

Dorchester Tourism Summary 2023



Dorchester is situated in the county of Dorset and was part of the former district of West Dorset. The town has a population of approximately 19,000. Tourism plays a significant role in the local economy as demonstrated by the estimates below.

Tourism key facts

- 41 thousand staying visitor trips
- 665 thousand day visits
- £42.3 million direct visitor spend
- £43.4 million total visitor related spend
- 790 actual jobs supported by visitor related spend

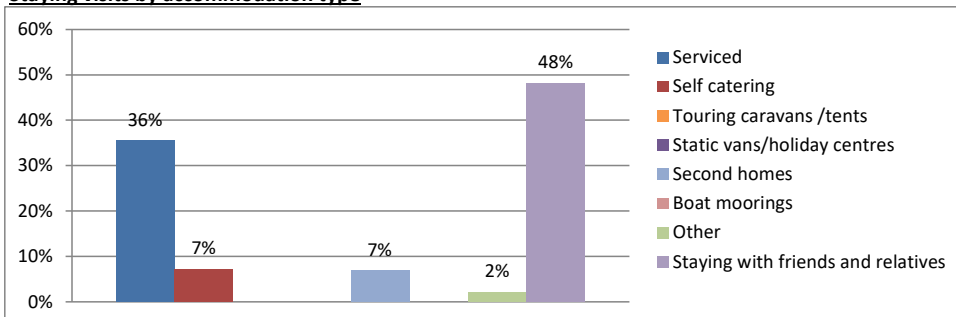
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Total	35,700	111,100	£6,200,200

Overseas visitors	Trips	Nights	Spend
Total	5,400	42,900	£2,631,900

All staying visitors	Trips	Nights	Spend
Total	41,100	154,000	£8,832,100

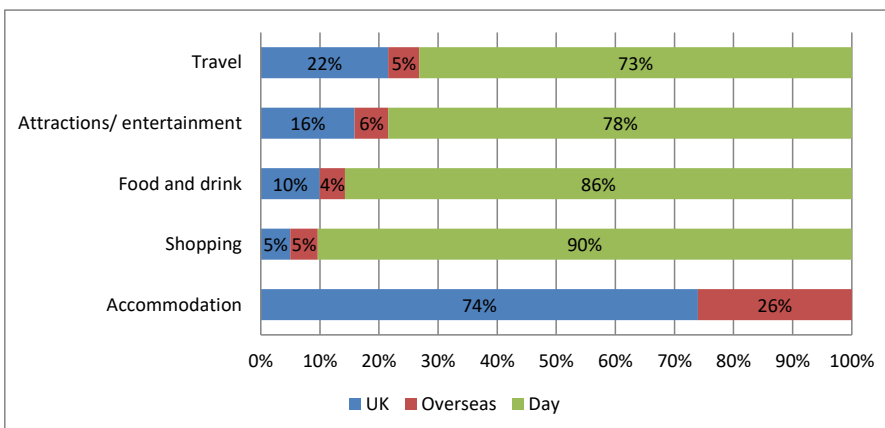
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	560,000	£29,818,700
Countryside visits	105,400	£3,677,400
Coastal visits	0	£0
Total	665,400	£33,496,100

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£2,222,700	£783,200	£0	£3,005,900
Shopping	£792,500	£733,400	£14,292,900	£15,818,800
Food & Drink	£1,412,200	£604,000	£12,137,900	£14,154,100
Attractions/ Entertainment	£679,200	£244,000	£3,354,500	£4,277,700
Travel	£1,093,500	£267,400	£3,710,800	£5,071,700

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
	£183,700	£0	£917,100	£1,100,800

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

£43,429,000

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	34	3	37
Retailing	10	94	104
Catering	21	126	147
Attractions/entertainment	15	58	73
Transport	4	12	17
Arising from non trip spend	16	0	16
Total Direct	100	293	393

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

All employment related to visitor spending	FTE's	Actual
Direct	393	575
Indirect	121	138
Induced	64	73
Total	579	787

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

