

Bridport and West Bay Tourism Summary 2015



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

- 107 thousand staying visitor trips
- 783 thousand day visits
- £52.5 million direct visitor spend
- £53.5 million total visitor related spend
- 1,150 actual jobs supported by visitor related spend

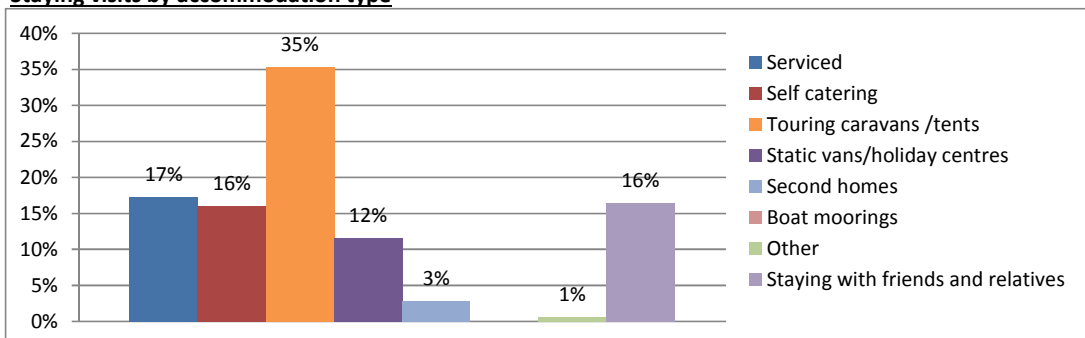
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	76,500	366,500	£16,898,000
Business	12,500	34,100	£2,541,800
Visits to friends and relatives	6,900	20,100	£756,800
Other	3,700	12,700	£593,000
Study	0	0	£0
Total	99,600	433,400	£20,789,600

Overseas visitors	Trips	Nights	Spend
Holiday	4,400	33,400	£2,083,400
Business	1,700	14,800	£1,146,300
Visits to friends and relatives	1,500	17,300	£664,400
Other	200	6,500	£390,900
Study	0	0	£0
Total	7,800	72,000	£4,285,000

All staying visitors	Trips	Nights	Spend
Holiday	80,900	399,900	£18,981,400
Business	14,200	48,900	£3,688,100
Visits to friends and relatives	8,400	37,400	£1,421,200
Other	3,900	19,200	£983,900
Study	0	0	£0
Total	107,400	505,400	£25,074,600

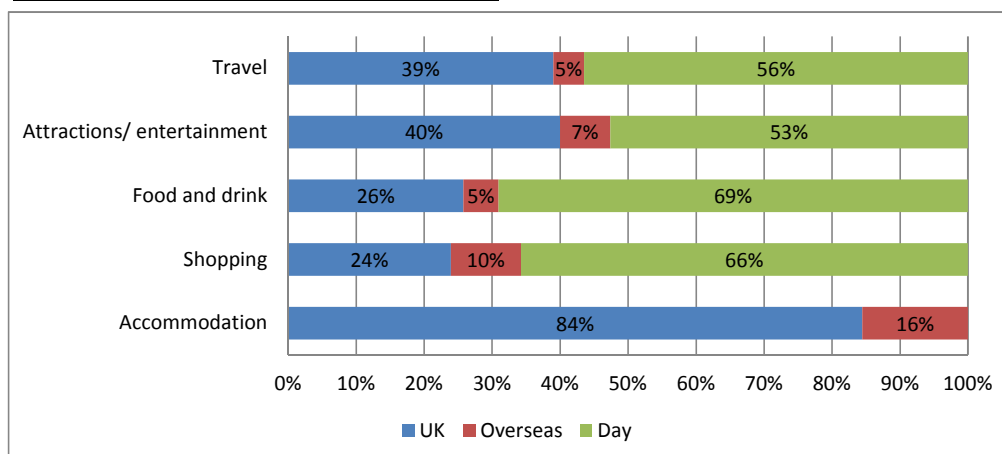
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	292,000	£12,376,700
Countryside visits	35,200	£943,200
Coastal visits	455,800	£14,065,700
Total	783,000	£27,385,600

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£7,880,400	£1,446,800	£0	£9,327,200
Shopping	£2,563,900	£1,102,400	£7,037,700	£10,704,000
Food & Drink	£4,612,000	£922,100	£12,339,900	£17,874,000
Attractions/Entertainment	£2,171,800	£401,300	£2,853,700	£5,426,800
Travel	£3,561,600	£412,500	£5,154,400	£9,128,500

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	£835,000	£1,030,000

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

£53,490,200

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	147	4	151
Retailing	31	59	89
Catering	67	150	217
Attractions/entertainment	43	49	91
Transport	15	20	35
Arising from non trip spend	16	0	16
Total Direct	320	281	601

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

All employment related to visitor spending	FTE's	Actual
Direct	601	881
Indirect	197	224
Induced	40	45
Total	837	1,150

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

