

Dorchester Tourism Summary 2015



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

- 54 thousand staying visitor trips
- 719 thousand day visits
- £41 million direct visitor spend
- £42.2 million total visitor related spend
- 930 actual jobs supported by visitor related spend

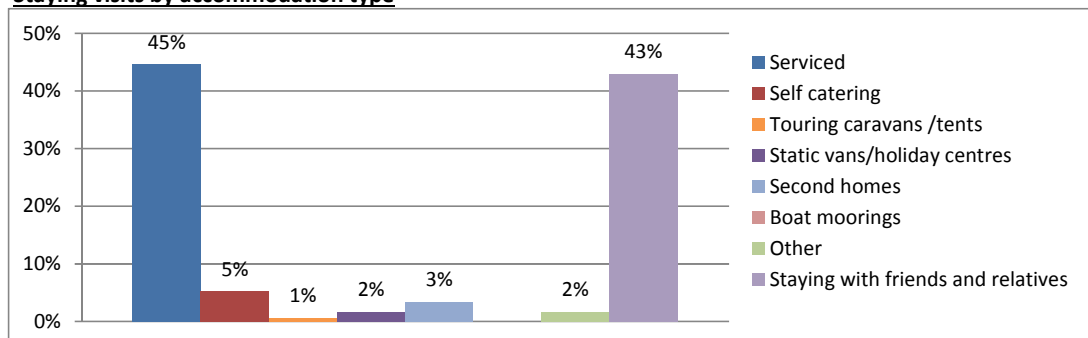
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	29,600	116,200	£6,501,800
Business	6,900	15,600	£1,408,800
Visits to friends and relatives	8,900	21,500	£980,700
Other	2,100	5,800	£328,700
Study	0	0	£0
Total	47,500	159,100	£9,219,900

Overseas visitors	Trips	Nights	Spend
Holiday	2,400	15,100	£1,071,400
Business	1,500	11,100	£974,000
Visits to friends and relatives	1,900	18,500	£806,600
Other	200	4,900	£332,200
Study	0	0	£0
Total	6,000	49,600	£3,184,100

All staying visitors	Trips	Nights	Spend
Holiday	32,000	131,300	£7,573,200
Business	8,400	26,700	£2,382,800
Visits to friends and relatives	10,800	40,000	£1,787,300
Other	2,300	10,700	£660,900
Study	0	0	£0
Total	53,500	208,700	£12,404,000

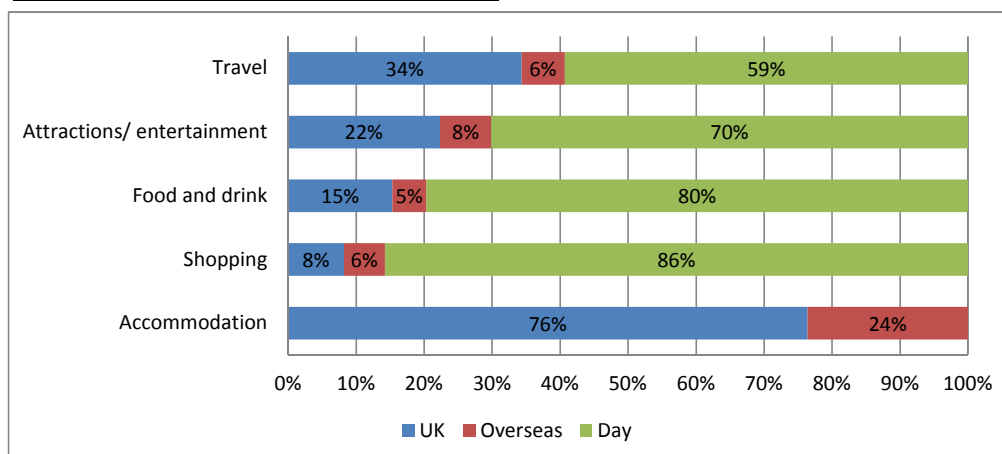
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	600,900	£25,465,300
Countryside visits	118,300	£3,171,000
Coastal visits	0	£0
Total	719,200	£28,636,300

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£3,346,900	£1,033,500	£0	£4,380,400
Shopping	£1,134,000	£823,900	£11,803,700	£13,761,600
Food & Drink	£2,104,600	£689,000	£10,925,500	£13,719,100
Attractions/ Entertainment	£962,600	£326,300	£3,021,000	£4,309,900
Travel	£1,671,800	£311,400	£2,886,000	£4,869,200

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	£1,087,400	£1,199,900

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

£42,240,200

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	69	3	73
Retailing	16	98	115
Catering	34	133	167
Attractions/entertainment	21	52	73
Transport	8	11	19
Arising from non trip spend	19	0	19
Total Direct	168	298	465

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

All employment related to visitor spending	FTE's	Actual
Direct	465	681
Indirect	141	161
Induced	76	86
Total	682	929

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

