

The Economic Impact of Dorset's Visitor Economy 2020



Dorset and Districts

Produced on behalf of the Dorset Tourism Partnership
By
The South West Research Company Ltd



August 2021



Contents

	Page
Introduction	3
Dorset data	5
Bournemouth data	26
Christchurch data	35
East Dorset data	44
North Dorset data	53
Poole data	62
Purbeck data	71
West Dorset data	80
Weymouth & Portland data	89



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 2020, a year during which tourism was severely affected by the Coronavirus pandemic (Covid-19).

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 2020, including key facts about the economy, weather and key events please see Appendix 2 of this report.



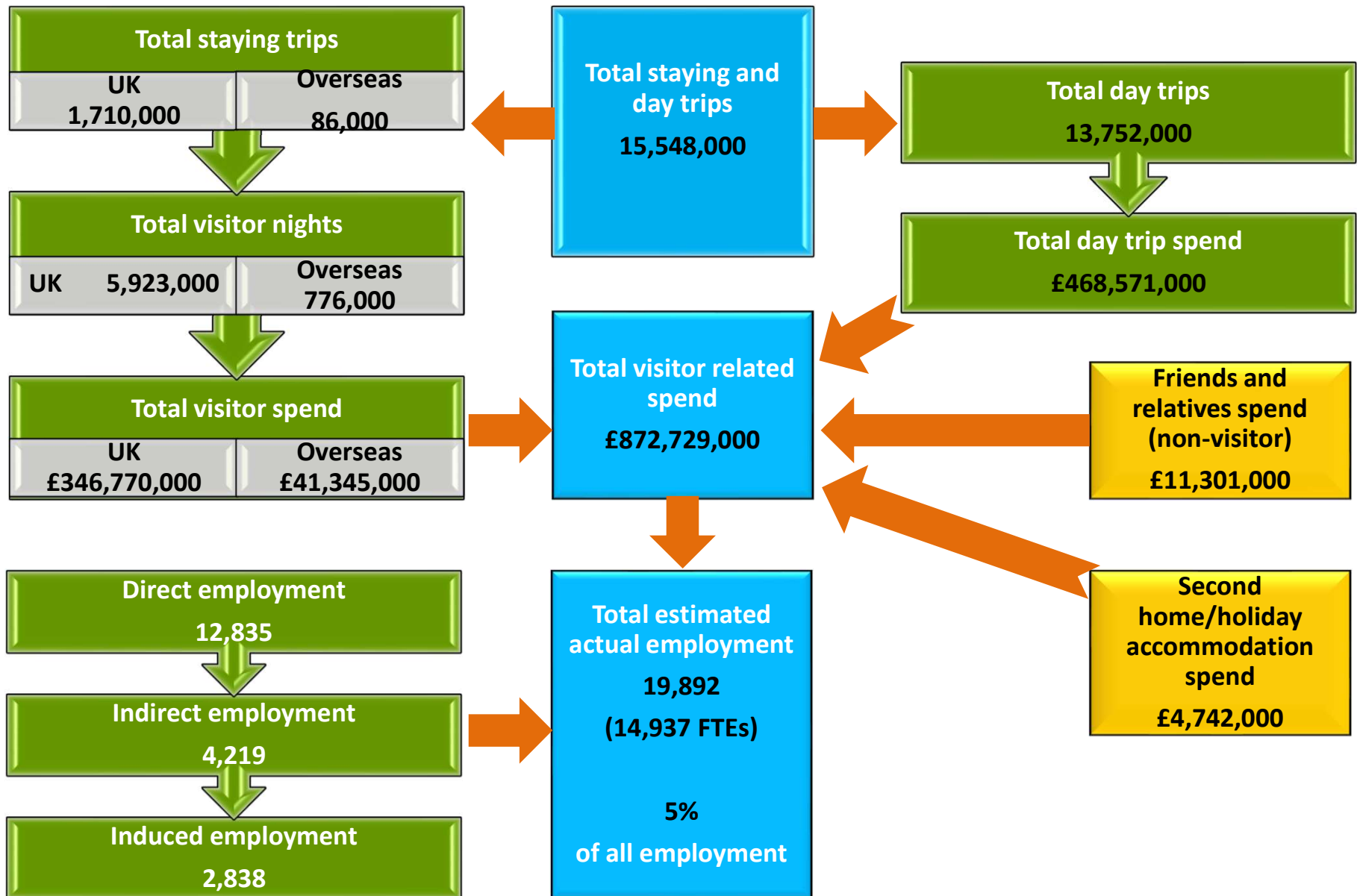
Dorset – Methodology note

This year's outputs are for the Covid hit year of 2020 and as a result our approach to the project needed to change. There has been very limited national survey data available for the subject year due to the pandemic and certainly nothing at a regional level or below, so as a result 2019 outputs were used as the foundation from which 2020 outputs were estimated.

Covid impact data was gathered by TSWRC from February 2020 onwards which was used alongside other local survey data and national level outputs and forecasts and applied to the 2019 outputs for each area to model the 2020 input data. Once the input data was calculated the Cambridge Model was then used to produce the outputs for 2020 and as such, they are comparable with previous years whilst noting the changes above.

Employment figures show a large decrease compared to the 2019 data. However, many more tourism jobs will have been supported by Government support schemes in place in 2020 due to the pandemic e.g. furlough scheme. So the 2020 figure is an estimate of jobs supported by the 2020 visitor spend rather than an actual change in the employment numbers when compared to previous years.

Dorset - Key facts at a glance



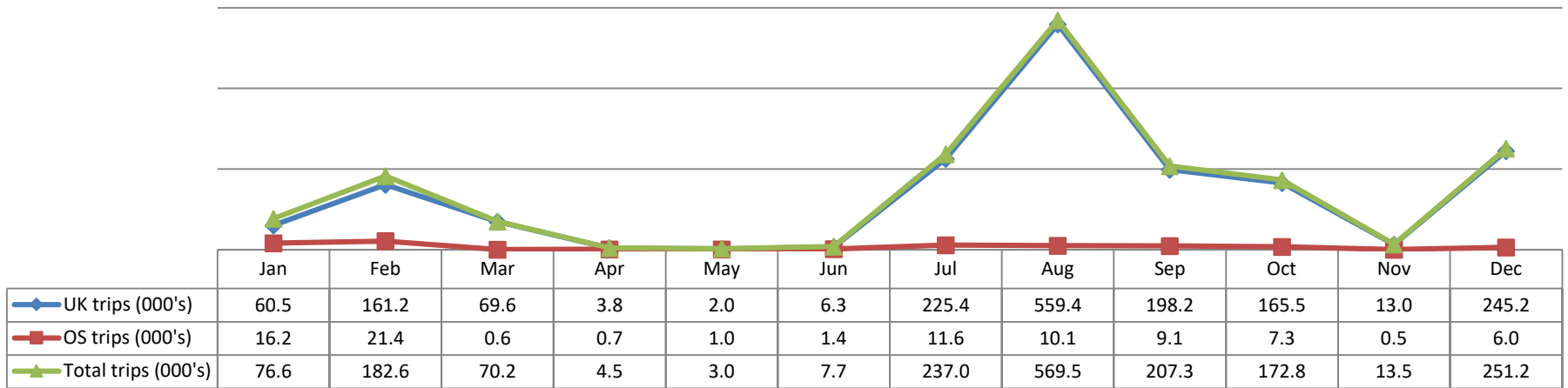
Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	674,000	1,652,000	£143,095,000
Self catering	219,000	1,043,000	£64,419,000
Touring caravans /tents	250,000	1,086,000	£38,775,000
Static vans/holiday centres	229,000	1,023,000	£44,722,000
Group/campus	3,000	10,000	£514,000
Paying guest in private homes	0	0	£0
Second homes	37,000	121,000	£6,032,000
Boat moorings	12,000	41,000	£2,054,000
Other	8,000	26,000	£1,304,000
Staying with friends and relatives	278,000	921,000	£45,859,000
Total	1,710,000	5,923,000	£346,770,000

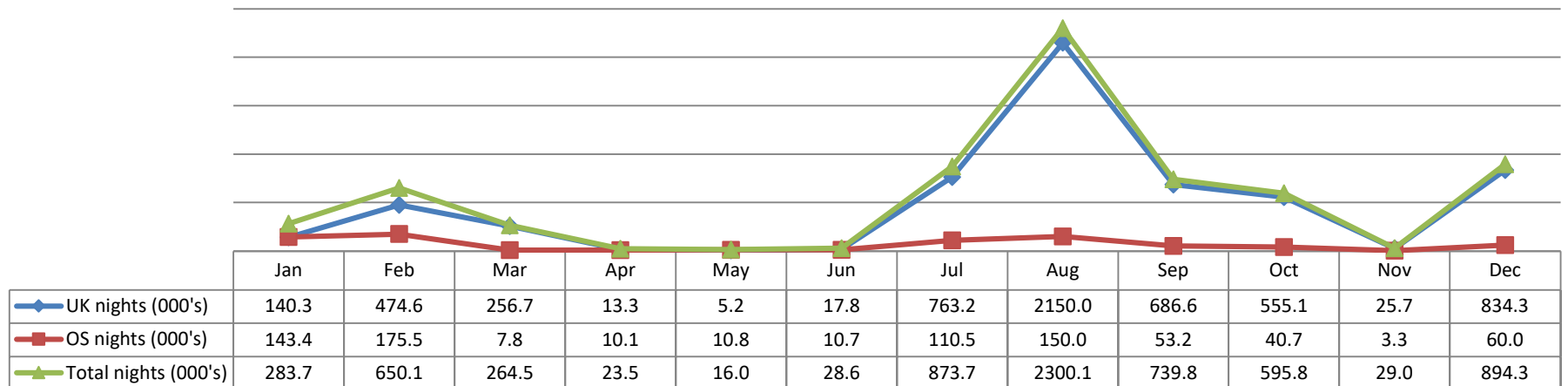
Overseas tourists	Trips	Nights	Spend
Serviced	35,000	204,000	£15,219,000
Self catering	4,000	60,000	£3,373,000
Touring caravans /tents	6,000	52,000	£2,055,000
Static vans/holiday centres	0	4,000	£198,000
Group/campus	2,000	20,000	£893,000
Paying guest in private homes	15,000	164,000	£7,391,000
Second homes	2,000	21,000	£924,000
Boat moorings	0	0	£0
Other	1,000	13,000	£594,000
Staying with friends and relatives	21,000	238,000	£10,697,000
Total	86,000	776,000	£41,345,000

Dorset- Estimated seasonality of staying visits

Seasonality - trips

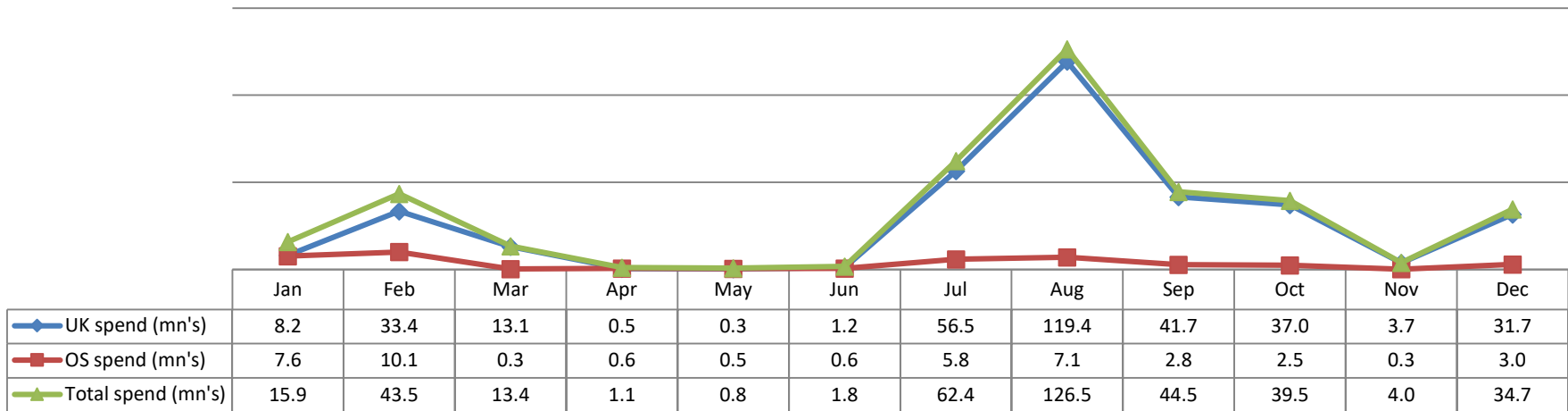


Seasonality - nights



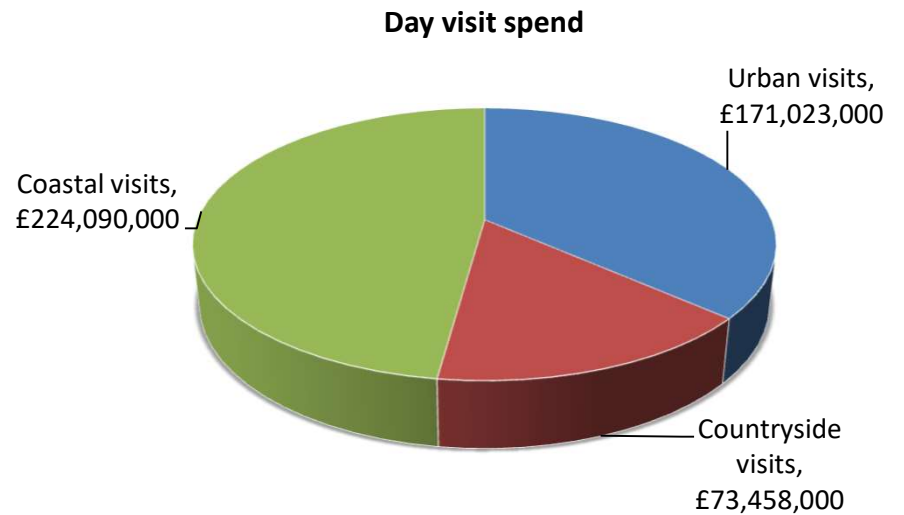
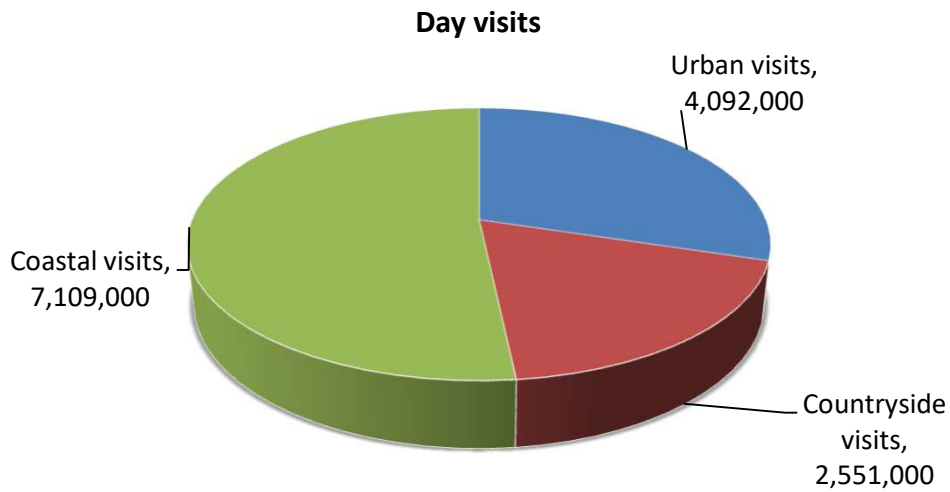
Dorset - Estimated seasonality of staying visits

Seasonality - spend



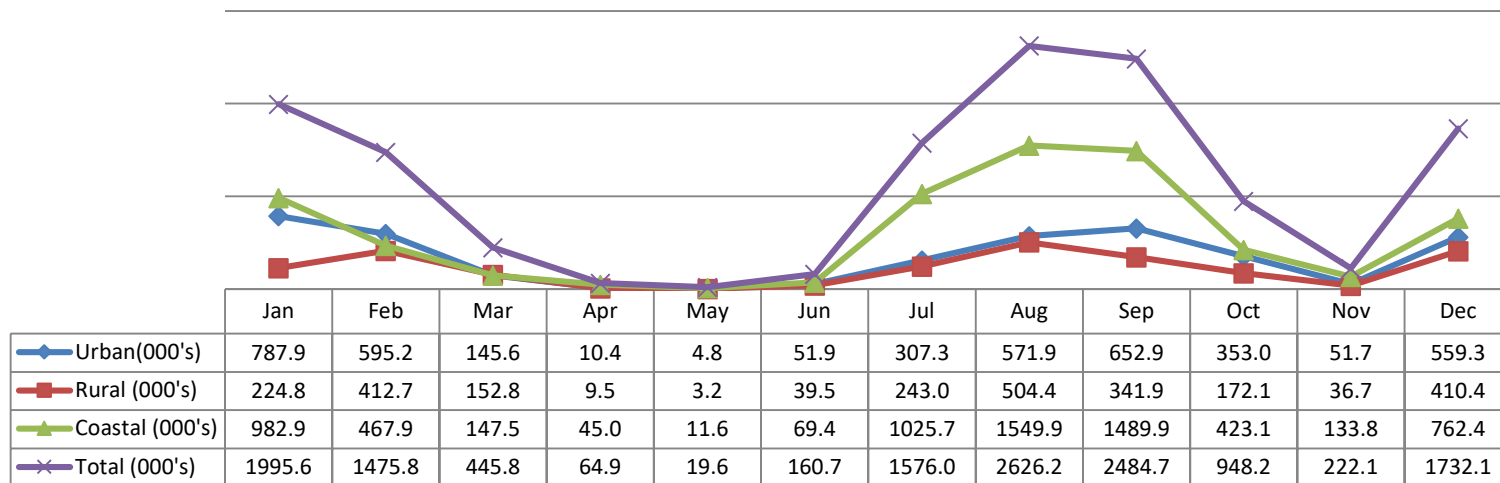
Dorset - Day visits by location

Total day visits	Total day visit spend
13,752,000	£468,571,000

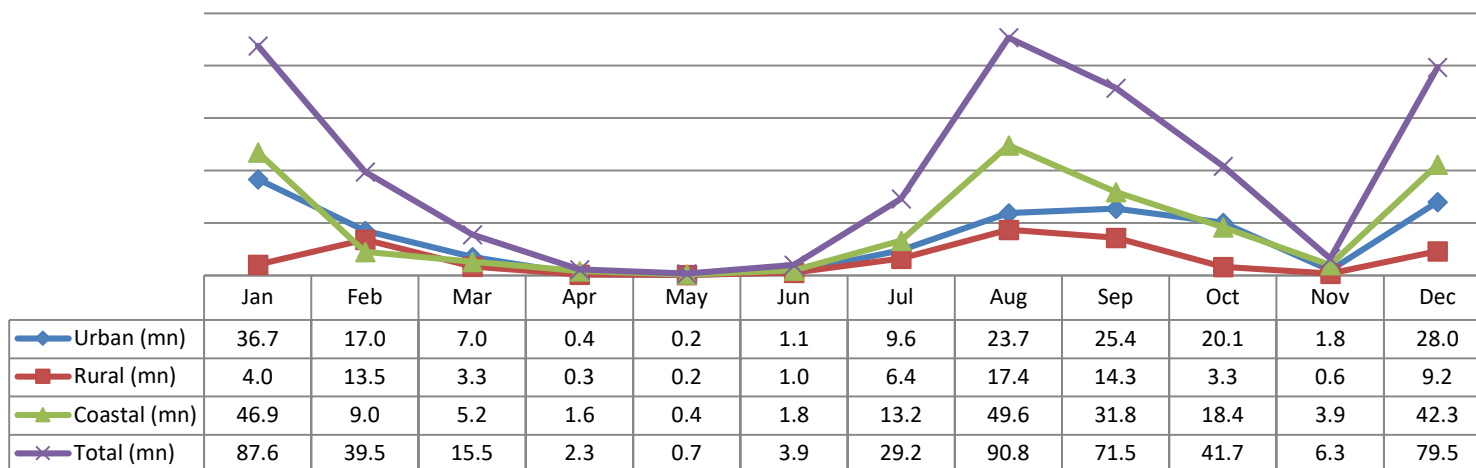


Dorset - Estimated seasonality of day visits

Seasonality - day visits (000's)



Seasonality - day visit spend (millions)



Dorset - 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 – Direct visitor expenditure by category



Accommodation

- UK staying visitors £144,090,000
- Overseas staying visitors £13,245,000

Totals

£157,335,000 (18%)



Shopping

- UK staying visitors £44,343,000
- Overseas staying visitors £12,142,000
- Day visitors £136,238,000

£192,723,000 (22%)



Food & drink

- UK staying visitors £77,397,000
- Overseas staying visitors £8,919,000
- Day visitors £213,422,000

£299,738,000 (35%)



Attractions/entertainment

- UK staying visitors £31,765,000
- Overseas staying visitors £3,793,000
- Day visitors £44,828,000

£80,386,000 (9%)



Travel

- UK staying visitors £49,178,000
- Overseas staying visitors £3,246,000
- Day visitors £74,083,000

£126,507,000 (15%)

Dorset – Other visitor related expenditure by category



Second Homes
£2,031,000



Boats
£2,711,000



Visiting friends and relatives (non-visitor spend)
£11,301,000

- 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 – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£159,061,000	£4,178,000	£163,239,000
Retailing	£55,921,000	£132,022,000	£187,943,000
Catering	£83,727,000	£202,638,000	£286,365,000
Attractions/entertainment	£36,986,000	£47,301,000	£84,287,000
Transport	£31,454,000	£43,509,000	£74,963,000
Arising from non trip spend	£16,042,926	£0	£16,042,926
Total Direct	£383,191,926	£429,648,000	£812,839,926

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£383,191,926	£429,648,000	£812,839,926
Supplier and income induced	£213,718,000	£184,479,000	£398,197,000
Total	£596,909,926	£614,127,000	£1,211,036,926

Dorset – 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).

Employment figures show a large decrease compared to the 2019 data. However, many more tourism jobs will have been supported by Government support schemes in place in 2020 due to the pandemic e.g. furlough scheme. So the 2020 figure is an estimate of jobs supported by the 2020 visitor spend rather than an actual change in the employment numbers when compared to previous years.

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	1,982	52	2,034
Retailing	409	966	1,376
Catering	987	2,389	3,376
Attractions/entertainment	550	703	1,253
Transport	192	266	458
Arising from non trip spend	249	0	249
Total Direct	4,370	4,376	8,746

Impacts of Covid-19



Dorset – Impacts on staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	-40%	-43%	-52%
Self catering	-30%	-33%	-43%
Touring caravans /tents	-40%	-45%	-43%
Static vans/holiday centres	-36%	-34%	-43%
Group/campus	-57%	-44%	-49%
Paying guest in private homes	0%	0%	0%
Second homes	-59%	-70%	-49%
Boat moorings	-37%	-49%	-49%
Other	-77%	-53%	-49%
Staying with friends and relatives	-70%	-68%	-49%
Total	-48%	-48%	-48%

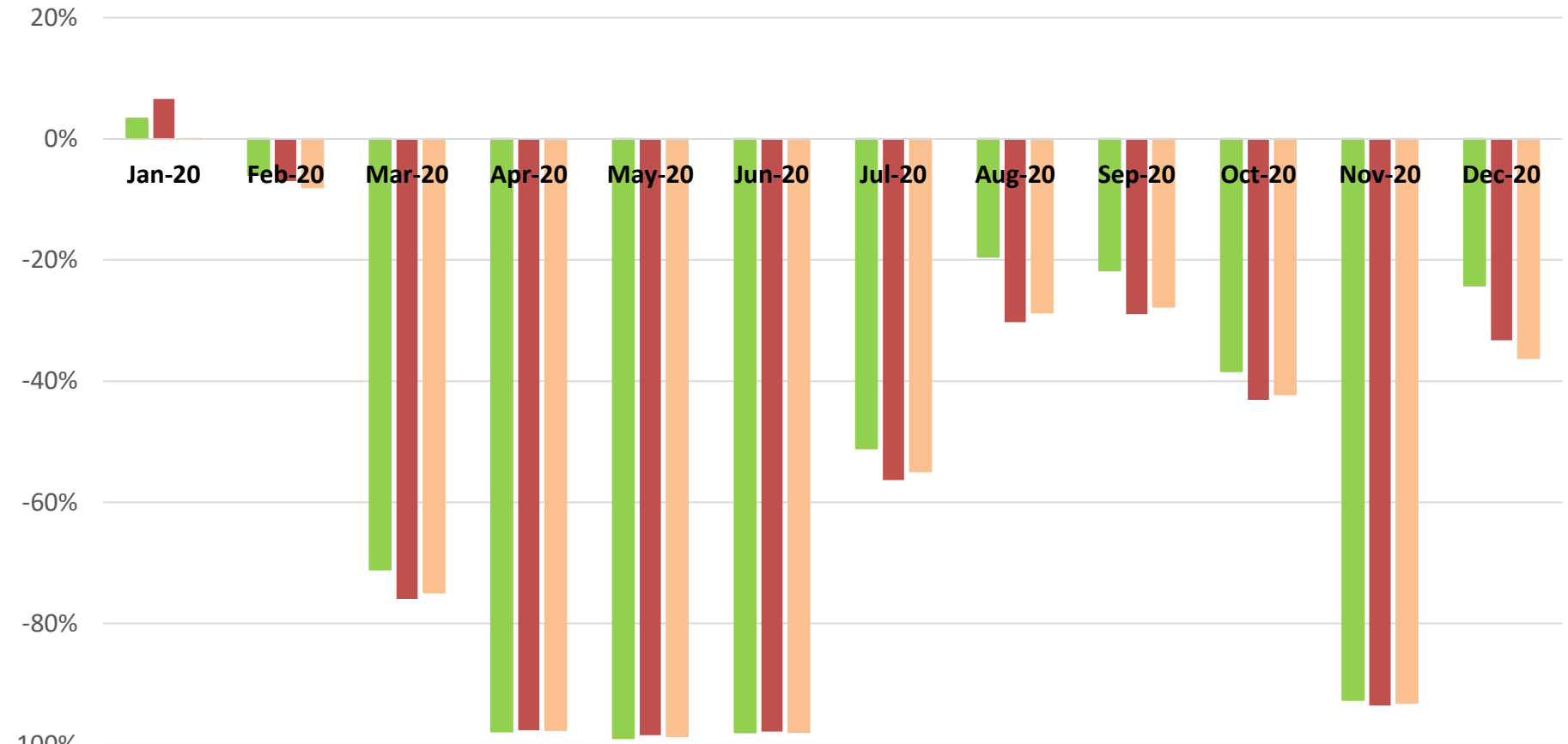
Overseas tourists	Trips	Nights	Spend
Serviced	-78%	-73%	-81%
Self catering	-75%	-68%	-78%
Touring caravans /tents	-75%	-68%	-78%
Static vans/holiday centres	-100%	-73%	-78%
Group/campus	0%	-63%	-80%
Paying guest in private homes	-35%	-74%	-80%
Second homes	-33%	-69%	-80%
Boat moorings	0%	0%	0%
Other	-91%	-85%	-80%
Staying with friends and relatives	-82%	-82%	-80%
Total	-76%	-76%	-80%

Dorset – Impacts on staying visits by accommodation type

All staying visits	Trips	Nights	Spend
Serviced	-45%	-49%	-58%
Self catering	-32%	-37%	-47%
Touring caravans /tents	-42%	-47%	-47%
Static vans/holiday centres	-36%	-34%	-44%
Group/campus	-44%	-58%	-74%
Paying guest in private homes	-35%	-74%	-80%
Second homes	-59%	-70%	-58%
Boat moorings	-37%	-49%	-49%
Other	-80%	-72%	-66%
Staying with friends and relatives	-71%	-72%	-61%
Total	-51%	-54%	-56%

Dorset – Staying visits impacts by month

Proportions of anticipated staying visitor measures lost

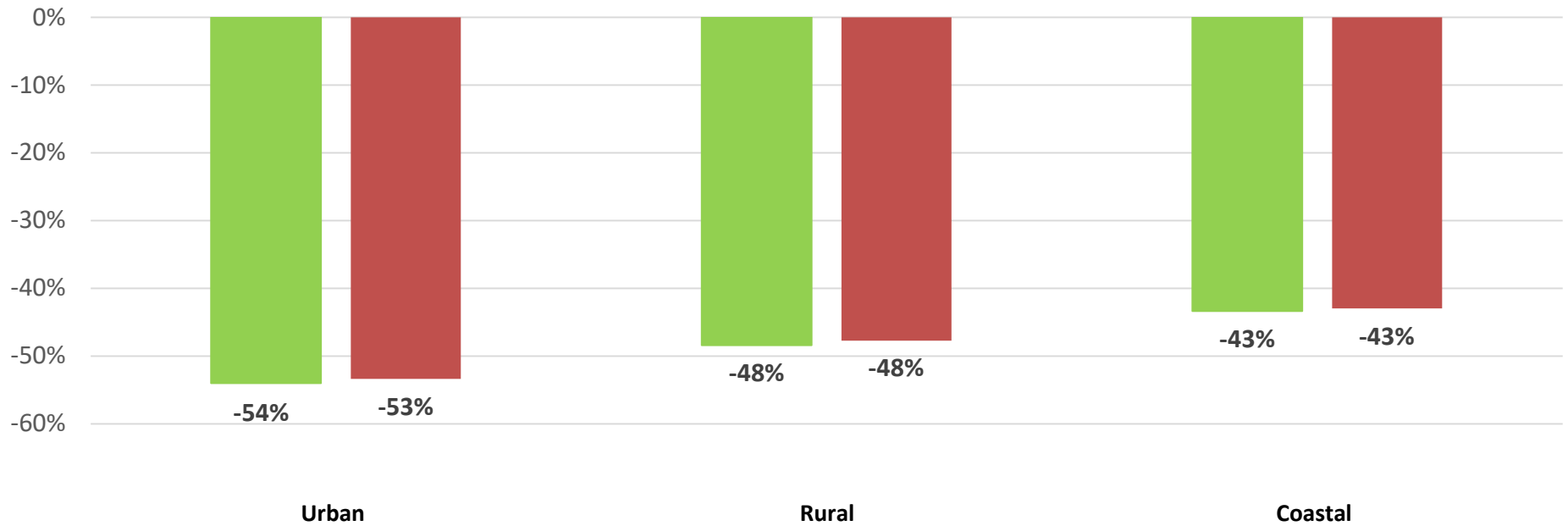


	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
Trips	3%	-6%	-71%	-98%	-99%	-98%	-51%	-19%	-22%	-38%	-93%	-24%
Nights	7%	-7%	-76%	-98%	-98%	-98%	-56%	-30%	-29%	-43%	-94%	-33%
Spend	0%	-8%	-75%	-98%	-99%	-98%	-55%	-29%	-28%	-42%	-93%	-36%

Dorset – Impacts on day visits by location

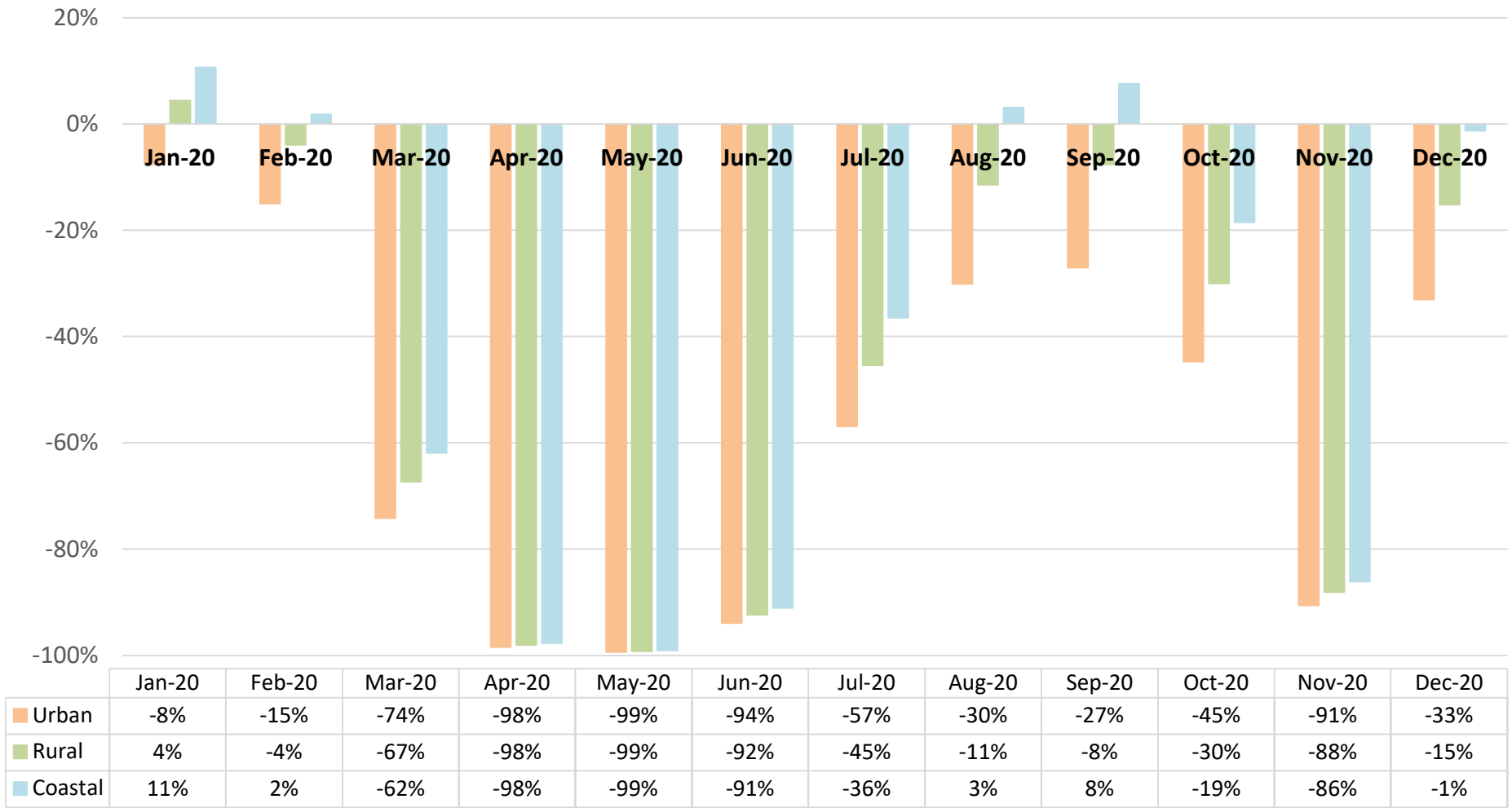
Total day visits	Total day visit spend
-48%	-48%

Proportion of anticipated visits and turnover lost



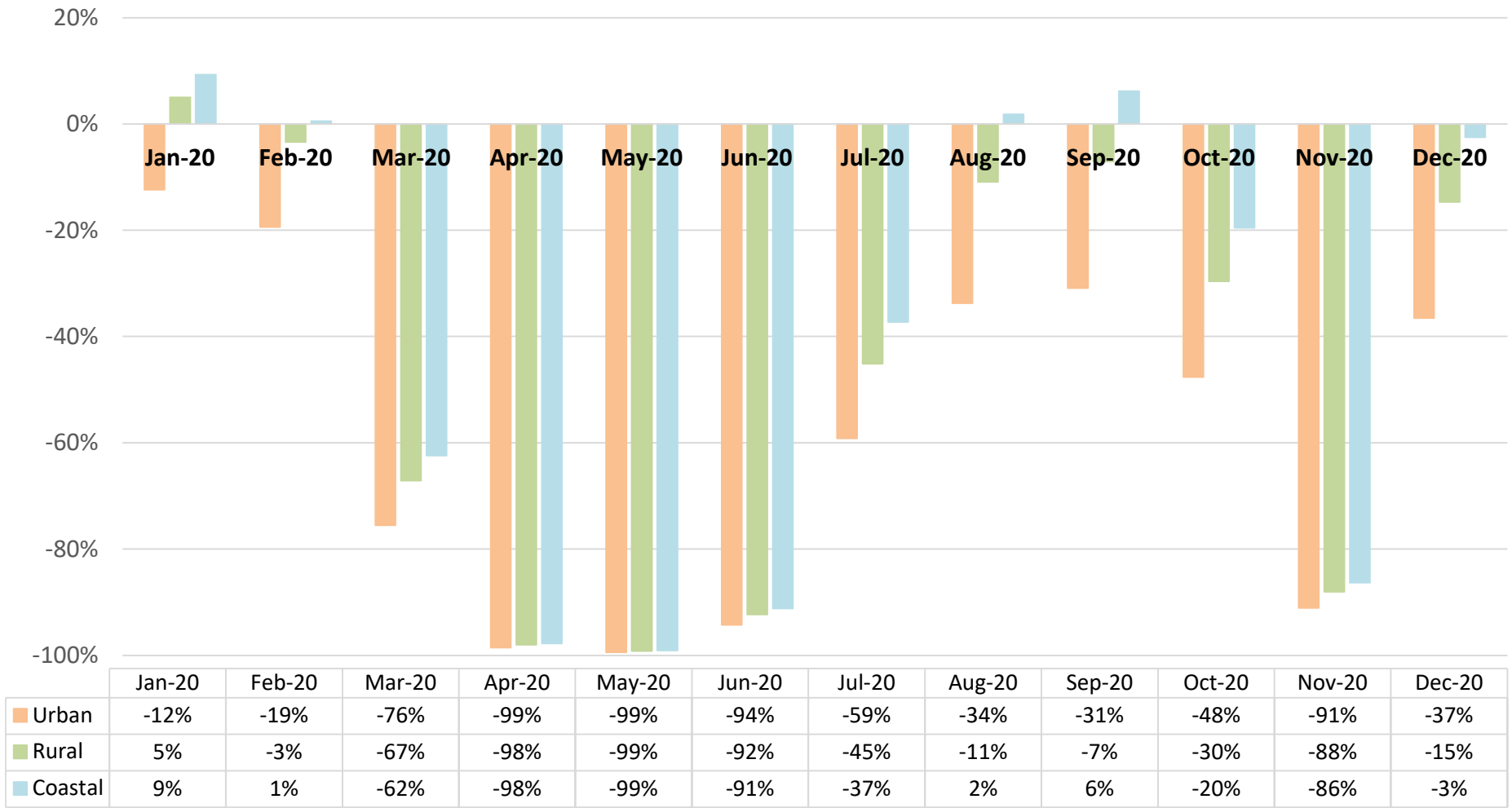
Dorset – Day visits volume impacts by month and location type

Proportions of anticipated day visits change



Dorset – Day visits spend impacts by month and location type

Proportions of anticipated day visits spend change



Dorset – Impacts on business turnover

Decrease in turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£150,542,000	£3,571,000	£154,113,000
Retailing	£88,446,000	£89,782,000	£178,228,000
Catering	£103,635,000	£173,205,000	£276,840,000
Attractions/entertainment	£61,885,000	£57,402,000	£119,287,000
Transport	£47,827,000	£49,619,000	£97,446,000
Arising from non trip spend	£36,321,000	£0	£36,321,000
Total Direct	£488,656,000	£373,579,000	£862,235,000

Decrease in total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£488,656,000	£373,579,000	£862,235,000
Supplier and income induced	£250,960,000	£161,418,000	£412,378,000
Total	£739,616,000	£534,997,000	£1,274,613,000

District data

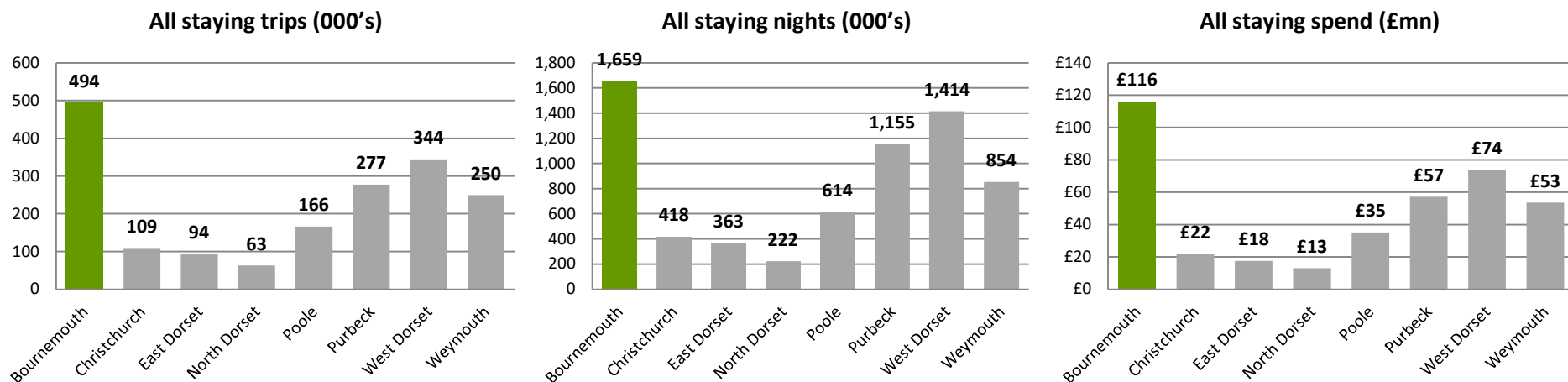


Value of Tourism 2020

Bournemouth

Key Facts	
494,000	Staying visitor trips
1,659,000	Staying visitor nights
£115,981,000	Staying visitor spend
3,131,000	Day visits
£110,669,000	Day visitor spend
£226,650,000	Direct visitor spend
£1,809,000	Other related spend
£228,459,000	TOTAL VISITOR RELATED SPEND
4,681	Estimated actual employment
3,448	FTE employment
4%	Proportion of all employment

Bournemouth - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	450	44	1,273	386	£94	£22
Christchurch	105	4	383	35	£20	£2
East Dorset	90	4	326	37	£16	£2
North Dorset	60	3	197	25	£12	£1
Poole	160	6	549	65	£32	£3
Purbeck	269	8	1,081	74	£54	£3
West Dorset	333	11	1,315	99	£69	£5
Weymouth	243	7	799	55	£50	£3

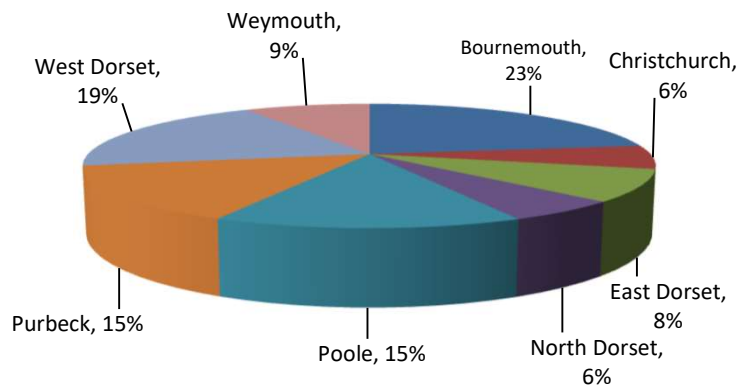
Bournemouth - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	344,000	881,000	£74,112,000
Self catering	16,000	79,000	£4,722,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£14,000
Paying guest in private homes	0	0	£0
Second homes	6,000	22,000	£1,073,000
Boat moorings	0	0	£0
Other	2,000	8,000	£390,000
Staying with friends and relatives	82,000	283,000	£13,702,000
Total	450,000	1,273,000	£94,011,000

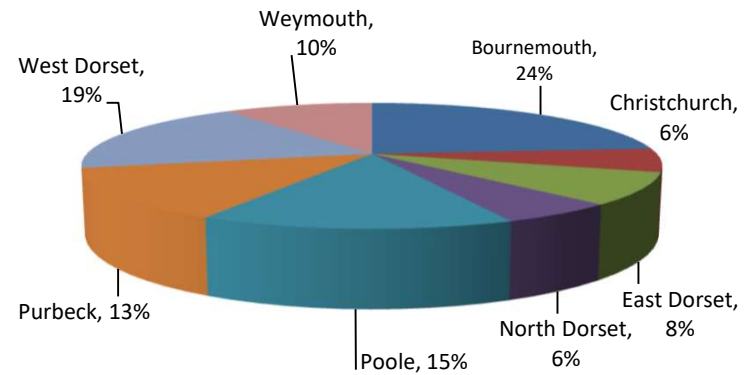
Overseas tourists	Trips	Nights	Spend
Serviced	23,000	139,000	£10,589,000
Self catering	0	6,000	£362,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	1,000	£35,000
Paying guest in private homes	11,000	127,000	£5,801,000
Second homes	0	5,000	£241,000
Boat moorings	0	0	£0
Other	0	6,000	£260,000
Staying with friends and relatives	9,000	102,000	£4,682,000
Total	44,000	386,000	£21,970,000

Bournemouth - Day visits in the county context

All day visits



All day visit spend

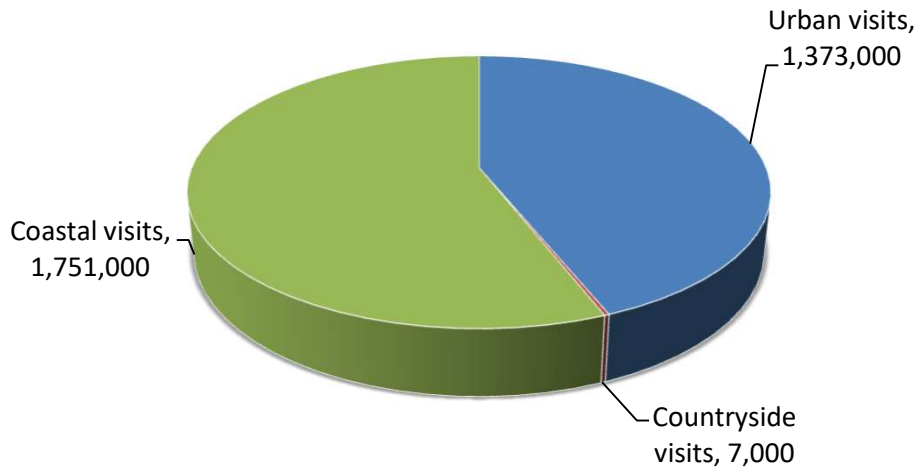


Area	Day visits	Day visit spend
Bournemouth	3.1	£110.7
Christchurch	0.8	£28.3
East Dorset	1.1	£38.3
North Dorset	0.8	£26.2
Poole	2.0	£68.7
Purbeck	2.0	£62.5
West Dorset	2.7	£87.1
Weymouth	1.2	£46.8

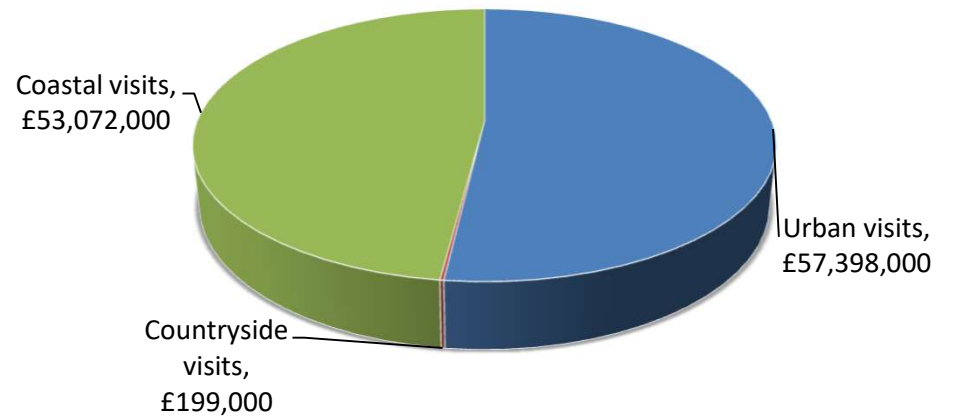
Bournemouth - Day visits by location

Total day visits	Total day visit spend
3,131,000	£110,669,000

Day visits



Day visit spend



Bournemouth – Direct visitor expenditure by category



Accommodation

- UK staying visitors £39,063,000
- Overseas staying visitors £7,038,000

Totals

£46,101,000 (20%)



Shopping

- UK staying visitors £12,022,000
- Overseas staying visitors £6,452,000
- Day visitors £35,682,000

£54,156,000 (24%)



Food & drink

- UK staying visitors £20,982,000
- Overseas staying visitors £4,740,000
- Day visitors £48,969,000

£74,691,000 (33%)



Attractions/entertainment

- UK staying visitors £8,612,000
- Overseas staying visitors £2,016,000
- Day visitors £9,370,000

£19,998,000 (9%)



Travel

- UK staying visitors £13,332,000
- Overseas staying visitors £1,725,000
- Day visitors £16,649,000

£31,706,000 (14%)

Bournemouth – Other visitor related expenditure by category



Second Homes
£302,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£1,507,000

- 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.

Bournemouth – 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	568	12	579
Retailing	131	253	383
Catering	287	547	835
Attractions/entertainment	161	148	309
Transport	54	60	113
Arising from non trip spend	28	0	28
Total Direct	1,228	1,020	2,248

Bournemouth – Impacts of Covid-19

Staying visitor measures % change compared to 2019	Trips	Nights	Spend
UK staying visitors	-48%	-48%	-48%
Overseas staying visitors	-76%	-76%	-80%
All staying visitors	-53%	-59%	-60%

Day visitor measures % change compared to 2019	Trips	Spend
Urban day visitors	-54%	-53%
Countryside day visitors	-46%	-48%
Coastal day visitors	-43%	-43%
All day visitors	-49%	-49%

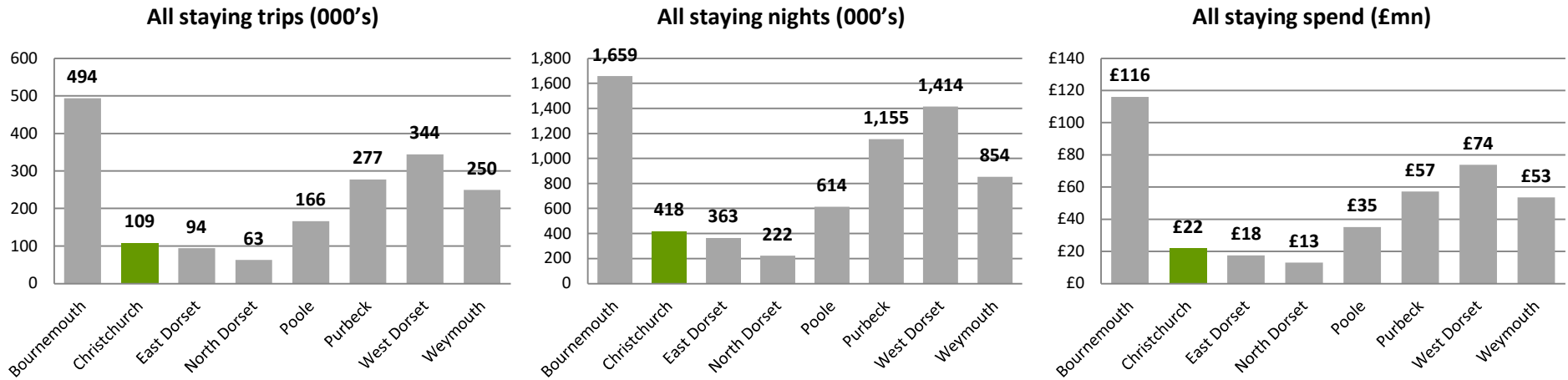
Business turnover change compared to 2019	Staying visitor related	Day visitor related	Total visitor related
Value lost	£245,491,000	£125,284,000	£370,775,000

Value of Tourism 2020

Christchurch

Key Facts	
109,000	Staying visitor trips
418,000	Staying visitor nights
£21,890,000	Staying visitor spend
837,000	Day visits
£28,251,000	Day visitor spend
£50,141,000	Direct visitor spend
£599,297	Other related spend
£50,740,297	TOTAL VISITOR RELATED SPEND
1,075	Estimated actual employment
792	FTE employment
4%	Proportion of all employment

Christchurch - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	450	44	1,273	386	£94	£22
Christchurch	105	4	383	35	£20	£2
East Dorset	90	4	326	37	£16	£2
North Dorset	60	3	197	25	£12	£1
Poole	160	6	549	65	£32	£3
Purbeck	269	8	1,081	74	£54	£3
West Dorset	333	11	1,315	99	£69	£5
Weymouth	243	7	799	55	£50	£3

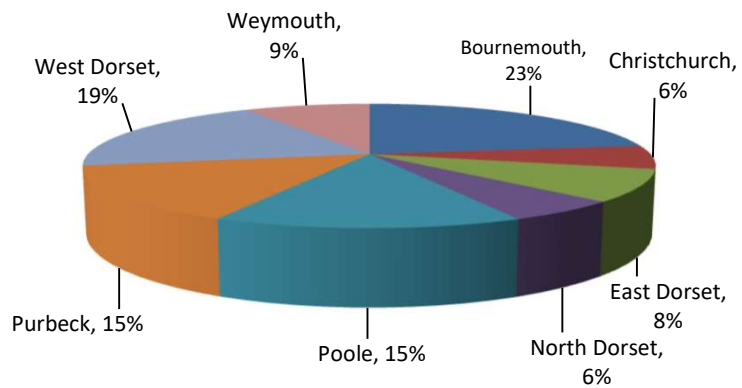
Christchurch - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	29,000	70,000	£6,101,000
Self catering	4,000	20,000	£1,221,000
Touring caravans /tents	12,000	51,000	£1,829,000
Static vans/holiday centres	39,000	173,000	£7,603,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	3,000	10,000	£499,000
Boat moorings	1,000	2,000	£96,000
Other	0	2,000	£79,000
Staying with friends and relatives	17,000	56,000	£2,790,000
Total	105,000	383,000	£20,219,000

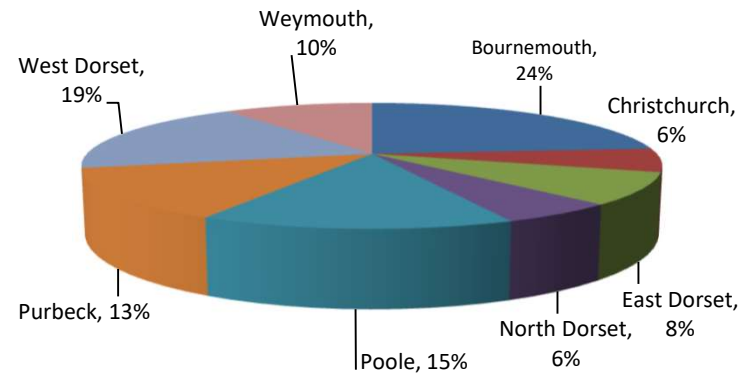
Overseas tourists	Trips	Nights	Spend
Serviced	1,000	5,000	£351,000
Self catering	0	1,000	£59,000
Touring caravans /tents	0	2,000	£93,000
Static vans/holiday centres	0	1,000	£32,000
Group/campus	0	0	£0
Paying guest in private homes	1,000	12,000	£528,000
Second homes	0	2,000	£67,000
Boat moorings	0	0	£0
Other	0	1,000	£29,000
Staying with friends and relatives	1,000	12,000	£514,000
Total	4,000	35,000	£1,671,000

Christchurch - Day visits in the county context

All day visits



All day visit spend

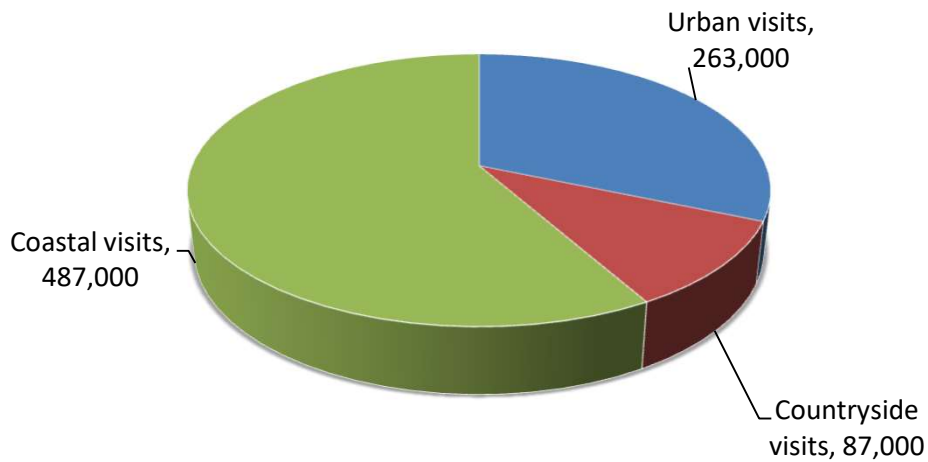


Area	Day visits	Day visit spend
Bournemouth	3.1	£110.7
Christchurch	0.8	£28.3
East Dorset	1.1	£38.3
North Dorset	0.8	£26.2
Poole	2.0	£68.7
Purbeck	2.0	£62.5
West Dorset	2.7	£87.1
Weymouth	1.2	£46.8

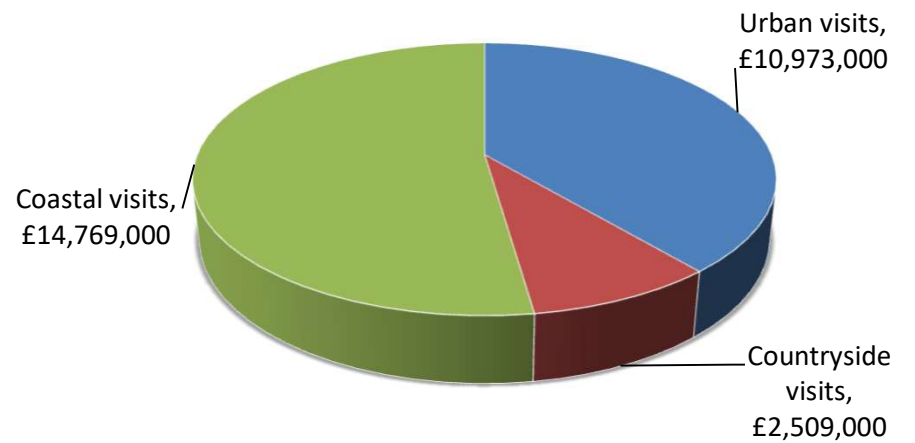
Christchurch - Day visits by location

Total day visits	Total day visit spend
837,000	£28,251,000

Day visits



Day visit spend



Christchurch – Direct visitor expenditure by category



Accommodation

- UK staying visitors £8,401,000
- Overseas staying visitors £535,000

Totals

£8,936,000 (18%)



Shopping

- UK staying visitors £2,585,000
- Overseas staying visitors £491,000
- Day visitors £8,180,000

£11,256,000 (22%)



Food & drink

- UK staying visitors £4,513,000
- Overseas staying visitors £361,000
- Day visitors £12,912,000

£17,786,000 (35%)



Attractions/entertainment

- UK staying visitors £1,852,000
- Overseas staying visitors £153,000
- Day visitors £2,574,000

£4,579,000 (9%)



Travel

- UK staying visitors £2,867,000
- Overseas staying visitors £131,000
- Day visitors £4,584,000

£7,582,000 (15%)

Christchurch – Other visitor related expenditure by category



Second Homes
£174,000



Boats
£127,000



Visiting friends and relatives (non-visitor spend)
£298,000

- 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.

Christchurch – 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	115	3	118
Retailing	23	60	83
Catering	57	150	207
Attractions/entertainment	32	42	74
Transport	11	17	28
Arising from non trip spend	9	0	9
Total Direct	246	273	519

Christchurch – Impacts of Covid-19

Staying visitor measures % change compared to 2019	Trips	Nights	Spend
UK staying visitors	-49%	-48%	-48%
Overseas staying visitors	-71%	-77%	-80%
All staying visitors	-50%	-53%	-54%

Day visitor measures % change compared to 2019	Trips	Spend
Urban day visitors	-54%	-53%
Countryside day visitors	-49%	-48%
Coastal day visitors	-43%	-43%
All day visitors	-48%	-48%

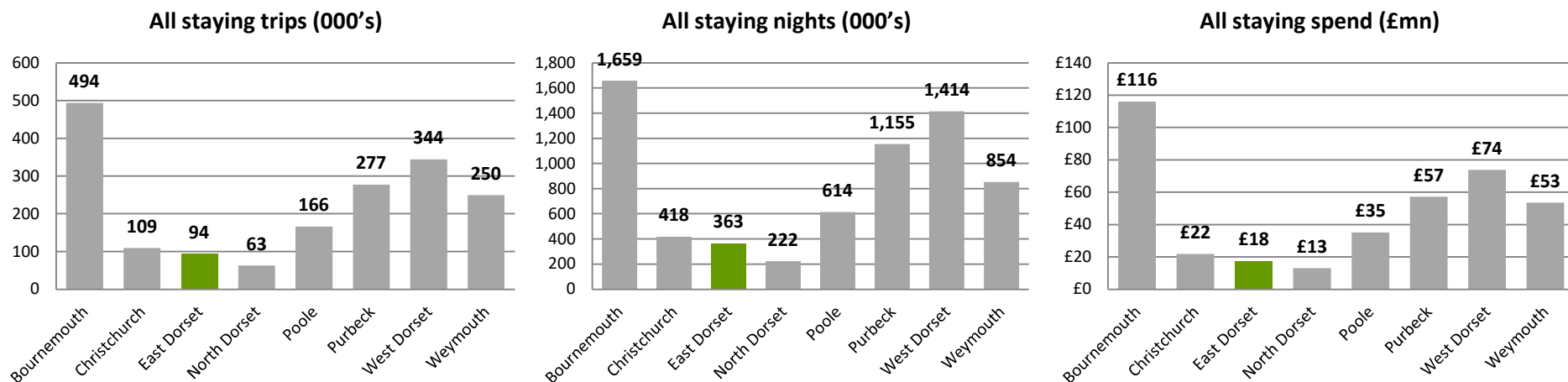
Business turnover change compared to 2019	Staying visitor related	Day visitor related	Total visitor related
Value lost	£36,861,000	£31,193,000	£68,054,000

Value of Tourism 2020

East Dorset

Key Facts	
94,000	Staying visitor trips
363,000	Staying visitor nights
£17,574,000	Staying visitor spend
1,144,000	Day visits
£38,326,000	Day visitor spend
£55,900,000	Direct visitor spend
£602,000	Other related spend
£56,502,000	TOTAL VISITOR RELATED SPEND
988	Estimated actual employment
709	FTE employment
2%	Proportion of all employment

East Dorset - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	450	44	1,273	386	£94	£22
Christchurch	105	4	383	35	£20	£2
East Dorset	90	4	326	37	£16	£2
North Dorset	60	3	197	25	£12	£1
Poole	160	6	549	65	£32	£3
Purbeck	269	8	1,081	74	£54	£3
West Dorset	333	11	1,315	99	£69	£5
Weymouth	243	7	799	55	£50	£3

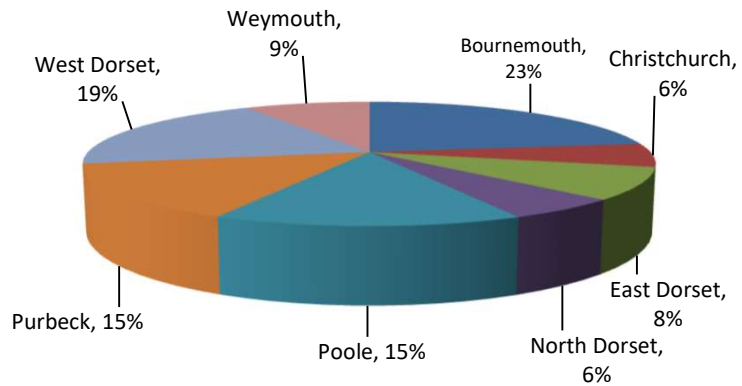
East Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	16,000	38,000	£3,304,000
Self catering	4,000	19,000	£1,153,000
Touring caravans /tents	31,000	133,000	£4,771,000
Static vans/holiday centres	7,000	30,000	£1,325,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	1,000	4,000	£188,000
Boat moorings	0	0	£0
Other	1,000	3,000	£143,000
Staying with friends and relatives	31,000	100,000	£5,019,000
Total	90,000	326,000	£15,904,000

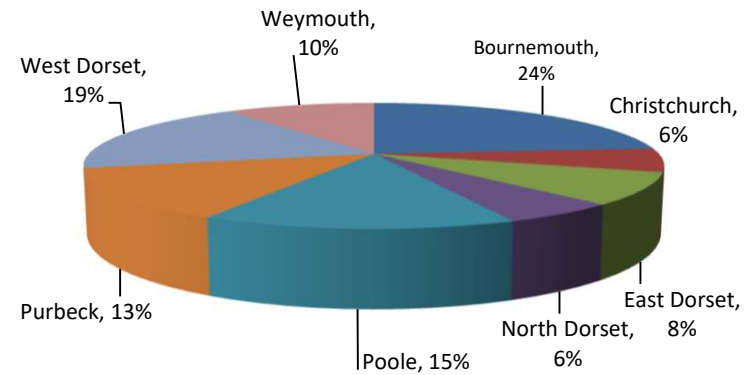
Overseas tourists	Trips	Nights	Spend
Serviced	0	3,000	£190,000
Self catering	0	1,000	£56,000
Touring caravans /tents	1,000	6,000	£242,000
Static vans/holiday centres	0	0	£6,000
Group/campus	0	0	£0
Paying guest in private homes	0	4,000	£176,000
Second homes	0	1,000	£25,000
Boat moorings	0	0	£0
Other	0	1,000	£51,000
Staying with friends and relatives	2,000	21,000	£924,000
Total	4,000	37,000	£1,670,000

East Dorset - Day visits in the county context

All day visits



All day visit spend

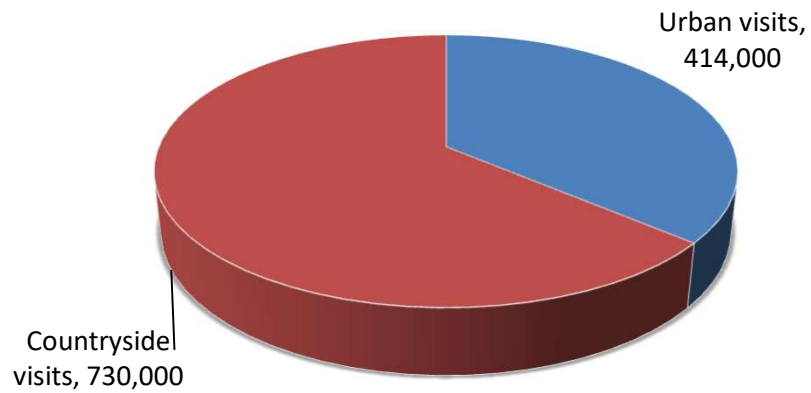


Area	Day visits	Day visit spend
Bournemouth	3.1	£110.7
Christchurch	0.8	£28.3
East Dorset	1.1	£38.3
North Dorset	0.8	£26.2
Poole	2.0	£68.7
Purbeck	2.0	£62.5
West Dorset	2.7	£87.1
Weymouth	1.2	£46.8

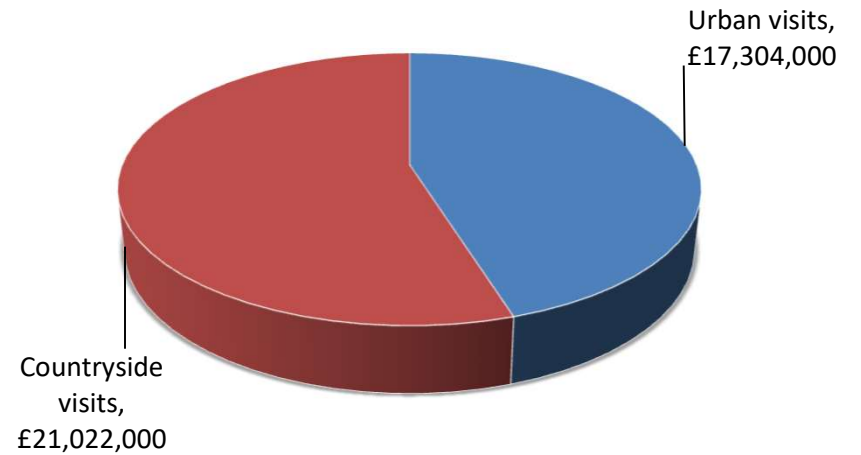
East Dorset - Day visits by location

Total day visits	Total day visit spend
1,144,000	£38,326,000

Day visits



Day visit spend



East Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £6,608,000
- Overseas staying visitors £535,000

Totals

£7,143,000 (13%)



Shopping

- UK staying visitors £2,034,000
- Overseas staying visitors £490,000
- Day visitors £13,319,000

£15,843,000 (28%)



Food & drink

- UK staying visitors £3,550,000
- Overseas staying visitors £360,000
- Day visitors £16,197,000

£20,107,000 (36%)



Attractions/entertainment

- UK staying visitors £1,457,000
- Overseas staying visitors £153,000
- Day visitors £4,562,000

£6,172,000 (11%)



Travel

- UK staying visitors £2,255,000
- Overseas staying visitors £131,000
- Day visitors £4,248,000

£6,634,000 (12%)

East Dorset – Other visitor related expenditure by category



Second Homes
£66,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£536,000

- 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	86	4	90
Retailing	17	92	109
Catering	43	177	219
Attractions/entertainment	24	69	93
Transport	8	15	23
Arising from non trip spend	9	0	9
Total Direct	187	356	543

East Dorset – Impacts of Covid-19

Staying visitor measures % change compared to 2019	Trips	Nights	Spend
UK staying visitors	-56%	-55%	-48%
Overseas staying visitors	-76%	-78%	-80%
All staying visitors	-57%	-59%	-55%

Day visitor measures % change compared to 2019	Trips	Spend
Urban day visitors	-54%	-53%
Countryside day visitors	-48%	-48%
Coastal day visitors	0%	0%
All day visitors	-51%	-50%

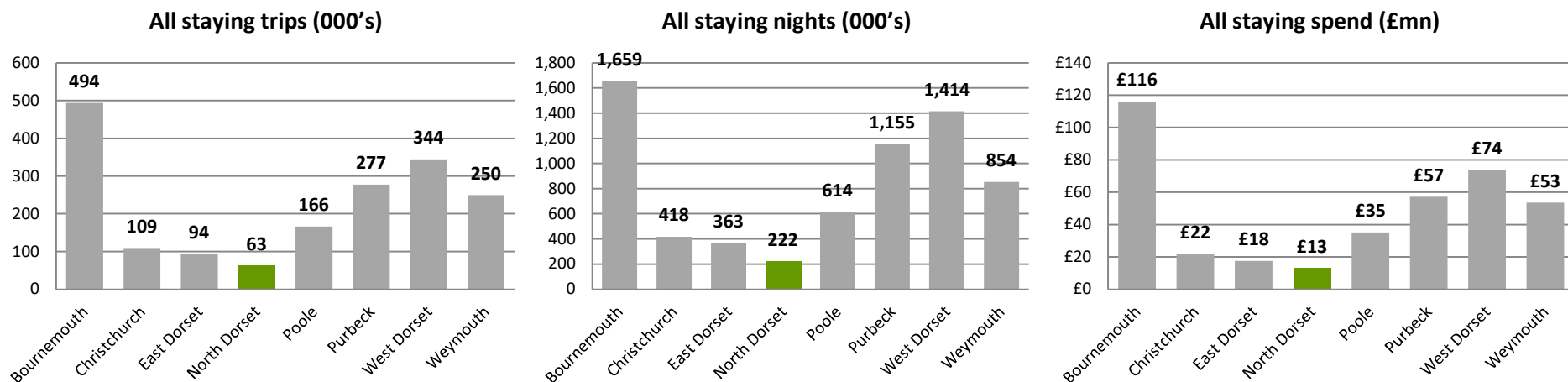
Business turnover change compared to 2019	Staying visitor related	Day visitor related	Total visitor related
Value lost	£29,218,000	£43,289,000	£72,507,000

Value of Tourism 2020

North Dorset

Key Facts	
63,000	Staying visitor trips
222,000	Staying visitor nights
£13,071,000	Staying visitor spend
772,000	Day visits
£26,196,000	Day visitor spend
£39,267,000	Direct visitor spend
£511,000	Other related spend
£39,778,000	TOTAL VISITOR RELATED SPEND
736	Estimated actual employment
527	FTE employment
2%	Proportion of all employment

North Dorset - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	450	44	1,273	386	£94	£22
Christchurch	105	4	383	35	£20	£2
East Dorset	90	4	326	37	£16	£2
North Dorset	60	3	197	25	£12	£1
Poole	160	6	549	65	£32	£3
Purbeck	269	8	1,081	74	£54	£3
West Dorset	333	11	1,315	99	£69	£5
Weymouth	243	7	799	55	£50	£3

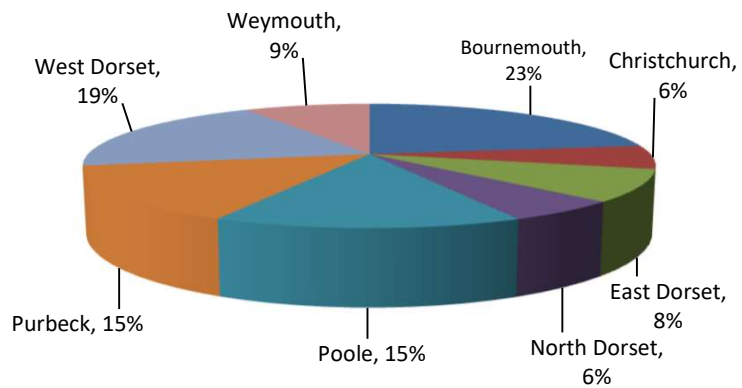
North Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	19,000	47,000	£4,110,000
Self catering	9,000	44,000	£2,731,000
Touring caravans /tents	5,000	20,000	£733,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	2,000	5,000	£262,000
Boat moorings	0	0	£0
Other	1,000	2,000	£112,000
Staying with friends and relatives	24,000	78,000	£3,921,000
Total	60,000	197,000	£11,868,000

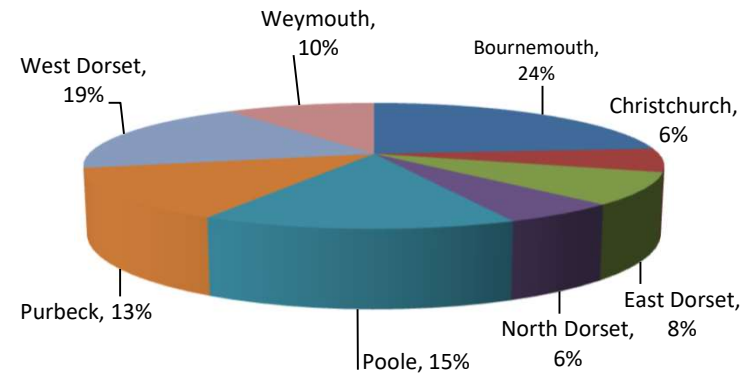
Overseas tourists	Trips	Nights	Spend
Serviced	1,000	3,000	£236,000
Self catering	0	2,000	£132,000
Touring caravans /tents	0	1,000	£37,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	0	1,000	£35,000
Boat moorings	0	0	£0
Other	0	1,000	£40,000
Staying with friends and relatives	1,000	16,000	£722,000
Total	3,000	25,000	£1,203,000

North Dorset - Day visits in the county context

All day visits



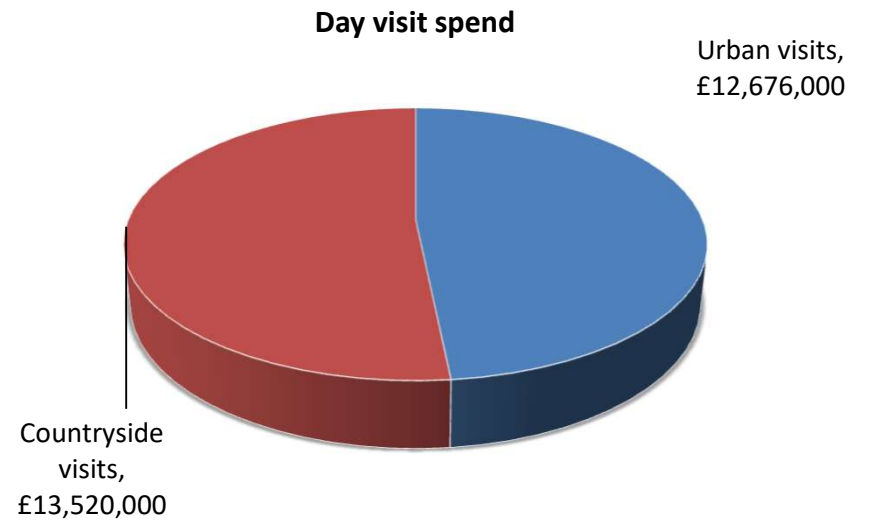
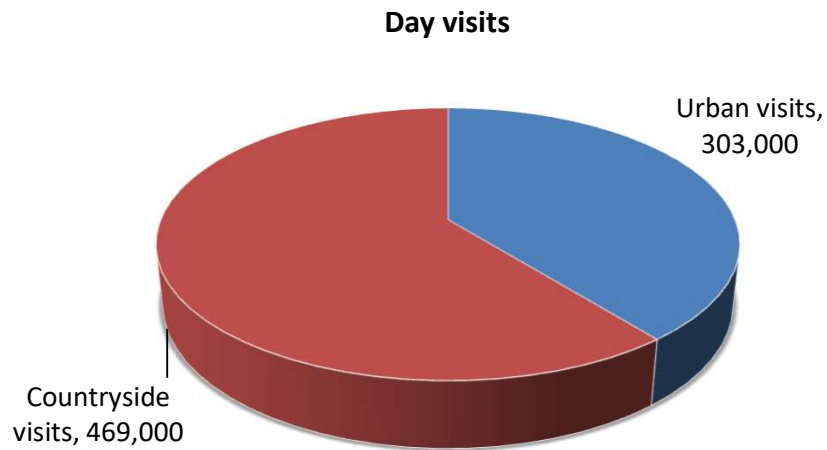
All day visit spend



Area	Day visits	Day visit spend
Bournemouth	3.1	£110.7
Christchurch	0.8	£28.3
East Dorset	1.1	£38.3
North Dorset	0.8	£26.2
Poole	2.0	£68.7
Purbeck	2.0	£62.5
West Dorset	2.7	£87.1
Weymouth	1.2	£46.8

North Dorset - Day visits by location

Total day visits	Total day visit spend
772,000	£26,196,000



North Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £4,931,000
- Overseas staying visitors £385,000

Totals

£5,316,000 (14%)



Shopping

- UK staying visitors £1,518,000
- Overseas staying visitors £353,000
- Day visitors £9,294,000

£11,165,000 (28%)



Food & drink

- UK staying visitors £2,649,000
- Overseas staying visitors £259,000
- Day visitors £10,991,000

£13,899,000 (35%)



Attractions/entertainment

- UK staying visitors £1,087,000
- Overseas staying visitors £110,000
- Day visitors £3,059,000

£4,256,000 (11%)



Travel

- UK staying visitors £1,683,000
- Overseas staying visitors £94,000
- Day visitors £2,852,000

£4,629,000 (12%)

North Dorset – Other visitor related expenditure by category



Second Homes
£92,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£419,000

- 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	68	3	71
Retailing	14	69	82
Catering	34	128	162
Attractions/entertainment	19	49	68
Transport	7	11	17
Arising from non trip spend	8	0	8
Total Direct	149	259	408

North Dorset – Impacts of Covid-19

Staying visitor measures % change compared to 2019	Trips	Nights	Spend
UK staying visitors	-58%	-57%	-50%
Overseas staying visitors	-75%	-79%	-80%
All staying visitors	-59%	-62%	-56%

Day visitor measures % change compared to 2019	Trips	Spend
Urban day visitors	-54%	-53%
Countryside day visitors	-48%	-48%
Coastal day visitors	0%	0%
All day visitors	-51%	-51%

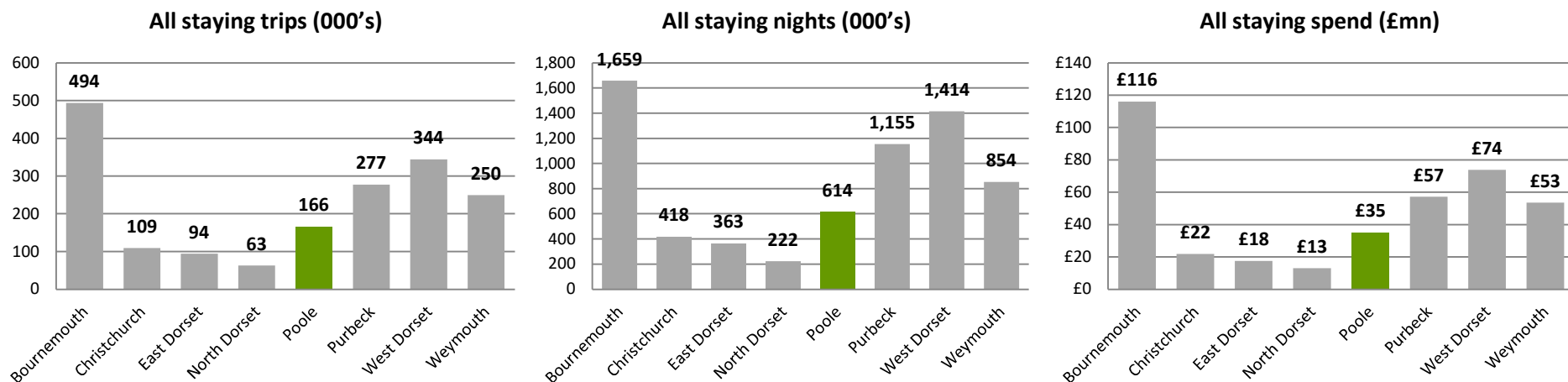
Business turnover change compared to 2019	Staying visitor related	Day visitor related	Total visitor related
Value lost	£22,611,000	£29,866,000	£52,477,000

Value of Tourism 2020

Poole

Key Facts	
166,000	Staying visitor trips
614,000	Staying visitor nights
£35,150,000	Staying visitor spend
2,004,000	Day visits
£68,696,000	Day visitor spend
£103,846,000	Direct visitor spend
£2,729,606	Other related spend
£106,575,606	TOTAL VISITOR RELATED SPEND
2,099	Estimated actual employment
1,549	FTE employment
3%	Proportion of all employment

Poole - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	450	44	1,273	386	£94	£22
Christchurch	105	4	383	35	£20	£2
East Dorset	90	4	326	37	£16	£2
North Dorset	60	3	197	25	£12	£1
Poole	160	6	549	65	£32	£3
Purbeck	269	8	1,081	74	£54	£3
West Dorset	333	11	1,315	99	£69	£5
Weymouth	243	7	799	55	£50	£3

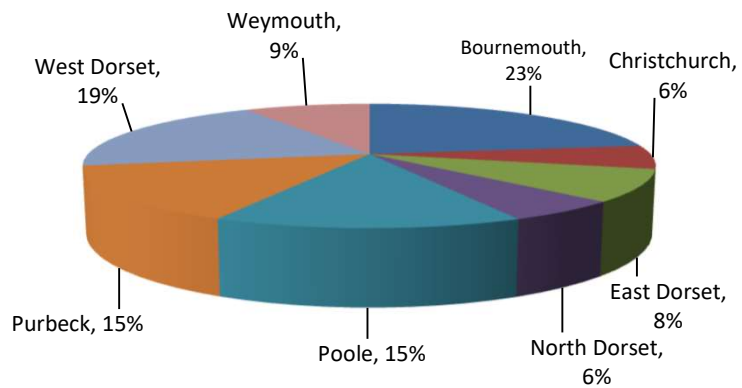
Poole - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	45,000	108,000	£9,392,000
Self catering	26,000	120,000	£7,480,000
Touring caravans /tents	9,000	38,000	£1,354,000
Static vans/holiday centres	16,000	70,000	£3,072,000
Group/campus	0	1,000	£40,000
Paying guest in private homes	0	0	£0
Second homes	5,000	17,000	£863,000
Boat moorings	7,000	23,000	£1,152,000
Other	1,000	5,000	£239,000
Staying with friends and relatives	51,000	168,000	£8,408,000
Total	160,000	549,000	£32,000,000

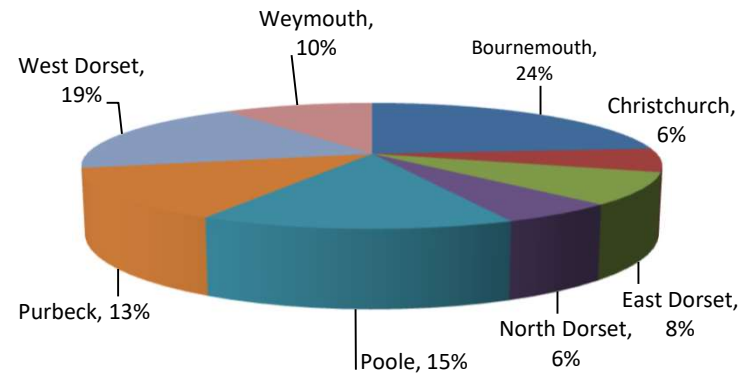
Overseas tourists	Trips	Nights	Spend
Serviced	1,000	7,000	£540,000
Self catering	0	7,000	£363,000
Touring caravans /tents	0	2,000	£69,000
Static vans/holiday centres	0	0	£13,000
Group/campus	0	1,000	£66,000
Paying guest in private homes	1,000	8,000	£352,000
Second homes	0	3,000	£115,000
Boat moorings	0	0	£0
Other	0	2,000	£86,000
Staying with friends and relatives	3,000	35,000	£1,548,000
Total	6,000	65,000	£3,150,000

Poole - Day visits in the county context

All day visits



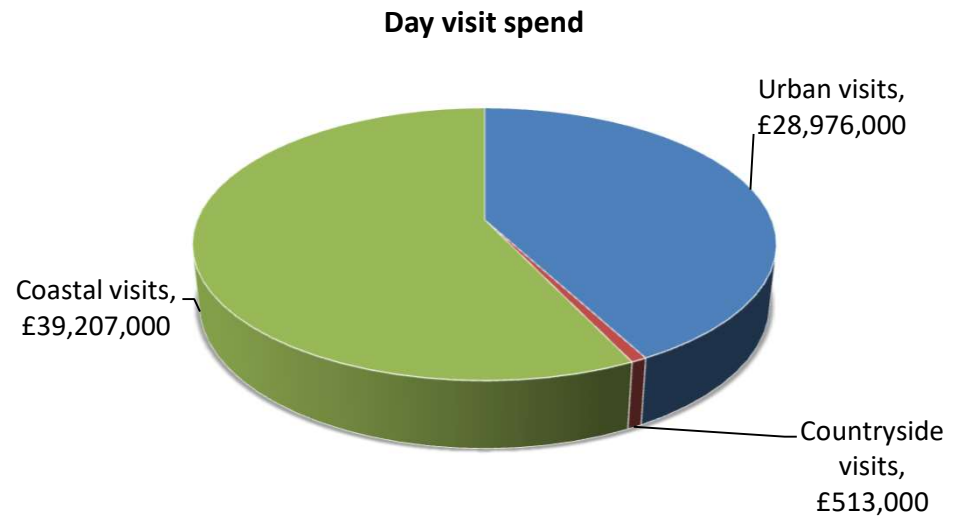
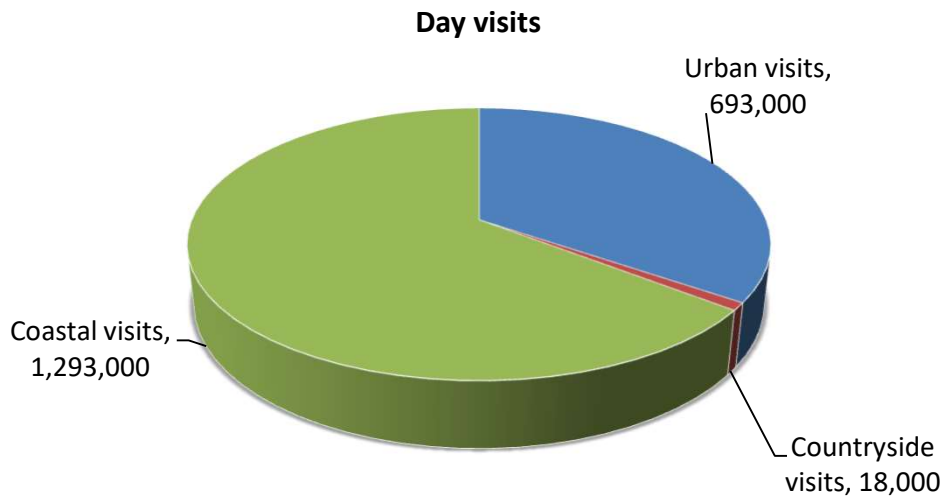
All day visit spend



Area	Day visits	Day visit spend
Bournemouth	3.1	£110.7
Christchurch	0.8	£28.3
East Dorset	1.1	£38.3
North Dorset	0.8	£26.2
Poole	2.0	£68.7
Purbeck	2.0	£62.5
West Dorset	2.7	£87.1
Weymouth	1.2	£46.8

Poole - Day visits by location

Total day visits	Total day visit spend
2,004,000	£68,696,000



Poole – Direct visitor expenditure by category



Accommodation

- UK staying visitors £13,297,000
- Overseas staying visitors £1,009,000

Totals

£14,306,000 (14%)



Shopping

- UK staying visitors £4,092,000
- Overseas staying visitors £925,000
- Day visitors £20,131,000

£25,148,000 (24%)



Food & drink

- UK staying visitors £7,142,000
- Overseas staying visitors £680,000
- Day visitors £31,363,000

£39,185,000 (38%)



Attractions/entertainment

- UK staying visitors £2,931,000
- Overseas staying visitors £289,000
- Day visitors £5,896,000

£9,116,000 (9%)



Travel

- UK staying visitors £4,538,000
- Overseas staying visitors £247,000
- Day visitors £11,307,000

£16,092,000 (15%)

Poole – Other visitor related expenditure by category



Second Homes
£302,000



Boats
£1,530,000



Visiting friends and relatives (non-visitor spend)
£898,000

- 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.

Poole – 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	173	8	181
Retailing	35	140	175
Catering	86	345	431
Attractions/entertainment	48	92	139
Transport	17	40	57
Arising from non trip spend	42	0	42
Total Direct	401	624	1,025

Poole – Impacts of Covid-19

Staying visitor measures % change compared to 2019	Trips	Nights	Spend
UK staying visitors	-55%	-54%	-49%
Overseas staying visitors	-79%	-78%	-80%
All staying visitors	-57%	-59%	-55%

Day visitor measures % change compared to 2019	Trips	Spend
Urban day visitors	-54%	-53%
Countryside day visitors	-49%	-48%
Coastal day visitors	-43%	-43%
All day visitors	-48%	-48%

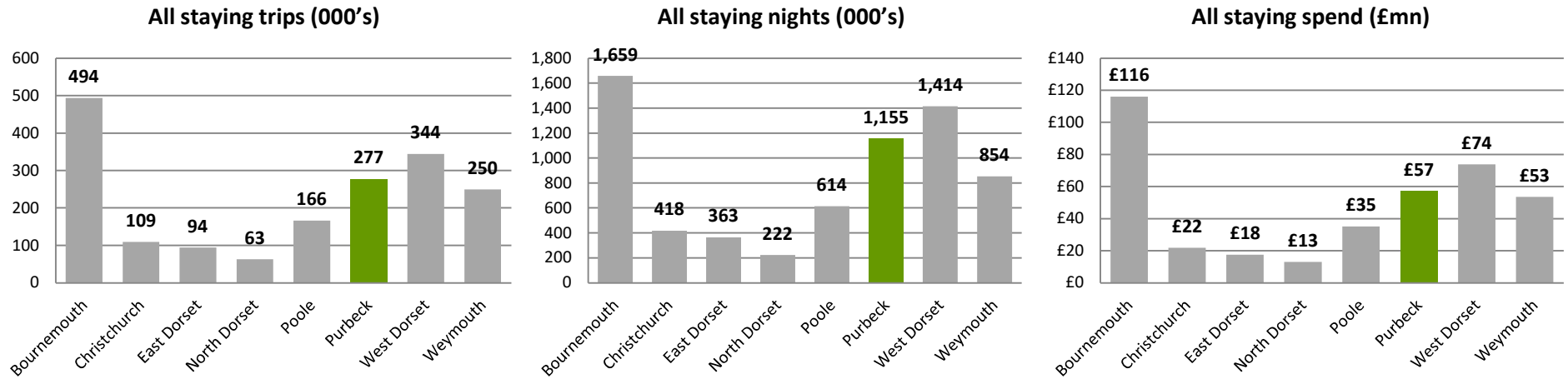
Business turnover change compared to 2019	Staying visitor related	Day visitor related	Total visitor related
Value lost	£66,474,000	£74,160,000	£140,634,000

Value of Tourism 2020

Purbeck

Key Facts	
277,000	Staying visitor trips
1,155,000	Staying visitor nights
£57,135,000	Staying visitor spend
2,016,000	Day visits
£62,539,000	Day visitor spend
£119,674,000	Direct visitor spend
£803,033	Other related spend
£120,477,033	TOTAL VISITOR RELATED SPEND
2,062	Estimated actual employment
1,485	FTE employment
10%	Proportion of all employment

Purbeck - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	450	44	1,273	386	£94	£22
Christchurch	105	4	383	35	£20	£2
East Dorset	90	4	326	37	£16	£2
North Dorset	60	3	197	25	£12	£1
Poole	160	6	549	65	£32	£3
Purbeck	269	8	1,081	74	£54	£3
West Dorset	333	11	1,315	99	£69	£5
Weymouth	243	7	799	55	£50	£3

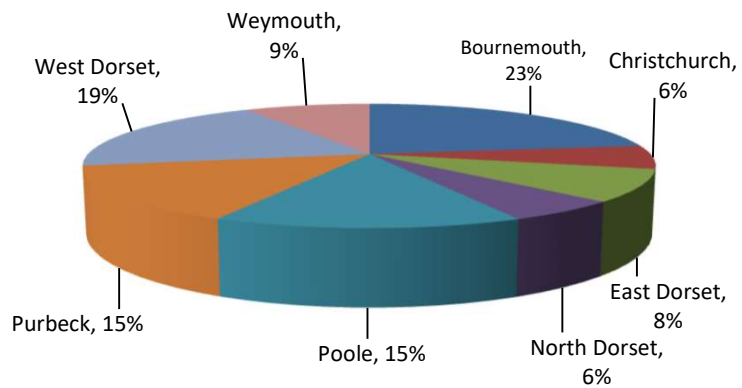
Purbeck - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	41,000	100,000	£8,725,000
Self catering	52,000	244,000	£15,163,000
Touring caravans /tents	92,000	395,000	£14,196,000
Static vans/holiday centres	58,000	257,000	£11,312,000
Group/campus	3,000	8,000	£409,000
Paying guest in private homes	0	0	£0
Second homes	6,000	20,000	£1,019,000
Boat moorings	1,000	3,000	£127,000
Other	0	1,000	£74,000
Staying with friends and relatives	16,000	52,000	£2,612,000
Total	269,000	1,081,000	£53,637,000

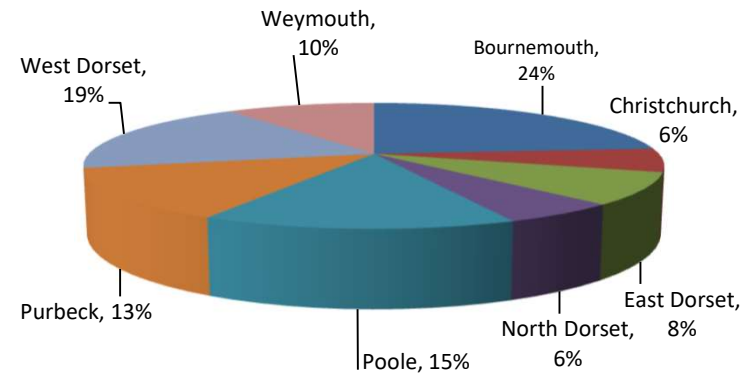
Overseas tourists	Trips	Nights	Spend
Serviced	1,000	7,000	£501,000
Self catering	1,000	13,000	£735,000
Touring caravans /tents	2,000	18,000	£720,000
Static vans/holiday centres	0	1,000	£48,000
Group/campus	1,000	15,000	£674,000
Paying guest in private homes	0	4,000	£176,000
Second homes	0	3,000	£136,000
Boat moorings	0	0	£0
Other	0	1,000	£27,000
Staying with friends and relatives	1,000	11,000	£481,000
Total	8,000	74,000	£3,498,000

Purbeck - Day visits in the county context

All day visits



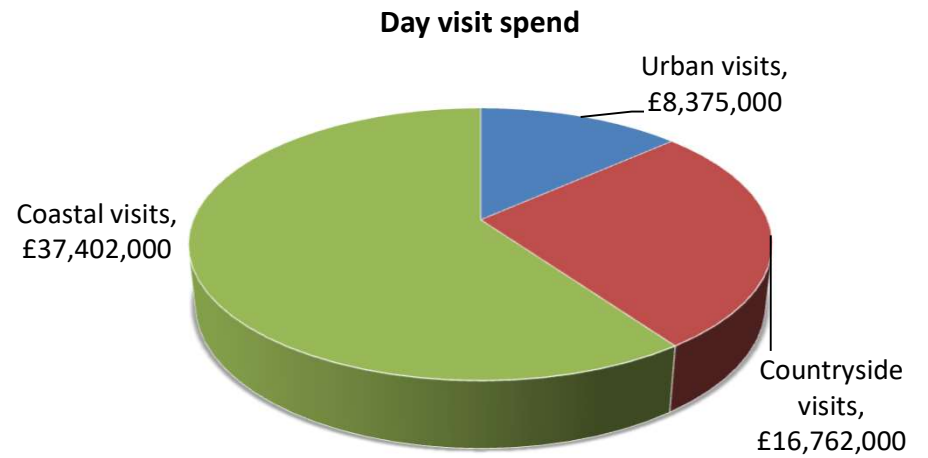
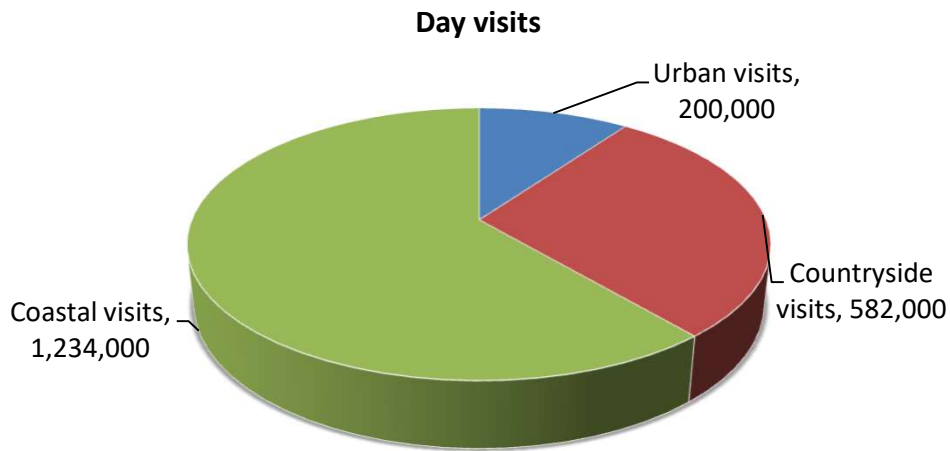
All day visit spend



Area	Day visits	Day visit spend
Bournemouth	3.1	£110.7
Christchurch	0.8	£28.3
East Dorset	1.1	£38.3
North Dorset	0.8	£26.2
Poole	2.0	£68.7
Purbeck	2.0	£62.5
West Dorset	2.7	£87.1
Weymouth	1.2	£46.8

Purbeck - Day visits by location

Total day visits	Total day visit spend
2,016,000	£62,539,000



Purbeck – Direct visitor expenditure by category



Accommodation

- UK staying visitors £22,287,000
- Overseas staying visitors £1,121,000

Totals

£23,408,000 (20%)



Shopping

- UK staying visitors £6,859,000
- Overseas staying visitors £1,027,000
- Day visitors £14,142,000

£22,028,000 (18%)



Food & drink

- UK staying visitors £11,971,000
- Overseas staying visitors £755,000
- Day visitors £30,335,000

£43,061,000 (36%)



Attractions/entertainment

- UK staying visitors £4,913,000
- Overseas staying visitors £321,000
- Day visitors £6,524,000

£11,758,000 (10%)



Travel

- UK staying visitors £7,607,000
- Overseas staying visitors £275,000
- Day visitors £11,538,000

£19,420,000 (16%)

Purbeck – Other visitor related expenditure by category



Second Homes
£356,000



Boats
£168,000



Visiting friends and relatives (non-visitor spend)
£279,000

- 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	267	7	274
Retailing	52	93	145
Catering	132	314	446
Attractions/entertainment	73	94	167
Transport	26	38	64
Arising from non trip spend	12	0	12
Total Direct	563	546	1,109

Purbeck – Impacts of Covid-19

Staying visitor measures % change compared to 2019	Trips	Nights	Spend
UK staying visitors	-42%	-44%	-46%
Overseas staying visitors	-70%	-72%	-80%
All staying visitors	-44%	-47%	-51%

Day visitor measures % change compared to 2019	Trips	Spend
Urban day visitors	-54%	-53%
Countryside day visitors	-48%	-48%
Coastal day visitors	-43%	-43%
All day visitors	-46%	-46%

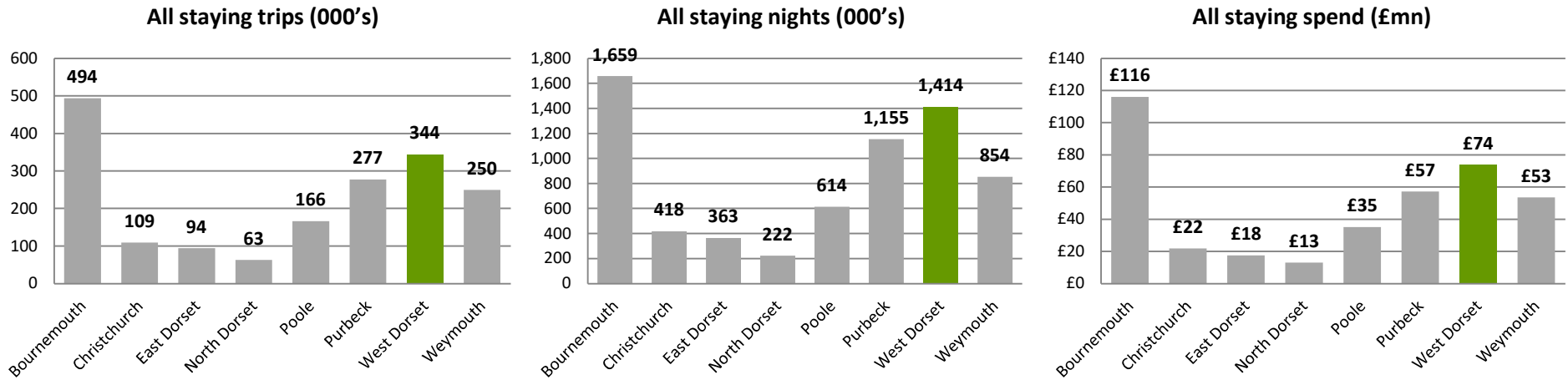
Business turnover change compared to 2019	Staying visitor related	Day visitor related	Total visitor related
Value lost	£72,203,000	£56,351,000	£128,554,000

Value of Tourism 2020

West Dorset

Key Facts	
343,900	Staying visitor trips
1,414,100	Staying visitor nights
£73,838,000	Staying visitor spend
2,674,000	Day visits
£87,066,000	Day visitor spend
£160,904,000	Direct visitor spend
£1,175,000	Other related spend
£162,079,000	TOTAL VISITOR RELATED SPEND
3,071	Estimated actual employment
2,199	FTE employment
8%	Proportion of all employment

West Dorset - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	450	44	1,273	386	£94	£22
Christchurch	105	4	383	35	£20	£2
East Dorset	90	4	326	37	£16	£2
North Dorset	60	3	197	25	£12	£1
Poole	160	6	549	65	£32	£3
Purbeck	269	8	1,081	74	£54	£3
West Dorset	333	11	1,315	99	£69	£5
Weymouth	243	7	799	55	£50	£3

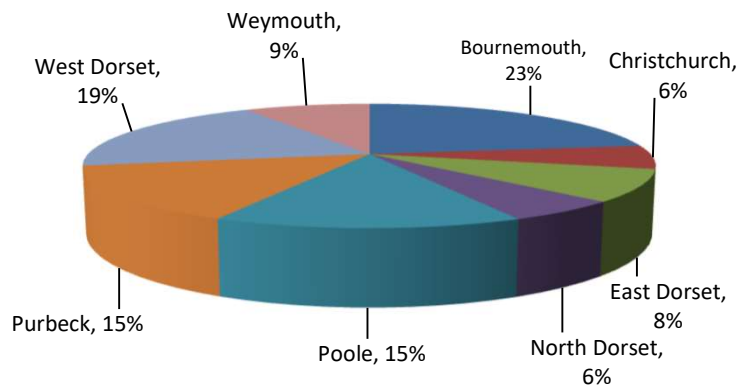
West Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	58,000	140,000	£12,218,000
Self catering	85,000	399,000	£24,830,000
Touring caravans /tents	97,000	417,000	£14,967,000
Static vans/holiday centres	47,000	208,000	£9,154,000
Group/campus	0	1,000	£31,000
Paying guest in private homes	0	0	£0
Second homes	10,000	32,000	£1,607,000
Boat moorings	0	0	£0
Other	1,000	3,000	£164,000
Staying with friends and relatives	35,000	115,000	£5,751,000
Total	333,000	1,315,000	£68,723,000

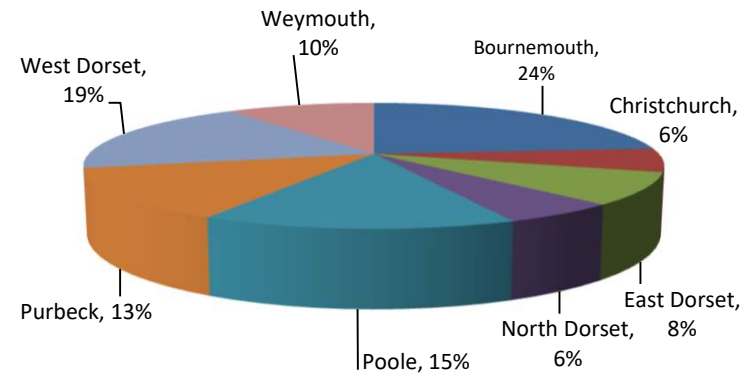
Overseas tourists	Trips	Nights	Spend
Serviced	3,800	21,300	£1,552,000
Self catering	1,500	21,900	£1,204,000
Touring caravans /tents	2,300	19,500	£760,000
Static vans/holiday centres	100	800	£39,000
Group/campus	100	1,200	£52,000
Paying guest in private homes	400	4,000	£176,000
Second homes	400	4,900	£215,000
Boat moorings	0	0	£0
Other	100	1,300	£59,000
Staying with friends and relatives	2,200	24,100	£1,059,000
Total	10,900	99,100	£5,115,000

West Dorset - Day visits in the county context

All day visits



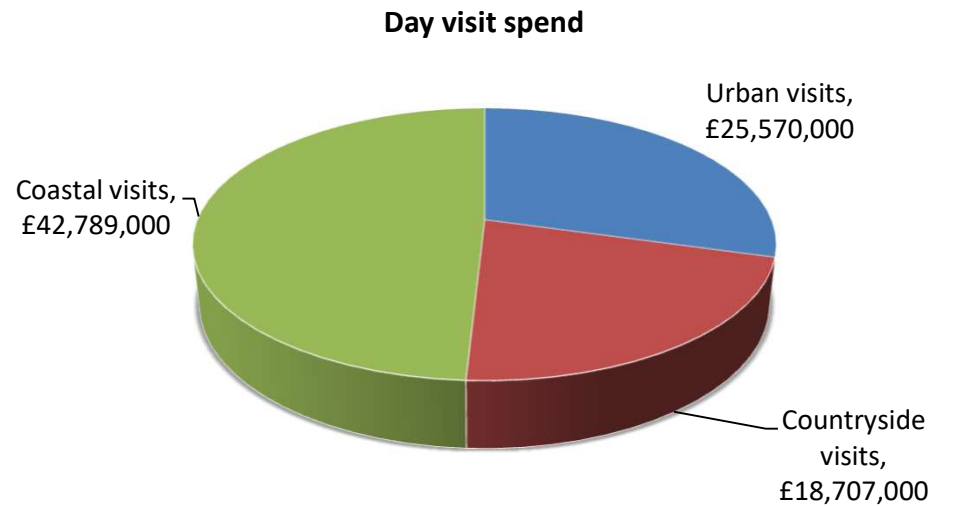
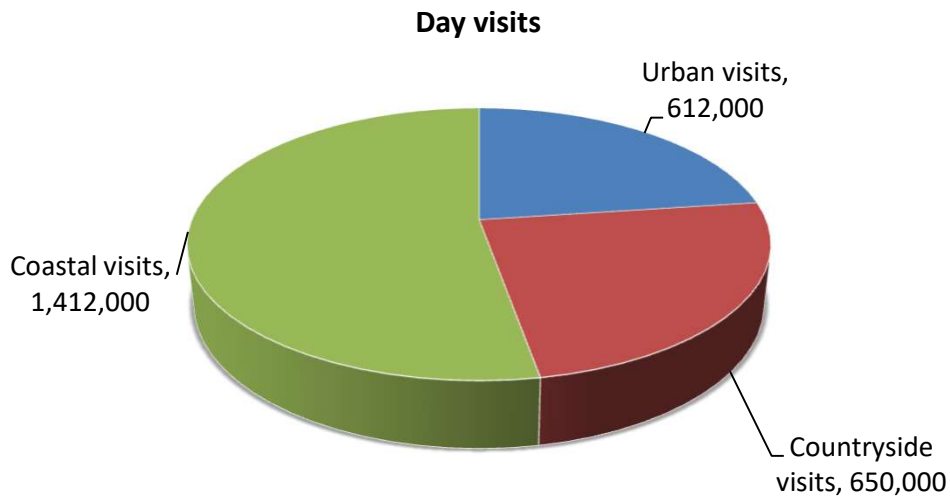
All day visit spend



Area	Day visits	Day visit spend
Bournemouth	3.1	£110.7
Christchurch	0.8	£28.3
East Dorset	1.1	£38.3
North Dorset	0.8	£26.2
Poole	2.0	£68.7
Purbeck	2.0	£62.5
West Dorset	2.7	£87.1
Weymouth	1.2	£46.8

West Dorset - Day visits by location

Total day visits	Total day visit spend
2,674,000	£87,066,000



West Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £28,555,000
- Overseas staying visitors £1,638,000

Totals

£30,193,000 (19%)



Shopping

- UK staying visitors £8,788,000
- Overseas staying visitors £1,502,000
- Day visitors £23,588,000

£33,878,000 (21%)



Food & drink

- UK staying visitors £15,338,000
- Overseas staying visitors £1,103,000
- Day visitors £40,420,000

£56,681,000 (35%)



Attractions/entertainment

- UK staying visitors £6,295,000
- Overseas staying visitors £469,000
- Day visitors £8,681,000

£15,445,000 (10%)



Travel

- UK staying visitors £9,746,000
- Overseas staying visitors £042,000
- Day visitors £14,377,000

£24,525,000 (15%)

West Dorset – Other visitor related expenditure by category



Second Homes
£561,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£614,000

- 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	393	10	403
Retailing	77	177	254
Catering	194	478	672
Attractions/entertainment	108	143	251
Transport	38	54	93
Arising from non trip spend	18	0	18
Total Direct	829	862	1,691

West Dorset – Impacts of Covid-19

Staying visitor measures % change compared to 2019	Trips	Nights	Spend
UK staying visitors	-45%	-46%	-46%
Overseas staying visitors	-76%	-74%	-80%
All staying visitors	-47%	-50%	-52%

Day visitor measures % change compared to 2019	Trips	Spend
Urban day visitors	-54%	-53%
Countryside day visitors	-48%	-48%
Coastal day visitors	-43%	-43%
All day visitors	-47%	-47%

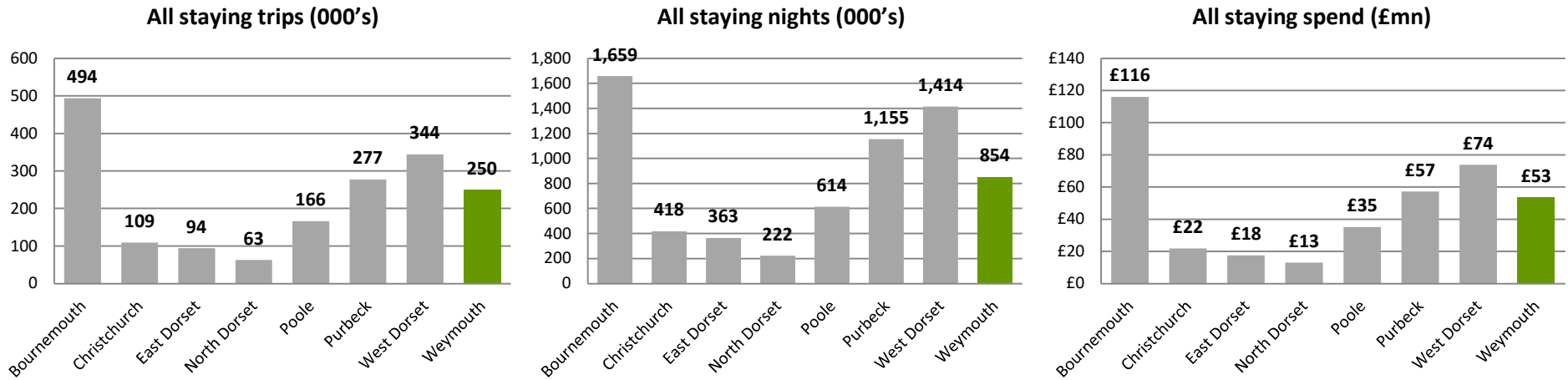
Business turnover change compared to 2019	Staying visitor related	Day visitor related	Total visitor related
Value lost	£98,538,000	£84,639,000	£183,177,000

Value of Tourism 2020

Weymouth & Portland

Key Facts	
249,600	Staying visitor trips
853,900	Staying visitor nights
£53,481,000	Staying visitor spend
1,173,000	Day visits
£46,827,000	Day visitor spend
£100,308,000	Direct visitor spend
£1,456,990	Other related spend
£101,764,990	TOTAL VISITOR RELATED SPEND
2,294	Estimated actual employment
1,687	FTE employment
8%	Proportion of all employment

Weymouth & Portland - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	450	44	1,273	386	£94	£22
Christchurch	105	4	383	35	£20	£2
East Dorset	90	4	326	37	£16	£2
North Dorset	60	3	197	25	£12	£1
Poole	160	6	549	65	£32	£3
Purbeck	269	8	1,081	74	£54	£3
West Dorset	333	11	1,315	99	£69	£5
Weymouth	243	7	799	55	£50	£3

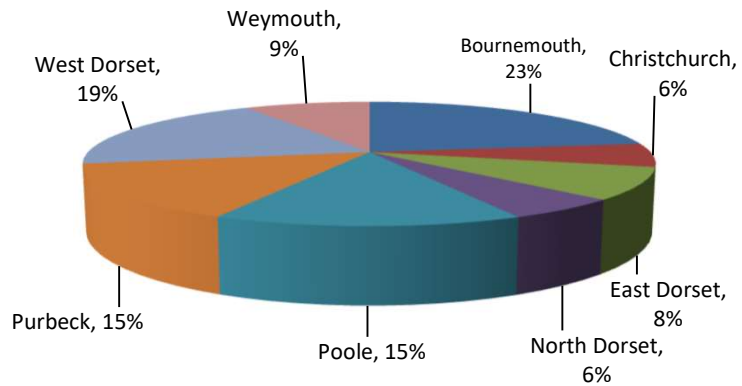
Weymouth & Portland - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	123,000	297,000	£25,875,000
Self catering	23,000	110,000	£6,852,000
Touring caravans /tents	5,000	20,000	£704,000
Static vans/holiday centres	62,000	273,000	£12,000,000
Group/campus	0	0	£17,000
Paying guest in private homes	0	0	£0
Second homes	3,000	10,000	£510,000
Boat moorings	4,000	13,000	£667,000
Other	1,000	2,000	£105,000
Staying with friends and relatives	22,000	73,000	£3,683,000
Total	243,000	799,000	£50,413,000

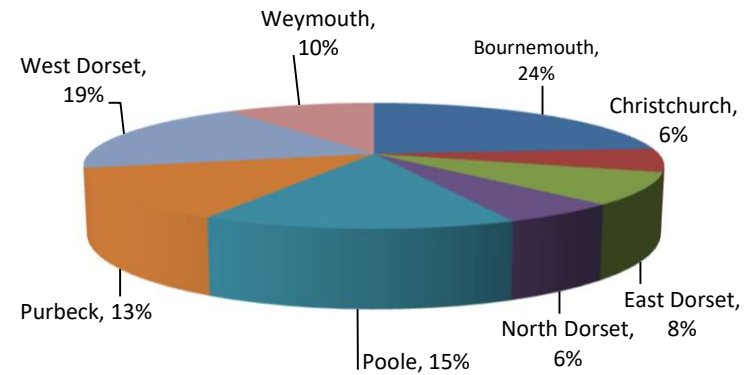
Overseas tourists	Trips	Nights	Spend
Serviced	3,600	20,400	£1,486,000
Self catering	400	6,100	£332,000
Touring caravans /tents	100	900	£36,000
Static vans/holiday centres	100	1,100	£51,000
Group/campus	100	600	£27,000
Paying guest in private homes	700	8,000	£352,000
Second homes	100	1,500	£68,000
Boat moorings	0	0	£0
Other	100	900	£38,000
Staying with friends and relatives	1,400	15,400	£678,000
Total	6,600	54,900	£3,068,000

Weymouth & Portland - Day visits in the county context

All day visits



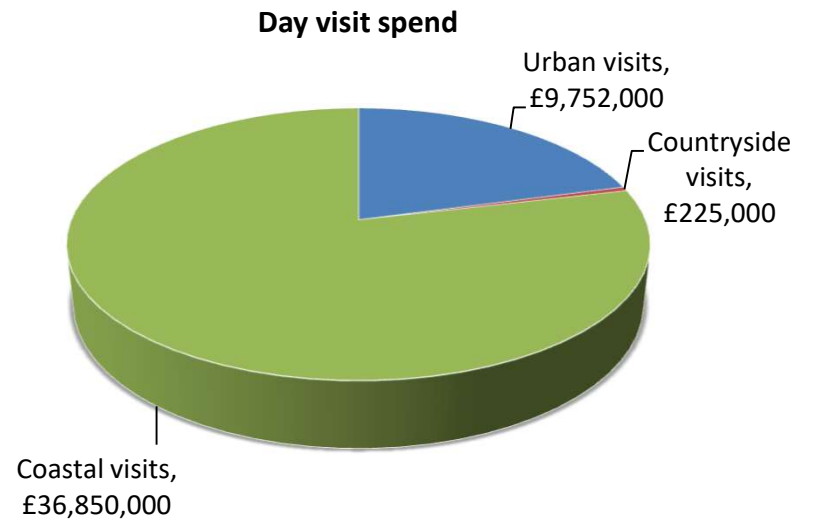
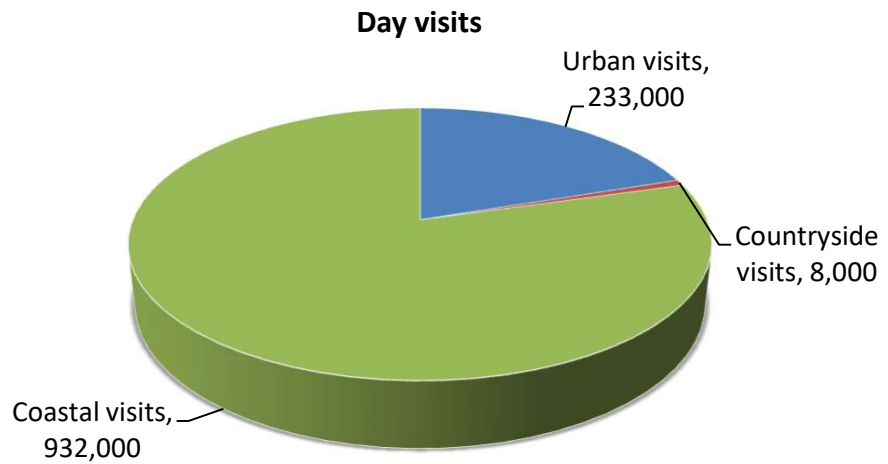
All day visit spend



Area	Day visits	Day visit spend
Bournemouth	3.1	£110.7
Christchurch	0.8	£28.3
East Dorset	1.1	£38.3
North Dorset	0.8	£26.2
Poole	2.0	£68.7
Purbeck	2.0	£62.5
West Dorset	2.7	£87.1
Weymouth	1.2	£46.8

Weymouth & Portland - Day visits by location

Total day visits	Total day visit spend
1,173,000	£46,827,000



Weymouth & Portland – Direct visitor expenditure by category



Accommodation

- UK staying visitors £20,947,000
- Overseas staying visitors £983,000

Totals

£21,930,000 (22%)



Shopping

- UK staying visitors £6,446,000
- Overseas staying visitors £901,000
- Day visitors £10,630,000

£17,977,000 (18%)



Food & drink

- UK staying visitors £11,252,000
- Overseas staying visitors £662,000
- Day visitors £22,869,000

£34,783,000 (35%)



Attractions/entertainment

- UK staying visitors £4,618,000
- Overseas staying visitors £281,000
- Day visitors £4,094,000

£8,993,000 (9%)



Travel

- UK staying visitors £7,149,000
- Overseas staying visitors £241,000
- Day visitors £9,234,000

£16,624,000 (17%)

Weymouth & Portland – Other visitor related expenditure by category



Second Homes
£178,000



Boats
£886,000



Visiting friends and relatives (non-visitor spend)
£393,000

- 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	301	6	308
Retailing	58	84	142
Catering	149	285	434
Attractions/entertainment	83	72	154
Transport	30	37	66
Arising from non trip spend	23	0	23
Total Direct	643	484	1,127

Weymouth & Portland – Impacts of Covid-19

Staying visitor measures % change compared to 2019	Trips	Nights	Spend
UK staying visitors	-45%	-45%	-50%
Overseas staying visitors	-76%	-76%	-80%
All staying visitors	-47%	-49%	-54%

Day visitor measures % change compared to 2019	Trips	Spend
Urban day visitors	-54%	-53%
Countryside day visitors	-47%	-48%
Coastal day visitors	-43%	-45%
All day visitors	-46%	-47%

Business turnover change compared to 2019	Staying visitor related	Day visitor related	Total visitor related
Value lost	£86,804,000	£48,654,000	£135,458,000