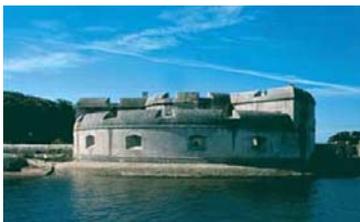


Portland Tourism Summary 2015 (Based on post district DT5)



Portland is situated in the district of Weymouth and Portland within the county of Dorset. 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

- 48 thousand staying visitor trips
- 359 thousand day visits
- £26.4 million direct visitor spend
- £27.2 million total visitor related spend
- 620 actual jobs supported by visitor related spend

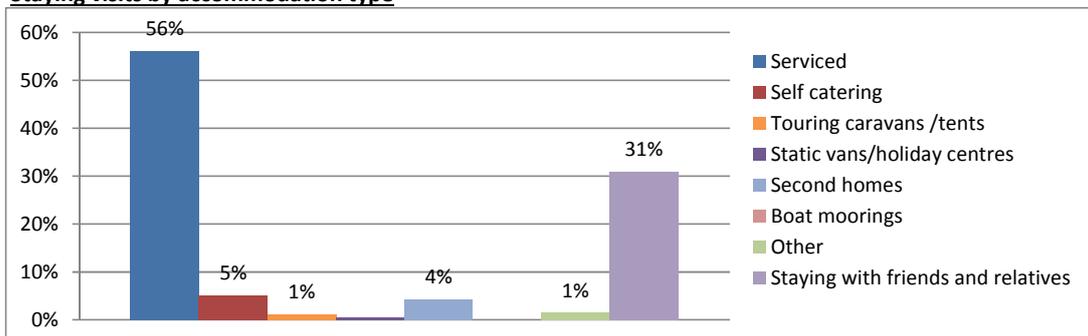
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	31,400	113,200	£7,167,200
Business	5,900	12,200	£1,247,400
Visits to friends and relatives	5,600	12,600	£650,600
Other	800	2,100	£140,500
Study	0	0	£0
Total	43,800	140,200	£9,205,700

Overseas visitors	Trips	Nights	Spend
Holiday	2,000	15,500	£1,102,800
Business	500	4,800	£425,000
Visits to friends and relatives	1,200	14,500	£639,100
Other	100	2,100	£144,700
Study	0	0	£0
Total	3,800	36,900	£2,311,700

All staying visitors	Trips	Nights	Spend
Holiday	33,400	128,700	£8,270,000
Business	6,400	17,000	£1,672,400
Visits to friends and relatives	6,800	27,100	£1,289,700
Other	900	4,200	£285,200
Study	0	0	£0
Total	47,600	177,100	£11,517,400

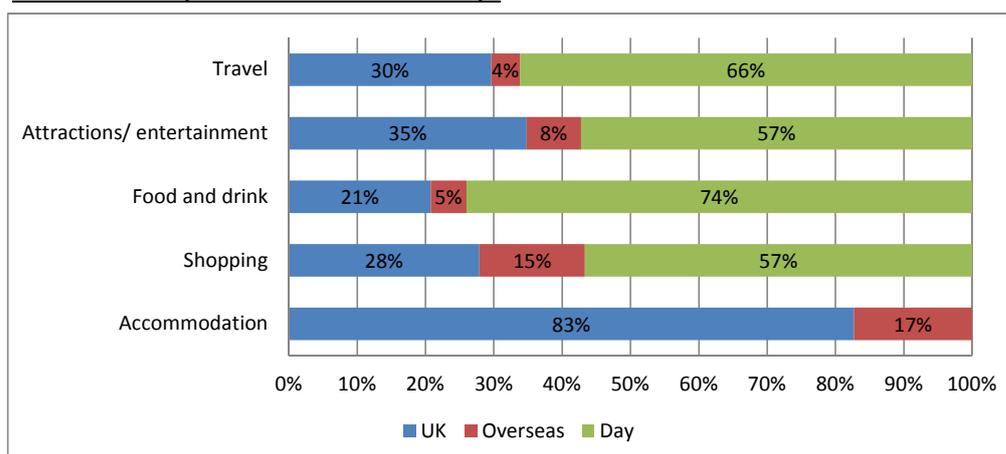
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	54,200	£2,299,100
Countryside visits	12,600	£346,800
Coastal visits	292,100	£12,218,500
Total	358,900	£14,864,400

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£3,419,200	£713,600	£0	£4,132,800
Shopping	£1,135,500	£629,800	£2,305,800	£4,071,100
Food & Drink	£2,070,400	£517,900	£7,362,700	£9,951,000
Attractions/Entertainment	£961,800	£220,100	£1,580,600	£2,762,500
Travel	£1,618,800	£230,200	£3,615,300	£5,464,300

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
	£124,500	£0	£687,200	£811,700

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

£27,193,500

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	68	2	70
Retailing	15	20	35
Catering	33	93	126
Attractions/entertainment	20	28	48
Transport	7	15	22
Arising from non trip spend	13	0	13
Total Direct	157	158	315

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

All employment related to visitor spending	FTE's	Actual
Direct	315	460
Indirect	102	116
Induced	42	48
Total	459	624

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

