

# 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 a National Landscape.

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 Poole, Bournemouth and Christchurch.

**£843 Million**  
TOURISM CONTRIBUTES TO THE ECONOMY



**£397M**  
STAYING VISITOR SPEND



**£705M**

GENERATED IN GVA  
GROSS VALUE ADDED

**11.9M**  
DAY LEISURE VISITS



**13.7M**  
VISITS (DAY VISITS AND STAYING TRIPS)



**1.7M**  
OVERNIGHT LEISURE TRIPS



**7.2M**  
OVERNIGHT STAYS (NIGHTS)



**1.1M**  
OVERSEAS STAYS (NIGHTS)



**20,178** TOURISM JOBS CREATED

