

Dorchester Tourism Summary 2013



Dorchester is situated in the district of West Dorset within the county of 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

- 47 thousand staying visitor trips
- 772 thousand day visits
- £36.4 million direct visitor spend
- £37.4 million total visitor related spend
- 900 actual jobs supported by visitor related spend

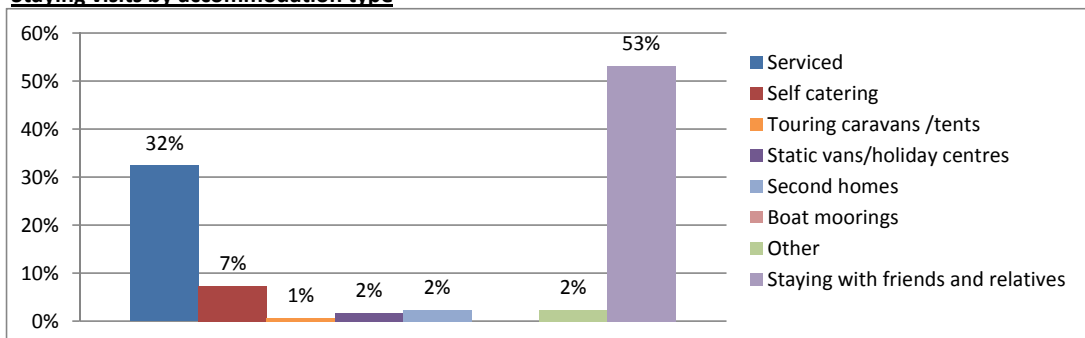
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	27,500	107,800	£5,525,800
Business	5,600	13,100	£977,600
Visits to friends and relatives	7,100	18,700	£673,800
Other	1,300	4,700	£184,600
Study	0	0	£0
Total	41,400	144,300	£7,361,800

Overseas visitors	Trips	Nights	Spend
Holiday	1,700	8,800	£621,300
Business	1,400	10,800	£722,200
Visits to friends and relatives	2,200	18,300	£725,300
Other	200	3,200	£215,900
Study	0	0	£0
Total	5,500	41,300	£2,284,800

All staying visitors	Trips	Nights	Spend
Holiday	29,200	116,600	£6,147,100
Business	7,000	23,900	£1,699,800
Visits to friends and relatives	9,300	37,000	£1,399,100
Other	1,500	7,900	£400,500
Study	0	0	£0
Total	46,900	185,600	£9,646,600

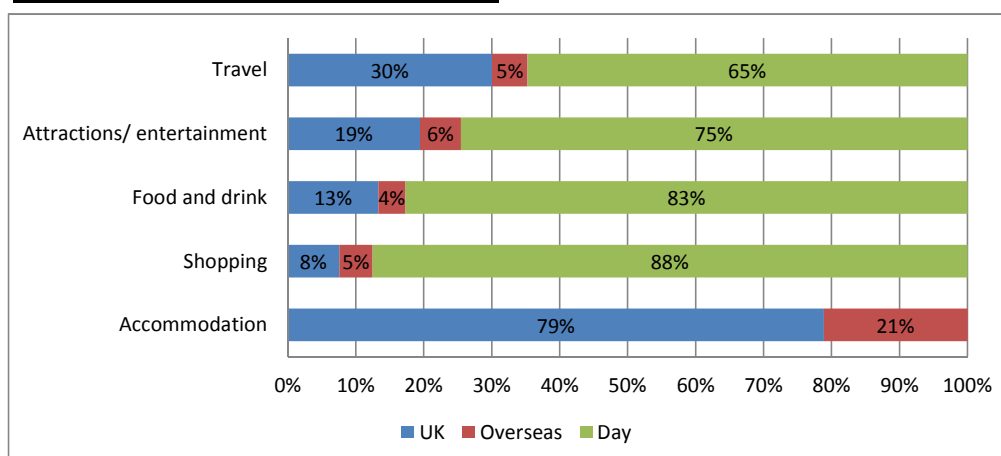
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	593,600	£21,995,900
Countryside visits	178,200	£4,742,300
Coastal visits	0	£0
Total	771,800	£26,738,200

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£2,695,100	£721,100	£0	£3,416,200
Shopping	£912,300	£595,300	£10,576,200	£12,083,800
Food & Drink	£1,668,600	£500,700	£10,368,600	£12,537,900
Attractions/ Entertainment	£775,000	£240,300	£2,970,000	£3,985,300
Travel	£1,310,800	£227,400	£2,823,300	£4,361,500

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
	£112,500	£0	£930,300	£1,042,800

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

£37,427,600

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	57	3	60
Retailing	14	95	108
Catering	30	145	176
Attractions/entertainment	21	62	83
Transport	6	11	18
Arising from non trip spend	17	0	17
Total Direct	144	318	462

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

All employment related to visitor spending	FTE's	Actual
Direct	462	676
Indirect	124	142
Induced	73	84
Total	659	902

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

