

Lyme Regis Tourism Summary 2017



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

- 81 thousand staying visitor trips
- 516 thousand day visits
- £43.6 million direct visitor spend
- £44.1 million total visitor related spend
- 930 actual jobs supported by visitor related spend

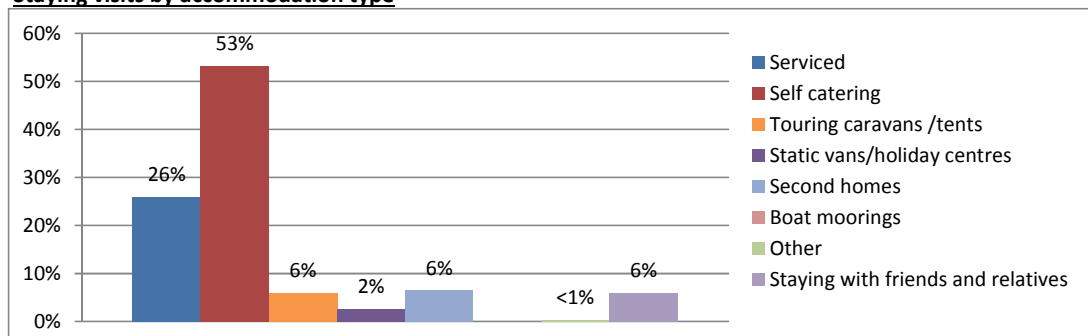
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	68,400	306,300	£20,027,200
Business	4,500	10,200	£1,428,800
Visits to friends and relatives	1,000	3,200	£159,000
Other	900	2,900	£231,400
Study	0	0	£0
Total	74,700	322,700	£21,846,400

Overseas visitors	Trips	Nights	Spend
Holiday	4,600	36,200	£2,957,500
Business	800	6,200	£688,600
Visits to friends and relatives	400	4,900	£210,700
Other	0	600	£60,000
Study	0	0	£0
Total	5,800	47,900	£3,916,700

All staying visitors	Trips	Nights	Spend
Holiday	73,000	342,500	£22,984,700
Business	5,300	16,400	£2,117,400
Visits to friends and relatives	1,400	8,100	£369,700
Other	900	3,500	£291,400
Study	0	0	£0
Total	80,500	370,600	£25,763,100

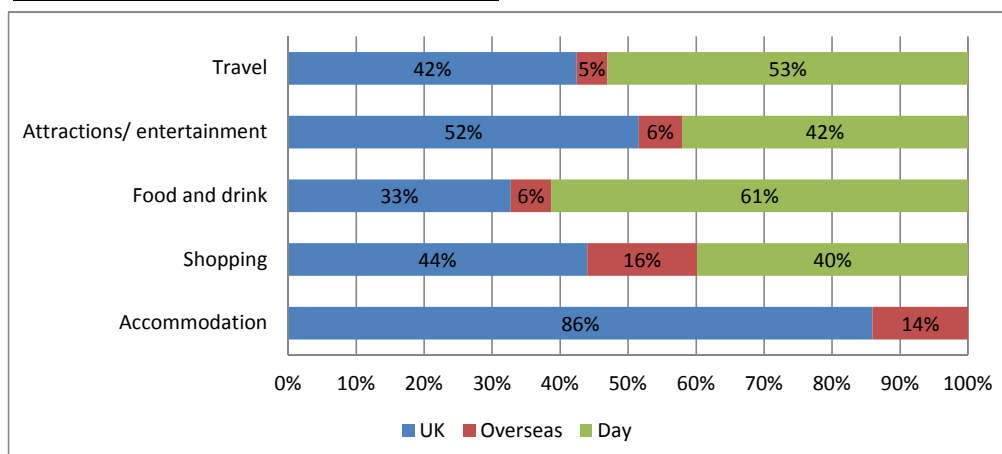
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	46,300	£1,929,000
Countryside visits	22,300	£563,900
Coastal visits	447,100	£15,303,000
Total	515,700	£17,795,900

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£8,398,600	£1,368,100	£0	£9,766,700
Shopping	£2,756,900	£1,013,100	£2,494,500	£6,264,500
Food & Drink	£4,771,600	£865,200	£8,928,800	£14,565,600
Attractions/ Entertainment	£2,345,400	£290,400	£1,911,400	£4,547,200
Travel	£3,574,000	£379,900	£4,461,100	£8,415,000

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	£134,700	£494,700

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

£44,053,700

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	145	3	147
Retailing	31	21	52
Catering	75	118	193
Attractions/entertainment	49	37	86
Transport	15	17	32
Arising from non trip spend	8	0	8
Total Direct	323	195	518

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

All employment related to visitor spending	FTE's	Actual
Direct	518	761
Indirect	116	133
Induced	32	36
Total	666	930

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

