

## Lyme Regis Tourism Summary 2013



Lyme Regis is situated in the district of West Dorset within the county of Dorset. The town has a population of approximately 3,600. Tourism plays a significant role in the local economy as demonstrated by the estimates below.

### Tourism key facts

- 76 thousand staying visitor trips
- 512 thousand day visits
- £42.4 million direct visitor spend
- £43 million total visitor related spend
- 970 actual jobs supported by visitor related spend

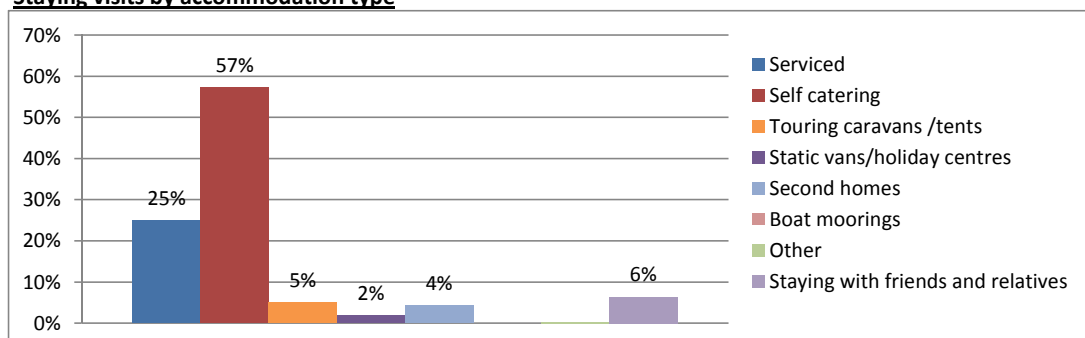
### Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	61,500	297,600	£19,255,500
Business	5,300	15,500	£1,456,500
Visits to friends and relatives	1,300	4,400	£199,100
Other	1,300	5,600	£275,000
Study	0	0	£0
<b>Total</b>	<b>69,500</b>	<b>323,100</b>	<b>£21,186,000</b>

Overseas visitors	Trips	Nights	Spend
Holiday	4,800	36,500	£2,541,200
Business	900	10,200	£674,300
Visits to friends and relatives	400	5,100	£198,900
Other	100	3,100	£201,600
Study	0	0	£0
<b>Total</b>	<b>6,200</b>	<b>54,900</b>	<b>£3,616,000</b>

All staying visitors	Trips	Nights	Spend
Holiday	66,300	334,100	£21,796,700
Business	6,200	25,700	£2,130,800
Visits to friends and relatives	1,700	9,500	£398,000
Other	1,400	8,700	£476,600
Study	0	0	£0
<b>Total</b>	<b>75,700</b>	<b>378,000</b>	<b>£24,802,000</b>

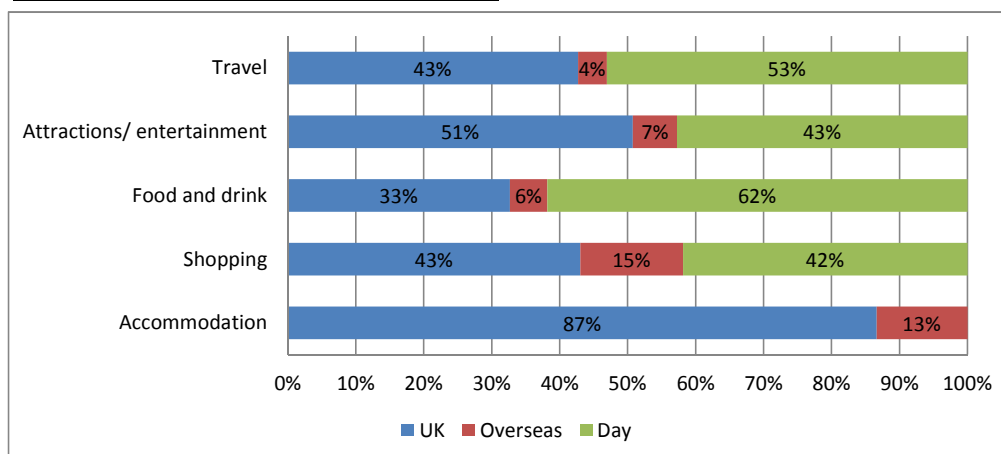
### Staying visits by accommodation type



### Tourism day visits by location

Day visits	Trips	Spend
Urban visits	59,500	£2,206,500
Countryside visits	33,300	£886,300
Coastal visits	418,800	£14,514,200
<b>Total</b>	<b>511,600</b>	<b>£17,607,000</b>

### Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£8,135,400	£1,256,200	£0	<b>£9,391,600</b>
Shopping	£2,670,000	£938,700	£2,598,500	<b>£6,207,200</b>
Food & Drink	£4,632,400	£784,900	£8,771,900	<b>£14,189,200</b>
Attractions/ Entertainment	£2,271,200	£291,100	£1,912,500	<b>£4,474,800</b>
Travel	£3,476,900	£345,100	£4,324,100	<b>£8,146,100</b>

### 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
	£360,000	£0	£176,800	<b>£536,800</b>

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

**£42,945,800**

### Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	156	3	<b>159</b>
Retailing	32	23	<b>56</b>
Catering	76	123	<b>199</b>
Attractions/entertainment	52	40	<b>92</b>
Transport	15	17	<b>33</b>
Arising from non trip spend	9	0	<b>9</b>
<b>Total Direct</b>	<b>341</b>	<b>206</b>	<b>547</b>

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

All employment related to visitor spending	FTE's	Actual
Direct	547	803
Indirect	113	129
Induced	33	38
<b>Total</b>	<b>693</b>	<b>970</b>

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](mailto:info@tswrc.co.uk)

