATED SPEND
4,230	Estimated actual employment
3,052	FTE employment
19%	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	848	161	2,549	1,489	£186	£101
Christchurch	196	14	759	159	£39	£9
East Dorset	191	17	726	190	£30	£9
North Dorset	142	13	502	142	£25	£7
Poole	353	31	1,286	363	£66	£19
Purbeck	434	28	1,828	326	£94	£20
West Dorset	563	49	2,353	476	£123	£29
Weymouth	466	33	1,616	281	£108	£19

## Purbeck - Staying visits by accommodation type

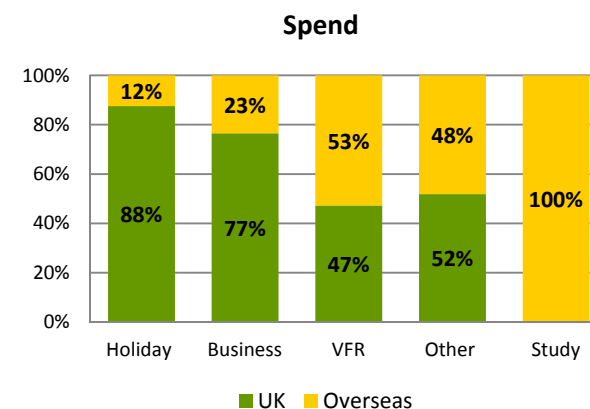
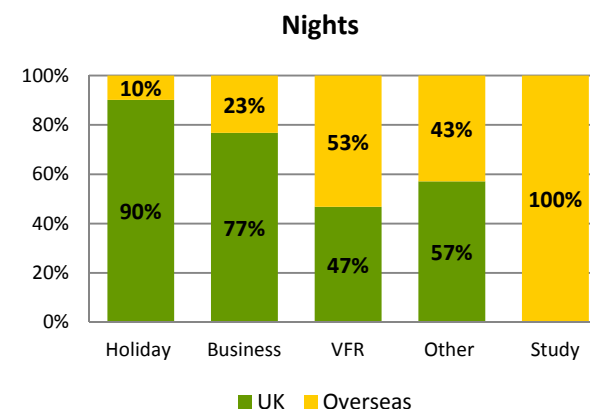
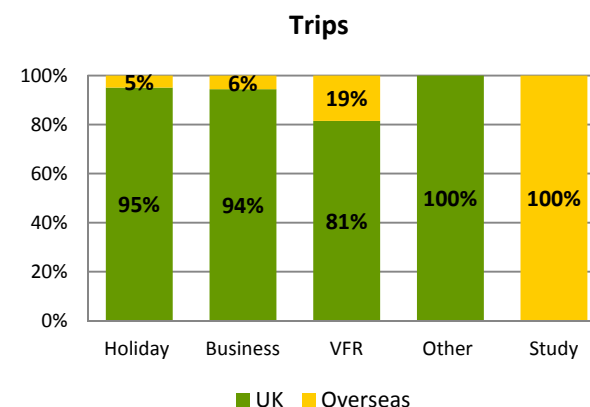
Domestic tourists	Trips	Nights	Spend
Serviced	97,000	259,000	£24,638,000
Self catering	56,000	304,000	£22,138,000
Touring caravans /tents	116,000	556,000	£16,758,000
Static vans/holiday centres	87,000	425,000	£20,472,000
Group/campus	6,000	18,000	£836,000
Paying guest in private homes	0	0	£0
Second homes	18,000	77,000	£2,740,000
Boat moorings	1,000	4,000	£219,000
Other	2,000	7,000	£182,000
Staying with friends and relatives	50,000	178,000	£5,694,000
<b>Total</b>	<b>434,000</b>	<b>1,828,000</b>	<b>£93,677,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	8,000	43,000	£4,154,000
Self catering	3,000	54,000	£3,487,000
Touring caravans /tents	7,000	63,000	£2,949,000
Static vans/holiday centres	1,000	5,000	£268,000
Group/campus	2,000	65,000	£4,471,000
Paying guest in private homes	0	13,000	£772,000
Second homes	1,000	15,000	£728,000
Boat moorings	0	0	£0
Other	0	3,000	£110,000
Staying with friends and relatives	6,000	67,000	£2,804,000
<b>Total</b>	<b>28,000</b>	<b>326,000</b>	<b>£19,743,000</b>

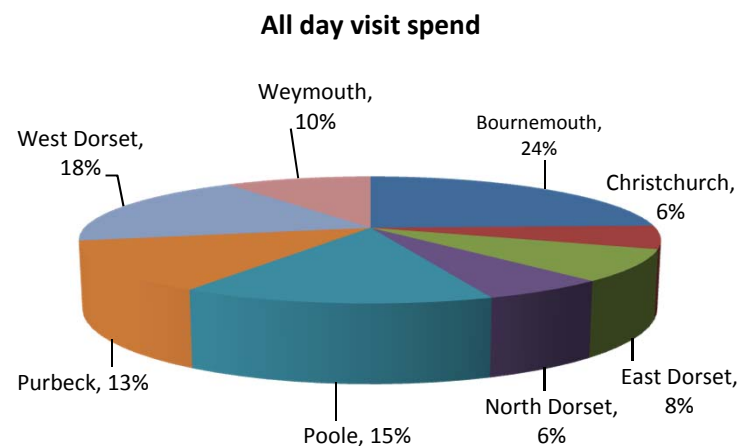
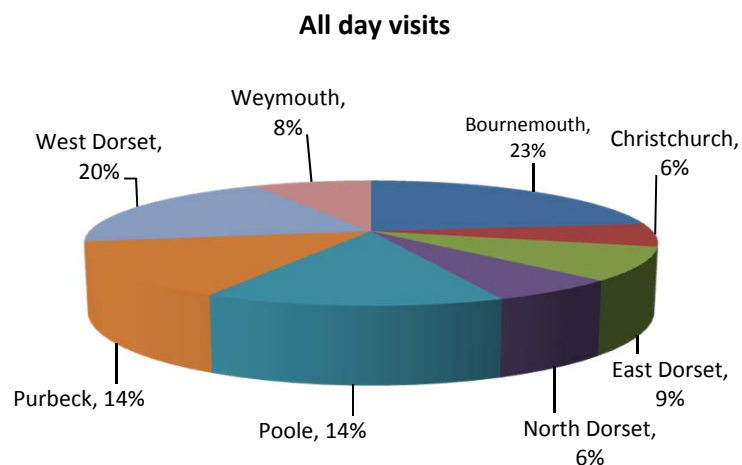
# Purbeck - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	389,000	1,706,000	£86,719,000
Business	17,000	43,000	£3,520,000
Visits to friends and relatives	22,000	58,000	£2,402,000
Other	6,000	20,000	£1,035,000
Study	0	0	£0
<b>Total</b>	<b>434,000</b>	<b>1,828,000</b>	<b>£93,677,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	20,000	186,000	£12,316,000
Business	1,000	13,000	£1,081,000
Visits to friends and relatives	5,000	66,000	£2,682,000
Other	0	15,000	£961,000
Study	1,000	46,000	£2,703,000
<b>Total</b>	<b>28,000</b>	<b>326,000</b>	<b>£19,743,000</b>



# Purbeck - Day visits in the county context

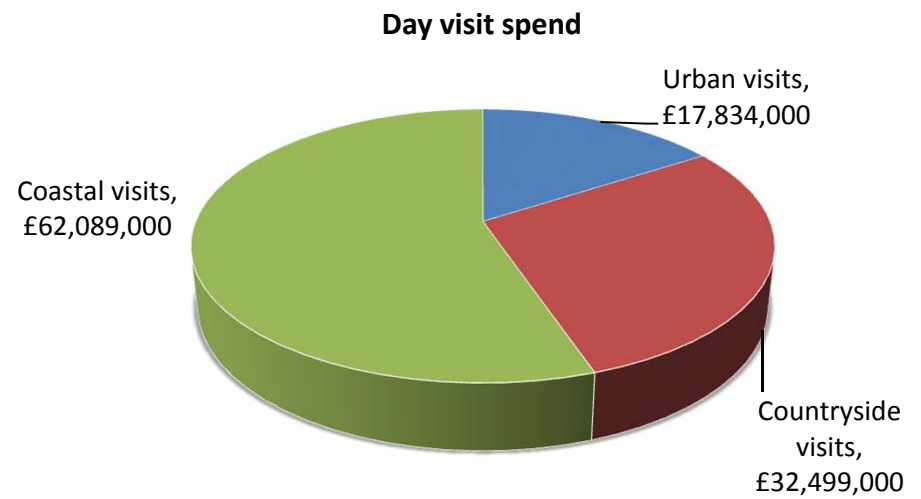
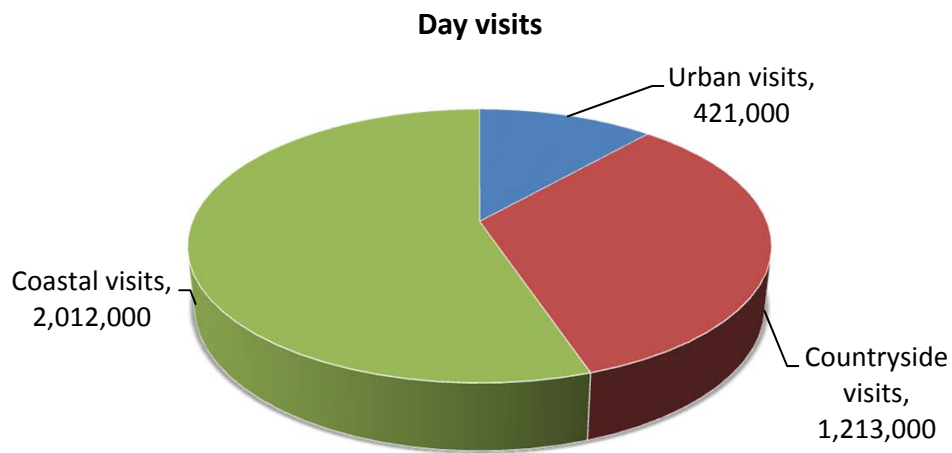


Area	Day visits	Day visit spend
Bournemouth	5.8	£213.1
Christchurch	1.5	£51.5
East Dorset	2.2	£70.2
North Dorset	1.6	£51.9
Poole	3.6	£126.5
Purbeck	3.6	£112.4
West Dorset	4.9	£161.1
Weymouth	2.0	£85.1



# Purbeck - Day visits by location

Total day visits	Total day visit spend
3,646,000	£112,422,000



# Purbeck – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £35,502,000
- Overseas staying visitors £6,076,000



## Shopping

- UK staying visitors £12,017,000
- Overseas staying visitors £5,661,000
- Day visitors £20,263,000



## Food & drink

- UK staying visitors £20,564,000
- Overseas staying visitors £4,179,000
- Day visitors £53,989,000



## Attractions/entertainment

- UK staying visitors £10,278,000
- Overseas staying visitors £2,021,000
- Day visitors £14,156,000



## Travel

- UK staying visitors £15,316,000
- Overseas staying visitors £1,806,000
- Day visitors £24,013,000

## Purbeck – Other visitor related expenditure by category

---



Second Homes

£1,194,000



Boats

£330,000



Visiting friends and relatives (non-visitor spend)

£2,617,000

- 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)



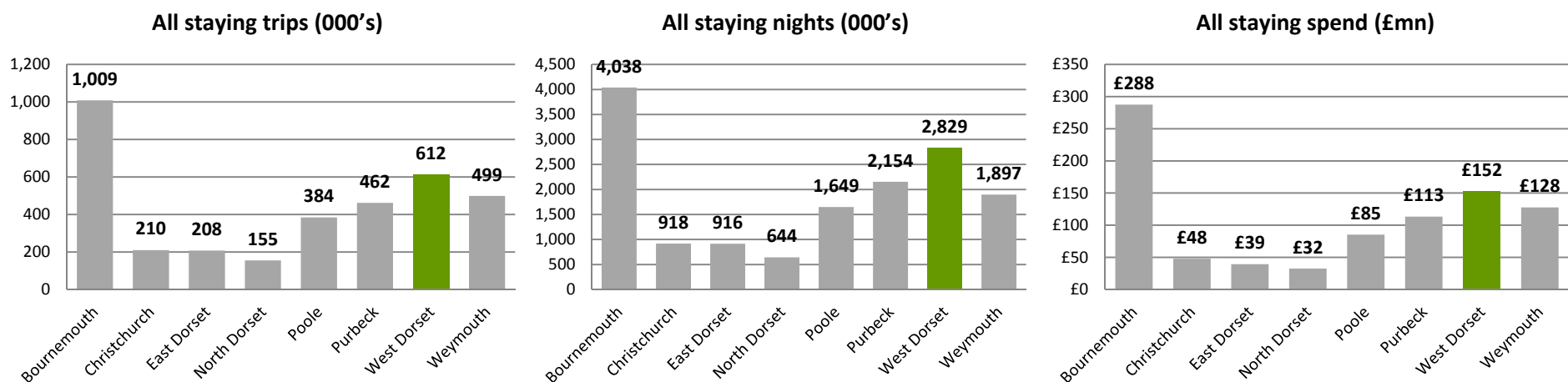
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	581	15	596
Retailing	130	149	279
Catering	266	581	847
Attractions/entertainment	180	210	390
Transport	58	82	140
Arising from non trip spend	66	0	66
<b>Total Direct</b>	<b>1,281</b>	<b>1,037</b>	<b>2,318</b>

# Value of Tourism 2015

## West Dorset

Key Facts	
611,800	Staying visitor trips
2,828,600	Staying visitor nights
£152,480,000	Staying visitor spend
4,916,000	Day visits
£161,089,000	Day visitor spend
£313,569,000	Direct visitor spend
£7,587,000	Other related spend
£321,156,000	TOTAL VISITOR RELATED SPEND
6,499	Estimated actual employment
4,669	FTE employment
14%	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	848	161	2,549	1,489	£186	£101
Christchurch	196	14	759	159	£39	£9
East Dorset	191	17	726	190	£30	£9
North Dorset	142	13	502	142	£25	£7
Poole	353	31	1,286	363	£66	£19
Purbeck	434	28	1,828	326	£94	£20
West Dorset	563	49	2,353	476	£123	£29
Weymouth	466	33	1,616	281	£108	£19

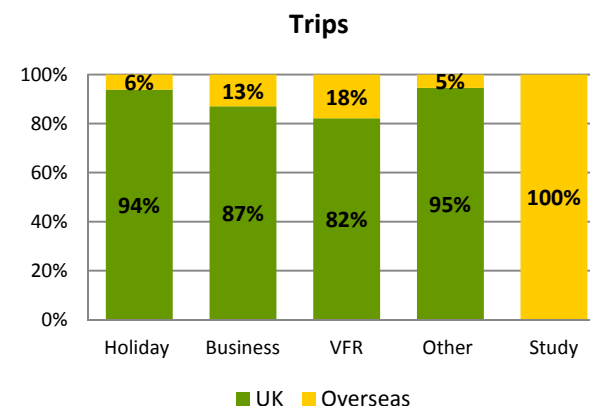
## West Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	122,000	326,000	£31,063,000
Self catering	103,000	554,000	£40,311,000
Touring caravans /tents	127,000	612,000	£18,460,000
Static vans/holiday centres	69,000	333,000	£16,057,000
Group/campus	1,000	2,000	£87,000
Paying guest in private homes	0	0	£0
Second homes	28,000	122,000	£4,318,000
Boat moorings	0	0	£0
Other	4,000	15,000	£396,000
Staying with friends and relatives	109,000	389,000	£12,411,000
<b>Total</b>	<b>563,000</b>	<b>2,353,000</b>	<b>£123,102,000</b>

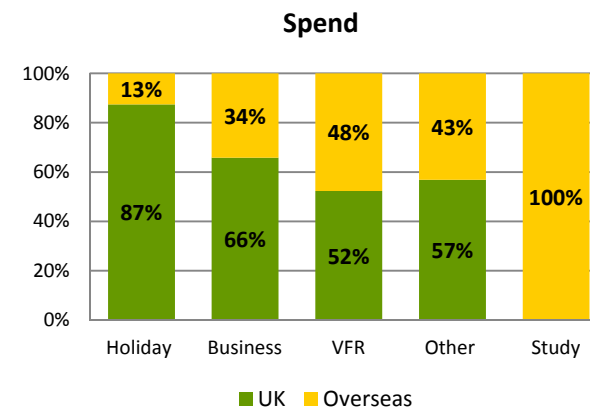
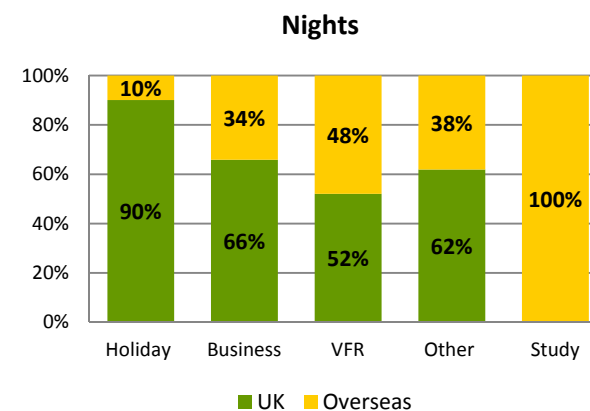
Overseas tourists	Trips	Nights	Spend
Serviced	20,500	111,000	£10,834,000
Self catering	5,600	97,700	£6,350,000
Touring caravans /tents	7,900	69,400	£3,248,000
Static vans/holiday centres	400	3,900	£211,000
Group/campus	200	6,800	£464,000
Paying guest in private homes	500	12,800	£772,000
Second homes	1,000	22,900	£1,148,000
Boat moorings	0	0	£0
Other	400	5,600	£239,000
Staying with friends and relatives	12,300	145,500	£6,111,000
<b>Total</b>	<b>48,800</b>	<b>475,600</b>	<b>£29,378,000</b>

# West Dorset - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	456,000	2,057,000	£105,318,000
Business	47,000	121,000	£10,022,000
Visits to friends and relatives	47,000	130,000	£5,424,000
Other	14,000	45,000	£2,338,000
Study	0	0	£0
<b>Total</b>	<b>563,000</b>	<b>2,353,000</b>	<b>£123,102,000</b>

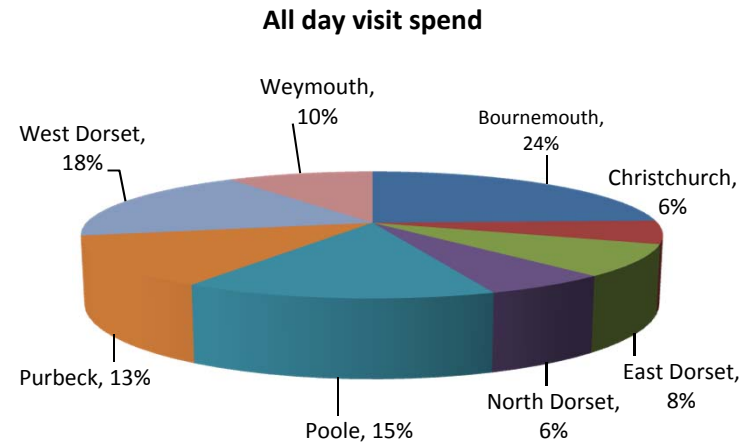
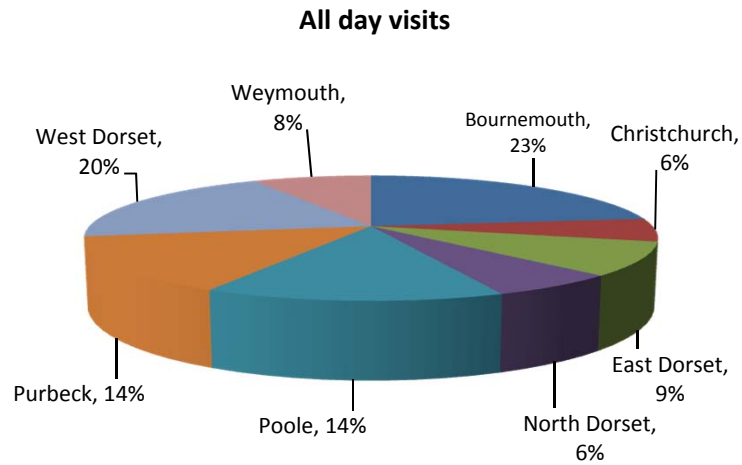


Overseas tourists	Trips	Nights	Spend
Holiday	29,700	226,600	£15,164,000
Business	7,000	62,600	£5,202,000
Visits to friends and relatives	10,200	119,800	£4,949,000
Other	800	27,700	£1,774,000
Study	1,200	39,000	£2,288,000
<b>Total</b>	<b>48,800</b>	<b>475,600</b>	<b>£29,378,000</b>





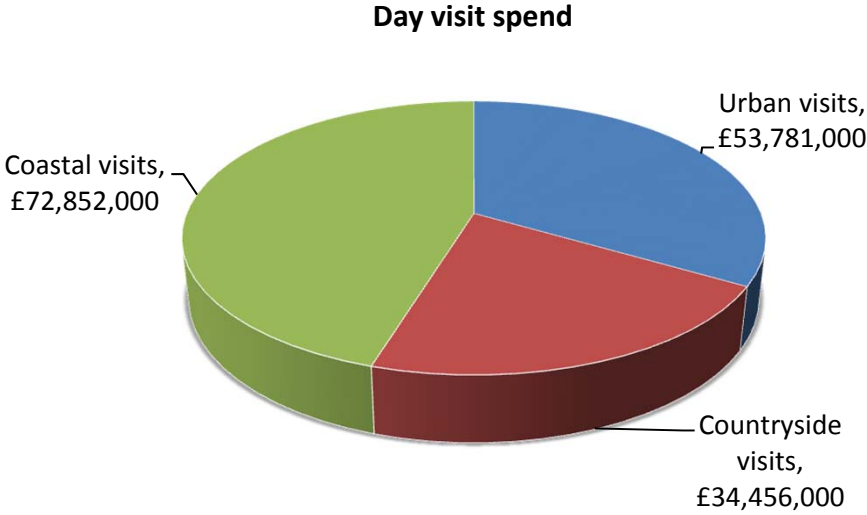
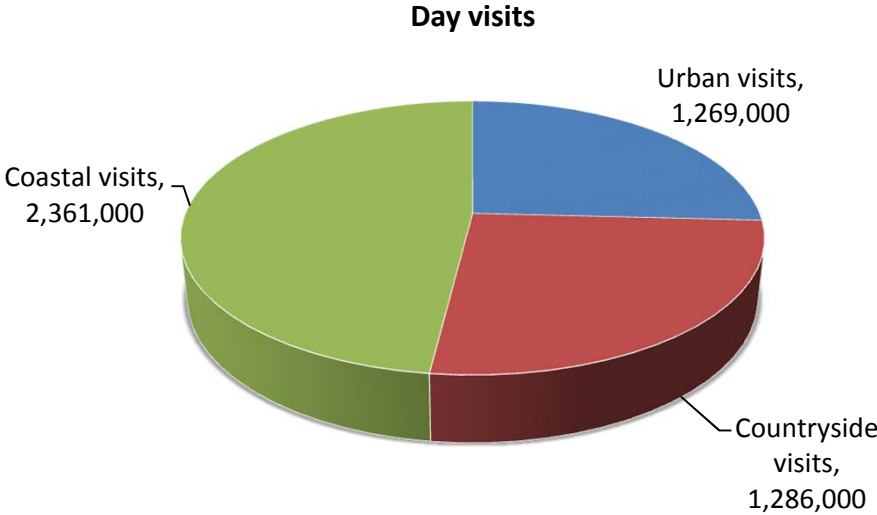
# West Dorset - Day visits in the county context



Area	Day visits	Day visit spend
Bournemouth	5.8	£213.1
Christchurch	1.5	£51.5
East Dorset	2.2	£70.2
North Dorset	1.6	£51.9
Poole	3.6	£126.5
Purbeck	3.6	£112.4
West Dorset	4.9	£161.1
Weymouth	2.0	£85.1

# West Dorset - Day visits by location

Total day visits	Total day visit spend
4,916,000	£161,089,000



# West Dorset – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £46,276,000
- Overseas staying visitors £9,423,000



## Shopping

- UK staying visitors £15,511,000
- Overseas staying visitors £7,972,000
- Day visitors £37,529,000



## Food & drink

- UK staying visitors £27,305,000
- Overseas staying visitors £6,281,000
- Day visitors £73,832,000



## Attractions/entertainment

- UK staying visitors £13,215,000
- Overseas staying visitors £2,930,000
- Day visitors £19,110,000



## Travel

- UK staying visitors £20,795,000
- Overseas staying visitors £2,772,000
- Day visitors £30,618,000

## West Dorset – Other visitor related expenditure by category

---



Second Homes

£1,882,000



Boats

£0



Visiting friends and relatives (non-visitor spend)

£5,705,000

- 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)



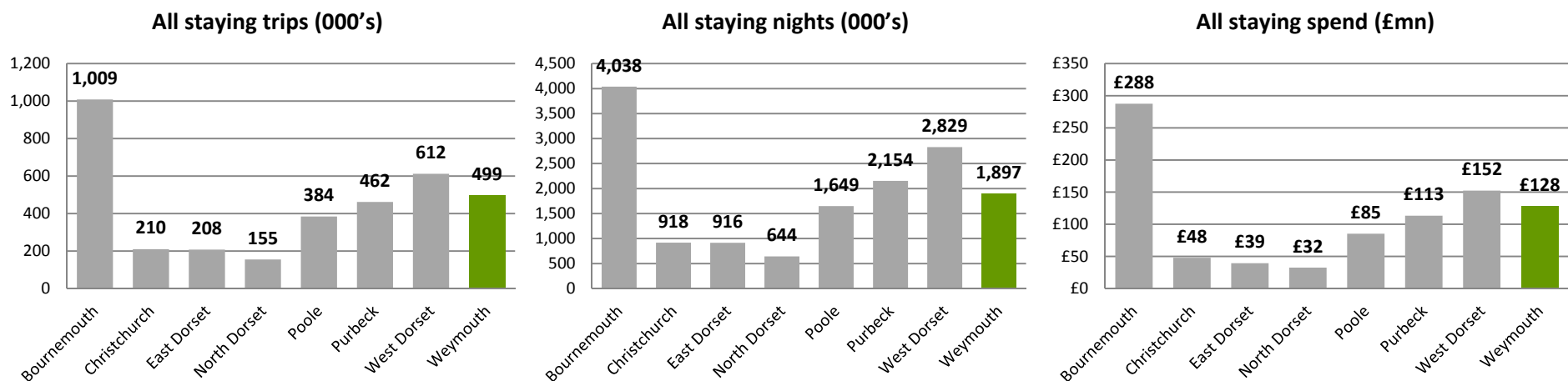
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	880	23	903
Retailing	195	312	508
Catering	409	898	1,307
Attractions/entertainment	267	323	590
Transport	91	118	209
Arising from non trip spend	120	0	120
<b>Total Direct</b>	<b>1,963</b>	<b>1,675</b>	<b>3,638</b>

# Value of Tourism 2015

## Weymouth & Portland

Key Facts	
498,600	Staying visitor trips
1,896,800	Staying visitor nights
£127,571,000	Staying visitor spend
2,034,000	Day visits
£85,122,000	Day visitor spend
£212,693,000	Direct visitor spend
£6,031,000	Other related spend
£218,724,000	TOTAL VISITOR RELATED SPEND
5,207	Estimated actual employment
3,833	FTE employment
19%	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	848	161	2,549	1,489	£186	£101
Christchurch	196	14	759	159	£39	£9
East Dorset	191	17	726	190	£30	£9
North Dorset	142	13	502	142	£25	£7
Poole	353	31	1,286	363	£66	£19
Purbeck	434	28	1,828	326	£94	£20
West Dorset	563	49	2,353	476	£123	£29
Weymouth	466	33	1,616	281	£108	£19

## Weymouth & Portland - Staying visits by accommodation type

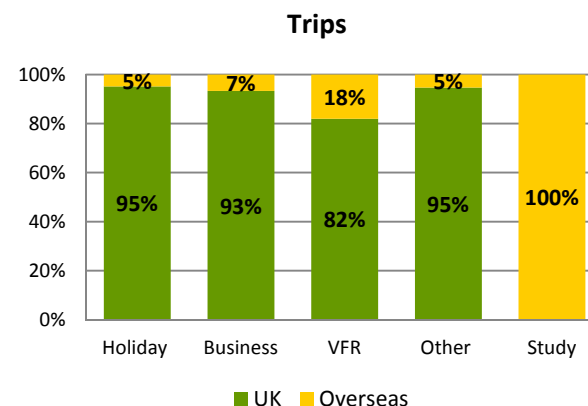
Domestic tourists	Trips	Nights	Spend
Serviced	253,000	676,000	£64,370,000
Self catering	28,000	153,000	£11,124,000
Touring caravans /tents	6,000	29,000	£869,000
Static vans/holiday centres	90,000	437,000	£21,049,000
Group/campus	0	1,000	£46,000
Paying guest in private homes	0	0	£0
Second homes	9,000	39,000	£1,370,000
Boat moorings	6,000	20,000	£1,153,000
Other	3,000	10,000	£257,000
Staying with friends and relatives	71,000	252,000	£8,036,000
<b>Total</b>	<b>466,000</b>	<b>1,616,000</b>	<b>£108,272,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	20,500	111,200	£10,852,000
Self catering	1,500	27,000	£1,752,000
Touring caravans /tents	400	3,300	£153,000
Static vans/holiday centres	500	5,100	£276,000
Group/campus	100	3,600	£245,000
Paying guest in private homes	1,000	25,600	£1,545,000
Second homes	300	7,300	£364,000
Boat moorings	0	0	£0
Other	300	3,600	£155,000
Staying with friends and relatives	7,900	94,200	£3,957,000
<b>Total</b>	<b>32,600</b>	<b>280,800</b>	<b>£19,299,000</b>

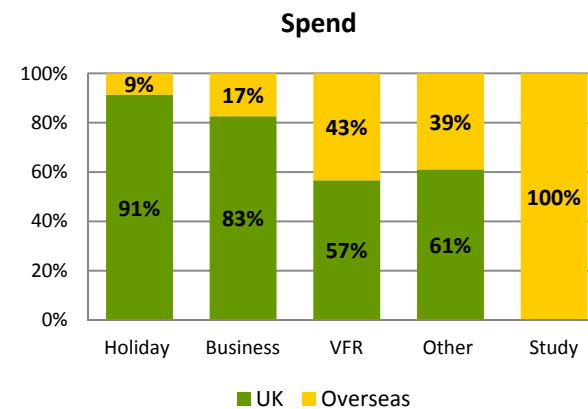
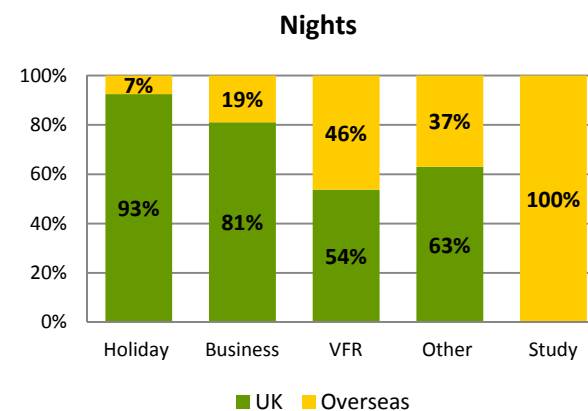


# Weymouth & Portland - Staying visits by purpose

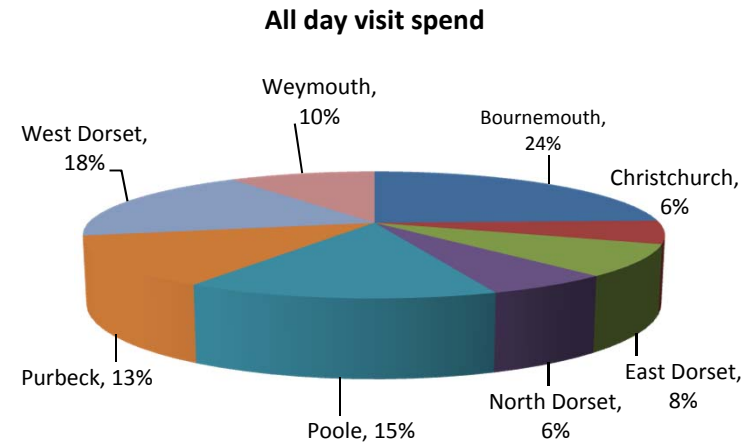
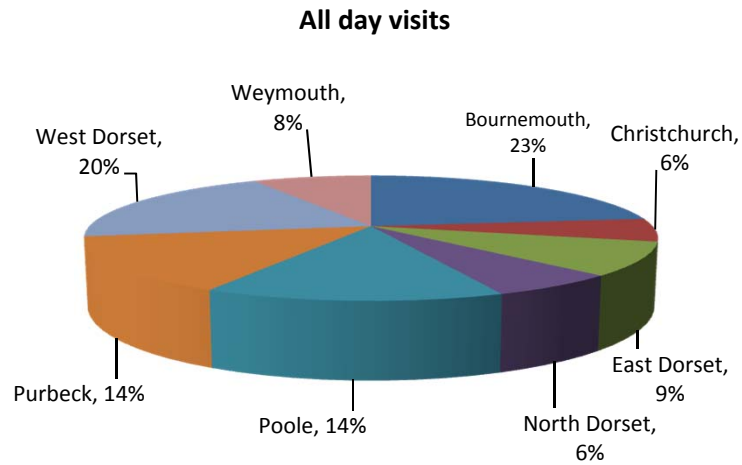
Domestic tourists	Trips	Nights	Spend
Holiday	364,000	1,383,000	£88,788,000
Business	63,000	137,000	£14,183,000
Visits to friends and relatives	30,000	71,000	£3,705,000
Other	9,000	24,000	£1,597,000
Study	0	0	£0
<b>Total</b>	<b>466,000</b>	<b>1,616,000</b>	<b>£108,272,000</b>



Overseas tourists	Trips	Nights	Spend
Holiday	18,600	111,900	£8,406,000
Business	4,500	32,000	£2,987,000
Visits to friends and relatives	6,600	61,200	£2,837,000
Other	500	14,100	£1,017,000
Study	2,400	61,500	£4,052,000
<b>Total</b>	<b>32,600</b>	<b>280,800</b>	<b>£19,299,000</b>



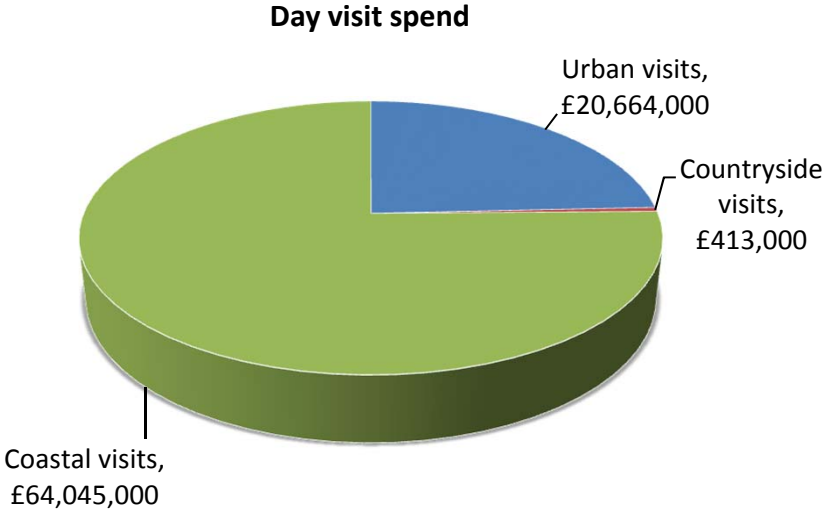
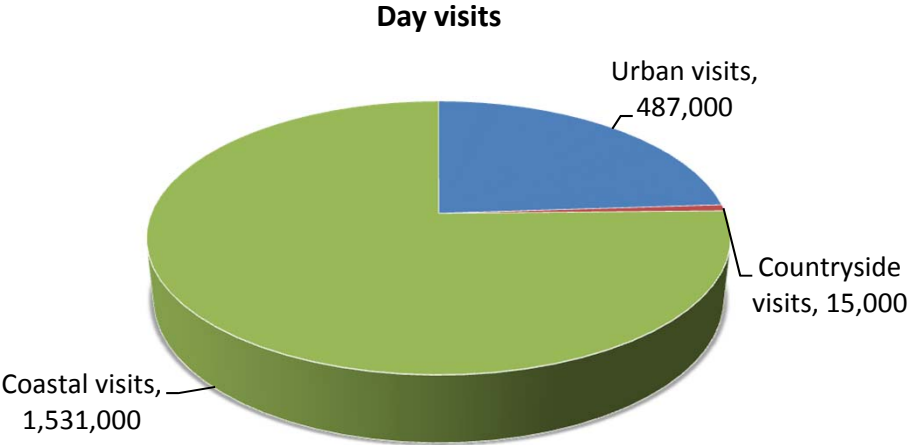
# Weymouth & Portland - Day visits in the county context



Area	Day visits	Day visit spend
Bournemouth	5.8	£213.1
Christchurch	1.5	£51.5
East Dorset	2.2	£70.2
North Dorset	1.6	£51.9
Poole	3.6	£126.5
Purbeck	3.6	£112.4
West Dorset	4.9	£161.1
Weymouth	2.0	£85.1

# Weymouth & Portland - Day visits by location

Total day visits	Total day visit spend
2,034,000	£85,122,000



# Weymouth & Portland – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £41,158,000
- Overseas staying visitors £6,030,000



## Shopping

- UK staying visitors £13,297,000
- Overseas staying visitors £5,393,000
- Day visitors £15,608,000



## Food & drink

- UK staying visitors £24,010,000
- Overseas staying visitors £3,910,000
- Day visitors £41,136,000



## Attractions/entertainment

- UK staying visitors £11,235,000
- Overseas staying visitors £2,250,000
- Day visitors £8,861,000



## Travel

- UK staying visitors £18,573,000
- Overseas staying visitors £1,716,000
- Day visitors £19,517,000

## Weymouth & Portland – Other visitor related expenditure by category

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Second Homes

£597,000



Boats

£1,740,000



Visiting friends and relatives (non-visitor spend)

£3,694,000

- 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	776	13	789
Retailing	162	135	297
Catering	353	521	874
Attractions/entertainment	232	157	389
Transport	82	78	160
Arising from non trip spend	96	0	96
<b>Total Direct</b>	<b>1,700</b>	<b>904</b>	<b>2,605</b>