

The Economic Impact of Dorset's Visitor Economy 2022



Dorset and Districts

Produced on behalf of the Visit Dorset, Dorset Council

By

The South West Research Company Ltd



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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 2022.

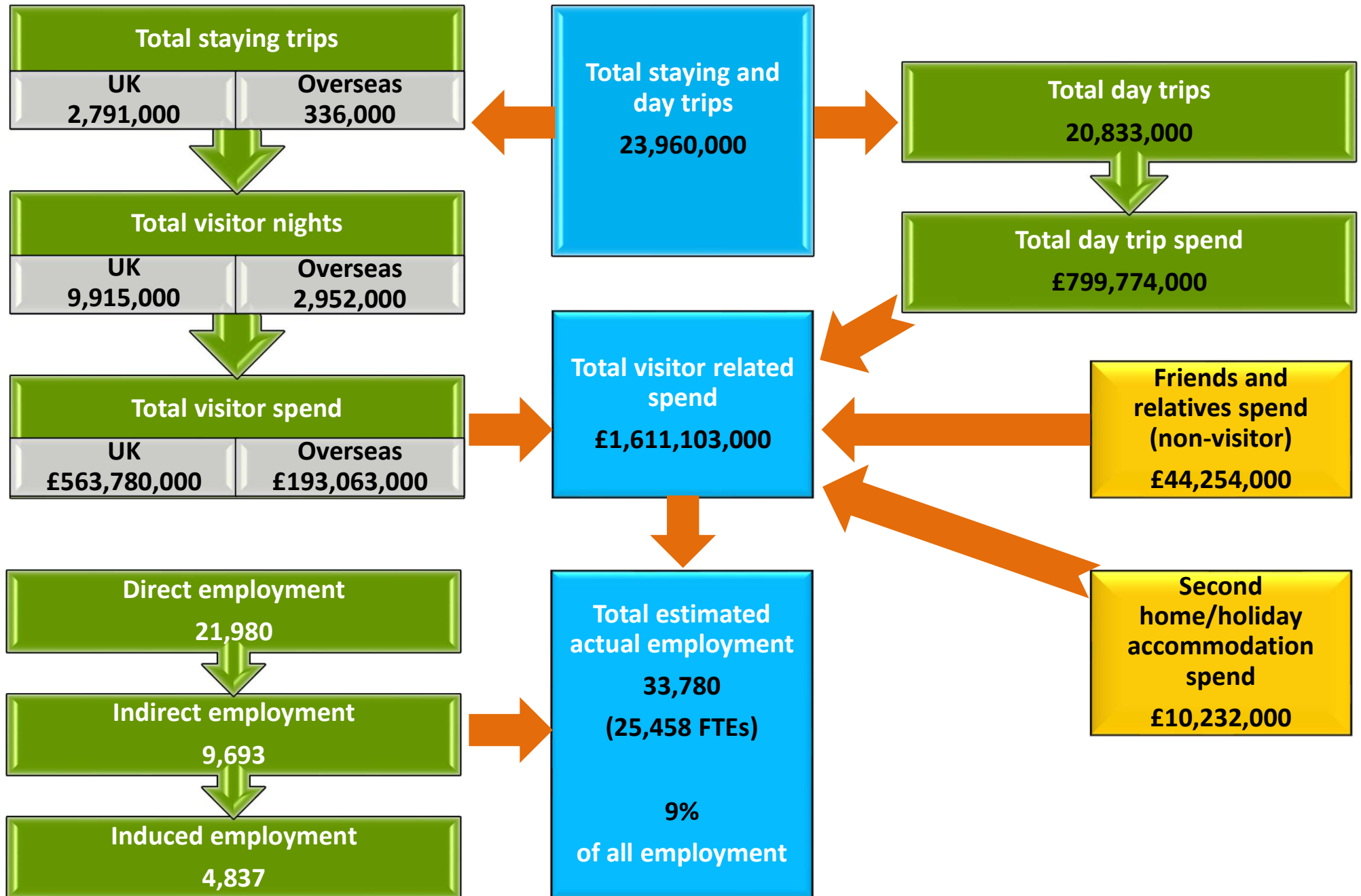
The figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. It distributes regional activity as measured in those surveys to local areas using '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 2022, including key facts about the economy, weather and key events please see Appendix 2 of this report.



Dorset - Key facts at a glance



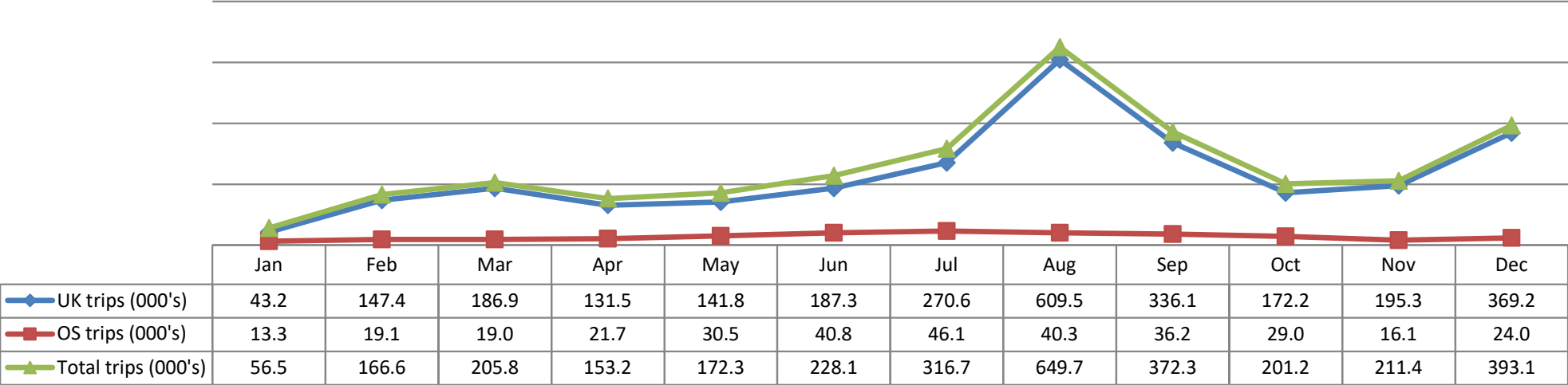
Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	896,000	2,272,000	£227,481,000
Self catering	293,000	1,444,000	£103,064,000
Touring caravans /tents	352,000	1,582,000	£65,285,000
Static vans/holiday centres	322,000	1,490,000	£75,297,000
Group/campus	6,000	17,000	£853,000
Paying guest in private homes	0	0	£0
Second homes	79,000	375,000	£10,022,000
Boat moorings	17,000	75,000	£3,412,000
Other	30,000	51,000	£2,167,000
Staying with friends and relatives	796,000	2,610,000	£76,193,000
Total	2,791,000	9,915,000	£563,780,000

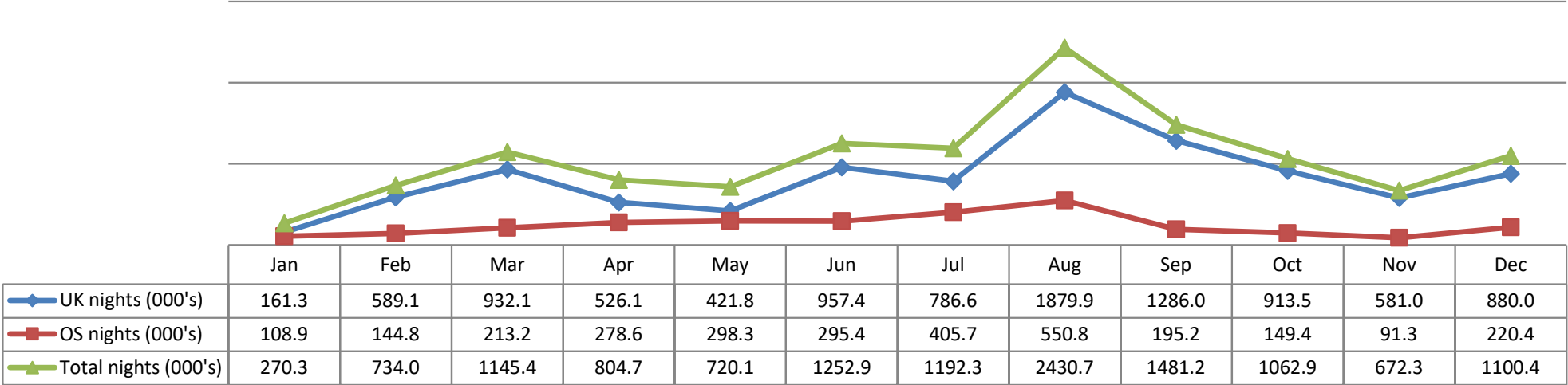
Overseas tourists	Trips	Nights	Spend
Serviced	124,000	563,000	£76,694,000
Self catering	22,000	263,000	£19,372,000
Touring caravans /tents	21,000	129,000	£7,171,000
Static vans/holiday centres	2,000	21,000	£1,438,000
Group/campus	2,000	55,000	£3,623,000
Paying guest in private homes	14,000	396,000	£20,691,000
Second homes	5,000	82,000	£3,969,000
Boat moorings	0	0	£0
Other	11,000	36,000	£1,011,000
Staying with friends and relatives	135,000	1,407,000	£59,094,000
Total	336,000	2,952,000	£193,063,000

Dorset- Estimated seasonality of staying visits

Seasonality - trips

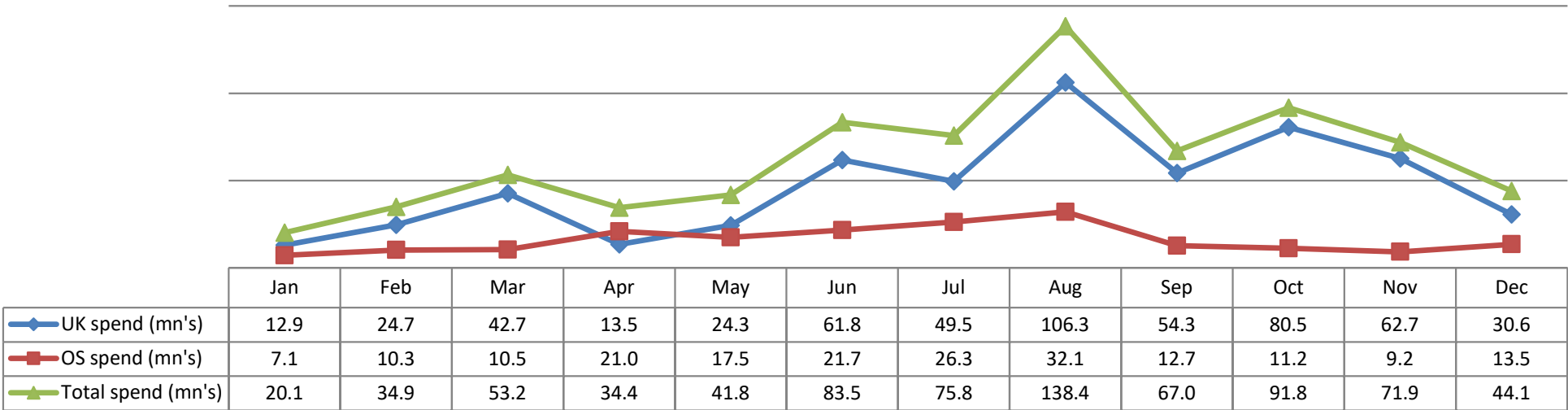


Seasonality - nights



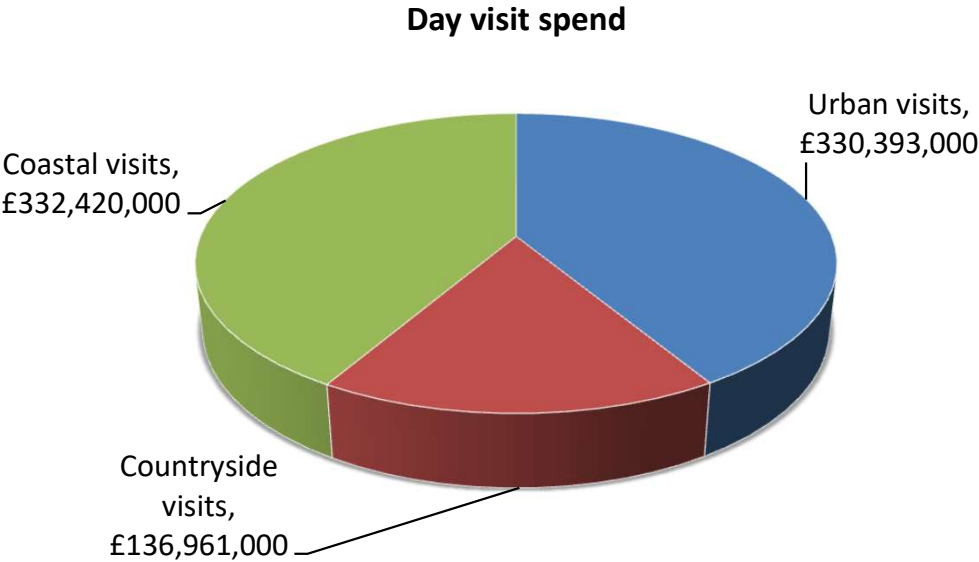
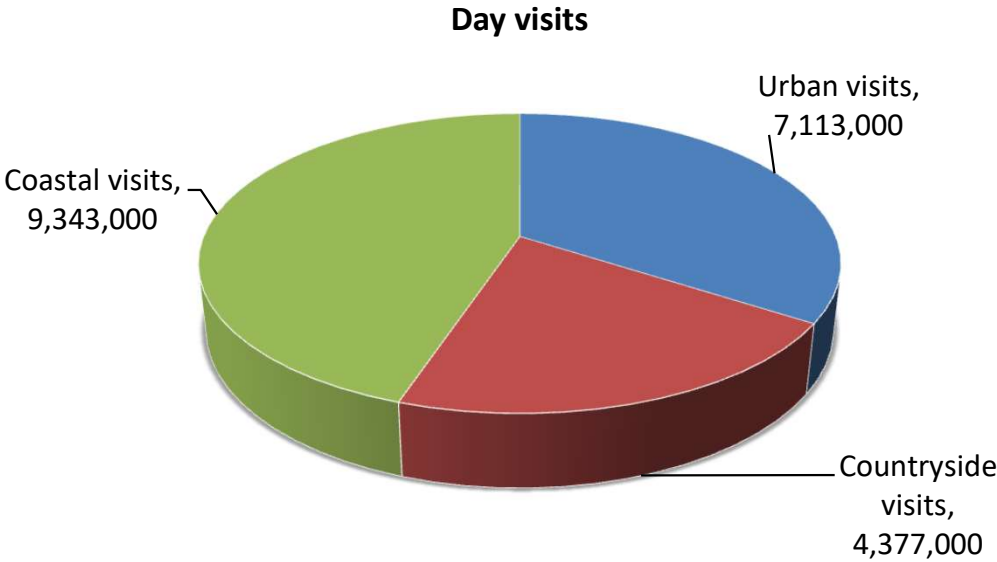
Dorset - Estimated seasonality of staying visits

Seasonality - spend



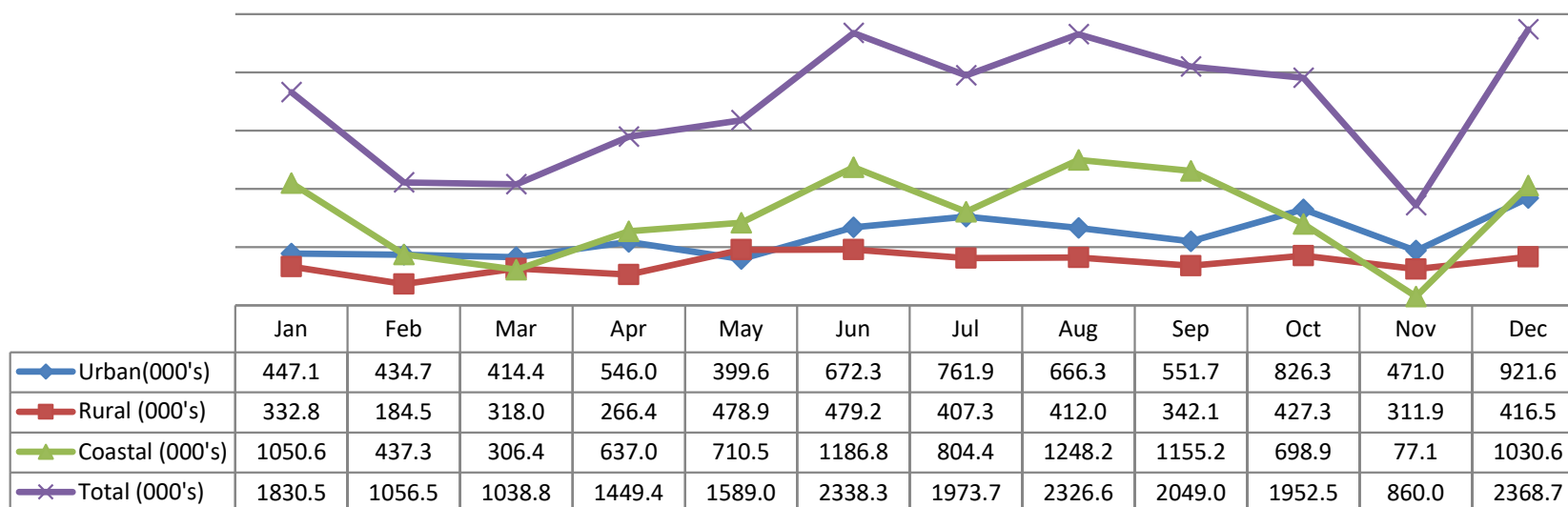
Dorset - Day visits by location

Total day visits	Total day visit spend
20,833,000	£799,774,000

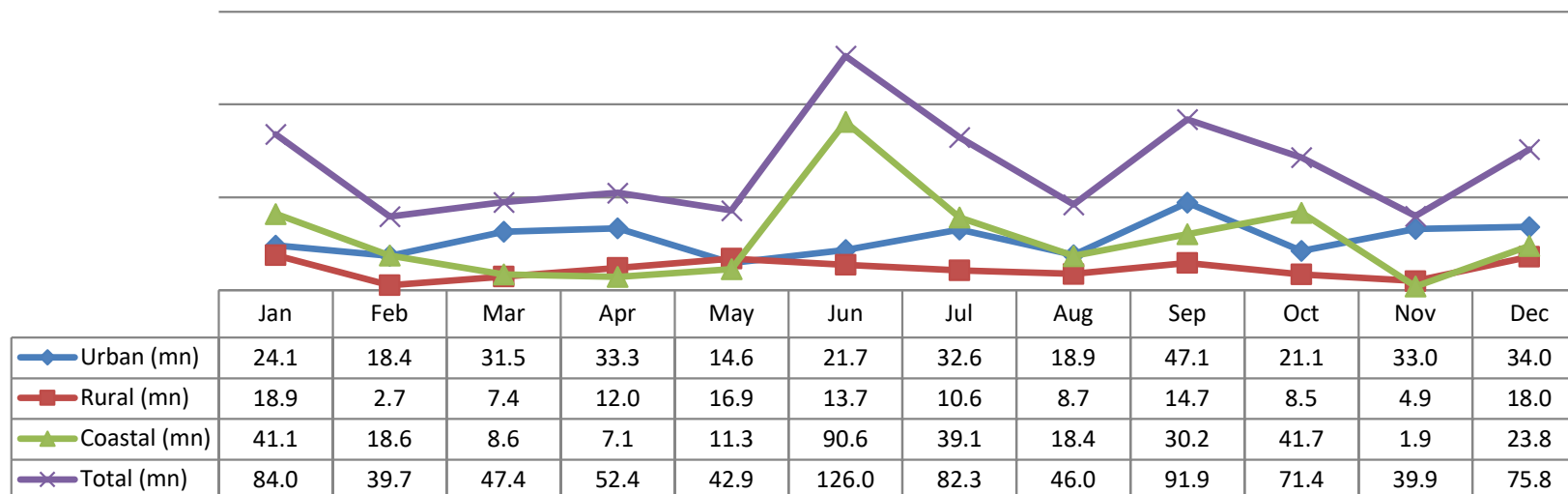


Dorset - Estimated seasonality of day visits

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 £201,110,000
- Overseas staying visitors £52,445,000

Totals

£253,555,000 (16%)



Shopping

- UK staying visitors £79,302,000
- Overseas staying visitors £62,368,000
- Day visitors £221,002,000

£362,672,000 (23%)



Food & drink

- UK staying visitors £113,247,000
- Overseas staying visitors £37,485,000
- Day visitors £323,115,000

£473,847,000 (30%)



Attractions/entertainment

- UK staying visitors £55,517,000
- Overseas staying visitors £19,040,000
- Day visitors £82,555,000

£157,112,000 (10%)



Travel

- UK staying visitors £114,600,000
- Overseas staying visitors £21,725,000
- Day visitors £173,101,000

£309,426,000 (20%)

Dorset – Other visitor related expenditure by category



Second Homes

£4,376,000



Boats

£5,856,000



Visiting friends and relatives (non-visitor spend)

£44,254,000

- 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	£256,569,000	£6,462,000	£263,031,000
Retailing	£140,253,000	£218,792,000	£359,045,000
Catering	£146,210,000	£313,422,000	£459,632,000
Attractions/entertainment	£77,481,000	£87,997,000	£165,478,000
Transport	£81,795,000	£103,861,000	£185,656,000
Arising from non trip spend	£54,486,400	£0	£54,486,400
Total Direct	£756,794,400	£730,534,000	£1,487,328,400

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£756,794,400	£730,534,000	£1,487,328,400
Supplier and income induced	£390,148,000	£300,937,000	£691,085,000
Total	£1,146,942,400	£1,031,471,000	£2,178,413,400

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).

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	3,056	77	3,133
Retailing	963	1,502	2,464
Catering	1,620	3,472	5,092
Attractions/entertainment	1,201	1,364	2,564
Transport	457	581	1,038
Arising from non trip spend	816	0	816
Total Direct	8,112	6,995	15,107

District data



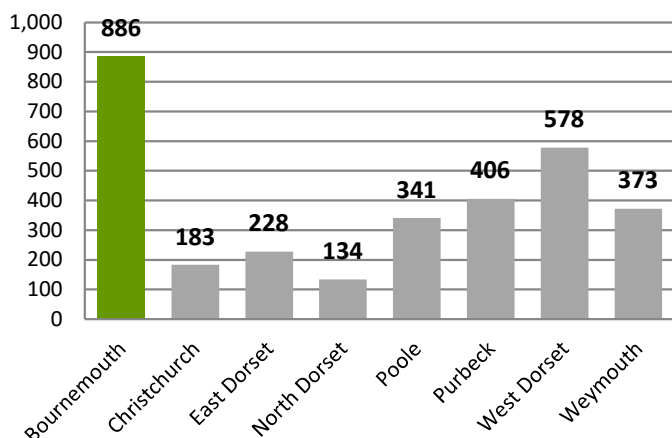
Value of Tourism 2022

Bournemouth

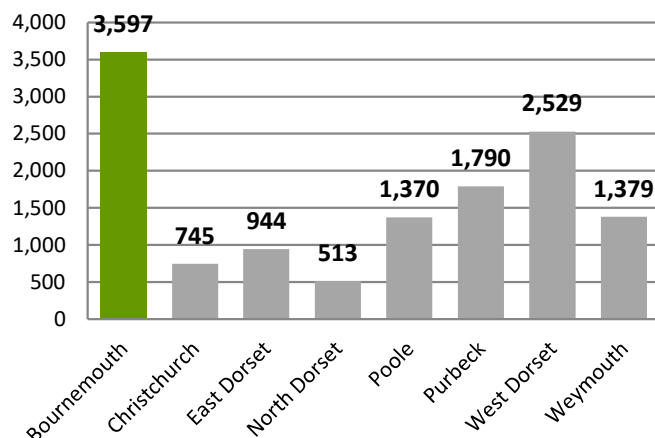
Key Facts	
886,000	Staying visitor trips
3,597,000	Staying visitor nights
£252,192,000	Staying visitor spend
4,744,000	Day visits
£191,659,000	Day visitor spend
£443,851,000	Direct visitor spend
£13,280,000	Other related spend
£457,131,000	TOTAL VISITOR RELATED SPEND
8,442	Estimated actual employment
6,256	FTE employment
8%	Proportion of all employment

Bournemouth - Staying visits in the county context

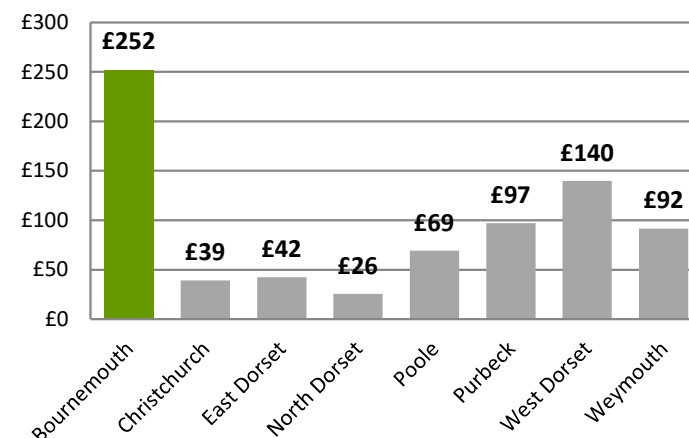
All staying trips (000's)



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	735	151	2,126	1,471	£153	£99
Christchurch	168	15	618	127	£31	£8
East Dorset	208	20	782	162	£34	£8
North Dorset	119	15	396	117	£19	£6
Poole	307	34	1,080	290	£53	£16
Purbeck	379	27	1,561	229	£82	£15
West Dorset	530	48	2,171	358	£115	£25
Weymouth	345	28	1,182	197	£77	£15

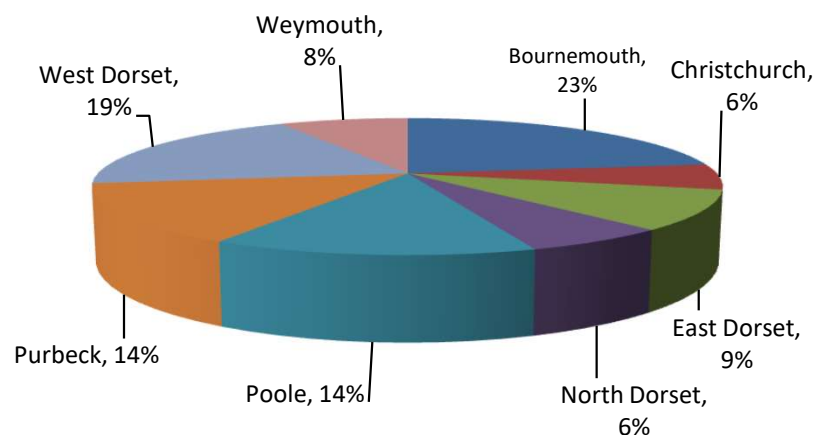
Bournemouth - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	460,000	1,173,000	£120,106,000
Self catering	22,000	107,000	£7,836,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	1,000	£28,000
Paying guest in private homes	0	0	£0
Second homes	16,000	76,000	£2,085,000
Boat moorings	0	0	£0
Other	9,000	15,000	£640,000
Staying with friends and relatives	228,000	754,000	£22,498,000
Total	735,000	2,126,000	£153,192,000

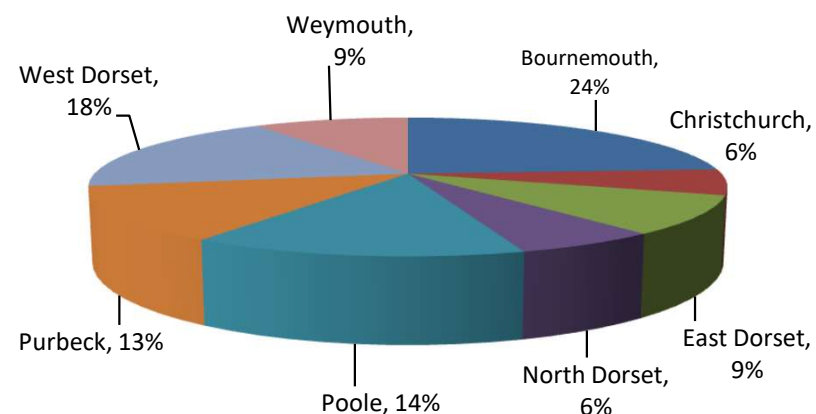
Overseas tourists	Trips	Nights	Spend
Serviced	80,000	419,000	£53,445,000
Self catering	2,200	30,000	£2,102,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	100	3,000	£169,000
Paying guest in private homes	11,000	343,000	£16,777,000
Second homes	1,400	26,000	£1,178,000
Boat moorings	0	0	£0
Other	4,000	16,000	£426,000
Staying with friends and relatives	53,000	633,000	£24,902,000
Total	151,000	1,471,000	£99,000,000

Bournemouth - Day visits in the county context

All day visits



All day visit spend

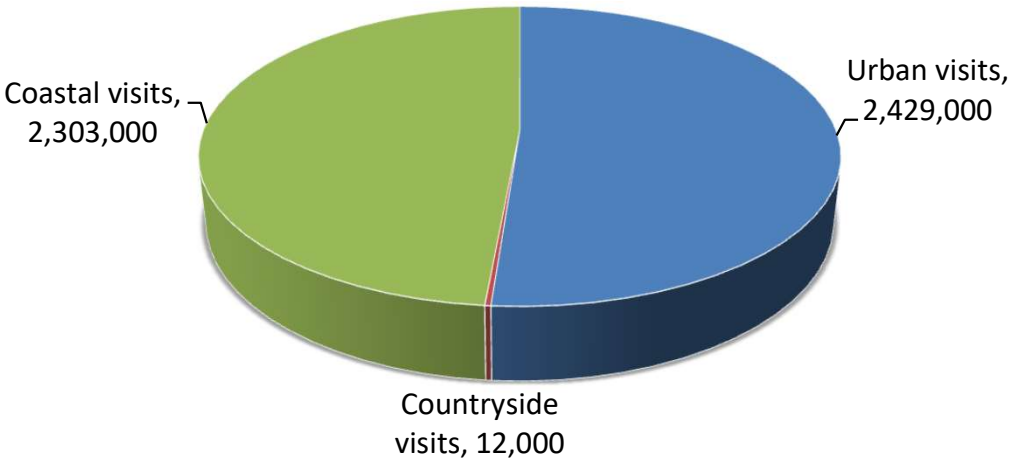


Area	Day visits	Day visit spend
Bournemouth	4.7	£191.7
Christchurch	1.2	£47.8
East Dorset	2.0	£71.7
North Dorset	1.3	£49.6
Poole	2.9	£113.7
Purbeck	3.0	£102.4
West Dorset	4.0	£147.3
Weymouth	1.7	£75.6

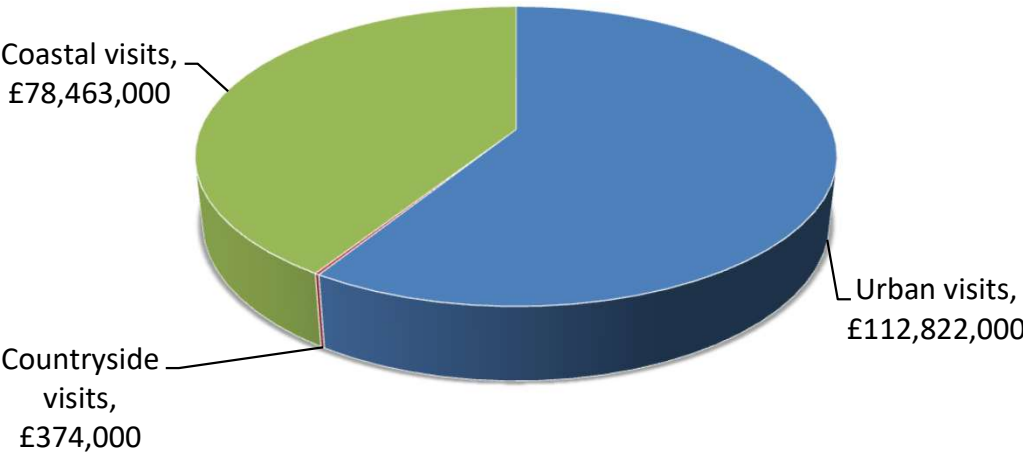
Bournemouth - Day visits by location

Total day visits	Total day visit spend
4,744,000	£191,659,000

Day visits



Day visit spend



Bournemouth – Direct visitor expenditure by category



Accommodation

- UK staying visitors £54,646,000
- Overseas staying visitors £26,893,000

Totals

£81,539,000 (18%)



Shopping

- UK staying visitors £21,548,000
- Overseas staying visitors £31,981,000
- Day visitors £61,392,000

£114,921,000 (26%)



Food & drink

- UK staying visitors £30,772,000
- Overseas staying visitors £19,222,000
- Day visitors £74,530,000

£124,524,000 (28%)



Attractions/entertainment

- UK staying visitors £15,085,000
- Overseas staying visitors £9,764,000
- Day visitors £17,326,000

£42,175,000 (10%)



Travel

- UK staying visitors £31,140,000
- Overseas staying visitors £11,140,000
- Day visitors £38,410,000

£80,690,000 (18%)

Bournemouth – Other visitor related expenditure by category



Second Homes

£772,000



Boats

£0



Visiting friends and relatives (non-visitor spend)

£12,508,000

- 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	945	17	962
Retailing	349	401	750
Catering	516	770	1,286
Attractions/entertainment	385	278	664
Transport	136	124	260
Arising from non trip spend	199	0	199
Total Direct	2,531	1,590	4,120

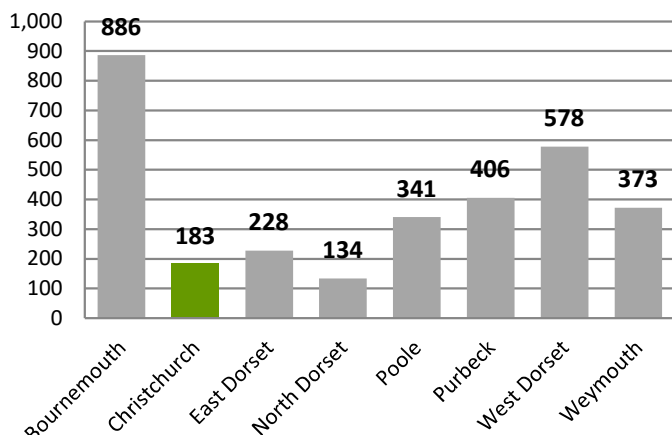
Value of Tourism 2022

Christchurch

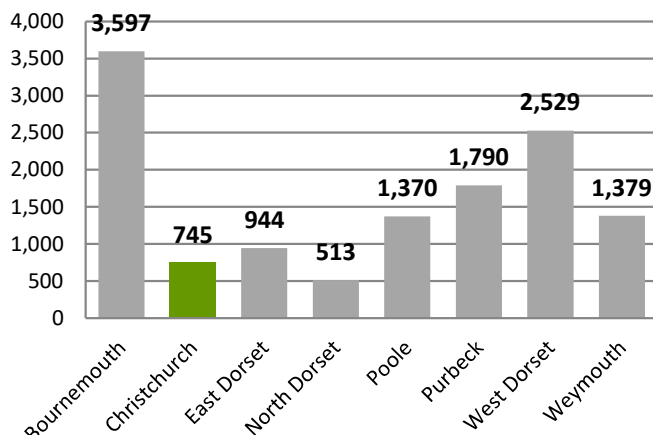
Key Facts	
183,000	Staying visitor trips
745,000	Staying visitor nights
£39,048,000	Staying visitor spend
1,249,000	Day visits
£47,814,000	Day visitor spend
£86,862,000	Direct visitor spend
£3,005,000	Other related spend
£89,867,000	TOTAL VISITOR RELATED SPEND
1,708	Estimated actual employment
1,266	FTE employment
8%	Proportion of all employment

Christchurch - Staying visits in the county context

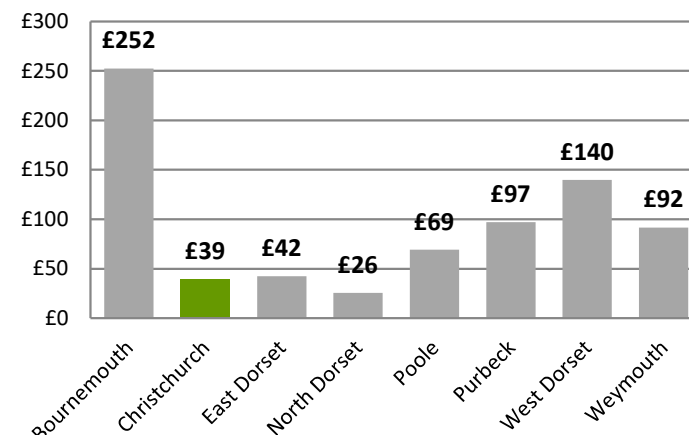
All staying trips (000's)



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	735	151	2,126	1,471	£153	£99
Christchurch	168	15	618	127	£31	£8
East Dorset	208	20	782	162	£34	£8
North Dorset	119	15	396	117	£19	£6
Poole	307	34	1,080	290	£53	£16
Purbeck	379	27	1,561	229	£82	£15
West Dorset	530	48	2,171	358	£115	£25
Weymouth	345	28	1,182	197	£77	£15

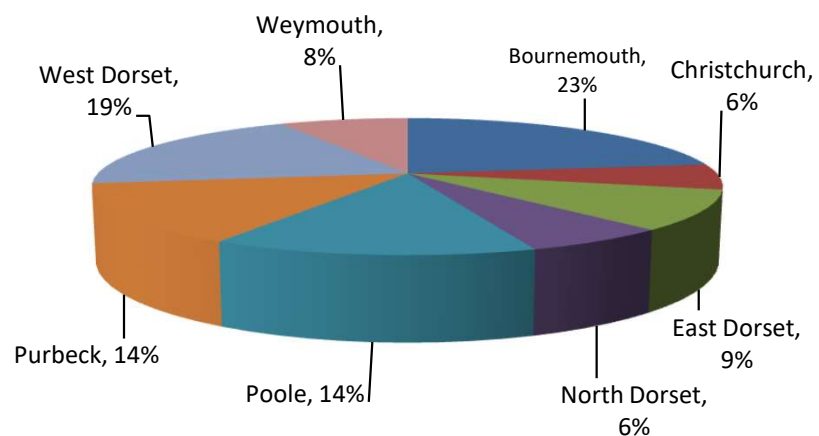
Christchurch - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	41,000	102,000	£10,172,000
Self catering	6,000	29,000	£2,048,000
Touring caravans /tents	19,000	87,000	£3,578,000
Static vans/holiday centres	42,000	194,000	£9,738,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	8,000	37,000	£978,000
Boat moorings	1,000	3,000	£159,000
Other	2,000	3,000	£133,000
Staying with friends and relatives	49,000	161,000	£4,673,000
Total	168,000	618,000	£31,478,000

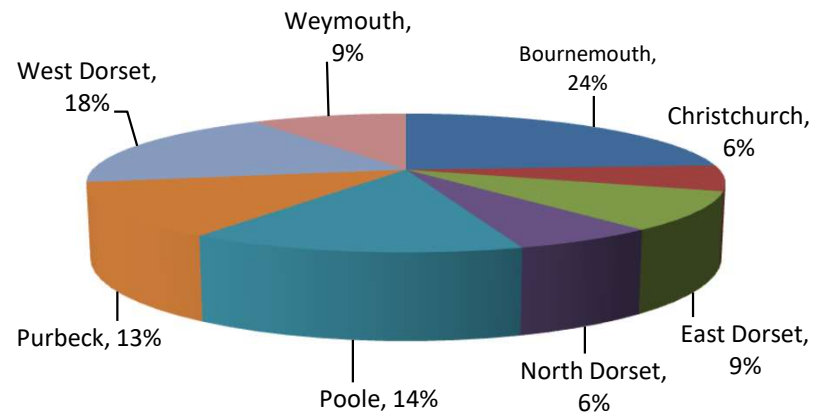
Overseas tourists	Trips	Nights	Spend
Serviced	3,400	14,000	£1,955,000
Self catering	400	5,000	£350,000
Touring caravans /tents	1,200	6,000	£368,000
Static vans/holiday centres	300	2,000	£174,000
Group/campus	0	0	£0
Paying guest in private homes	1,100	26,000	£1,438,000
Second homes	400	6,000	£330,000
Boat moorings	0	0	£0
Other	600	2,000	£50,000
Staying with friends and relatives	7,200	66,000	£2,905,000
Total	15,000	127,000	£7,570,000

Christchurch - Day visits in the county context

All day visits



All day visit spend

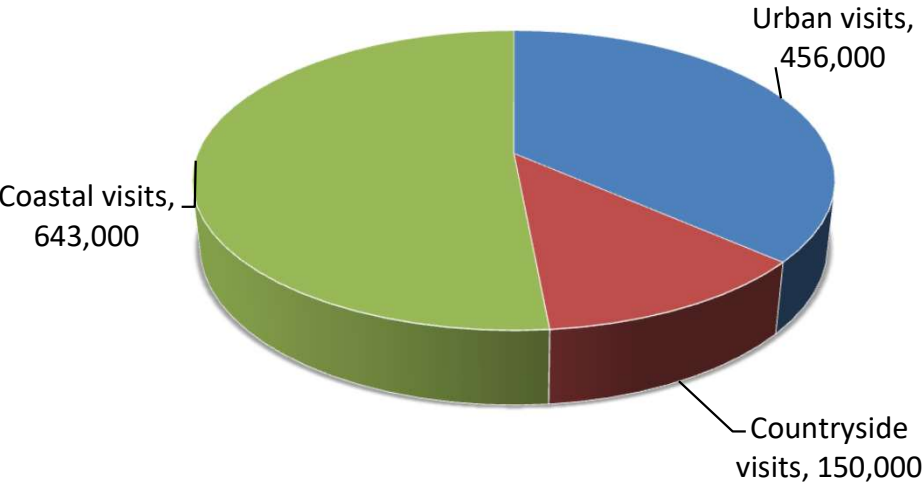


Area	Day visits	Day visit spend
Bournemouth	4.7	£191.7
Christchurch	1.2	£47.8
East Dorset	2.0	£71.7
North Dorset	1.3	£49.6
Poole	2.9	£113.7
Purbeck	3.0	£102.4
West Dorset	4.0	£147.3
Weymouth	1.7	£75.6

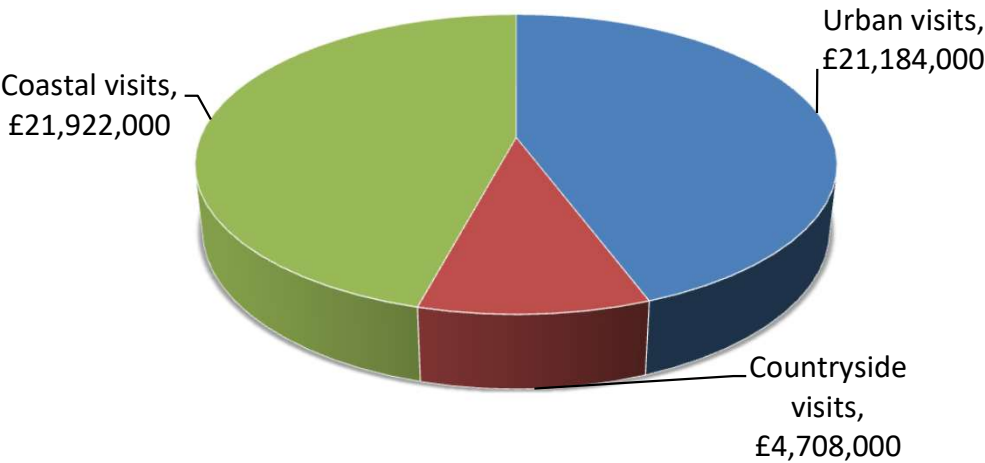
Christchurch - Day visits by location

Total day visits	Total day visit spend
1,249,000	£47,814,000

Day visits



Day visit spend



Christchurch – Direct visitor expenditure by category



Accommodation

- UK staying visitors £11,229,000
- Overseas staying visitors £2,056,000

Totals

£13,285,000 (15%)



Shopping

- UK staying visitors £4,428,000
- Overseas staying visitors £2,445,000
- Day visitors £13,333,000

£20,206,000 (23%)



Food & drink

- UK staying visitors £6,323,000
- Overseas staying visitors £1,470,000
- Day visitors £19,296,000

£27,089,000 (31%)



Attractions/entertainment

- UK staying visitors £3,100,000
- Overseas staying visitors £747,000
- Day visitors £4,691,000

£8,538,000 (10%)



Travel

- UK staying visitors £6,399,000
- Overseas staying visitors £852,000
- Day visitors £10,492,000

£17,743,000 (20%)

Christchurch – Other visitor related expenditure by category



Second Homes

£446,000



Boats

£275,000



Visiting friends and relatives (non-visitor spend)

£2,284,000

- 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	160	5	165
Retailing	47	91	137
Catering	84	208	291
Attractions/entertainment	62	78	140
Transport	24	35	60
Arising from non trip spend	45	0	45
Total Direct	422	416	838

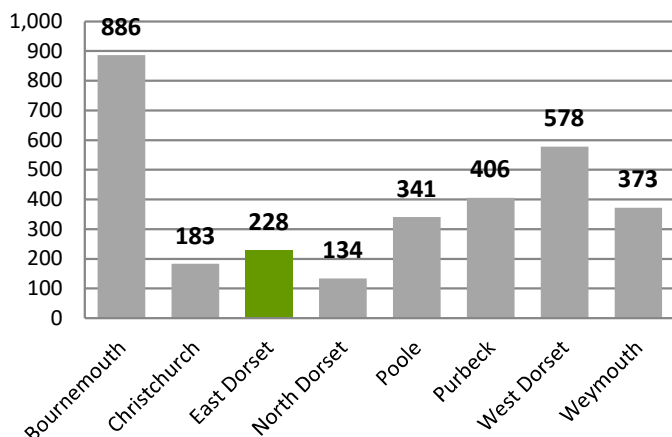
Value of Tourism 2022

East Dorset

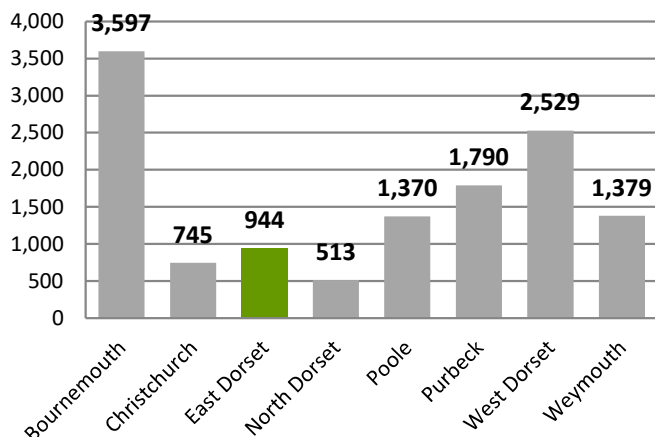
Key Facts	
228,000	Staying visitor trips
944,000	Staying visitor nights
£42,499,000	Staying visitor spend
1,953,000	Day visits
£71,688,000	Day visitor spend
£114,187,000	Direct visitor spend
£4,250,000	Other related spend
£118,437,000	TOTAL VISITOR RELATED SPEND
1,926	Estimated actual employment
1,395	FTE employment
4%	Proportion of all employment

East Dorset - Staying visits in the county context

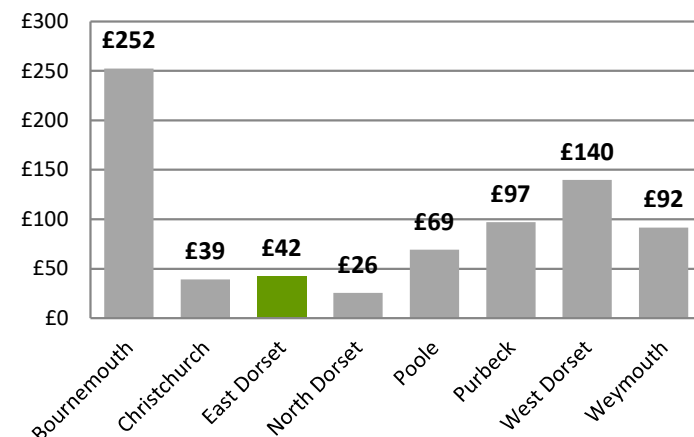
All staying trips (000's)



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	735	151	2,126	1,471	£153	£99
Christchurch	168	15	618	127	£31	£8
East Dorset	208	20	782	162	£34	£8
North Dorset	119	15	396	117	£19	£6
Poole	307	34	1,080	290	£53	£16
Purbeck	379	27	1,561	229	£82	£15
West Dorset	530	48	2,171	358	£115	£25
Weymouth	345	28	1,182	197	£77	£15

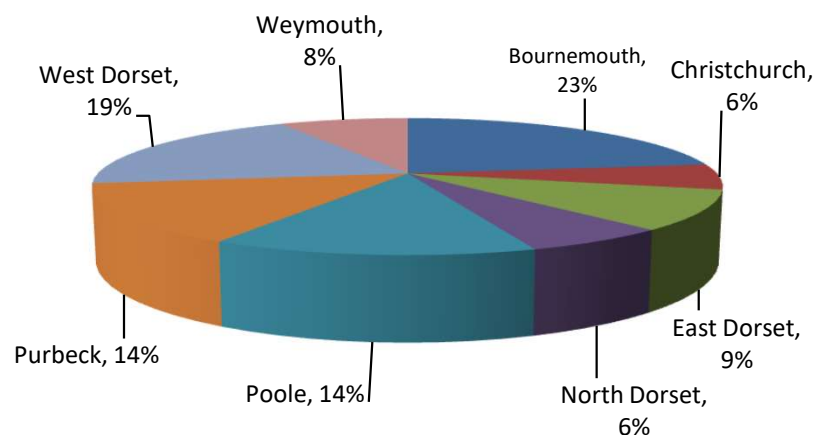
East Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	23,000	57,000	£5,686,000
Self catering	6,000	28,000	£1,962,000
Touring caravans /tents	48,000	216,000	£8,822,000
Static vans/holiday centres	38,000	173,000	£8,672,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	2,000	10,000	£275,000
Boat moorings	0	0	£0
Other	3,000	6,000	£240,000
Staying with friends and relatives	89,000	292,000	£8,441,000
Total	208,000	782,000	£34,099,000

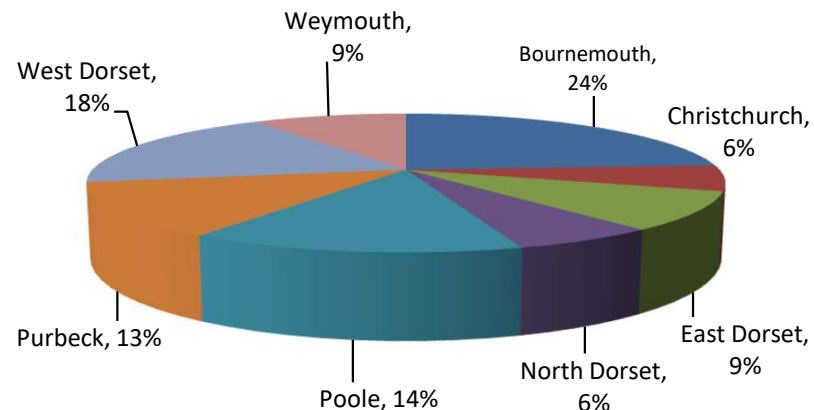
Overseas tourists	Trips	Nights	Spend
Serviced	1,900	8,000	£1,093,000
Self catering	400	4,000	£336,000
Touring caravans /tents	2,900	16,000	£908,000
Static vans/holiday centres	200	2,000	£155,000
Group/campus	0	0	£0
Paying guest in private homes	400	9,000	£479,000
Second homes	100	2,000	£93,000
Boat moorings	0	0	£0
Other	1,100	3,000	£90,000
Staying with friends and relatives	13,000	119,000	£5,247,000
Total	20,000	162,000	£8,400,000

East Dorset - Day visits in the county context

All day visits



All day visit spend

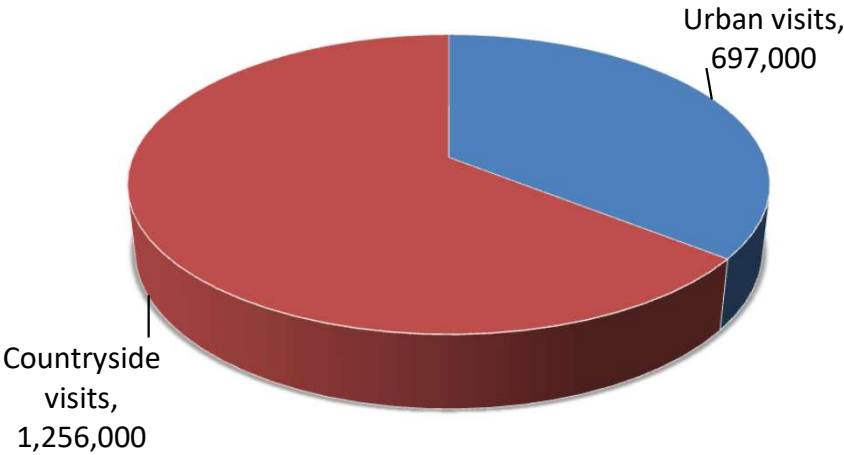


Area	Day visits	Day visit spend
Bournemouth	4.7	£191.7
Christchurch	1.2	£47.8
East Dorset	2.0	£71.7
North Dorset	1.3	£49.6
Poole	2.9	£113.7
Purbeck	3.0	£102.4
West Dorset	4.0	£147.3
Weymouth	1.7	£75.6

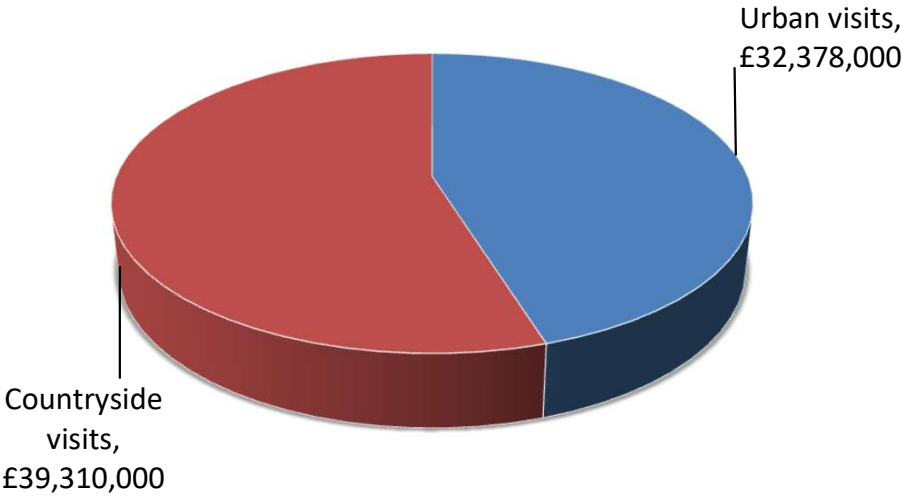
East Dorset - Day visits by location

Total day visits	Total day visit spend
1,953,000	£71,688,000

Day visits



Day visit spend



East Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £12,164,000
- Overseas staying visitors £2,282,000

Totals

£14,446,000 (13%)



Shopping

- UK staying visitors £4,796,000
- Overseas staying visitors £2,714,000
- Day visitors £23,861,000

£31,371,000 (27%)



Food & drink

- UK staying visitors £6,850,000
- Overseas staying visitors £1,631,000
- Day visitors £27,266,000

£35,747,000 (31%)



Attractions/entertainment

- UK staying visitors £3,358,000
- Overseas staying visitors £828,000
- Day visitors £9,172,000

£13,358,000 (12%)



Travel

- UK staying visitors £6,931,000
- Overseas staying visitors £945,000
- Day visitors £11,388,000

£19,264,000 (17%)

East Dorset – Other visitor related expenditure by category



Second Homes

£125,000



Boats

£0



Visiting friends and relatives (non-visitor spend)

£4,125,000

- 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	166	6	172
Retailing	49	155	203
Catering	87	279	366
Attractions/entertainment	64	143	207
Transport	25	36	62
Arising from non trip spend	64	0	64
Total Direct	455	620	1,074

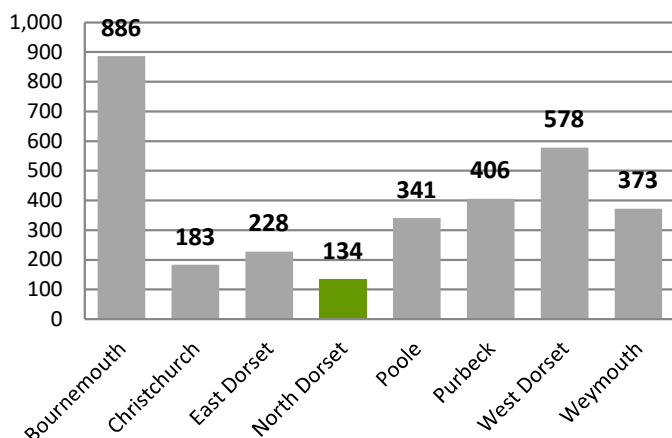
Value of Tourism 2022

North Dorset

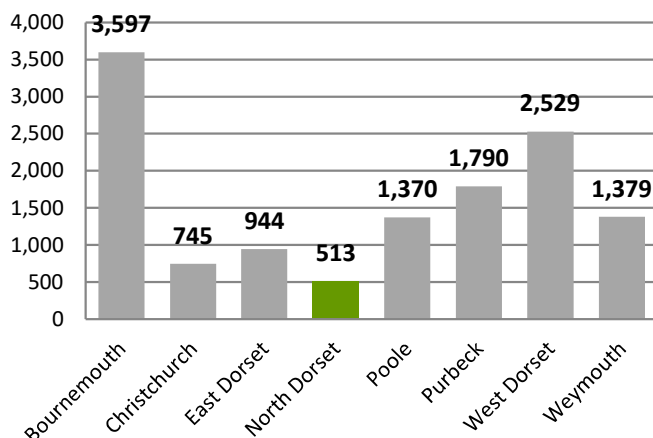
Key Facts	
134,000	Staying visitor trips
513,000	Staying visitor nights
£25,560,000	Staying visitor spend
1,330,000	Day visits
£49,588,000	Day visitor spend
£75,148,000	Direct visitor spend
£3,365,000	Other related spend
£78,513,000	TOTAL VISITOR RELATED SPEND
1,341	Estimated actual employment
970	FTE employment
4%	Proportion of all employment

North Dorset - Staying visits in the county context

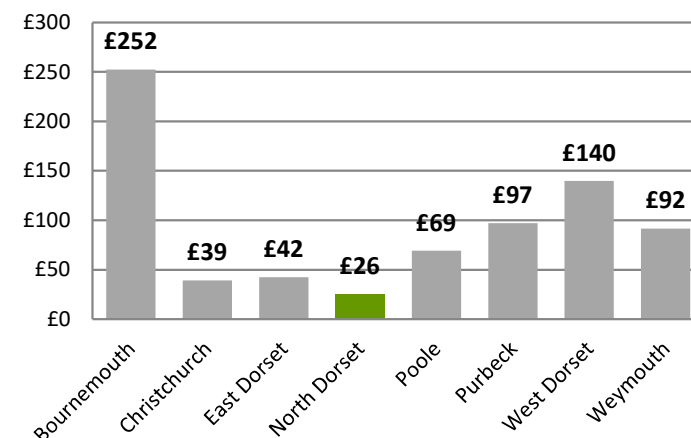
All staying trips (000's)



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	735	151	2,126	1,471	£153	£99
Christchurch	168	15	618	127	£31	£8
East Dorset	208	20	782	162	£34	£8
North Dorset	119	15	396	117	£19	£6
Poole	307	34	1,080	290	£53	£16
Purbeck	379	27	1,561	229	£82	£15
West Dorset	530	48	2,171	358	£115	£25
Weymouth	345	28	1,182	197	£77	£15

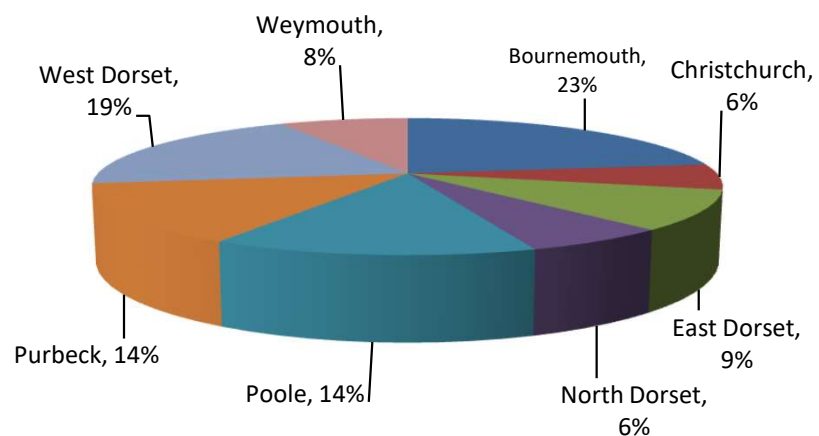
North Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	28,000	70,000	£6,987,000
Self catering	12,000	59,000	£4,181,000
Touring caravans /tents	5,000	22,000	£889,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	3,000	14,000	£382,000
Boat moorings	0	0	£0
Other	3,000	4,000	£186,000
Staying with friends and relatives	69,000	226,000	£6,529,000
Total	119,000	396,000	£19,154,000

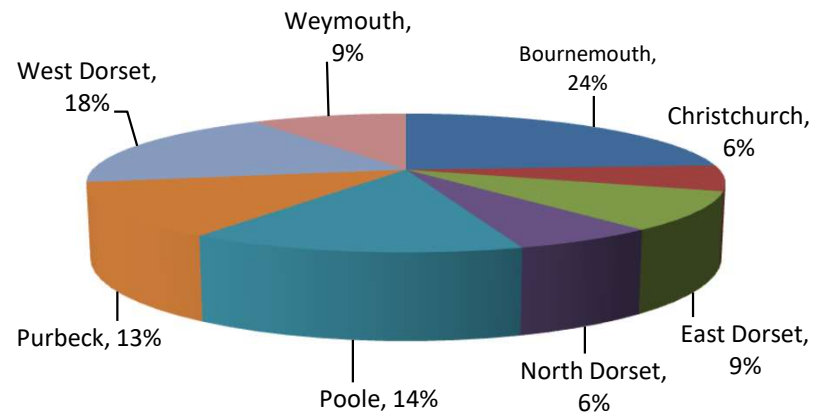
Overseas tourists	Trips	Nights	Spend
Serviced	2,300	9,000	£1,343,000
Self catering	900	9,000	£715,000
Touring caravans /tents	300	2,000	£91,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	200	3,000	£129,000
Boat moorings	0	0	£0
Other	800	2,000	£69,000
Staying with friends and relatives	10,000	92,000	£4,058,000
Total	15,000	117,000	£6,406,000

North Dorset - Day visits in the county context

All day visits



All day visit spend

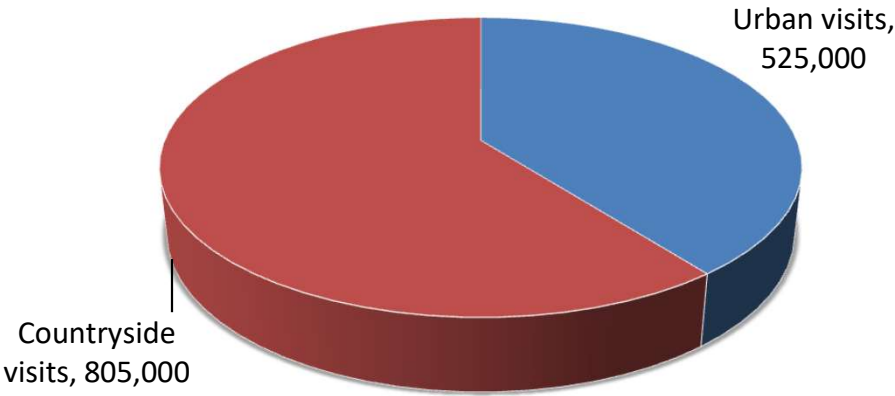


Area	Day visits	Day visit spend
Bournemouth	4.7	£191.7
Christchurch	1.2	£47.8
East Dorset	2.0	£71.7
North Dorset	1.3	£49.6
Poole	2.9	£113.7
Purbeck	3.0	£102.4
West Dorset	4.0	£147.3
Weymouth	1.7	£75.6

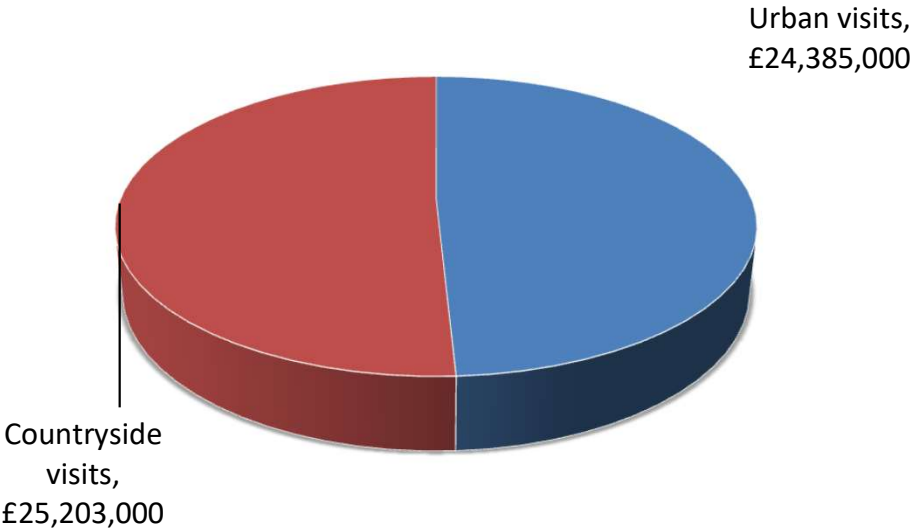
North Dorset - Day visits by location

Total day visits	Total day visit spend
1,330,000	£49,588,000

Day visits



Day visit spend



North Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £6,833,000
- Overseas staying visitors £1,740,000

Totals

£8,573,000 (11%)



Shopping

- UK staying visitors £2,694,000
- Overseas staying visitors £2,069,000
- Day visitors £16,995,000

£21,758,000 (29%)



Food & drink

- UK staying visitors £3,848,000
- Overseas staying visitors £1,244,000
- Day visitors £18,693,000

£23,785,000 (32%)



Attractions/entertainment

- UK staying visitors £1,886,000
- Overseas staying visitors £632,000
- Day visitors £6,195,000

£8,713,000 (12%)



Travel

- UK staying visitors £3,894,000
- Overseas staying visitors £721,000
- Day visitors £7,705,000

£12,320,000 (16%)

North Dorset – Other visitor related expenditure by category



Second Homes

£174,000



Boats

£0



Visiting friends and relatives (non-visitor spend)

£3,191,000

- 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	105	5	110
Retailing	33	118	150
Catering	56	204	260
Attractions/entertainment	41	103	145
Transport	16	26	42
Arising from non trip spend	50	0	50
Total Direct	301	456	757

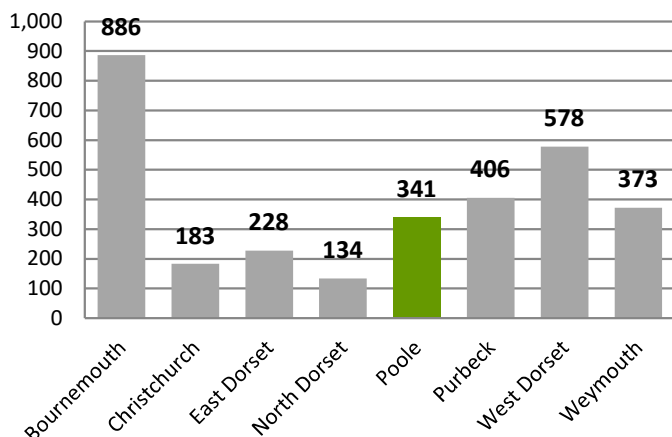
Value of Tourism 2022

Poole

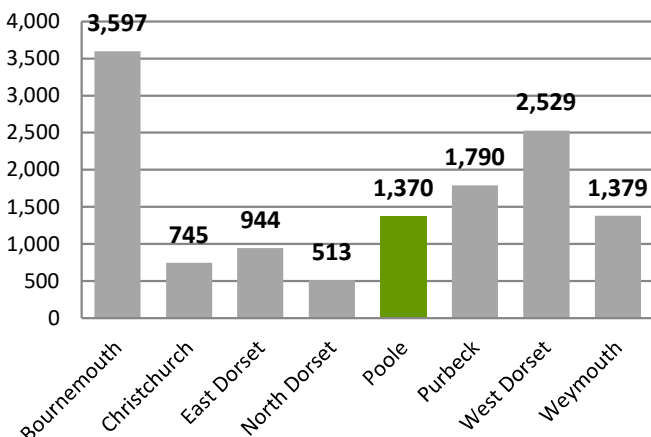
Key Facts	
340,700	Staying visitor trips
1,370,000	Staying visitor nights
£69,092,000	Staying visitor spend
2,905,000	Day visits
£113,703,000	Day visitor spend
£182,795,000	Direct visitor spend
£10,926,400	Other related spend
£193,721,400	TOTAL VISITOR RELATED SPEND
3,453	Estimated actual employment
2,573	FTE employment
5%	Proportion of all employment

Poole - Staying visits in the county context

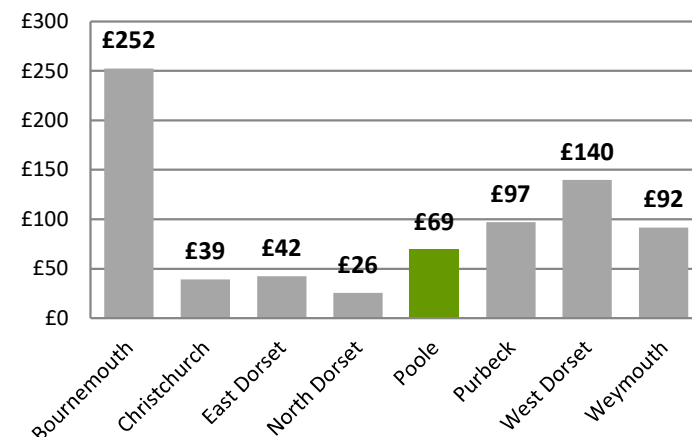
All staying trips (000's)



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	735	151	2,126	1,471	£153	£99
Christchurch	168	15	618	127	£31	£8
East Dorset	208	20	782	162	£34	£8
North Dorset	119	15	396	117	£19	£6
Poole	307	34	1,080	290	£53	£16
Purbeck	379	27	1,561	229	£82	£15
West Dorset	530	48	2,171	358	£115	£25
Weymouth	735	151	2,126	1,471	£153	£99

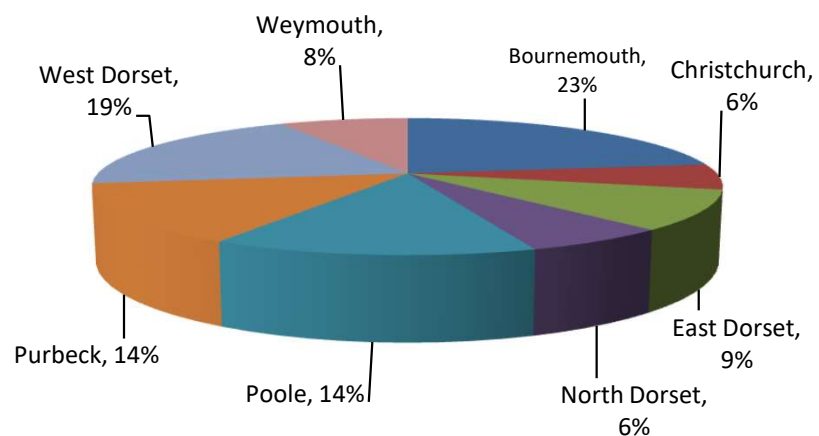
Poole - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	62,000	158,000	£15,659,000
Self catering	36,000	177,000	£12,542,000
Touring caravans /tents	14,000	65,000	£2,648,000
Static vans/holiday centres	17,000	79,000	£3,935,000
Group/campus	1,000	2,000	£82,000
Paying guest in private homes	0	0	£0
Second homes	13,000	64,000	£1,692,000
Boat moorings	9,000	42,000	£1,905,000
Other	6,000	9,000	£399,000
Staying with friends and relatives	148,000	484,000	£14,018,000
Total	307,000	1,080,000	£52,880,000

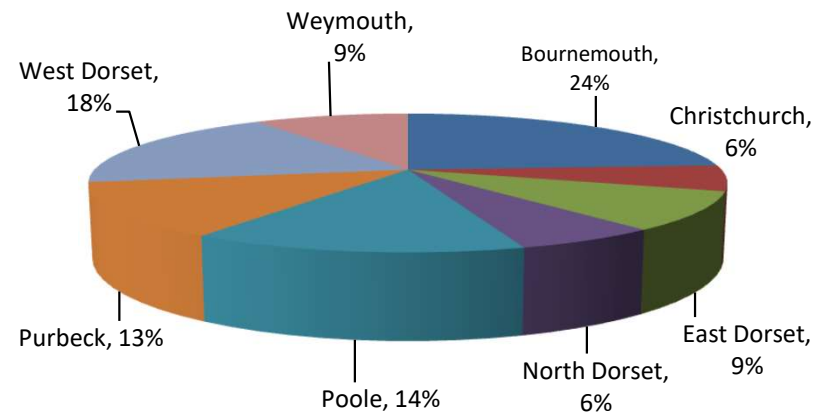
Overseas tourists	Trips	Nights	Spend
Serviced	5,000	21,000	£3,009,000
Self catering	2,600	28,000	£2,145,000
Touring caravans /tents	900	5,000	£272,000
Static vans/holiday centres	100	1,000	£70,000
Group/campus	200	5,000	£323,000
Paying guest in private homes	700	17,000	£959,000
Second homes	800	11,000	£571,000
Boat moorings	0	0	£0
Other	1,800	5,000	£149,000
Staying with friends and relatives	21,000	198,000	£8,714,000
Total	33,700	290,000	£16,212,000

Poole - Day visits in the county context

All day visits



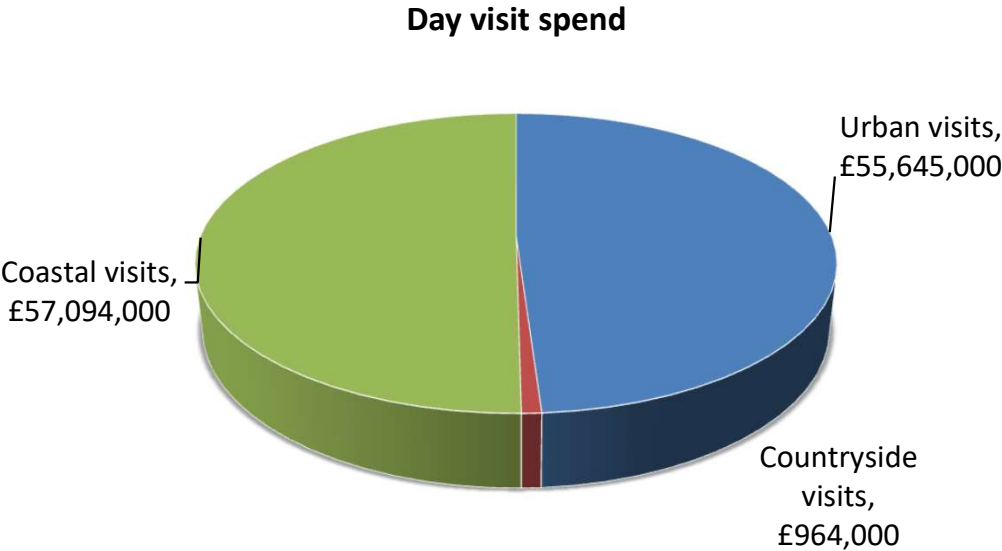
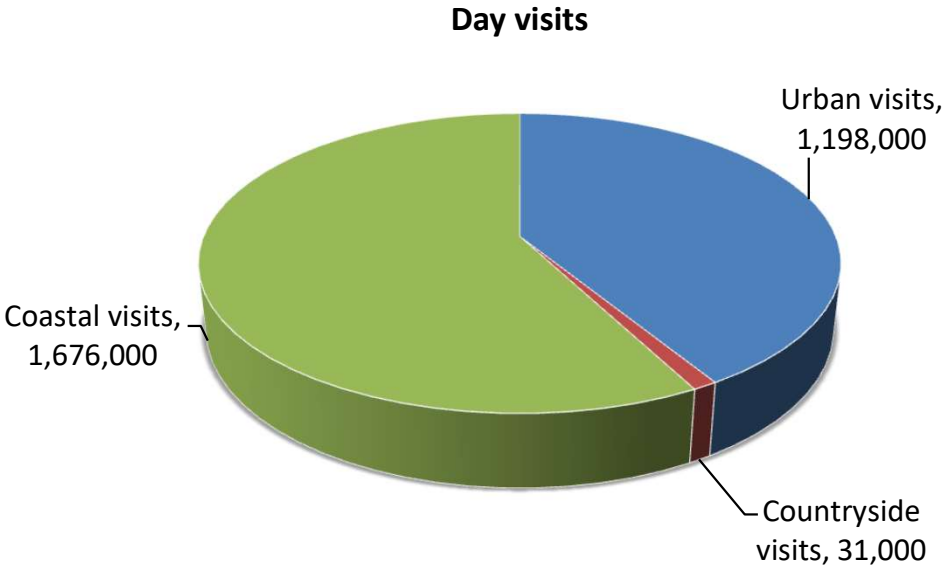
All day visit spend



Area	Day visits	Day visit spend
Bournemouth	4.7	£191.7
Christchurch	1.2	£47.8
East Dorset	2.0	£71.7
North Dorset	1.3	£49.6
Poole	2.9	£113.7
Purbeck	3.0	£102.4
West Dorset	4.0	£147.3
Weymouth	1.7	£75.6

Poole - Day visits by location

Total day visits	Total day visit spend
2,905,000	£113,703,000



Poole – Direct visitor expenditure by category



Accommodation

- UK staying visitors £18,863,000
- Overseas staying visitors £4,404,000

Totals

£23,267,000 (13%)



Shopping

- UK staying visitors £7,438,000
- Overseas staying visitors £5,237,000
- Day visitors £32,446,000

£45,121,000 (25%)



Food & drink

- UK staying visitors £10,622,000
- Overseas staying visitors £3,148,000
- Day visitors £45,687,000

£59,457,000 (33%)



Attractions/entertainment

- UK staying visitors £5,207,000
- Overseas staying visitors £1,599,000
- Day visitors £10,429,000

£17,235,000 (9%)



Travel

- UK staying visitors £10,749,000
- Overseas staying visitors £1,824,000
- Day visitors £25,141,000

£37,714,000 (21%)

Poole – Other visitor related expenditure by category



Second Homes

£771,000



Boats

£3,304,000



Visiting friends and relatives (non-visitor spend)

£6,851,000

- 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	265	10	275
Retailing	81	208	290
Catering	140	464	604
Attractions/entertainment	104	164	268
Transport	40	80	120
Arising from non trip spend	164	0	164
Total Direct	793	927	1,720

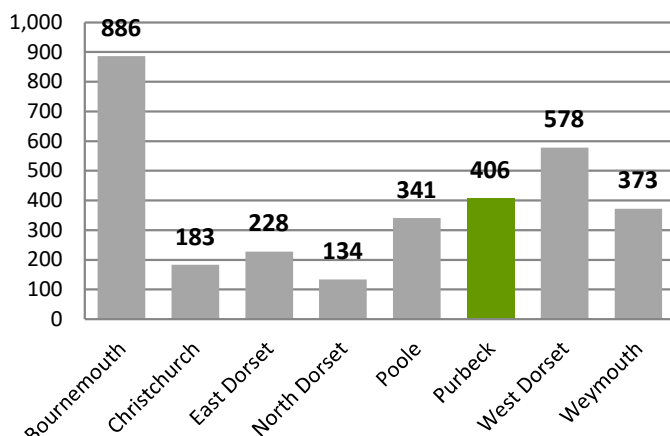
Value of Tourism 2022

Purbeck

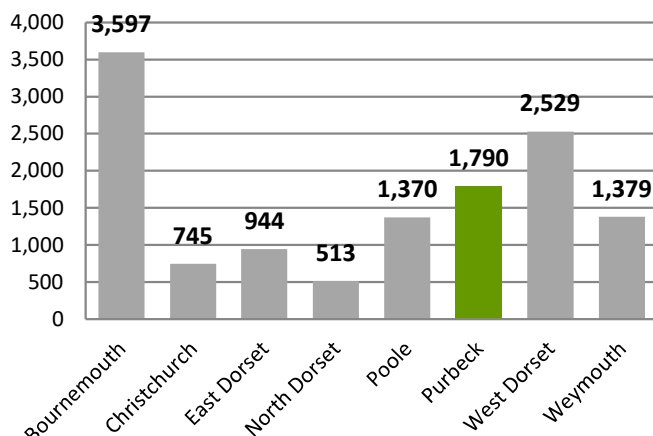
Key Facts	
406,000	Staying visitor trips
1,790,000	Staying visitor nights
£96,982,000	Staying visitor spend
2,961,000	Day visits
£102,430,000	Day visitor spend
£199,412,000	Direct visitor spend
£3,168,000	Other related spend
£202,580,000	TOTAL VISITOR RELATED SPEND
3,147	Estimated actual employment
2,276	FTE employment
13%	Proportion of all employment

Purbeck - Staying visits in the county context

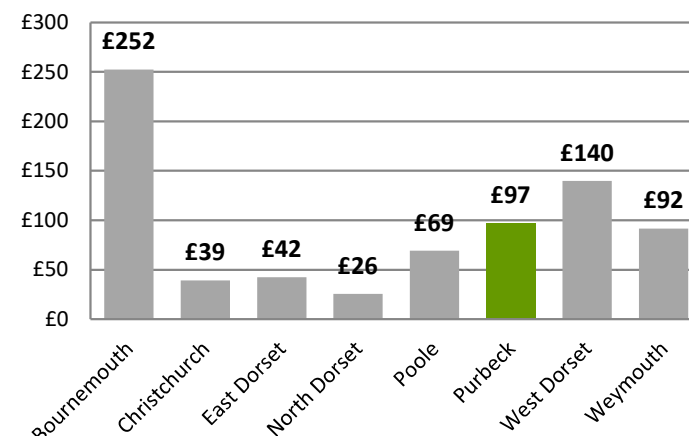
All staying trips (000's)



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	735	151	2,126	1,471	£153	£99
Christchurch	168	15	618	127	£31	£8
East Dorset	208	20	782	162	£34	£8
North Dorset	119	15	396	117	£19	£6
Poole	307	34	1,080	290	£53	£16
Purbeck	379	27	1,561	229	£82	£15
West Dorset	530	48	2,171	358	£115	£25
Weymouth	345	28	1,182	197	£77	£15

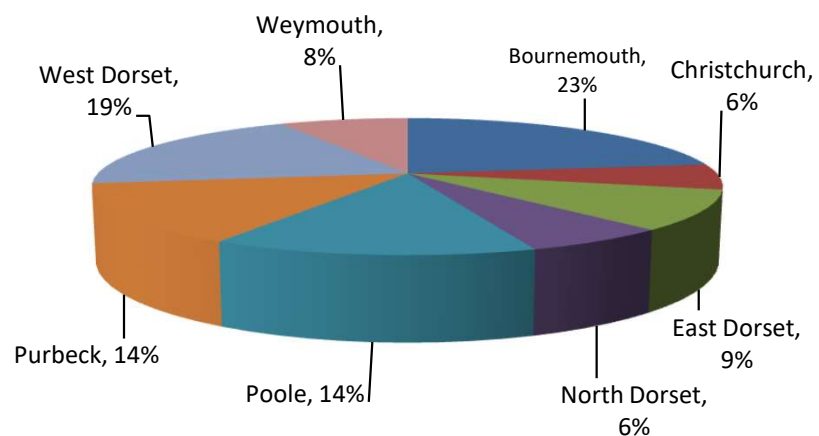
Purbeck - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	56,000	141,000	£13,959,000
Self catering	62,000	307,000	£21,729,000
Touring caravans /tents	127,000	570,000	£23,326,000
Static vans/holiday centres	69,000	316,000	£15,844,000
Group/campus	5,000	12,000	£636,000
Paying guest in private homes	0	0	£0
Second homes	12,000	56,000	£1,491,000
Boat moorings	1,000	5,000	£209,000
Other	2,000	3,000	£124,000
Staying with friends and relatives	46,000	150,000	£4,350,000
Total	379,000	1,561,000	£81,668,000

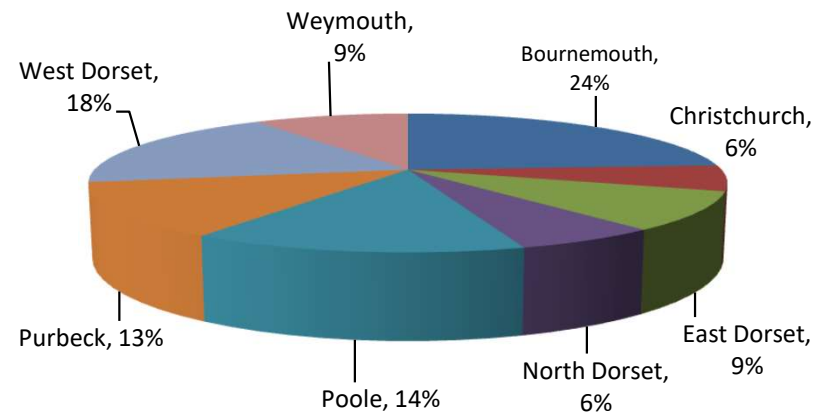
Overseas tourists	Trips	Nights	Spend
Serviced	5,000	19,000	£2,683,000
Self catering	4,600	48,000	£3,716,000
Touring caravans /tents	8,000	41,000	£2,400,000
Static vans/holiday centres	400	4,000	£283,000
Group/campus	1,000	36,000	£2,500,000
Paying guest in private homes	400	9,000	£479,000
Second homes	700	10,000	£503,000
Boat moorings	0	0	£0
Other	500	2,000	£46,000
Staying with friends and relatives	7,000	61,000	£2,704,000
Total	27,000	229,000	£15,314,000

Purbeck - Day visits in the county context

All day visits



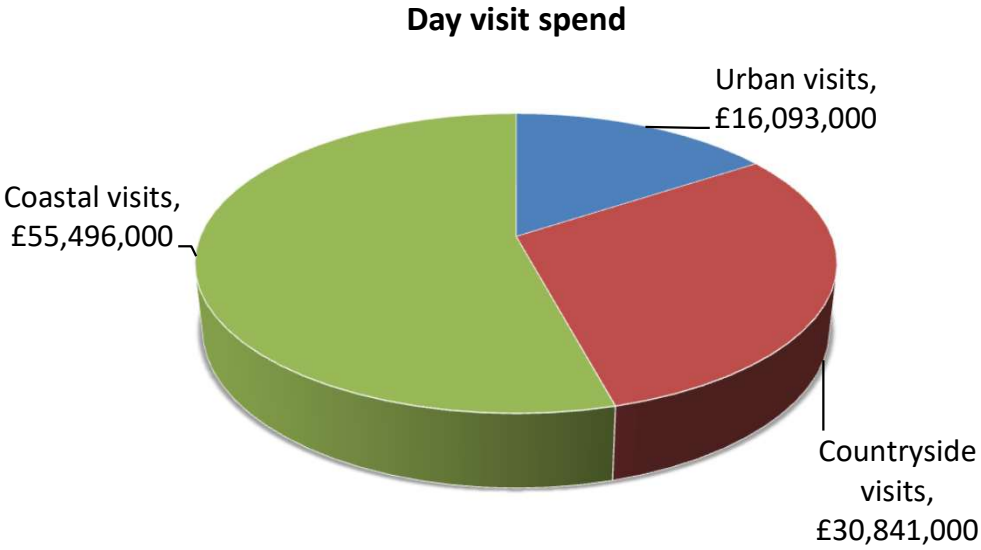
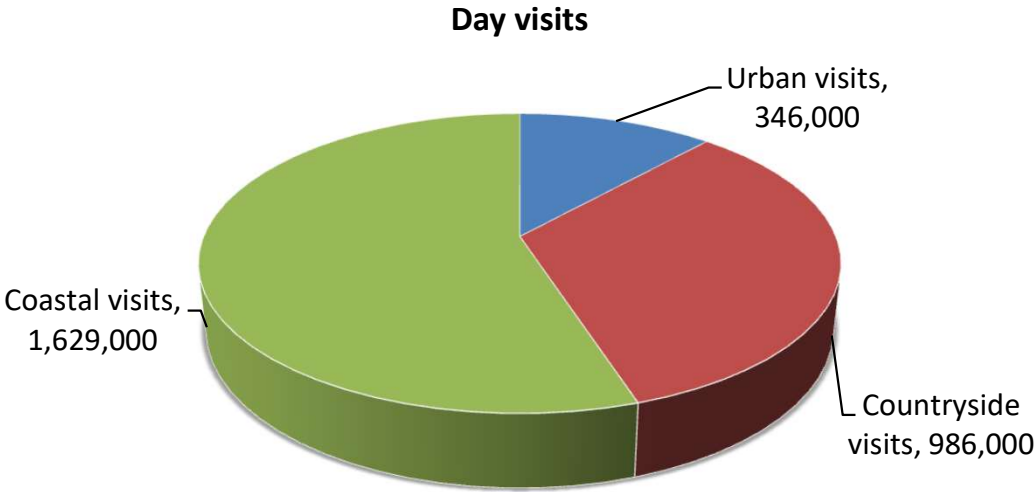
All day visit spend



Area	Day visits	Day visit spend
Bournemouth	4.7	£191.7
Christchurch	1.2	£47.8
East Dorset	2.0	£71.7
North Dorset	1.3	£49.6
Poole	2.9	£113.7
Purbeck	3.0	£102.4
West Dorset	4.0	£147.3
Weymouth	1.7	£75.6

Purbeck - Day visits by location

Total day visits	Total day visit spend
2,961,000	£102,430,000



Purbeck – Direct visitor expenditure by category



Accommodation

- UK staying visitors £29,133,000
- Overseas staying visitors £4,160,000

Totals

£33,293,000 (17%)



Shopping

- UK staying visitors £11,488,000
- Overseas staying visitors £4,947,000
- Day visitors £20,378,000

£36,813,000 (18%)



Food & drink

- UK staying visitors £16,405,000
- Overseas staying visitors £2,973,000
- Day visitors £44,232,000

£63,610,000 (32%)



Attractions/entertainment

- UK staying visitors £8,042,000
- Overseas staying visitors £1,510,000
- Day visitors £11,691,000

£21,243,000 (11%)



Travel

- UK staying visitors £16,601,000
- Overseas staying visitors £1,723,000
- Day visitors £26,128,000

£44,452,000 (22%)

Purbeck – Other visitor related expenditure by category



Second Homes

£679,000



Boats

£363,000



Visiting friends and relatives (non-visitor spend)

£2,126,000

- 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	363	10	373
Retailing	101	125	227
Catering	189	431	619
Attractions/entertainment	139	173	312
Transport	56	79	135
Arising from non trip spend	47	0	47
Total Direct	896	818	1,714

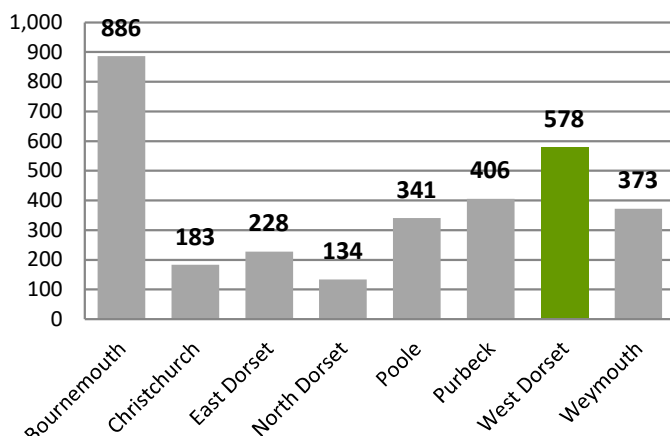
Value of Tourism 2022

West Dorset

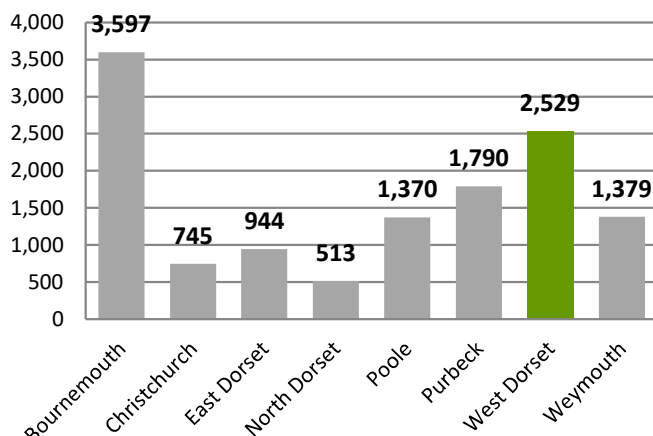
Key Facts	
577,900	Staying visitor trips
2,528,900	Staying visitor nights
£139,764,000	Staying visitor spend
4,032,000	Day visits
£147,316,000	Day visitor spend
£287,080,000	Direct visitor spend
£5,768,000	Other related spend
£292,848,000	TOTAL VISITOR RELATED SPEND
5,057	Estimated actual employment
3,640	FTE employment
11%	Proportion of all employment

West Dorset - Staying visits in the county context

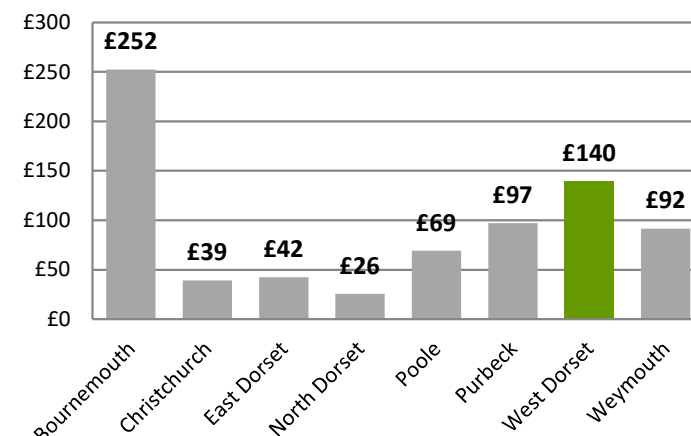
All staying trips (000's)



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	735	151	2,126	1,471	£153	£99
Christchurch	168	15	618	127	£31	£8
East Dorset	208	20	782	162	£34	£8
North Dorset	119	15	396	117	£19	£6
Poole	307	34	1,080	290	£53	£16
Purbeck	379	27	1,561	229	£82	£15
West Dorset	530	48	2,171	358	£115	£25
Weymouth	345	28	1,182	197	£77	£15

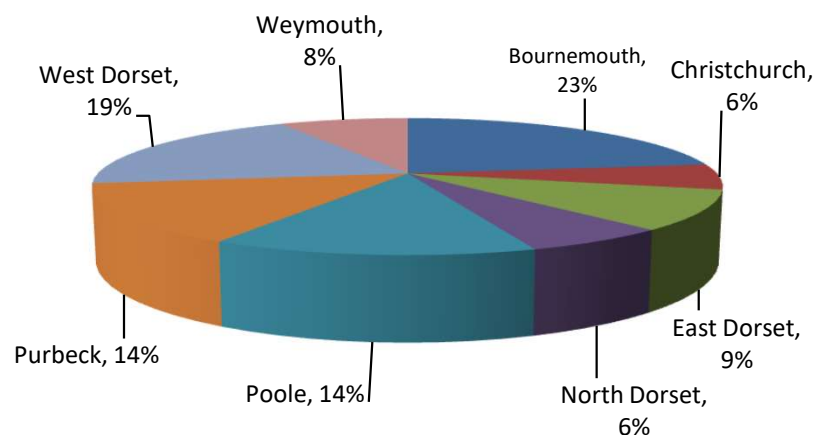
West Dorset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	72,000	182,000	£18,025,000
Self catering	115,000	569,000	£40,244,000
Touring caravans /tents	135,000	606,000	£24,790,000
Static vans/holiday centres	84,000	387,000	£19,358,000
Group/campus	0	1,000	£65,000
Paying guest in private homes	0	0	£0
Second homes	19,000	89,000	£2,350,000
Boat moorings	0	0	£0
Other	4,000	6,000	£273,000
Staying with friends and relatives	101,000	332,000	£9,613,000
Total	530,000	2,171,000	£114,718,000

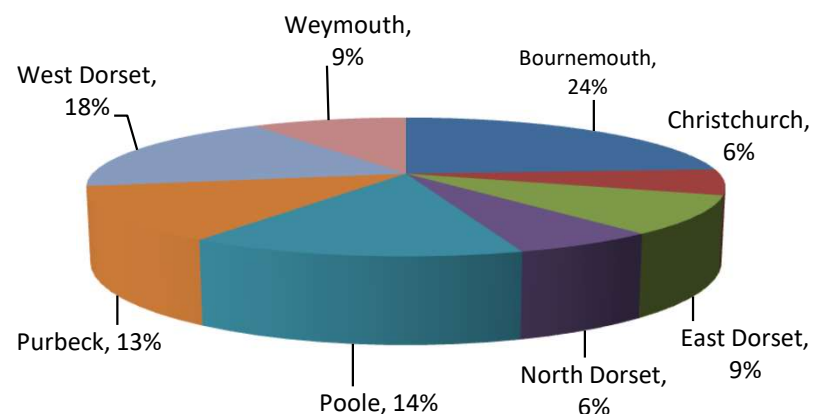
Overseas tourists	Trips	Nights	Spend
Serviced	13,400	53,500	£7,662,000
Self catering	8,400	89,000	£6,882,000
Touring caravans /tents	8,100	43,700	£2,550,000
Static vans/holiday centres	500	4,800	£346,000
Group/campus	200	3,700	£255,000
Paying guest in private homes	400	8,700	£479,000
Second homes	1,100	15,600	£792,000
Boat moorings	0	0	£0
Other	1,200	3,500	£102,000
Staying with friends and relatives	14,700	135,500	£5,976,000
Total	47,900	357,900	£25,046,000

West Dorset - Day visits in the county context

All day visits



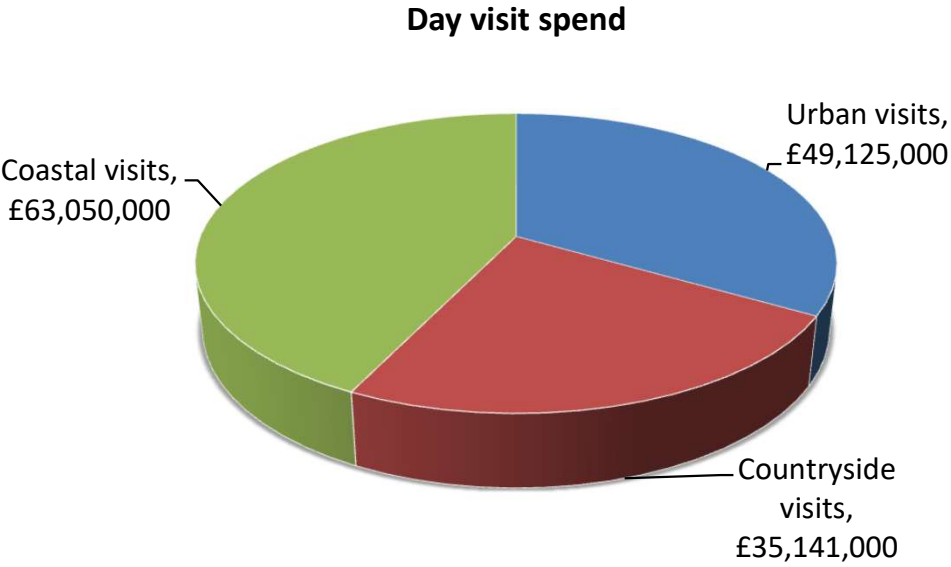
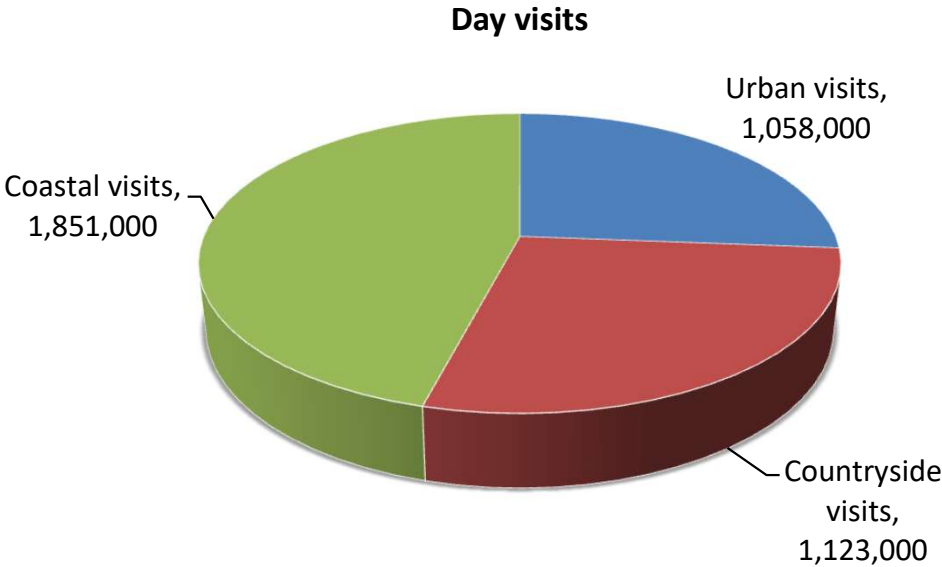
All day visit spend



Area	Day visits	Day visit spend
Bournemouth	4.7	£191.7
Christchurch	1.2	£47.8
East Dorset	2.0	£71.7
North Dorset	1.3	£49.6
Poole	2.9	£113.7
Purbeck	3.0	£102.4
West Dorset	4.0	£147.3
Weymouth	1.7	£75.6

West Dorset - Day visits by location

Total day visits	Total day visit spend
4,032,000	£147,316,000



West Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £40,922,000
- Overseas staying visitors £6,804,000

Totals

£47,726,000 (17%)



Shopping

- UK staying visitors £16,136,000
- Overseas staying visitors £8,091,000
- Day visitors £37,610,000

£61,837,000 (22%)



Food & drink

- UK staying visitors £23,044,000
- Overseas staying visitors £4,863,000
- Day visitors £60,597,000

£88,504,000 (31%)



Attractions/entertainment

- UK staying visitors £11,297,000
- Overseas staying visitors £2,470,000
- Day visitors £15,970,000

£29,737,000 (10%)



Travel

- UK staying visitors £23,319,000
- Overseas staying visitors £2,818,000
- Day visitors £33,139,000

£59,276,000 (21%)

West Dorset – Other visitor related expenditure by category



Second Homes
£1,070,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£4,698,000

- 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	594	15	609
Retailing	170	264	434
Catering	310	673	982
Attractions/entertainment	229	271	500
Transport	91	115	205
Arising from non trip spend	86	0	86
Total Direct	1,479	1,338	2,817

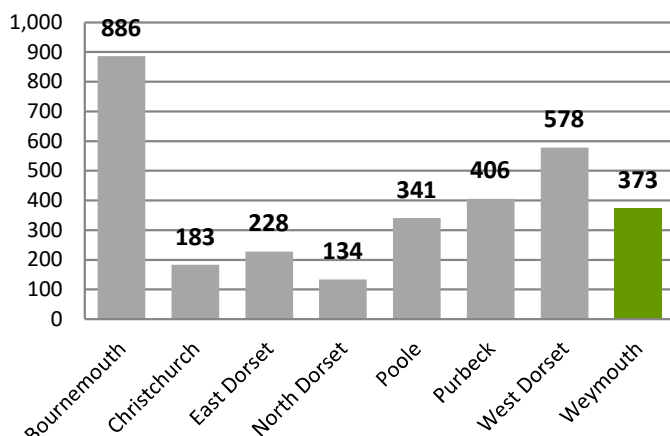
Value of Tourism 2022

Weymouth & Portland

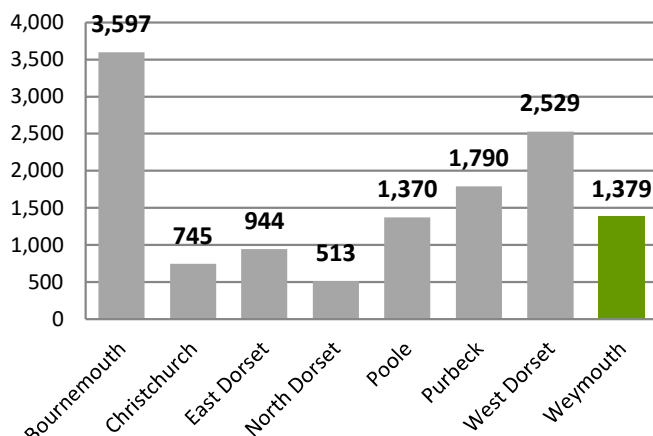
Key Facts	
372,500	Staying visitor trips
1,378,800	Staying visitor nights
£91,702,000	Staying visitor spend
1,658,000	Day visits
£75,579,000	Day visitor spend
£167,281,000	Direct visitor spend
£5,254,000	Other related spend
£172,535,000	TOTAL VISITOR RELATED SPEND
3,283	Estimated actual employment
2,425	FTE employment
13%	Proportion of all employment

Weymouth & Portland - Staying visits in the county context

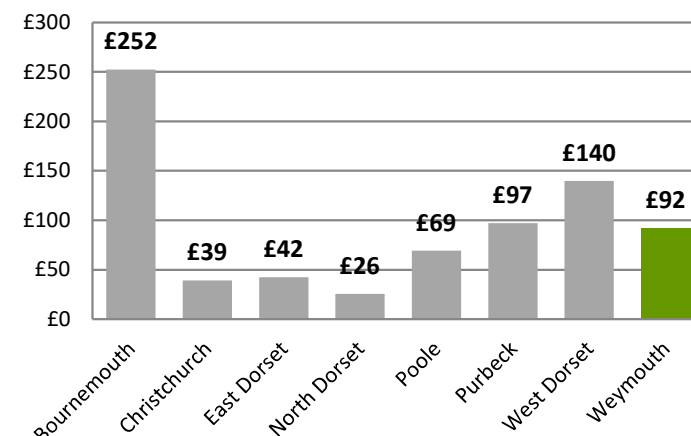
All staying trips (000's)



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	735	151	2,126	1,471	£153	£99
Christchurch	168	15	618	127	£31	£8
East Dorset	208	20	782	162	£34	£8
North Dorset	119	15	396	117	£19	£6
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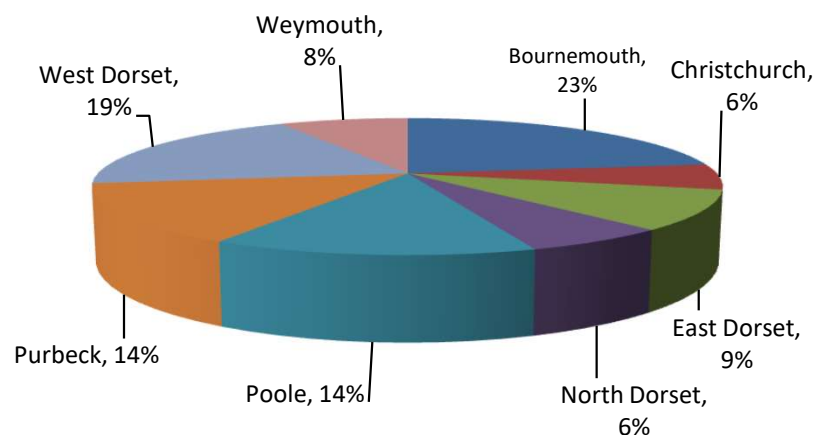
Weymouth & Portland - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	156,000	394,000	£39,130,000
Self catering	34,000	166,000	£11,746,000
Touring caravans /tents	3,000	13,000	£549,000
Static vans/holiday centres	73,000	339,000	£16,963,000
Group/campus	0	1,000	£34,000
Paying guest in private homes	0	0	£0
Second homes	6,000	28,000	£745,000
Boat moorings	5,000	24,000	£1,104,000
Other	2,000	4,000	£175,000
Staying with friends and relatives	65,000	212,000	£6,141,000
Total	345,000	1,182,000	£76,586,000

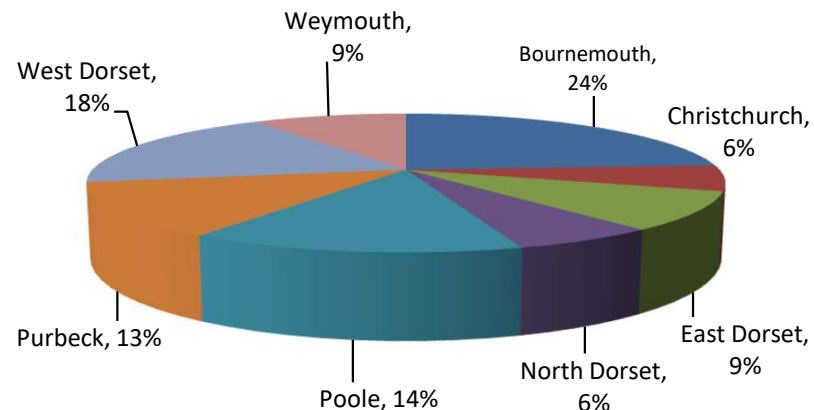
Overseas tourists	Trips	Nights	Spend
Serviced	13,100	52,600	£7,520,000
Self catering	2,500	26,000	£2,009,000
Touring caravans /tents	200	1,000	£56,000
Static vans/holiday centres	500	4,200	£303,000
Group/campus	100	1,900	£135,000
Paying guest in private homes	700	17,500	£959,000
Second homes	300	4,900	£251,000
Boat moorings	0	0	£0
Other	800	2,200	£65,000
Staying with friends and relatives	9,400	86,500	£3,817,000
Total	27,500	196,800	£15,116,000

Weymouth & Portland - Day visits in the county context

All day visits



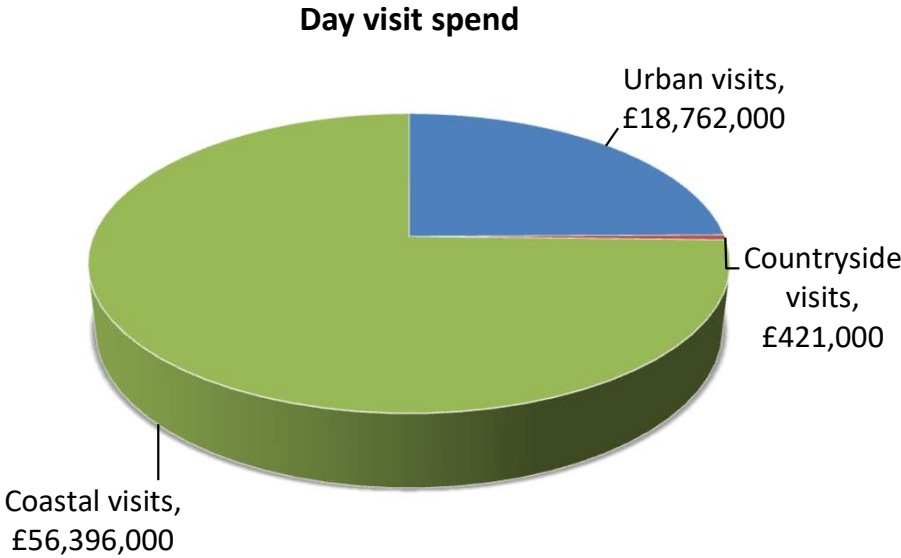
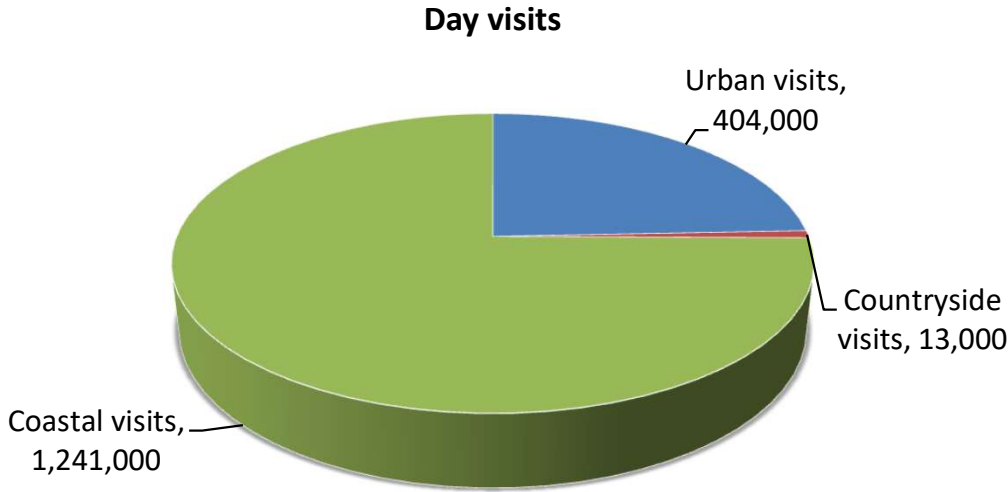
All day visit spend



Area	Day visits	Day visit spend
Bournemouth	4.7	£191.7
Christchurch	1.2	£47.8
East Dorset	2.0	£71.7
North Dorset	1.3	£49.6
Poole	2.9	£113.7
Purbeck	3.0	£102.4
West Dorset	4.0	£147.3
Weymouth	1.7	£75.6

Weymouth & Portland - Day visits by location

Total day visits	Total day visit spend
1,658,000	£75,579,000



Weymouth & Portland – Direct visitor expenditure by category



Accommodation

- UK staying visitors £27,320,000
- Overseas staying visitors £4,106,000

Totals

£31,426,000 (20%)



Shopping

- UK staying visitors £10,773,000
- Overseas staying visitors £4,883,000
- Day visitors £13,674,000

£29,330,000 (19%)



Food & drink

- UK staying visitors £15,384,000
- Overseas staying visitors £2,935,000
- Day visitors £27,152,000

£45,471,000 (29%)



Attractions/entertainment

- UK staying visitors £7,542,000
- Overseas staying visitors £1,491,000
- Day visitors £5,924,000

£14,957,000 (10%)



Travel

- UK staying visitors £15,568,000
- Overseas staying visitors £1,701,000
- Day visitors £16,720,000

£33,989,000 (22%)

Weymouth & Portland – Other visitor related expenditure by category



Second Homes
£339,000



Boats
£1,914,000



Visiting friends and relatives (non-visitor spend)
£3,001,000

- 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	413	7	420
Retailing	116	101	217
Catering	215	318	533
Attractions/entertainment	158	107	265
Transport	63	61	124
Arising from non trip spend	79	0	79
Total Direct	1,044	595	1,639