

Portland Tourism Summary 2017 (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

- 46 thousand staying visitor trips
- 369 thousand day visits
- £26 million direct visitor spend
- £26.5 million total visitor related spend
- 600 actual jobs supported by visitor related spend

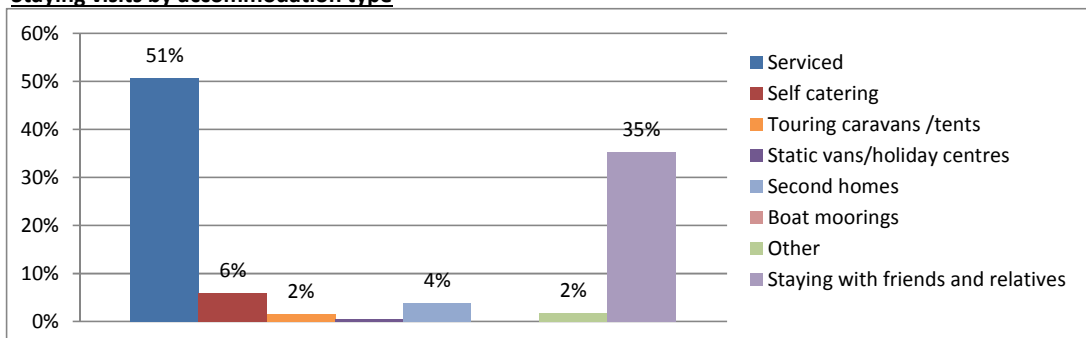
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	34,400	114,900	£6,647,400
Business	4,600	7,900	£979,300
Visits to friends and relatives	3,200	8,100	£352,900
Other	400	1,100	£74,900
Study	0	0	£0
Total	42,600	132,100	£8,054,600

Overseas visitors	Trips	Nights	Spend
Holiday	1,900	12,900	£1,024,800
Business	500	3,300	£365,200
Visits to friends and relatives	1,300	14,500	£601,400
Other	0	300	£33,200
Study	0	0	£0
Total	3,700	31,000	£2,024,500

All staying visitors	Trips	Nights	Spend
Holiday	36,300	127,800	£7,672,200
Business	5,100	11,200	£1,344,500
Visits to friends and relatives	4,500	22,600	£954,300
Other	400	1,400	£108,100
Study	0	0	£0
Total	46,300	163,100	£10,079,100

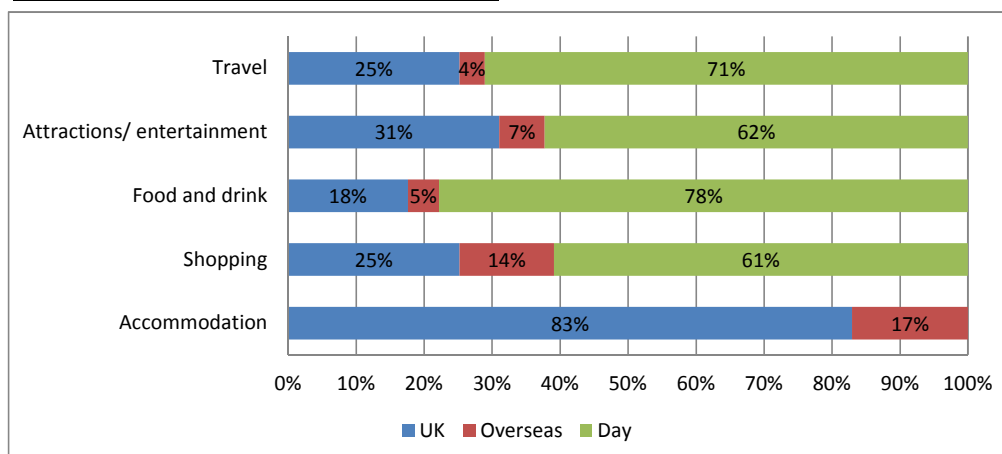
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	55,000	£2,290,000
Countryside visits	12,600	£329,700
Coastal visits	301,300	£13,268,700
Total	368,900	£15,888,400

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£3,041,100	£623,900	£0	£3,665,000
Shopping	£995,700	£549,800	£2,404,200	£3,949,700
Food & Drink	£1,791,300	£463,500	£7,897,000	£10,151,800
Attractions/Entertainment	£842,700	£181,200	£1,688,100	£2,712,000
Travel	£1,383,700	£206,100	£3,899,100	£5,488,900

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	£446,500	£571,000

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

£26,538,500

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	53	2	55
Retailing	12	19	32
Catering	29	101	130
Attractions/entertainment	19	31	50
Transport	6	14	20
Arising from non trip spend	9	0	9
Total Direct	128	169	297

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

All employment related to visitor spending	FTE's	Actual
Direct	297	435
Indirect	98	112
Induced	40	45
Total	435	592

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

