

The Economic Impact of Dorset's Visitor Economy 2024



Dorset Council area and Districts

Produced on behalf of Visit Dorset, Dorset Council

By

The South West Research Company Ltd



October 2025



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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 Dorset Council area and its districts in 2024. The council area excludes the Bournemouth/Christchurch/Poole area of Dorset County.

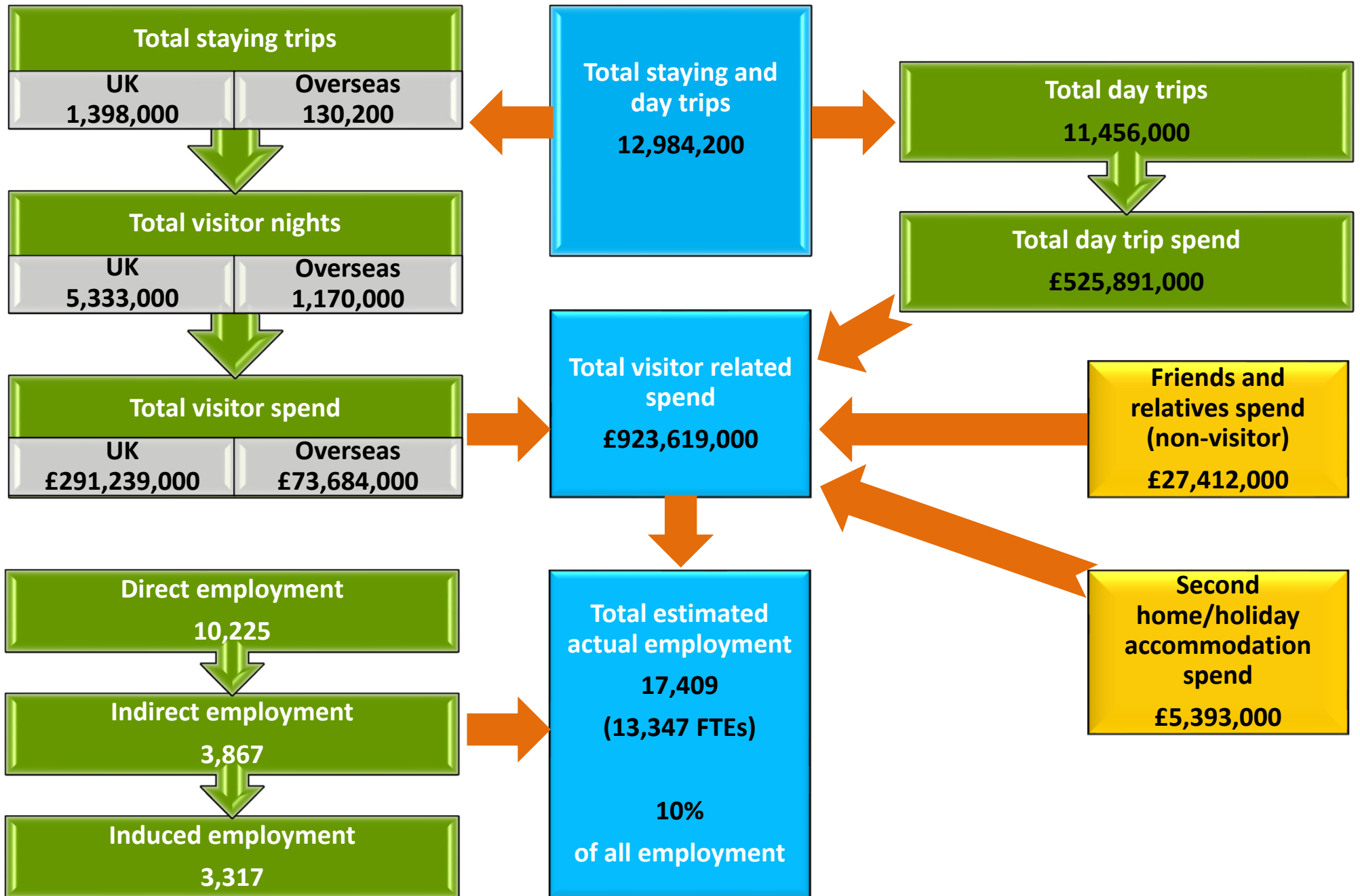
The figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. It distributes regional activity as measured in those surveys to local areas using '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 2024, including key facts about the economy, weather and key events please see Appendix 2 of this report.



Dorset Council area - Key facts at a glance



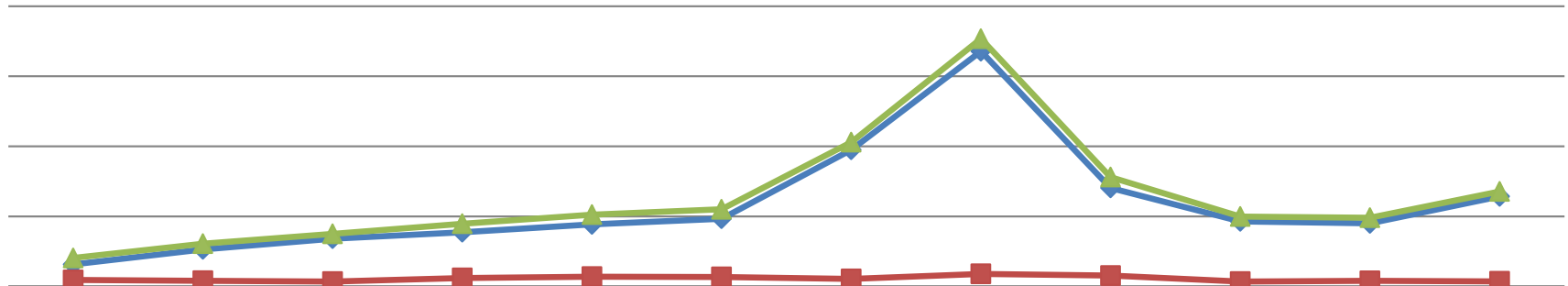
Dorset Council area - Staying visits by accommodation type

| Domestic tourists | Trips | Nights | Spend |
|------------------------------------|------------------|------------------|---------------------|
| Serviced | 266,000 | 663,000 | £60,618,000 |
| Self catering | 204,000 | 997,000 | £73,597,000 |
| Touring caravans /tents | 284,000 | 1,254,000 | £54,928,000 |
| Static vans/holiday centres | 250,000 | 1,137,000 | £60,967,000 |
| Group/campus | 5,000 | 13,000 | £663,000 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 38,000 | 172,000 | £5,031,000 |
| Boat moorings | 6,000 | 25,000 | £1,316,000 |
| Other | 12,000 | 20,000 | £944,000 |
| Staying with friends and relatives | 331,000 | 1,053,000 | £33,176,000 |
| Total | 1,398,000 | 5,333,000 | £291,239,000 |

| Overseas tourists | Trips | Nights | Spend |
|------------------------------------|----------------|------------------|--------------------|
| Serviced | 26,500 | 99,000 | £14,970,000 |
| Self catering | 17,800 | 222,000 | £16,412,000 |
| Touring caravans /tents | 20,700 | 131,000 | £7,406,000 |
| Static vans/holiday centres | 1,700 | 21,000 | £1,430,000 |
| Group/campus | 1,700 | 52,000 | £3,405,000 |
| Paying guest in private homes | 2,200 | 37,000 | £2,663,000 |
| Second homes | 2,500 | 41,000 | £2,100,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 4,400 | 14,000 | £426,000 |
| Staying with friends and relatives | 53,800 | 553,000 | £24,872,000 |
| Total | 130,200 | 1,170,000 | £73,684,000 |

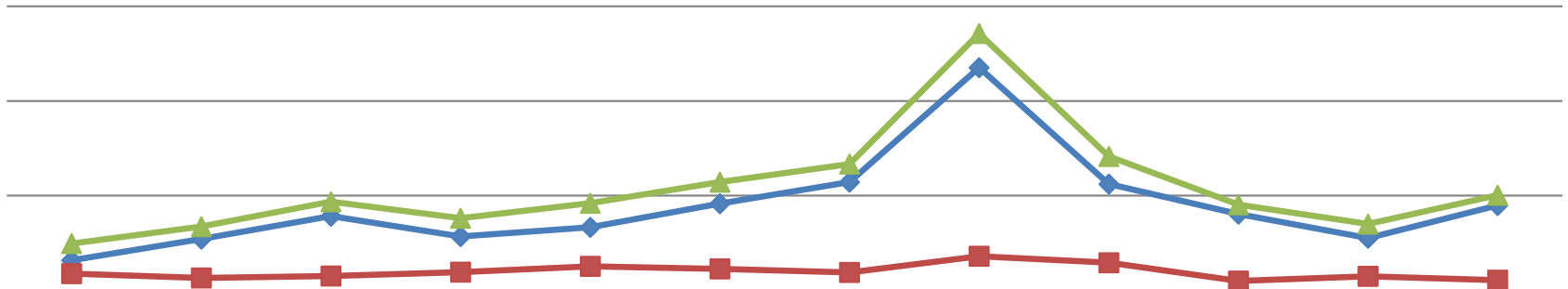
Dorset Council area - Estimated seasonality of staying visits

Seasonality - trips



| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---------------------|------|------|------|------|-------|-------|-------|-------|-------|------|------|-------|
| UK trips (000's) | 31.4 | 53.0 | 68.2 | 77.4 | 88.6 | 96.6 | 195.1 | 335.7 | 140.7 | 92.8 | 90.1 | 128.5 |
| OS trips (000's) | 9.2 | 8.1 | 7.0 | 12.1 | 13.9 | 13.5 | 10.7 | 17.9 | 15.5 | 7.0 | 8.0 | 7.2 |
| Total trips (000's) | 40.6 | 61.0 | 75.2 | 89.5 | 102.5 | 110.2 | 205.9 | 353.6 | 156.2 | 99.8 | 98.1 | 135.7 |

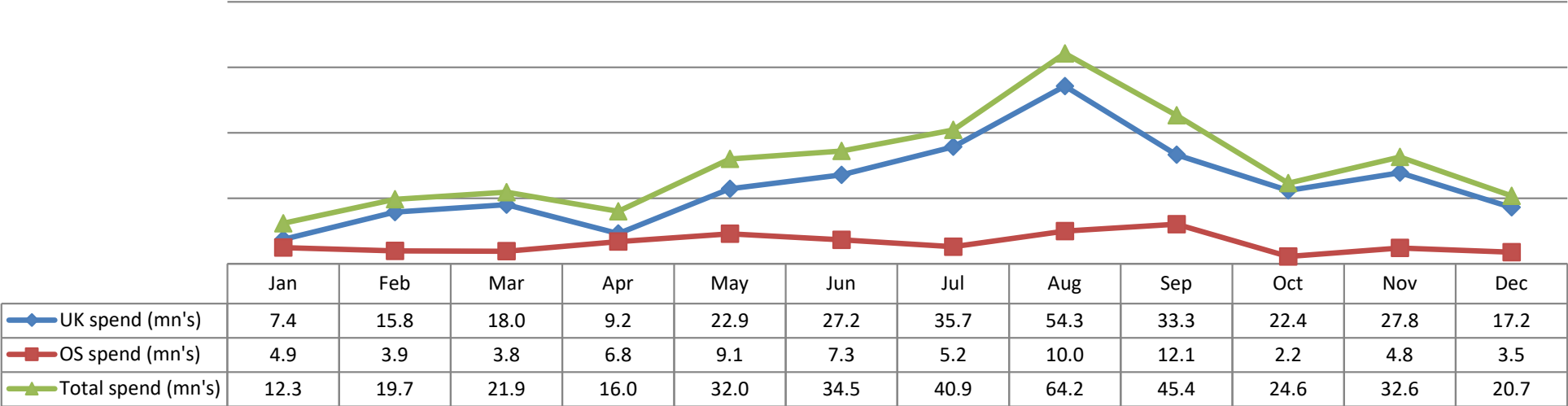
Seasonality - nights



| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|----------------------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|-------|-------|
| UK nights (000's) | 158.8 | 271.3 | 392.0 | 284.2 | 332.9 | 457.7 | 571.9 | 1176.2 | 561.5 | 402.9 | 275.4 | 448.2 |
| OS nights (000's) | 88.6 | 66.0 | 76.0 | 96.8 | 127.4 | 114.4 | 95.3 | 180.4 | 146.0 | 49.7 | 74.8 | 54.6 |
| Total nights (000's) | 247.4 | 337.3 | 468.0 | 381.0 | 460.3 | 572.0 | 667.2 | 1356.6 | 707.5 | 452.6 | 350.2 | 502.7 |

Dorset Council area - Estimated seasonality of staying visits

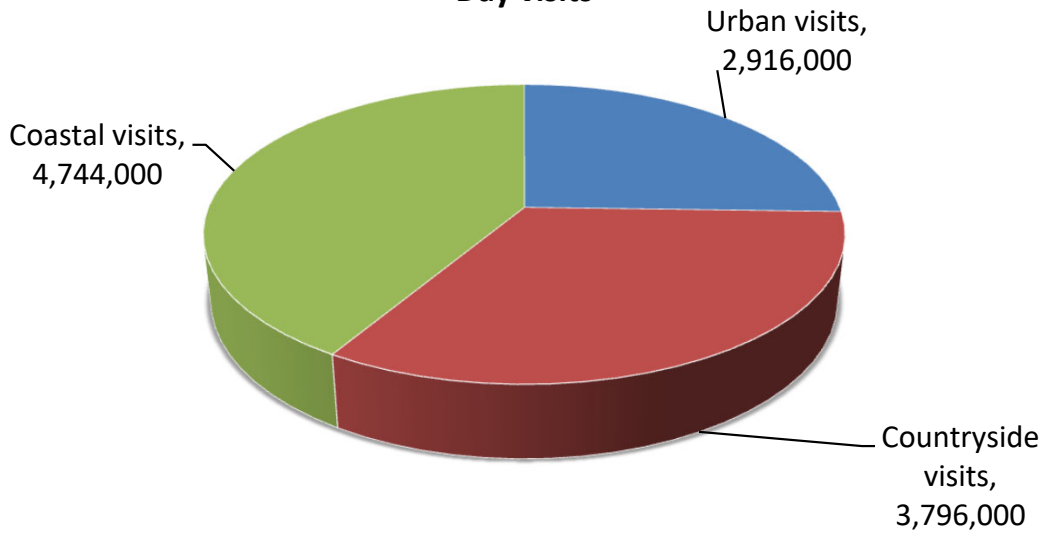
Seasonality - spend



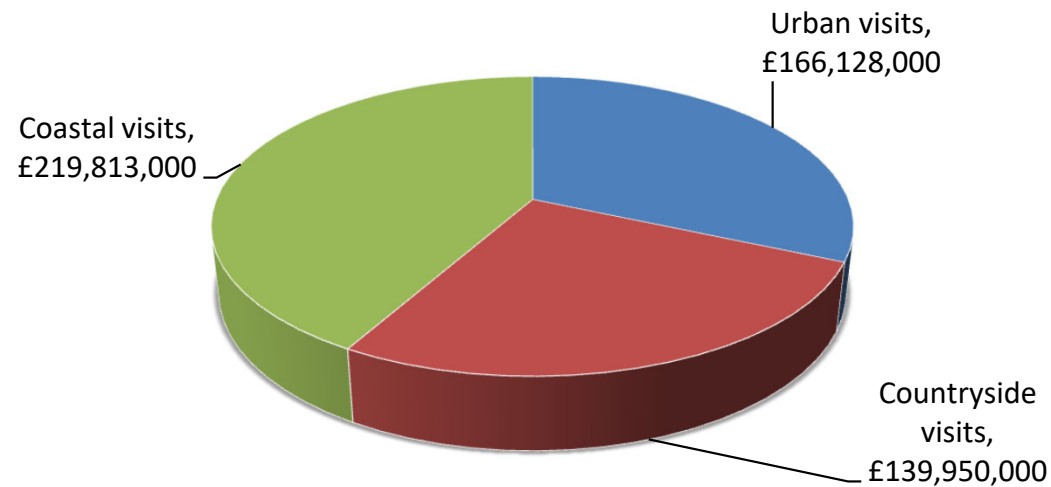
Dorset Council area - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 11,456,000 | £525,891,000 |

Day visits

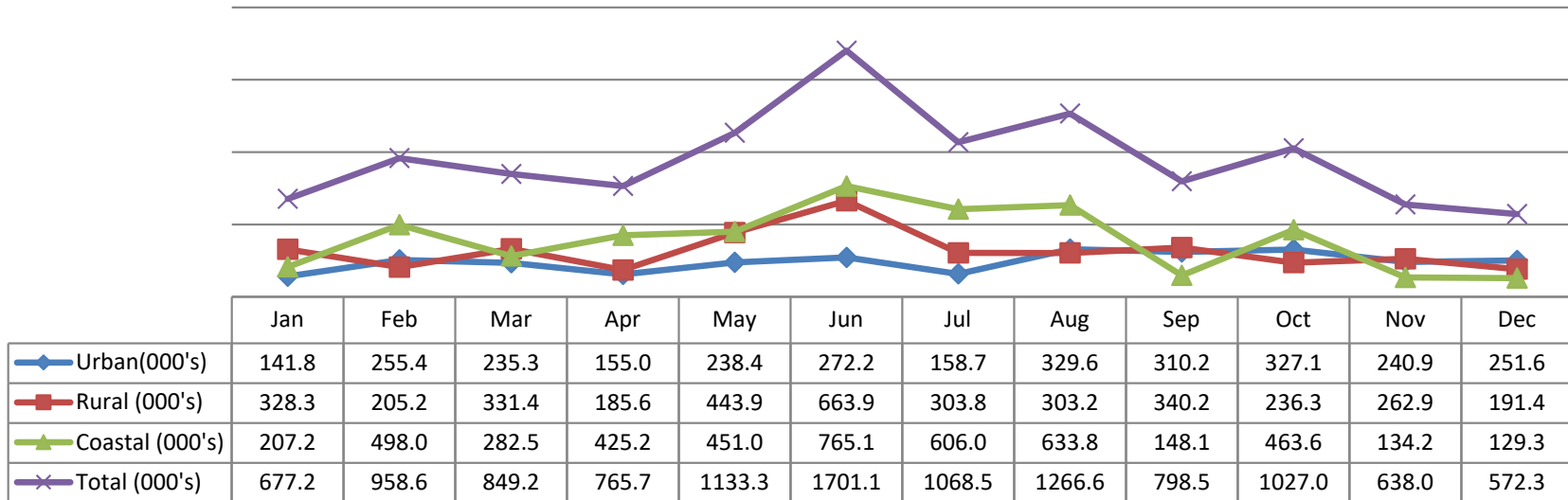


Day visit spend

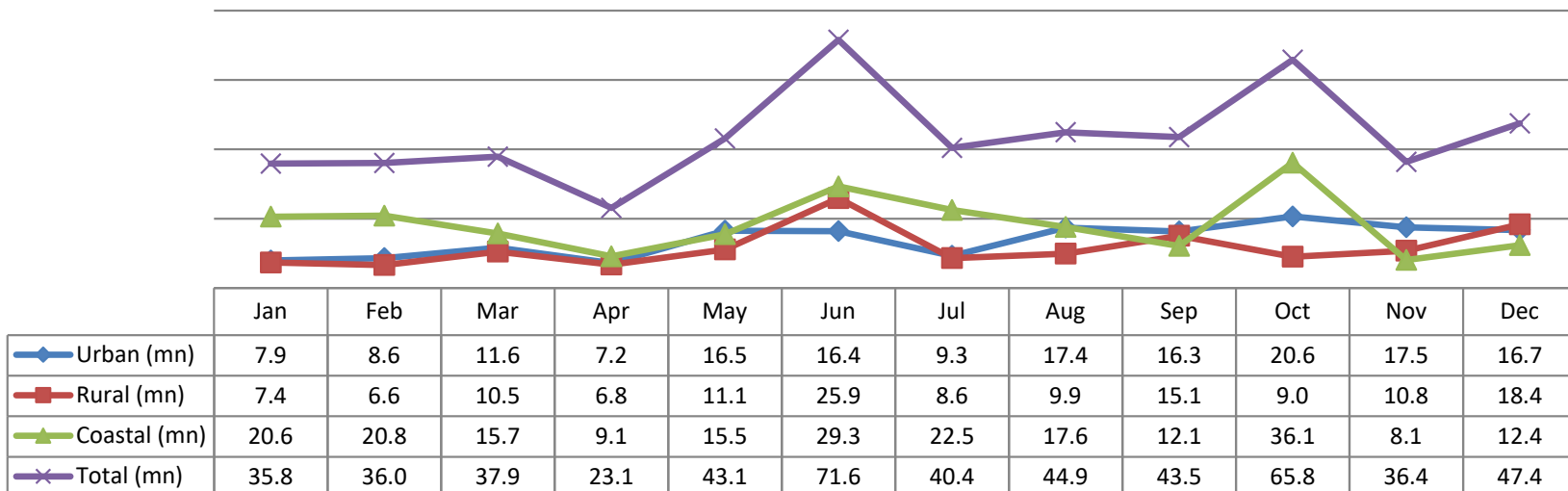


Dorset Council area - Estimated seasonality of day visits

Seasonality - day visits (000's)



Seasonality - day visit spend (millions)



Dorset Council area - 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 Council area – Direct visitor expenditure by category



Accommodation

- UK staying visitors £107,678,000
- Overseas staying visitors £19,540,000

Totals

£127,218,000 (15%)



Shopping

- UK staying visitors £41,600,000
- Overseas staying visitors £23,177,000
- Day visitors £131,971,000

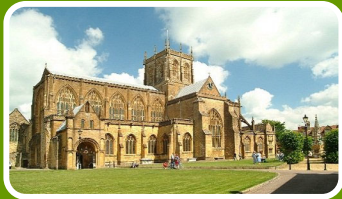
£196,748,000 (22%)



Food & drink

- UK staying visitors £58,257,000
- Overseas staying visitors £15,497,000
- Day visitors £215,764,000

£289,518,000 (33%)



Attractions/entertainment

- UK staying visitors £27,089,000
- Overseas staying visitors £7,926,000
- Day visitors £59,520,000

£94,535,000 (11%)



Travel

- UK staying visitors £56,613,000
- Overseas staying visitors £7,547,000
- Day visitors £118,635,000

£182,795,000 (21%)

Dorset Council area – Other visitor related expenditure by category



Second Homes
£2,761,000



Boats
£2,632,000



Visiting friends and relatives (non-visitor spend)
£27,412,000

- 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 Council area – Business turnover

| Turnover derived from trip expenditure | Staying visitor related | Day visitor related | Total |
|--|-------------------------|---------------------|---------------------|
| Accommodation | £128,692,000 | £4,316,000 | £133,008,000 |
| Retailing | £64,129,000 | £130,652,000 | £194,781,000 |
| Catering | £71,541,000 | £209,291,000 | £280,832,000 |
| Attractions/entertainment | £36,401,000 | £62,999,000 | £99,400,000 |
| Transport | £38,496,000 | £71,181,000 | £109,677,000 |
| Arising from non trip spend | £32,804,539 | £0 | £32,804,539 |
| Total Direct | £372,063,539 | £478,439,000 | £850,502,539 |

| Total business turnover supported by tourism activity | Staying visitor related | Day visitor related | Total |
|---|-------------------------|---------------------|-----------------------|
| Direct | £372,063,539 | £478,439,000 | £850,502,539 |
| Supplier and income induced | £232,353,000 | £241,760,000 | £474,113,000 |
| Total | £604,416,539 | £720,199,000 | £1,324,615,539 |

Dorset Council area – 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 Council area – 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 | 1,236 | 41 | 1,278 |
| Retailing | 386 | 788 | 1,175 |
| Catering | 604 | 1,768 | 2,371 |
| Attractions/entertainment | 462 | 801 | 1,264 |
| Transport | 183 | 339 | 521 |
| Arising from non trip spend | 436 | 0 | 436 |
| Total Direct | 3,308 | 3,738 | 7,045 |

District data



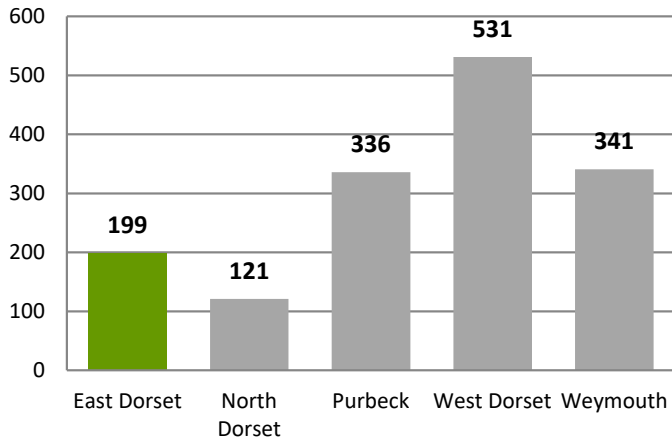
Value of Tourism 2024

East Dorset

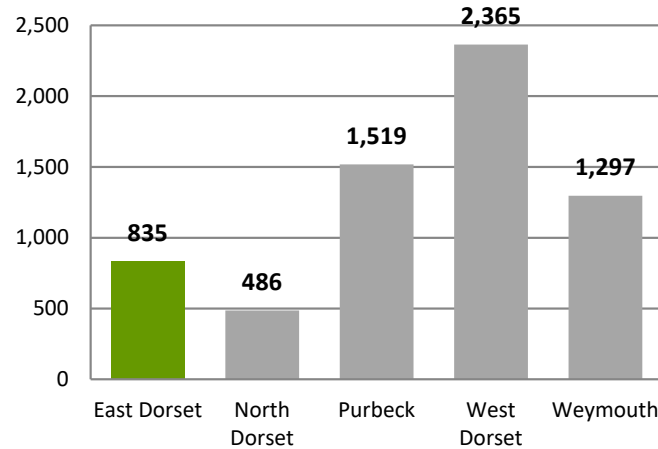
| Key Facts | |
|--------------|------------------------------|
| 199,000 | Staying visitor trips |
| 835,000 | Staying visitor nights |
| £38,473,000 | Staying visitor spend |
| 1,820,000 | Day visits |
| £80,678,000 | Day visitor spend |
| £119,151,000 | Direct visitor spend |
| £4,450,000 | Other related spend |
| £123,601,000 | TOTAL VISITOR RELATED SPEND |
| 1,669 | Estimated actual employment |
| 1,212 | FTE employment |
| 4% | Proportion of all employment |

East Dorset - Staying visits in the county context

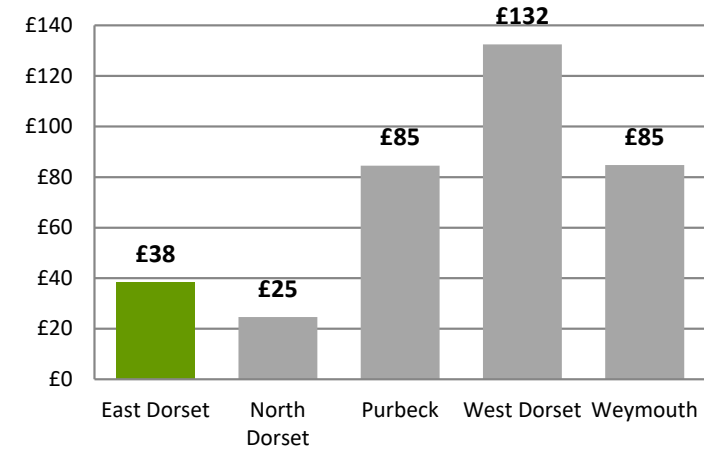
All staying trips (000's)



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) |
|--------------|------------------------|------------------------|-------------------------|-------------------------|---------------------------|---------------------------|
| East Dorset | 179 | 20 | 655 | 180 | £29 | £9 |
| North Dorset | 107 | 14 | 356 | 130 | £18 | £7 |
| Purbeck | 311 | 25 | 1,268 | 251 | £68 | £16 |
| West Dorset | 485 | 46 | 1,966 | 399 | £106 | £26 |
| Weymouth | 316 | 25 | 1,087 | 210 | £70 | £15 |

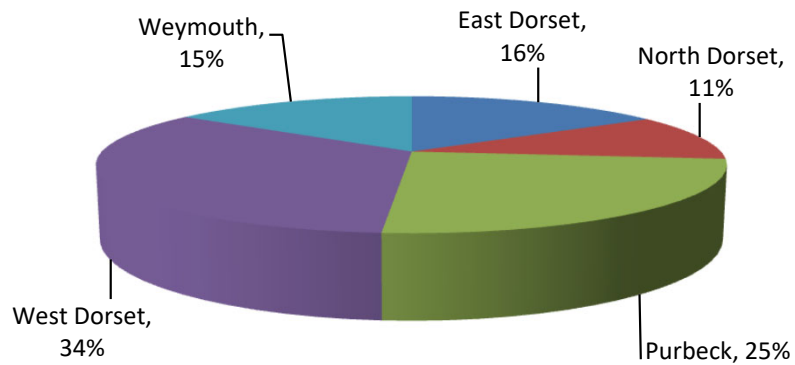
East Dorset - Staying visits by accommodation type

| Domestic tourists | Trips | Nights | Spend |
|------------------------------------|----------------|----------------|--------------------|
| Serviced | 17,000 | 43,000 | £4,111,000 |
| Self catering | 5,000 | 23,000 | £1,699,000 |
| Touring caravans /tents | 47,000 | 206,000 | £8,851,000 |
| Static vans/holiday centres | 26,000 | 116,000 | £6,073,000 |
| Group/campus | 0 | 0 | £0 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 2,000 | 9,000 | £262,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 3,000 | 5,000 | £228,000 |
| Staying with friends and relatives | 80,000 | 254,000 | £8,026,000 |
| Total | 179,000 | 655,000 | £29,251,000 |

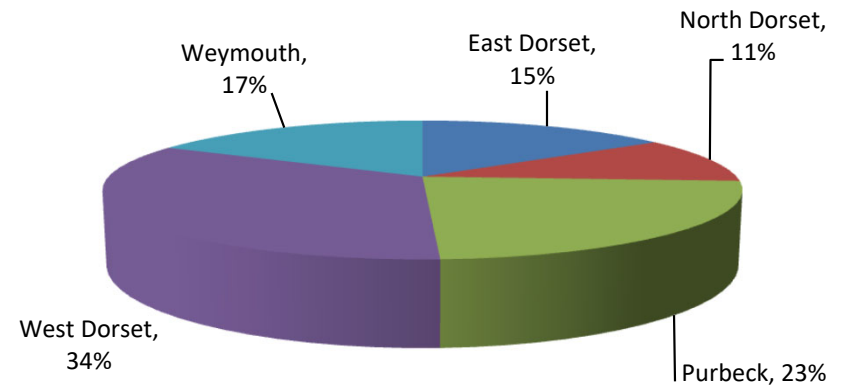
| Overseas tourists | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|-------------------|
| Serviced | 1,300 | 6,000 | £798,000 |
| Self catering | 400 | 5,000 | £377,000 |
| Touring caravans /tents | 3,300 | 20,000 | £1,189,000 |
| Static vans/holiday centres | 200 | 2,000 | £142,000 |
| Group/campus | 0 | 0 | £0 |
| Paying guest in private homes | 400 | 10,000 | £582,000 |
| Second homes | 100 | 2,000 | £108,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 1,100 | 3,000 | £101,000 |
| Staying with friends and relatives | 13,000 | 131,000 | £5,925,000 |
| Total | 20,000 | 180,000 | £9,222,000 |

East Dorset - Day visits in the county context

All day visits



All day visit spend

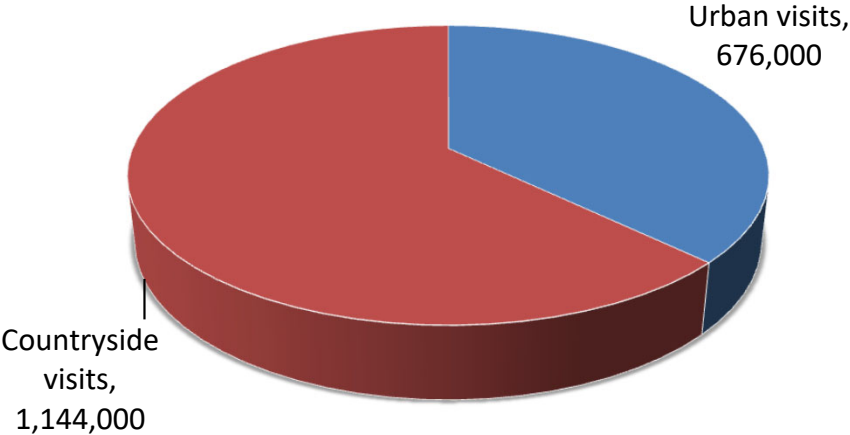


| Area | Day visits | Day visit spend |
|--------------|------------|-----------------|
| East Dorset | 1.8 | £80.7 |
| North Dorset | 1.2 | £56.0 |
| Purbeck | 2.8 | £122.4 |
| West Dorset | 3.9 | £176.3 |
| Weymouth | 1.7 | £90.5 |

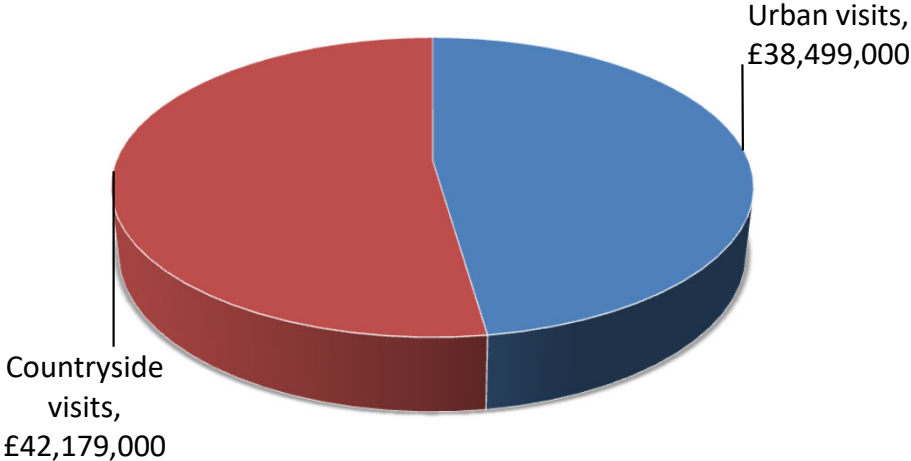
East Dorset - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 1,820,000 | £80,678,000 |

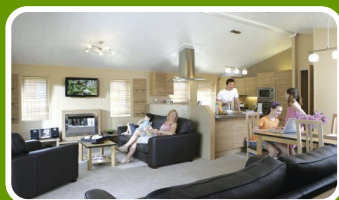
Day visits



Day visit spend



East Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £10,815,000
- Overseas staying visitors £2,445,000

Totals

£13,260,000 (11%)



Shopping

- UK staying visitors £4,178,000
- Overseas staying visitors £2,901,000
- Day visitors £26,695,000

£33,774,000 (28%)



Food & drink

- UK staying visitors £5,851,000
- Overseas staying visitors £1,939,000
- Day visitors £31,088,000

£38,878,000 (33%)



Attractions/entertainment

- UK staying visitors £2,721,000
- Overseas staying visitors £992,000
- Day visitors £10,625,000

£14,338,000 (12%)



Travel

- UK staying visitors £5,686,000
- Overseas staying visitors £944,000
- Day visitors £12,269,000

£18,899,000 (16%)

East Dorset – Other visitor related expenditure by category



Second Homes
£145,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£4,305,000

- 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 | 123 | 6 | 129 |
| Retailing | 40 | 153 | 193 |
| Catering | 61 | 244 | 305 |
| Attractions/entertainment | 47 | 136 | 183 |
| Transport | 18 | 33 | 52 |
| Arising from non trip spend | 59 | 0 | 59 |
| Total Direct | 349 | 572 | 921 |

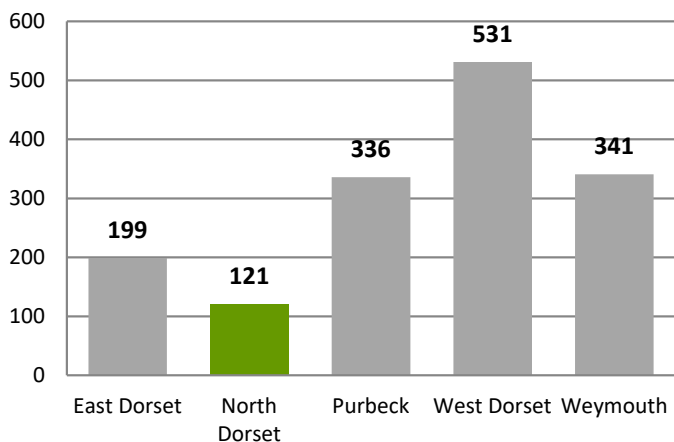
Value of Tourism 2024

North Dorset

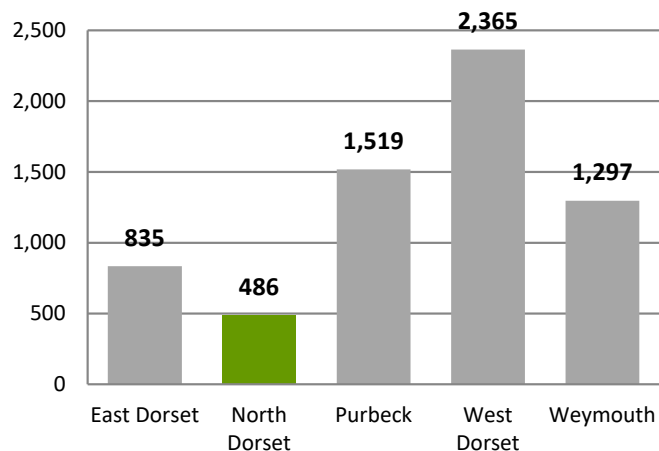
| Key Facts | |
|-------------|------------------------------|
| 121,000 | Staying visitor trips |
| 486,000 | Staying visitor nights |
| £24,646,000 | Staying visitor spend |
| 1,242,000 | Day visits |
| £56,007,000 | Day visitor spend |
| £80,653,000 | Direct visitor spend |
| £3,531,000 | Other related spend |
| £84,184,000 | TOTAL VISITOR RELATED SPEND |
| 1,195 | Estimated actual employment |
| 867 | FTE employment |
| 3% | Proportion of all employment |

North Dorset - Staying visits in the county context

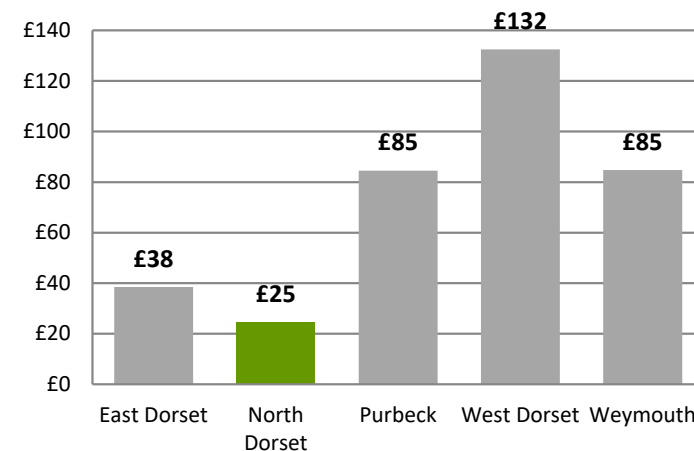
All staying trips (000's)



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) |
|--------------|------------------------|------------------------|-------------------------|-------------------------|---------------------------|---------------------------|
| East Dorset | 179 | 20 | 655 | 180 | £29 | £9 |
| North Dorset | 107 | 14 | 356 | 130 | £18 | £7 |
| Purbeck | 311 | 25 | 1,268 | 251 | £68 | £16 |
| West Dorset | 485 | 46 | 1,966 | 399 | £106 | £26 |
| Weymouth | 316 | 25 | 1,087 | 210 | £70 | £15 |

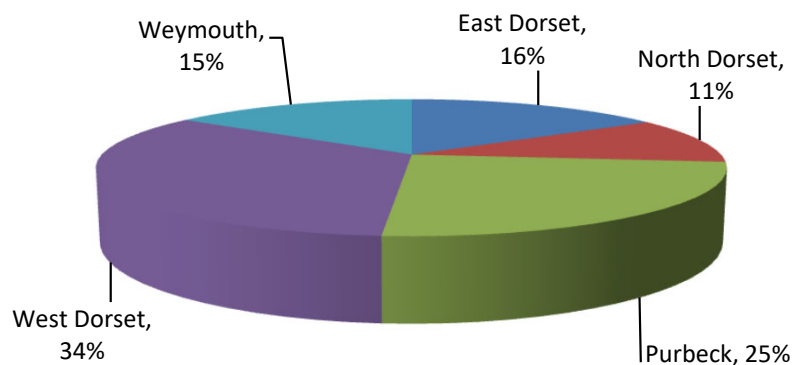
North Dorset - Staying visits by accommodation type

| Domestic tourists | Trips | Nights | Spend |
|------------------------------------|----------------|----------------|--------------------|
| Serviced | 22,000 | 54,000 | £5,242,000 |
| Self catering | 13,000 | 62,000 | £4,482,000 |
| Touring caravans /tents | 5,000 | 24,000 | £1,025,000 |
| Static vans/holiday centres | 1,000 | 4,000 | £185,000 |
| Group/campus | 0 | 0 | £0 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 3,000 | 13,000 | £364,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 2,000 | 4,000 | £177,000 |
| Staying with friends and relatives | 62,000 | 196,000 | £6,209,000 |
| Total | 107,000 | 356,000 | £17,682,000 |

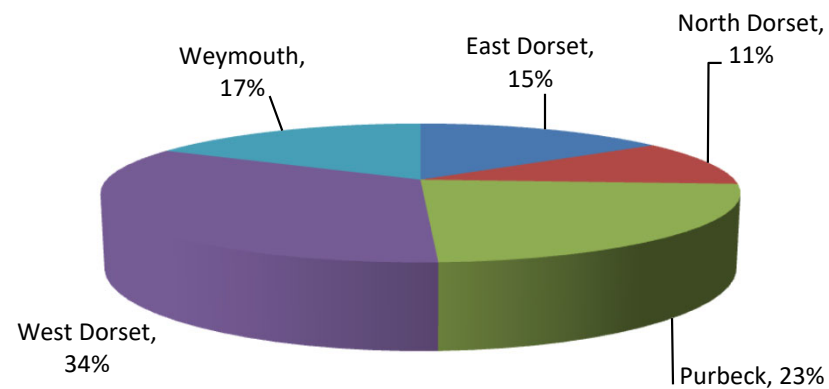
| Overseas tourists | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|-------------------|
| Serviced | 1,700 | 8,000 | £1,017,000 |
| Self catering | 1,100 | 13,000 | £994,000 |
| Touring caravans /tents | 400 | 2,000 | £138,000 |
| Static vans/holiday centres | 0 | 0 | £4,000 |
| Group/campus | 0 | 0 | £0 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 200 | 3,000 | £150,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 800 | 3,000 | £78,000 |
| Staying with friends and relatives | 10,000 | 102,000 | £4,583,000 |
| Total | 14,000 | 130,000 | £6,964,000 |

North Dorset - Day visits in the county context

All day visits



All day visit spend

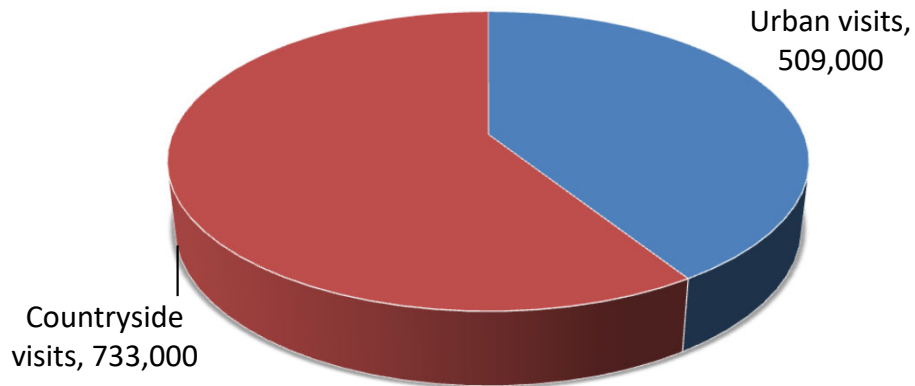


| Area | Day visits | Day visit spend |
|--------------|------------|-----------------|
| East Dorset | 1.8 | £80.7 |
| North Dorset | 1.2 | £56.0 |
| Purbeck | 2.8 | £122.4 |
| West Dorset | 3.9 | £176.3 |
| Weymouth | 1.7 | £90.5 |

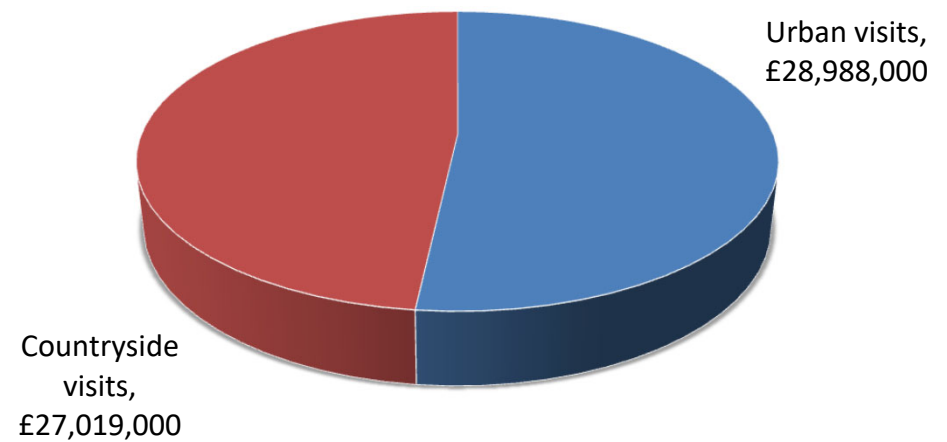
North Dorset - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 1,242,000 | £56,007,000 |

Day visits



Day visit spend



North Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £6,538,000
- Overseas staying visitors £1,847,000

Totals

£8,385,000 (10%)



Shopping

- UK staying visitors £2,526,000
- Overseas staying visitors £2,191,000
- Day visitors £19,087,000

£23,804,000 (30%)



Food & drink

- UK staying visitors £3,537,000
- Overseas staying visitors £1,465,000
- Day visitors £21,382,000

£26,384,000 (33%)



Attractions/entertainment

- UK staying visitors £1,645,000
- Overseas staying visitors £749,000
- Day visitors £7,198,000

£9,592,000 (12%)



Travel

- UK staying visitors £3,437,000
- Overseas staying visitors £713,000
- Day visitors £8,339,000

£12,489,000 (15%)

North Dorset – Other visitor related expenditure by category



Second Homes
£201,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£3,330,000

- 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 | 83 | 4 | 87 |
| Retailing | 29 | 116 | 145 |
| Catering | 42 | 179 | 221 |
| Attractions/entertainment | 32 | 99 | 131 |
| Transport | 12 | 24 | 36 |
| Arising from non trip spend | 47 | 0 | 47 |
| Total Direct | 245 | 422 | 668 |

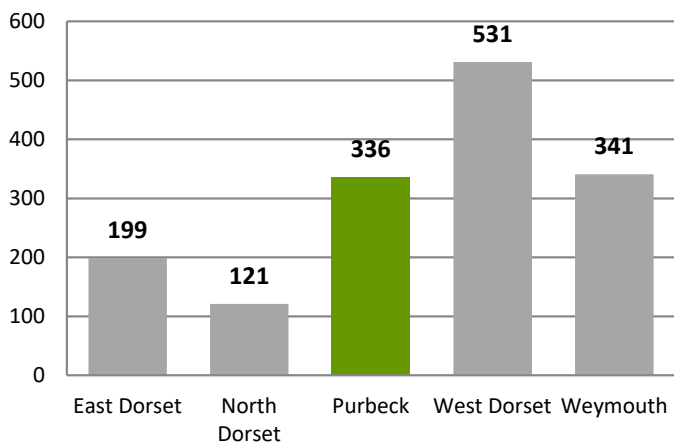
Value of Tourism 2024

Purbeck

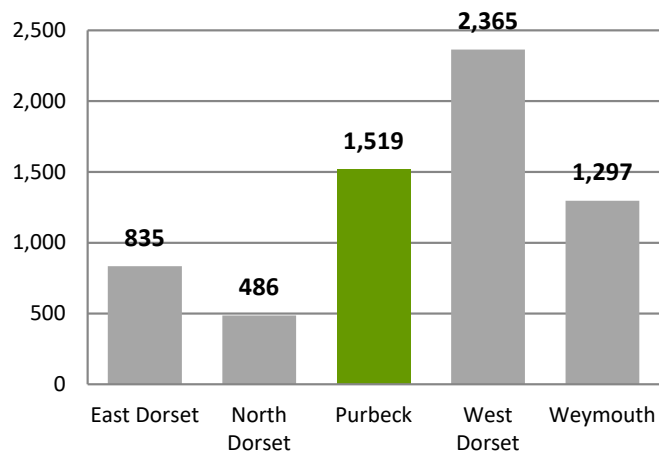
| Key Facts | |
|--------------|------------------------------|
| 336,000 | Staying visitor trips |
| 1,519,000 | Staying visitor nights |
| £84,524,000 | Staying visitor spend |
| 2,811,000 | Day visits |
| £122,402,000 | Day visitor spend |
| £206,926,000 | Direct visitor spend |
| £3,423,595 | Other related spend |
| £210,349,595 | TOTAL VISITOR RELATED SPEND |
| 2,664 | Estimated actual employment |
| 1,934 | FTE employment |
| 11% | Proportion of all employment |

Purbeck - Staying visits in the county context

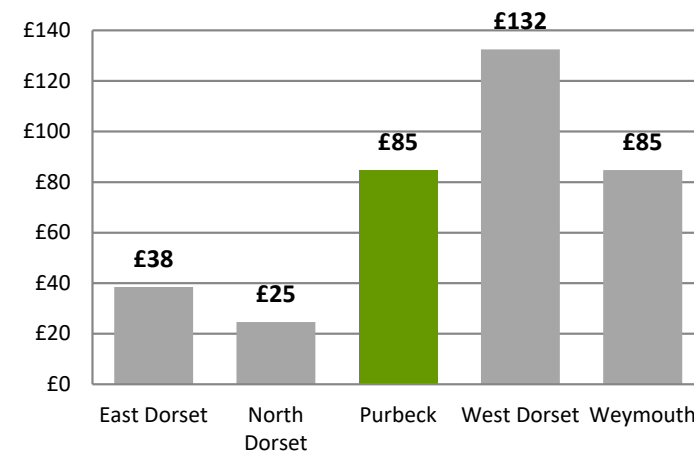
All staying trips (000's)



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) |
|--------------|------------------------|------------------------|-------------------------|-------------------------|---------------------------|---------------------------|
| East Dorset | 179 | 20 | 655 | 180 | £29 | £9 |
| North Dorset | 107 | 14 | 356 | 130 | £18 | £7 |
| Purbeck | 311 | 25 | 1,268 | 251 | £68 | £16 |
| West Dorset | 485 | 46 | 1,966 | 399 | £106 | £26 |
| Weymouth | 316 | 25 | 1,087 | 210 | £70 | £15 |

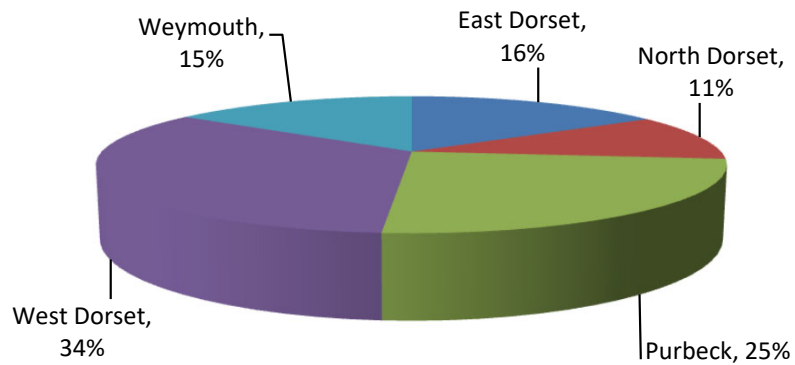
Purbeck - Staying visits by accommodation type

| Domestic tourists | Trips | Nights | Spend |
|------------------------------------|----------------|------------------|--------------------|
| Serviced | 39,000 | 99,000 | £9,522,000 |
| Self catering | 55,000 | 268,000 | £19,504,000 |
| Touring caravans /tents | 96,000 | 422,000 | £18,130,000 |
| Static vans/holiday centres | 62,000 | 281,000 | £14,794,000 |
| Group/campus | 4,000 | 11,000 | £569,000 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 11,000 | 49,000 | £1,420,000 |
| Boat moorings | 1,000 | 4,000 | £200,000 |
| Other | 2,000 | 3,000 | £118,000 |
| Staying with friends and relatives | 41,000 | 131,000 | £4,136,000 |
| Total | 311,000 | 1,268,000 | £68,392,000 |

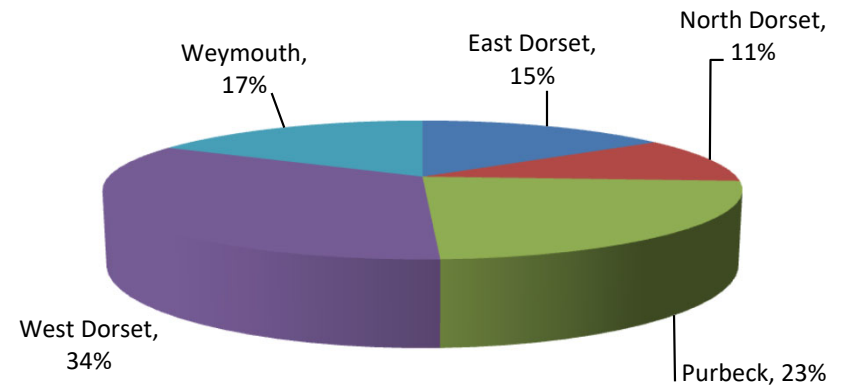
| Overseas tourists | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|--------------------|
| Serviced | 3,000 | 14,000 | £1,848,000 |
| Self catering | 4,800 | 57,000 | £4,323,000 |
| Touring caravans /tents | 7,000 | 41,000 | £2,435,000 |
| Static vans/holiday centres | 500 | 5,000 | £345,000 |
| Group/campus | 2,000 | 43,000 | £2,908,000 |
| Paying guest in private homes | 400 | 10,000 | £582,000 |
| Second homes | 700 | 11,000 | £585,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 500 | 2,000 | £52,000 |
| Staying with friends and relatives | 7,000 | 68,000 | £3,053,000 |
| Total | 25,000 | 251,000 | £16,132,000 |

Purbeck - Day visits in the county context

All day visits



All day visit spend

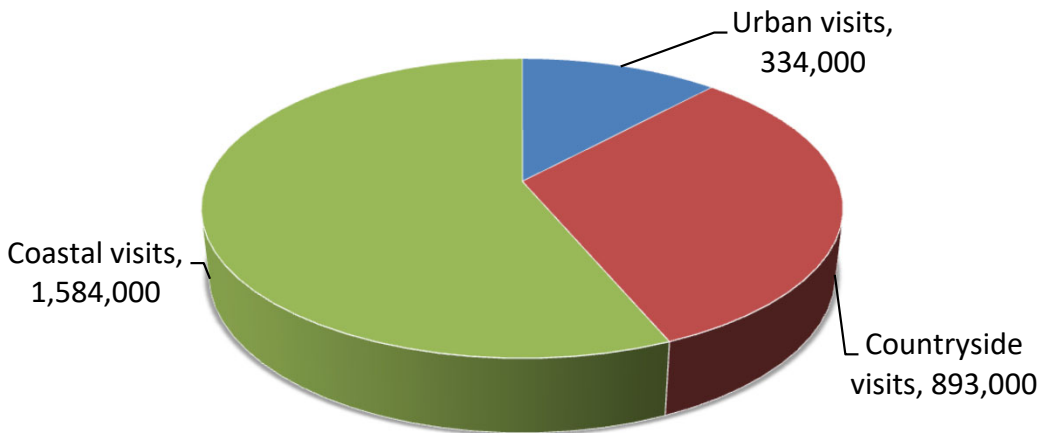


| Area | Day visits | Day visit spend |
|--------------|------------|-----------------|
| East Dorset | 1.8 | £80.7 |
| North Dorset | 1.2 | £56.0 |
| Purbeck | 2.8 | £122.4 |
| West Dorset | 3.9 | £176.3 |
| Weymouth | 1.7 | £90.5 |

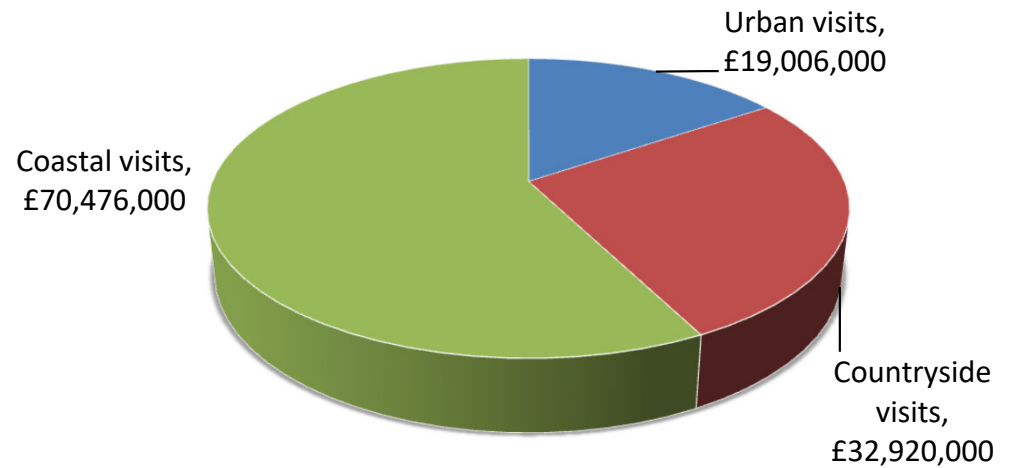
Purbeck - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 2,811,000 | £122,402,000 |

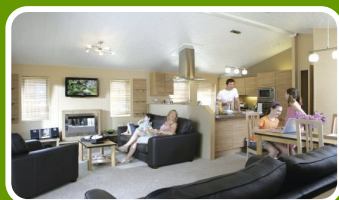
Day visits



Day visit spend



Purbeck – Direct visitor expenditure by category



Accommodation

- UK staying visitors £25,286,000
- Overseas staying visitors £4,278,000

Totals

£29,564,000 (14%)



Shopping

- UK staying visitors £9,769,000
- Overseas staying visitors £5,074,000
- Day visitors £24,023,000

£38,866,000 (19%)



Food & drink

- UK staying visitors £13,681,000
- Overseas staying visitors £3,393,000
- Day visitors £52,450,000

£69,524,000 (34%)



Attractions/entertainment

- UK staying visitors £6,361,000
- Overseas staying visitors £1,735,000
- Day visitors £13,960,000

£22,056,000 (11%)



Travel

- UK staying visitors £13,295,000
- Overseas staying visitors £1,652,000
- Day visitors £31,970,000

£46,917,000 (23%)

Purbeck – Other visitor related expenditure by category



Second Homes

£785,000



Boats

£420,000



Visiting friends and relatives (non-visitor spend)

£2,219,000

- 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 | 261 | 9 | 271 |
| Retailing | 81 | 130 | 211 |
| Catering | 127 | 391 | 518 |
| Attractions/entertainment | 97 | 170 | 267 |
| Transport | 39 | 83 | 122 |
| Arising from non trip spend | 46 | 0 | 46 |
| Total Direct | 651 | 783 | 1,434 |

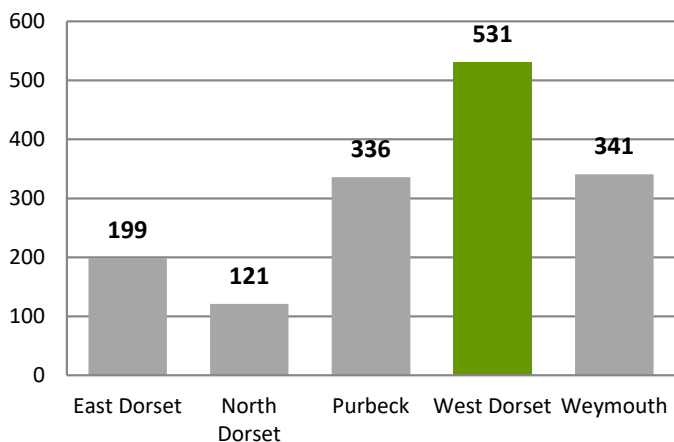
Value of Tourism 2024

West Dorset

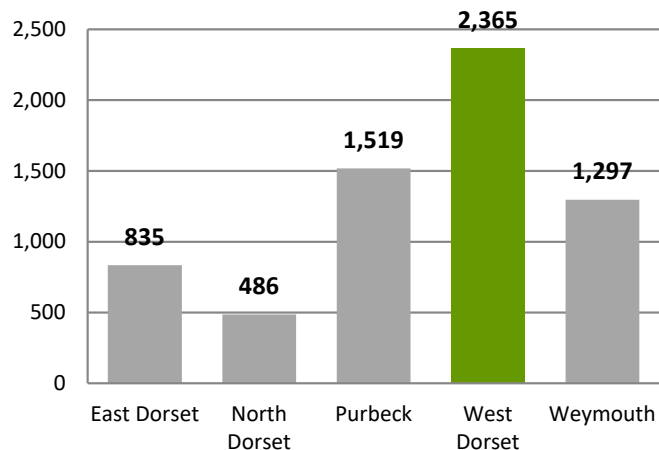
| Key Facts | |
|--------------|------------------------------|
| 531,200 | Staying visitor trips |
| 2,364,900 | Staying visitor nights |
| £132,494,000 | Staying visitor spend |
| 3,853,000 | Day visits |
| £176,296,000 | Day visitor spend |
| £308,790,000 | Direct visitor spend |
| £6,140,000 | Other related spend |
| £314,930,000 | TOTAL VISITOR RELATED SPEND |
| 4,455 | Estimated actual employment |
| 3,217 | FTE employment |
| 11% | Proportion of all employment |

West Dorset - Staying visits in the county context

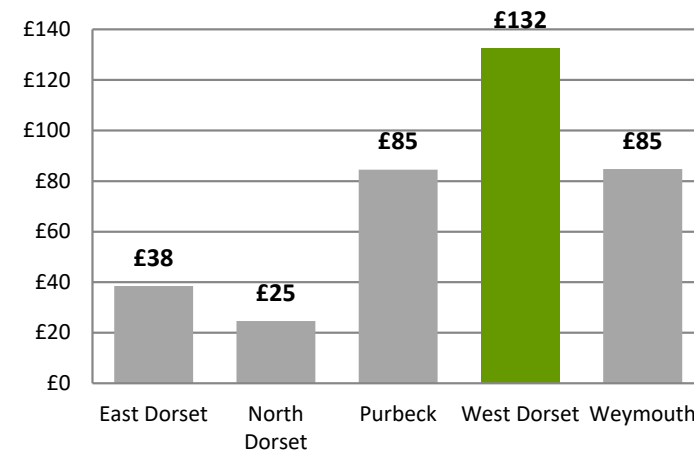
All staying trips (000's)



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) |
|--------------|------------------------|------------------------|-------------------------|-------------------------|---------------------------|---------------------------|
| East Dorset | 179 | 20 | 655 | 180 | £29 | £9 |
| North Dorset | 107 | 14 | 356 | 130 | £18 | £7 |
| Purbeck | 311 | 25 | 1,268 | 251 | £68 | £16 |
| West Dorset | 485 | 46 | 1,966 | 399 | £106 | £26 |
| Weymouth | 316 | 25 | 1,087 | 210 | £70 | £15 |

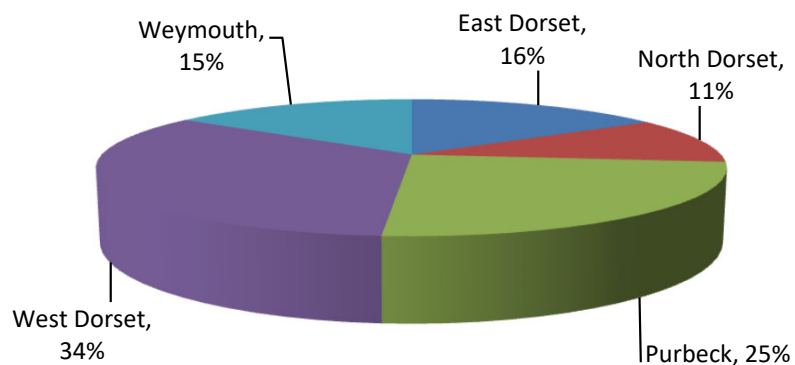
West Dorset - Staying visits by accommodation type

| Domestic tourists | Trips | Nights | Spend |
|------------------------------------|----------------|------------------|---------------------|
| Serviced | 57,000 | 142,000 | £13,685,000 |
| Self catering | 103,000 | 500,000 | £36,374,000 |
| Touring caravans /tents | 133,000 | 586,000 | £25,187,000 |
| Static vans/holiday centres | 80,000 | 364,000 | £19,150,000 |
| Group/campus | 0 | 1,000 | £53,000 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 17,000 | 77,000 | £2,237,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 3,000 | 6,000 | £260,000 |
| Staying with friends and relatives | 91,000 | 289,000 | £9,142,000 |
| Total | 485,000 | 1,966,000 | £106,087,000 |

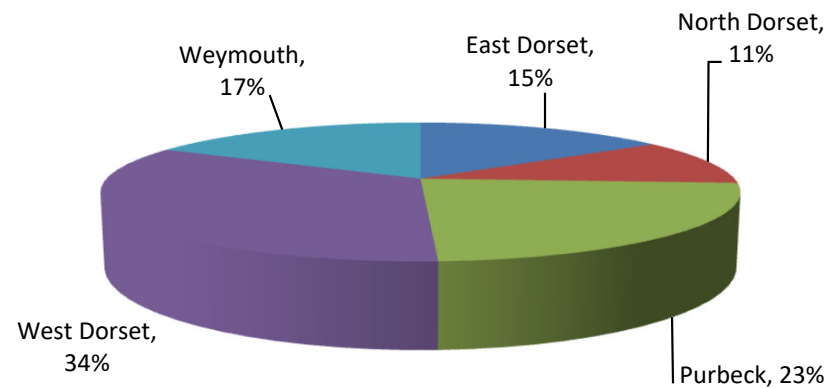
| Overseas tourists | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|--------------------|
| Serviced | 9,700 | 44,000 | £5,873,000 |
| Self catering | 8,900 | 105,600 | £8,063,000 |
| Touring caravans /tents | 9,500 | 57,500 | £3,383,000 |
| Static vans/holiday centres | 600 | 6,200 | £447,000 |
| Group/campus | 100 | 4,000 | £272,000 |
| Paying guest in private homes | 400 | 10,400 | £582,000 |
| Second homes | 1,100 | 17,700 | £922,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 1,200 | 3,800 | £115,000 |
| Staying with friends and relatives | 14,700 | 149,700 | £6,749,000 |
| Total | 46,200 | 398,900 | £26,407,000 |

West Dorset - Day visits in the county context

All day visits



All day visit spend

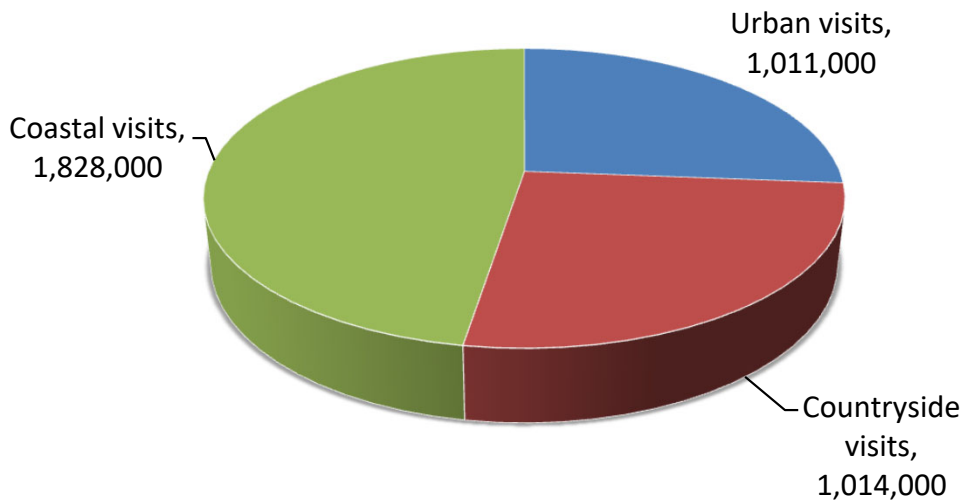


| Area | Day visits | Day visit spend |
|--------------|------------|-----------------|
| East Dorset | 1.8 | £80.7 |
| North Dorset | 1.2 | £56.0 |
| Purbeck | 2.8 | £122.4 |
| West Dorset | 3.9 | £176.3 |
| Weymouth | 1.7 | £90.5 |

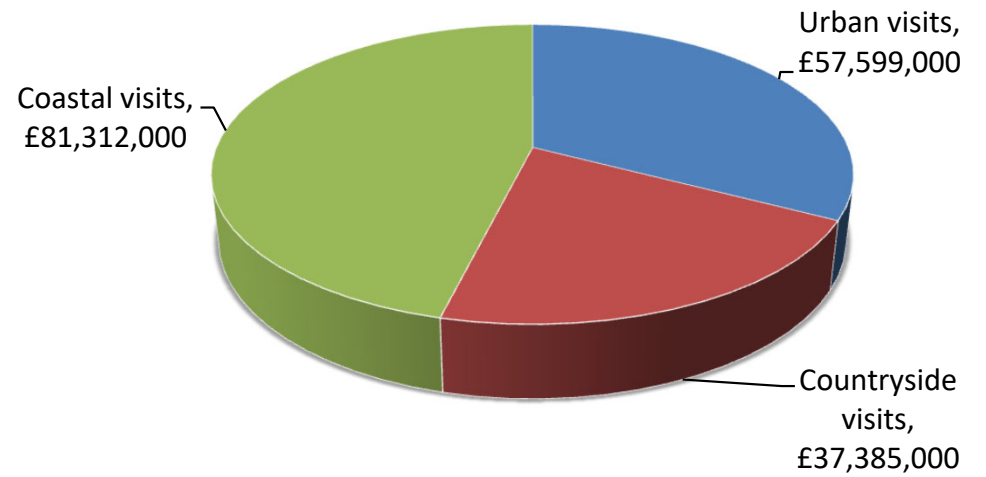
West Dorset - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 3,853,000 | £176,296,000 |

Day visits



Day visit spend



West Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £39,223,000
- Overseas staying visitors £7,002,000

Totals

£46,225,000 (15%)



Shopping

- UK staying visitors £15,153,000
- Overseas staying visitors £8,306,000
- Day visitors £43,975,000

£67,434,000 (22%)



Food & drink

- UK staying visitors £21,221,000
- Overseas staying visitors £5,553,000
- Day visitors £72,358,000

£99,132,000 (32%)



Attractions/entertainment

- UK staying visitors £9,868,000
- Overseas staying visitors £2,840,000
- Day visitors £19,233,000

£31,941,000 (10%)



Travel

- UK staying visitors £20,622,000
- Overseas staying visitors £2,705,000
- Day visitors £40,730,000

£64,057,000 (21%)

West Dorset – Other visitor related expenditure by category



Second Homes

£1,237,000



Boats

£0



Visiting friends and relatives (non-visitor spend)

£4,903,000

- 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 | 466 | 14 | 480 |
| Retailing | 145 | 272 | 418 |
| Catering | 227 | 614 | 841 |
| Attractions/entertainment | 174 | 269 | 443 |
| Transport | 69 | 120 | 189 |
| Arising from non trip spend | 82 | 0 | 82 |
| Total Direct | 1,163 | 1,290 | 2,453 |

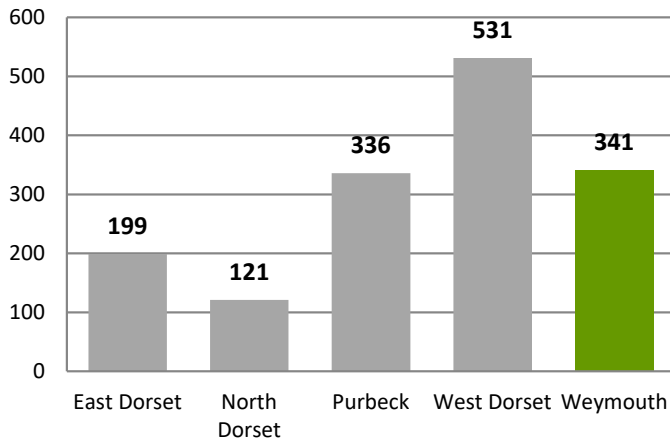
Value of Tourism 2024

Weymouth & Portland

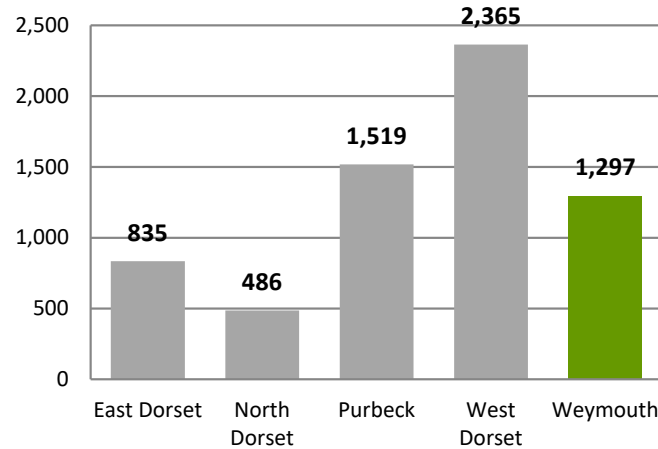
| Key Facts | |
|--------------|------------------------------|
| 340,900 | Staying visitor trips |
| 1,297,100 | Staying visitor nights |
| £84,784,000 | Staying visitor spend |
| 1,731,000 | Day visits |
| £90,508,000 | Day visitor spend |
| £175,292,000 | Direct visitor spend |
| £5,736,410 | Other related spend |
| £181,028,410 | TOTAL VISITOR RELATED SPEND |
| 2,865 | Estimated actual employment |
| 2,125 | FTE employment |
| 11% | Proportion of all employment |

Weymouth & Portland - Staying visits in the county context

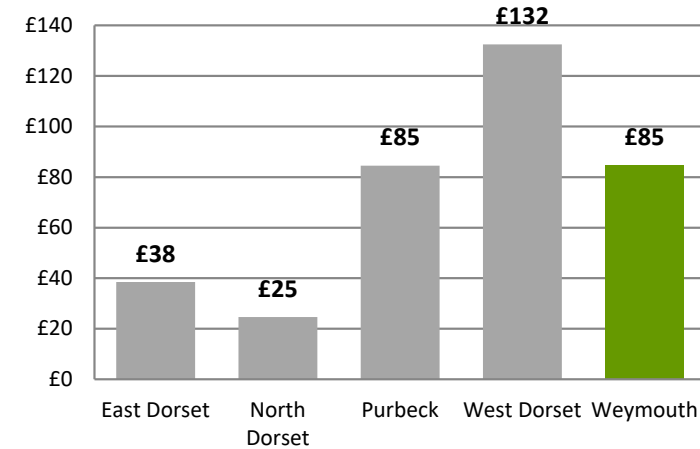
All staying trips (000's)



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) |
|--------------|------------------------|------------------------|-------------------------|-------------------------|---------------------------|---------------------------|
| East Dorset | 179 | 20 | 655 | 180 | £29 | £9 |
| North Dorset | 107 | 14 | 356 | 130 | £18 | £7 |
| Purbeck | 311 | 25 | 1,268 | 251 | £68 | £16 |
| West Dorset | 485 | 46 | 1,966 | 399 | £106 | £26 |
| Weymouth | 316 | 25 | 1,087 | 210 | £70 | £15 |

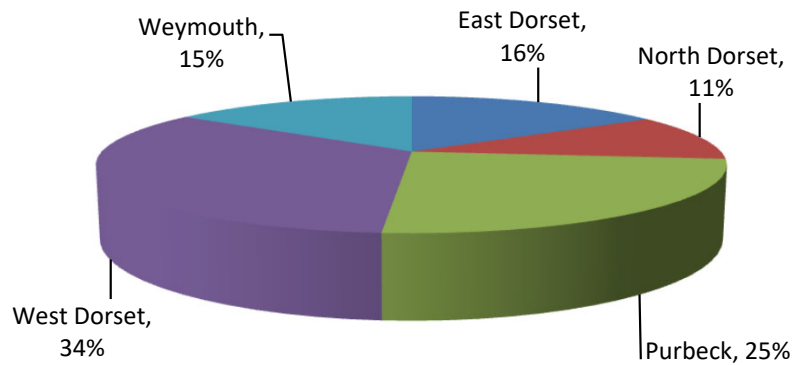
Weymouth & Portland - Staying visits by accommodation type

| Domestic tourists | Trips | Nights | Spend |
|------------------------------------|----------------|------------------|--------------------|
| Serviced | 132,000 | 331,000 | £31,859,000 |
| Self catering | 29,000 | 141,000 | £10,220,000 |
| Touring caravans /tents | 3,000 | 13,000 | £551,000 |
| Static vans/holiday centres | 82,000 | 369,000 | £19,399,000 |
| Group/campus | 0 | 1,000 | £28,000 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 5,000 | 24,000 | £709,000 |
| Boat moorings | 5,000 | 21,000 | £1,053,000 |
| Other | 2,000 | 4,000 | £166,000 |
| Staying with friends and relatives | 58,000 | 185,000 | £5,840,000 |
| Total | 316,000 | 1,087,000 | £69,825,000 |

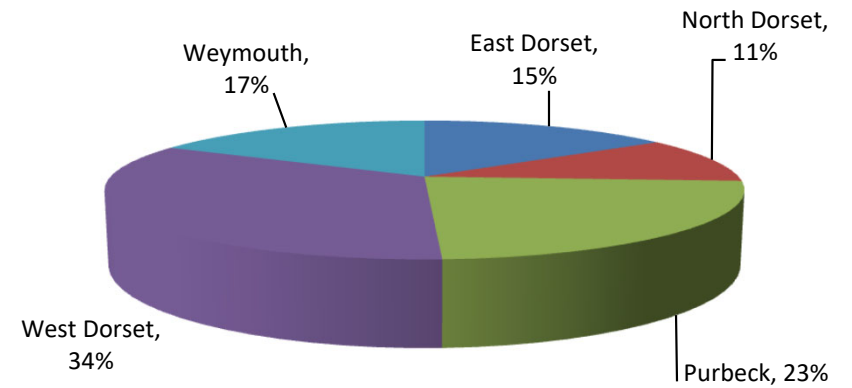
| Overseas tourists | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|--------------------|
| Serviced | 10,200 | 46,400 | £6,182,000 |
| Self catering | 2,500 | 29,700 | £2,265,000 |
| Touring caravans /tents | 200 | 1,300 | £74,000 |
| Static vans/holiday centres | 600 | 6,200 | £453,000 |
| Group/campus | 100 | 2,100 | £144,000 |
| Paying guest in private homes | 800 | 20,800 | £1,164,000 |
| Second homes | 400 | 5,600 | £292,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 800 | 2,400 | £74,000 |
| Staying with friends and relatives | 9,400 | 95,600 | £4,311,000 |
| Total | 24,900 | 210,100 | £14,959,000 |

Weymouth & Portland - Day visits in the county context

All day visits



All day visit spend

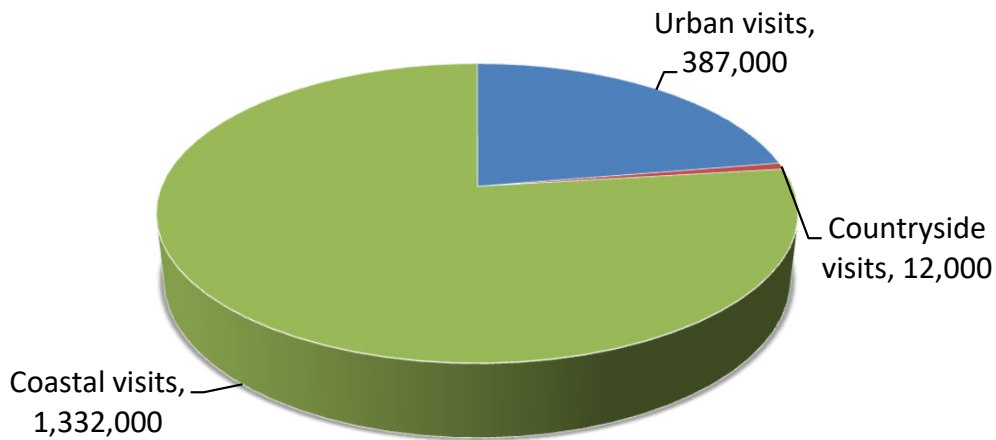


| Area | Day visits | Day visit spend |
|--------------|------------|-----------------|
| East Dorset | 1.8 | £80.7 |
| North Dorset | 1.2 | £56.0 |
| Purbeck | 2.8 | £122.4 |
| West Dorset | 3.9 | £176.3 |
| Weymouth | 1.7 | £90.5 |

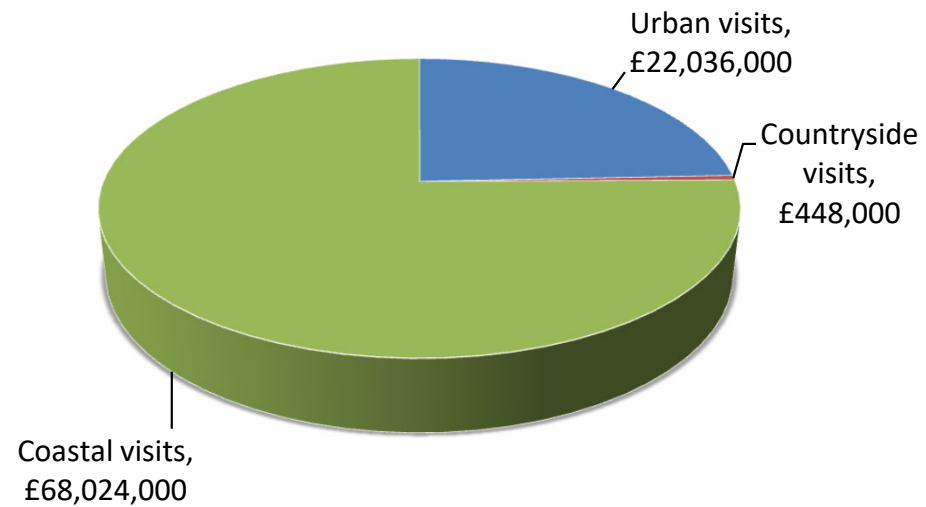
Weymouth & Portland - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 1,731,000 | £90,508,000 |

Day visits



Day visit spend



Weymouth & Portland – Direct visitor expenditure by category



Accommodation

- UK staying visitors £25,816,000
- Overseas staying visitors £3,967,000

Totals

£29,783,000 (18%)



Shopping

- UK staying visitors £9,974,000
- Overseas staying visitors £4,705,000
- Day visitors £17,014,000

£31,693,000 (19%)



Food & drink

- UK staying visitors £13,967,000
- Overseas staying visitors £3,146,000
- Day visitors £33,936,000

£51,049,000 (31%)



Attractions/entertainment

- UK staying visitors £6,495,000
- Overseas staying visitors £1,609,000
- Day visitors £7,555,000

£15,659,000 (9%)



Travel

- UK staying visitors £13,573,000
- Overseas staying visitors £1,532,000
- Day visitors £21,963,000

£37,068,000 (22%)

Weymouth & Portland – Other visitor related expenditure by category



Second Homes

£392,000



Boats

£2,212,000



Visiting friends and relatives (non-visitor spend)

£3,132,000

- 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 | 317 | 7 | 324 |
| Retailing | 96 | 111 | 207 |
| Catering | 153 | 304 | 458 |
| Attractions/entertainment | 117 | 112 | 229 |
| Transport | 47 | 69 | 116 |
| Arising from non trip spend | 76 | 0 | 76 |
| Total Direct | 807 | 603 | 1,410 |