

HOW TOURISM BENEFITS THE DORSET ECONOMY

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

This rural and coastal area includes popular seaside resorts, the world-renowned Jurassic Coast World Heritage site and is largely designated as an Area of Outstanding Natural Beauty.

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



These figures represent the positive impact that tourism has on the county, outside of the urban areas of Bournemouth and Poole.

£1.05 Billion

TOURISM CONTRIBUTES TO THE ECONOMY



£502M

STAYING VISITOR SPEND



£703M

GENERATED IN GVA
GROSS VALUE ADDED

16.5M

DAY LEISURE VISITS



18.6M

VISITS TO DORSET (DAY VISITS AND STAYING TRIPS)



2.2M

OVERNIGHT LEISURE TRIPS



9M

OVERNIGHT STAYS (NIGHTS)



1.3M

OVERSEAS STAYS (NIGHTS)



25,936 TOURISM JOBS CREATED

