

## Bridport and West Bay Tourism Summary 2013



Bridport is situated in the district of West Dorset within the county of Dorset. The town has a population of approximately 15,000. Tourism plays a significant role in the local economy as demonstrated by the estimates below.

### **Tourism key facts**

- 111 thousand staying visitor trips
- 843 thousand day visits
- £55.8 million direct visitor spend
- £56.7 million total visitor related spend
- 1,300 actual jobs supported by visitor related spend



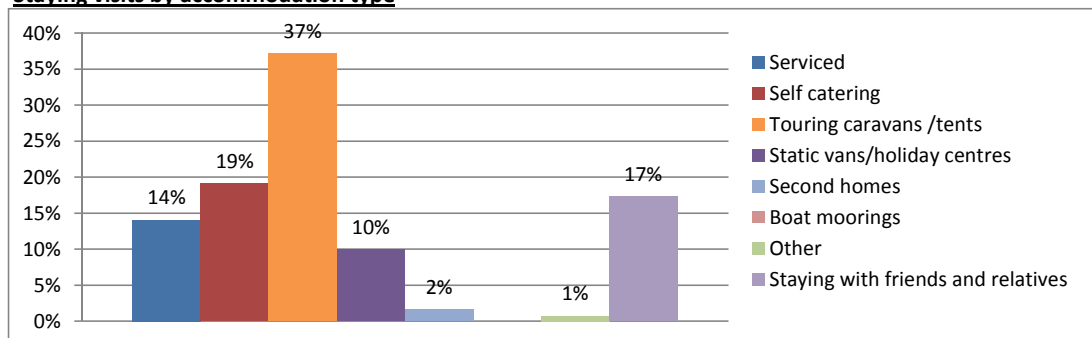
### **Staying visits by purpose**

UK visitors	Trips	Nights	Spend
Holiday	82,600	390,200	£18,985,300
Business	11,900	33,500	£2,371,500
Visits to friends and relatives	5,400	17,300	£590,800
Other	2,800	12,100	£447,800
Study	0	0	£0
<b>Total</b>	<b>102,700</b>	<b>453,100</b>	<b>£22,395,500</b>

Overseas visitors	Trips	Nights	Spend
Holiday	4,400	27,800	£1,758,000
Business	1,800	16,500	£991,400
Visits to friends and relatives	1,700	17,000	£604,600
Other	200	4,900	£296,400
Study	0	0	£0
<b>Total</b>	<b>8,100</b>	<b>66,300</b>	<b>£3,650,300</b>

All staying visitors	Trips	Nights	Spend
Holiday	87,000	418,000	£20,743,300
Business	13,700	50,000	£3,362,900
Visits to friends and relatives	7,100	34,300	£1,195,400
Other	3,000	17,000	£744,200
Study	0	0	£0
<b>Total</b>	<b>110,800</b>	<b>519,400</b>	<b>£26,045,800</b>

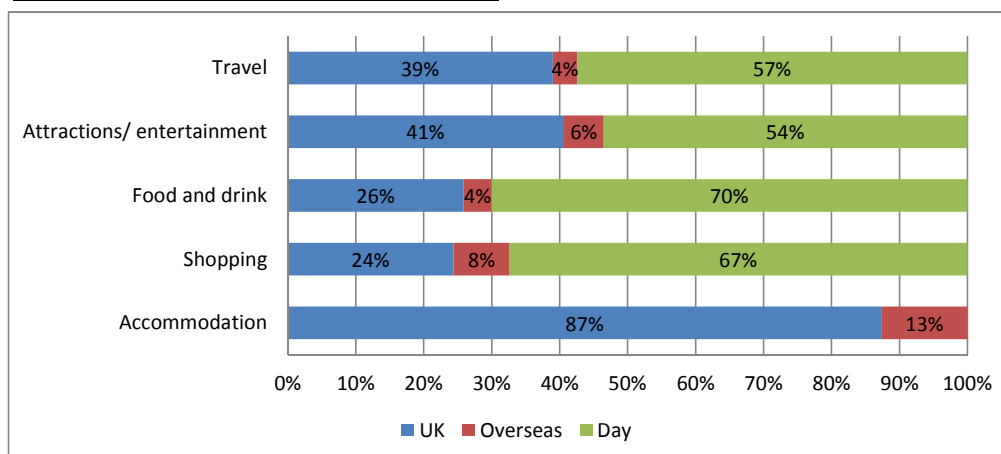
### **Staying visits by accommodation type**



### **Tourism day visits by location**

Day visits	Trips	Spend
Urban visits	364,600	£13,512,600
Countryside visits	43,600	£1,159,200
Coastal visits	434,700	£15,064,000
<b>Total</b>	<b>842,900</b>	<b>£29,735,800</b>

### Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£8,534,000	£1,230,400	£0	<b>£9,764,400</b>
Shopping	£2,779,900	£937,500	£7,678,800	<b>£11,396,200</b>
Food & Drink	£4,942,800	£789,700	£13,380,600	<b>£19,113,100</b>
Attractions/ Entertainment	£2,356,800	£339,000	£3,107,800	<b>£5,803,600</b>
Travel	£3,781,900	£353,600	£5,568,700	<b>£9,704,200</b>

### Other expenditure associated with tourism activity

Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on the accommodation or result in additional spending by non visitors eg friends and relatives with whom the tourist is staying.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£195,000	£0	£714,400	<b>£909,400</b>

### Total visitor related spend (Direct visitor spend plus other expenditure)

**£56,691,000**

### Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	163	4	<b>167</b>
Retailing	33	69	<b>102</b>
Catering	80	188	<b>268</b>
Attractions/entertainment	55	65	<b>120</b>
Transport	17	22	<b>39</b>
Arising from non trip spend	14	0	<b>14</b>
<b>Total Direct</b>	<b>362</b>	<b>349</b>	<b>711</b>

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	711	1,043
Indirect	208	237
Induced	46	52
<b>Total</b>	<b>965</b>	<b>1,333</b>

Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

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.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.

For further information please contact [info@tswrc.co.uk](mailto:info@tswrc.co.uk)

