

The Economic Impact of Dorset's Visitor Economy 2021



Dorset and Districts

Produced on behalf of the Dorset Tourism Partnership
By
The South West Research Company Ltd



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Contents

	Page
Introduction	3
Dorset data	5
Bournemouth data	26
Christchurch data	35
East Dorset data	44
North Dorset data	53
Poole data	62
Purbeck data	71
West Dorset data	80
Weymouth & Portland data	89



Introduction

This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in the county of Dorset and its districts in 2021, a year during which tourism was severely affected by the Coronavirus pandemic (Covid-19).

The figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. It distributes regional activity as measured in those surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level.

For further information on the Cambridge Model and the terms used in this report please see Appendix 1 which accompanies this report.

For an overview of 2021, including key facts about the economy, weather and key events please see Appendix 2 of this report.



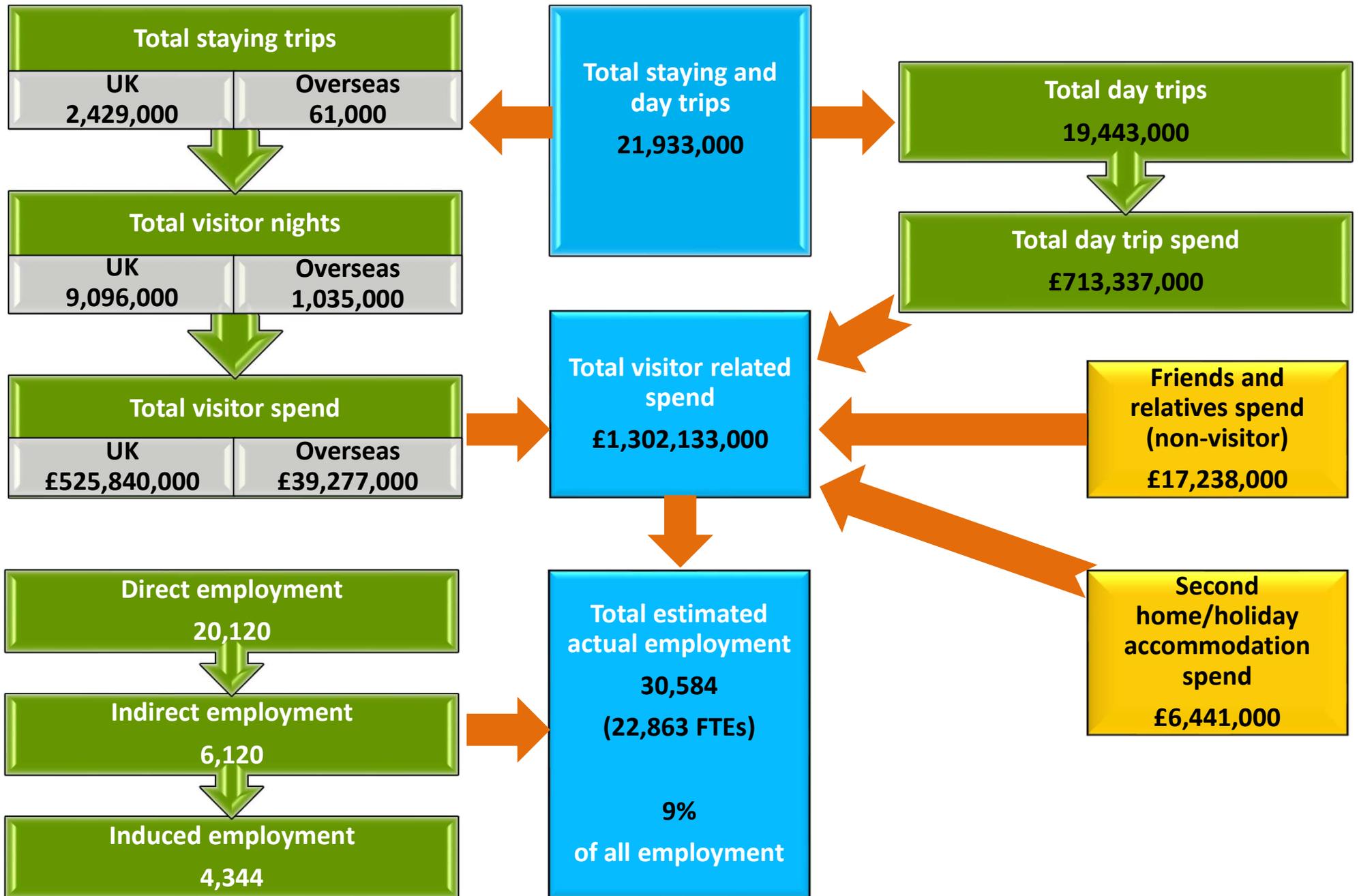
Dorset – Methodology note

This year's outputs are for the Covid hit year of 2021 and as a result our approach to the project again needed to change. There has been very limited national survey data available for the subject year due to the pandemic and certainly nothing at a regional level or below, so as a result 2019 outputs were used as the foundation from which 2021 outputs were estimated.

Covid impact data was gathered by TSWRC from February 2020 onwards which was used alongside other local survey data and national level outputs and forecasts and applied to the 2019 outputs for each area to model the 2021 input data. Once the input data was calculated the Cambridge Model was then used to produce the outputs for 2021 and as such, they are comparable with previous years whilst noting the changes above.

Employment figures show a decrease compared to the 2019 data. However, many more tourism jobs will have been supported by Government support schemes in place in 2021 due to the pandemic e.g. furlough scheme. So the 2021 figure is an estimate of jobs supported by the 2021 visitor spend rather than an actual change in the employment numbers when compared to previous years.

Dorset - Key facts at a glance



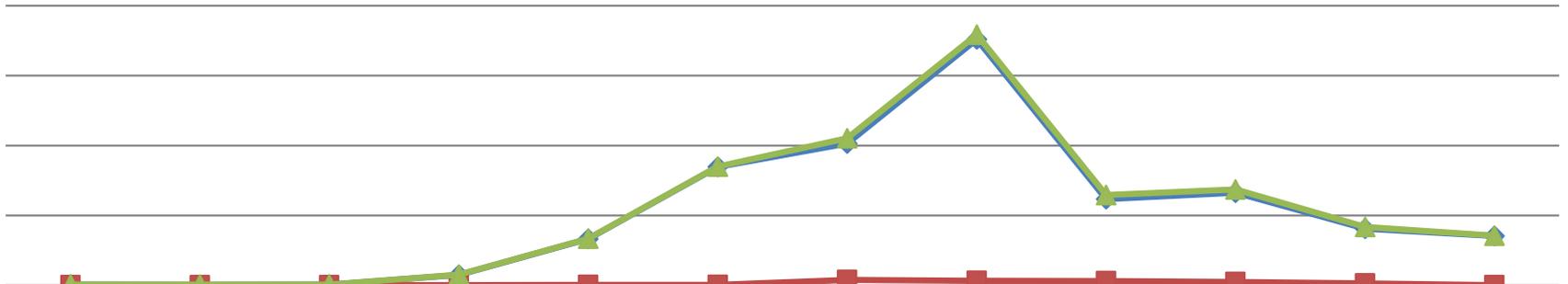
Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	965,000	2,583,000	£217,088,000
Self catering	381,000	1,988,000	£119,109,000
Touring caravans /tents	321,000	1,525,000	£52,833,000
Static vans/holiday centres	294,000	1,437,000	£60,936,000
Group/campus	4,000	14,000	£699,000
Paying guest in private homes	0	0	£0
Second homes	51,000	169,000	£8,207,000
Boat moorings	17,000	58,000	£2,794,000
Other	11,000	37,000	£1,774,000
Staying with friends and relatives	384,000	1,286,000	£62,395,000
Total	2,429,000	9,096,000	£525,840,000

Overseas tourists	Trips	Nights	Spend
Serviced	21,000	179,000	£13,668,000
Self catering	2,000	45,000	£2,581,000
Touring caravans /tents	3,000	39,000	£1,574,000
Static vans/holiday centres	0	4,000	£181,000
Group/campus	2,000	99,000	£5,314,000
Paying guest in private homes	1,400	149,000	£3,543,000
Second homes	400	16,000	£418,000
Boat moorings	0	0	£0
Other	1,400	22,000	£878,000
Staying with friends and relatives	29,000	482,000	£11,119,000
Total	61,000	1,035,000	£39,277,000

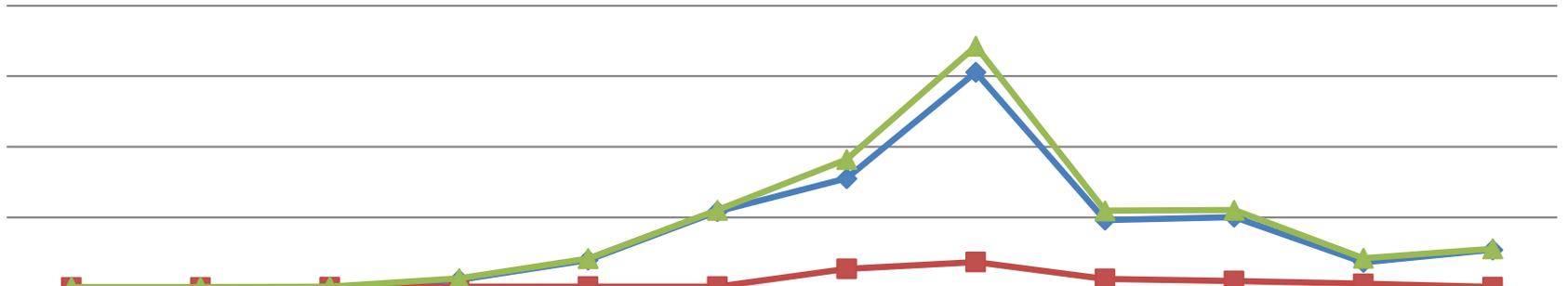
Dorset- Estimated seasonality of staying visits

Seasonality - trips



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK trips (000's)	2.0	1.1	1.8	29.8	132.6	338.5	405.4	704.0	246.3	264.8	161.9	140.9
OS trips (000's)	0.4	0.6	0.6	0.7	1.0	1.4	15.2	13.3	12.0	9.6	5.3	0.8
Total trips (000's)	2.4	1.7	2.4	30.5	133.6	339.8	420.6	717.3	258.2	274.4	167.2	141.7

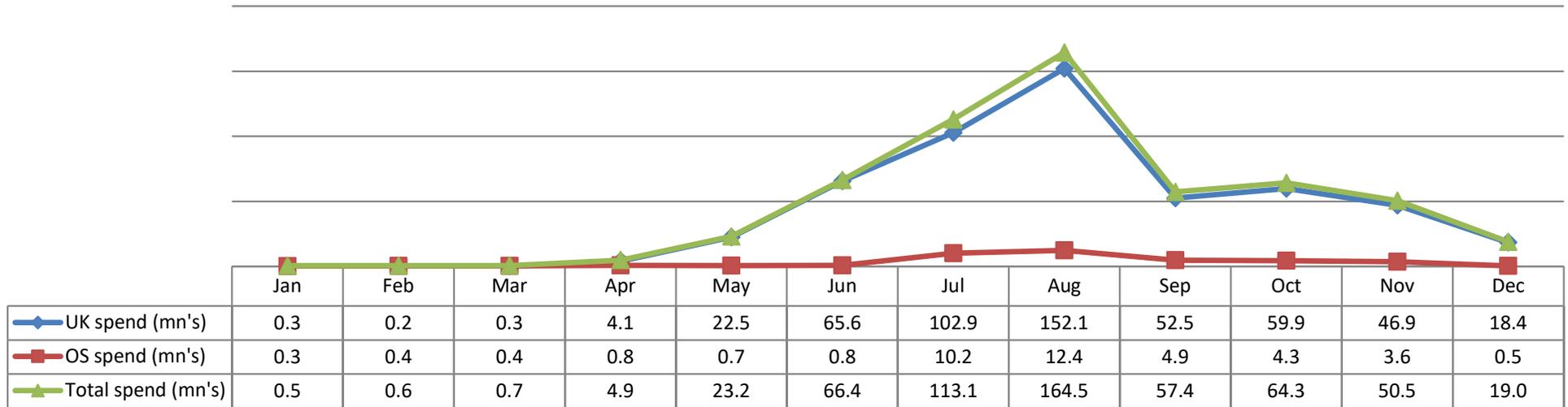
Seasonality - nights



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK nights (000's)	5.2	3.6	7.5	117.7	397.6	1083.1	1551.0	3057.7	963.9	1003.6	363.0	542.0
OS nights (000's)	7.3	9.7	14.3	18.7	20.0	19.8	271.1	368.1	130.4	99.9	61.0	14.8
Total nights (000's)	12.5	13.3	21.8	136.4	417.6	1102.9	1822.1	3425.8	1094.3	1103.5	424.0	556.8

Dorset - Estimated seasonality of staying visits

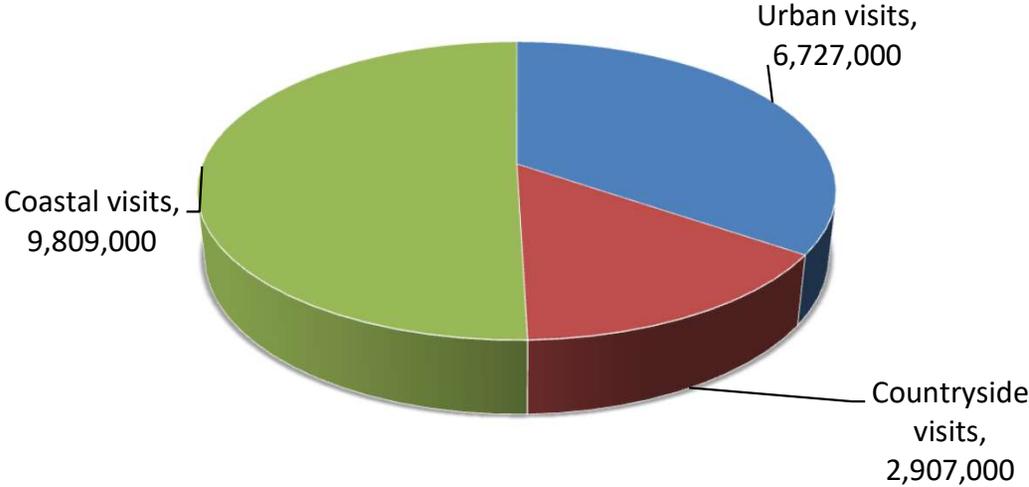
Seasonality - spend



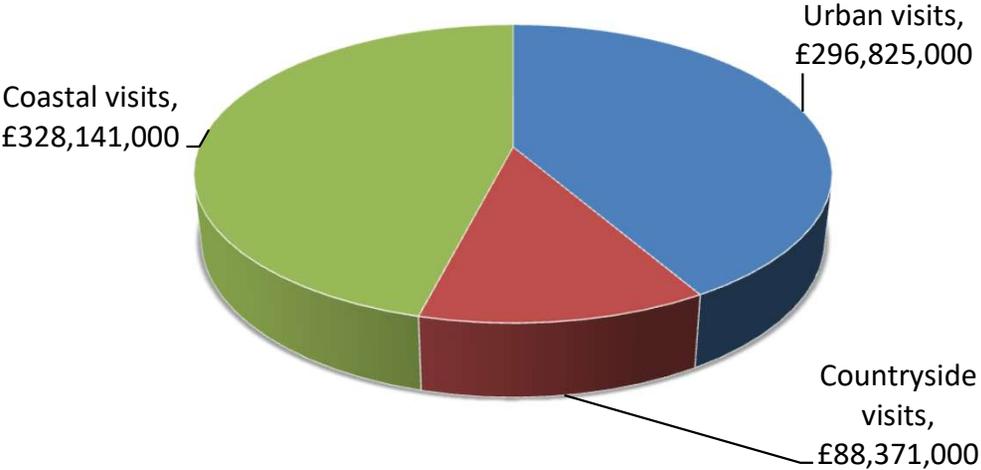
Dorset - Day visits by location

Total day visits	Total day visit spend
19,443,000	£713,337,000

Day visits

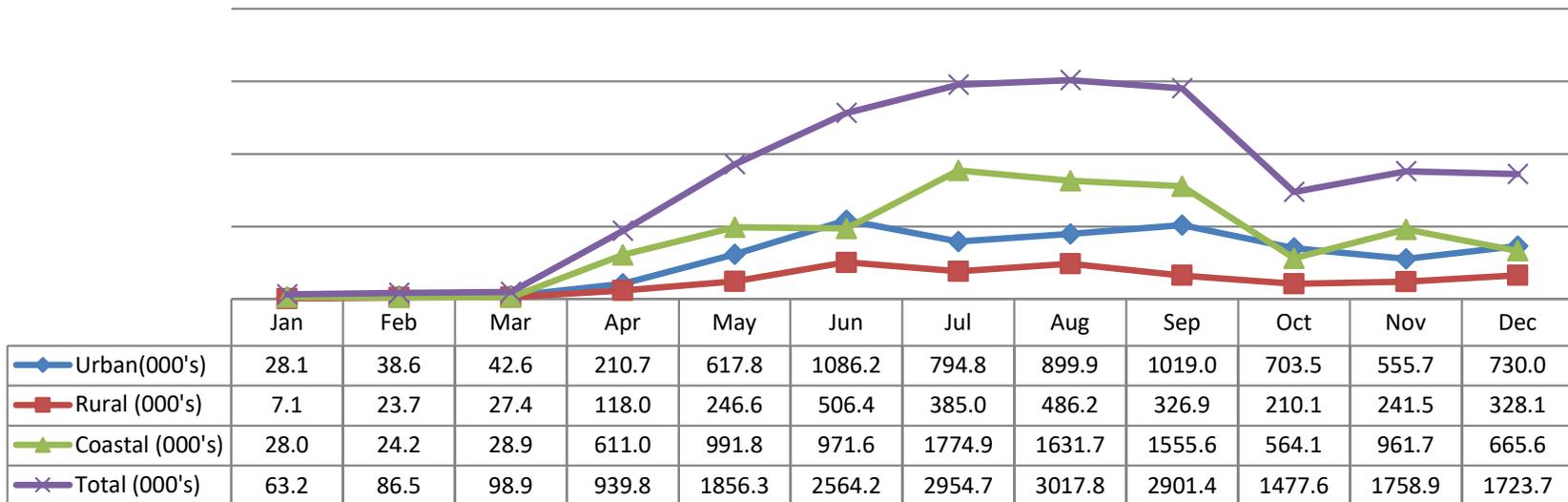


Day visit spend

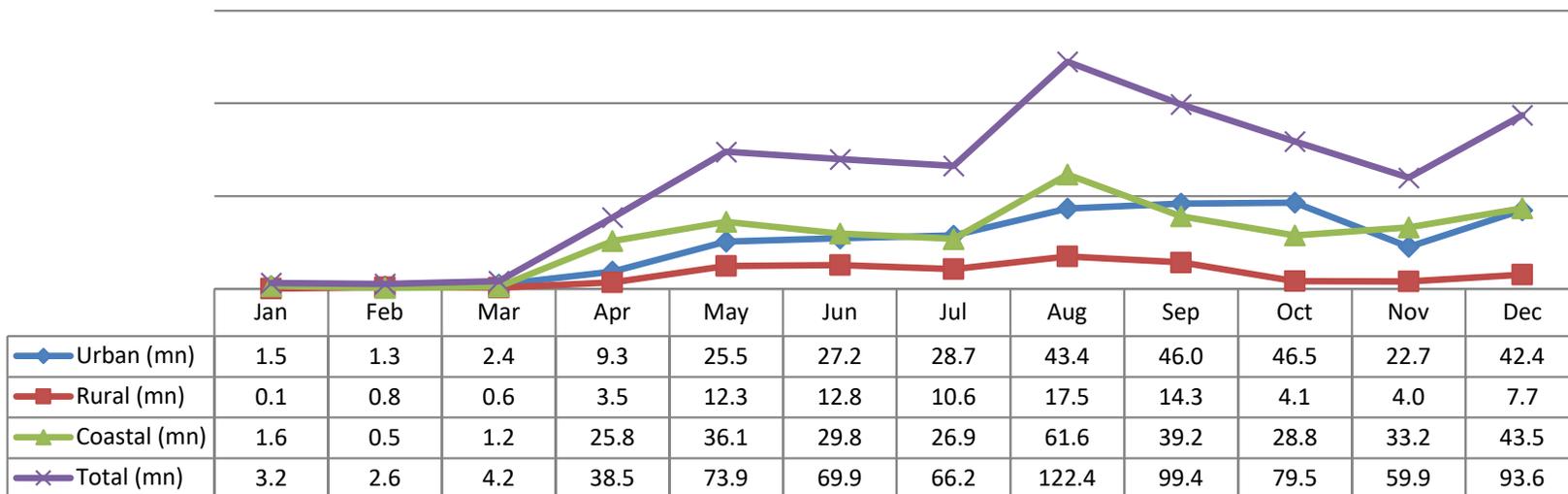


Dorset - Estimated seasonality of day visits

Seasonality - day visits (000's)



Seasonality - day visit spend (millions)



Dorset - Direct visitor expenditure by category

Information on the breakdown of visitor spending is available from the three main tourism and day visitor surveys by type of visitor. The Model divides the expenditure between five sectors:

- Accommodation
- Shopping for gifts, clothes and other goods
- Eating and drinking in restaurants, cafes and inns
- Entry to attractions, entertainment and hire of goods and services
- Transport and travel costs including public transport, purchase of fuel and parking

The following pages look at the breakdown of this expenditure and business turnover arising from this expenditure.

By applying the expenditure breakdown to the estimates of visitor spending the Model generates estimates of total spending by the five business sectors. Visitor expenditure in each sector represents additional turnover for businesses in those sectors. However, evidence from national studies suggests that some minor adjustments are required to match visitor spend to business turnover. In particular, some expenditure on food and drink actually takes place in inns and hotels that fall into the accommodation sector and at attractions. The turnover for each business sector has therefore been adjusted to take account of these marginal changes. More significantly, expenditure on travel costs associated with individual trips is as likely to take place at the origin of the trip as it is at the actual destination. It is therefore assumed that only 60% of total travel expenditure accrues to the destination area.

Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £211,725,000
- Overseas staying visitors £9,510,000

Totals

£221,235,000 (17%)



Shopping

- UK staying visitors £70,603,000
- Overseas staying visitors £12,688,000
- Day visitors £193,933,000

£227,224,000 (22%)



Food & drink

- UK staying visitors £129,098,000
- Overseas staying visitors £10,168,000
- Day visitors £352,667,000

£491,933,000 (38%)



Attractions/entertainment

- UK staying visitors £43,151,000
- Overseas staying visitors £3,228,000
- Day visitors £59,536,000

£105,915,000 (8%)



Travel

- UK staying visitors £71,259,000
- Overseas staying visitors £3,683,000
- Day visitors £107,201,000

£182,143,000 (14%)

Dorset – Other visitor related expenditure by category



Second Homes
£2,656,000



Boats
£3,785,000



Visiting friends and relatives (non-visitor spend)
£17,238,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Dorset – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£224,020,000	£6,893,000	£230,913,000
Retailing	£82,458,000	£187,639,000	£270,097,000
Catering	£135,089,000	£334,328,000	£469,417,000
Attractions/entertainment	£48,604,000	£63,527,000	£112,131,000
Transport	£44,965,000	£62,862,000	£107,827,000
Arising from non trip spend	£23,678,828	£0	£23,678,828
Total Direct	£558,814,828	£655,249,000	£1,214,063,828

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£558,814,828	£655,249,000	£1,214,063,828
Supplier and income induced	£319,681,000	£293,168,000	£612,849,000
Total	£878,495,828	£948,417,000	£1,826,912,828

Dorset – Tourism related employment

Having identified the value of turnover generated by visitor spending in each business sector it is possible to estimate the employment associated with that spending.

The use of visitor expenditure to generate job numbers underestimates the number of jobs arising in the attractions/entertainment sector. The underestimate arises because local authorities and voluntary bodies do not always seek to recoup the full operating costs of individual attractions or facilities from entrance charges. Therefore an additional percentage of direct employment is added to the attractions sector estimates to take account of this factor.

This section of the report looks at employment on three levels;

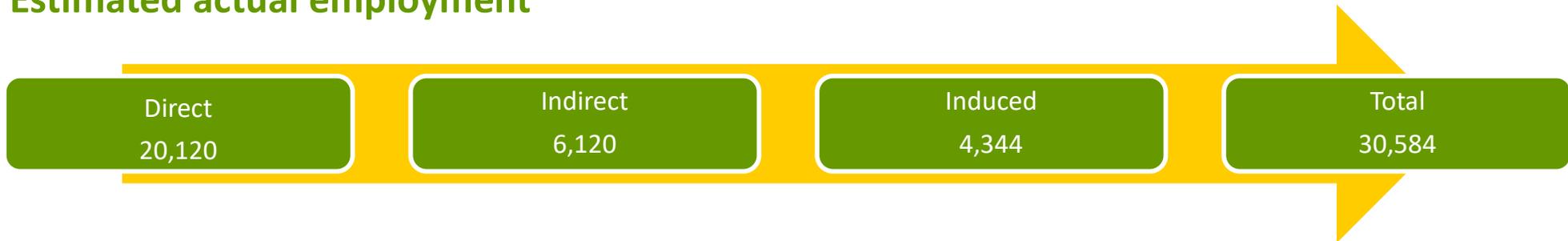
- **Direct Jobs** - Direct jobs are those in businesses in receipt of visitor spending. For example, jobs supported by visitor spending at a hotel would be direct jobs.
- **Indirect Jobs** - Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses. For example, some of the employment at a business supplying food and drink may be supported through the supplies that the business sells to hotels (or any other business in direct receipt of visitor expenditure).
- **Induced Jobs** - Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs. Such spending will be spread across a wide range of service sectors.

Estimates are shown for actual jobs and full time equivalent jobs (FTE's).

Employment figures show a large decrease compared to the 2019 data. However, many more tourism jobs will have been supported by Government support schemes in place in 2020 due to the pandemic e.g. furlough scheme. So the 2020 figure is an estimate of jobs supported by the 2020 visitor spend rather than an actual change in the employment numbers when compared to previous years.

Dorset – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	3,172	98	3,269
Retailing	639	1,454	2,094
Catering	1,608	3,980	5,588
Attractions/entertainment	751	982	1,733
Transport	270	377	647
Arising from non trip spend	355	0	355
Total Direct	6,794	6,890	13,685

Impacts of Covid-19

2021 compared to 2019 (pre-pandemic)



Dorset – Impacts on staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	-15%	-11%	-27%
Self catering	22%	28%	5%
Touring caravans /tents	-23%	-23%	-23%
Static vans/holiday centres	-17%	-7%	-23%
Group/campus	-43%	-22%	-31%
Paying guest in private homes	0%	0%	0%
Second homes	-44%	-58%	-31%
Boat moorings	-11%	-28%	-31%
Other	-69%	-33%	-31%
Staying with friends and relatives	-58%	-55%	-31%
Total	-26%	-20%	-21%

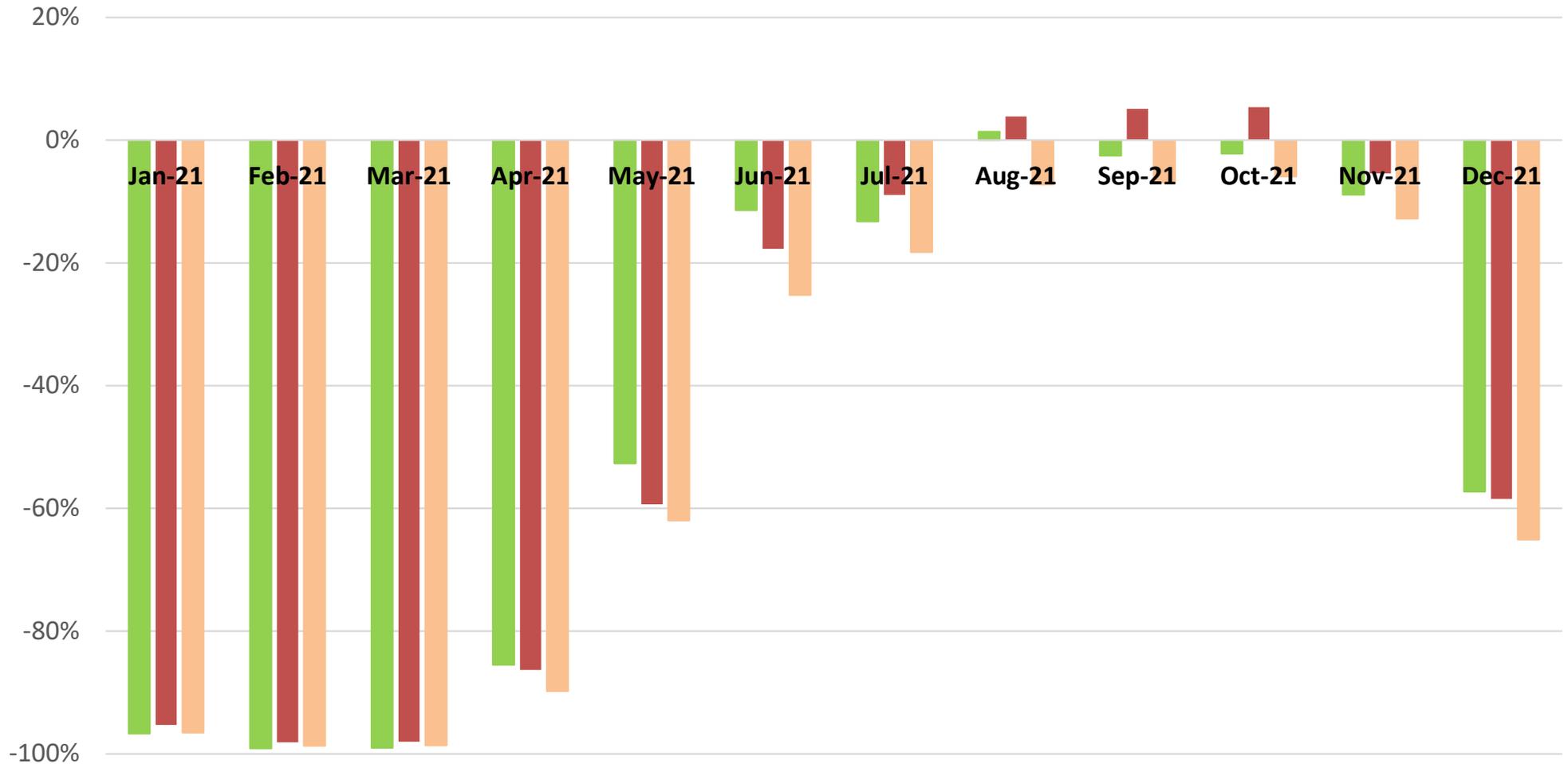
Overseas tourists	Trips	Nights	Spend
Serviced	-87%	-76%	-83%
Self catering	-88%	-76%	-83%
Touring caravans /tents	-88%	-76%	-83%
Static vans/holiday centres	NA	-73%	-80%
Group/campus	0%	83%	20%
Paying guest in private homes	-94%	-76%	-90%
Second homes	-87%	-76%	-91%
Boat moorings	0%	0%	0%
Other	-87%	-74%	-70%
Staying with friends and relatives	-75%	-63%	-79%
Total	-83%	-68%	-81%

Dorset – Impacts on staying visits by accommodation type

All staying visits	Trips	Nights	Spend
Serviced	-24%	-24%	-38%
Self catering	17%	16%	-5%
Touring caravans /tents	-26%	-27%	-30%
Static vans/holiday centres	-18%	-8%	-24%
Group/campus	-33%	57%	10%
Paying guest in private homes	-94%	-76%	-90%
Second homes	-45%	-61%	-48%
Boat moorings	-11%	-28%	-31%
Other	-73%	-58%	-52%
Staying with friends and relatives	-60%	-57%	-49%
Total	-32%	-31%	-35%

Dorset – Staying visits impacts by month

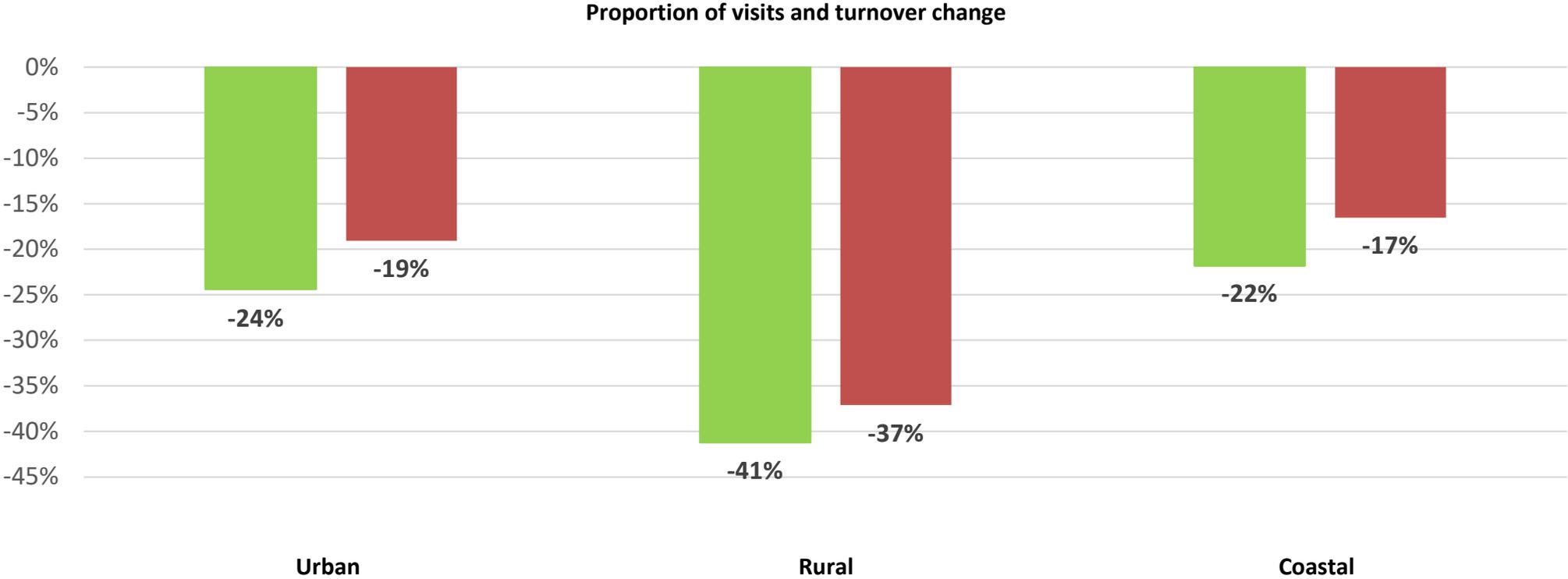
Proportions of staying visitor measures change



	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Trips	-97%	-99%	-99%	-86%	-53%	-11%	-13%	1%	-3%	-2%	-9%	-57%
Nights	-95%	-98%	-98%	-86%	-59%	-18%	-9%	4%	5%	5%	-5%	-58%
Spend	-97%	-99%	-99%	-90%	-62%	-25%	-18%	-7%	-7%	-6%	-13%	-65%

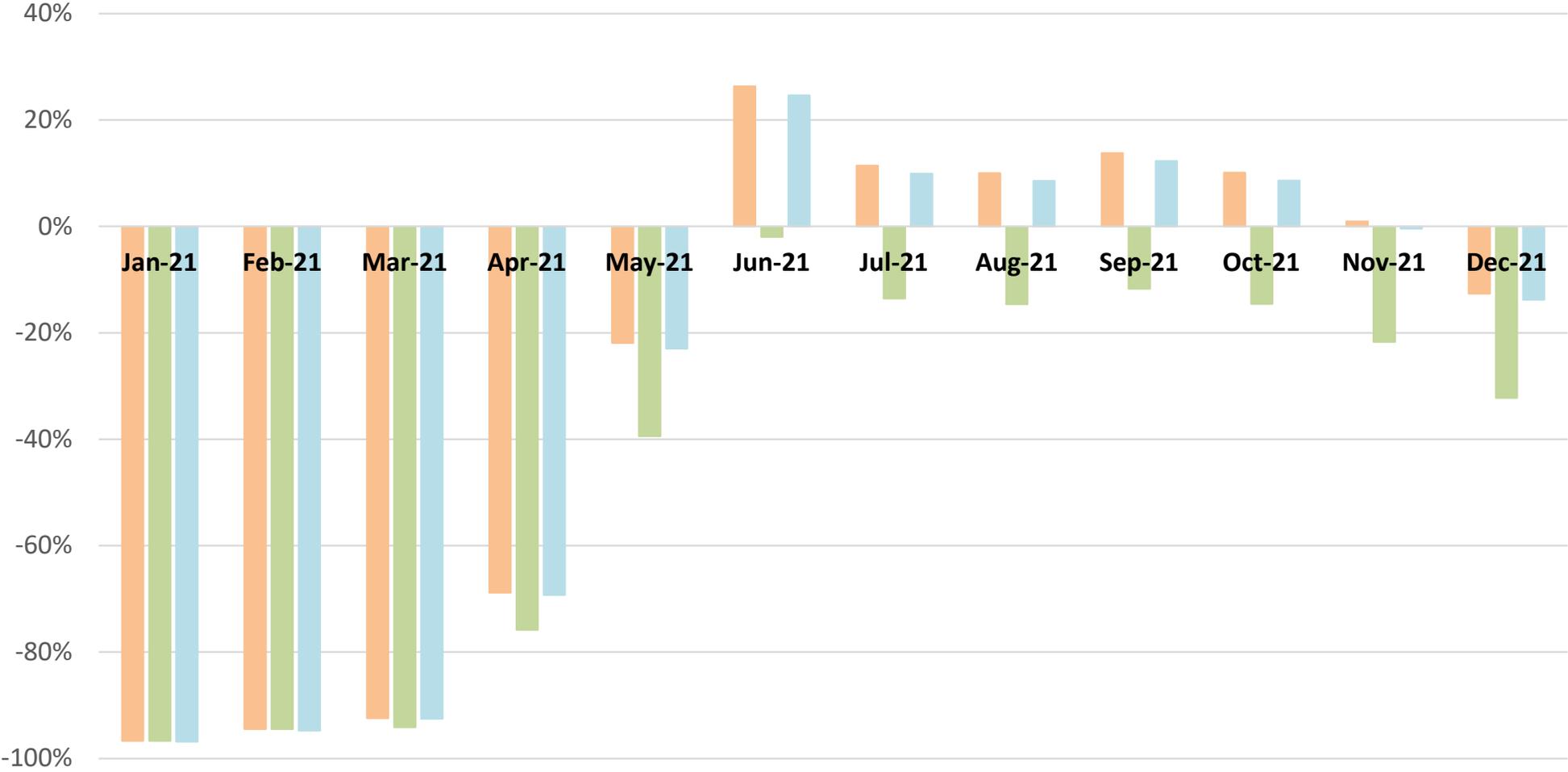
Dorset – Impacts on day visits by location

Total day visits	Total day visit spend
-26%	-21%



Dorset – Day visits volume impacts by month and location type

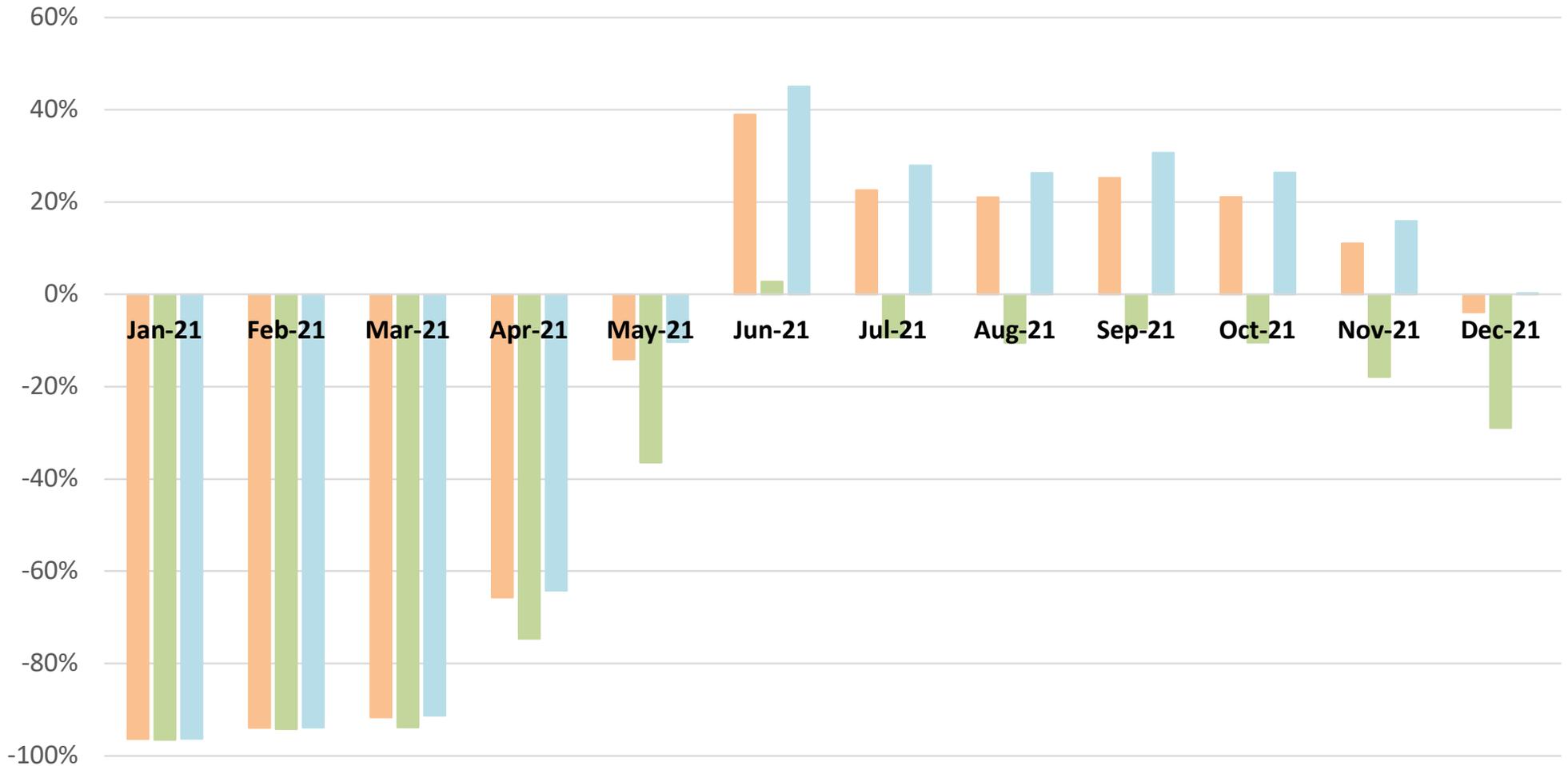
Proportions of day visits change



	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Urban	-97%	-94%	-92%	-69%	-22%	26%	11%	10%	14%	10%	1%	-13%
Rural	-97%	-94%	-94%	-76%	-39%	-2%	-14%	-15%	-12%	-15%	-22%	-32%
Coastal	-97%	-95%	-93%	-69%	-23%	25%	10%	9%	12%	9%	0%	-14%

Dorset – Day visits spend impacts by month and location type

Proportions of day visits spend change



	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Urban	-96%	-94%	-92%	-66%	-14%	39%	23%	21%	25%	21%	11%	-4%
Rural	-97%	-94%	-94%	-75%	-36%	3%	-9%	-10%	-7%	-10%	-18%	-29%
Coastal	-96%	-94%	-91%	-64%	-10%	45%	28%	26%	31%	26%	16%	0%

Dorset – Impacts on business turnover

Decrease in turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£85,583,000	£856,000	£86,439,000
Retailing	£61,909,000	£34,165,000	£96,074,000
Catering	£52,273,000	£41,515,000	£93,788,000
Attractions/entertainment	£50,267,000	£41,176,000	£91,443,000
Transport	£34,316,000	£30,266,000	£64,582,000
Arising from non trip spend	£28,685,172	£0	£28,685,172
Total Direct	£313,033,172	£147,978,000	£461,011,172

Decrease in total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£313,033,172	£147,978,000	£461,011,172
Supplier and income induced	£144,997,000	£52,729,000	£197,726,000
Total	£458,030,172	£200,707,000	£658,737,172

District data



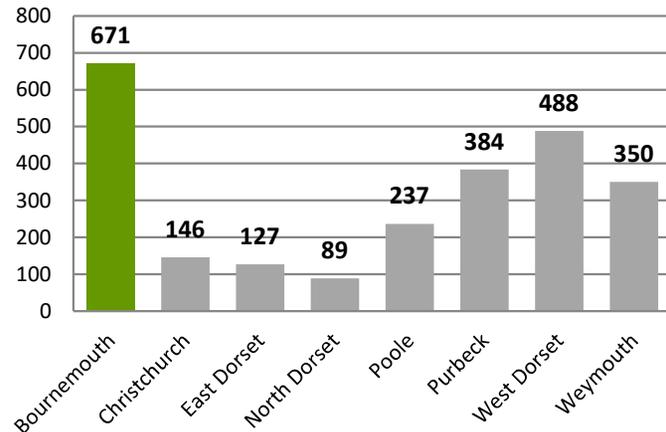
Value of Tourism 2021

Bournemouth

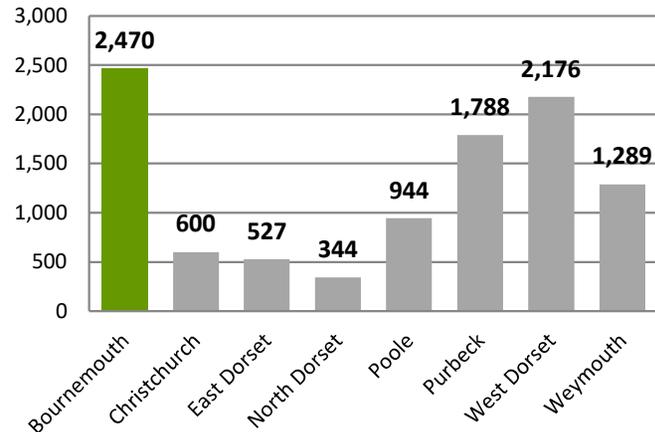
Key Facts	
671,000	Staying visitor trips
2,470,000	Staying visitor nights
£163,426,000	Staying visitor spend
4,682,000	Day visits
£177,163,000	Day visitor spend
£340,589,000	Direct visitor spend
£3,203,000	Other related spend
£343,792,000	TOTAL VISITOR RELATED SPEND
7,208	Estimated actual employment
5,287	FTE employment
7%	Proportion of all employment

Bournemouth - Staying visits in the county context

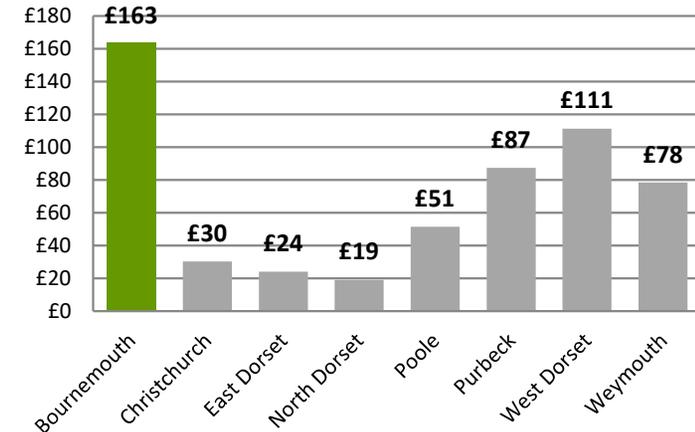
All staying trips (000's)



All staying nights (000's)



All staying spend (£mn)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	640	31	1,955	515	£143	£21
Christchurch	144	2	559	41	£29	£1
East Dorset	124	3	475	52	£23	£1
North Dorset	87	2	307	37	£18	£1
Poole	231	6	849	95	£49	£3
Purbeck	379	5	1,657	131	£82	£6
West Dorset	481	7	2,071	105	£107	£4
Weymouth	346	4	1,228	61	£76	£2

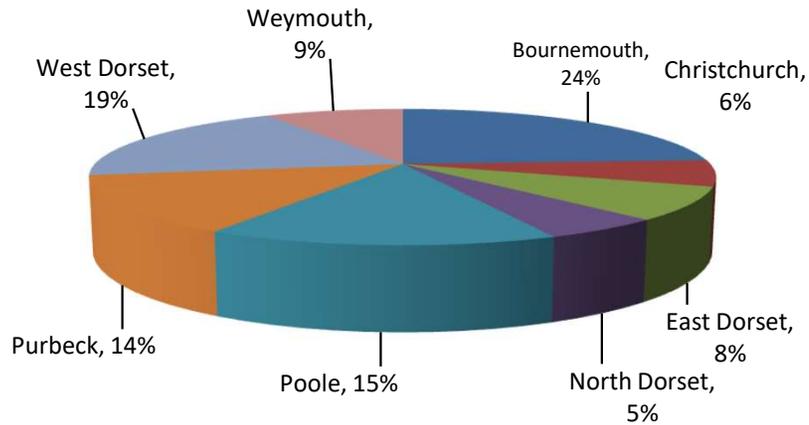
Bournemouth - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	488,000	1,369,000	£112,935,000
Self catering	27,000	149,000	£8,769,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£19,000
Paying guest in private homes	0	0	£0
Second homes	9,000	31,000	£1,466,000
Boat moorings	0	0	£0
Other	3,000	11,000	£536,000
Staying with friends and relatives	113,000	395,000	£18,832,000
Total	640,000	1,955,000	£142,555,000

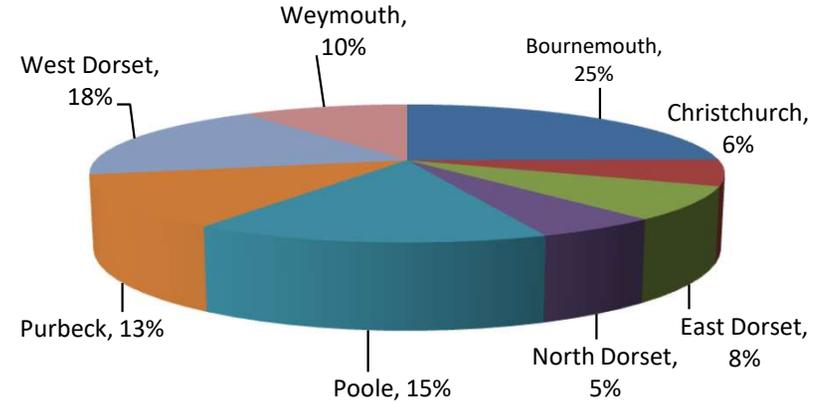
Overseas tourists	Trips	Nights	Spend
Serviced	16,000	138,000	£11,099,000
Self catering	200	5,000	£324,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	100	4,000	£241,000
Paying guest in private homes	1,000	117,000	£2,917,000
Second homes	100	5,000	£127,000
Boat moorings	0	0	£0
Other	1,000	11,000	£451,000
Staying with friends and relatives	13,000	235,000	£5,712,000
Total	31,000	515,000	£20,871,000

Bournemouth - Day visits in the county context

All day visits



All day visit spend

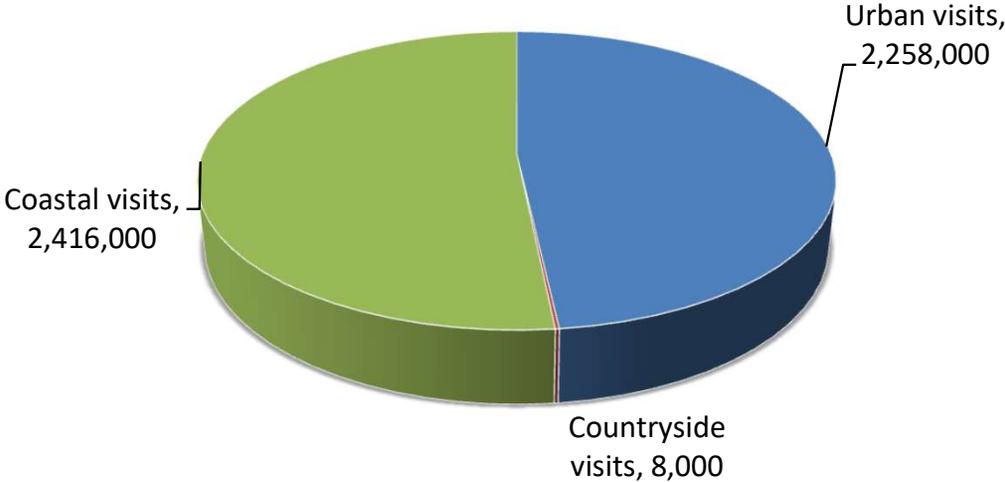


Area	Day visits	Day visit spend
Bournemouth	4.7	£177.2
Christchurch	1.2	£43.6
East Dorset	1.5	£55.3
North Dorset	1.0	£38.3
Poole	2.9	£108.0
Purbeck	2.7	£89.2
West Dorset	3.7	£129.2
Weymouth	1.7	£72.6

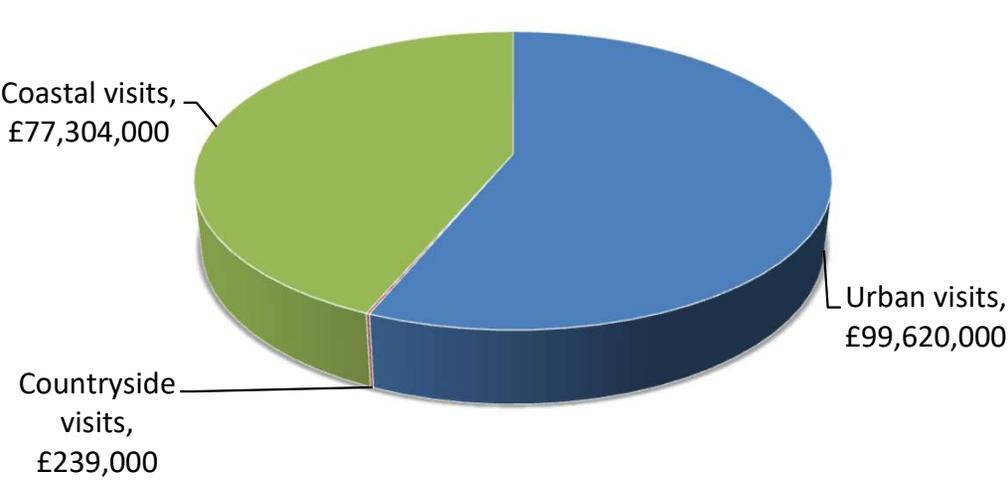
Bournemouth - Day visits by location

Total day visits	Total day visit spend
4,682,000	£177,163,000

Day visits



Day visit spend



Bournemouth – Direct visitor expenditure by category



Accommodation

- UK staying visitors £57,399,000
- Overseas staying visitors £5,053,000

Totals

£62,452,000 (18%)



Shopping

- UK staying visitors £19,141,000
- Overseas staying visitors £6,742,000
- Day visitors £53,536,000

£79,419,000 (23%)



Food & drink

- UK staying visitors £34,999,000
- Overseas staying visitors £5,403,000
- Day visitors £84,972,000

£125,374,000 (37%)



Attractions/entertainment

- UK staying visitors £11,698,000
- Overseas staying visitors £1,715,000
- Day visitors £13,375,000

£26,788,000 (8%)



Travel

- UK staying visitors £19,318,000
- Overseas staying visitors £1,957,000
- Day visitors £25,280,000

£46,555,000 (14%)

Bournemouth – Other visitor related expenditure by category



Second Homes
£395,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£2,808,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Bournemouth – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	868	23	891
Retailing	193	398	591
Catering	452	951	1,403
Attractions/entertainment	211	221	432
Transport	74	88	162
Arising from non trip spend	48	0	48
Total Direct	1,846	1,682	3,527

Bournemouth – Impacts of Covid-19

Staying visitor measures % change compared to 2019	Trips	Nights	Spend
UK staying visitors	-26%	-19%	-22%
Overseas staying visitors	-83%	-68%	-81%
All staying visitors	-36%	-39%	-44%

Day visitor measures % change compared to 2019	Trips	Spend
Urban day visitors	-24%	-19%
Countryside day visitors	-38%	-37%
Coastal day visitors	-22%	-16%
All day visitors	-23%	-18%

Business turnover change compared to 2019	Staying visitor related	Day visitor related	Total visitor related
Value lost	£178,819,000	£42,315,000	£221,134,000

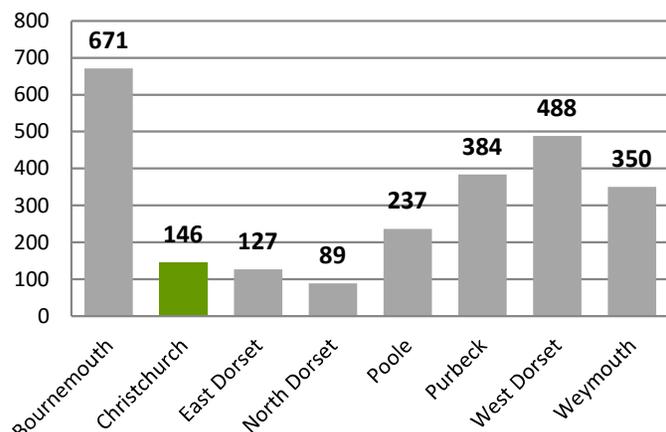
Value of Tourism 2021

Christchurch

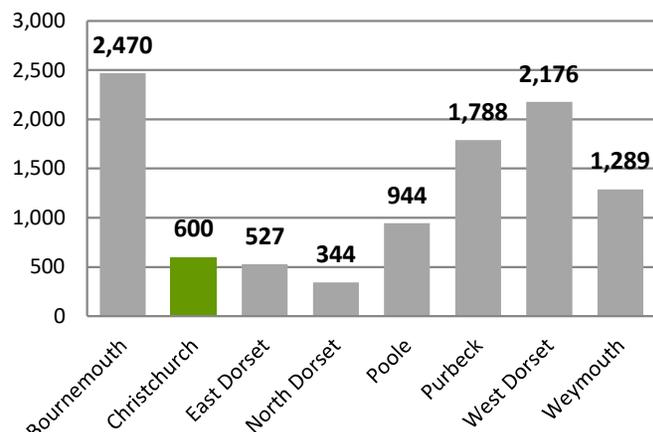
Key Facts	
146,000	Staying visitor trips
600,000	Staying visitor nights
£30,211,000	Staying visitor spend
1,203,000	Day visits
£43,575,000	Day visitor spend
£73,786,000	Direct visitor spend
£1,019,725	Other related spend
£74,805,725	TOTAL VISITOR RELATED SPEND
1,626	Estimated actual employment
1,194	FTE employment
8%	Proportion of all employment

Christchurch - Staying visits in the county context

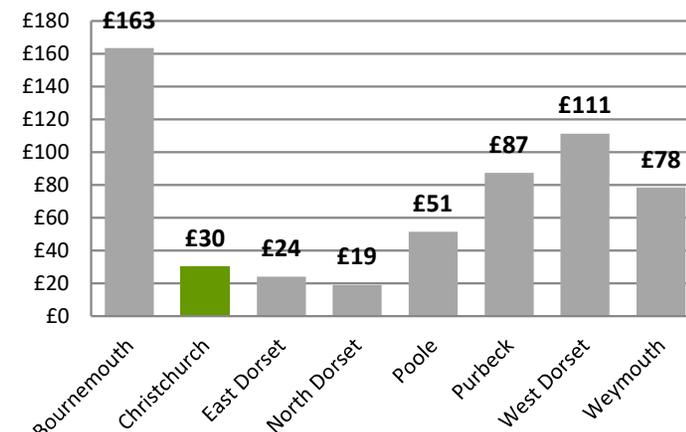
All staying trips (000's)



All staying nights (000's)



All staying spend (£mn)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	640	31	1,955	515	£143	£21
Christchurch	144	2	559	41	£29	£1
East Dorset	124	3	475	52	£23	£1
North Dorset	87	2	307	37	£18	£1
Poole	231	6	849	95	£49	£3
Purbeck	379	5	1,657	131	£82	£6
West Dorset	481	7	2,071	105	£107	£4
Weymouth	346	4	1,228	61	£76	£2

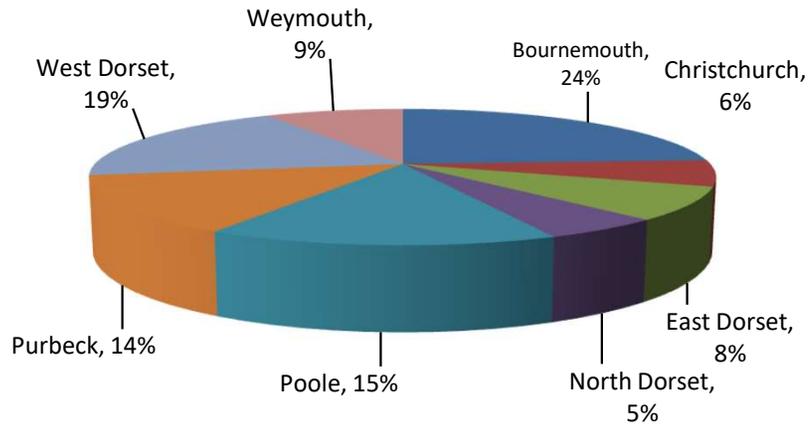
Christchurch - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	42,000	110,000	£9,300,000
Self catering	7,000	37,000	£2,248,000
Touring caravans /tents	15,000	71,000	£2,480,000
Static vans/holiday centres	50,000	243,000	£10,308,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	4,000	14,000	£677,000
Boat moorings	1,000	3,000	£130,000
Other	1,000	2,000	£108,000
Staying with friends and relatives	24,000	78,000	£3,812,000
Total	144,000	559,000	£29,064,000

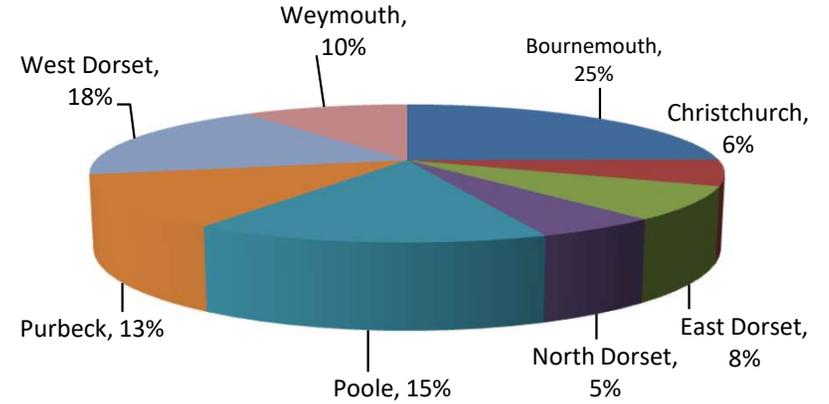
Overseas tourists	Trips	Nights	Spend
Serviced	400	3,000	£233,000
Self catering	0	1,000	£43,000
Touring caravans /tents	200	2,000	£68,000
Static vans/holiday centres	0	1,000	£28,000
Group/campus	0	0	£0
Paying guest in private homes	100	11,000	£241,000
Second homes	0	1,000	£28,000
Boat moorings	0	0	£0
Other	100	1,000	£37,000
Staying with friends and relatives	1,300	22,000	£469,000
Total	2,000	41,000	£1,147,000

Christchurch - Day visits in the county context

All day visits



All day visit spend

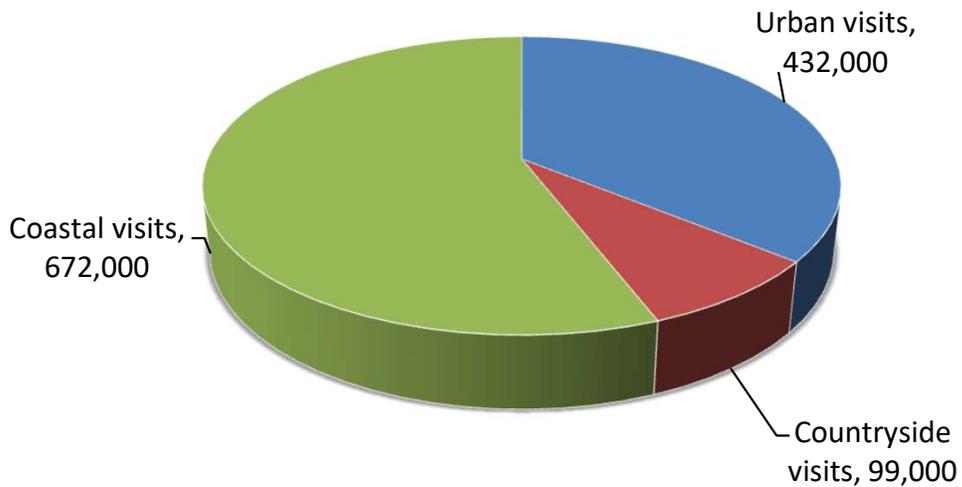


Area	Day visits	Day visit spend
Bournemouth	4.7	£177.2
Christchurch	1.2	£43.6
East Dorset	1.5	£55.3
North Dorset	1.0	£38.3
Poole	2.9	£108.0
Purbeck	2.7	£89.2
West Dorset	3.7	£129.2
Weymouth	1.7	£72.6

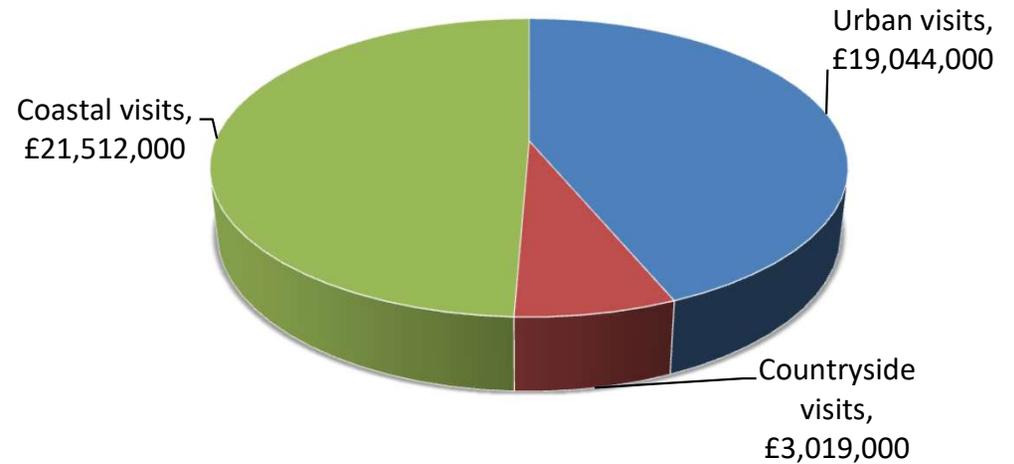
Christchurch - Day visits by location

Total day visits	Total day visit spend
1,203,000	£43,575,000

Day visits



Day visit spend



Christchurch – Direct visitor expenditure by category



Accommodation

- UK staying visitors £11,702,000
- Overseas staying visitors £278,000

Totals

£11,980,000 (16%)



Shopping

- UK staying visitors £3,902,000
- Overseas staying visitors £371,000
- Day visitors £11,768,000

£16,041,000 (22%)



Food & drink

- UK staying visitors £7,135,000
- Overseas staying visitors £297,000
- Day visitors £21,613,000

£29,045,000 (39%)



Attractions/entertainment

- UK staying visitors £2,385,000
- Overseas staying visitors £94,000
- Day visitors £3,494,000

£5,973,000 (8%)



Travel

- UK staying visitors £3,939,000
- Overseas staying visitors £108,000
- Day visitors £6,700,000

£10,747,000 (15%)

Christchurch – Other visitor related expenditure by category



Second Homes

£228,000



Boats

£178,000



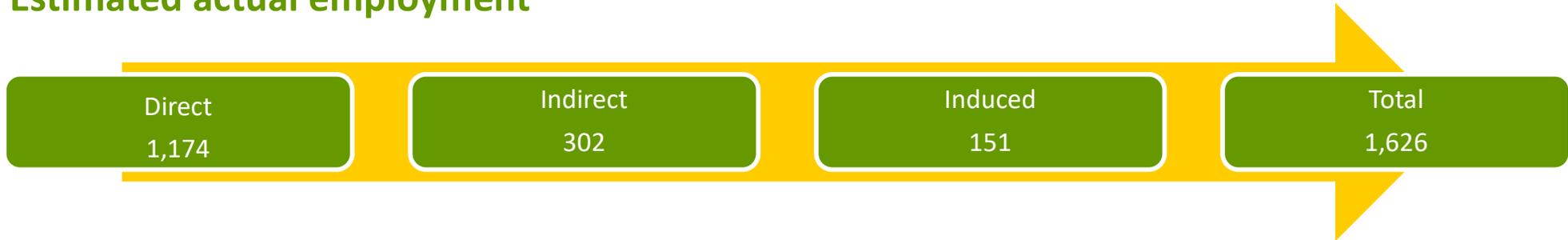
Visiting friends and relatives (non-visitor spend)

£614,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Christchurch – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	173	6	180
Retailing	33	91	124
Catering	87	252	339
Attractions/entertainment	40	60	100
Transport	15	24	39
Arising from non trip spend	15	0	15
Total Direct	364	433	797

Christchurch – Impacts of Covid-19

Staying visitor measures % change compared to 2019	Trips	Nights	Spend
UK staying visitors	-29%	-24%	-25%
Overseas staying visitors	-86%	-73%	-87%
All staying visitors	-33%	-32%	-36%

Day visitor measures % change compared to 2019	Trips	Spend
Urban day visitors	-24%	-19%
Countryside day visitors	-41%	-37%
Coastal day visitors	-22%	-16%
All day visitors	-25%	-19%

Business turnover change compared to 2019	Staying visitor related	Day visitor related	Total visitor related
Value lost	£24,687,000	£11,630,000	£36,317,000

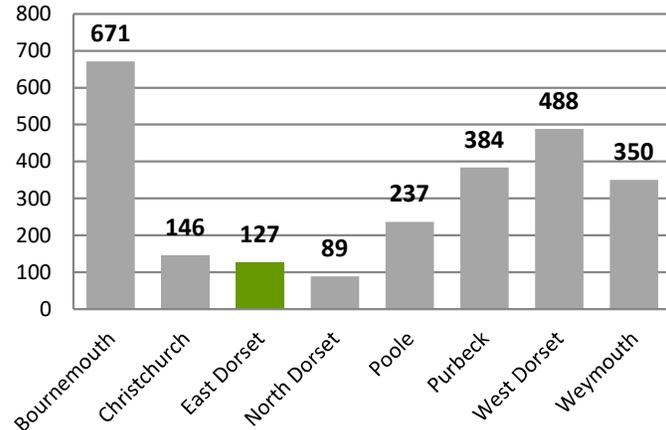
Value of Tourism 2021

East Dorset

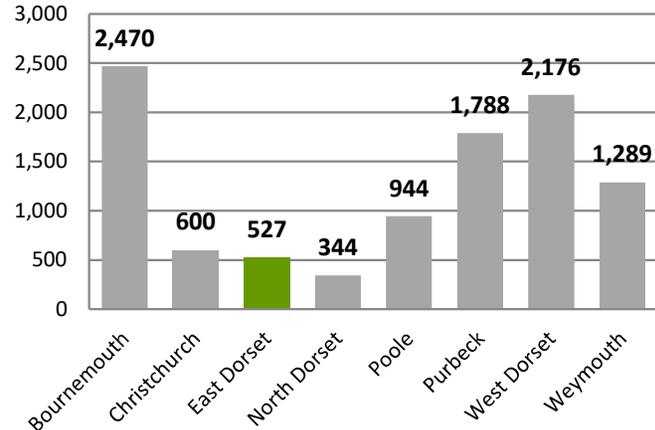
Key Facts	
127,000	Staying visitor trips
527,000	Staying visitor nights
£24,116,000	Staying visitor spend
1,513,000	Day visits
£55,321,000	Day visitor spend
£79,437,000	Direct visitor spend
£1,195,000	Other related spend
£80,632,000	TOTAL VISITOR RELATED SPEND
1,456	Estimated actual employment
1,042	FTE employment
4%	Proportion of all employment

East Dorset - Staying visits in the county context

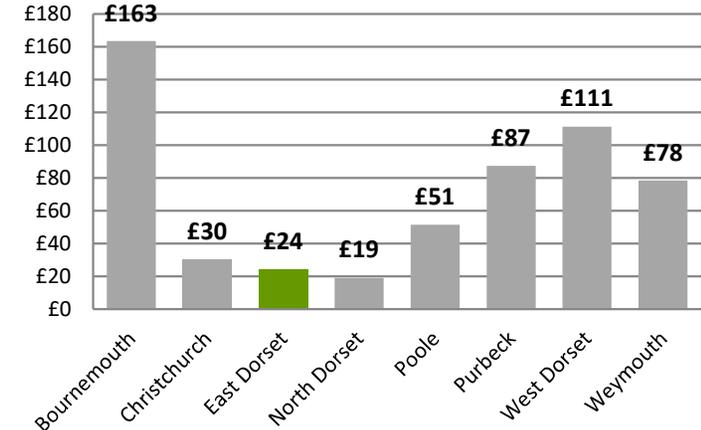
All staying trips (000's)



All staying nights (000's)



All staying spend (£mn)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	640	31	1,955	515	£143	£21
Christchurch	144	2	559	41	£29	£1
East Dorset	124	3	475	52	£23	£1
North Dorset	87	2	307	37	£18	£1
Poole	231	6	849	95	£49	£3
Purbeck	379	5	1,657	131	£82	£6
West Dorset	481	7	2,071	105	£107	£4
Weymouth	346	4	1,228	61	£76	£2

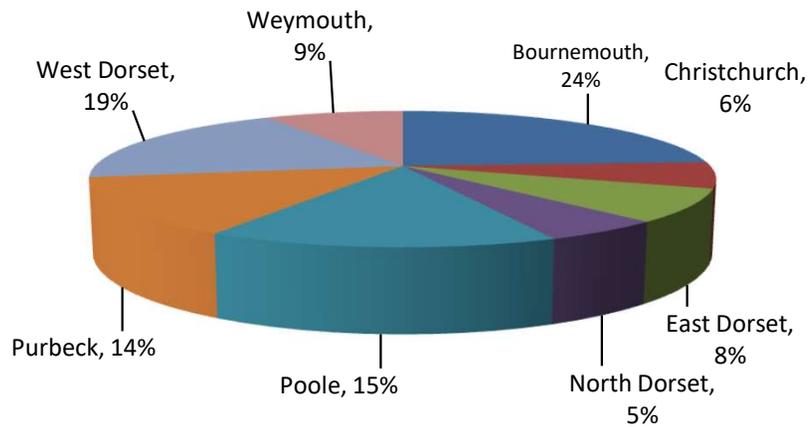
East Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	23,000	60,000	£5,037,000
Self catering	7,000	35,000	£2,123,000
Touring caravans /tents	40,000	186,000	£6,468,000
Static vans/holiday centres	9,000	42,000	£1,797,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	2,000	5,000	£255,000
Boat moorings	0	0	£0
Other	1,000	4,000	£196,000
Staying with friends and relatives	43,000	142,000	£6,886,000
Total	124,000	475,000	£22,762,000

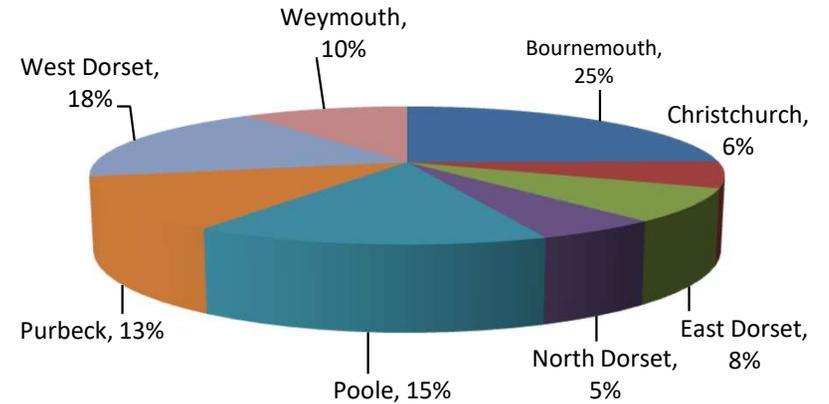
Overseas tourists	Trips	Nights	Spend
Serviced	200	2,000	£126,000
Self catering	0	1,000	£40,000
Touring caravans /tents	400	5,000	£177,000
Static vans/holiday centres	0	0	£5,000
Group/campus	0	0	£0
Paying guest in private homes	0	4,000	£80,000
Second homes	0	0	£10,000
Boat moorings	0	0	£0
Other	100	2,000	£67,000
Staying with friends and relatives	2,000	39,000	£848,000
Total	3,000	52,000	£1,354,000

East Dorset - Day visits in the county context

All day visits



All day visit spend

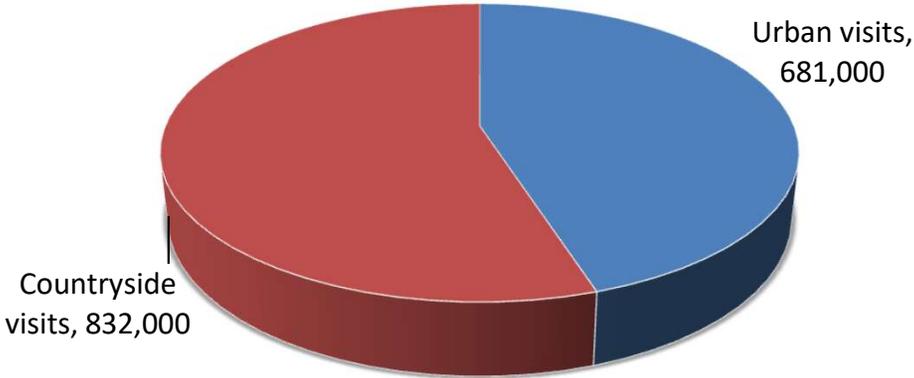


Area	Day visits	Day visit spend
Bournemouth	4.7	£177.2
Christchurch	1.2	£43.6
East Dorset	1.5	£55.3
North Dorset	1.0	£38.3
Poole	2.9	£108.0
Purbeck	2.7	£89.2
West Dorset	3.7	£129.2
Weymouth	1.7	£72.6

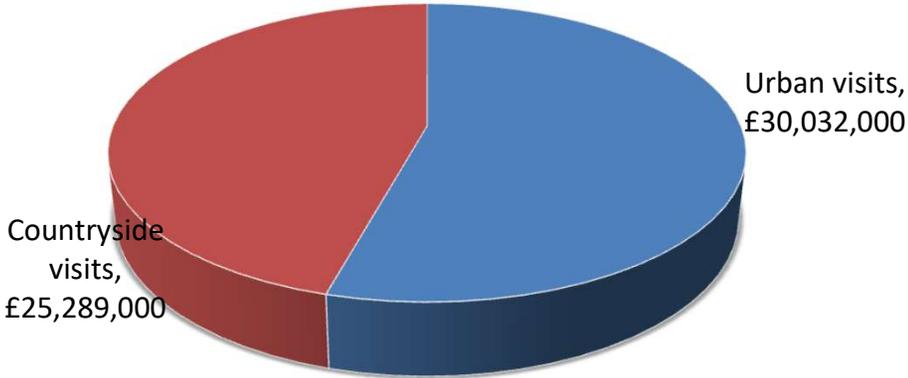
East Dorset - Day visits by location

Total day visits	Total day visit spend
1,513,000	£55,321,000

Day visits



Day visit spend



East Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £9,165,000
- Overseas staying visitors £328,000

Totals

£9,493,000 (12%)



Shopping

- UK staying visitors £3,056,000
- Overseas staying visitors £437,000
- Day visitors £18,698,000

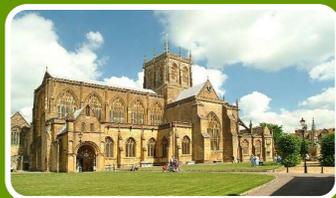
£22,191,000 (28%)



Food & drink

- UK staying visitors £5,588,000
- Overseas staying visitors £351,000
- Day visitors £25,196,000

£31,135,000 (39%)



Attractions/entertainment

- UK staying visitors £1,868,000
- Overseas staying visitors £111,000
- Day visitors £5,581,000

£7,560,000 (10%)



Travel

- UK staying visitors £3,085,000
- Overseas staying visitors £127,000
- Day visitors £5,846,000

£9,058,000 (11%)

East Dorset – Other visitor related expenditure by category



Second Homes
£86,000



Boats
£0

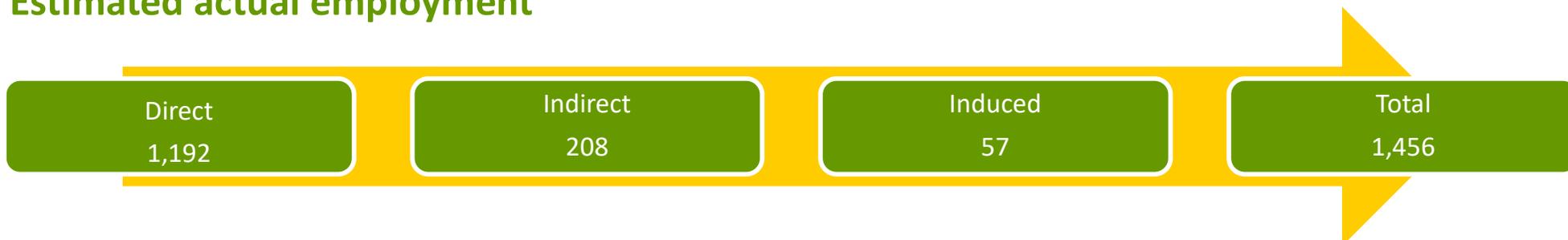


Visiting friends and relatives (non-visitor spend)
£1,109,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

East Dorset – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	130	7	137
Retailing	26	137	162
Catering	65	277	343
Attractions/entertainment	31	89	119
Transport	11	20	31
Arising from non trip spend	18	0	18
Total Direct	280	530	810

East Dorset – Impacts of Covid-19

Staying visitor measures % change compared to 2019	Trips	Nights	Spend
UK staying visitors	-39%	-34%	-26%
Overseas staying visitors	-82%	-70%	-84%
All staying visitors	-43%	-41%	-38%

Day visitor measures % change compared to 2019	Trips	Spend
Urban day visitors	-24%	-19%
Countryside day visitors	-41%	-37%
Coastal day visitors	0%	0%
All day visitors	-35%	-28%

Business turnover change compared to 2019	Staying visitor related	Day visitor related	Total visitor related
Value lost	£20,639,000	£23,870,000	£44,509,000

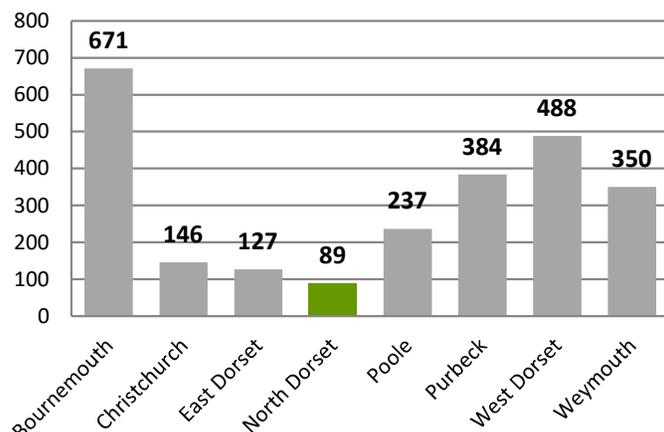
Value of Tourism 2021

North Dorset

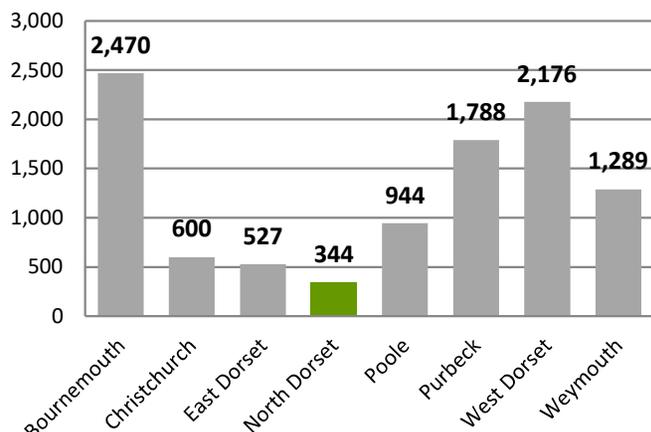
Key Facts	
89,000	Staying visitor trips
344,000	Staying visitor nights
£19,121,000	Staying visitor spend
1,034,000	Day visits
£38,265,000	Day visitor spend
£57,386,000	Direct visitor spend
£978,000	Other related spend
£58,364,000	TOTAL VISITOR RELATED SPEND
1,118	Estimated actual employment
798	FTE employment
3%	Proportion of all employment

North Dorset - Staying visits in the county context

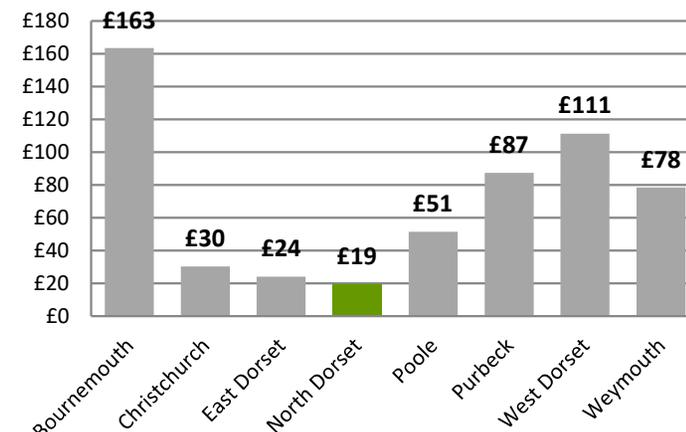
All staying trips (000's)



All staying nights (000's)



All staying spend (£mn)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	640	31	1,955	515	£143	£21
Christchurch	144	2	559	41	£29	£1
East Dorset	124	3	475	52	£23	£1
North Dorset	87	2	307	37	£18	£1
Poole	231	6	849	95	£49	£3
Purbeck	379	5	1,657	131	£82	£6
West Dorset	481	7	2,071	105	£107	£4
Weymouth	346	4	1,228	61	£76	£2

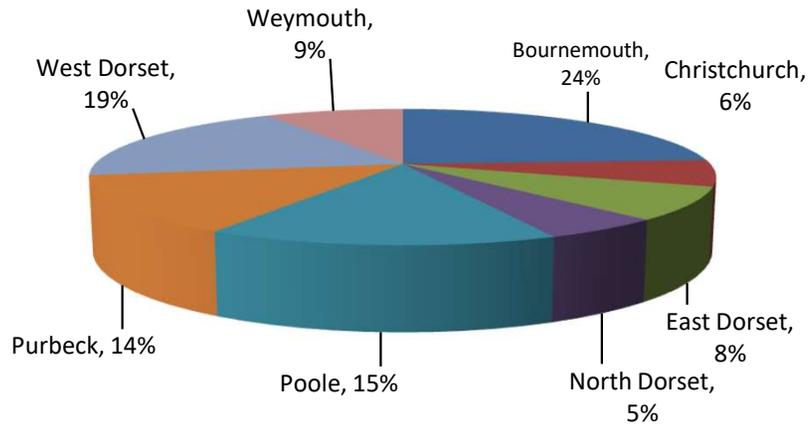
North Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	28,000	74,000	£6,265,000
Self catering	16,000	84,000	£5,027,000
Touring caravans /tents	6,000	29,000	£993,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	2,000	7,000	£355,000
Boat moorings	0	0	£0
Other	1,000	3,000	£151,000
Staying with friends and relatives	33,000	110,000	£5,327,000
Total	87,000	307,000	£18,119,000

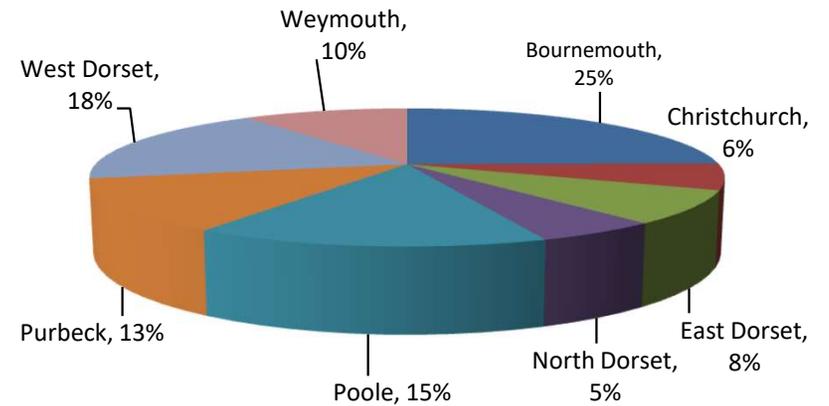
Overseas tourists	Trips	Nights	Spend
Serviced	300	2,000	£157,000
Self catering	100	2,000	£95,000
Touring caravans /tents	100	1,000	£27,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	0	1,000	£15,000
Boat moorings	0	0	£0
Other	100	1,000	£52,000
Staying with friends and relatives	2,000	30,000	£656,000
Total	2,000	37,000	£1,002,000

North Dorset - Day visits in the county context

All day visits



All day visit spend

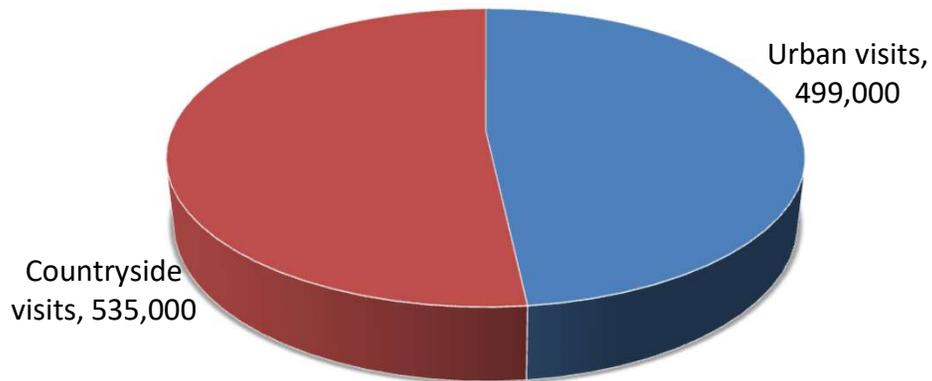


Area	Day visits	Day visit spend
Bournemouth	4.7	£177.2
Christchurch	1.2	£43.6
East Dorset	1.5	£55.3
North Dorset	1.0	£38.3
Poole	2.9	£108.0
Purbeck	2.7	£89.2
West Dorset	3.7	£129.2
Weymouth	1.7	£72.6

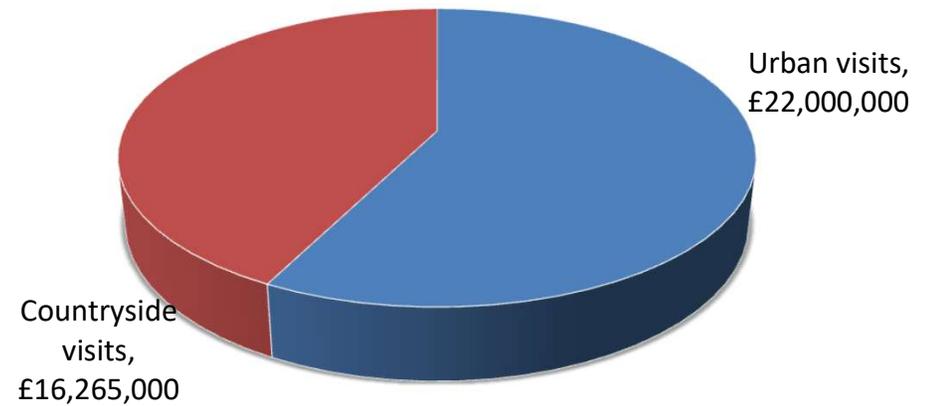
North Dorset - Day visits by location

Total day visits	Total day visit spend
1,034,000	£38,265,000

Day visits



Day visit spend



North Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £7,296,000
- Overseas staying visitors £243,000

Totals

£7,539,000 (13%)



Shopping

- UK staying visitors £2,433,000
- Overseas staying visitors £324,000
- Day visitors £13,196,000

£15,953,000 (28%)



Food & drink

- UK staying visitors £4,448,000
- Overseas staying visitors £259,000
- Day visitors £17,301,000

£22,008,000 (38%)



Attractions/entertainment

- UK staying visitors £1,487,000
- Overseas staying visitors £82,000
- Day visitors £3,783,000

£5,352,000 (9%)



Travel

- UK staying visitors £2,455,000
- Overseas staying visitors £94,000
- Day visitors £3,984,000

£6,533,000 (11%)

North Dorset – Other visitor related expenditure by category



Second Homes

120,000



Boats

£0



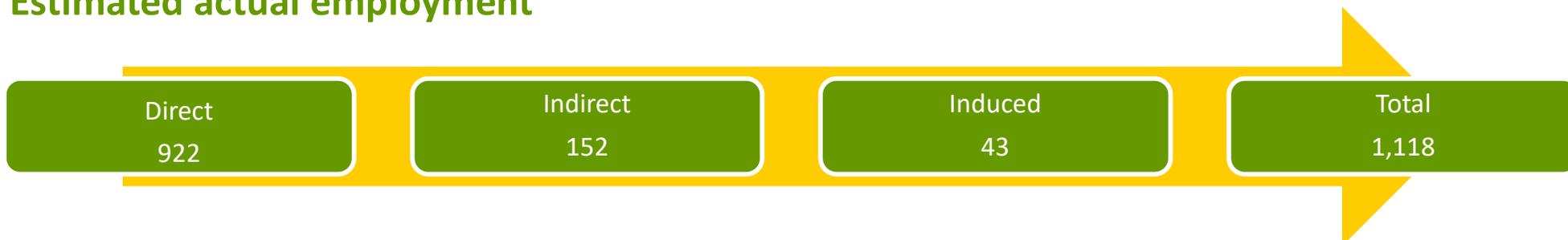
Visiting friends and relatives (non-visitor spend)

£858,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

North Dorset – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	110	5	115
Retailing	22	103	125
Catering	55	203	259
Attractions/entertainment	26	64	90
Transport	9	15	24
Arising from non trip spend	15	0	15
Total Direct	237	390	627

North Dorset – Impacts of Covid-19

Staying visitor measures % change compared to 2019	Trips	Nights	Spend
UK staying visitors	-39%	-33%	-23%
Overseas staying visitors	-83%	-69%	-83%
All staying visitors	-42%	-41%	-35%

Day visitor measures % change compared to 2019	Trips	Spend
Urban day visitors	-24%	-19%
Countryside day visitors	-41%	-37%
Coastal day visitors	0%	0%
All day visitors	-34%	-28%

Business turnover change compared to 2019	Staying visitor related	Day visitor related	Total visitor related
Value lost	£14,773,000	£16,062,000	£30,835,000

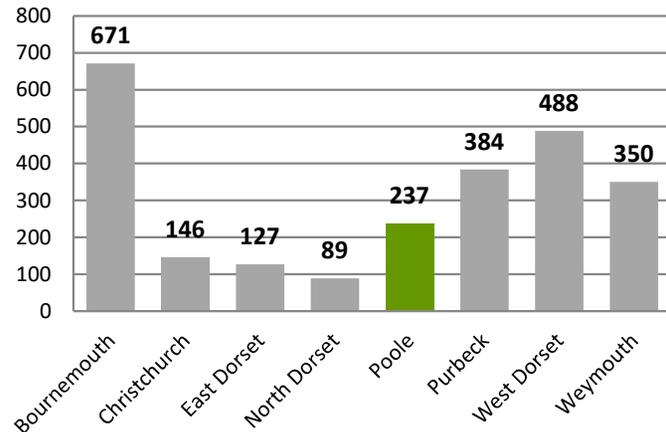
Value of Tourism 2021

Poole

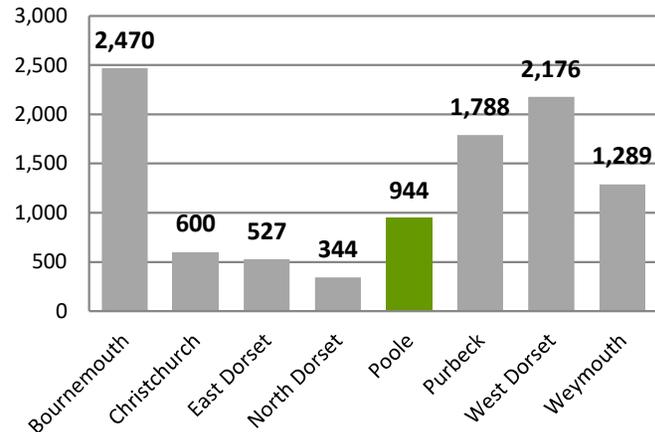
Key Facts	
236,500	Staying visitor trips
944,000	Staying visitor nights
£51,415,000	Staying visitor spend
2,945,000	Day visits
£108,016,000	Day visitor spend
£159,431,000	Direct visitor spend
£4,371,541	Other related spend
£163,802,541	TOTAL VISITOR RELATED SPEND
3,304	Estimated actual employment
2,430	FTE employment
4%	Proportion of all employment

Poole - Staying visits in the county context

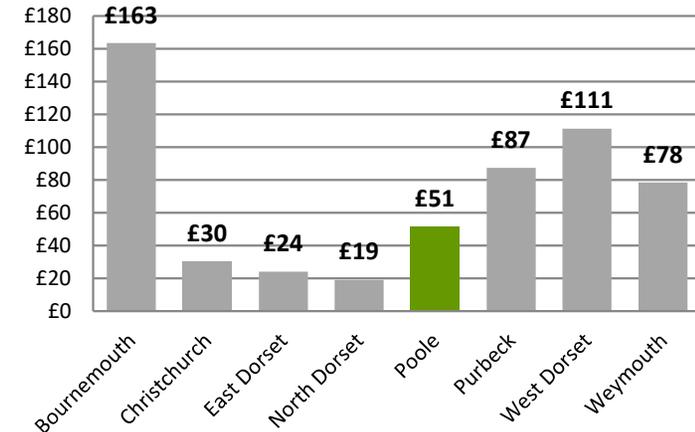
All staying trips (000's)



All staying nights (000's)



All staying spend (£mn)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	640	31	1,955	515	£143	£21
Christchurch	144	2	559	41	£29	£1
East Dorset	124	3	475	52	£23	£1
North Dorset	87	2	307	37	£18	£1
Poole	231	6	849	95	£49	£3
Purbeck	379	5	1,657	131	£82	£6
West Dorset	481	7	2,071	105	£107	£4
Weymouth	346	4	1,228	61	£76	£2

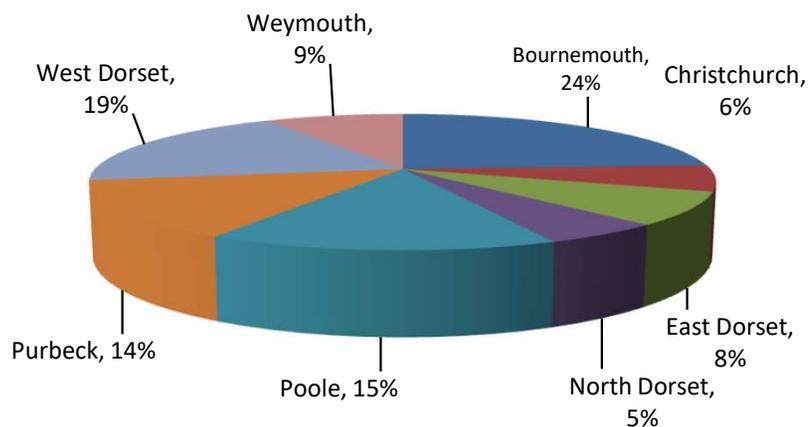
Poole - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	64,000	170,000	£14,317,000
Self catering	45,000	229,000	£13,770,000
Touring caravans /tents	11,000	53,000	£1,835,000
Static vans/holiday centres	20,000	98,000	£4,165,000
Group/campus	0	1,000	£54,000
Paying guest in private homes	0	0	£0
Second homes	7,000	24,000	£1,171,000
Boat moorings	10,000	32,000	£1,560,000
Other	2,000	7,000	£325,000
Staying with friends and relatives	71,000	235,000	£11,437,000
Total	231,000	849,000	£48,634,000

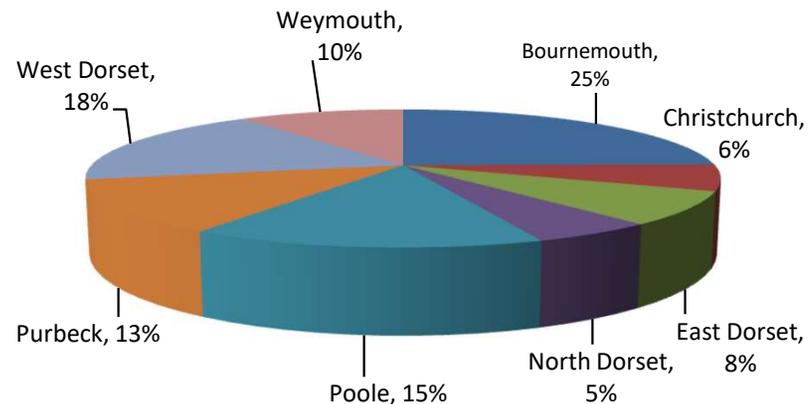
Overseas tourists	Trips	Nights	Spend
Serviced	1,000	5,000	£359,000
Self catering	200	5,000	£261,000
Touring caravans /tents	100	1,000	£50,000
Static vans/holiday centres	0	0	£11,000
Group/campus	200	7,000	£370,000
Paying guest in private homes	100	7,000	£161,000
Second homes	100	2,000	£48,000
Boat moorings	0	0	£0
Other	200	3,000	£111,000
Staying with friends and relatives	4,000	65,000	£1,408,000
Total	5,500	95,000	£2,781,000

Poole - Day visits in the county context

All day visits



All day visit spend

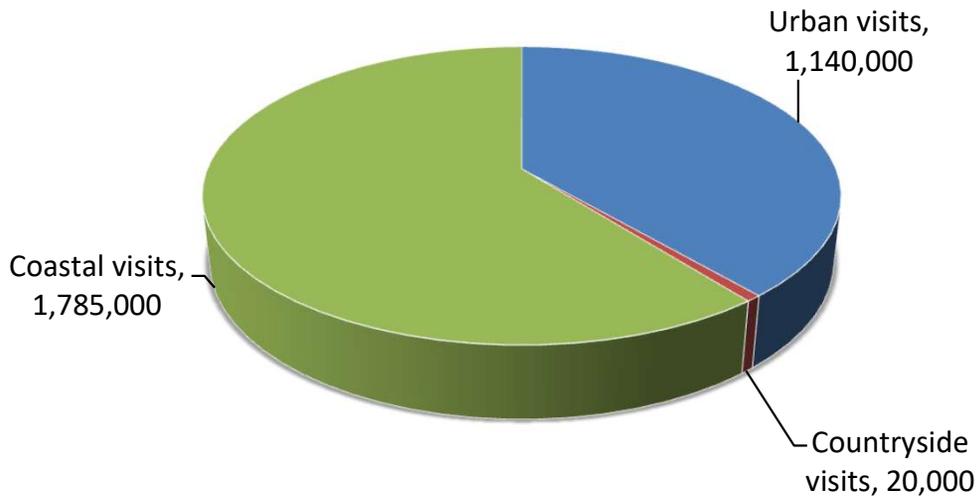


Area	Day visits	Day visit spend
Bournemouth	4.7	£177.2
Christchurch	1.2	£43.6
East Dorset	1.5	£55.3
North Dorset	1.0	£38.3
Poole	2.9	£108.0
Purbeck	2.7	£89.2
West Dorset	3.7	£129.2
Weymouth	1.7	£72.6

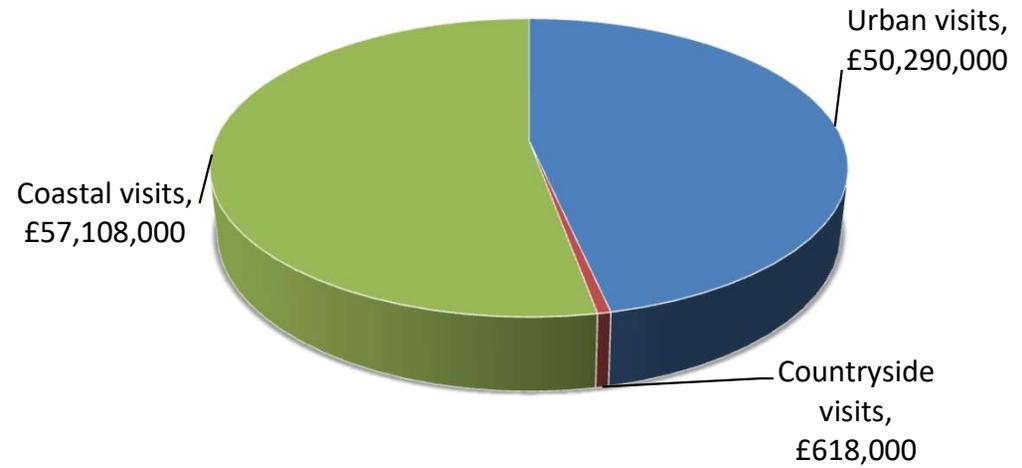
Poole - Day visits by location

Total day visits	Total day visit spend
2,945,000	£108,016,000

Day visits



Day visit spend



Poole – Direct visitor expenditure by category



Accommodation

- UK staying visitors £19,582,000
- Overseas staying visitors £673,000

Totals

£20,255,000 (13%)



Shopping

- UK staying visitors £6,530,000
- Overseas staying visitors £898,000
- Day visitors £29,485,000

£36,913,000 (23%)



Food & drink

- UK staying visitors £11,940,000
- Overseas staying visitors £720,000
- Day visitors £53,484,000

£66,144,000 (41%)



Attractions/entertainment

- UK staying visitors £3,991,000
- Overseas staying visitors £229,000
- Day visitors £8,259,000

£12,479,000 (8%)



Travel

- UK staying visitors £6,591,000
- Overseas staying visitors £261,000
- Day visitors £16,787,000

£23,639,000 (15%)

Poole – Other visitor related expenditure by category



Second Homes

£394,000



Boats

£2,136,000



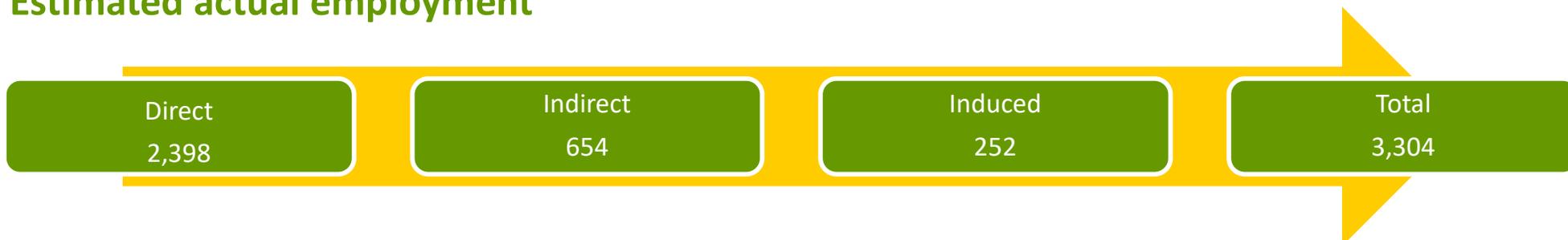
Visiting friends and relatives (non-visitor spend)

£1,842,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Poole – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	277	14	291
Retailing	54	216	270
Catering	139	589	728
Attractions/entertainment	65	134	199
Transport	24	58	81
Arising from non trip spend	65	0	65
Total Direct	625	1,010	1,635

Poole – Impacts of Covid-19

Staying visitor measures % change compared to 2019	Trips	Nights	Spend
UK staying visitors	-35%	-29%	-22%
Overseas staying visitors	-81%	-69%	-83%
All staying visitors	-38%	-37%	-35%

Day visitor measures % change compared to 2019	Trips	Spend
Urban day visitors	-24%	-19%
Countryside day visitors	-43%	-37%
Coastal day visitors	-22%	-16%
All day visitors	-23%	-18%

Business turnover change compared to 2019	Staying visitor related	Day visitor related	Total visitor related
Value lost	£41,978,000	£25,128,000	£67,106,000

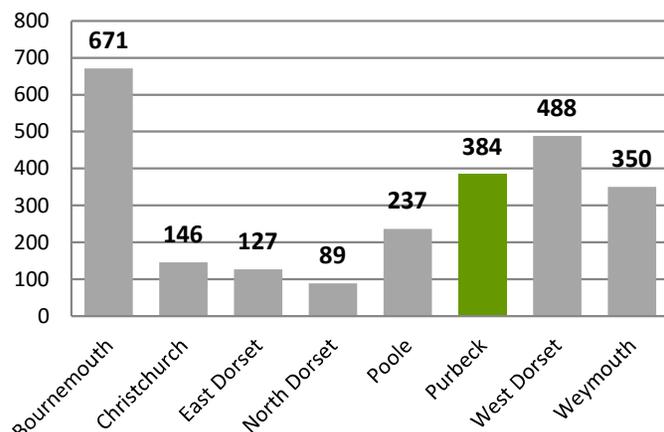
Value of Tourism 2021

Purbeck

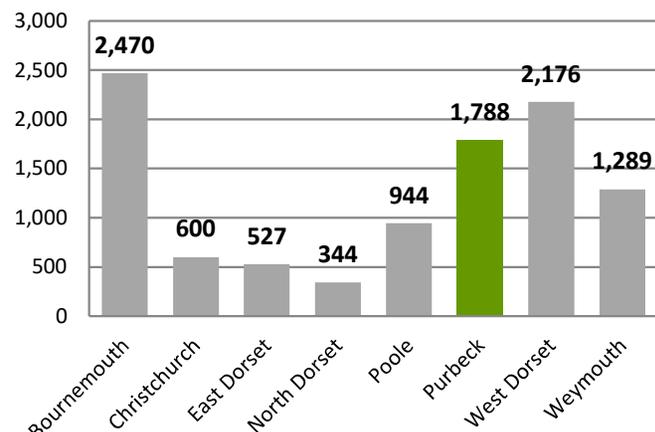
Key Facts	
384,000	Staying visitor trips
1,788,000	Staying visitor nights
£87,403,000	Staying visitor spend
2,695,000	Day visits
£89,180,000	Day visitor spend
£176,583,000	Direct visitor spend
£1,272,597	Other related spend
£177,855,597	TOTAL VISITOR RELATED SPEND
3,175	Estimated actual employment
2,279	FTE employment
13%	Proportion of all employment

Purbeck - Staying visits in the county context

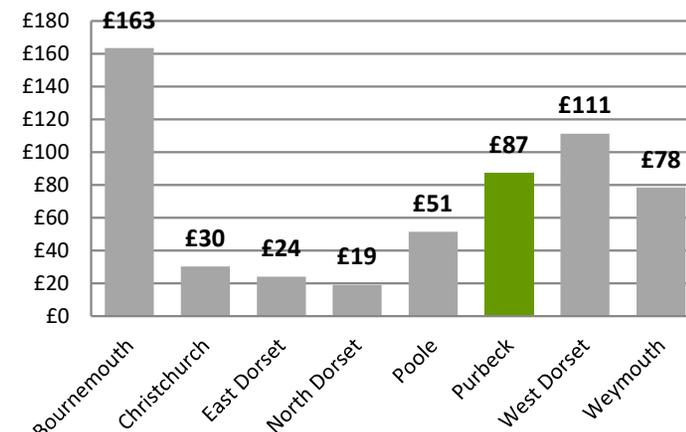
All staying trips (000's)



All staying nights (000's)



All staying spend (£mn)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	640	31	1,955	515	£143	£21
Christchurch	144	2	559	41	£29	£1
East Dorset	124	3	475	52	£23	£1
North Dorset	87	2	307	37	£18	£1
Poole	231	6	849	95	£49	£3
Purbeck	379	5	1,657	131	£82	£6
West Dorset	481	7	2,071	105	£107	£4
Weymouth	346	4	1,228	61	£76	£2

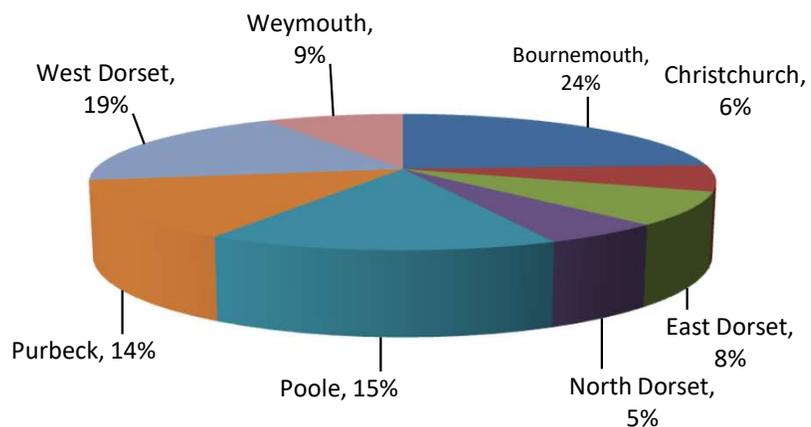
Purbeck - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	60,000	158,000	£13,299,000
Self catering	90,000	465,000	£27,915,000
Touring caravans /tents	118,000	554,000	£19,246,000
Static vans/holiday centres	75,000	361,000	£15,336,000
Group/campus	3,000	11,000	£554,000
Paying guest in private homes	0	0	£0
Second homes	9,000	28,000	£1,383,000
Boat moorings	1,000	4,000	£171,000
Other	1,000	2,000	£101,000
Staying with friends and relatives	22,000	73,000	£3,549,000
Total	379,000	1,657,000	£81,554,000

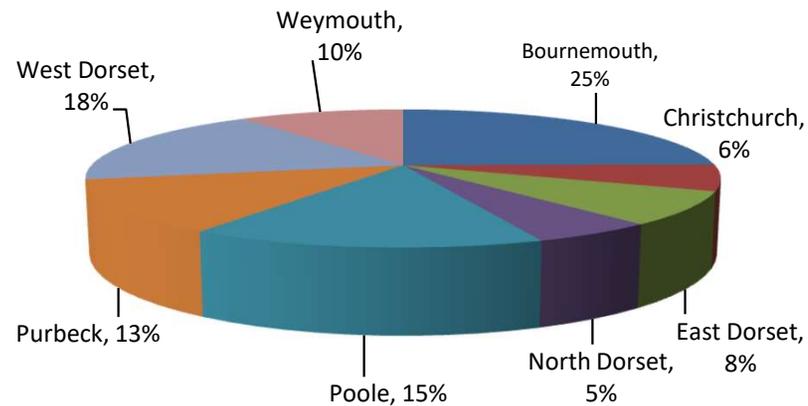
Overseas tourists	Trips	Nights	Spend
Serviced	1,000	5,000	£334,000
Self catering	500	10,000	£530,000
Touring caravans /tents	1,000	14,000	£526,000
Static vans/holiday centres	100	1,000	£42,000
Group/campus	2,000	75,000	£3,808,000
Paying guest in private homes	0	4,000	£80,000
Second homes	100	2,000	£57,000
Boat moorings	0	0	£0
Other	100	1,000	£35,000
Staying with friends and relatives	1,000	20,000	£437,000
Total	5,000	131,000	£5,849,000

Purbeck - Day visits in the county context

All day visits



All day visit spend

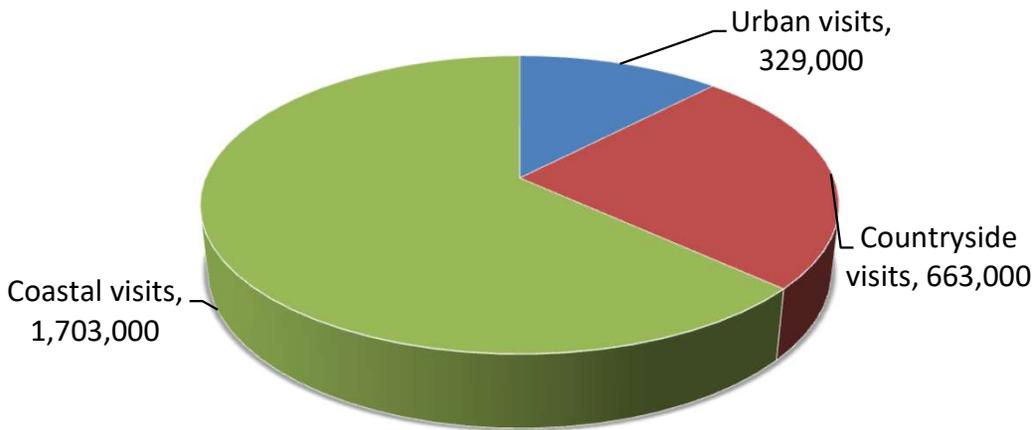


Area	Day visits	Day visit spend
Bournemouth	4.7	£177.2
Christchurch	1.2	£43.6
East Dorset	1.5	£55.3
North Dorset	1.0	£38.3
Poole	2.9	£108.0
Purbeck	2.7	£89.2
West Dorset	3.7	£129.2
Weymouth	1.7	£72.6

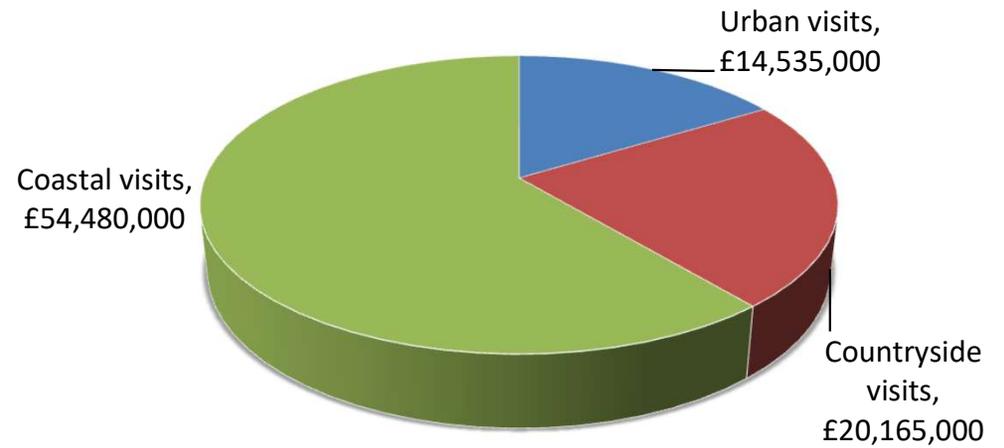
Purbeck - Day visits by location

Total day visits	Total day visit spend
2,695,000	£89,180,000

Day visits



Day visit spend



Purbeck – Direct visitor expenditure by category



Accommodation

- UK staying visitors £32,837,000
- Overseas staying visitors £1,416,000

Totals

£34,253,000 (19%)



Shopping

- UK staying visitors £10,950,000
- Overseas staying visitors £1,889,000
- Day visitors £17,881,000

£30,720,000 (17%)



Food & drink

- UK staying visitors £20,022,000
- Overseas staying visitors £1,514,000
- Day visitors £47,384,000

£68,920,000 (39%)



Attractions/entertainment

- UK staying visitors £6,692,000
- Overseas staying visitors £481,000
- Day visitors £8,108,000

£15,281,000 (9%)



Travel

- UK staying visitors £11,052,000
- Overseas staying visitors £548,000
- Day visitors £15,806,000

£27,406,000 (16%)

Purbeck – Other visitor related expenditure by category



Second Homes

£466,000



Boats

£235,000



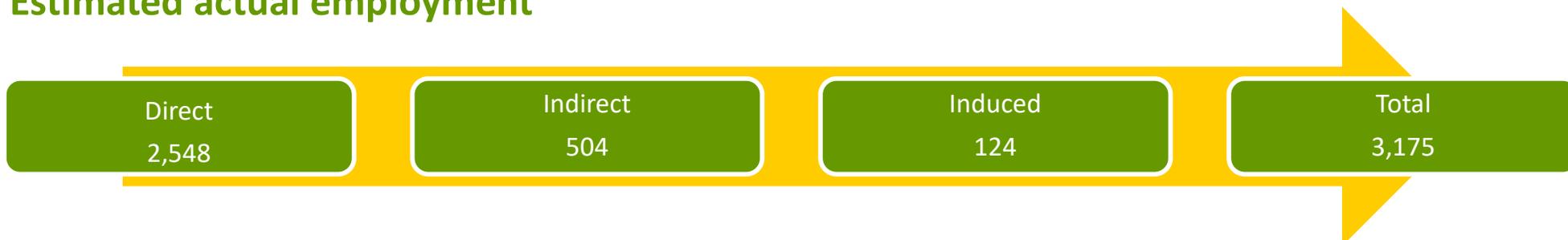
Visiting friends and relatives (non-visitor spend)

£572,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Purbeck – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	445	12	457
Retailing	89	124	214
Catering	225	496	721
Attractions/entertainment	105	123	228
Transport	38	52	89
Arising from non trip spend	19	0	19
Total Direct	922	806	1,728

Purbeck – Impacts of Covid-19

Staying visitor measures % change compared to 2019	Trips	Nights	Spend
UK staying visitors	-19%	-14%	-18%
Overseas staying visitors	-81%	-50%	-66%
All staying visitors	-22%	-18%	-25%

Day visitor measures % change compared to 2019	Trips	Spend
Urban day visitors	-25%	-19%
Countryside day visitors	-41%	-37%
Coastal day visitors	-22%	-16%
All day visitors	-28%	-23%

Business turnover change compared to 2019	Staying visitor related	Day visitor related	Total visitor related
Value lost	£35,570,000	£26,263,000	£61,833,000

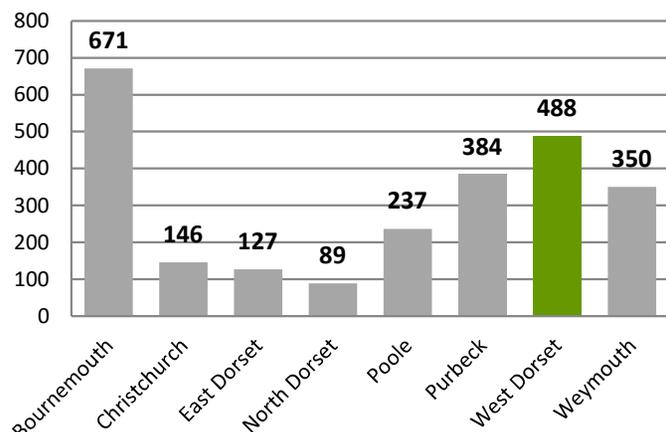
Value of Tourism 2021

West Dorset

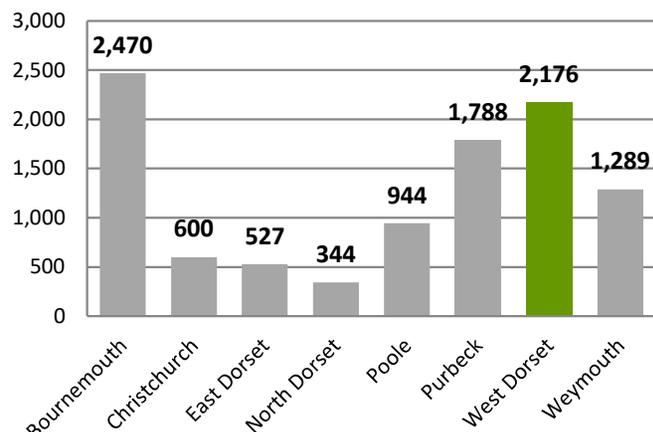
Key Facts	
488,000	Staying visitor trips
2,175,700	Staying visitor nights
£111,322,000	Staying visitor spend
3,694,000	Day visits
£129,209,000	Day visitor spend
£240,531,000	Direct visitor spend
£1,997,000	Other related spend
£242,528,000	TOTAL VISITOR RELATED SPEND
4,793	Estimated actual employment
3,421	FTE employment
11%	Proportion of all employment

West Dorset - Staying visits in the county context

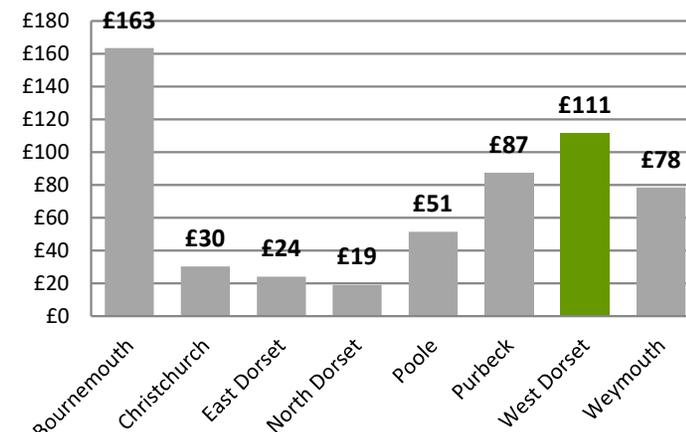
All staying trips (000's)



All staying nights (000's)



All staying spend (£mn)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	640	31	1,955	515	£143	£21
Christchurch	144	2	559	41	£29	£1
East Dorset	124	3	475	52	£23	£1
North Dorset	87	2	307	37	£18	£1
Poole	231	6	849	95	£49	£3
Purbeck	379	5	1,657	131	£82	£6
West Dorset	481	7	2,071	105	£107	£4
Weymouth	346	4	1,228	61	£76	£2

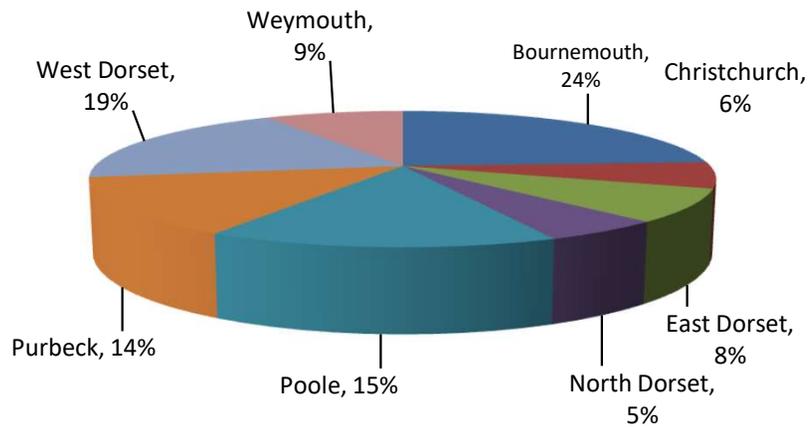
West Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	84,000	221,000	£18,624,000
Self catering	148,000	761,000	£45,714,000
Touring caravans /tents	125,000	585,000	£20,292,000
Static vans/holiday centres	61,000	292,000	£12,411,000
Group/campus	0	1,000	£43,000
Paying guest in private homes	0	0	£0
Second homes	14,000	45,000	£2,179,000
Boat moorings	0	0	£0
Other	1,000	5,000	£223,000
Staying with friends and relatives	49,000	161,000	£7,843,000
Total	481,000	2,071,000	£107,328,000

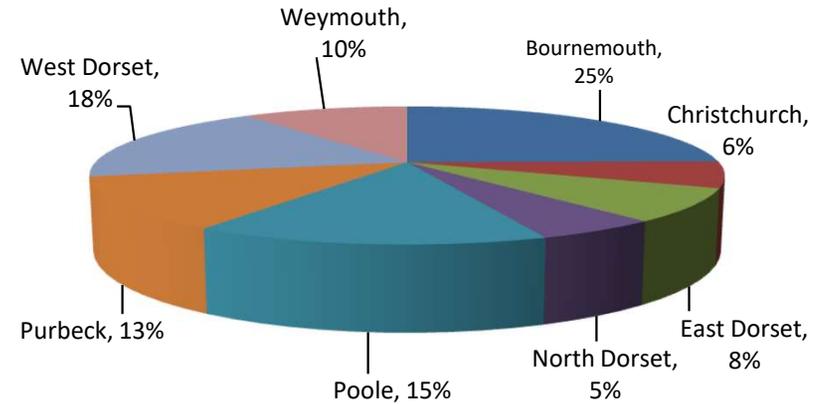
Overseas tourists	Trips	Nights	Spend
Serviced	1,800	14,300	£1,033,000
Self catering	800	15,900	£868,000
Touring caravans /tents	1,200	14,500	£555,000
Static vans/holiday centres	100	700	£34,000
Group/campus	100	5,800	£293,000
Paying guest in private homes	0	3,600	£80,000
Second homes	100	3,700	£89,000
Boat moorings	0	0	£0
Other	100	2,100	£76,000
Staying with friends and relatives	2,700	44,300	£966,000
Total	7,000	104,700	£3,994,000

West Dorset - Day visits in the county context

All day visits



All day visit spend

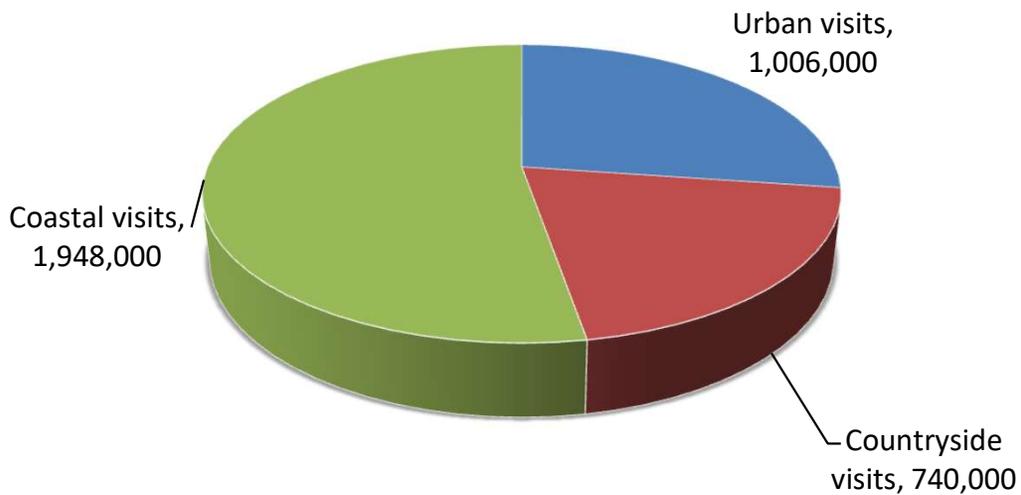


Area	Day visits	Day visit spend
Bournemouth	4.7	£177.2
Christchurch	1.2	£43.6
East Dorset	1.5	£55.3
North Dorset	1.0	£38.3
Poole	2.9	£108.0
Purbeck	2.7	£89.2
West Dorset	3.7	£129.2
Weymouth	1.7	£72.6

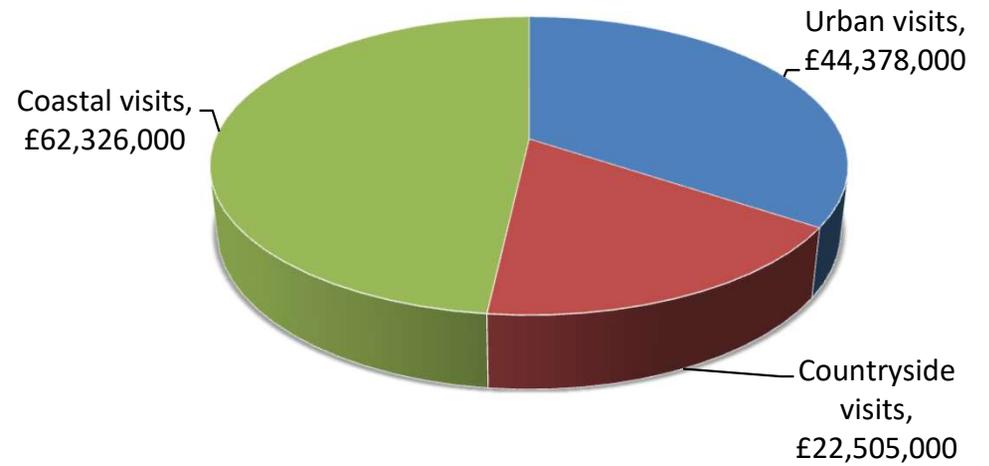
West Dorset - Day visits by location

Total day visits	Total day visit spend
3,694,000	£129,209,000

Day visits



Day visit spend



West Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £43,215,000
- Overseas staying visitors £967,000

Totals

£44,182,000 (18%)



Shopping

- UK staying visitors £14,411,000
- Overseas staying visitors £1,290,000
- Day visitors £32,433,000

£48,134,000 (20%)



Food & drink

- UK staying visitors £26,350,000
- Overseas staying visitors £1,034,000
- Day visitors £65,249,000

£92,633,000 (39%)



Attractions/entertainment

- UK staying visitors £8,807,000
- Overseas staying visitors £328,000
- Day visitors £11,203,000

£20,338,000 (8%)



Travel

- UK staying visitors £14,545,000
- Overseas staying visitors £375,000
- Day visitors £20,326,000

£35,246,000 (15%)

West Dorset – Other visitor related expenditure by category



Second Homes

£734,000



Boats

£0



Visiting friends and relatives (non-visitor spend)

£1,263,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

West Dorset – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	654	19	673
Retailing	124	257	382
Catering	327	778	1,105
Attractions/entertainment	153	194	347
Transport	55	76	131
Arising from non trip spend	30	0	30
Total Direct	1,343	1,324	2,668

West Dorset – Impacts of Covid-19

Staying visitor measures % change compared to 2019	Trips	Nights	Spend
UK staying visitors	-20%	-15%	-16%
Overseas staying visitors	-85%	-73%	-84%
All staying visitors	-25%	-23%	-27%

Day visitor measures % change compared to 2019	Trips	Spend
Urban day visitors	-24%	-19%
Countryside day visitors	-41%	-37%
Coastal day visitors	-22%	-16%
All day visitors	-27%	-22%

Business turnover change compared to 2019	Staying visitor related	Day visitor related	Total visitor related
Value lost	£52,555,000	£36,859,000	£89,414,000

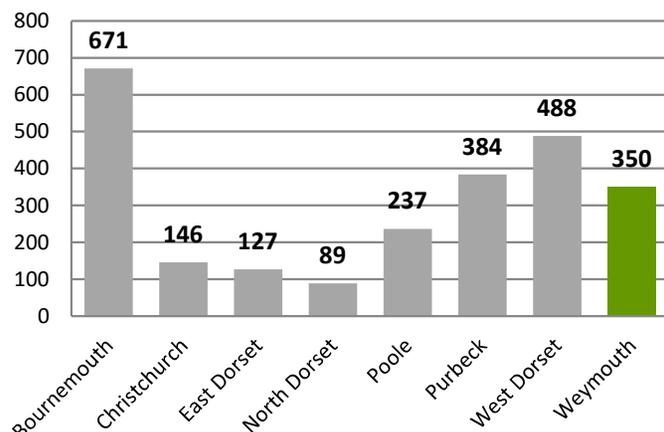
Value of Tourism 2021

Weymouth & Portland

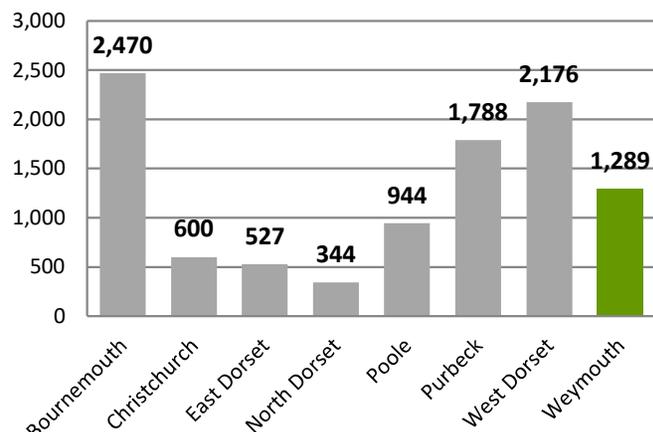
Key Facts	
350,000	Staying visitor trips
1,288,700	Staying visitor nights
£78,360,000	Staying visitor spend
1,678,000	Day visits
£72,606,000	Day visitor spend
£150,966,000	Direct visitor spend
£2,276,965	Other related spend
£153,242,965	TOTAL VISITOR RELATED SPEND
3,584	Estimated actual employment
2,622	FTE employment
13%	Proportion of all employment

Weymouth & Portland - Staying visits in the county context

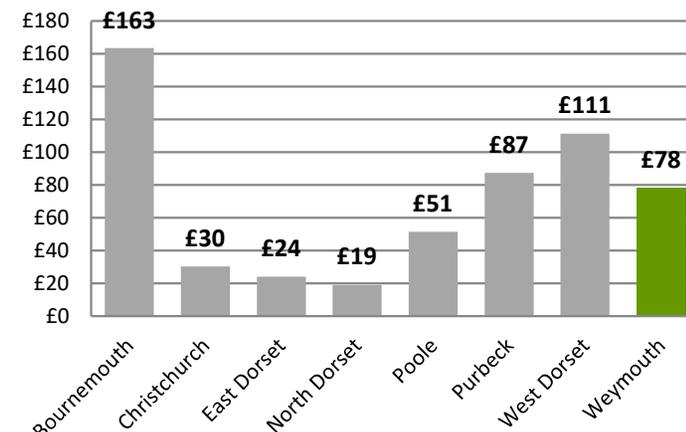
All staying trips (000's)



All staying nights (000's)



All staying spend (£mn)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Bournemouth	640	31	1,955	515	£143	£21
Christchurch	144	2	559	41	£29	£1
East Dorset	124	3	475	52	£23	£1
North Dorset	87	2	307	37	£18	£1
Poole	231	6	849	95	£49	£3
Purbeck	379	5	1,657	131	£82	£6
West Dorset	481	7	2,071	105	£107	£4
Weymouth	346	4	1,228	61	£76	£2

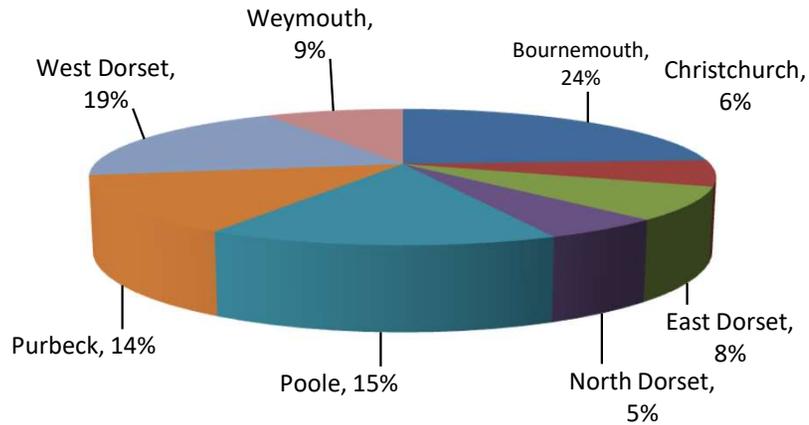
Weymouth & Portland - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	177,000	468,000	£39,442,000
Self catering	41,000	210,000	£12,615,000
Touring caravans /tents	6,000	28,000	£955,000
Static vans/holiday centres	79,000	383,000	£16,269,000
Group/campus	0	0	£23,000
Paying guest in private homes	0	0	£0
Second homes	4,000	14,000	£691,000
Boat moorings	6,000	19,000	£903,000
Other	1,000	3,000	£142,000
Staying with friends and relatives	31,000	103,000	£5,010,000
Total	346,000	1,228,000	£76,051,000

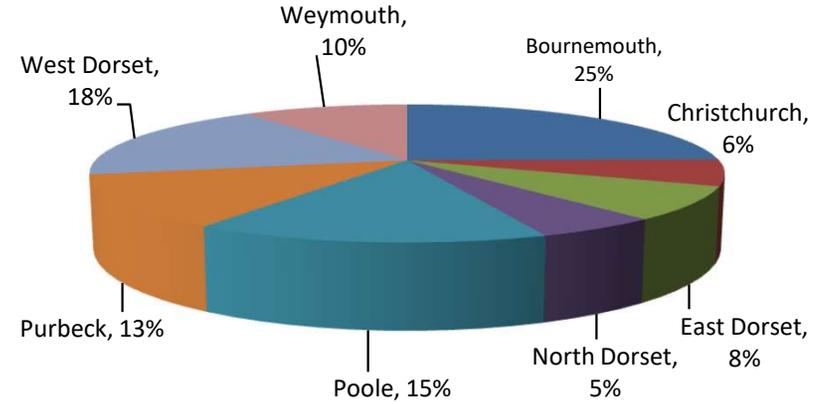
Overseas tourists	Trips	Nights	Spend
Serviced	1,700	13,700	£990,000
Self catering	200	4,400	£239,000
Touring caravans /tents	100	700	£26,000
Static vans/holiday centres	100	900	£44,000
Group/campus	100	3,100	£155,000
Paying guest in private homes	100	7,200	£161,000
Second homes	0	1,200	£28,000
Boat moorings	0	0	£0
Other	100	1,300	£49,000
Staying with friends and relatives	1,700	28,300	£617,000
Total	4,000	60,700	£2,309,000

Weymouth & Portland - Day visits in the county context

All day visits



All day visit spend

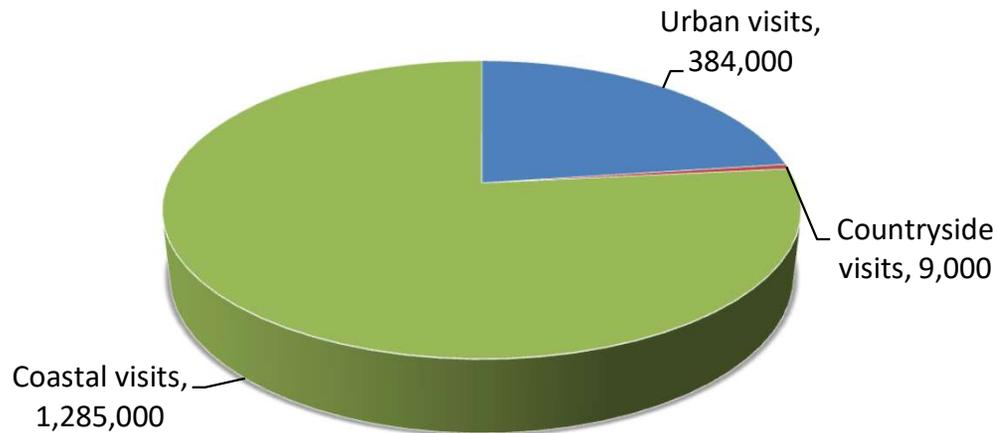


Area	Day visits	Day visit spend
Bournemouth	4.7	£177.2
Christchurch	1.2	£43.6
East Dorset	1.5	£55.3
North Dorset	1.0	£38.3
Poole	2.9	£108.0
Purbeck	2.7	£89.2
West Dorset	3.7	£129.2
Weymouth	1.7	£72.6

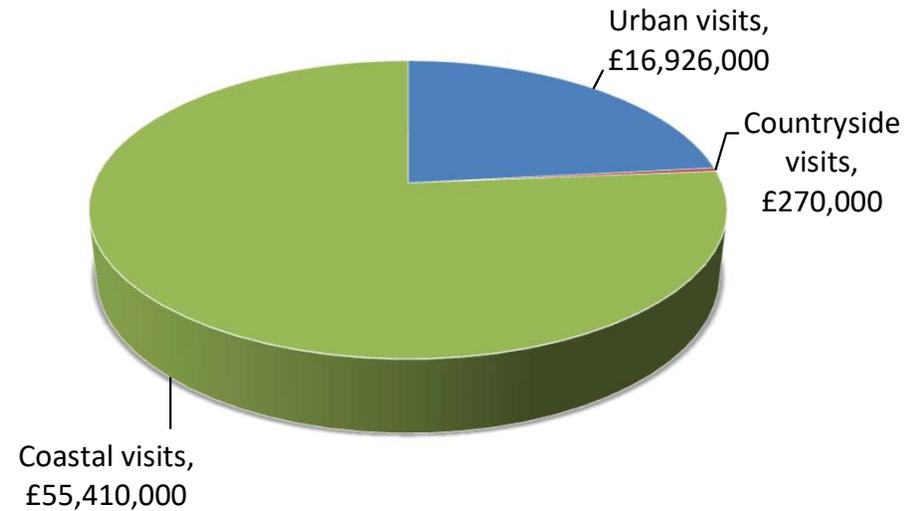
Weymouth & Portland - Day visits by location

Total day visits	Total day visit spend
1,678,000	£72,606,000

Day visits



Day visit spend



Weymouth & Portland – Direct visitor expenditure by category



Accommodation

- UK staying visitors £30,621,000
- Overseas staying visitors £559,000

Totals

£31,180,000 (21%)



Shopping

- UK staying visitors £10,211,000
- Overseas staying visitors £746,000
- Day visitors £14,638,000

£25,595,000 (17%)



Food & drink

- UK staying visitors £18,671,000
- Overseas staying visitors £598,000
- Day visitors £38,715,000

£57,984,000 (38%)



Attractions/entertainment

- UK staying visitors £6,241,000
- Overseas staying visitors £190,000
- Day visitors £5,669,000

£12,100,000 (8%)



Travel

- UK staying visitors £10,306,000
- Overseas staying visitors £217,000
- Day visitors £13,584,000

£24,107,000 (16%)

Weymouth & Portland – Other visitor related expenditure by category



Second Homes

£233,000



Boats

£1,237,000



Visiting friends and relatives (non-visitor spend)

£807,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Weymouth & Portland – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	487	12	499
Retailing	92	123	214
Catering	243	488	730
Attractions/entertainment	113	105	218
Transport	41	53	95
Arising from non trip spend	34	0	34
Total Direct	1,011	780	1,791

Weymouth & Portland – Impacts of Covid-19

Staying visitor measures % change compared to 2019	Trips	Nights	Spend
UK staying visitors	-22%	-16%	-24%
Overseas staying visitors	-86%	-73%	-85%
All staying visitors	-25%	-24%	-32%

Day visitor measures % change compared to 2019	Trips	Spend
Urban day visitors	-24%	-19%
Countryside day visitors	-40%	-37%
Coastal day visitors	-22%	-17%
All day visitors	-23%	-18%

Business turnover change compared to 2019	Staying visitor related	Day visitor related	Total visitor related
Value lost	£51,143,000	£16,278,000	£67,421,000