

## Portland Tourism Summary 2023 (Based on post district DT5)



Portland is situated in the county of Dorset and was part of the former district of Weymouth and Portland. The town has a population of approximately 12,000. Tourism plays a significant role in the local economy as demonstrated by the estimates below.

### Tourism key facts

- 31 thousand staying visitor trips
- 299 thousand day visits
- £22.7 million direct visitor spend
- £23.4 million total visitor related spend
- 440 actual jobs supported by visitor related spend

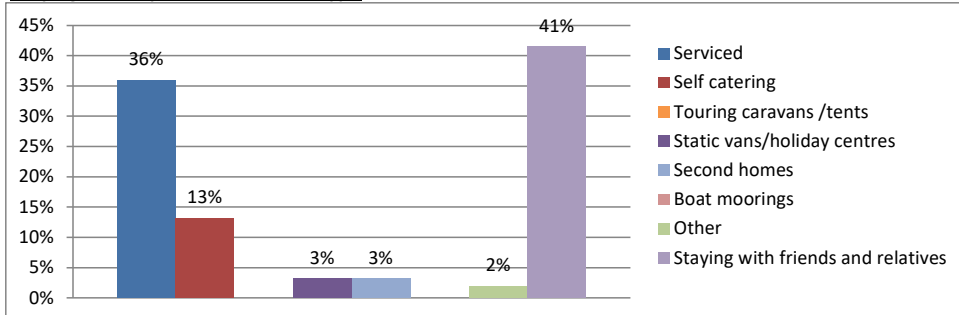
### Staying visits by purpose

UK visitors	Trips	Nights	Spend
Total	27,800	89,900	£5,549,700

Overseas visitors	Trips	Nights	Spend
Total	3,200	30,600	£1,703,600

All staying visitors	Trips	Nights	Spend
Total	31,000	120,500	£7,253,300

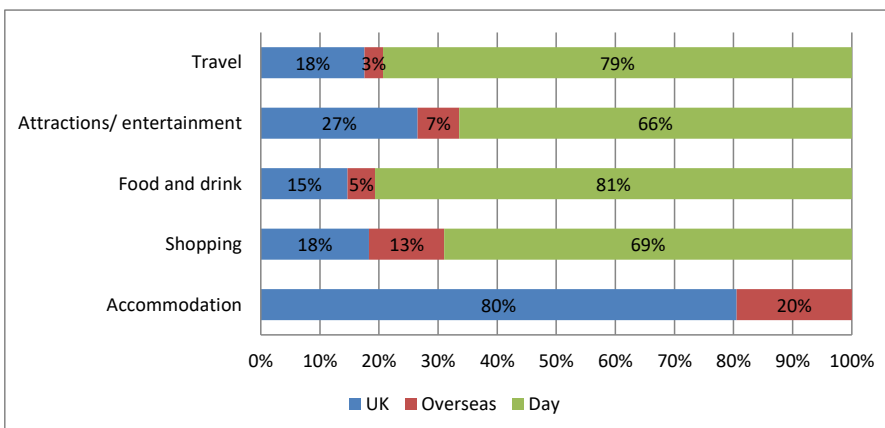
### Staying visits by accommodation type



### Tourism day visits by location

Day visits	Trips	Spend
Urban visits	50,200	£2,671,500
Countryside visits	10,700	£381,600
Coastal visits	237,800	£12,396,800
Total	298,700	£15,449,900

### Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£2,019,200	£489,300	£0	<b>£2,508,500</b>
Shopping	£700,100	£485,600	£2,634,800	<b>£3,820,500</b>
Food & Drink	£1,257,200	£396,400	£6,907,200	<b>£8,560,800</b>
Attractions/ Entertainment	£597,100	£157,500	£1,493,700	<b>£2,248,300</b>
Travel	£976,100	£174,800	£4,414,200	<b>£5,565,100</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
	£122,500	£0	£613,600	<b>£736,100</b>

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

**£23,439,300**

### Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	30	2	<b>32</b>
Retailing	8	18	<b>27</b>
Catering	18	76	<b>94</b>
Attractions/entertainment	13	27	<b>40</b>
Transport	4	15	<b>19</b>
Arising from non trip spend	10	0	<b>10</b>
<b>Total Direct</b>	<b>84</b>	<b>138</b>	<b>222</b>

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

All employment related to visitor spending	FTE's	Actual
Direct	222	323
Indirect	71	81
Induced	29	33
<b>Total</b>	<b>322</b>	<b>437</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)

