

# The Economic Impact of Dorset's Visitor Economy 2019



## Dorset and Districts

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



November 2020



# Contents

---

	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

---

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 2019.

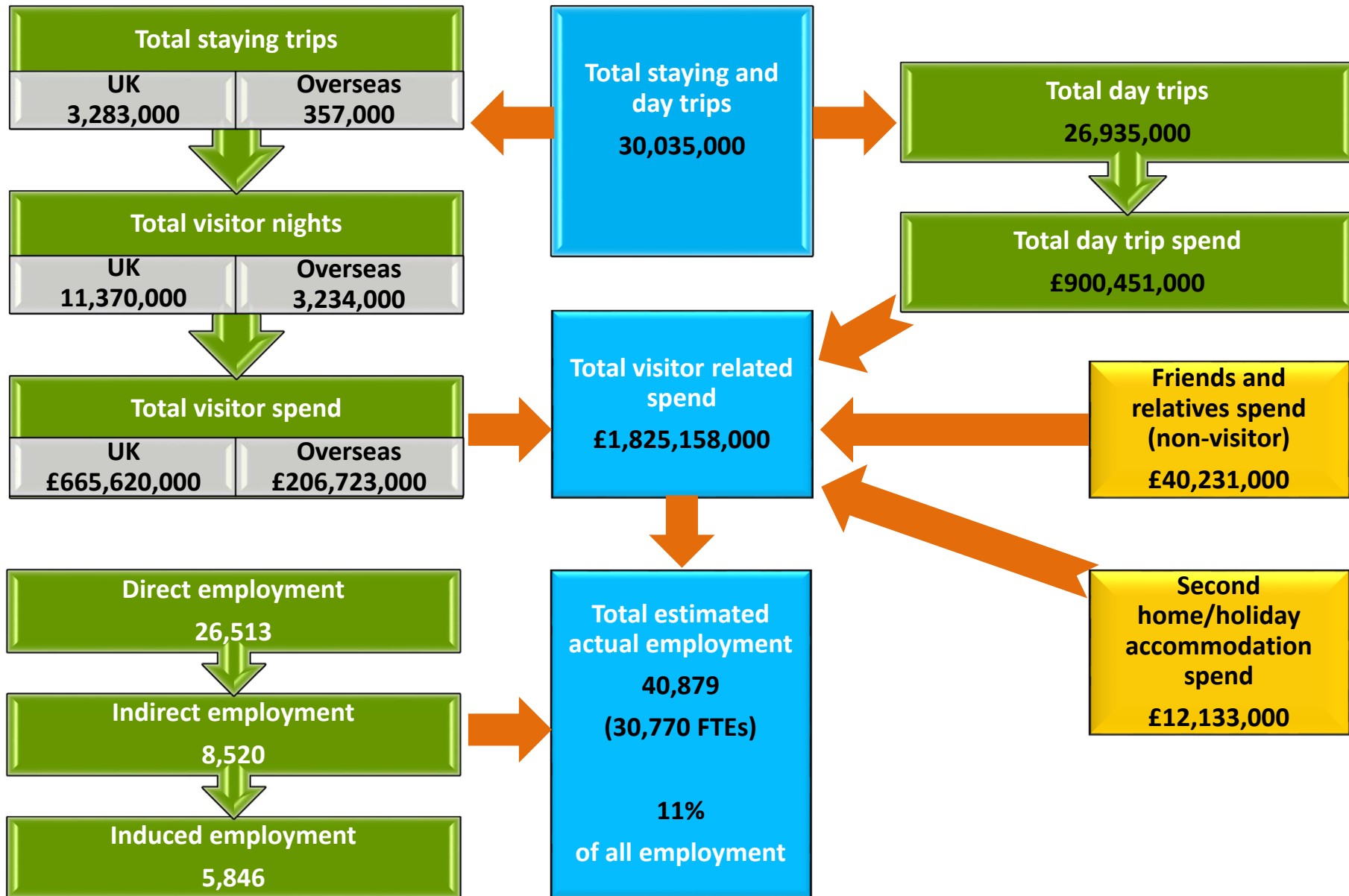
The figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. It distributes regional activity as measured in those surveys to local areas using '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 2019, including key facts about the economy, weather and key events please see Appendix 2 of this report.



# Dorset - Key facts at a glance



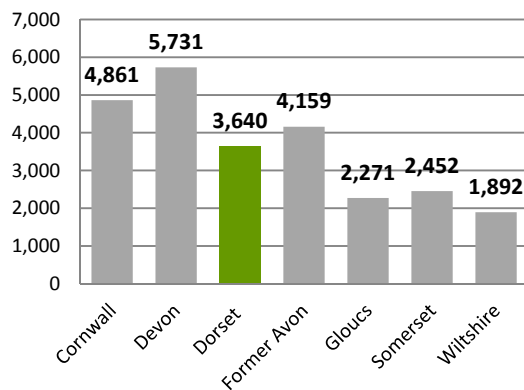
## Dorset – Staying visits

---

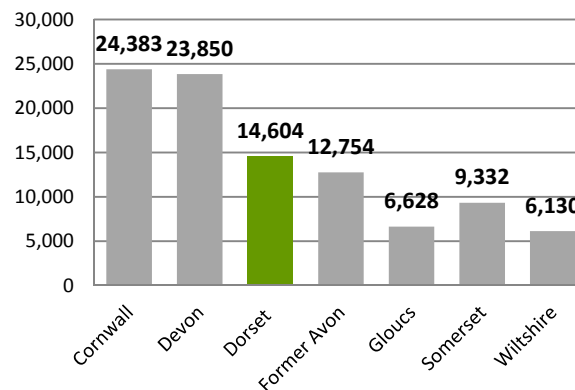
Information on staying visits is derived from the Great Britain Tourism Survey (GBTS) for domestic visitors and from the International Passenger Survey (IPS) for Overseas visitors. Data at a county level is derived from the national surveys for trips, nights and spend but adjusted to account for local data and modelled below this level.

## Dorset - Staying visits in the regional context

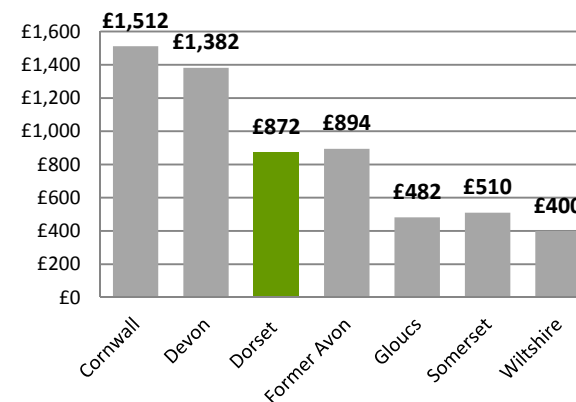
All staying trips (000's)



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	4,476	385	21,780	2,603	£1,347	£165
Devon	5,273	458	20,491	3,359	£1,184	£198
Dorset	3,283	357	11,370	3,234	£666	£207
Former Avon	3,106	1,053	6,822	5,932	£513	£381
Gloucestershire	1,984	287	4,689	1,939	£335	£146
Somerset	2,207	245	7,603	1,729	£419	£91
Wiltshire	1,572	320	4,288	1,842	£290	£110

## Dorset - Staying visits by accommodation type

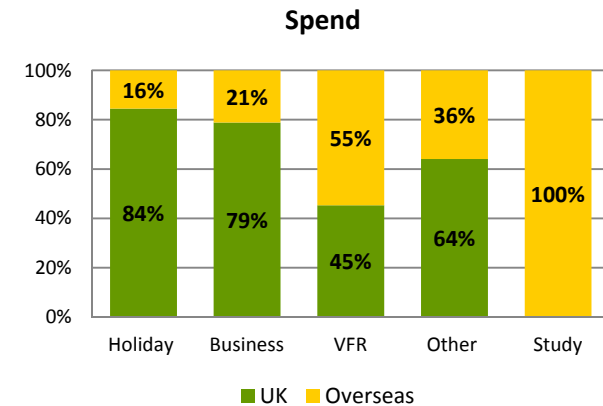
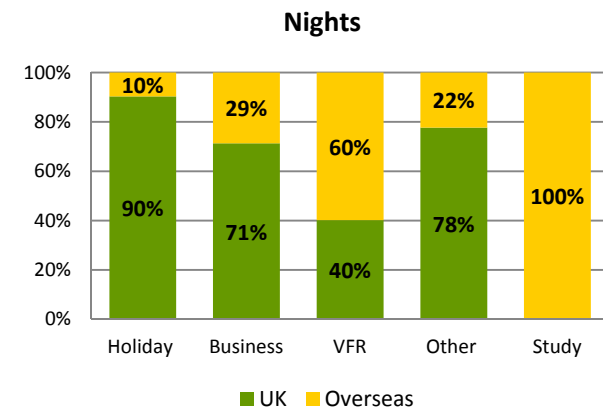
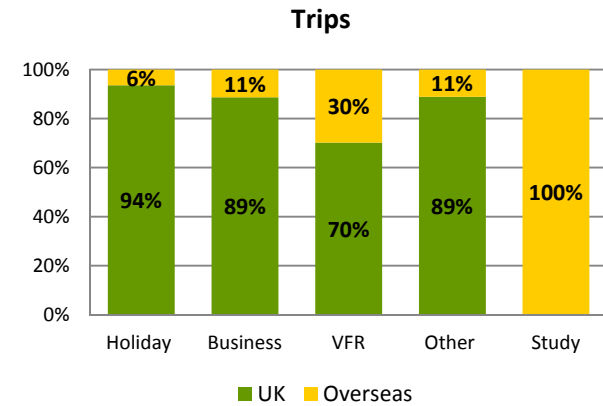
Domestic tourists	Trips	Nights	Spend
Serviced	1,131,000	2,901,000	£295,473,000
Self catering	312,000	1,558,000	£113,153,000
Touring caravans /tents	416,000	1,969,000	£68,530,000
Static vans/holiday centres	356,000	1,546,000	£79,040,000
Group/campus	7,000	18,000	£1,008,000
Paying guest in private homes	0	0	£0
Second homes	91,000	407,000	£11,836,000
Boat moorings	19,000	81,000	£4,030,000
Other	35,000	55,000	£2,559,000
Staying with friends and relatives	916,000	2,835,000	£89,986,000
<b>Total</b>	<b>3,283,000</b>	<b>11,370,000</b>	<b>£665,620,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	161,000	750,000	£79,652,000
Self catering	16,000	188,000	£15,018,000
Touring caravans /tents	24,000	163,000	£9,208,000
Static vans/holiday centres	2,000	15,000	£885,000
Group/campus	2,000	54,000	£4,443,000
Paying guest in private homes	23,000	619,000	£36,761,000
Second homes	3,000	68,000	£4,596,000
Boat moorings	0	0	£0
Other	11,000	86,000	£2,954,000
Staying with friends and relatives	115,000	1,291,000	£53,205,000
<b>Total</b>	<b>357,000</b>	<b>3,234,000</b>	<b>£206,723,000</b>

# Dorset - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	2,741,000	10,152,000	£574,774,000
Business	204,000	318,000	£39,037,000
Visits to friends and relatives	283,000	719,000	£43,306,000
Other	56,000	181,000	£8,499,000
Study	0	0	£0
<b>Total</b>	<b>3,283,000</b>	<b>11,370,000</b>	<b>£665,615,000</b>

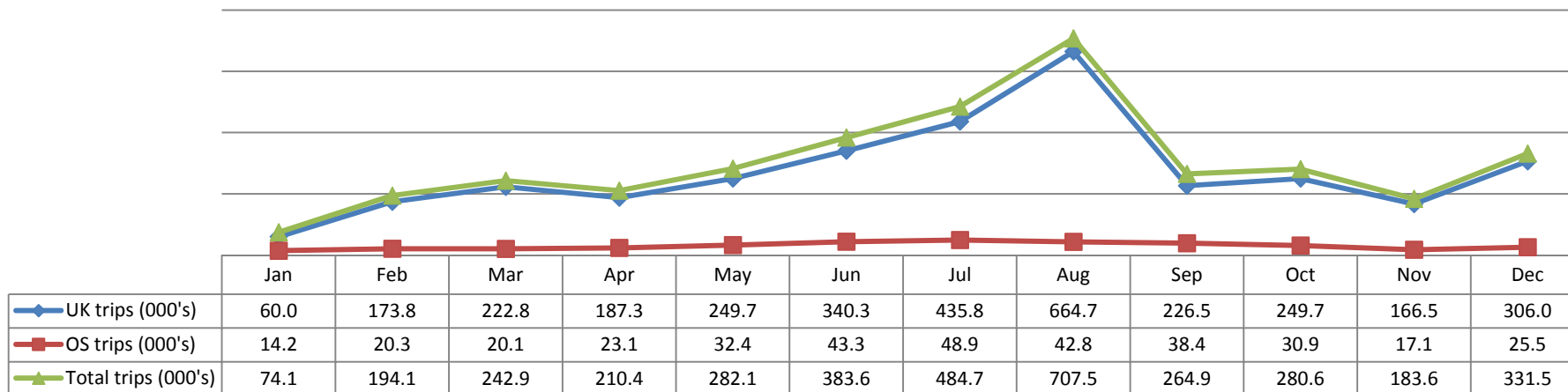
Overseas tourists	Trips	Nights	Spend
Holiday	188,000	1,086,000	£105,535,000
Business	26,000	128,000	£10,479,000
Visits to friends and relatives	120,000	1,072,000	£52,271,000
Other	7,000	52,000	£4,774,000
Study	17,000	896,000	£33,664,000
<b>Total</b>	<b>357,000</b>	<b>3,234,000</b>	<b>£206,723,000</b>



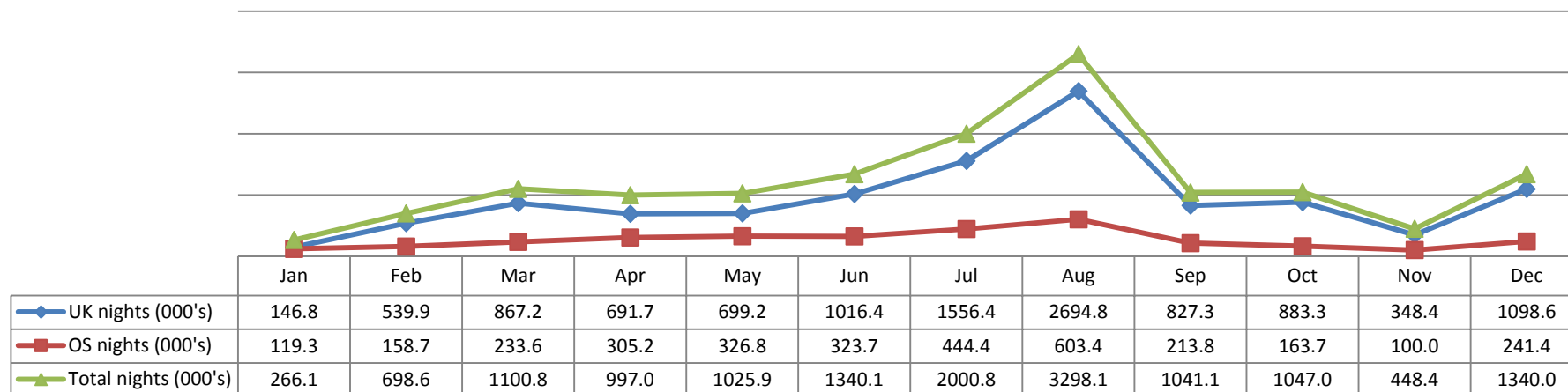


# Dorset- Estimated seasonality of staying visits

### Seasonality - trips

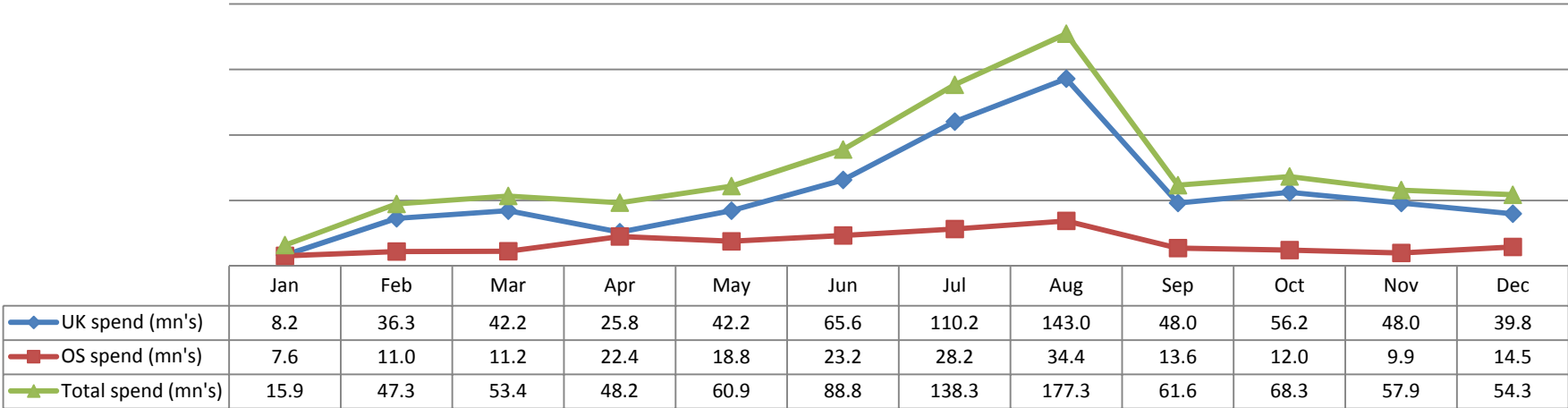


### Seasonality - nights



# Dorset - Estimated seasonality of staying visits

Seasonality - spend



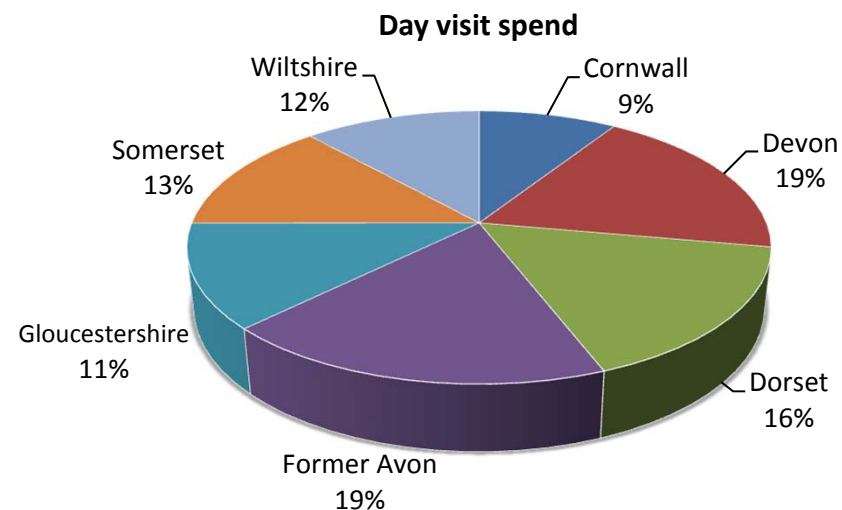
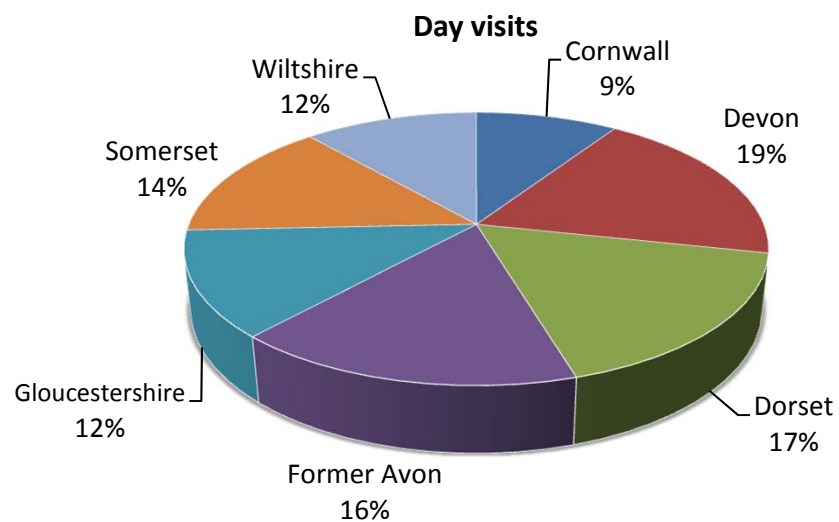
## Dorset – Day visits

---

Information on day visits within this report has been derived from the 2019 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.

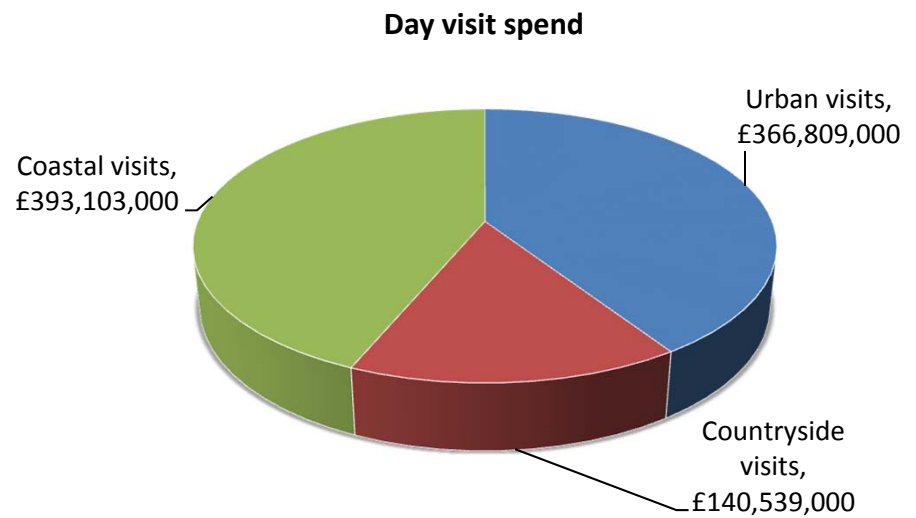
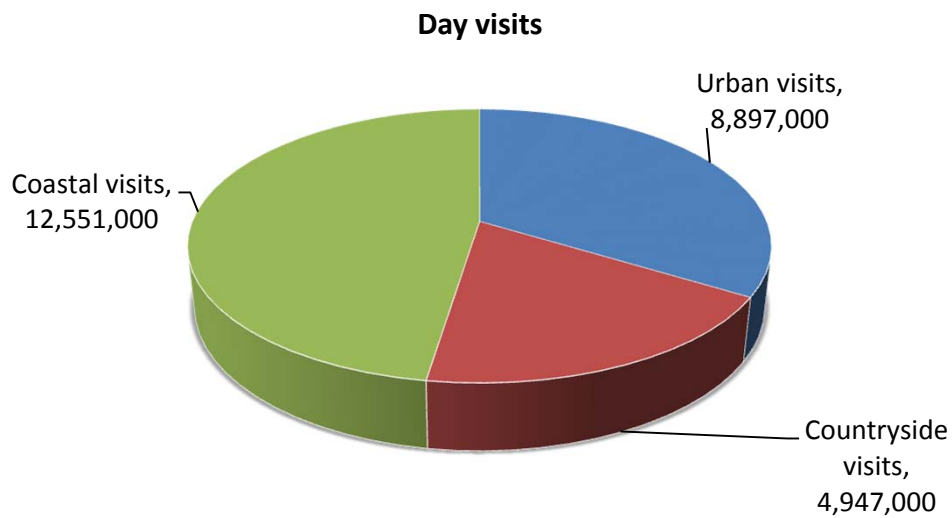
## Dorset - Day visits in the regional context



Area	Day visits (millions)	Day visit spend (millions)
Cornwall	14.5	£501.9
Devon	29.6	£1,035.9
Dorset	26.4	£900.5
Former Avon	25.5	£1,024.0
Gloucestershire	19.5	£680.8
Somerset	22.1	£741.4
Wiltshire	17.7	£641.9

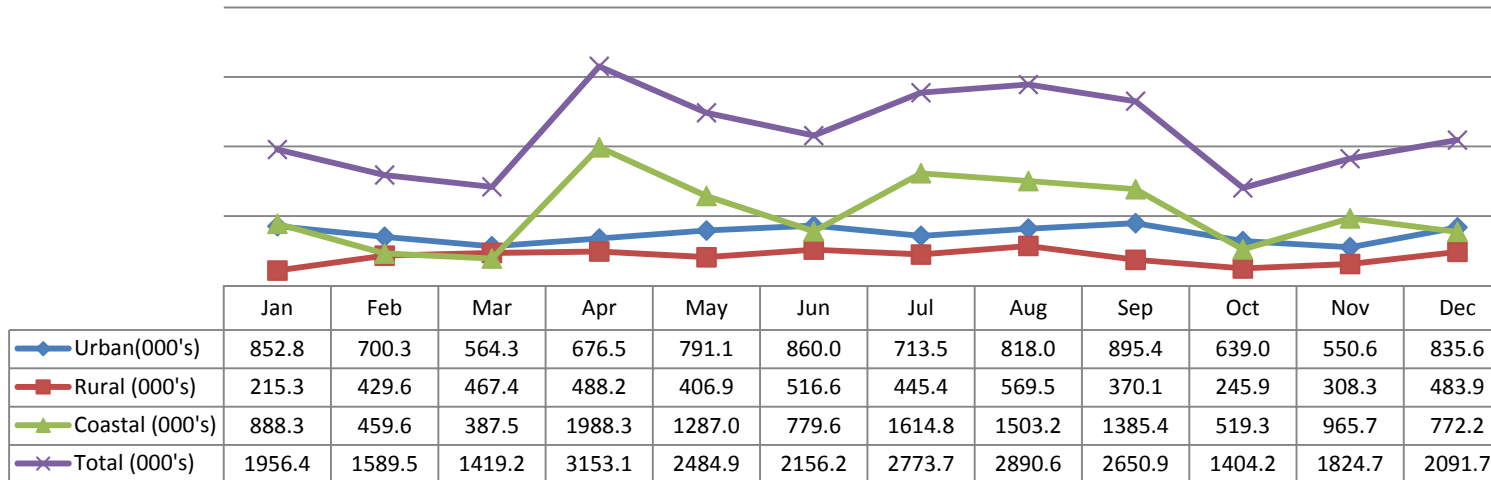
# Dorset - Day visits by location

Total day visits	Total day visit spend
26,395,000	£900,451,000

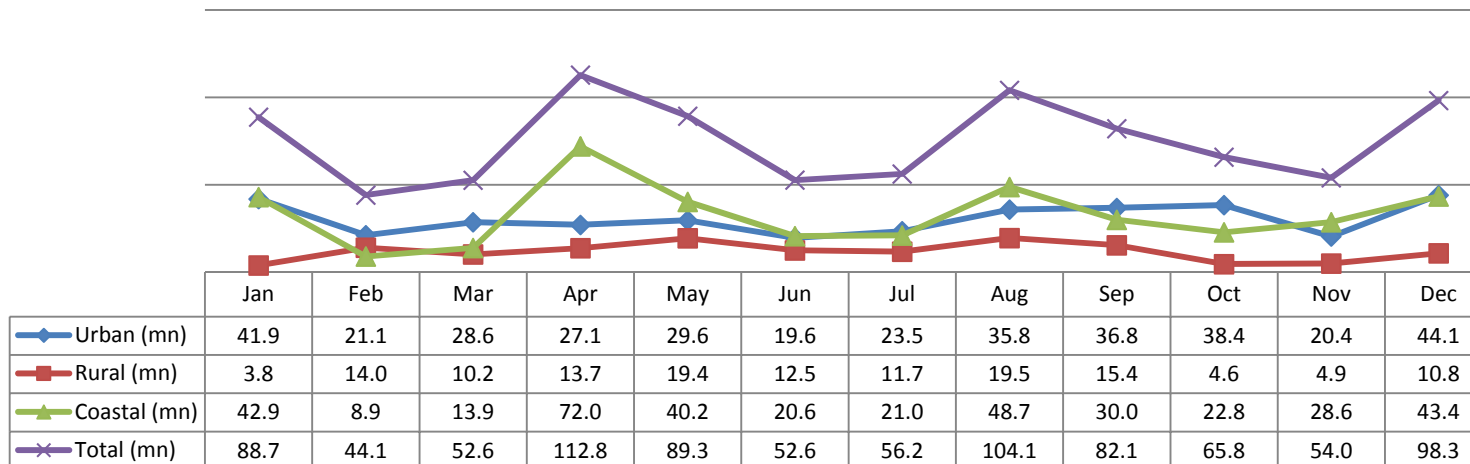


# Dorset - Estimated seasonality of day visits

Seasonality - day visits (000's)



Seasonality - day visit spend (millions)



## Dorset - Direct visitor expenditure by category

---

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:

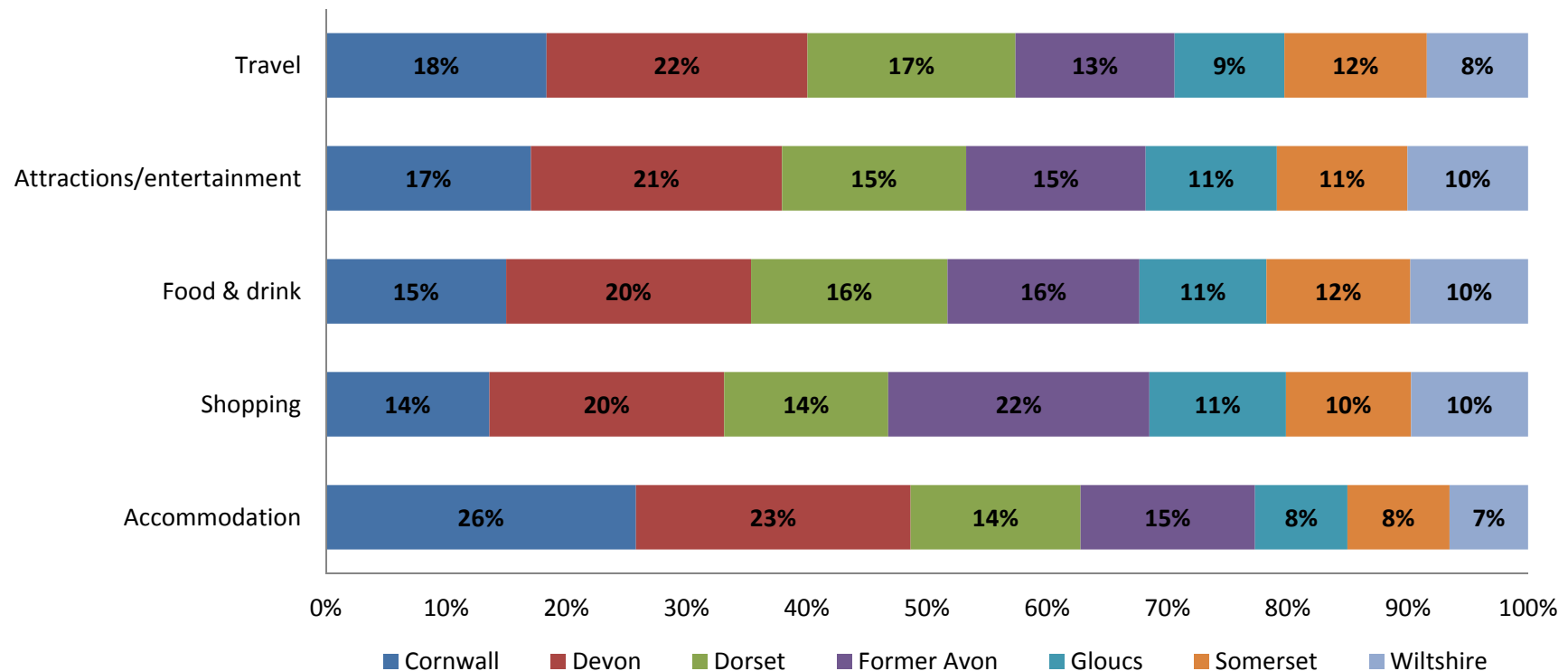
- Accommodation
- Shopping for gifts, clothes and other goods
- Eating and drinking in restaurants, cafes and inns
- Entry to attractions, entertainment and hire of goods and services
- Transport and travel costs including public transport, purchase of fuel and parking

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>	£2,162,147,000	£2,776,998,000	£3,648,922,000	£1,293,165,000	£1,696,492,000	£11,577,723,000
<b>%</b>	19%	24%	32%	11%	15%	100%





# Dorset – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £246,361,000
- Overseas staying visitors £59,379,000



## Shopping

- UK staying visitors £85,115,000
- Overseas staying visitors £60,710,000
- Day visitors £233,143,000



## Food & drink

- UK staying visitors £148,560,000
- Overseas staying visitors £44,597,000
- Day visitors £403,202,000



## Attractions/entertainment

- UK staying visitors £72,828,000
- Overseas staying visitors £22,653,000
- Day visitors £102,591,000



## Travel

- UK staying visitors £112,751,000
- Overseas staying visitors £19,385,000
- Day visitors £161,516,000

## Dorset – Other visitor related expenditure by category

---



Second Homes

£6,809,000



Boats

£5,324,000



Visiting friends and relatives (non-visitor spend)

£40,231,000

- 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	£309,603,000	£7,749,000	£317,352,000
Retailing	£144,367,000	£221,804,000	£366,171,000
Catering	£187,362,000	£375,843,000	£563,205,000
Attractions/entertainment	£98,871,000	£104,703,000	£203,574,000
Transport	£79,281,000	£93,128,000	£172,409,000
Arising from non trip spend	£52,364,000	£0	£52,364,000
<b>Total Direct</b>	<b>£871,848,000</b>	<b>£803,227,000</b>	<b>£1,675,075,000</b>

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£871,848,000	£803,227,000	£1,675,075,000
Supplier and income induced	£464,678,000	£345,897,000	£810,575,000
<b>Total</b>	<b>£1,336,526,000</b>	<b>£1,149,124,000</b>	<b>£2,485,650,000</b>

## Dorset – Tourism related employment

---

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;

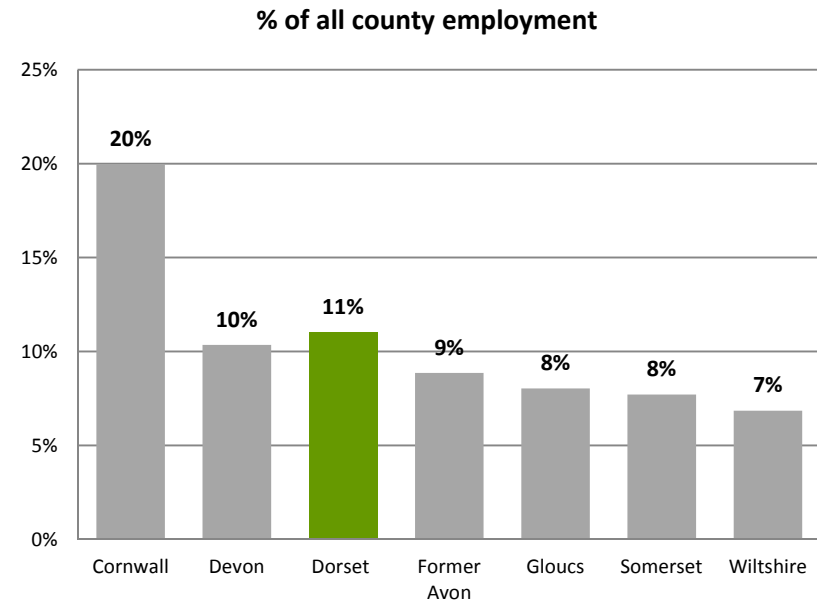
- **Direct Jobs** - Direct jobs are those in businesses in receipt of visitor spending. For example, jobs supported by visitor spending at a hotel would be direct jobs.
- **Indirect Jobs** - Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on 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



Area	Number of FTE's
Cornwall	39,511
Devon	45,237
Dorset	30,770
Former Avon	33,149
Gloucestershire	19,849
Somerset	22,080
Wiltshire	18,469



# Dorset – Tourism related employment

## Estimated actual employment



## Full time equivalent employment (FTE's)



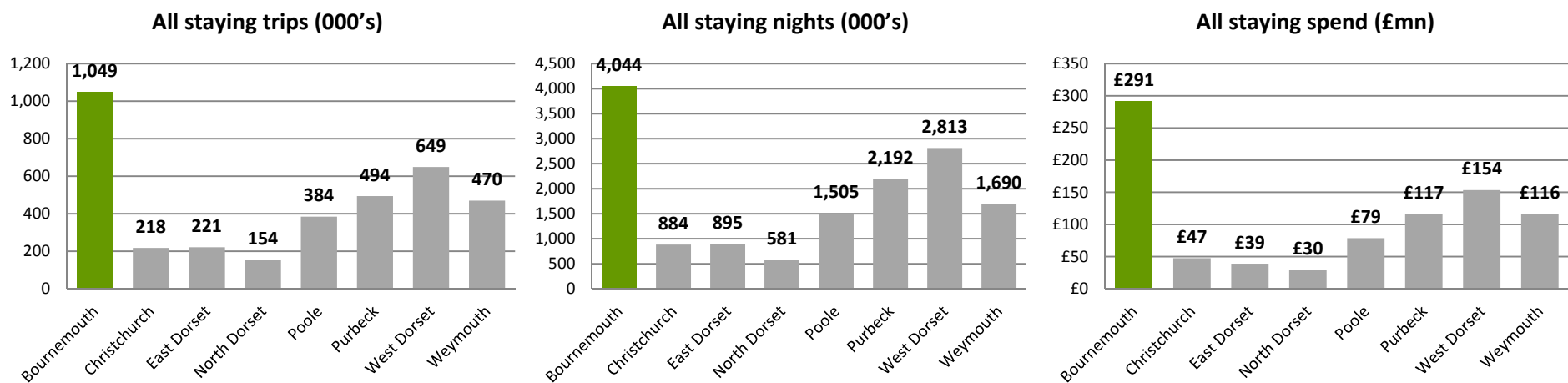
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	3,858	97	3,955
Retailing	1,057	1,624	2,680
Catering	2,209	4,431	6,641
Attractions/entertainment	1,469	1,556	3,025
Transport	484	569	1,053
Arising from non trip spend	814	0	814
<b>Total Direct</b>	<b>9,892</b>	<b>8,276</b>	<b>18,168</b>

# Value of Tourism 2019

## Bournemouth

Key Facts	
1,049,000	Staying visitor trips
4,044,000	Staying visitor nights
£291,408,000	Staying visitor spend
6,090,000	Day visits
£215,922,000	Day visitor spend
£507,330,000	Direct visitor spend
£14,645,000	Other related spend
£521,975,000	TOTAL VISITOR RELATED SPEND
10,622	Estimated actual employment
7,863	FTE employment
10%	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	864	185	2,427	1,617	£182	£110
Christchurch	204	14	734	150	£39	£9
East Dorset	204	17	723	172	£31	£8
North Dorset	142	12	461	120	£24	£6
Poole	355	29	1,203	302	£63	£16
Purbeck	467	27	1,929	263	£99	£17
West Dorset	603	46	2,427	386	£128	£25
Weymouth	442	28	1,465	225	£100	£16



## Bournemouth - Staying visits by accommodation type

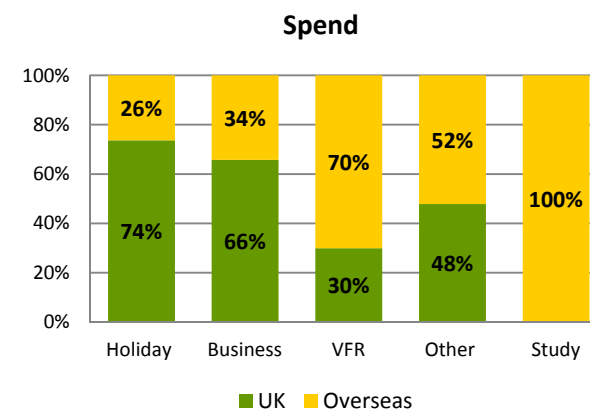
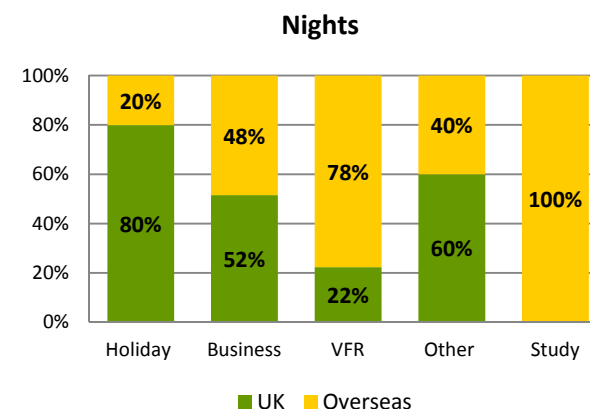
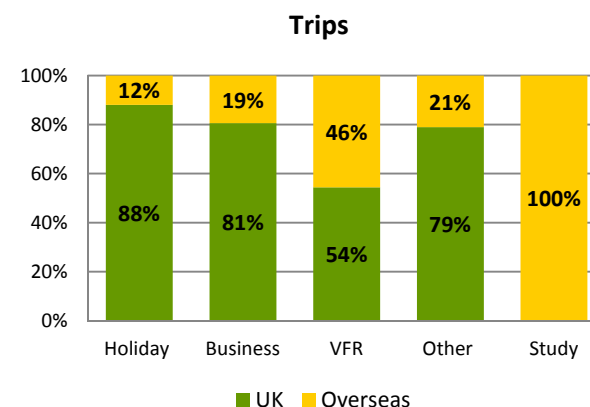
Domestic tourists	Trips	Nights	Spend
Serviced	557,000	1,428,000	£145,494,000
Self catering	22,000	109,000	£7,885,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£25,000
Paying guest in private homes	0	0	£0
Second homes	15,000	69,000	£2,001,000
Boat moorings	0	0	£0
Other	10,000	16,000	£727,000
Staying with friends and relatives	260,000	805,000	£25,561,000
<b>Total</b>	<b>864,000</b>	<b>2,427,000</b>	<b>£181,694,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	111,000	517,000	£54,859,000
Self catering	2,000	20,000	£1,596,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	2,000	£171,000
Paying guest in private homes	17,000	464,000	£27,571,000
Second homes	1,000	18,000	£1,185,000
Boat moorings	0	0	£0
Other	5,000	37,000	£1,280,000
Staying with friends and relatives	50,000	559,000	£23,053,000
<b>Total</b>	<b>185,000</b>	<b>1,617,000</b>	<b>£109,714,000</b>

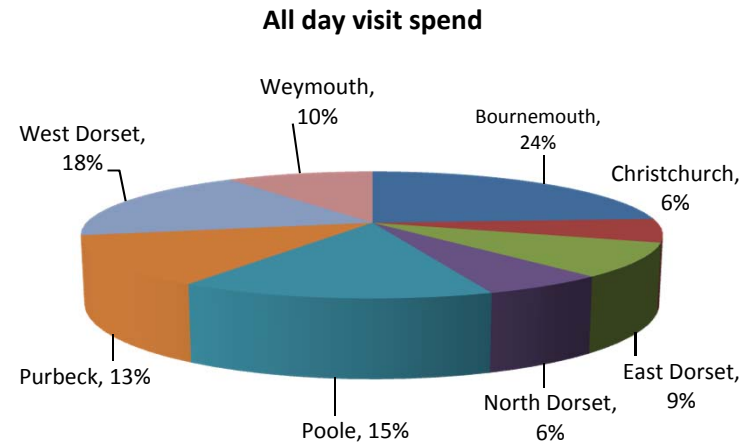
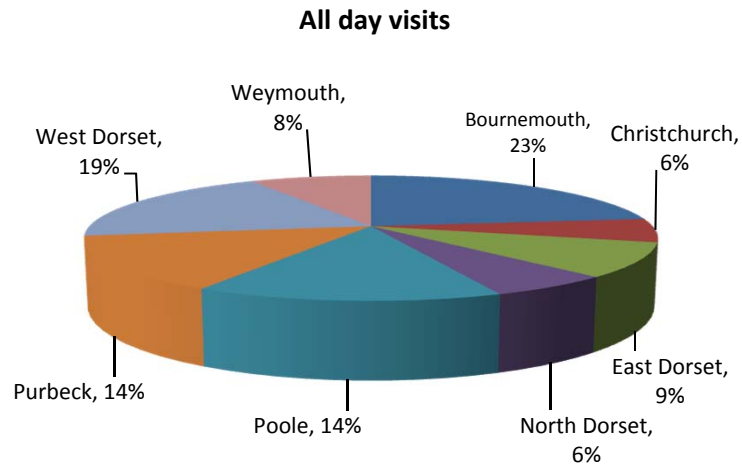
# Bournemouth - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	722,000	2,167,000	£156,895,000
Business	54,000	68,000	£10,657,000
Visits to friends and relatives	74,000	154,000	£11,822,000
Other	15,000	39,000	£2,320,000
Study	0	0	£0
<b>Total</b>	<b>864,000</b>	<b>2,427,000</b>	<b>£181,694,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	98,000	545,000	£56,156,000
Business	13,000	64,000	£5,547,000
Visits to friends and relatives	62,000	535,000	£27,667,000
Other	4,000	26,000	£2,527,000
Study	9,000	447,000	£17,818,000
<b>Total</b>	<b>185,000</b>	<b>1,617,000</b>	<b>£109,714,000</b>



# Bournemouth - Day visits in the county context

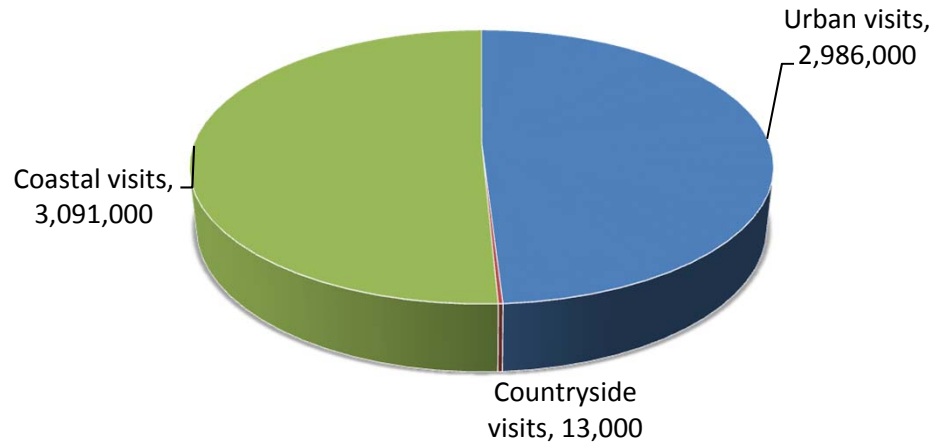


Area	Day visits	Day visit spend
Bournemouth	6.1	£215.9
Christchurch	1.6	£54.1
East Dorset	2.3	£77.3
North Dorset	1.6	£53.1
Poole	3.8	£131.4
Purbeck	3.7	£115.2
West Dorset	5.1	£165.2
Weymouth	2.2	£88.3

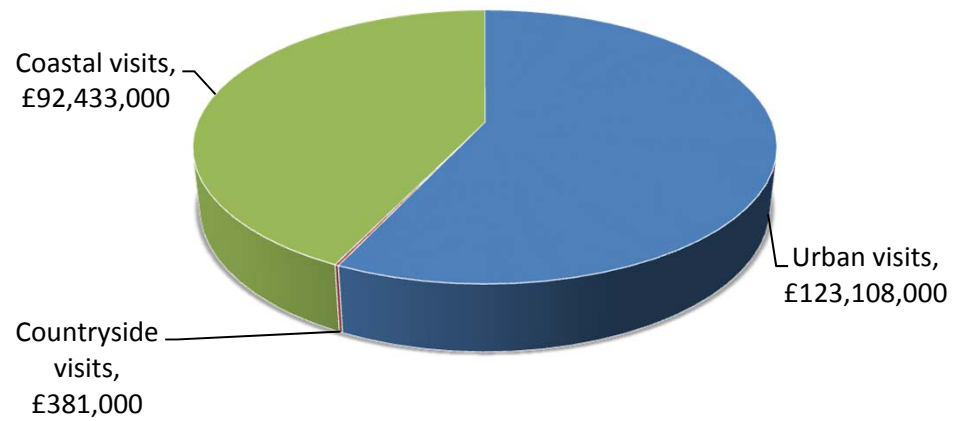
# Bournemouth - Day visits by location

Total day visits	Total day visit spend
6,090,000	£215,922,000

Day visits



Day visit spend



# Bournemouth – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £67,249,000
- Overseas staying visitors £31,529,000



## Shopping

- UK staying visitors £23,234,000
- Overseas staying visitors £32,216,000
- Day visitors £63,518,000



## Food & drink

- UK staying visitors £40,553,000
- Overseas staying visitors £23,672,000
- Day visitors £93,891,000



## Attractions/entertainment

- UK staying visitors £19,880,000
- Overseas staying visitors £12,009,000
- Day visitors £21,725,000



## Travel

- UK staying visitors £30,778,000
- Overseas staying visitors £10,289,000
- Day visitors £36,788,000

## Bournemouth – Other visitor related expenditure by category

---



Second Homes

£1,013,000



Boats

£0



Visiting friends and relatives (non-visitor spend)

£13,632,000

- 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	1,218	23	1,241
Retailing	393	450	842
Catering	718	1,049	1,767
Attractions/entertainment	480	338	819
Transport	147	132	279
Arising from non trip spend	228	0	228
<b>Total Direct</b>	<b>3,183</b>	<b>1,991</b>	<b>5,175</b>

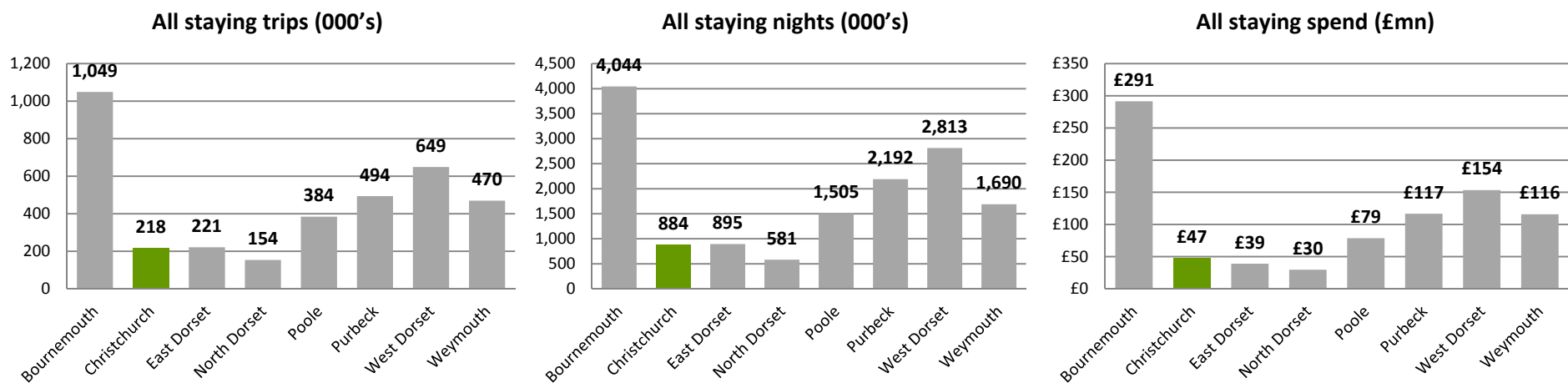
# Value of Tourism 2019

## Christchurch

Key Facts	
218,000	Staying visitor trips
884,000	Staying visitor nights
£47,490,000	Staying visitor spend
1,600,000	Day visits
£54,057,000	Day visitor spend
£101,547,000	Direct visitor spend
£3,137,000	Other related spend
£104,684,000	TOTAL VISITOR RELATED SPEND
2,201	Estimated actual employment
1,630	FTE employment
8%	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	864	185	2,427	1,617	£182	£110
Christchurch	204	14	734	150	£39	£9
East Dorset	204	17	723	172	£31	£8
North Dorset	142	12	461	120	£24	£6
Poole	355	29	1,203	302	£63	£16
Purbeck	467	27	1,929	263	£99	£17
West Dorset	603	46	2,427	386	£128	£25
Weymouth	442	28	1,465	225	£100	£16

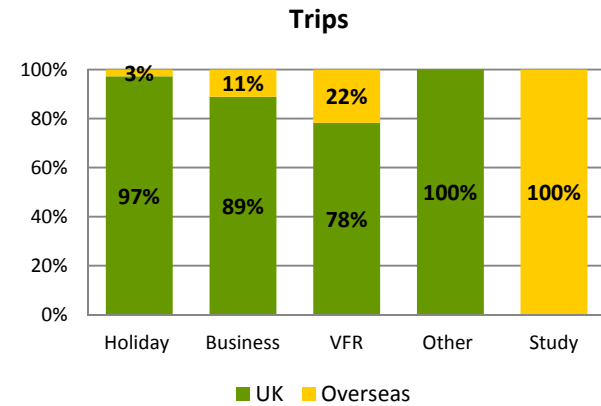
## Christchurch - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	50,000	129,000	£13,124,000
Self catering	6,000	30,000	£2,163,000
Touring caravans /tents	20,000	93,000	£3,252,000
Static vans/holiday centres	61,000	264,000	£13,514,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	8,000	34,000	£992,000
Boat moorings	1,000	4,000	£189,000
Other	2,000	3,000	£159,000
Staying with friends and relatives	57,000	176,000	£5,584,000
<b>Total</b>	<b>204,000</b>	<b>734,000</b>	<b>£38,977,000</b>

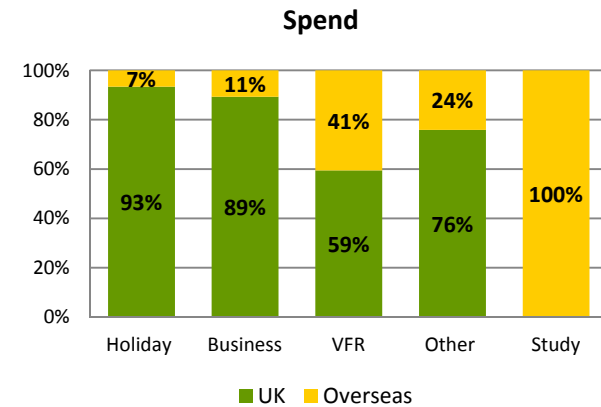
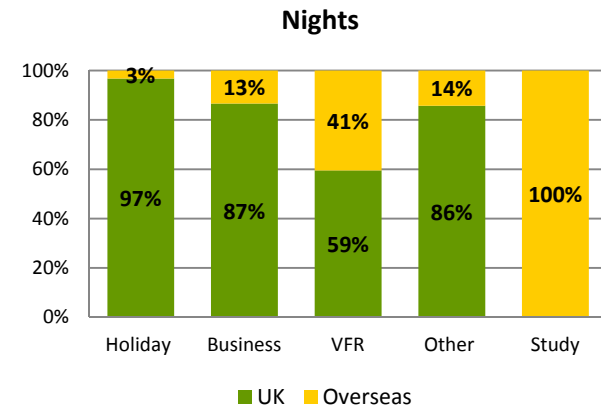
Overseas tourists	Trips	Nights	Spend
Serviced	4,000	17,000	£1,790,000
Self catering	0	3,000	£276,000
Touring caravans /tents	1,000	8,000	£437,000
Static vans/holiday centres	0	3,000	£151,000
Group/campus	0	0	£0
Paying guest in private homes	2,000	46,000	£2,757,000
Second homes	0	5,000	£344,000
Boat moorings	0	0	£0
Other	1,000	4,000	£145,000
Staying with friends and relatives	6,000	63,000	£2,614,000
<b>Total</b>	<b>14,000</b>	<b>150,000</b>	<b>£8,513,000</b>

# Christchurch - Staying visits by purpose

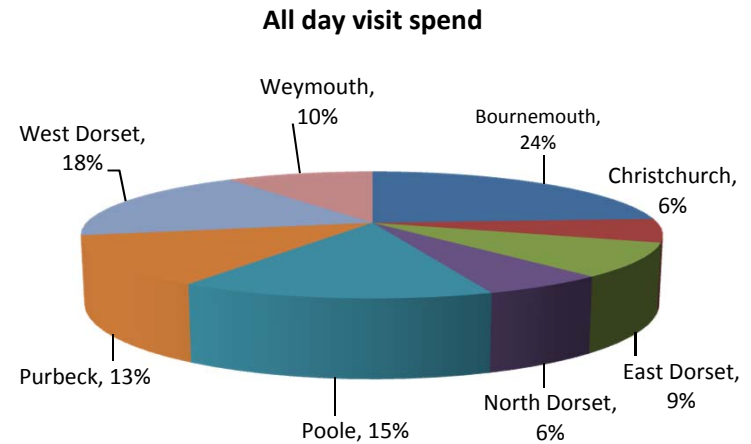
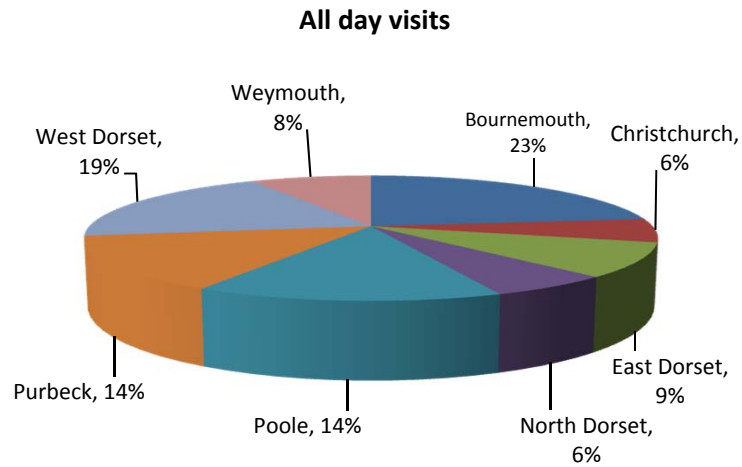
Domestic tourists	Trips	Nights	Spend
Holiday	175,000	662,000	£34,417,000
Business	8,000	13,000	£1,451,000
Visits to friends and relatives	18,000	47,000	£2,599,000
Other	4,000	12,000	£510,000
Study	0	0	£0
<b>Total</b>	<b>204,000</b>	<b>734,000</b>	<b>£38,977,000</b>



Overseas tourists	Trips	Nights	Spend
Holiday	5,000	22,000	£2,444,000
Business	1,000	2,000	£174,000
Visits to friends and relatives	5,000	32,000	£1,775,000
Other	0	2,000	£162,000
Study	2,000	92,000	£3,957,000
<b>Total</b>	<b>14,000</b>	<b>150,000</b>	<b>£8,513,000</b>



# Christchurch - Day visits in the county context

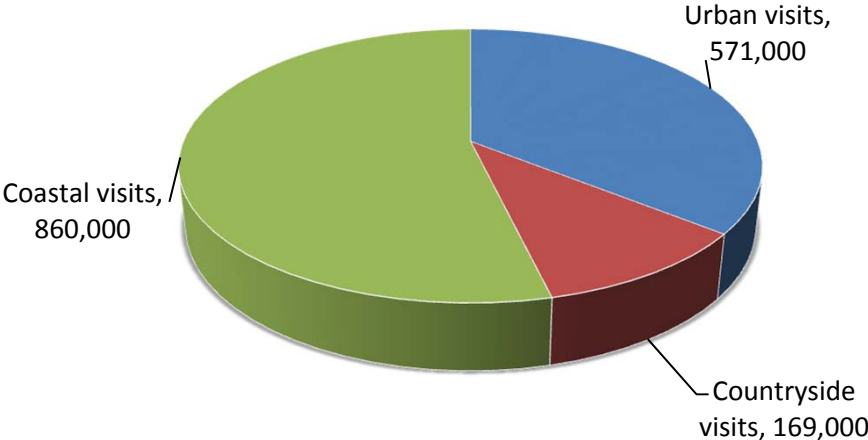


Area	Day visits	Day visit spend
Bournemouth	6.1	£215.9
Christchurch	1.6	£54.1
East Dorset	2.3	£77.3
North Dorset	1.6	£53.1
Poole	3.8	£131.4
Purbeck	3.7	£115.2
West Dorset	5.1	£165.2
Weymouth	2.2	£88.3

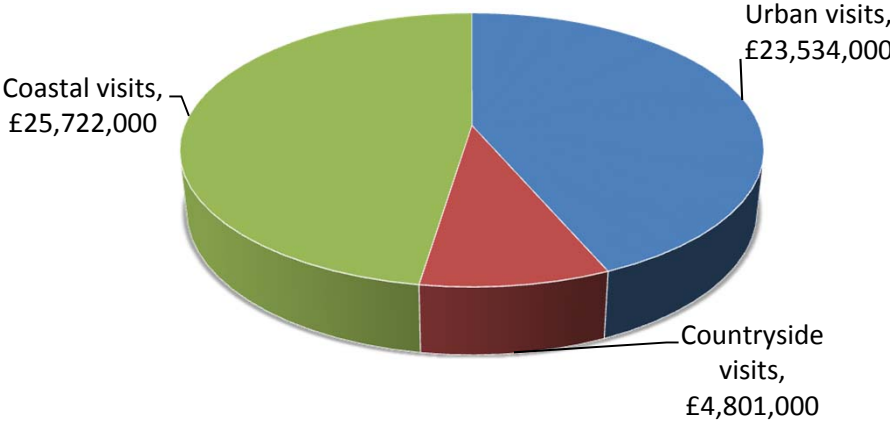
# Christchurch - Day visits by location

Total day visits	Total day visit spend
1,600,000	£54,057,000

Day visits



Day visit spend



# Christchurch – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £14,381,000
- Overseas staying visitors £2,290,000



## Shopping

- UK staying visitors £5,036,000
- Overseas staying visitors £2,645,000
- Day visitors £13,850,000



## Food & drink

- UK staying visitors £8,691,000
- Overseas staying visitors £1,605,000
- Day visitors £24,331,000



## Attractions/entertainment

- UK staying visitors £4,322,000
- Overseas staying visitors £1,285,000
- Day visitors £5,859,000



## Travel

- UK staying visitors £6,546,000
- Overseas staying visitors £689,000
- Day visitors £10,017,000

## Christchurch – Other visitor related expenditure by category

---



Second Homes

£584,000



Boats

£250,000



Visiting friends and relatives (non-visitor spend)

£2,303,000

- 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	214	6	220
Retailing	57	102	159
Catering	120	283	403
Attractions/entertainment	87	94	182
Transport	27	37	64
Arising from non trip spend	49	0	49
<b>Total Direct</b>	<b>554</b>	<b>523</b>	<b>1,077</b>

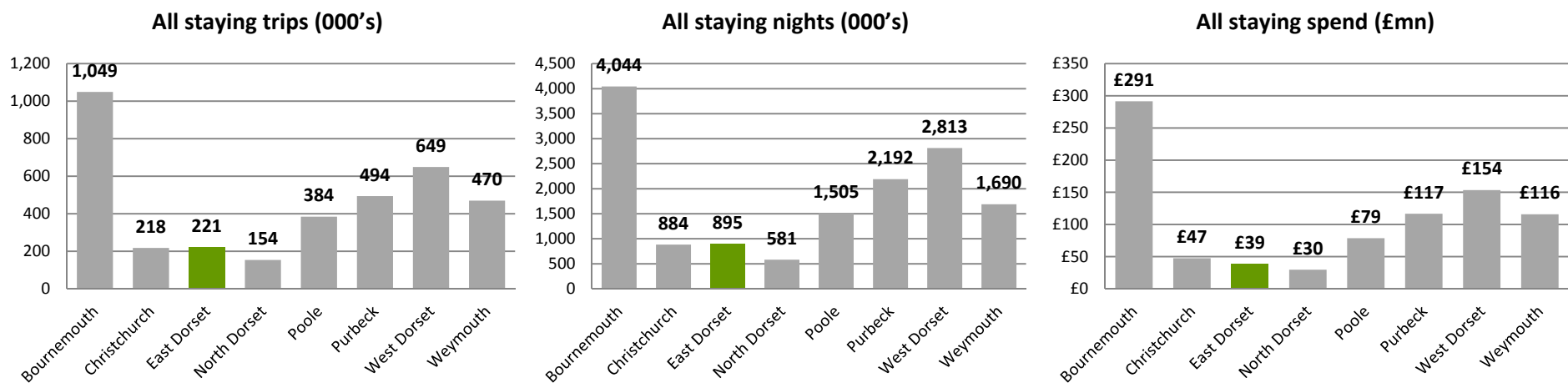


# Value of Tourism 2019

## East Dorset

Key Facts	
221,000	Staying visitor trips
895,000	Staying visitor nights
£39,101,000	Staying visitor spend
2,316,000	Day visits
£77,331,000	Day visitor spend
£116,432,000	Direct visitor spend
£4,364,000	Other related spend
£120,796,000	TOTAL VISITOR RELATED SPEND
2,116	Estimated actual employment
1,531	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	864	185	2,427	1,617	£182	£110
Christchurch	204	14	734	150	£39	£9
East Dorset	204	17	723	172	£31	£8
North Dorset	142	12	461	120	£24	£6
Poole	355	29	1,203	302	£63	£16
Purbeck	467	27	1,929	263	£99	£17
West Dorset	603	46	2,427	386	£128	£25
Weymouth	442	28	1,465	225	£100	£16

## East Dorset - Staying visits by accommodation type

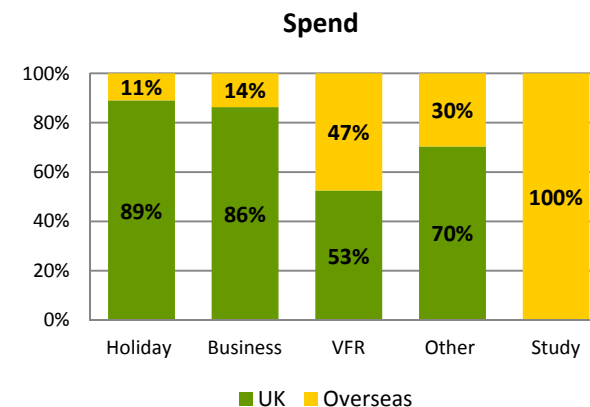
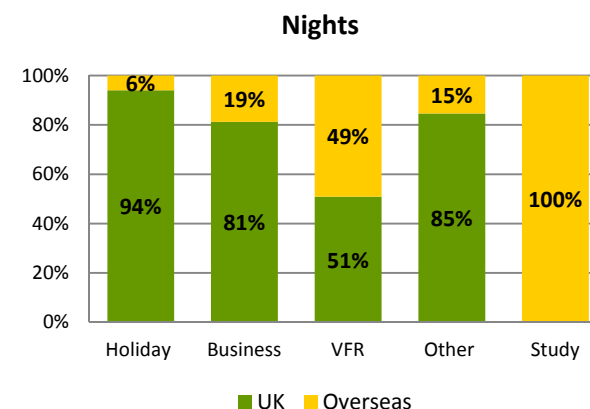
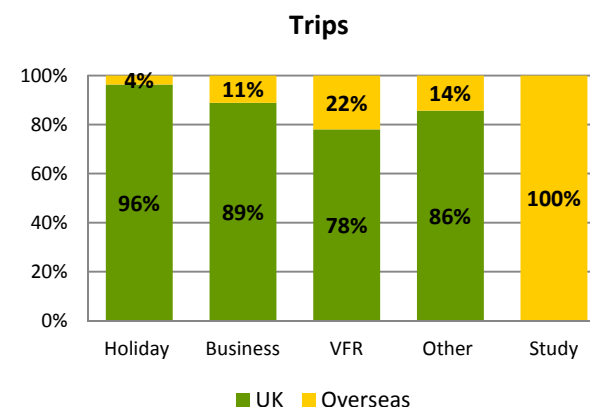
Domestic tourists	Trips	Nights	Spend
Serviced	27,000	70,000	£7,107,000
Self catering	6,000	28,000	£2,043,000
Touring caravans /tents	51,000	244,000	£8,480,000
Static vans/holiday centres	11,000	46,000	£2,356,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	3,000	13,000	£374,000
Boat moorings	0	0	£0
Other	4,000	6,000	£286,000
Staying with friends and relatives	102,000	317,000	£10,047,000
<b>Total</b>	<b>204,000</b>	<b>723,000</b>	<b>£30,693,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	2,000	9,000	£969,000
Self catering	0	3,000	£260,000
Touring caravans /tents	3,000	20,000	£1,139,000
Static vans/holiday centres	0	0	£26,000
Group/campus	0	0	£0
Paying guest in private homes	1,000	15,000	£919,000
Second homes	0	2,000	£130,000
Boat moorings	0	0	£0
Other	1,000	8,000	£261,000
Staying with friends and relatives	10,000	114,000	£4,702,000
<b>Total</b>	<b>17,000</b>	<b>172,000</b>	<b>£8,408,000</b>

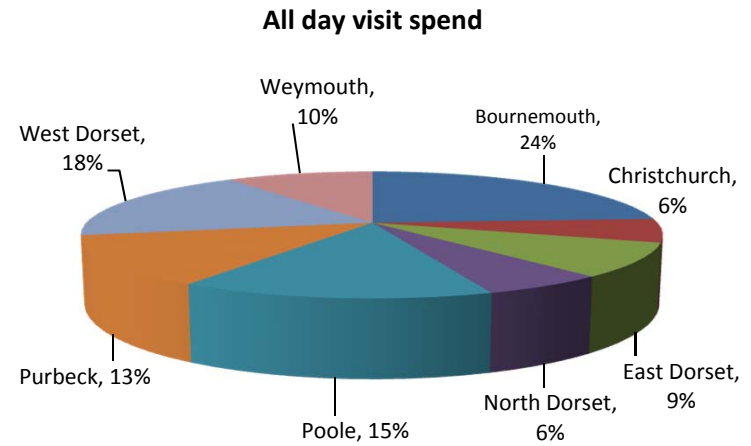
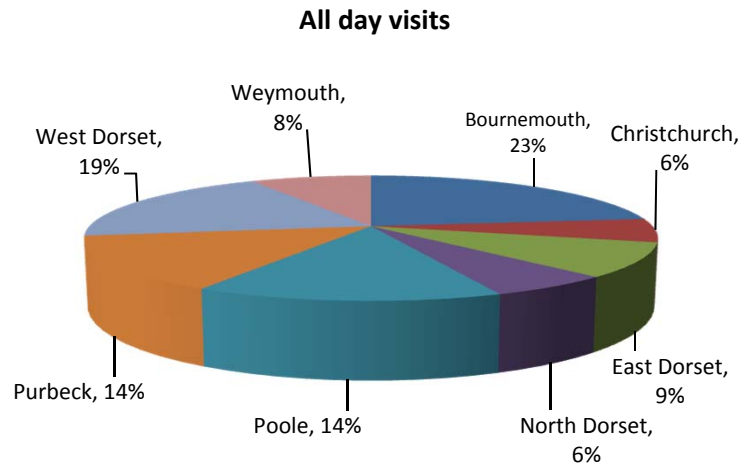
# East Dorset - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	157,000	603,000	£25,033,000
Business	8,000	13,000	£1,142,000
Visits to friends and relatives	32,000	86,000	£3,777,000
Other	6,000	22,000	£741,000
Study	0	0	£0
<b>Total</b>	<b>204,000</b>	<b>723,000</b>	<b>£30,693,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	6,000	38,000	£3,086,000
Business	1,000	3,000	£181,000
Visits to friends and relatives	9,000	83,000	£3,417,000
Other	1,000	4,000	£312,000
Study	1,000	45,000	£1,411,000
<b>Total</b>	<b>17,000</b>	<b>172,000</b>	<b>£8,408,000</b>



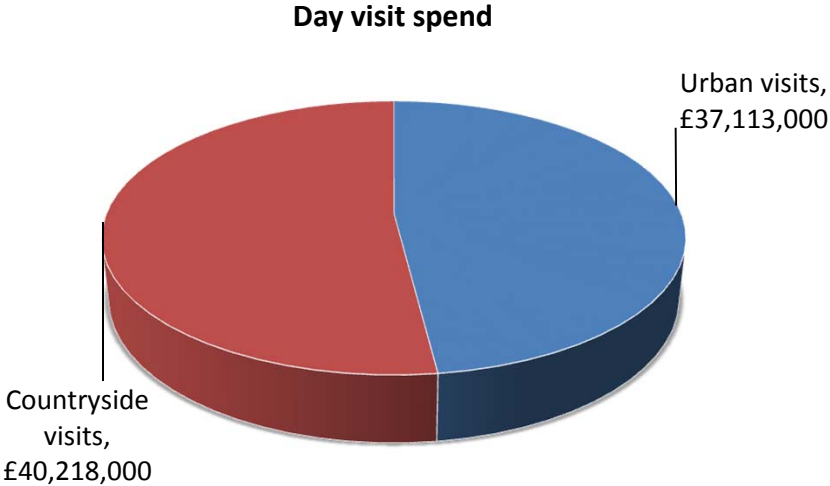
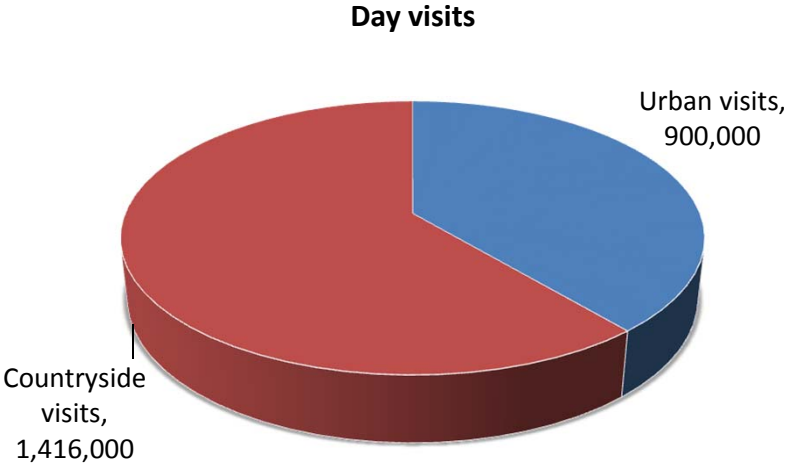
# East Dorset - Day visits in the county context



Area	Day visits	Day visit spend
Bournemouth	6.1	£215.9
Christchurch	1.6	£54.1
East Dorset	2.3	£77.3
North Dorset	1.6	£53.1
Poole	3.8	£131.4
Purbeck	3.7	£115.2
West Dorset	5.1	£165.2
Weymouth	2.2	£88.3

# East Dorset - Day visits by location

Total day visits	Total day visit spend
2,316,000	£77,331,000



# East Dorset – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £10,899,000
- Overseas staying visitors £2,152,000



## Shopping

- UK staying visitors £4,003,000
- Overseas staying visitors £2,578,000
- Day visitors £23,966,000



## Food & drink

- UK staying visitors £6,991,000
- Overseas staying visitors £1,850,000
- Day visitors £32,475,000



## Attractions/entertainment

- UK staying visitors £3,453,000
- Overseas staying visitors £1,020,000
- Day visitors £10,810,000



## Travel

- UK staying visitors £5,348,000
- Overseas staying visitors £807,000
- Day visitors £10,080,000

## East Dorset – Other visitor related expenditure by category

---



Second Homes

£221,000



Boats

£0



Visiting friends and relatives (non-visitor spend)

£4,143,000

- 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)



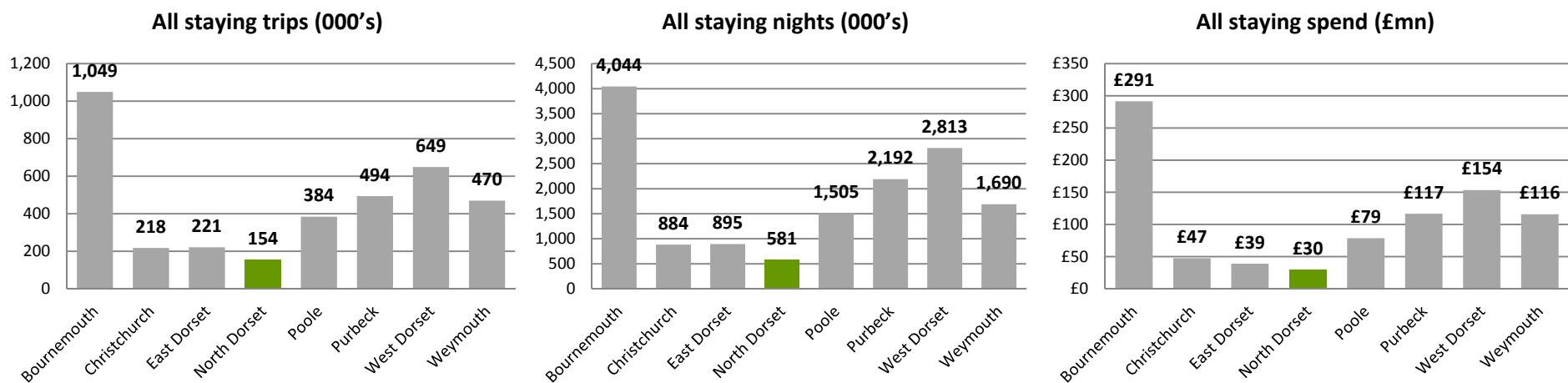
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	157	8	165
Retailing	45	166	211
Catering	96	354	450
Attractions/entertainment	66	161	227
Transport	21	35	57
Arising from non trip spend	68	0	68
<b>Total Direct</b>	<b>454</b>	<b>724</b>	<b>1,178</b>

# Value of Tourism 2019

## North Dorset

Key Facts	
154,000	Staying visitor trips
581,000	Staying visitor nights
£29,628,000	Staying visitor spend
1,569,000	Day visits
£53,054,000	Day visitor spend
£82,682,000	Direct visitor spend
£3,544,000	Other related spend
£86,226,000	TOTAL VISITOR RELATED SPEND
1,592	Estimated actual employment
1,150	FTE employment
5%	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	864	185	2,427	1,617	£182	£110
Christchurch	204	14	734	150	£39	£9
East Dorset	204	17	723	172	£31	£8
North Dorset	142	12	461	120	£24	£6
Poole	355	29	1,203	302	£63	£16
Purbeck	467	27	1,929	263	£99	£17
West Dorset	603	46	2,427	386	£128	£25
Weymouth	442	28	1,465	225	£100	£16

## North Dorset - Staying visits by accommodation type

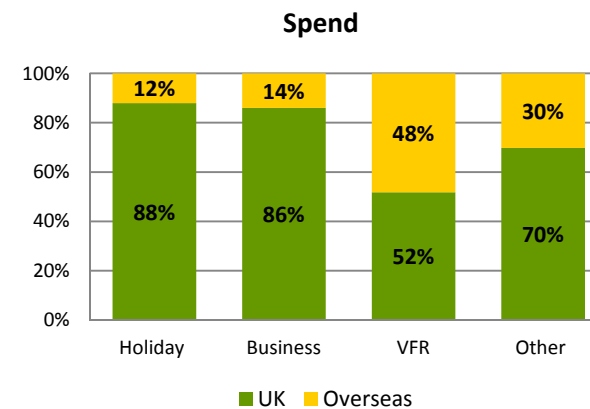
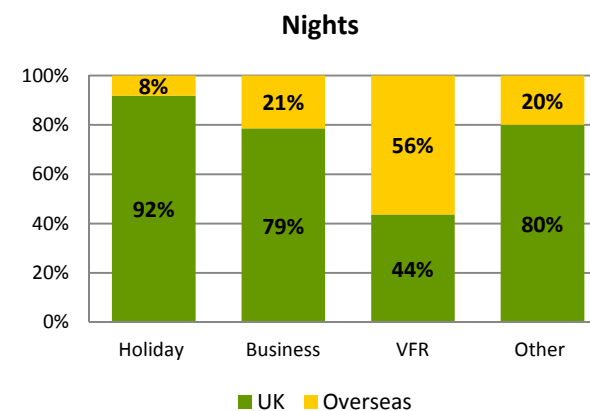
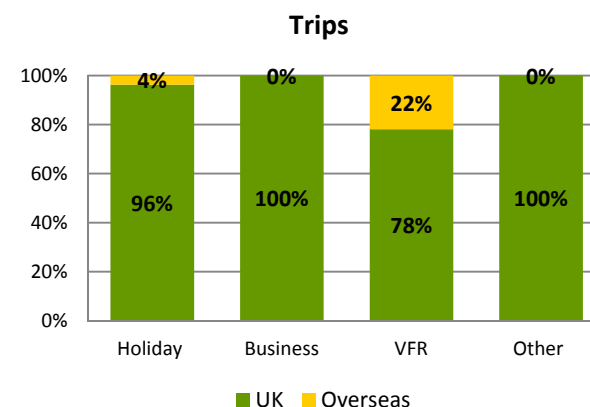
Domestic tourists	Trips	Nights	Spend
Serviced	34,000	87,000	£8,841,000
Self catering	13,000	67,000	£4,837,000
Touring caravans /tents	8,000	37,000	£1,303,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	4,000	18,000	£521,000
Boat moorings	0	0	£0
Other	3,000	5,000	£223,000
Staying with friends and relatives	80,000	247,000	£7,849,000
<b>Total</b>	<b>142,000</b>	<b>461,000</b>	<b>£23,573,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	2,000	11,000	£1,205,000
Self catering	1,000	8,000	£617,000
Touring caravans /tents	0	3,000	£175,000
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	£181,000
Boat moorings	0	0	£0
Other	1,000	6,000	£204,000
Staying with friends and relatives	8,000	89,000	£3,674,000
<b>Total</b>	<b>12,000</b>	<b>120,000</b>	<b>£6,055,000</b>

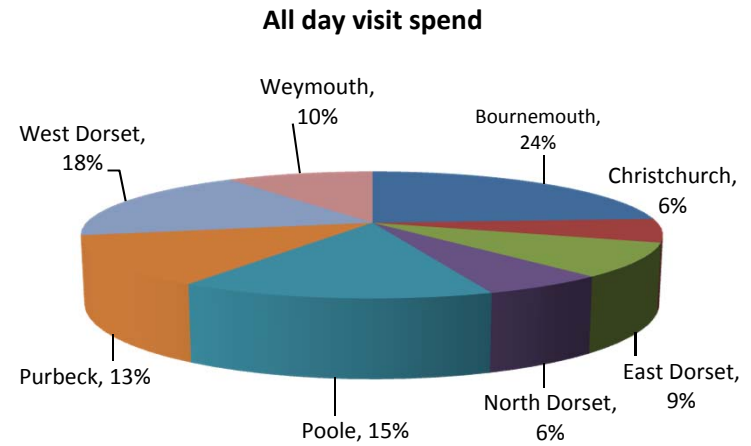
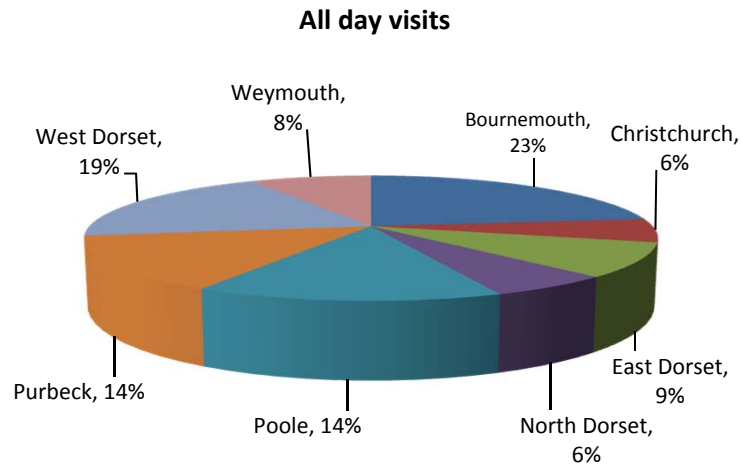
# North Dorset - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	104,000	371,000	£18,414,000
Business	8,000	11,000	£1,234,000
Visits to friends and relatives	25,000	62,000	£3,281,000
Other	5,000	16,000	£644,000
Study	0	0	£0
<b>Total</b>	<b>142,000</b>	<b>461,000</b>	<b>£23,573,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	4,000	33,000	£2,519,000
Business	0	3,000	£201,000
Visits to friends and relatives	7,000	80,000	£3,055,000
Other	0	4,000	£279,000
Study	0	0	£0
<b>Total</b>	<b>12,000</b>	<b>120,000</b>	<b>£6,055,000</b>



# North Dorset - Day visits in the county context



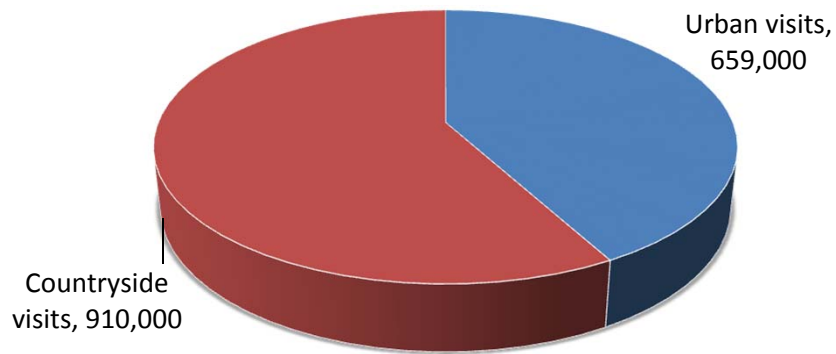
Area	Day visits	Day visit spend
Bournemouth	6.1	£215.9
Christchurch	1.6	£54.1
East Dorset	2.3	£77.3
North Dorset	1.6	£53.1
Poole	3.8	£131.4
Purbeck	3.7	£115.2
West Dorset	5.1	£165.2
Weymouth	2.2	£88.3

# North Dorset - Day visits by location

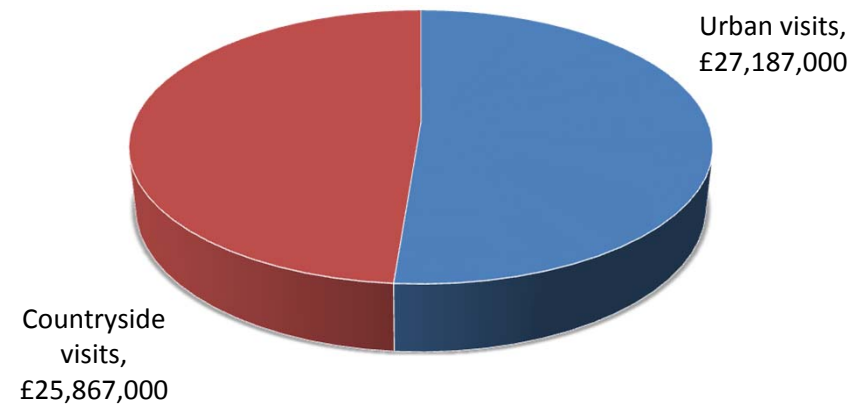
---

Total day visits	Total day visit spend
1,569,000	£53,054,000

Day visits



Day visit spend



# North Dorset – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £8,289,000
- Overseas staying visitors £1,528,000



## Shopping

- UK staying visitors £3,061,000
- Overseas staying visitors £1,830,000
- Day visitors £16,873,000



## Food & drink

- UK staying visitors £5,408,000
- Overseas staying visitors £1,436,000
- Day visitors £22,118,000



## Attractions/entertainment

- UK staying visitors £2,639,000
- Overseas staying visitors £629,000
- Day visitors £7,272,000



## Travel

- UK staying visitors £4,177,000
- Overseas staying visitors £632,000
- Day visitors £6,791,000



## North Dorset – Other visitor related expenditure by category

---



Second Homes

£307,000



Boats

£0



Visiting friends and relatives (non-visitor spend)

£3,237,000

- 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)



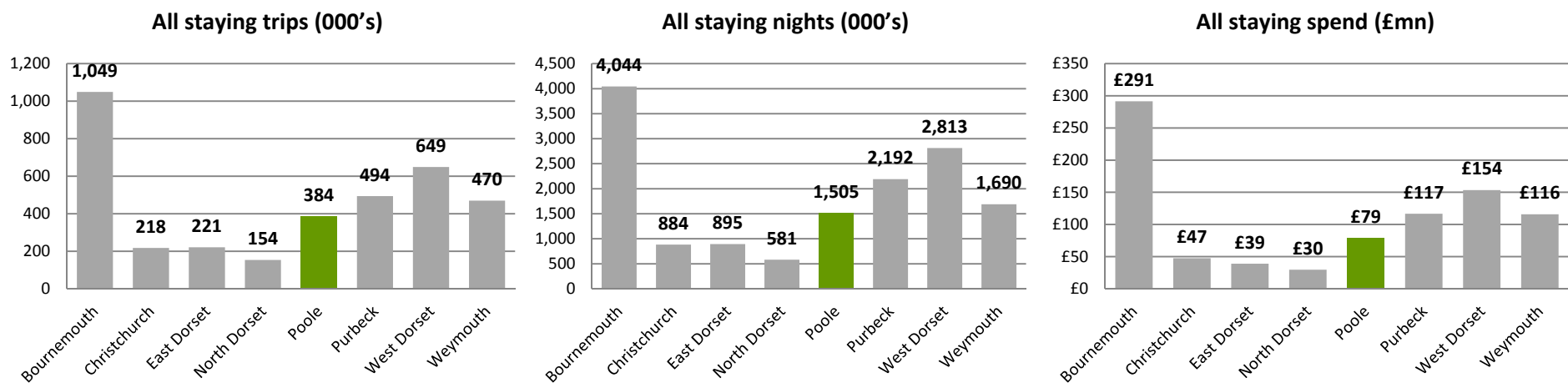
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	126	6	132
Retailing	36	124	161
Catering	80	257	337
Attractions/entertainment	51	116	167
Transport	18	25	43
Arising from non trip spend	55	0	55
<b>Total Direct</b>	<b>366</b>	<b>529</b>	<b>895</b>

# Value of Tourism 2019

## Poole

Key Facts	
384,000	Staying visitor trips
1,505,000	Staying visitor nights
£78,614,000	Staying visitor spend
3,826,000	Day visits
£131,413,000	Day visitor spend
£210,027,000	Direct visitor spend
£10,955,000	Other related spend
£220,982,000	TOTAL VISITOR RELATED SPEND
4,321	Estimated actual employment
3,209	FTE employment
6%	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	864	185	2,427	1,617	£182	£110
Christchurch	204	14	734	150	£39	£9
East Dorset	204	17	723	172	£31	£8
North Dorset	142	12	461	120	£24	£6
Poole	355	29	1,203	302	£63	£16
Purbeck	467	27	1,929	263	£99	£17
West Dorset	603	46	2,427	386	£128	£25
Weymouth	442	28	1,465	225	£100	£16

## Poole - Staying visits by accommodation type

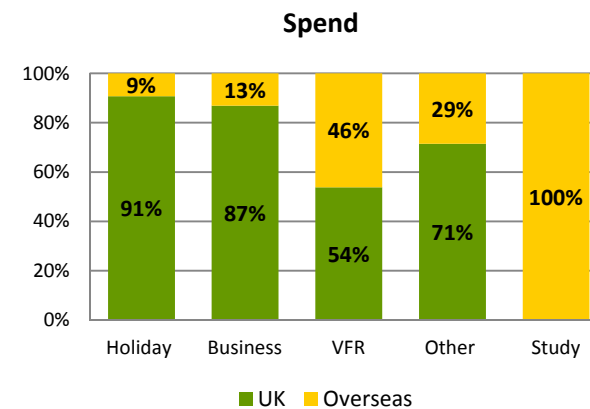
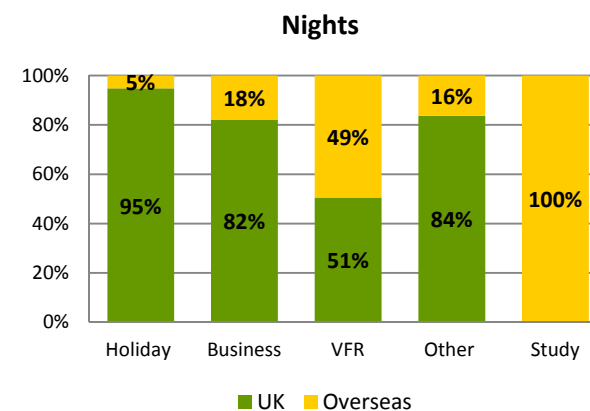
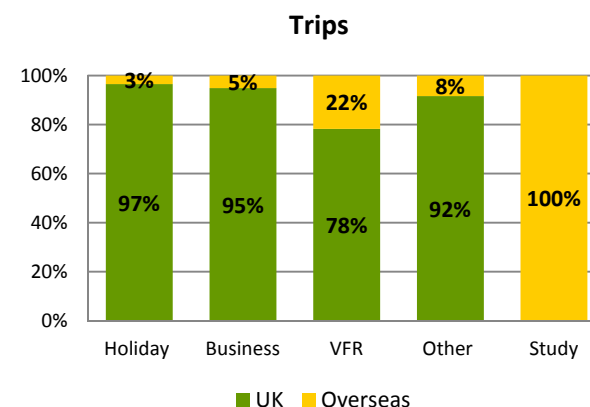
Domestic tourists	Trips	Nights	Spend
Serviced	77,000	198,000	£20,203,000
Self catering	37,000	182,000	£13,249,000
Touring caravans /tents	15,000	69,000	£2,406,000
Static vans/holiday centres	25,000	107,000	£5,460,000
Group/campus	1,000	1,000	£79,000
Paying guest in private homes	0	0	£0
Second homes	13,000	59,000	£1,716,000
Boat moorings	11,000	46,000	£2,274,000
Other	7,000	10,000	£479,000
Staying with friends and relatives	171,000	530,000	£16,831,000
<b>Total</b>	<b>355,000</b>	<b>1,203,000</b>	<b>£62,696,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	6,000	26,000	£2,755,000
Self catering	2,000	21,000	£1,689,000
Touring caravans /tents	1,000	6,000	£323,000
Static vans/holiday centres	0	1,000	£61,000
Group/campus	0	4,000	£342,000
Paying guest in private homes	1,000	31,000	£1,838,000
Second homes	0	9,000	£595,000
Boat moorings	0	0	£0
Other	2,000	13,000	£437,000
Staying with friends and relatives	17,000	191,000	£7,877,000
<b>Total</b>	<b>29,000</b>	<b>302,000</b>	<b>£15,918,000</b>

# Poole - Staying visits by purpose

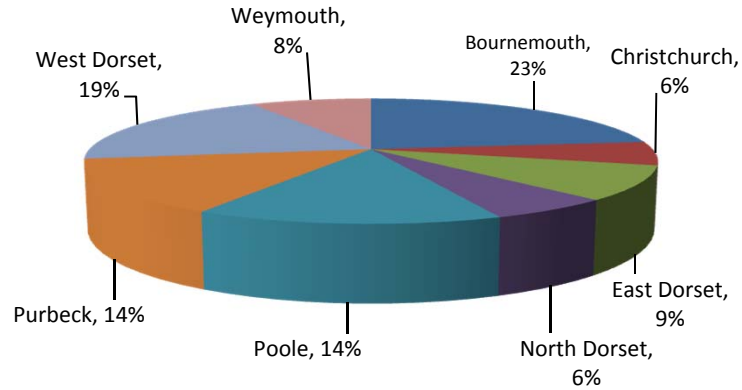
Domestic tourists	Trips	Nights	Spend
Holiday	253,000	965,000	£47,384,000
Business	37,000	60,000	£6,402,000
Visits to friends and relatives	54,000	143,000	£7,448,000
Other	11,000	36,000	£1,462,000
Study	0	0	£0
<b>Total</b>	<b>355,000</b>	<b>1,203,000</b>	<b>£62,696,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	9,000	53,000	£4,831,000
Business	2,000	13,000	£963,000
Visits to friends and relatives	15,000	140,000	£6,390,000
Other	1,000	7,000	£584,000
Study	2,000	89,000	£3,151,000
<b>Total</b>	<b>29,000</b>	<b>302,000</b>	<b>£15,918,000</b>

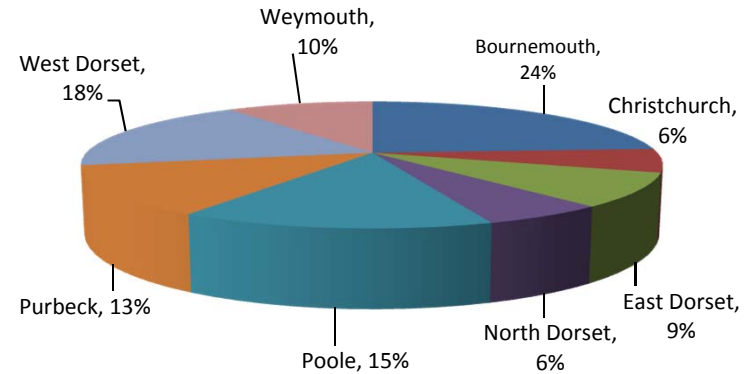


# Poole - Day visits in the county context

**All day visits**



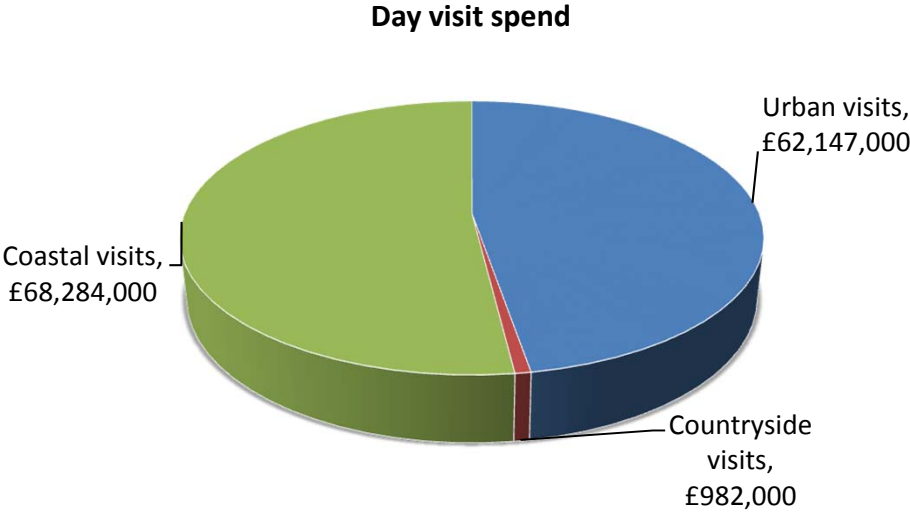
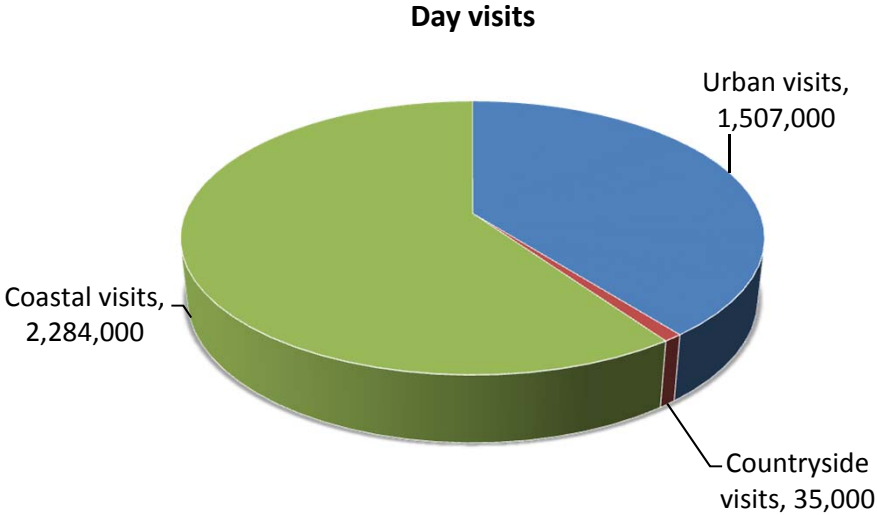
**All day visit spend**



Area	Day visits	Day visit spend
Bournemouth	6.1	£215.9
Christchurch	1.6	£54.1
East Dorset	2.3	£77.3
North Dorset	1.6	£53.1
Poole	3.8	£131.4
Purbeck	3.7	£115.2
West Dorset	5.1	£165.2
Weymouth	2.2	£88.3

# Poole - Day visits by location

Total day visits	Total day visit spend
3,826,000	£131,413,000





# Poole – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £22,471,000
- Overseas staying visitors £4,130,000



## Shopping

- UK staying visitors £7,924,000
- Overseas staying visitors £4,827,000
- Day visitors £34,389,000



## Food & drink

- UK staying visitors £14,324,000
- Overseas staying visitors £3,441,000
- Day visitors £58,999,000



## Attractions/entertainment

- UK staying visitors £6,775,000
- Overseas staying visitors £2,010,000
- Day visitors £13,405,000



## Travel

- UK staying visitors £11,202,000
- Overseas staying visitors £1,509,000
- Day visitors £24,621,000

## Poole – Other visitor related expenditure by category

---



Second Homes

£1,011,000



Boats

£3,004,000



Visiting friends and relatives (non-visitor spend)

£6,940,000

- 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)



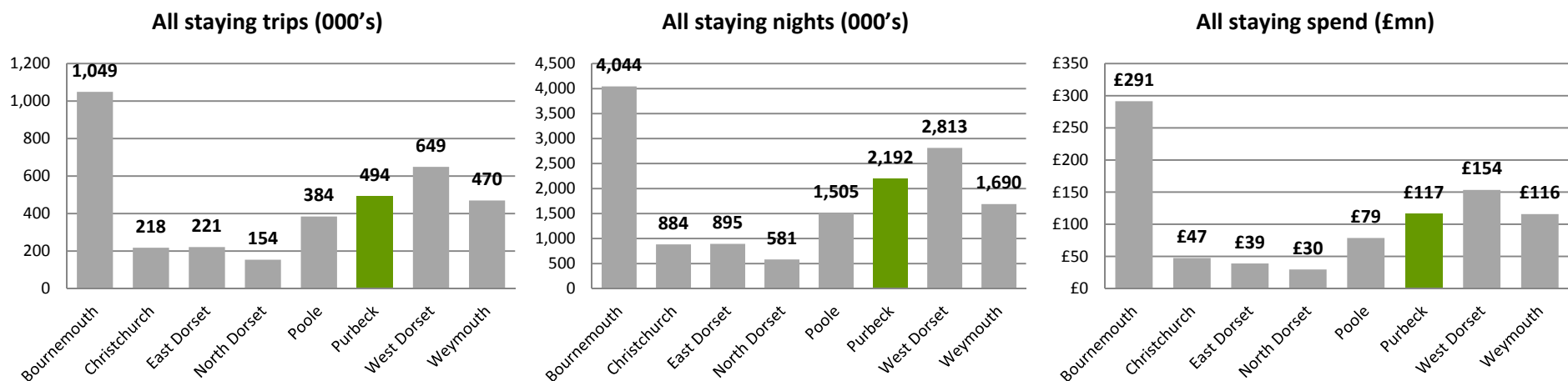
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	323	14	337
Retailing	89	239	328
Catering	195	648	844
Attractions/entertainment	130	205	335
Transport	45	87	131
Arising from non trip spend	170	0	170
<b>Total Direct</b>	<b>952</b>	<b>1,193</b>	<b>2,145</b>

# Value of Tourism 2019

## Purbeck

Key Facts	
494,000	Staying visitor trips
2,192,000	Staying visitor nights
£116,748,000	Staying visitor spend
3,744,000	Day visits
£115,173,000	Day visitor spend
£231,921,000	Direct visitor spend
£3,680,000	Other related spend
£235,601,000	TOTAL VISITOR RELATED SPEND
4,014	Estimated actual employment
2,902	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	864	185	2,427	1,617	£182	£110
Christchurch	204	14	734	150	£39	£9
East Dorset	204	17	723	172	£31	£8
North Dorset	142	12	461	120	£24	£6
Poole	355	29	1,203	302	£63	£16
Purbeck	467	27	1,929	263	£99	£17
West Dorset	603	46	2,427	386	£128	£25
Weymouth	442	28	1,465	225	£100	£16

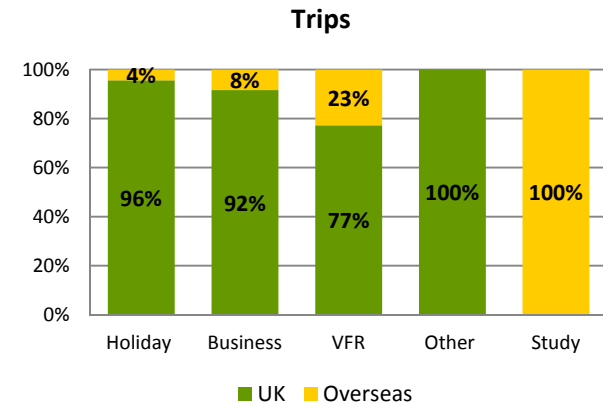
## Purbeck - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	72,000	184,000	£18,766,000
Self catering	74,000	370,000	£26,858,000
Touring caravans /tents	153,000	725,000	£25,233,000
Static vans/holiday centres	91,000	393,000	£20,107,000
Group/campus	6,000	14,000	£809,000
Paying guest in private homes	0	0	£0
Second homes	16,000	70,000	£2,026,000
Boat moorings	1,000	5,000	£250,000
Other	2,000	3,000	£149,000
Staying with friends and relatives	53,000	165,000	£5,229,000
<b>Total</b>	<b>467,000</b>	<b>1,929,000</b>	<b>£99,427,000</b>

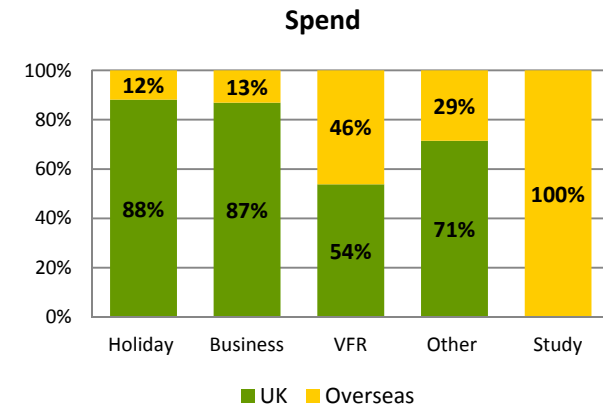
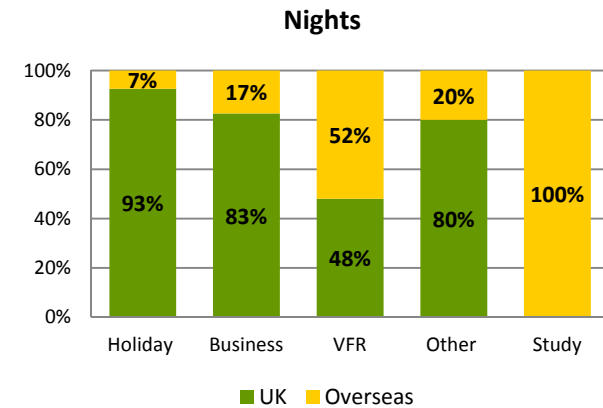
Overseas tourists	Trips	Nights	Spend
Serviced	5,000	24,000	£2,559,000
Self catering	4,000	43,000	£3,424,000
Touring caravans /tents	9,000	60,000	£3,390,000
Static vans/holiday centres	1,000	4,000	£225,000
Group/campus	2,000	43,000	£3,517,000
Paying guest in private homes	1,000	15,000	£919,000
Second homes	0	10,000	£703,000
Boat moorings	0	0	£0
Other	1,000	4,000	£136,000
Staying with friends and relatives	5,000	59,000	£2,447,000
<b>Total</b>	<b>27,000</b>	<b>263,000</b>	<b>£17,321,000</b>

# Purbeck - Staying visits by purpose

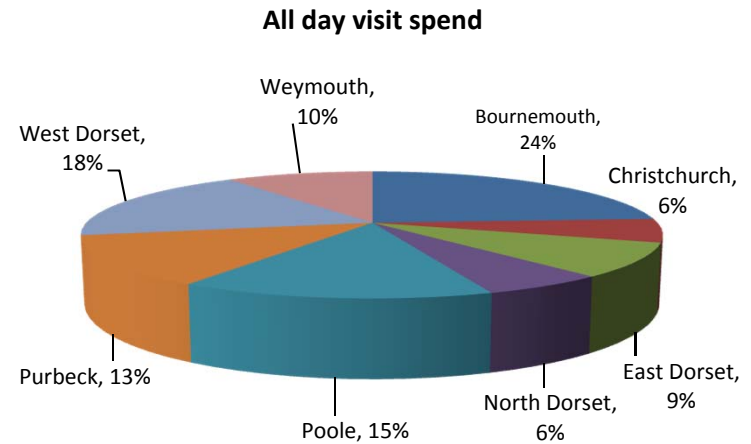
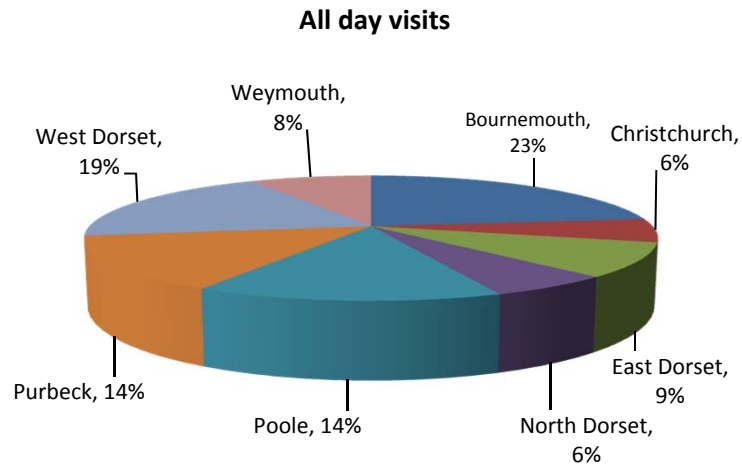
Domestic tourists	Trips	Nights	Spend
Holiday	436,000	1,849,000	£94,113,000
Business	11,000	19,000	£2,127,000
Visits to friends and relatives	17,000	49,000	£2,664,000
Other	3,000	12,000	£523,000
Study	0	0	£0
<b>Total</b>	<b>467,000</b>	<b>1,929,000</b>	<b>£99,427,000</b>



Overseas tourists	Trips	Nights	Spend
Holiday	20,000	148,000	£12,695,000
Business	1,000	4,000	£320,000
Visits to friends and relatives	5,000	53,000	£2,285,000
Other	0	3,000	£209,000
Study	1,000	55,000	£1,813,000
<b>Total</b>	<b>27,000</b>	<b>263,000</b>	<b>£17,321,000</b>



# Purbeck - Day visits in the county context

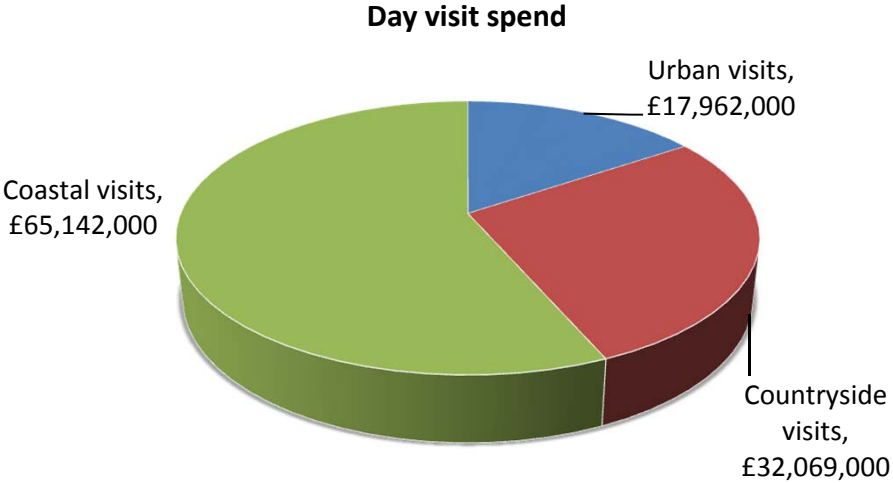
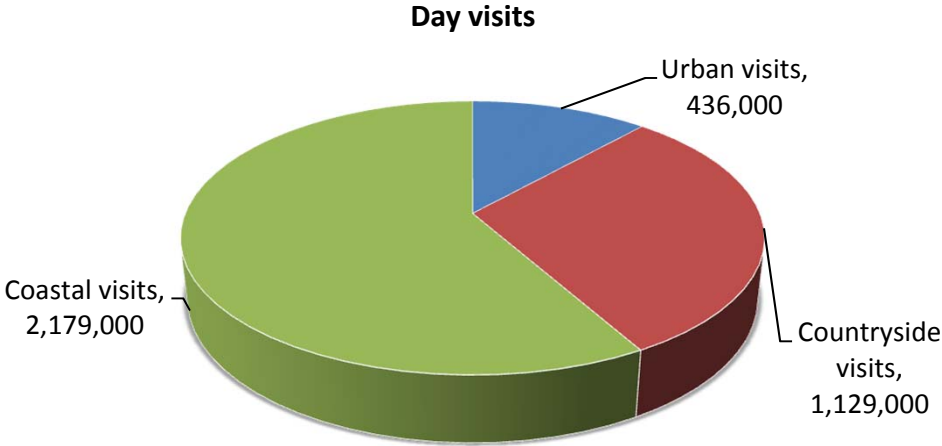


Area	Day visits	Day visit spend
Bournemouth	6.1	£215.9
Christchurch	1.6	£54.1
East Dorset	2.3	£77.3
North Dorset	1.6	£53.1
Poole	3.8	£131.4
Purbeck	3.7	£115.2
West Dorset	5.1	£165.2
Weymouth	2.2	£88.3



# Purbeck - Day visits by location

Total day visits	Total day visit spend
3,744,000	£115,173,000



# Purbeck – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £37,607,000
- Overseas staying visitors £5,353,000



## Shopping

- UK staying visitors £12,857,000
- Overseas staying visitors £4,975,000
- Day visitors £20,545,000



## Food & drink

- UK staying visitors £21,808,000
- Overseas staying visitors £3,787,000
- Day visitors £55,423,000



## Attractions/entertainment

- UK staying visitors £11,016,000
- Overseas staying visitors £1,577,000
- Day visitors £14,415,000



## Travel

- UK staying visitors £16,138,000
- Overseas staying visitors £1,629,000
- Day visitors £24,790,000

## Purbeck – Other visitor related expenditure by category

---



Second Homes

£1,194,000



Boats

£330,000



Visiting friends and relatives (non-visitor spend)

£2,156,000

- 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)



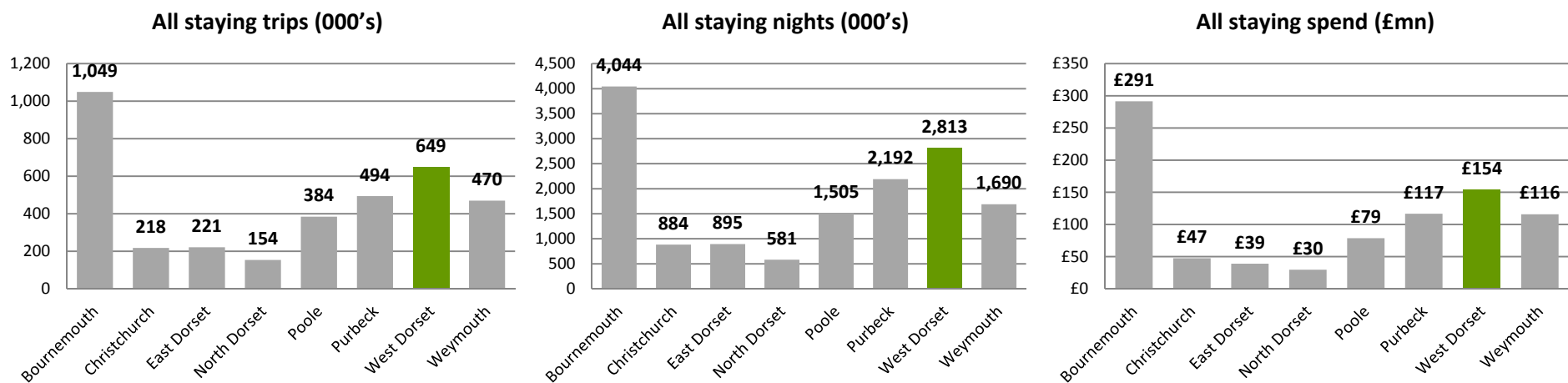
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	491	13	503
Retailing	117	135	252
Catering	265	574	840
Attractions/entertainment	175	204	380
Transport	59	82	141
Arising from non trip spend	57	0	57
<b>Total Direct</b>	<b>1,165</b>	<b>1,008</b>	<b>2,173</b>

# Value of Tourism 2019

## West Dorset

Key Facts	
648,900	Staying visitor trips
2,812,800	Staying visitor nights
£153,509,000	Staying visitor spend
5,082,000	Day visits
£165,157,000	Day visitor spend
£318,666,000	Direct visitor spend
£6,630,000	Other related spend
£325,296,000	TOTAL VISITOR RELATED SPEND
6,124	Estimated actual employment
4,407	FTE employment
15%	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	864	185	2,427	1,617	£182	£110
Christchurch	204	14	734	150	£39	£9
East Dorset	204	17	723	172	£31	£8
North Dorset	142	12	461	120	£24	£6
Poole	355	29	1,203	302	£63	£16
Purbeck	467	27	1,929	263	£99	£17
<b>West Dorset</b>	<b>603</b>	<b>46</b>	<b>2,427</b>	<b>386</b>	<b>£128</b>	<b>£25</b>
Weymouth	442	28	1,465	225	£100	£16

## West Dorset - Staying visits by accommodation type

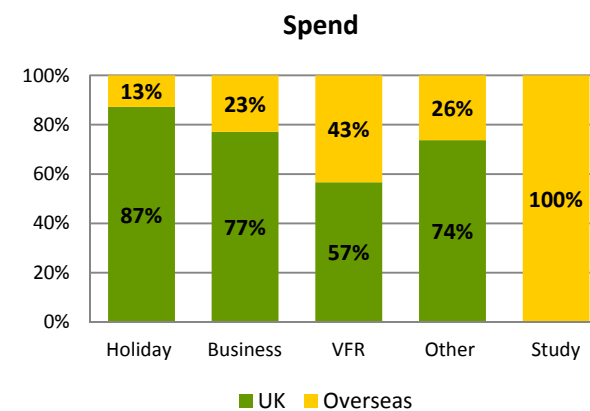
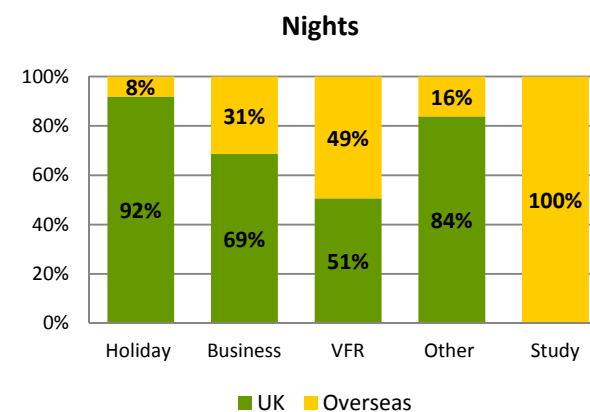
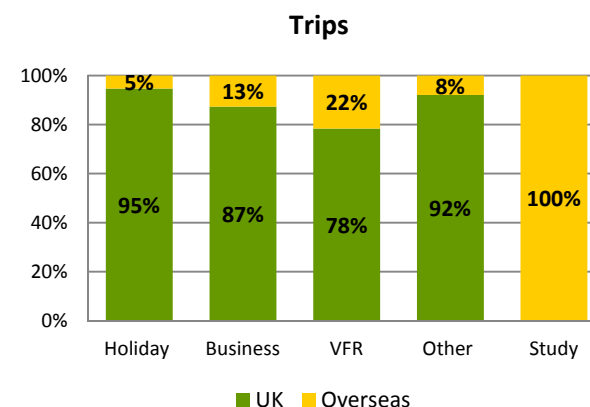
Domestic tourists	Trips	Nights	Spend
Serviced	101,000	258,000	£26,280,000
Self catering	121,000	606,000	£43,982,000
Touring caravans /tents	161,000	764,000	£26,605,000
Static vans/holiday centres	73,000	318,000	£16,272,000
Group/campus	0	1,000	£62,000
Paying guest in private homes	0	0	£0
Second homes	25,000	110,000	£3,194,000
Boat moorings	0	0	£0
Other	4,000	7,000	£327,000
Staying with friends and relatives	117,000	363,000	£11,513,000
<b>Total</b>	<b>603,000</b>	<b>2,427,000</b>	<b>£128,234,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	16,000	74,600	£7,926,000
Self catering	6,000	70,200	£5,608,000
Touring caravans /tents	9,300	63,300	£3,575,000
Static vans/holiday centres	400	3,100	£182,000
Group/campus	100	3,300	£271,000
Paying guest in private homes	600	15,500	£919,000
Second homes	700	16,400	£1,108,000
Boat moorings	0	0	£0
Other	1,100	8,700	£299,000
Staying with friends and relatives	11,600	130,700	£5,388,000
<b>Total</b>	<b>45,900</b>	<b>385,800</b>	<b>£25,275,000</b>

# West Dorset - Staying visits by purpose

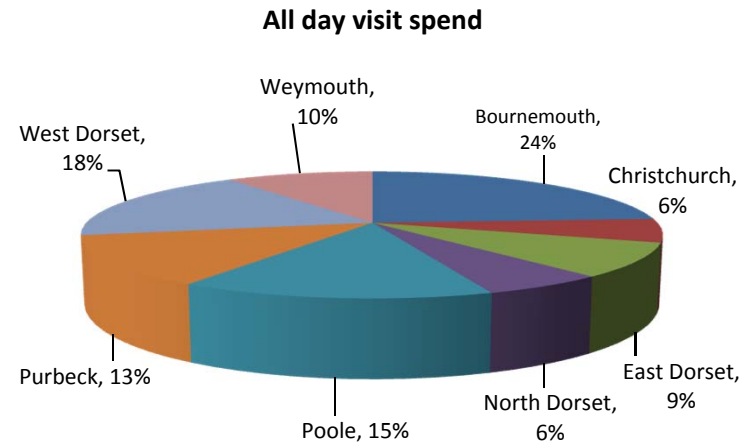
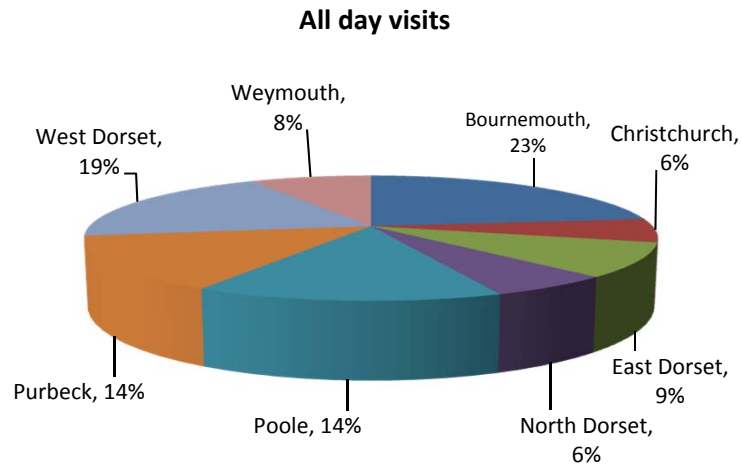
Domestic tourists	Trips	Nights	Spend
Holiday	525,000	2,232,000	£114,521,000
Business	33,000	60,000	£6,625,000
Visits to friends and relatives	37,000	109,000	£5,925,000
Other	7,000	27,000	£1,163,000
Study	0	0	£0
<b>Total</b>	<b>603,000</b>	<b>2,427,000</b>	<b>£128,234,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	29,500	197,100	£16,735,000
Business	4,800	27,500	£1,964,000
Visits to friends and relatives	10,200	106,300	£4,530,000
Other	600	5,200	£414,000
Study	800	49,700	£1,633,000
<b>Total</b>	<b>45,900</b>	<b>385,800</b>	<b>£25,275,000</b>





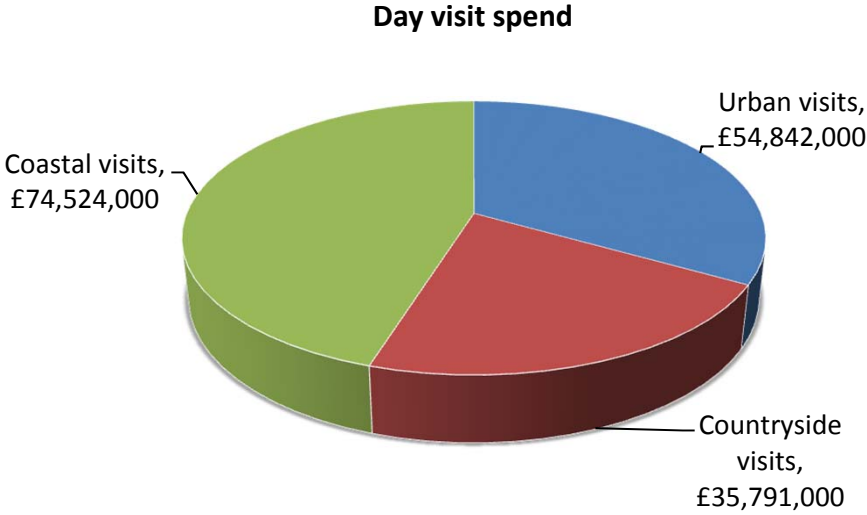
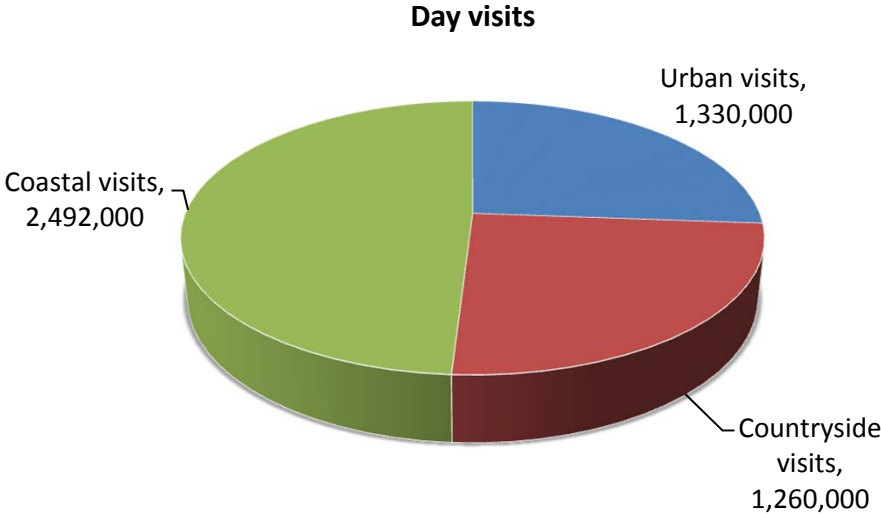
# West Dorset - Day visits in the county context



Area	Day visits	Day visit spend
Bournemouth	6.1	£215.9
Christchurch	1.6	£54.1
East Dorset	2.3	£77.3
North Dorset	1.6	£53.1
Poole	3.8	£131.4
Purbeck	3.7	£115.2
West Dorset	5.1	£165.2
Weymouth	2.2	£88.3

# West Dorset - Day visits by location

Total day visits	Total day visit spend
5,082,000	£165,157,000



## West Dorset – Direct visitor expenditure by category



### Accommodation

- UK staying visitors £48,027,000
- Overseas staying visitors £7,859,000



### Shopping

- UK staying visitors £16,400,000
- Overseas staying visitors £7,098,000
- Day visitors £38,417,000



### Food & drink

- UK staying visitors £28,401,000
- Overseas staying visitors £5,608,000
- Day visitors £75,716,000



### Attractions/entertainment

- UK staying visitors £14,021,000
- Overseas staying visitors £2,270,000
- Day visitors £19,630,000



### Travel

- UK staying visitors £21,385,000
- Overseas staying visitors £2,441,000
- Day visitors £31,394,000

## West Dorset – Other visitor related expenditure by category

---



Second Homes

£1,882,000



Boats

£0



Visiting friends and relatives (non-visitor spend)

£4,748,000

- 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)



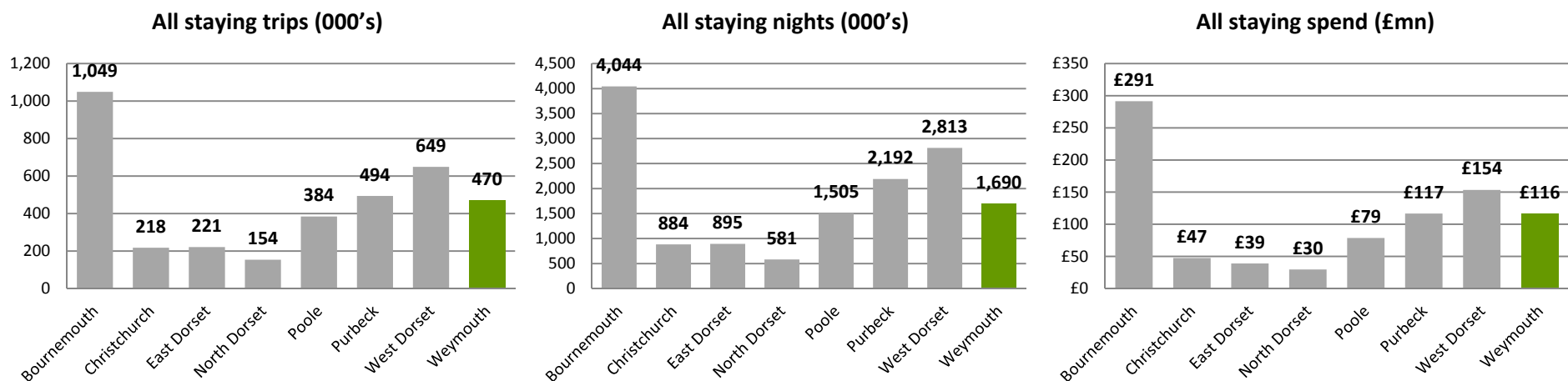
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	728	19	748
Retailing	176	288	463
Catering	402	895	1,296
Attractions/entertainment	259	319	578
Transport	90	119	209
Arising from non trip spend	103	0	103
<b>Total Direct</b>	<b>1,758</b>	<b>1,639</b>	<b>3,397</b>

# Value of Tourism 2019

## Weymouth & Portland

Key Facts	
469,600	Staying visitor trips
1,690,000	Staying visitor nights
£115,839,000	Staying visitor spend
2,167,000	Day visits
£88,344,000	Day visitor spend
£204,183,000	Direct visitor spend
£5,377,000	Other related spend
£209,560,000	TOTAL VISITOR RELATED SPEND
4,667	Estimated actual employment
3,441	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	864	185	2,427	1,617	£182	£110
Christchurch	204	14	734	150	£39	£9
East Dorset	204	17	723	172	£31	£8
North Dorset	142	12	461	120	£24	£6
Poole	355	29	1,203	302	£63	£16
Purbeck	467	27	1,929	263	£99	£17
West Dorset	603	46	2,427	386	£128	£25
Weymouth	442	28	1,465	225	£100	£16

## Weymouth & Portland - Staying visits by accommodation type

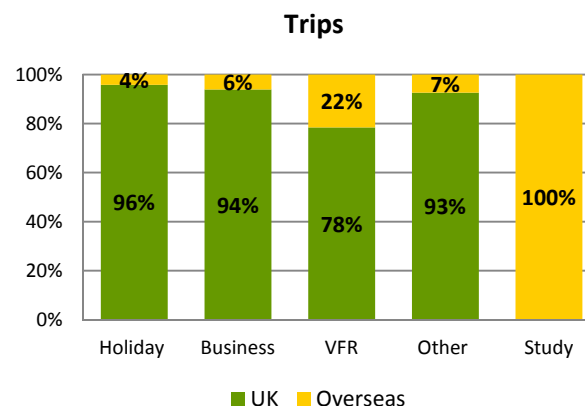
Domestic tourists	Trips	Nights	Spend
Serviced	213,000	546,000	£55,657,000
Self catering	33,000	167,000	£12,137,000
Touring caravans /tents	8,000	36,000	£1,252,000
Static vans/holiday centres	96,000	417,000	£21,331,000
Group/campus	0	1,000	£33,000
Paying guest in private homes	0	0	£0
Second homes	8,000	35,000	£1,013,000
Boat moorings	6,000	26,000	£1,317,000
Other	3,000	5,000	£210,000
Staying with friends and relatives	75,000	232,000	£7,372,000
<b>Total</b>	<b>442,000</b>	<b>1,465,000</b>	<b>£100,321,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	15,300	71,500	£7,589,000
Self catering	1,600	19,400	£1,547,000
Touring caravans /tents	400	3,000	£168,000
Static vans/holiday centres	500	4,000	£239,000
Group/campus	100	1,700	£143,000
Paying guest in private homes	1,200	31,000	£1,838,000
Second homes	200	5,200	£351,000
Boat moorings	0	0	£0
Other	700	5,600	£192,000
Staying with friends and relatives	7,500	83,700	£3,450,000
<b>Total</b>	<b>27,600</b>	<b>225,000</b>	<b>£15,518,000</b>

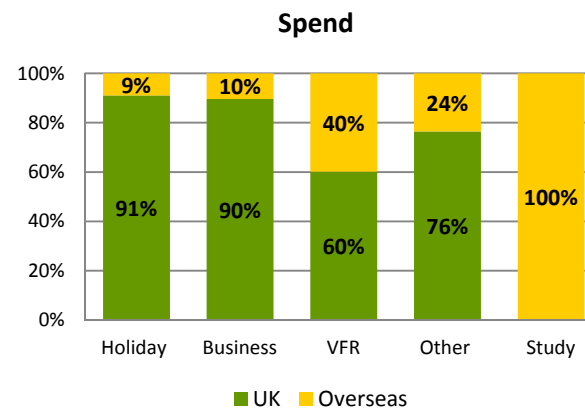
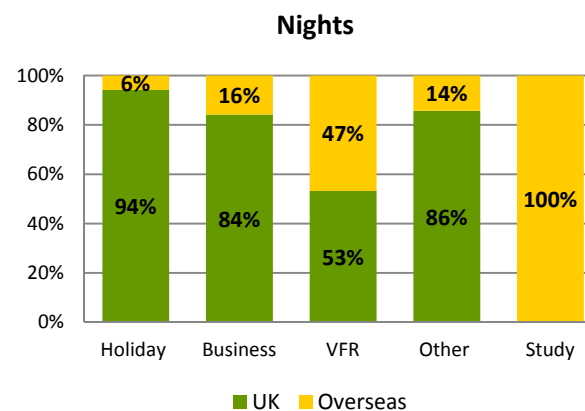


# Weymouth & Portland - Staying visits by purpose

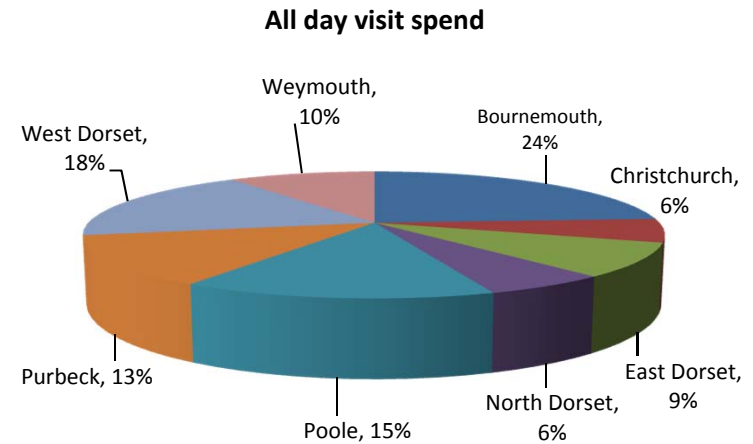
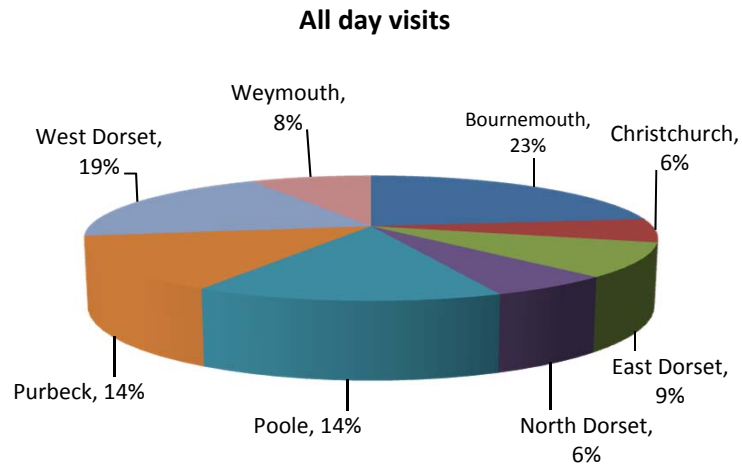
Domestic tourists	Trips	Nights	Spend
Holiday	369,000	1,324,000	£85,869,000
Business	45,000	68,000	£9,601,000
Visits to friends and relatives	24,000	59,000	£4,055,000
Other	5,000	15,000	£796,000
Study	0	0	£0
<b>Total</b>	<b>442,000</b>	<b>1,465,000</b>	<b>£100,321,000</b>



Overseas tourists	Trips	Nights	Spend
Holiday	16,100	82,000	£8,454,000
Business	2,900	12,800	£1,114,000
Visits to friends and relatives	6,600	51,900	£2,684,000
Other	400	2,500	£245,000
Study	1,600	75,800	£3,021,000
<b>Total</b>	<b>27,600</b>	<b>225,000</b>	<b>£15,518,000</b>



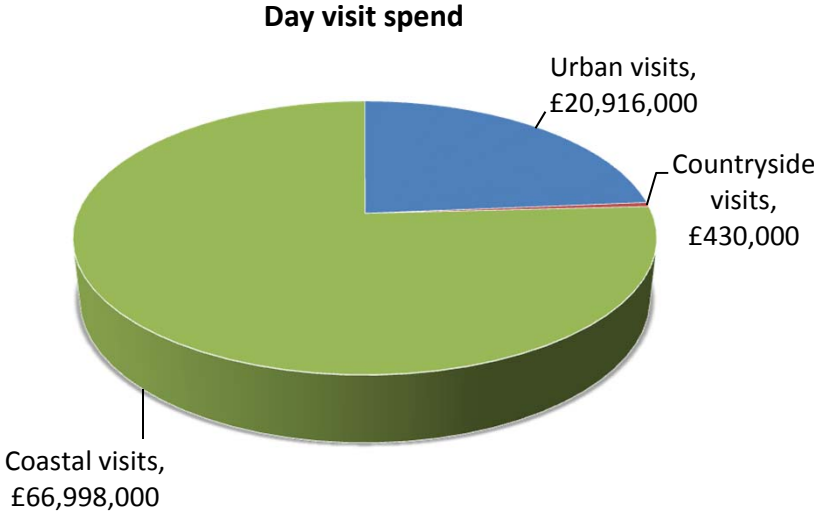
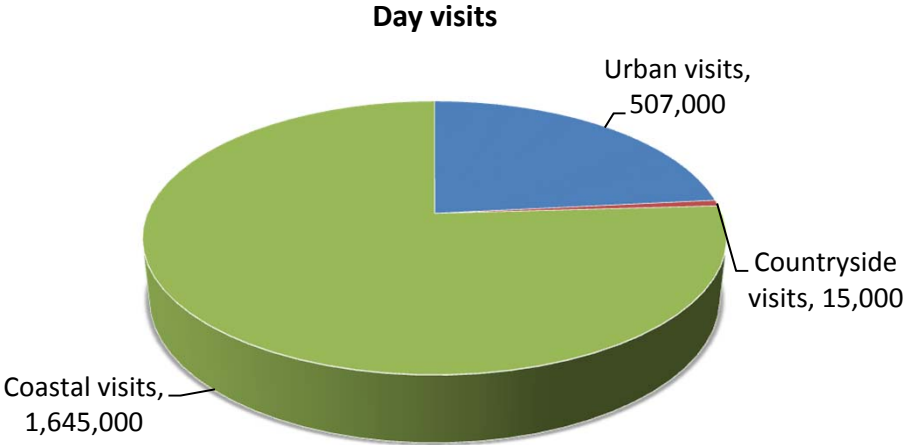
# Weymouth & Portland - Day visits in the county context



Area	Day visits	Day visit spend
Bournemouth	6.1	£215.9
Christchurch	1.6	£54.1
East Dorset	2.3	£77.3
North Dorset	1.6	£53.1
Poole	3.8	£131.4
Purbeck	3.7	£115.2
West Dorset	5.1	£165.2
Weymouth	2.2	£88.3

# Weymouth & Portland - Day visits by location

Total day visits	Total day visit spend
2,167,000	£88,344,000



# Weymouth & Portland – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £37,871,000
- Overseas staying visitors £4,681,000



## Shopping

- UK staying visitors £12,551,000
- Overseas staying visitors £4,470,000
- Day visitors £16,019,000



## Food & drink

- UK staying visitors £22,240,000
- Overseas staying visitors £3,263,000
- Day visitors £42,771,000



## Attractions/entertainment

- UK staying visitors £10,659,000
- Overseas staying visitors £1,687,000
- Day visitors £9,201,000



## Travel

- UK staying visitors £16,999,000
- Overseas staying visitors £1,416,000
- Day visitors £20,352,000

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

---



Second Homes

£597,000



Boats

£1,740,000



Visiting friends and relatives (non-visitor spend)

£3,040,000

- 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	585	12	597
Retailing	135	127	261
Catering	318	534	852
Attractions/entertainment	207	159	366
Transport	74	81	155
Arising from non trip spend	84	0	84
<b>Total Direct</b>	<b>1,402</b>	<b>912</b>	<b>2,314</b>