

Lyme Regis Tourism Summary 2022



Lyme Regis is situated in the district of West Dorset within the county of Dorset. The town has a population of approximately 3,700. Tourism plays a significant role in the local economy as demonstrated by the estimates below.

Tourism key facts

- 72 thousand staying visitor trips
- 396 thousand day visits
- £36.3 million direct visitor spend
- £36.8 million total visitor related spend
- 660 actual jobs supported by visitor related spend

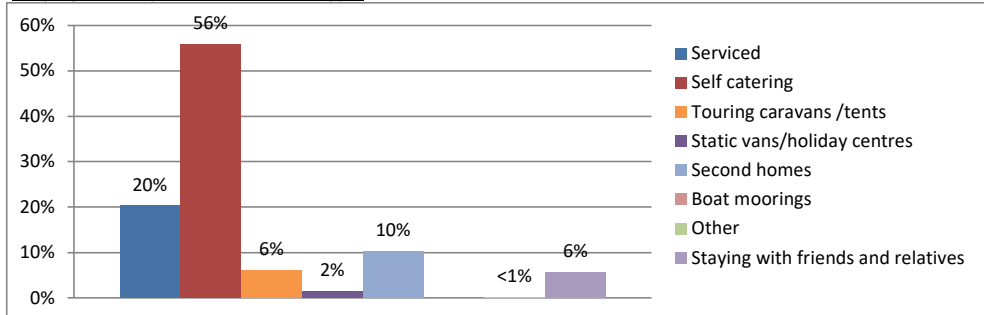
Staying visits by type

UK visitors	Trips	Nights	Spend
Total	65,800	285,100	£18,415,200

Overseas visitors	Trips	Nights	Spend
Total	6,200	46,300	£3,943,900

All staying visitors	Trips	Nights	Spend
Total	72,000	331,400	£22,359,100

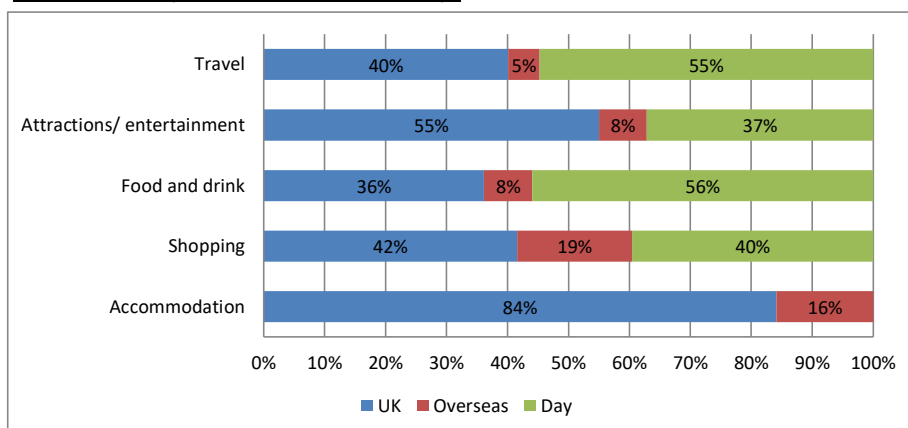
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	39,500	£1,834,000
Countryside visits	19,200	£599,800
Coastal visits	337,000	£11,478,400
Total	395,700	£13,912,200

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£7,043,000	£1,330,600	£0	£8,373,600
Shopping	£2,347,700	£1,066,800	£2,235,300	£5,649,800
Food & Drink	£4,024,900	£880,400	£6,230,900	£11,136,200
Attractions/ Entertainment	£2,003,200	£285,100	£1,352,500	£3,640,800
Travel	£2,996,300	£380,900	£4,093,500	£7,470,700

Other expenditure associated with tourism activity

Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on the accommodation or result in additional spending by non visitors eg friends and relatives with whom the tourist is staying.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£396,000	£0	£170,100	£566,100

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

£36,837,400

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	104	2	106
Retailing	24	16	40
Catering	54	69	124
Attractions/entertainment	38	23	61
Transport	12	14	26
Arising from non trip spend	8	0	8
Total Direct	241	124	364

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

All employment related to visitor spending	FTE's	Actual
Direct	364	534
Indirect	90	103
Induced	23	26
Total	477	662

Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.

For further information please contact info@tswrc.co.uk

