

The Economic Impact of Dorset's Visitor Economy 2023



Dorset County and Districts

Produced on behalf of Visit Dorset, Dorset Council

By

The South West Research Company Ltd



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Introduction

This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in the county of Dorset and its districts in 2023. It should be noted that whilst only those districts participating in the project are displayed in this report (the Bournemouth/Christchurch/Poole (BCP) area of the county not taking part in 2023) the county figures include the whole county area.

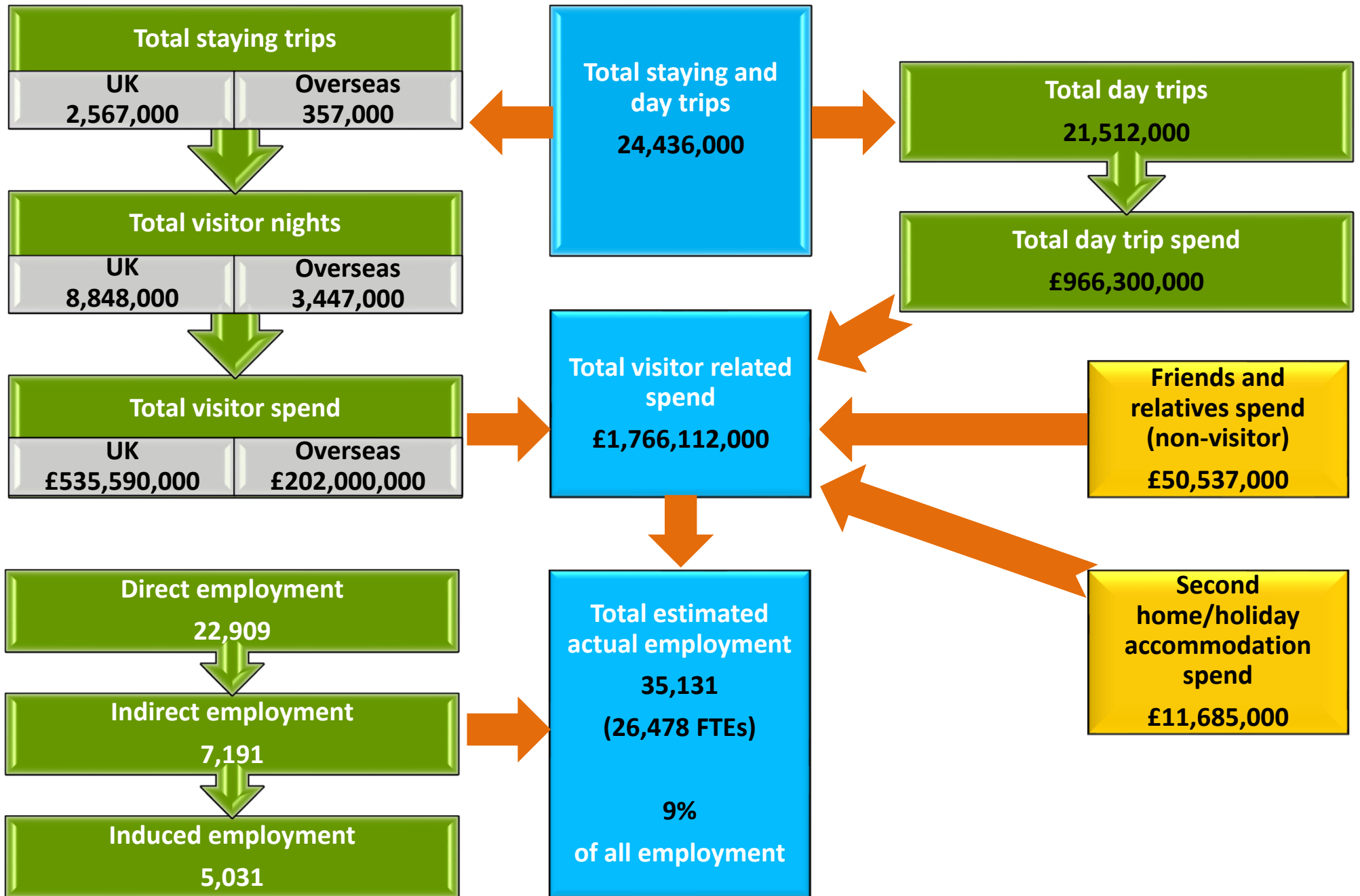
The figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. It distributes regional activity as measured in those surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level.

For further information on the Cambridge Model and the terms used in this report please see Appendix 1 which accompanies this report.

For an overview of 2023, including key facts about the economy, weather and key events please see Appendix 2 of this report.



Dorset County - Key facts at a glance



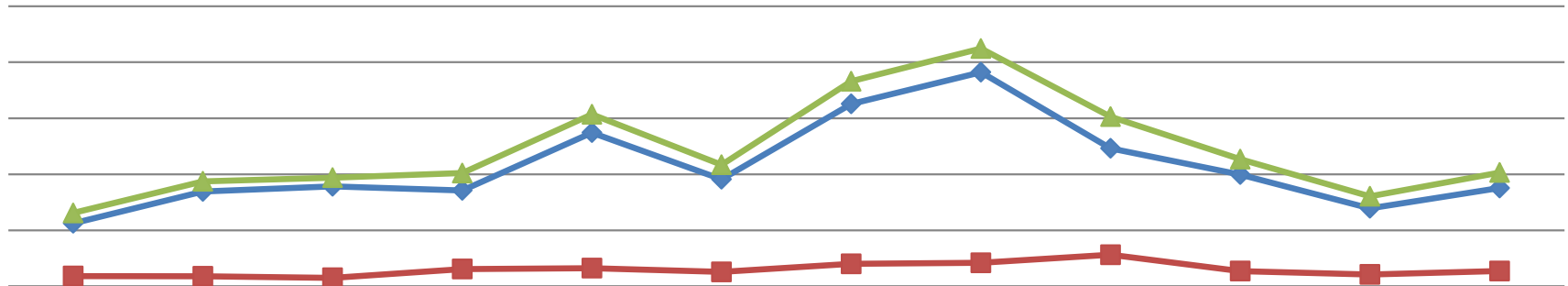
Dorset County - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	819,000	2,018,000	£212,684,000
Self catering	269,000	1,287,000	£98,349,000
Touring caravans /tents	329,000	1,427,000	£64,455,000
Static vans/holiday centres	301,000	1,345,000	£74,341,000
Group/campus	6,000	15,000	£811,000
Paying guest in private homes	0	0	£0
Second homes	72,000	332,000	£9,274,000
Boat moorings	15,000	66,000	£3,158,000
Other	28,000	45,000	£2,005,000
Staying with friends and relatives	728,000	2,313,000	£70,509,000
Total	2,567,000	8,848,000	£535,590,000

Overseas tourists	Trips	Nights	Spend
Serviced	131,000	654,000	£78,973,000
Self catering	23,000	307,000	£20,359,000
Touring caravans /tents	23,000	152,000	£7,798,000
Static vans/holiday centres	2,000	25,000	£1,564,000
Group/campus	2,000	64,000	£3,791,000
Paying guest in private homes	14,900	463,000	£21,851,000
Second homes	5,300	96,000	£4,191,000
Boat moorings	0	0	£0
Other	11,700	42,000	£1,068,000
Staying with friends and relatives	144,000	1,644,000	£62,406,000
Total	357,000	3,447,000	£202,000,000

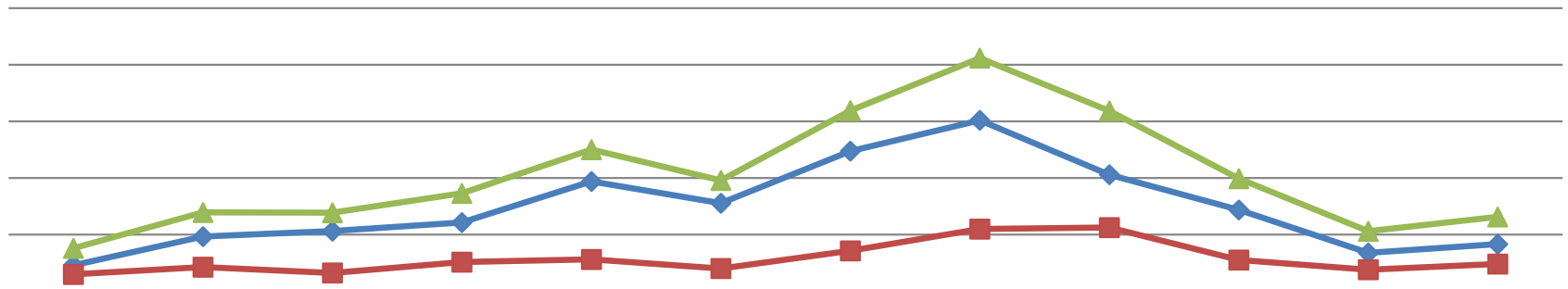
Dorset County - Estimated seasonality of staying visits

Seasonality - trips



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK trips (000's)	112.6	169.5	178.7	171.2	274.4	191.2	325.8	382.3	246.5	199.7	139.5	175.7
OS trips (000's)	18.5	18.1	15.3	31.1	32.7	26.0	40.3	42.2	56.5	27.4	21.3	27.5
Total trips (000's)	131.2	187.6	194.1	202.3	307.1	217.1	366.1	424.5	303.0	227.1	160.8	203.2

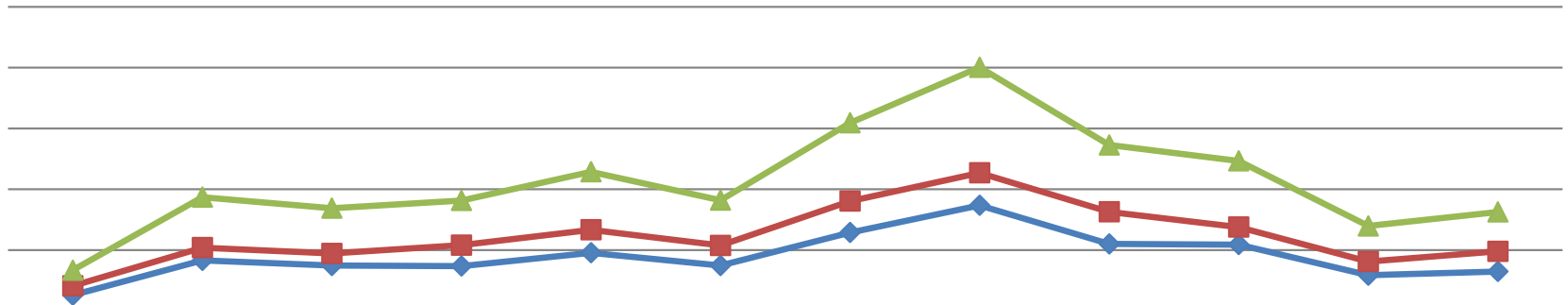
Seasonality - nights



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK nights (000's)	230.1	483.0	531.1	606.9	969.6	777.1	1237.6	1509.5	1029.5	718.4	339.0	416.1
OS nights (000's)	150.1	213.8	162.4	258.6	281.3	201.5	357.8	549.5	563.4	276.1	191.0	241.5
Total nights (000's)	380.2	696.8	693.5	865.5	1251.0	978.6	1595.4	2059.0	1593.0	994.4	530.1	657.6

Dorset County - Estimated seasonality of staying visits

Seasonality - spend

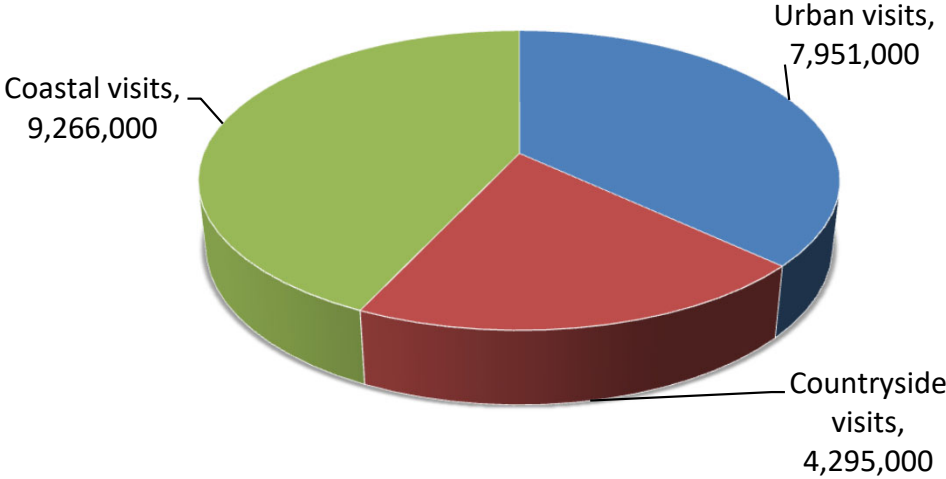


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK spend (mn's)	12.9	41.5	37.2	36.8	47.7	37.3	64.4	86.8	55.0	54.5	29.3	32.3
OS spend (mn's)	20.5	52.0	47.2	54.0	66.7	53.8	90.2	113.5	81.4	68.9	40.6	48.9
Total spend (mn's)	33.4	93.4	84.4	90.8	114.4	91.0	154.6	200.3	136.4	123.3	69.8	81.3

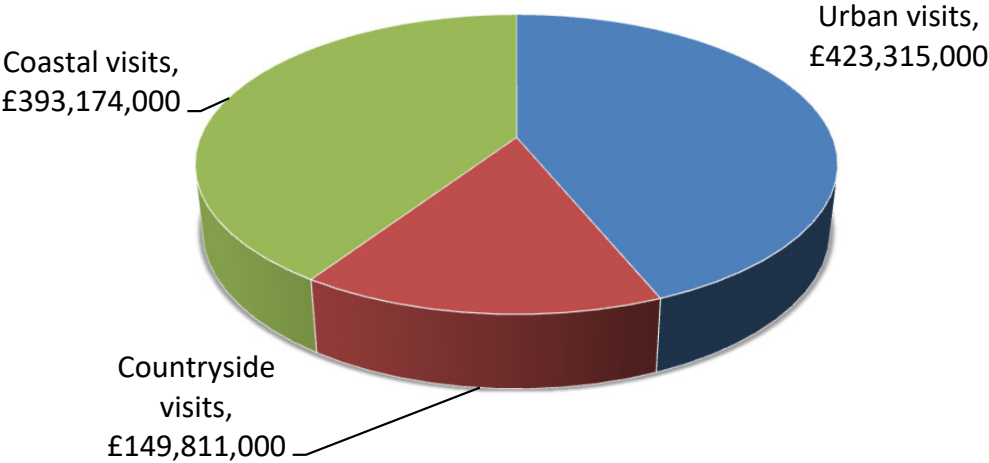
Dorset County - Day visits by location

Total day visits	Total day visit spend
21,512,000	£966,300,000

Day visits

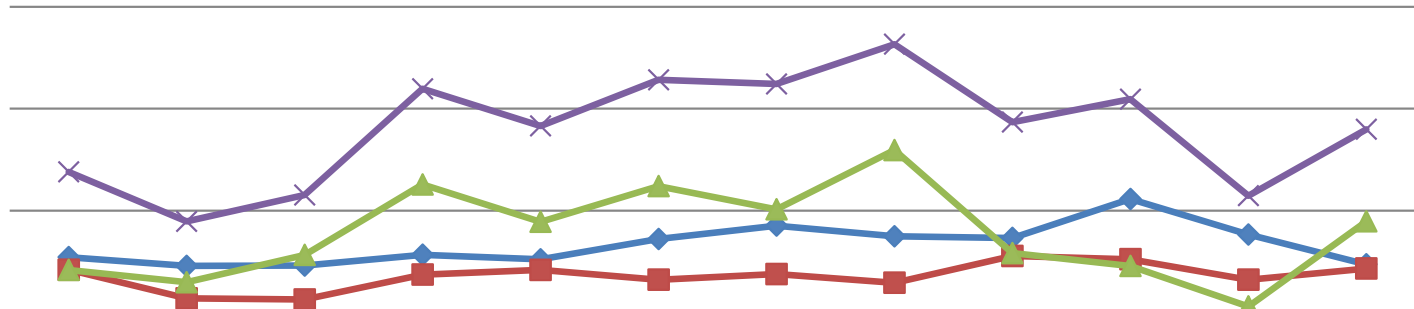


Day visit spend



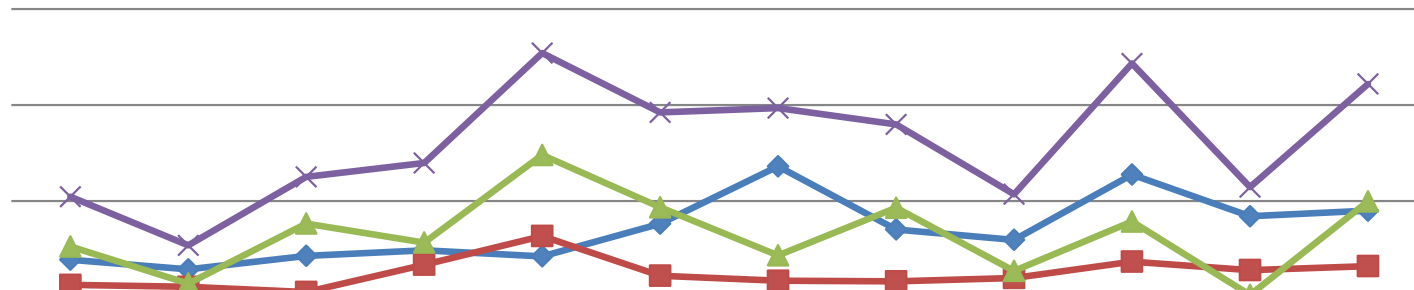
Dorset County - Estimated seasonality of day visits

Seasonality - day visits (000's)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Urban(000's)	542.4	457.5	460.5	566.8	521.8	720.9	851.9	747.5	731.4	1113.5	765.0	471.7
Rural (000's)	419.5	138.8	127.2	371.9	418.0	321.5	376.9	291.2	554.4	522.7	321.6	431.4
Coastal (000's)	417.2	297.4	565.1	1256.4	890.2	1240.6	1012.7	1593.8	582.9	456.3	59.1	894.3
Total (000's)	1379.2	893.6	1152.8	2195.1	1830.0	2282.9	2241.5	2632.5	1868.7	2092.5	1145.7	1797.4

Seasonality - day visit spend (millions)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Urban (mn)	19.5	14.5	21.5	24.4	21.3	38.2	68.1	35.2	29.8	63.8	42.0	45.0
Rural (mn)	6.4	5.4	2.7	16.9	31.8	11.2	8.5	8.2	10.0	18.5	14.1	16.2
Coastal (mn)	26.4	7.1	38.4	28.4	74.0	46.7	21.7	46.5	13.7	39.3	1.1	49.8
Total (mn)	52.3	26.9	62.5	69.8	127.1	96.1	98.4	89.9	53.5	121.6	57.2	110.9

Dorset County - Direct visitor expenditure by category

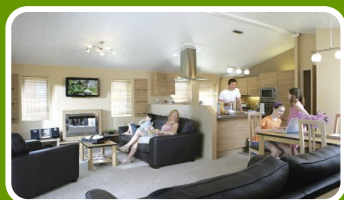
Information on the breakdown of visitor spending is available from the three main tourism and day visitor surveys by type of visitor. The Model divides the expenditure between five sectors:

- Accommodation
- Shopping for gifts, clothes and other goods
- Eating and drinking in restaurants, cafes and inns
- Entry to attractions, entertainment and hire of goods and services
- Transport and travel costs including public transport, purchase of fuel and parking

The following pages look at the breakdown of this expenditure and business turnover arising from this expenditure.

By applying the expenditure breakdown to the estimates of visitor spending the Model generates estimates of total spending by the five business sectors. Visitor expenditure in each sector represents additional turnover for businesses in those sectors. However, evidence from national studies suggests that some minor adjustments are required to match visitor spend to business turnover. In particular, some expenditure on food and drink actually takes place in inns and hotels that fall into the accommodation sector and at attractions. The turnover for each business sector has therefore been adjusted to take account of these marginal changes. More significantly, expenditure on travel costs associated with individual trips is as likely to take place at the origin of the trip as it is at the actual destination. It is therefore assumed that only 60% of total travel expenditure accrues to the destination area.

Dorset County – Direct visitor expenditure by category



Accommodation

- UK staying visitors £194,644,000
- Overseas staying visitors £56,447,000

Totals

£251,091,000 (15%)



Shopping

- UK staying visitors £71,912,000
- Overseas staying visitors £62,289,000
- Day visitors £265,600,000

£399,801,000 (23%)



Food & drink

- UK staying visitors £113,562,000
- Overseas staying visitors £41,399,000
- Day visitors £399,278,000

£554,239,000 (33%)



Attractions/entertainment

- UK staying visitors £55,671,000
- Overseas staying visitors £21,029,000
- Day visitors £101,873,000

£178,573,000 (10%)



Travel

- UK staying visitors £99,797,000
- Overseas staying visitors £20,836,000
- Day visitors £199,549,000

£320,182,000 (19%)

Dorset County – Other visitor related expenditure by category



Second Homes
£4,997,000



Boats
£6,688,000



Visiting friends and relatives (non-visitor spend)
£50,537,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Dorset County – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£254,191,000	£7,986,000	£262,177,000
Retailing	£132,859,000	£262,944,000	£395,803,000
Catering	£150,312,000	£387,299,000	£537,611,000
Attractions/entertainment	£79,591,000	£108,521,000	£188,112,000
Transport	£72,380,000	£119,730,000	£192,110,000
Arising from non trip spend	£62,222,000	£0	£62,222,000
Total Direct	£751,555,000	£886,480,000	£1,638,035,000

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£751,555,000	£886,480,000	£1,638,035,000
Supplier and income induced	£391,388,000	£369,513,000	£760,901,000
Total	£1,142,943,000	£1,255,993,000	£2,398,936,000

Dorset County – Tourism related employment

Having identified the value of turnover generated by visitor spending in each business sector it is possible to estimate the employment associated with that spending.

The use of visitor expenditure to generate job numbers underestimates the number of jobs arising in the attractions/entertainment sector. The underestimate arises because local authorities and voluntary bodies do not always seek to recoup the full operating costs of individual attractions or facilities from entrance charges. Therefore an additional percentage of direct employment is added to the attractions sector estimates to take account of this factor.

This section of the report looks at employment on three levels;

- **Direct Jobs** - Direct jobs are those in businesses in receipt of visitor spending. For example, jobs supported by visitor spending at a hotel would be direct jobs.
- **Indirect Jobs** - 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. For example, some of the employment at a business supplying food and drink may be supported through the supplies that the business sells to hotels (or any other business in direct receipt of visitor expenditure).
- **Induced Jobs** - Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs. Such spending will be spread across a wide range of service sectors.

Estimates are shown for actual jobs and full time equivalent jobs (FTE's).

Dorset County – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	2,753	86	2,839
Retailing	857	1,695	2,552
Catering	1,554	4,005	5,559
Attractions/entertainment	1,234	1,682	2,916
Transport	382	632	1,014
Arising from non trip spend	877	0	877
Total Direct	7,656	8,101	15,757

District data



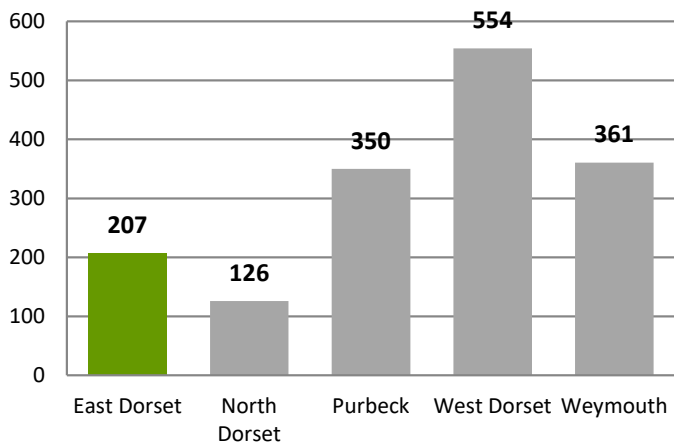
Value of Tourism 2023

East Dorset

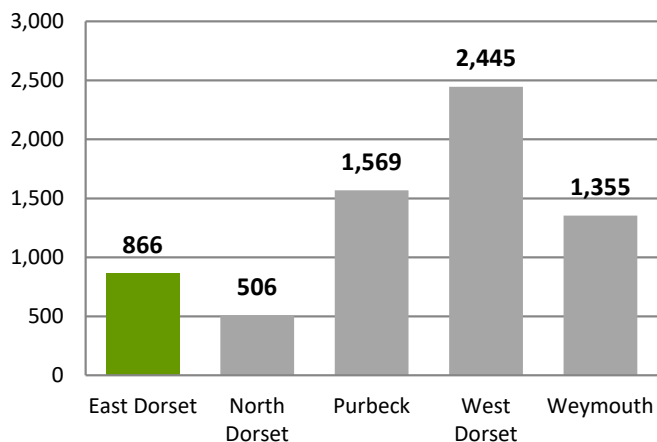
Key Facts	
207,000	Staying visitor trips
866,000	Staying visitor nights
£39,851,000	Staying visitor spend
2,012,000	Day visits
£84,482,000	Day visitor spend
£124,333,000	Direct visitor spend
£4,539,000	Other related spend
£128,872,000	TOTAL VISITOR RELATED SPEND
2,006	Estimated actual employment
1,452	FTE employment
5%	Proportion of all employment

East Dorset - Staying visits in the county context

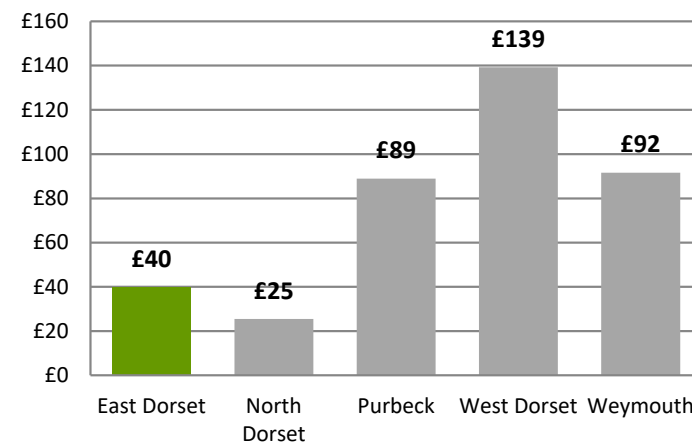
All staying trips (000's)



All staying nights (000's)



All staying spend (£mn)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
East Dorset	187	20	675	191	£31	£9
North Dorset	112	14	368	138	£19	£7
Purbeck	325	25	1,303	266	£73	£16
West Dorset	507	47	2,021	424	£114	£26
Weymouth	335	26	1,130	225	£77	£15

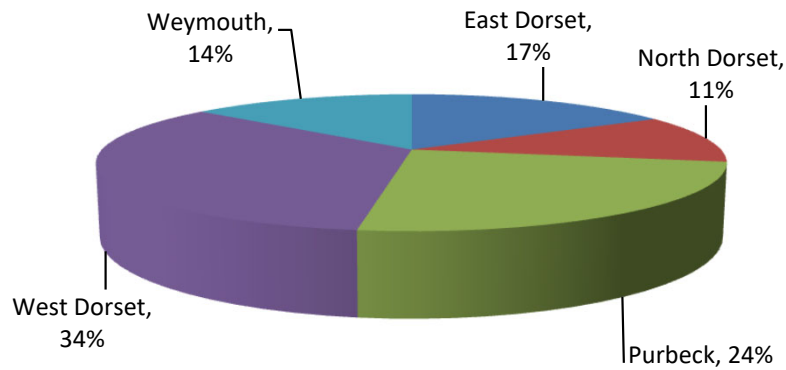
East Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	20,000	49,000	£5,153,000
Self catering	5,000	24,000	£1,829,000
Touring caravans /tents	48,000	210,000	£9,380,000
Static vans/holiday centres	26,000	118,000	£6,445,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	2,000	9,000	£254,000
Boat moorings	0	0	£0
Other	3,000	5,000	£222,000
Staying with friends and relatives	82,000	259,000	£7,805,000
Total	187,000	675,000	£31,089,000

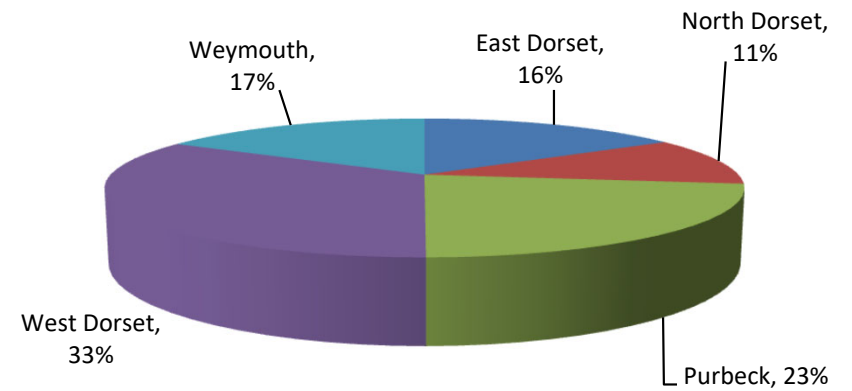
Overseas tourists	Trips	Nights	Spend
Serviced	1,500	7,000	£904,000
Self catering	400	5,000	£364,000
Touring caravans /tents	3,300	21,000	£1,130,000
Static vans/holiday centres	200	2,000	£135,000
Group/campus	0	0	£0
Paying guest in private homes	400	11,000	£537,000
Second homes	100	2,000	£100,000
Boat moorings	0	0	£0
Other	1,100	4,000	£94,000
Staying with friends and relatives	13,000	139,000	£5,498,000
Total	20,000	191,000	£8,762,000

East Dorset - Day visits in the county context

All day visits



All day visit spend

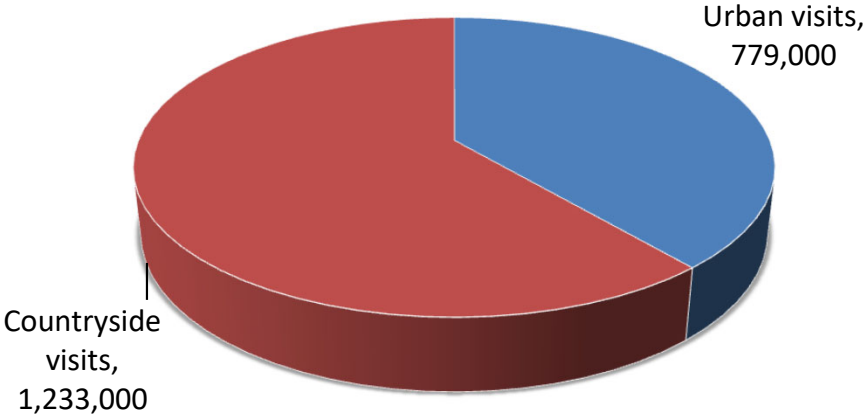


Area	Day visits	Day visit spend
East Dorset	2.0	£84.5
North Dorset	1.4	£58.8
Purbeck	3.0	£120.7
West Dorset	4.1	£176.7
Weymouth	1.7	£87.9

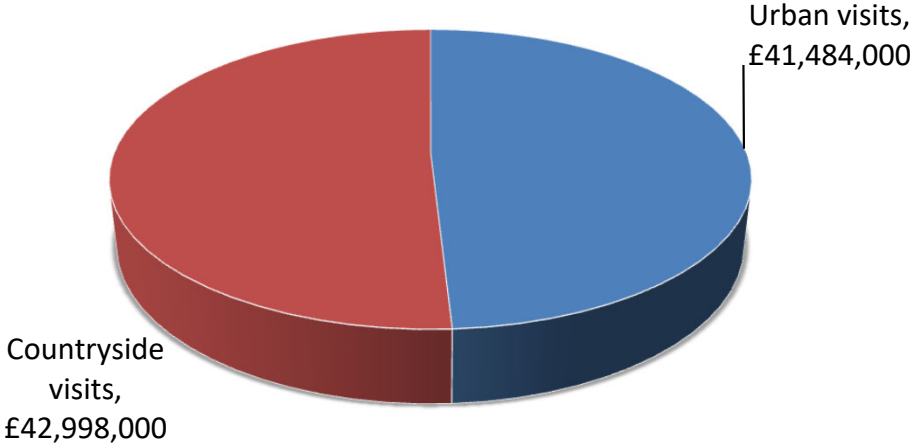
East Dorset - Day visits by location

Total day visits	Total day visit spend
2,012,000	£84,482,000

Day visits



Day visit spend



East Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £11,298,000
- Overseas staying visitors £2,448,000

Totals

£13,746,000 (11%)



Shopping

- UK staying visitors £4,174,000
- Overseas staying visitors £2,702,000
- Day visitors £27,679,000

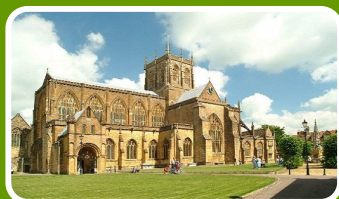
£34,555,000 (28%)



Food & drink

- UK staying visitors £6,592,000
- Overseas staying visitors £1,796,000
- Day visitors £33,621,000

£42,009,000 (34%)



Attractions/entertainment

- UK staying visitors £3,231,000
- Overseas staying visitors £912,000
- Day visitors £11,145,000

£15,288,000 (12%)



Travel

- UK staying visitors £5,793,000
- Overseas staying visitors £904,000
- Day visitors £12,038,000

£18,735,000 (15%)

East Dorset – Other visitor related expenditure by category



Second Homes
£143,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£4,396,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

East Dorset – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	144	7	151
Retailing	42	168	210
Catering	80	321	402
Attractions/entertainment	63	174	237
Transport	20	36	57
Arising from non trip spend	64	0	64
Total Direct	413	707	1,120

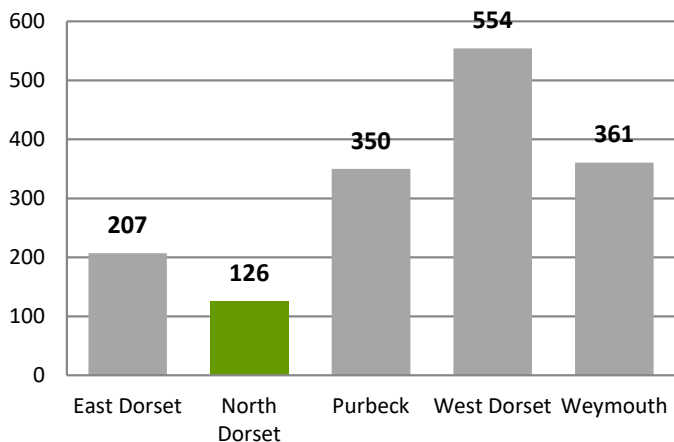
Value of Tourism 2023

North Dorset

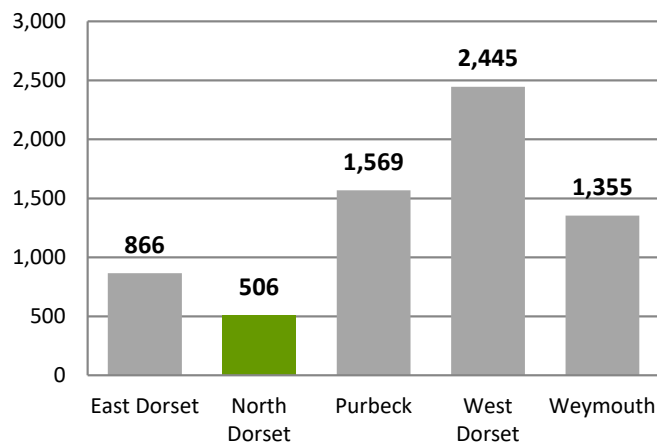
Key Facts	
126,000	Staying visitor trips
506,000	Staying visitor nights
£25,458,000	Staying visitor spend
1,377,000	Day visits
£58,811,000	Day visitor spend
£84,269,000	Direct visitor spend
£3,599,000	Other related spend
£87,868,000	TOTAL VISITOR RELATED SPEND
1,438	Estimated actual employment
1,039	FTE employment
5%	Proportion of all employment

North Dorset - Staying visits in the county context

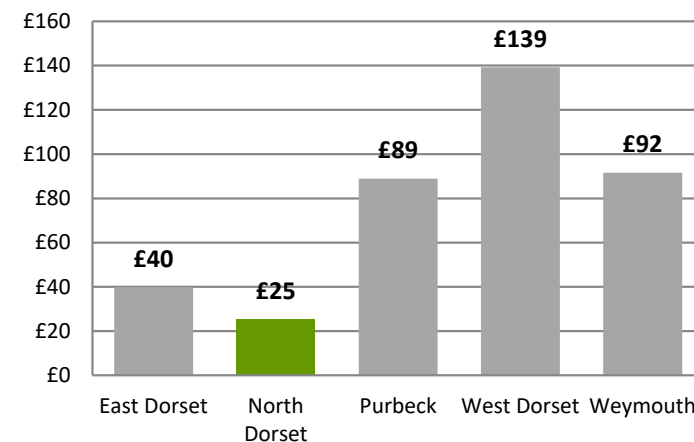
All staying trips (000's)



All staying nights (000's)



All staying spend (£mn)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
East Dorset	187	20	675	191	£31	£9
North Dorset	112	14	368	138	£19	£7
Purbeck	325	25	1,303	266	£73	£16
West Dorset	507	47	2,021	424	£114	£26
Weymouth	335	26	1,130	225	£77	£15

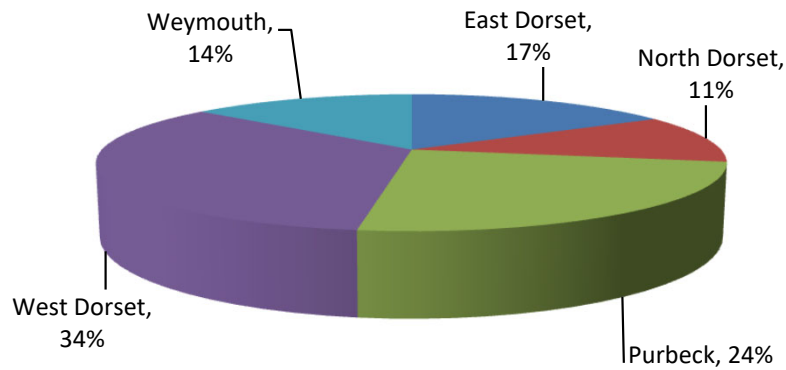
North Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	24,000	59,000	£6,152,000
Self catering	13,000	64,000	£4,824,000
Touring caravans /tents	6,000	24,000	£1,086,000
Static vans/holiday centres	1,000	4,000	£196,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	3,000	13,000	£353,000
Boat moorings	0	0	£0
Other	2,000	4,000	£172,000
Staying with friends and relatives	63,000	200,000	£6,038,000
Total	112,000	368,000	£18,820,000

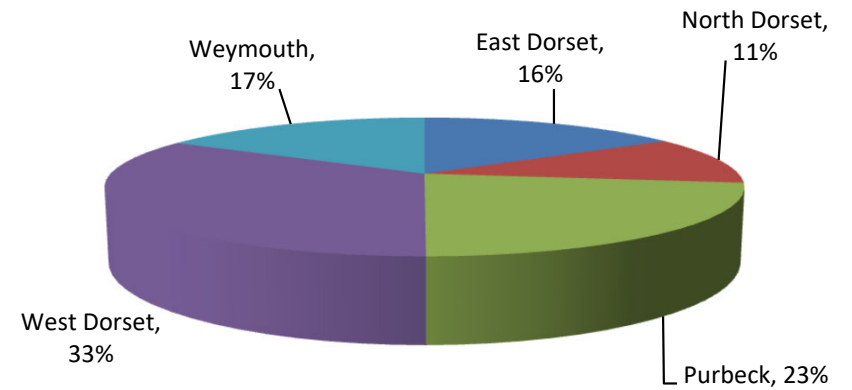
Overseas tourists	Trips	Nights	Spend
Serviced	1,800	9,000	£1,079,000
Self catering	1,100	14,000	£959,000
Touring caravans /tents	400	2,000	£131,000
Static vans/holiday centres	0	0	£4,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	200	3,000	£139,000
Boat moorings	0	0	£0
Other	800	3,000	£73,000
Staying with friends and relatives	10,000	107,000	£4,253,000
Total	14,000	138,000	£6,638,000

North Dorset - Day visits in the county context

All day visits



All day visit spend

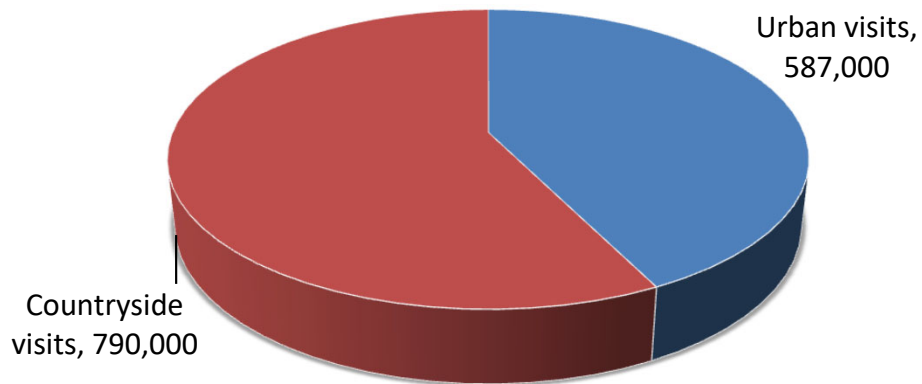


Area	Day visits	Day visit spend
East Dorset	2.0	£84.5
North Dorset	1.4	£58.8
Purbeck	3.0	£120.7
West Dorset	4.1	£176.7
Weymouth	1.7	£87.9

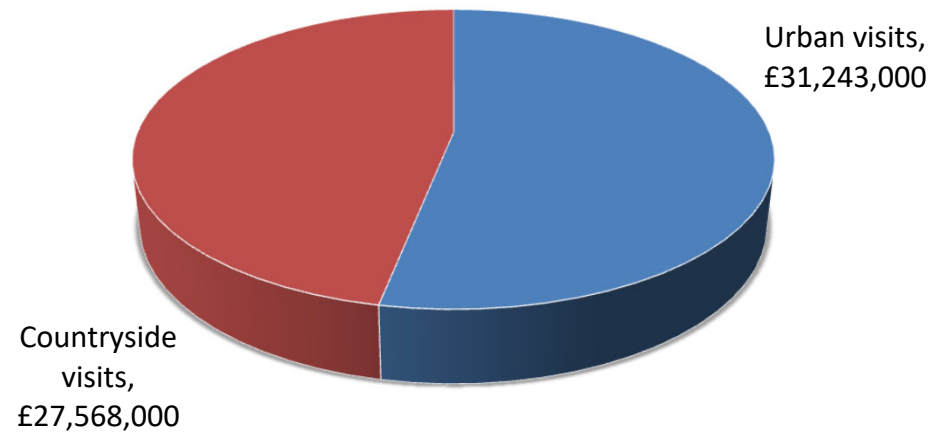
North Dorset - Day visits by location

Total day visits	Total day visit spend
1,377,000	£58,811,000

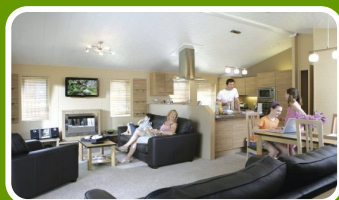
Day visits



Day visit spend



North Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £6,840,000
- Overseas staying visitors £1,855,000

Totals

£8,695,000 (10%)



Shopping

- UK staying visitors £2,527,000
- Overseas staying visitors £2,047,000
- Day visitors £19,855,000

£24,429,000 (29%)



Food & drink

- UK staying visitors £3,990,000
- Overseas staying visitors £1,360,000
- Day visitors £23,193,000

£28,543,000 (34%)



Attractions/entertainment

- UK staying visitors £1,956,000
- Overseas staying visitors £691,000
- Day visitors £7,570,000

£10,217,000 (12%)



Travel

- UK staying visitors £3,507,000
- Overseas staying visitors £685,000
- Day visitors £8,192,000

£12,384,000 (15%)

North Dorset – Other visitor related expenditure by category



Second Homes
£199,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£3,400,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

North Dorset – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	97	5	102
Retailing	30	129	159
Catering	55	237	291
Attractions/entertainment	43	126	170
Transport	14	26	40
Arising from non trip spend	51	0	51
Total Direct	289	523	812

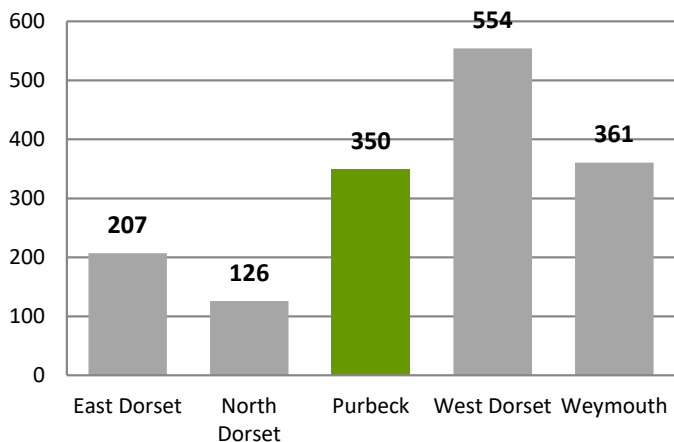
Value of Tourism 2023

Purbeck

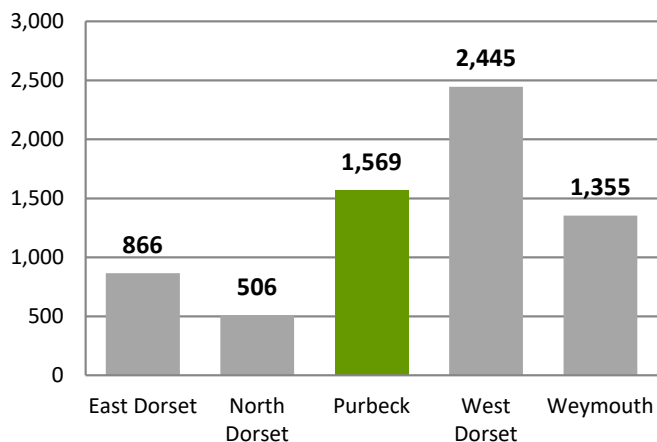
Key Facts	
350,000	Staying visitor trips
1,569,000	Staying visitor nights
£88,941,000	Staying visitor spend
2,972,000	Day visits
£120,652,000	Day visitor spend
£209,593,000	Direct visitor spend
£3,454,538	Other related spend
£213,047,538	TOTAL VISITOR RELATED SPEND
3,138	Estimated actual employment
2,269	FTE employment
13%	Proportion of all employment

Purbeck - Staying visits in the county context

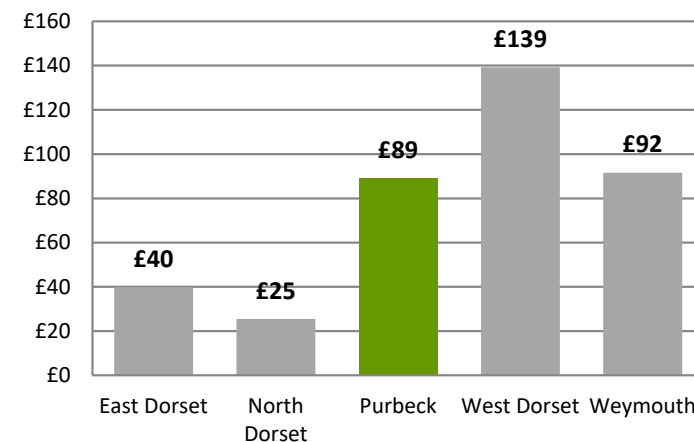
All staying trips (000's)



All staying nights (000's)



All staying spend (£mn)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
East Dorset	187	20	675	191	£31	£9
North Dorset	112	14	368	138	£19	£7
Purbeck	325	25	1,303	266	£73	£16
West Dorset	507	47	2,021	424	£114	£26
Weymouth	335	26	1,130	225	£77	£15

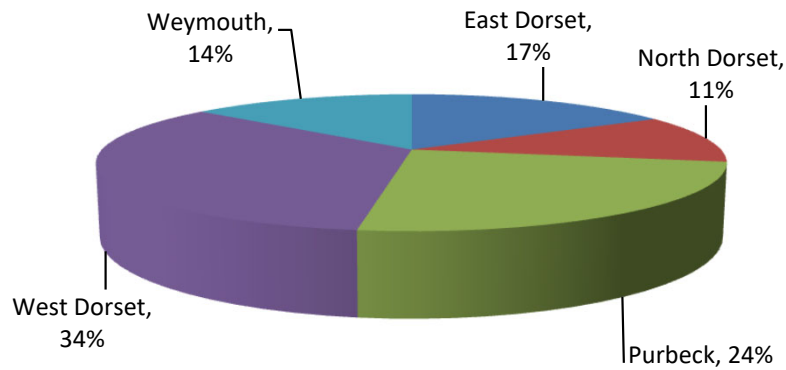
Purbeck - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	44,000	107,000	£11,174,000
Self catering	58,000	278,000	£20,993,000
Touring caravans /tents	99,000	430,000	£19,214,000
Static vans/holiday centres	64,000	287,000	£15,676,000
Group/campus	4,000	11,000	£616,000
Paying guest in private homes	0	0	£0
Second homes	11,000	50,000	£1,377,000
Boat moorings	1,000	4,000	£193,000
Other	2,000	3,000	£114,000
Staying with friends and relatives	42,000	133,000	£4,022,000
Total	325,000	1,303,000	£73,380,000

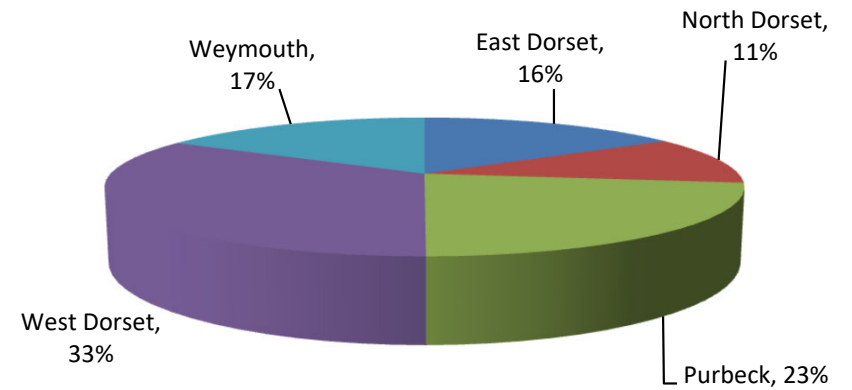
Overseas tourists	Trips	Nights	Spend
Serviced	3,000	16,000	£1,961,000
Self catering	4,900	60,000	£4,175,000
Touring caravans /tents	7,000	43,000	£2,315,000
Static vans/holiday centres	500	5,000	£328,000
Group/campus	2,000	46,000	£2,822,000
Paying guest in private homes	400	11,000	£537,000
Second homes	700	12,000	£542,000
Boat moorings	0	0	£0
Other	500	2,000	£48,000
Staying with friends and relatives	7,000	71,000	£2,833,000
Total	25,000	266,000	£15,561,000

Purbeck - Day visits in the county context

All day visits



All day visit spend

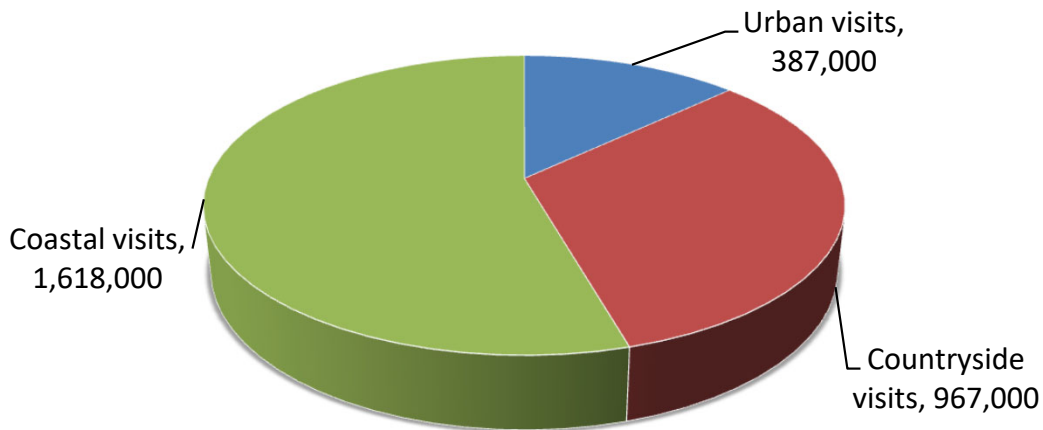


Area	Day visits	Day visit spend
East Dorset	2.0	£84.5
North Dorset	1.4	£58.8
Purbeck	3.0	£120.7
West Dorset	4.1	£176.7
Weymouth	1.7	£87.9

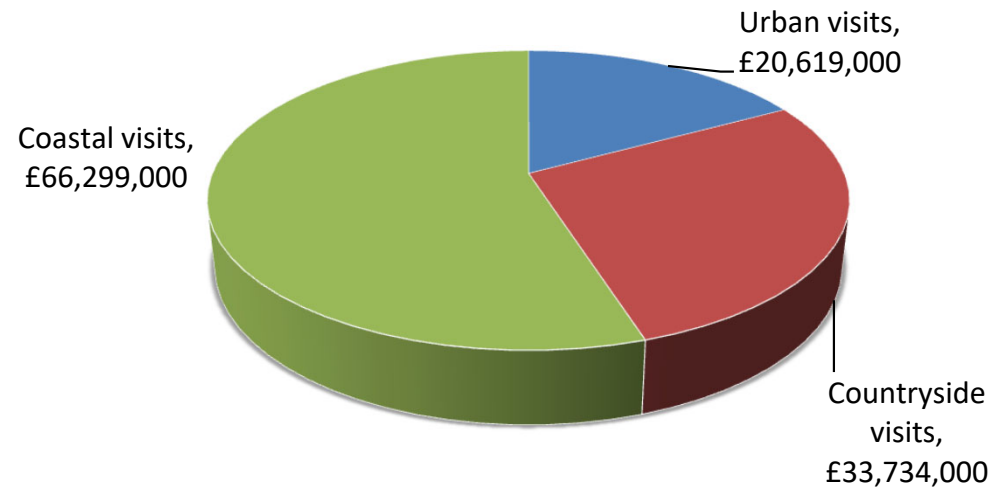
Purbeck - Day visits by location

Total day visits	Total day visit spend
2,972,000	£120,652,000

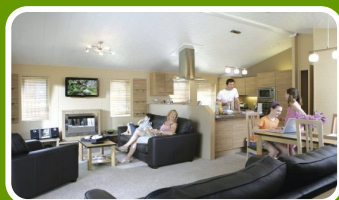
Day visits



Day visit spend



Purbeck – Direct visitor expenditure by category



Accommodation

- UK staying visitors £26,668,000
- Overseas staying visitors £4,348,000

Totals

£31,016,000 (15%)



Shopping

- UK staying visitors £9,853,000
- Overseas staying visitors £4,798,000
- Day visitors £23,486,000

£38,137,000 (18%)



Food & drink

- UK staying visitors £15,559,000
- Overseas staying visitors £3,189,000
- Day visitors £53,173,000

£71,921,000 (34%)



Attractions/entertainment

- UK staying visitors £7,627,000
- Overseas staying visitors £1,620,000
- Day visitors £13,987,000

£23,234,000 (11%)



Travel

- UK staying visitors £13,673,000
- Overseas staying visitors £1,605,000
- Day visitors £30,006,000

£45,284,000 (22%)

Purbeck – Other visitor related expenditure by category



Second Homes

£775,000



Boats

£415,000



Visiting friends and relatives (non-visitor spend)

£2,265,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Purbeck – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	308	10	318
Retailing	85	136	221
Catering	170	483	654
Attractions/entertainment	135	207	342
Transport	44	86	130
Arising from non trip spend	49	0	49
Total Direct	790	923	1,713

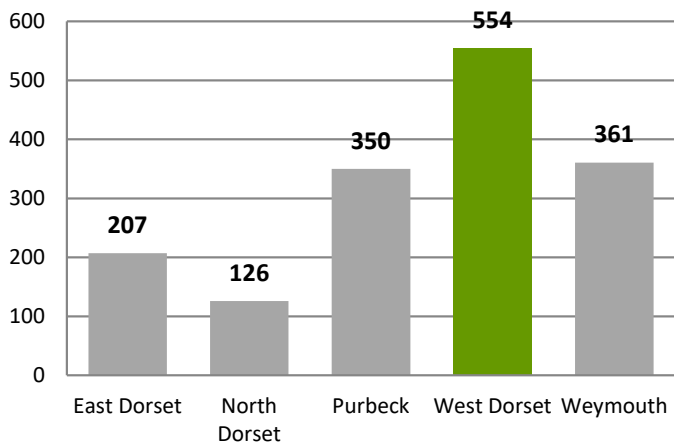
Value of Tourism 2023

West Dorset

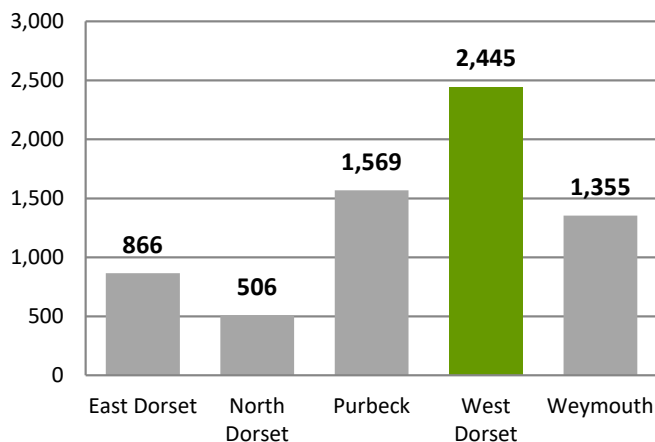
Key Facts	
554,200	Staying visitor trips
2,445,400	Staying visitor nights
£139,249,000	Staying visitor spend
4,122,000	Day visits
£176,701,000	Day visitor spend
£315,950,000	Direct visitor spend
£6,229,000	Other related spend
£322,179,000	TOTAL VISITOR RELATED SPEND
5,288	Estimated actual employment
3,806	FTE employment
11%	Proportion of all employment

West Dorset - Staying visits in the county context

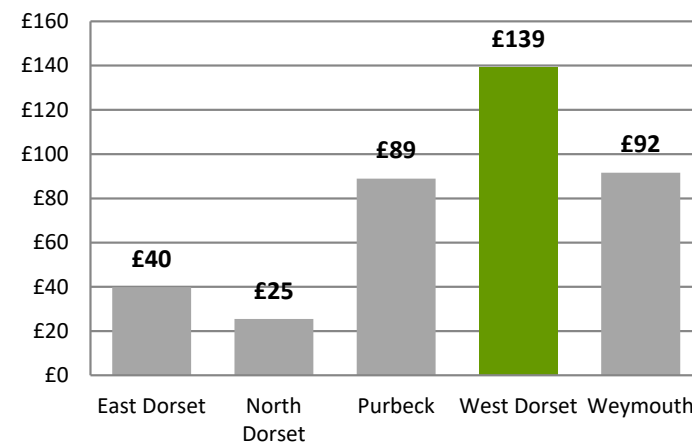
All staying trips (000's)



All staying nights (000's)



All staying spend (£mn)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
East Dorset	187	20	675	191	£31	£9
North Dorset	112	14	368	138	£19	£7
Purbeck	325	25	1,303	266	£73	£16
West Dorset	507	47	2,021	424	£114	£26
Weymouth	335	26	1,130	225	£77	£15

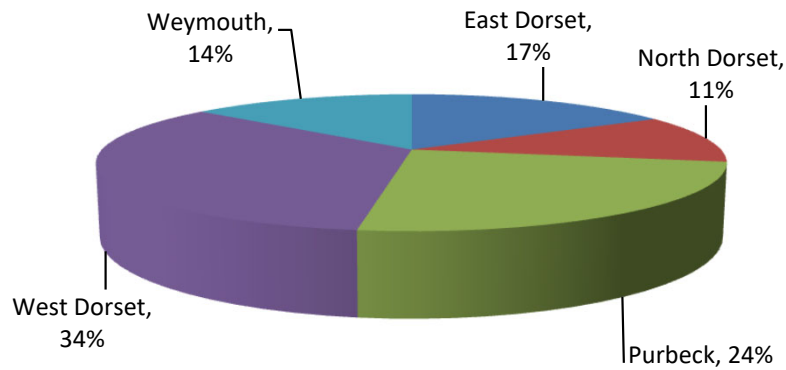
West Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	63,000	154,000	£16,060,000
Self catering	108,000	518,000	£39,150,000
Touring caravans /tents	138,000	598,000	£26,692,000
Static vans/holiday centres	83,000	371,000	£20,292,000
Group/campus	0	1,000	£58,000
Paying guest in private homes	0	0	£0
Second homes	17,000	79,000	£2,171,000
Boat moorings	0	0	£0
Other	4,000	6,000	£253,000
Staying with friends and relatives	93,000	295,000	£8,890,000
Total	507,000	2,021,000	£113,566,000

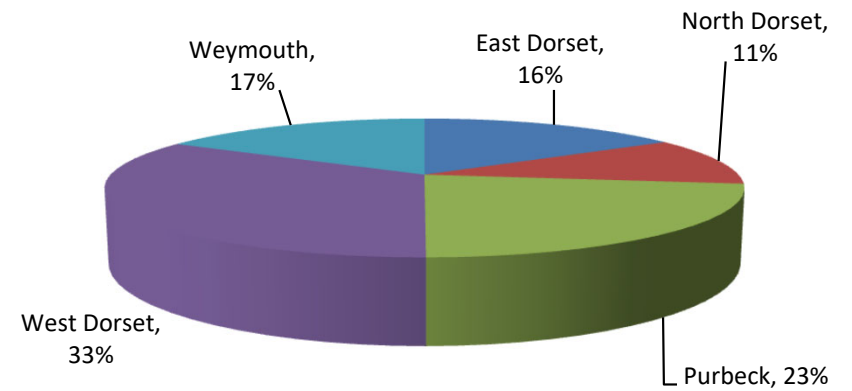
Overseas tourists	Trips	Nights	Spend
Serviced	10,500	49,500	£6,233,000
Self catering	9,100	112,300	£7,785,000
Touring caravans /tents	9,500	60,200	£3,216,000
Static vans/holiday centres	600	6,500	£425,000
Group/campus	200	4,300	£264,000
Paying guest in private homes	400	10,900	£537,000
Second homes	1,100	18,700	£853,000
Boat moorings	0	0	£0
Other	1,200	4,000	£107,000
Staying with friends and relatives	14,700	158,000	£6,262,000
Total	47,200	424,400	£25,683,000

West Dorset - Day visits in the county context

All day visits



All day visit spend

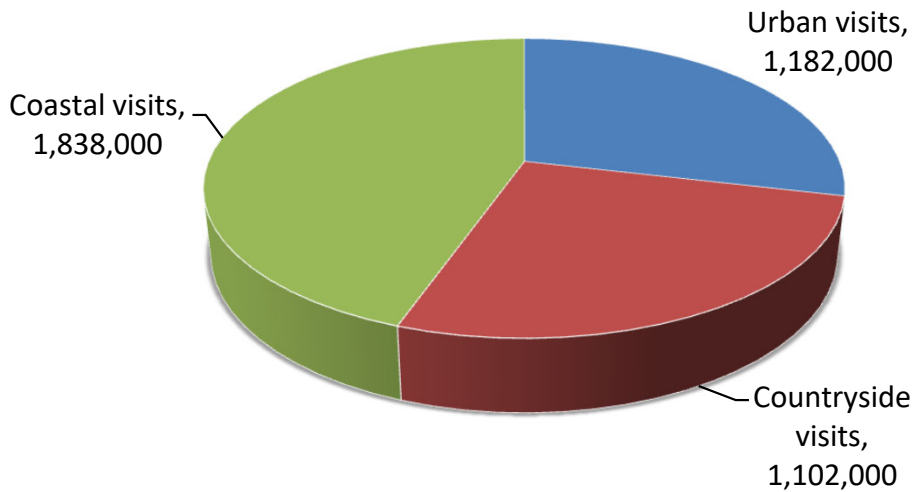


Area	Day visits	Day visit spend
East Dorset	2.0	£84.5
North Dorset	1.4	£58.8
Purbeck	3.0	£120.7
West Dorset	4.1	£176.7
Weymouth	1.7	£87.9

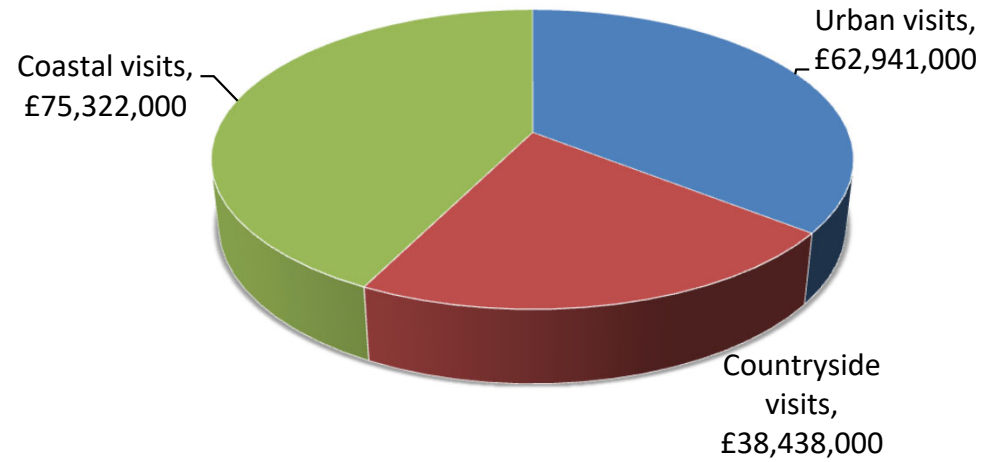
West Dorset - Day visits by location

Total day visits	Total day visit spend
4,122,000	£176,701,000

Day visits



Day visit spend



West Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £41,272,000
- Overseas staying visitors £7,177,000

Totals

£48,449,000 (15%)



Shopping

- UK staying visitors £15,248,000
- Overseas staying visitors £7,919,000
- Day visitors £44,644,000

£67,811,000 (21%)



Food & drink

- UK staying visitors £24,080,000
- Overseas staying visitors £5,264,000
- Day visitors £74,392,000

£103,736,000 (33%)



Attractions/entertainment

- UK staying visitors £11,804,000
- Overseas staying visitors £2,674,000
- Day visitors £19,522,000

£34,000,000 (11%)



Travel

- UK staying visitors £21,161,000
- Overseas staying visitors £2,649,000
- Day visitors £38,143,000

£61,953,000 (20%)

West Dorset – Other visitor related expenditure by category



Second Homes
£1,222,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£5,007,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

West Dorset – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	549	17	565
Retailing	153	294	447
Catering	304	771	1,075
Attractions/entertainment	240	332	572
Transport	78	125	203
Arising from non trip spend	88	0	88
Total Direct	1,411	1,538	2,949

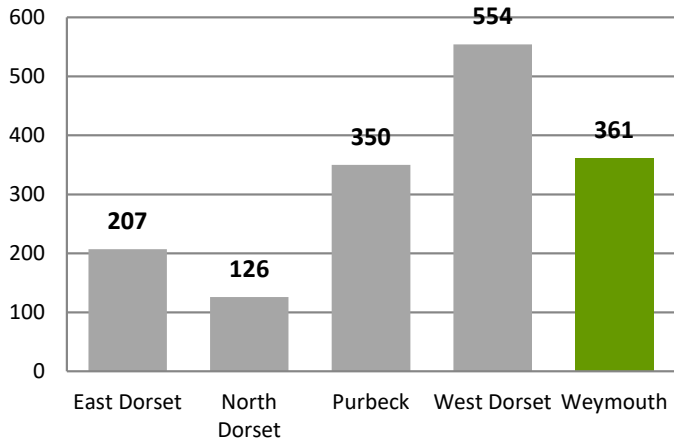
Value of Tourism 2023

Weymouth & Portland

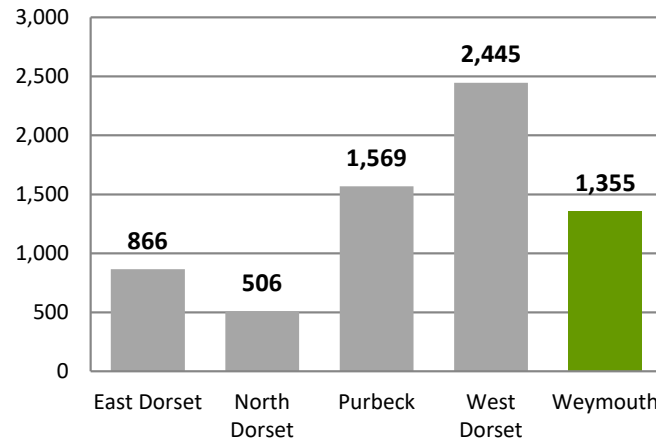
Key Facts	
360,700	Staying visitor trips
1,354,600	Staying visitor nights
£91,592,000	Staying visitor spend
1,682,000	Day visits
£87,922,000	Day visitor spend
£179,514,000	Direct visitor spend
£5,770,744	Other related spend
£185,284,744	TOTAL VISITOR RELATED SPEND
3,393	Estimated actual employment
2,506	FTE employment
11%	Proportion of all employment

Weymouth & Portland - Staying visits in the county context

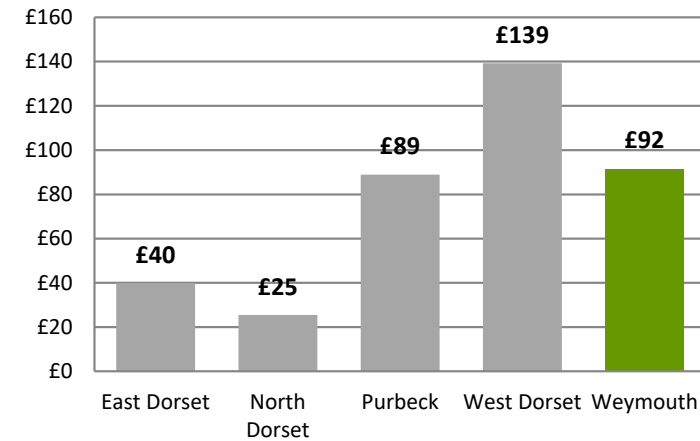
All staying trips (000's)



All staying nights (000's)



All staying spend (£mn)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
East Dorset	187	20	675	191	£31	£9
North Dorset	112	14	368	138	£19	£7
Purbeck	325	25	1,303	266	£73	£16
West Dorset	507	47	2,021	424	£114	£26
Weymouth	335	26	1,130	225	£77	£15

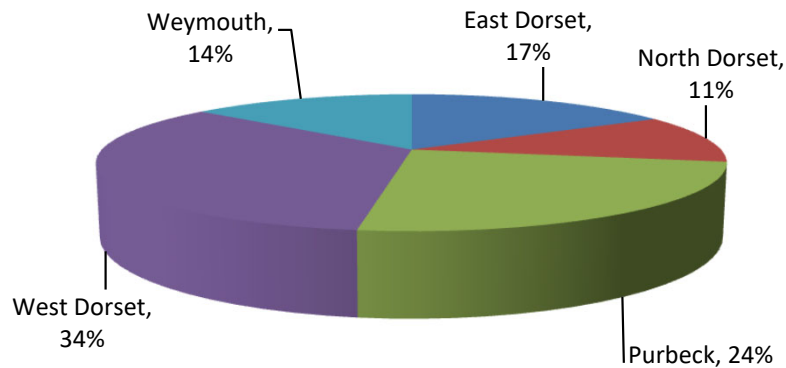
Weymouth & Portland - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	145,000	356,000	£37,122,000
Self catering	30,000	146,000	£11,000,000
Touring caravans /tents	3,000	13,000	£584,000
Static vans/holiday centres	84,000	376,000	£20,556,000
Group/campus	0	1,000	£30,000
Paying guest in private homes	0	0	£0
Second homes	5,000	25,000	£688,000
Boat moorings	5,000	22,000	£1,018,000
Other	2,000	4,000	£161,000
Staying with friends and relatives	59,000	188,000	£5,679,000
Total	335,000	1,130,000	£76,838,000

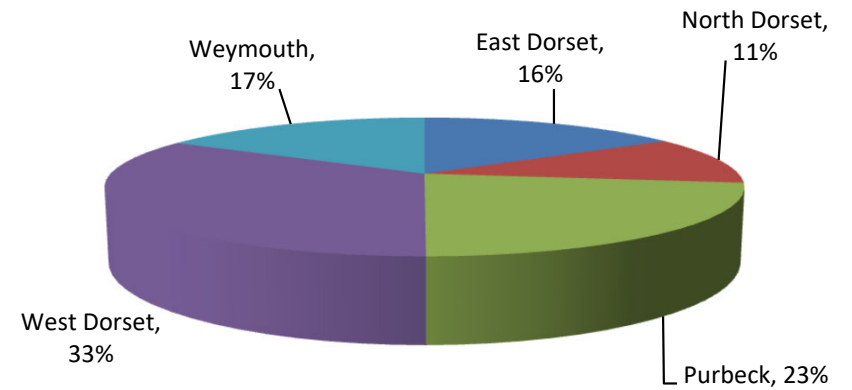
Overseas tourists	Trips	Nights	Spend
Serviced	11,000	51,700	£6,514,000
Self catering	2,600	31,600	£2,187,000
Touring caravans /tents	200	1,300	£70,000
Static vans/holiday centres	600	6,500	£431,000
Group/campus	100	2,300	£139,000
Paying guest in private homes	700	21,800	£1,073,000
Second homes	300	5,900	£270,000
Boat moorings	0	0	£0
Other	800	2,600	£68,000
Staying with friends and relatives	9,400	100,900	£4,000,000
Total	25,700	224,600	£14,754,000

Weymouth & Portland - Day visits in the county context

All day visits



All day visit spend

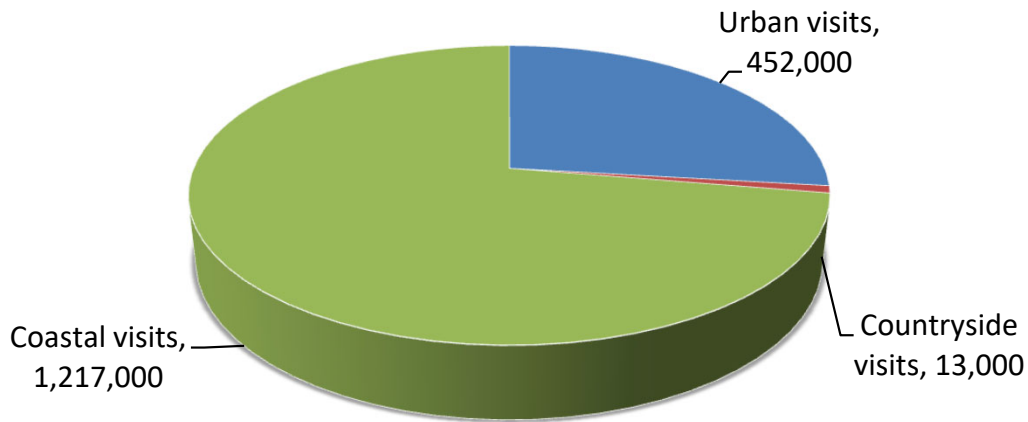


Area	Day visits	Day visit spend
East Dorset	2.0	£84.5
North Dorset	1.4	£58.8
Purbeck	3.0	£120.7
West Dorset	4.1	£176.7
Weymouth	1.7	£87.9

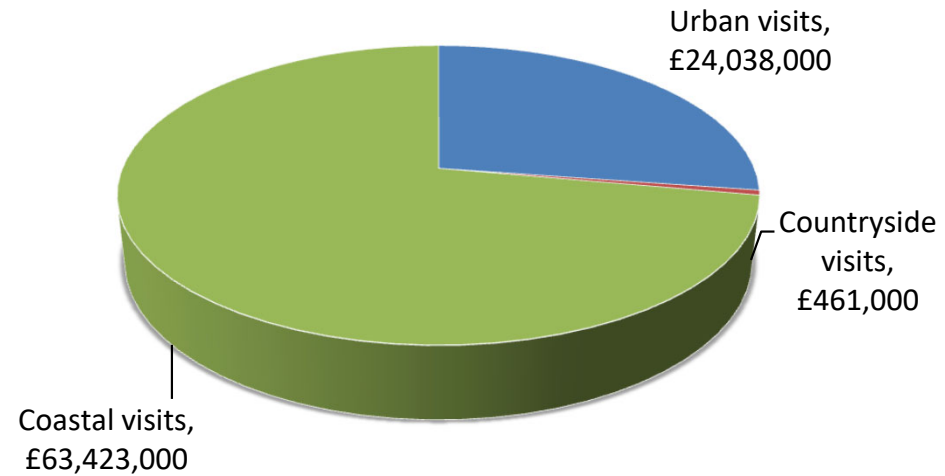
Weymouth & Portland - Day visits by location

Total day visits	Total day visit spend
1,682,000	£87,922,000

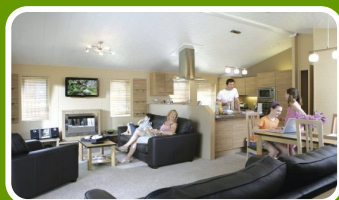
Day visits



Day visit spend



Weymouth & Portland – Direct visitor expenditure by category



Accommodation

- UK staying visitors £27,925,000
- Overseas staying visitors £4,123,000

Totals

£32,048,000 (19%)



Shopping

- UK staying visitors £10,317,000
- Overseas staying visitors £4,549,000
- Day visitors £16,804,000

£31,670,000 (19%)



Food & drink

- UK staying visitors £16,292,000
- Overseas staying visitors £3,024,000
- Day visitors £33,691,000

£53,007,000 (31%)



Attractions/entertainment

- UK staying visitors £7,987,000
- Overseas staying visitors £1,536,000
- Day visitors £7,386,000

£16,909,000 (10%)



Travel

- UK staying visitors £14,318,000
- Overseas staying visitors £1,522,000
- Day visitors £20,109,000

£35,949,000 (21%)

Weymouth & Portland – Other visitor related expenditure by category



Second Homes

£387,000



Boats

£2,186,000



Visiting friends and relatives (non-visitor spend)

£3,198,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Weymouth & Portland – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	383	8	391
Retailing	103	117	220
Catering	211	369	580
Attractions/entertainment	167	133	300
Transport	55	69	124
Arising from non trip spend	81	0	81
Total Direct	1,001	696	1,697