

Lyme Regis Tourism Summary 2024



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

- 62 thousand staying visitor trips
- 409 thousand day visits
- £38.3 million direct visitor spend
- £38.9 million total visitor related spend
- 560 actual jobs supported by visitor related spend

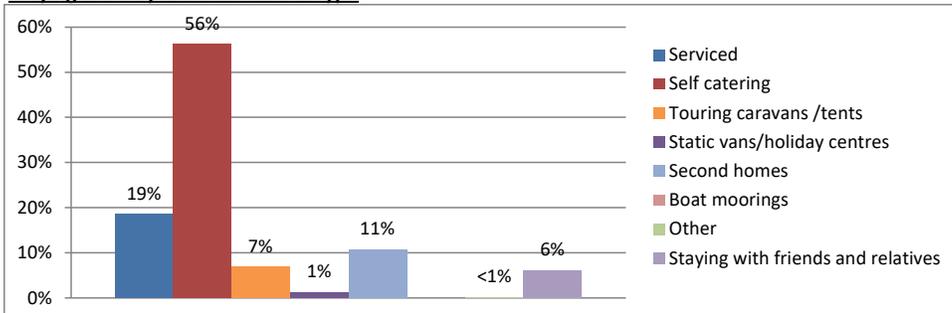
Staying visits by type

UK visitors	Trips	Nights	Spend
Total	56,300	240,500	£15,790,700

Overseas visitors	Trips	Nights	Spend
Total	5,800	49,600	£3,966,700

All staying visitors	Trips	Nights	Spend
Total	62,100	290,100	£19,757,400

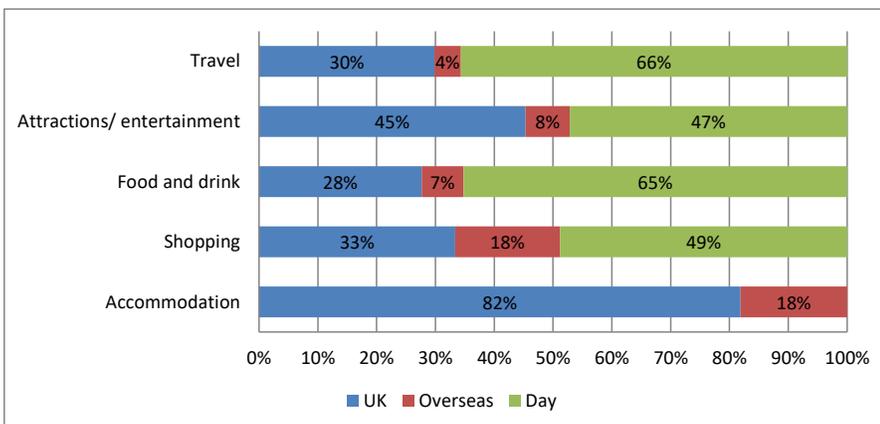
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	36,900	£2,103,800
Countryside visits	17,300	£638,100
Coastal visits	354,900	£15,786,200
Total	409,100	£18,528,100

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£6,036,200	£1,335,300	£0	£7,371,500
Shopping	£2,016,700	£1,075,000	£2,953,000	£6,044,700
Food & Drink	£3,450,700	£886,200	£8,138,600	£12,475,500
Attractions/ Entertainment	£1,721,600	£286,900	£1,791,600	£3,800,100
Travel	£2,565,400	£383,300	£5,645,000	£8,593,700

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
	£457,900	£0	£177,200	£635,100

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

£38,920,600

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	74	2	76
Retailing	19	18	37
Catering	37	69	106
Attractions/entertainment	27	25	53
Transport	9	17	25
Arising from non trip spend	8	0	8
Total Direct	175	131	306

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

All employment related to visitor spending	FTE's	Actual
Direct	306	447
Indirect	81	92
Induced	19	22
Total	405	561

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

