

Lyme Regis Tourism Summary 2023



Lyme Regis is situated in the county of Dorset and was part of the former district of West 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

- 65 thousand staying visitor trips
- 398 thousand day visits
- £37.7 million direct visitor spend
- £38.3 million total visitor related spend
- 640 actual jobs supported by visitor related spend

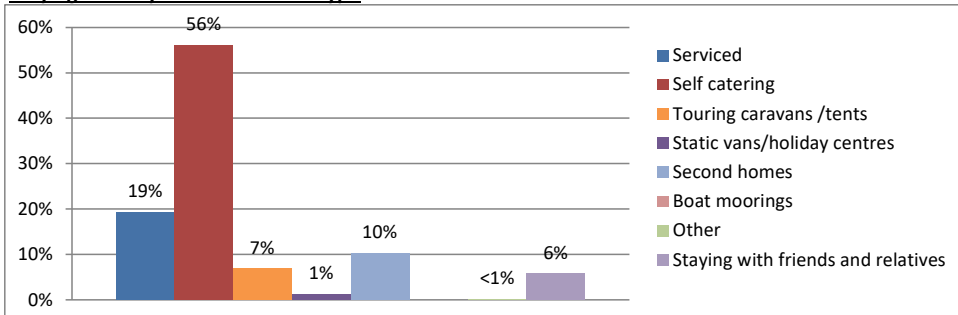
Staying visits by type

UK visitors	Trips	Nights	Spend
Total	59,200	249,500	£17,085,500

Overseas visitors	Trips	Nights	Spend
Total	6,000	53,000	£3,908,500

All staying visitors	Trips	Nights	Spend
Total	65,200	302,500	£20,994,000

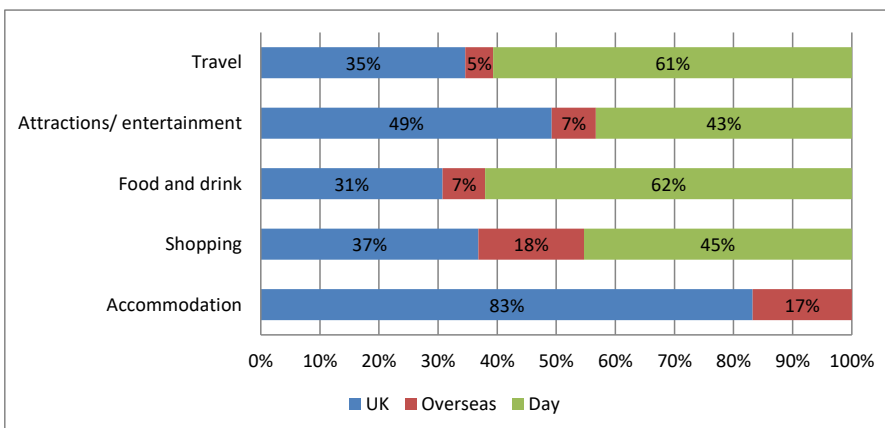
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	44,100	£2,349,800
Countryside visits	18,800	£656,100
Coastal visits	334,600	£13,712,600
Total	397,500	£16,718,500

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£6,531,300	£1,316,100	£0	£7,847,400
Shopping	£2,181,900	£1,059,200	£2,687,800	£5,928,900
Food & Drink	£3,733,700	£873,100	£7,530,300	£12,137,100
Attractions/ Entertainment	£1,862,700	£282,500	£1,637,000	£3,782,200
Travel	£2,775,900	£377,600	£4,863,400	£8,016,900

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
	£452,200	£0	£179,300	£631,500

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

£38,344,000

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	89	2	91
Retailing	21	18	39
Catering	48	78	126
Attractions/entertainment	36	28	63
Transport	10	16	26
Arising from non trip spend	9	0	9
Total Direct	213	141	354

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

All employment related to visitor spending	FTE's	Actual
Direct	354	518
Indirect	86	98
Induced	22	25
Total	462	641

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

