

Bridport and West Bay Tourism Summary 2017



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

- 126 thousand staying visitor trips
- 812 thousand day visits
- £55.9 million direct visitor spend
- £56.7 million total visitor related spend
- 1,250 actual jobs supported by visitor related spend

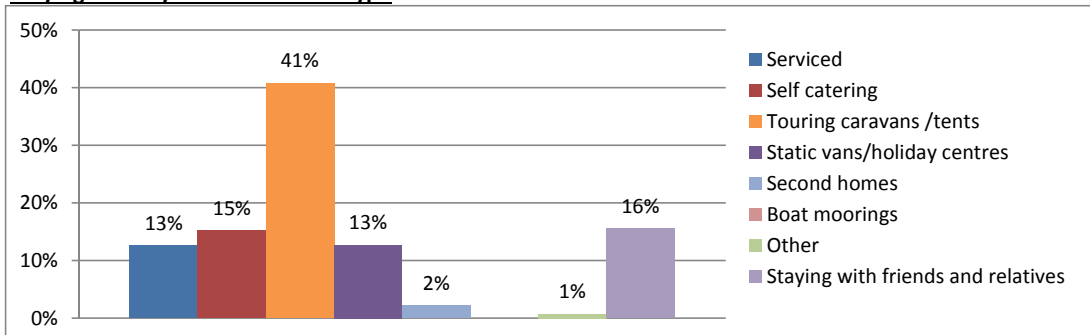
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	100,900	455,300	£19,521,200
Business	10,500	24,200	£2,226,300
Visits to friends and relatives	3,900	13,200	£424,400
Other	2,200	7,000	£360,600
Study	0	0	£0
Total	117,500	499,700	£22,532,500

Overseas visitors	Trips	Nights	Spend
Holiday	4,700	30,500	£2,108,500
Business	1,700	10,500	£993,700
Visits to friends and relatives	1,600	16,800	£605,300
Other	100	1,000	£86,600
Study	0	0	£0
Total	8,000	58,800	£3,794,000

All staying visitors	Trips	Nights	Spend
Holiday	105,600	485,800	£21,629,700
Business	12,200	34,700	£3,220,000
Visits to friends and relatives	5,500	30,000	£1,029,700
Other	2,300	8,000	£447,200
Study	0	0	£0
Total	125,500	558,500	£26,326,500

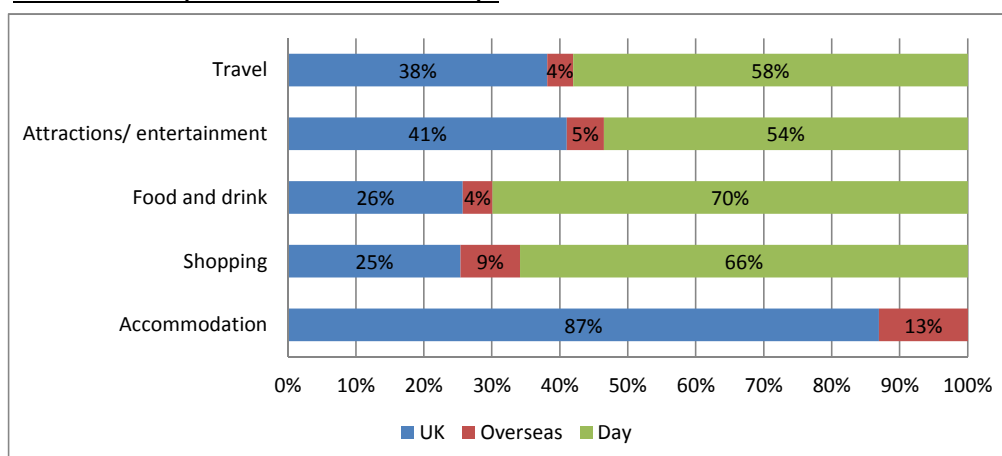
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	297,000	£12,371,300
Countryside visits	43,900	£1,109,300
Coastal visits	471,300	£16,129,600
Total	812,200	£29,610,200

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£8,623,500	£1,294,700	£0	£9,918,200
Shopping	£2,803,200	£965,800	£7,274,400	£11,043,400
Food & Drink	£4,955,900	£840,700	£13,487,400	£19,284,000
Attractions/ Entertainment	£2,376,800	£317,000	£3,102,100	£5,795,900
Travel	£3,773,200	£375,900	£5,746,200	£9,895,300

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	£544,200	£739,200

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

£56,675,900

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	147	4	151
Retailing	31	60	92
Catering	77	178	255
Attractions/entertainment	50	60	110
Transport	16	22	38
Arising from non trip spend	12	0	12
Total Direct	333	325	658

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

All employment related to visitor spending	FTE's	Actual
Direct	658	966
Indirect	209	238
Induced	43	49
Total	910	1,254

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

