

## Lyme Regis Tourism Summary 2015



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

- 78 thousand staying visitor trips
- 497 thousand day visits
- £41.9 million direct visitor spend
- £42.5 million total visitor related spend
- 880 actual jobs supported by visitor related spend

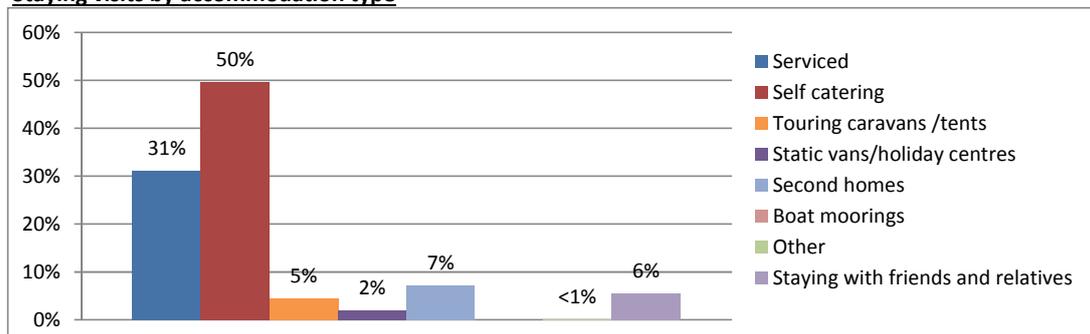
### Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	62,000	286,700	£19,305,600
Business	6,000	15,700	£1,714,500
Visits to friends and relatives	1,700	4,800	£264,100
Other	1,800	5,900	£400,000
Study	0	0	£0
<b>Total</b>	<b>71,400</b>	<b>313,100</b>	<b>£21,684,200</b>

Overseas visitors	Trips	Nights	Spend
Holiday	4,900	43,100	£3,103,900
Business	900	9,300	£828,900
Visits to friends and relatives	400	5,000	£220,300
Other	100	4,100	£282,700
Study	0	0	£0
<b>Total</b>	<b>6,300</b>	<b>61,500</b>	<b>£4,435,900</b>

All staying visitors	Trips	Nights	Spend
Holiday	66,900	329,800	£22,409,500
Business	6,900	25,000	£2,543,400
Visits to friends and relatives	2,100	9,800	£484,400
Other	1,900	10,000	£682,700
Study	0	0	£0
<b>Total</b>	<b>77,700</b>	<b>374,600</b>	<b>£26,120,100</b>

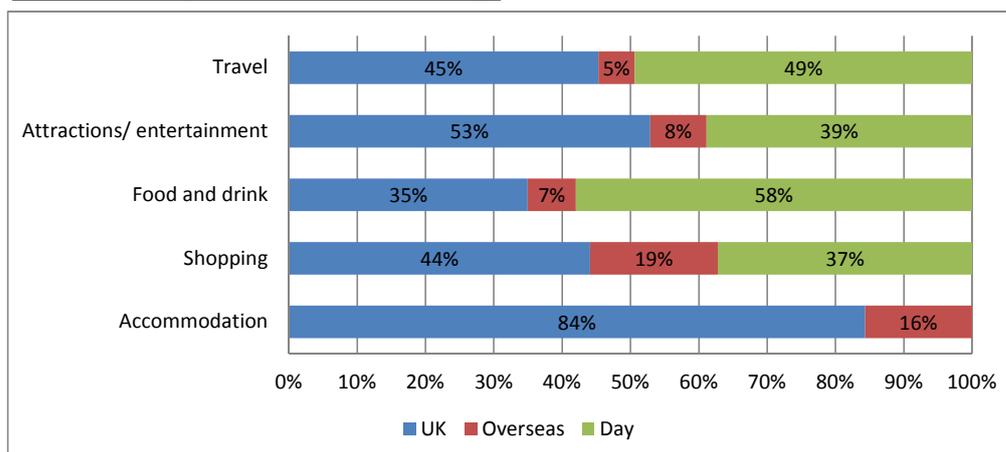
### Staying visits by accommodation type



### Tourism day visits by location

Day visits	Trips	Spend
Urban visits	45,600	£1,932,400
Countryside visits	21,900	£585,500
Coastal visits	429,100	£13,240,500
<b>Total</b>	<b>496,600</b>	<b>£15,758,400</b>

### Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£8,317,900	£1,542,700	£0	<b>£9,860,600</b>
Shopping	£2,720,100	£1,151,900	£2,292,700	<b>£6,164,700</b>
Food & Drink	£4,750,400	£958,800	£7,868,600	<b>£13,577,800</b>
Attractions/ Entertainment	£2,312,000	£361,000	£1,696,700	<b>£4,369,700</b>
Travel	£3,583,800	£421,400	£3,900,400	<b>£7,905,600</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	£206,600	<b>£566,600</b>

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

**£42,445,100**

### Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	156	2	<b>158</b>
Retailing	32	19	<b>51</b>
Catering	69	96	<b>165</b>
Attractions/entertainment	44	29	<b>73</b>
Transport	15	15	<b>31</b>
Arising from non trip spend	9	0	<b>9</b>
<b>Total Direct</b>	<b>326</b>	<b>161</b>	<b>487</b>

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

All employment related to visitor spending	FTE's	Actual
Direct	487	715
Indirect	113	129
Induced	30	34
<b>Total</b>	<b>630</b>	<b>878</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)

