

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 National Landscapes.

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

£1.73 Billion

TOURISM CONTRIBUTES TO THE ECONOMY



£707M

STAYING VISITOR SPEND



£1.3 Billion

GENERATED IN GVA GROSS VALUE ADDED

20M
DAY LEISURE VISITS



22.8M

VISITS TO DORSET (DAY VISITS AND STAYING TRIPS)



2.8M

OVERNIGHT LEISURE TRIPS



11.8M

OVERNIGHT STAYS (NIGHTS)



3.2M

OVERSEAS STAYS (NIGHTS)



29,997 TOURISM JOBS CREATED

