

HOW TOURISM BENEFITS THE DORSET ECONOMY

The tourism industry is important to Dorset. Tourism boosts the economy by supporting small and medium sized businesses throughout the county, bringing vitality to urban, rural and coastal communities.

There are many reasons to visit this unique destination on the south coast of England.

Dorset boasts popular seaside resorts, the Jurassic Coast UNESCO World Heritage Site and designated areas of outstanding natural beauty (AONB).

The county is served by Bournemouth International Airport and ferry services to Poole Port as well as cruise ships into Portland Port.

£1.8 Billion
TOURISM CONTRIBUTES TO THE ECONOMY



£872M
STAYING VISITOR SPEND



£1.2 Billion
GENERATED IN GVA
GROSS VALUE ADDED

26.4M
DAY LEISURE VISITS



30M
VISITS TO DORSET (DAY VISITS AND STAYING TRIPS)



3.6M
OVERNIGHT LEISURE TRIPS



15M
OVERNIGHT STAYS (NIGHTS)



3.2M
OVERSEAS STAYS (NIGHTS)



40,879 TOURISM JOBS CREATED

