

# The Economic Impact of Dorset's Visitor Economy 2024



## Dorset County and Districts

Produced on behalf of Visit Dorset, Dorset Council

By

The South West Research Company Ltd



October 2025



# Contents

---

	Page
<b>Introduction</b>	<b>3</b>
<b>Dorset County data</b>	<b>4</b>
<b>East Dorset data</b>	<b>17</b>
<b>North Dorset data</b>	<b>25</b>
<b>Purbeck data</b>	<b>33</b>
<b>West Dorset data</b>	<b>41</b>
<b>Weymouth &amp; Portland data</b>	<b>49</b>



# 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 2024. It should be noted that whilst only those districts participating in the project are displayed in this report (the Bournemouth/Christchurch/Poole (BCP) area of the county not taking part in 2023) the county figures include the whole county area.

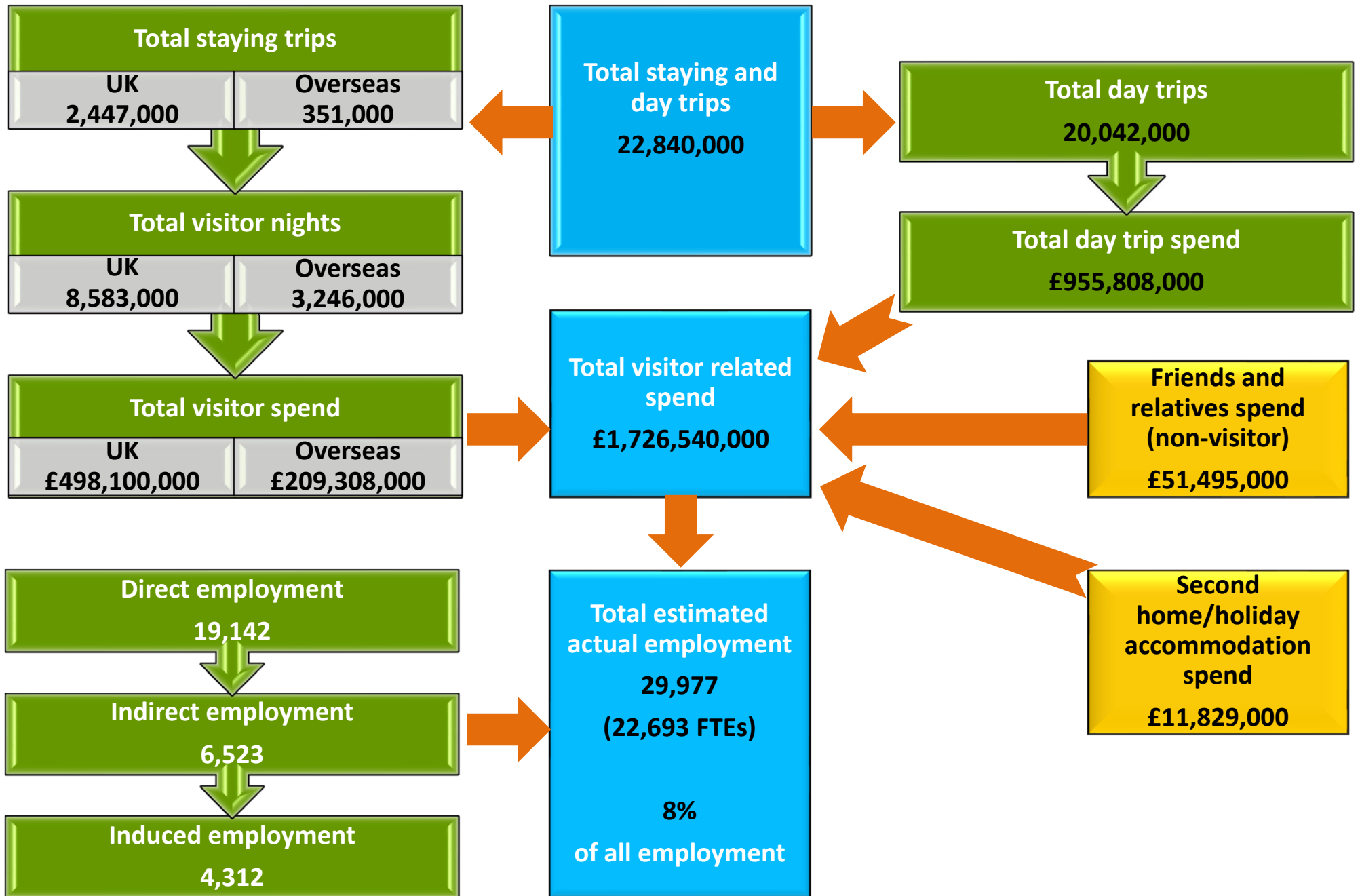
The figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. It distributes regional activity as measured in those surveys to local areas using '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 County - Key facts at a glance



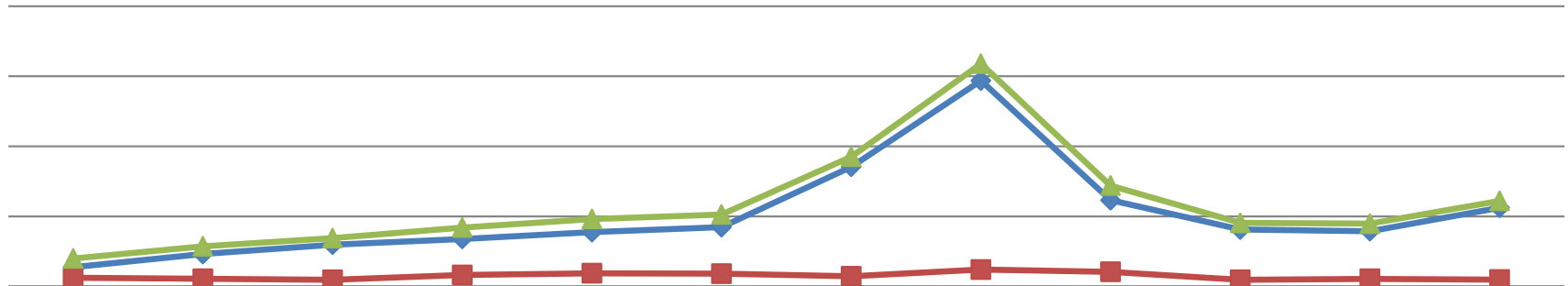
## Dorset County - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	750,000	1,891,000	£185,236,000
Self catering	255,000	1,244,000	£92,000,000
Touring caravans /tents	317,000	1,400,000	£61,173,000
Static vans/holiday centres	291,000	1,319,000	£70,555,000
Group/campus	5,000	14,000	£754,000
Paying guest in private homes	0	0	£0
Second homes	71,000	327,000	£9,649,000
Boat moorings	15,000	65,000	£3,285,000
Other	27,000	44,000	£2,086,000
Staying with friends and relatives	715,000	2,279,000	£73,360,000
<b>Total</b>	<b>2,447,000</b>	<b>8,583,000</b>	<b>£498,100,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	124,000	595,000	£76,633,000
Self catering	23,000	288,000	£21,219,000
Touring caravans /tents	23,000	145,000	£8,245,000
Static vans/holiday centres	2,000	24,000	£1,653,000
Group/campus	2,000	60,000	£3,928,000
Paying guest in private homes	15,100	440,000	£23,831,000
Second homes	5,400	91,000	£4,571,000
Boat moorings	0	0	£0
Other	11,800	40,000	£1,164,000
Staying with friends and relatives	145,000	1,563,000	£68,062,000
<b>Total</b>	<b>351,000</b>	<b>3,246,000</b>	<b>£209,308,000</b>

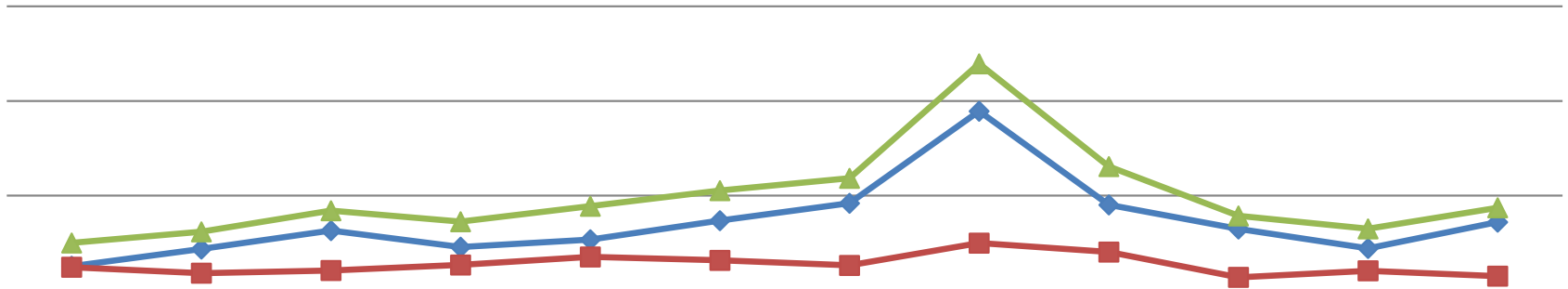
# Dorset County - Estimated seasonality of staying visits

## Seasonality - trips



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK trips (000's)	55.0	92.7	119.3	135.5	155.0	169.2	341.6	587.5	246.3	162.5	157.6	224.8
OS trips (000's)	24.9	21.8	18.9	32.6	37.6	36.4	28.9	48.2	41.8	18.8	21.7	19.5
Total trips (000's)	79.8	114.5	138.2	168.1	192.6	205.6	370.5	635.8	288.0	181.4	179.3	244.3

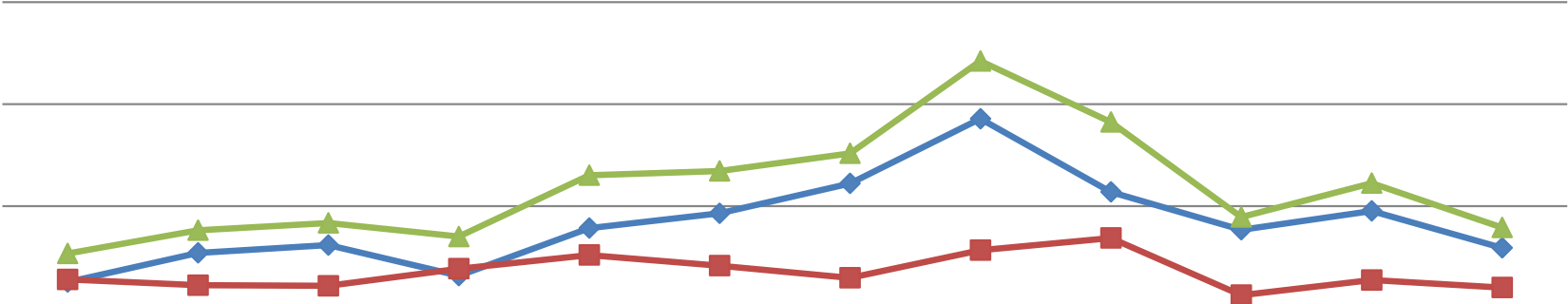
## Seasonality - nights



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK nights (000's)	255.6	436.6	630.9	457.4	535.8	736.6	920.5	1893.0	903.6	648.5	443.2	721.3
OS nights (000's)	245.8	183.0	210.9	268.7	353.5	317.3	264.5	500.4	405.2	137.9	207.4	151.4
Total nights (000's)	501.4	619.7	841.8	726.1	889.3	1053.9	1184.9	2393.4	1308.8	786.4	650.7	872.7

# Dorset County - Estimated seasonality of staying visits

Seasonality - spend

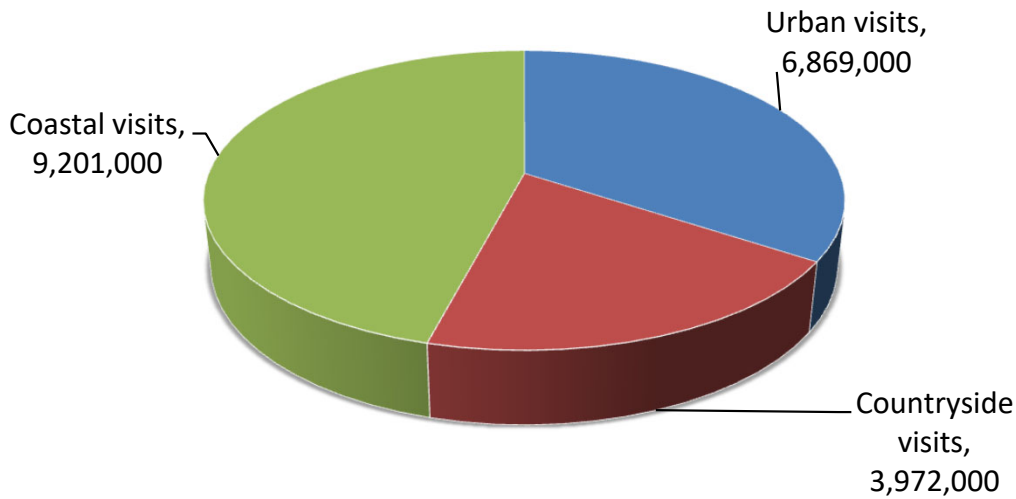


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UK spend (mn's)	12.7	27.0	30.8	15.8	39.2	46.4	61.1	92.8	56.9	38.3	47.6	29.5
OS spend (mn's)	14.0	11.1	10.9	19.2	26.0	20.7	14.8	28.3	34.3	6.3	13.7	10.0
Total spend (mn's)	26.7	38.1	41.7	35.0	65.1	67.2	75.8	121.2	91.2	44.6	61.2	39.5

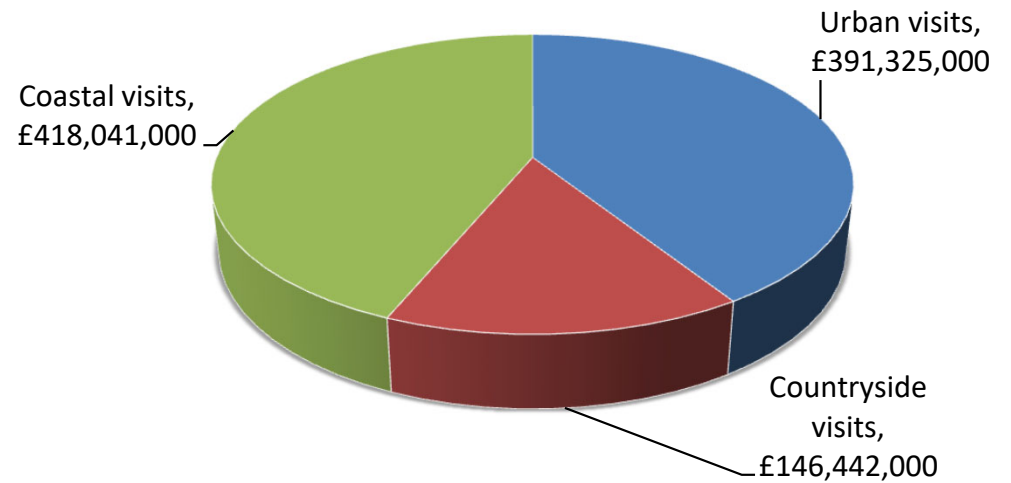
# Dorset County - Day visits by location

Total day visits	Total day visit spend
20,042,000	£955,808,000

Day visits

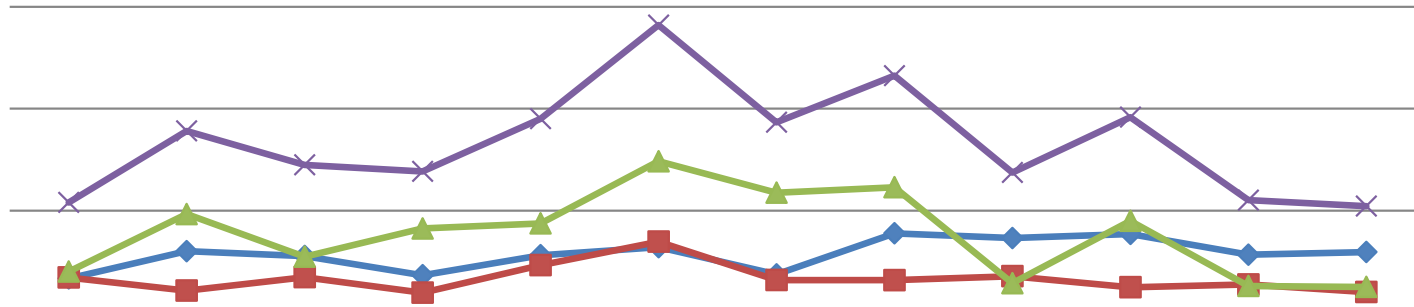


Day visit spend



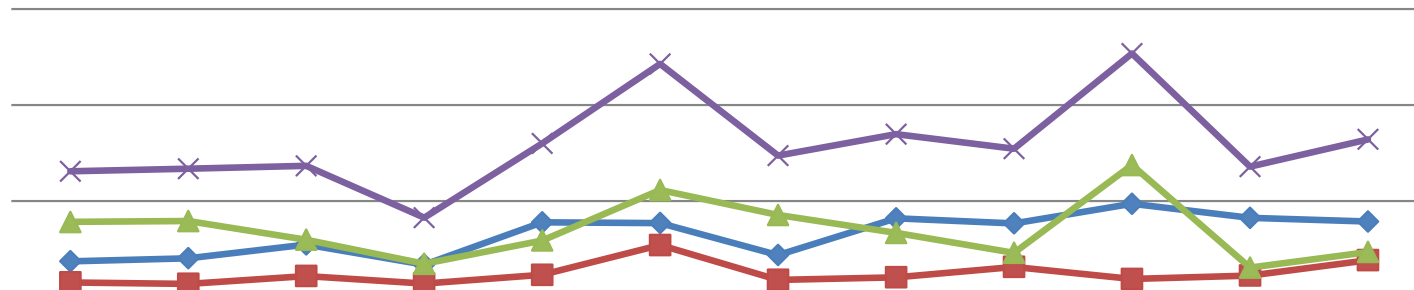
# Dorset County - Estimated seasonality of day visits

Seasonality - day visits (000's)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Urban(000's)	333.9	601.6	554.2	365.1	561.5	641.2	374.0	776.4	730.6	770.4	567.4	592.7
Rural (000's)	343.5	214.7	346.8	194.2	464.5	694.6	317.9	317.2	356.0	247.2	275.1	200.3
Coastal (000's)	401.9	965.8	547.9	824.6	874.7	1483.9	1175.3	1229.3	287.3	899.2	260.4	250.8
Total (000's)	1079.3	1782.1	1448.9	1383.9	1900.7	2819.7	1867.1	2323.0	1373.9	1916.8	1102.8	1043.7

Seasonality - day visit spend (millions)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Urban (mn)	18.7	20.3	27.4	16.9	38.9	38.6	21.9	41.0	38.4	48.6	41.3	39.4
Rural (mn)	7.7	6.9	11.0	7.1	11.6	27.1	9.0	10.4	15.8	9.5	11.3	19.2
Coastal (mn)	39.1	39.6	29.9	17.4	29.5	55.7	42.7	33.4	23.1	68.7	15.4	23.5
Total (mn)	65.5	66.8	68.3	41.3	80.0	121.4	73.7	84.8	77.2	126.8	67.9	82.1

## Dorset County - 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 County – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £184,160,000
- Overseas staying visitors £55,502,000

### Totals

**£239,662,000 (14%)**



## Shopping

- UK staying visitors £71,148,000
- Overseas staying visitors £65,836,000
- Day visitors £260,038,000

**£397,022,000 (24%)**



## Food & drink

- UK staying visitors £99,636,000
- Overseas staying visitors £44,019,000
- Day visitors £384,733,000

**£528,388,000 (32%)**



## Attractions/entertainment

- UK staying visitors £46,330,000
- Overseas staying visitors £22,514,000
- Day visitors £99,750,000

**£168,954,000 (10%)**



## Travel

- UK staying visitors £96,825,000
- Overseas staying visitors £21,437,000
- Day visitors £211,287,000

**£329,549,000 (20%)**

## Dorset County – Other visitor related expenditure by category



Second Homes  
£5,060,000



Boats  
£6,769,000



Visiting friends and relatives (non-visitor spend)  
£51,495,000

- 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 County – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£242,535,000	£7,695,000	£250,230,000
Retailing	£135,615,000	£257,438,000	£393,053,000
Catering	£139,345,000	£373,191,000	£512,536,000
Attractions/entertainment	£71,651,000	£106,198,000	£177,849,000
Transport	£70,957,000	£126,772,000	£197,729,000
Arising from non trip spend	£63,324,000	£0	£63,324,000
<b>Total Direct</b>	<b>£723,427,000</b>	<b>£871,294,000</b>	<b>£1,594,721,000</b>

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£723,427,000	£871,294,000	£1,594,721,000
Supplier and income induced	£366,226,000	£348,780,000	£715,006,000
<b>Total</b>	<b>£1,089,653,000</b>	<b>£1,220,074,000</b>	<b>£2,309,727,000</b>

# Dorset County – 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 County – 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	2,339	74	2,413
Retailing	821	1,559	2,380
Catering	1,180	3,161	4,342
Attractions/entertainment	914	1,355	2,269
Transport	338	605	943
Arising from non trip spend	842	0	842
<b>Total Direct</b>	<b>6,435</b>	<b>6,754</b>	<b>13,188</b>

# District data



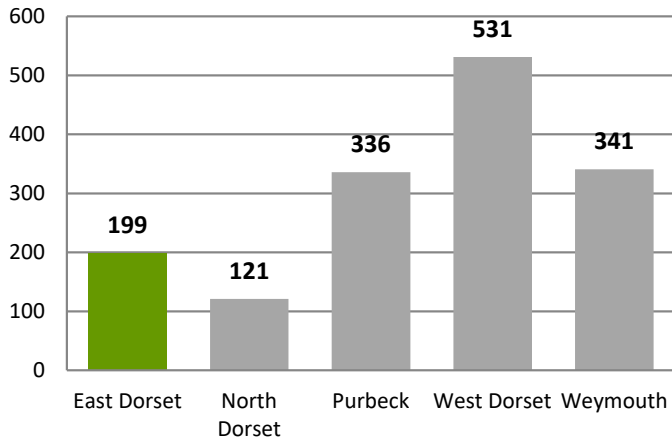
# Value of Tourism 2024

## East Dorset

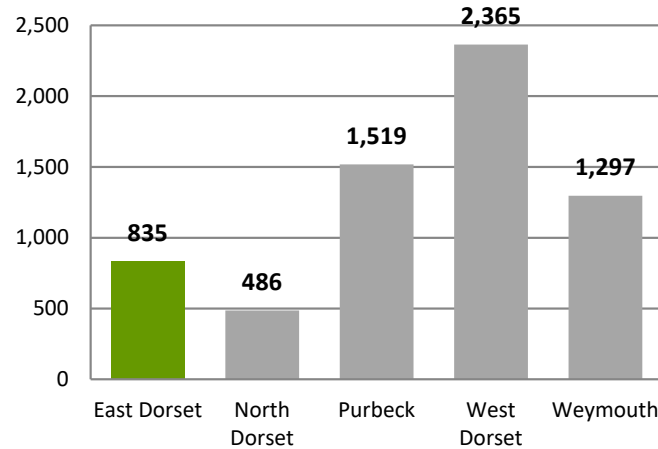
Key Facts	
199,000	Staying visitor trips
835,000	Staying visitor nights
£38,473,000	Staying visitor spend
1,820,000	Day visits
£80,678,000	Day visitor spend
£119,151,000	Direct visitor spend
£4,450,000	Other related spend
£123,601,000	TOTAL VISITOR RELATED SPEND
1,669	Estimated actual employment
1,212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

# East Dorset - Staying visits in the county context

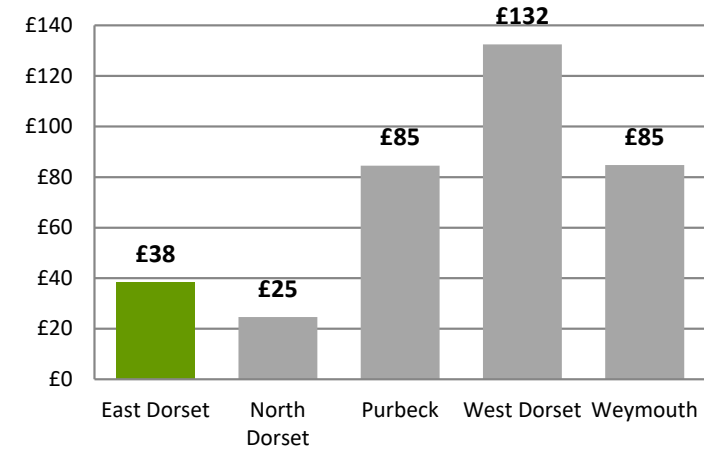
All staying trips (000's)



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

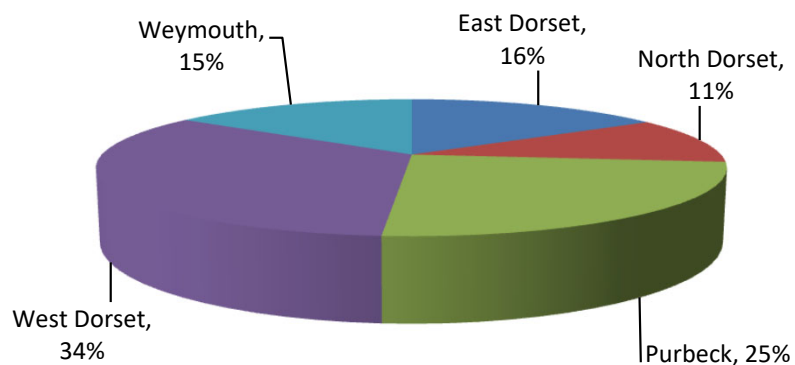
## East Dorset - Staying visits by accommodation type

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
<b>Total</b>	<b>179,000</b>	<b>655,000</b>	<b>£29,251,000</b>

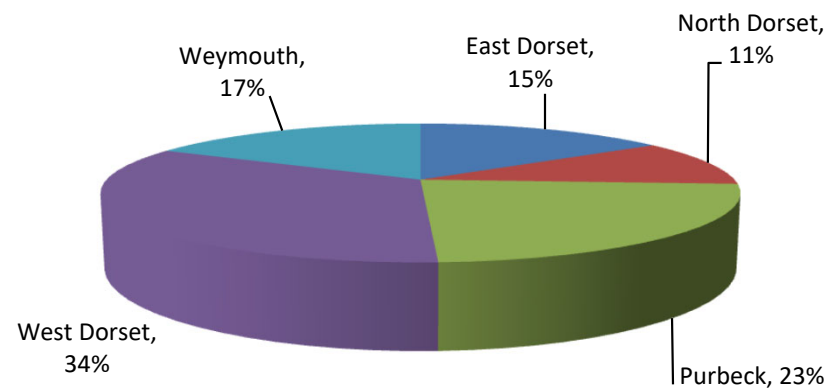
Overseas tourists	Trips	Nights	Spend
Serviced	1,300	6,000	£798,000
Self catering	400	5,000	£377,000
Touring caravans /tents	3,300	20,000	£1,189,000
Static vans/holiday centres	200	2,000	£142,000
Group/campus	0	0	£0
Paying guest in private homes	400	10,000	£582,000
Second homes	100	2,000	£108,000
Boat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

# East Dorset - Day visits in the county context

All day visits



All day visit spend

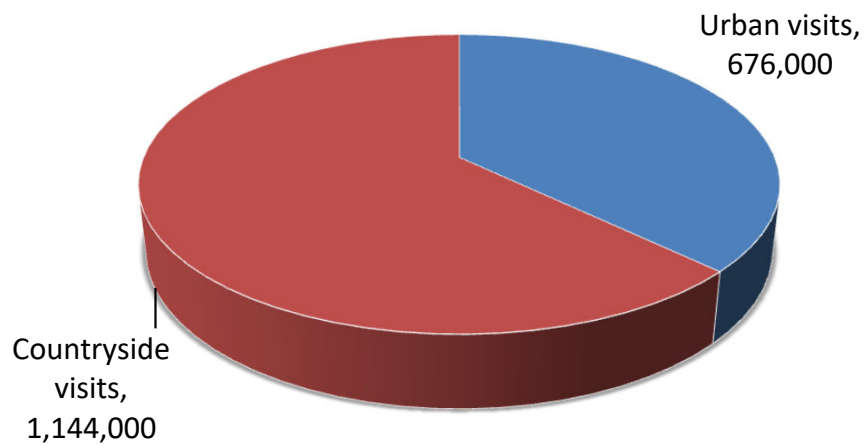


Area	Day visits	Day visit spend
East Dorset	1.8	£80.7
North Dorset	1.2	£56.0
Purbeck	2.8	£122.4
West Dorset	3.9	£176.3
Weymouth	1.7	£90.5

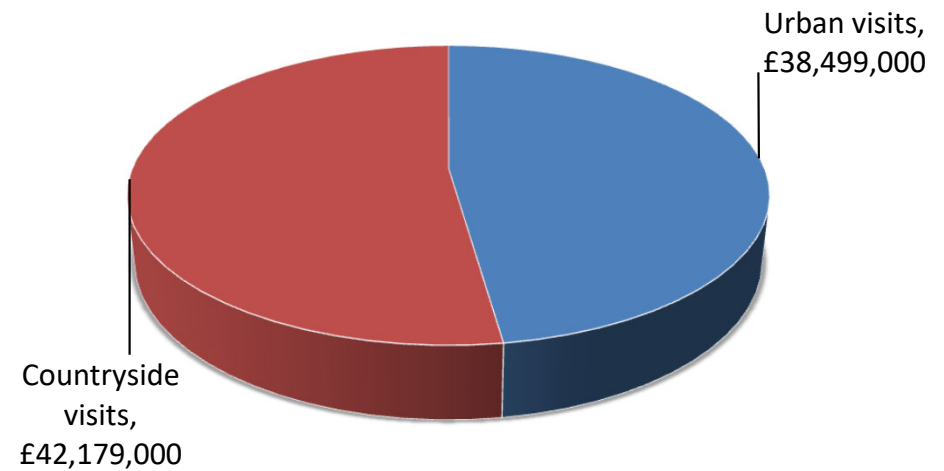
# East Dorset - Day visits by location

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

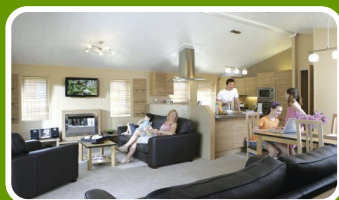
Day visits



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
<b>Total Direct</b>	<b>349</b>	<b>572</b>	<b>921</b>

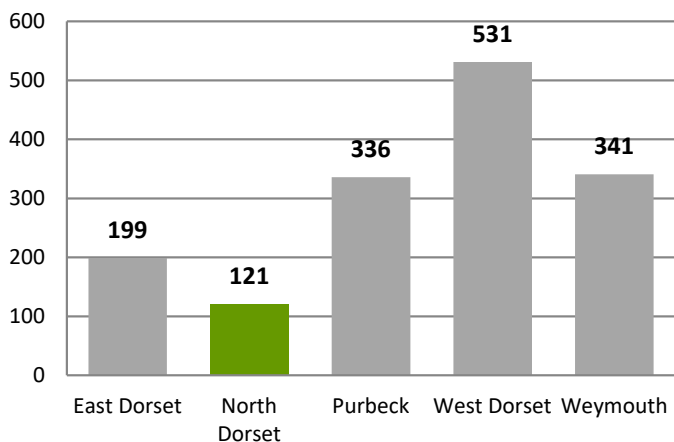
# Value of Tourism 2024

## North Dorset

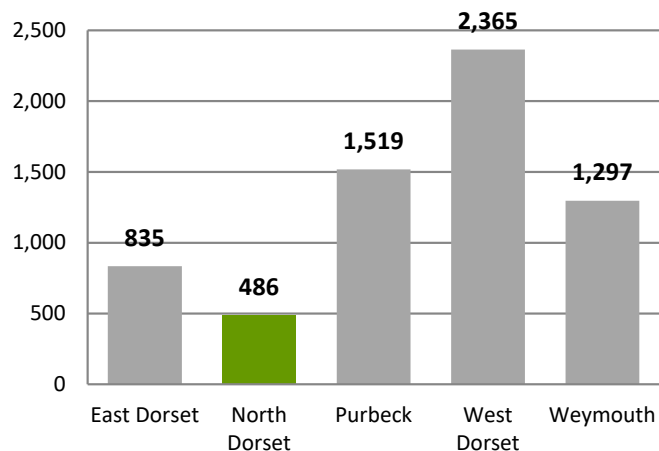
Key Facts	
121,000	Staying visitor trips
486,000	Staying visitor nights
£24,646,000	Staying visitor spend
1,242,000	Day visits
£56,007,000	Day visitor spend
£80,653,000	Direct visitor spend
£3,531,000	Other related spend
£84,184,000	TOTAL VISITOR RELATED SPEND
1,195	Estimated actual employment
867	FTE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

# North Dorset - Staying visits in the county context

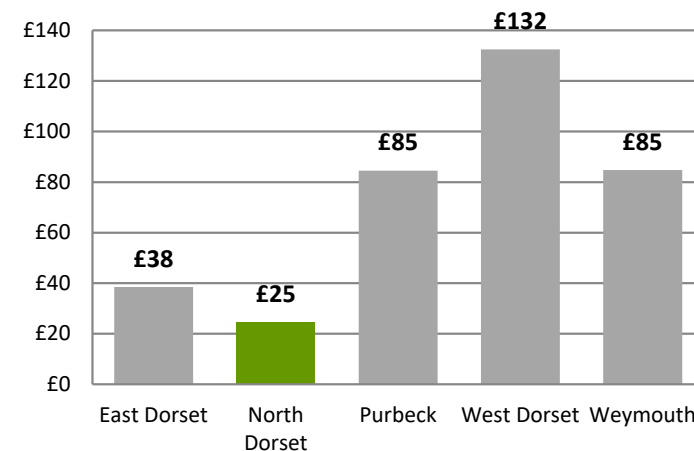
All staying trips (000's)



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

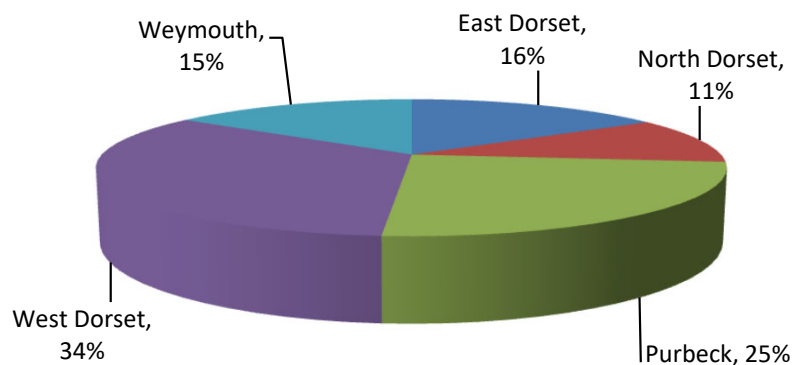
## North Dorset - Staying visits by accommodation type

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
<b>Total</b>	<b>107,000</b>	<b>356,000</b>	<b>£17,682,000</b>

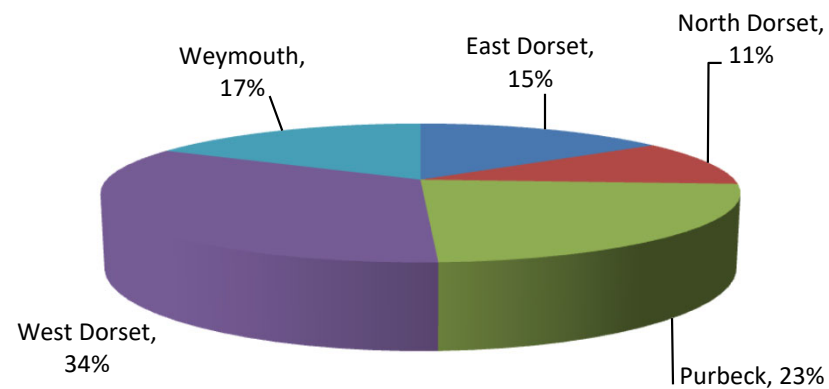
Overseas tourists	Trips	Nights	Spend
Serviced	1,700	8,000	£1,017,000
Self catering	1,100	13,000	£994,000
Touring caravans /tents	400	2,000	£138,000
Static vans/holiday centres	0	0	£4,000
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	200	3,000	£150,000
Boat moorings	0	0	£0
Other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

# North Dorset - Day visits in the county context

All day visits



All day visit spend

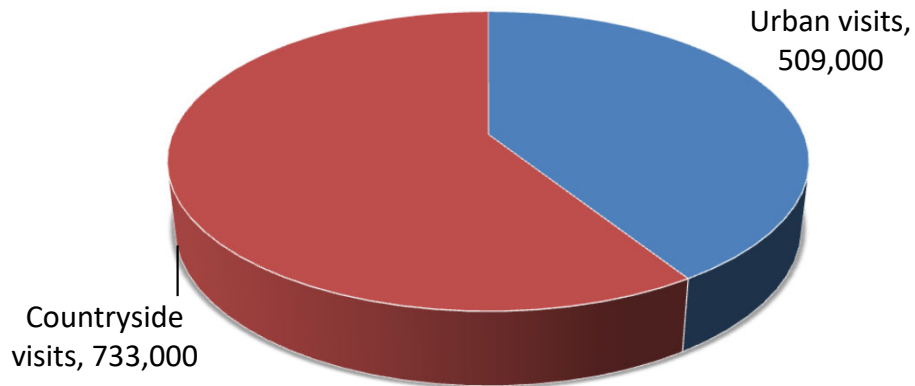


Area	Day visits	Day visit spend
East Dorset	1.8	£80.7
North Dorset	1.2	£56.0
Purbeck	2.8	£122.4
West Dorset	3.9	£176.3
Weymouth	1.7	£90.5

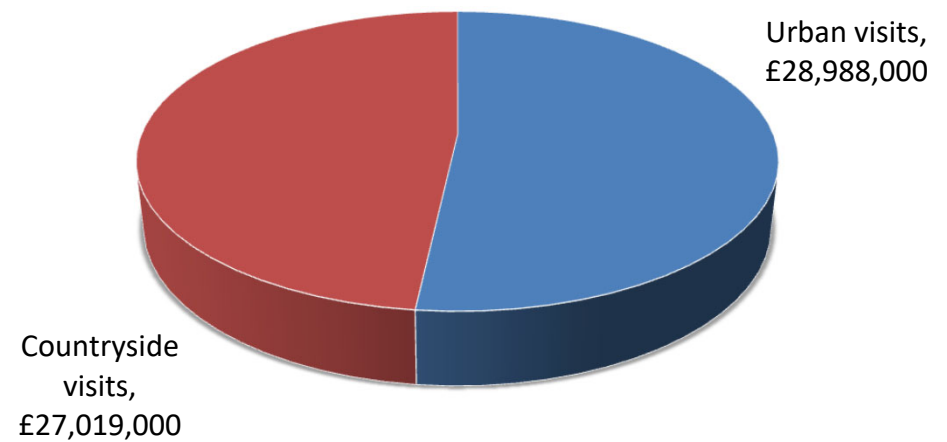
# North Dorset - Day visits by location

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
<b>Total Direct</b>	<b>245</b>	<b>422</b>	<b>668</b>

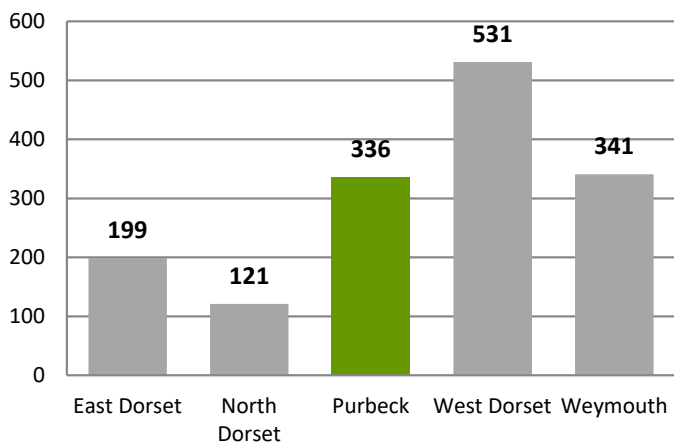
# Value of Tourism 2024

## Purbeck

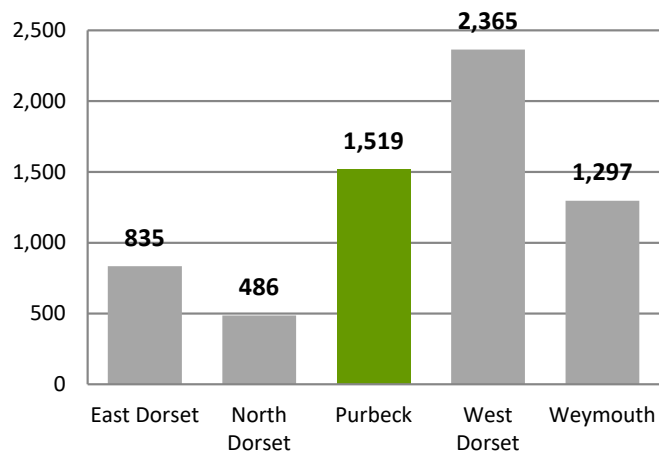
Key Facts	
336,000	Staying visitor trips
1,519,000	Staying visitor nights
£84,524,000	Staying visitor spend
2,811,000	Day visits
£122,402,000	Day visitor spend
£206,926,000	Direct visitor spend
£3,423,595	Other related spend
£210,349,595	TOTAL VISITOR RELATED SPEND
2,664	Estimated actual employment
1,934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

# Purbeck - Staying visits in the county context

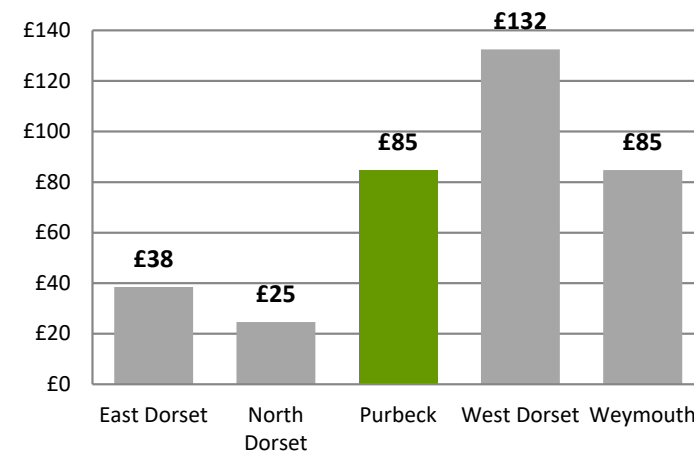
All staying trips (000's)



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

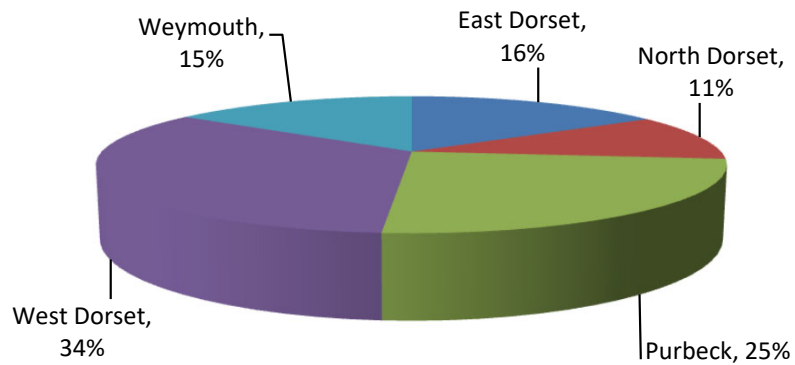
## Purbeck - Staying visits by accommodation type

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
<b>Total</b>	<b>311,000</b>	<b>1,268,000</b>	<b>£68,392,000</b>

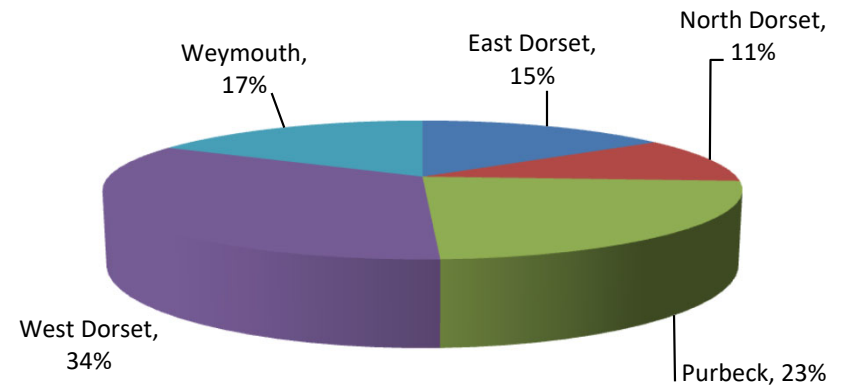
Overseas tourists	Trips	Nights	Spend
Serviced	3,000	14,000	£1,848,000
Self catering	4,800	57,000	£4,323,000
Touring caravans /tents	7,000	41,000	£2,435,000
Static vans/holiday centres	500	5,000	£345,000
Group/campus	2,000	43,000	£2,908,000
Paying guest in private homes	400	10,000	£582,000
Second homes	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
<b>Total</b>	<b>25,000</b>	<b>251,000</b>	<b>£16,132,000</b>

# Purbeck - Day visits in the county context

All day visits



All day visit spend

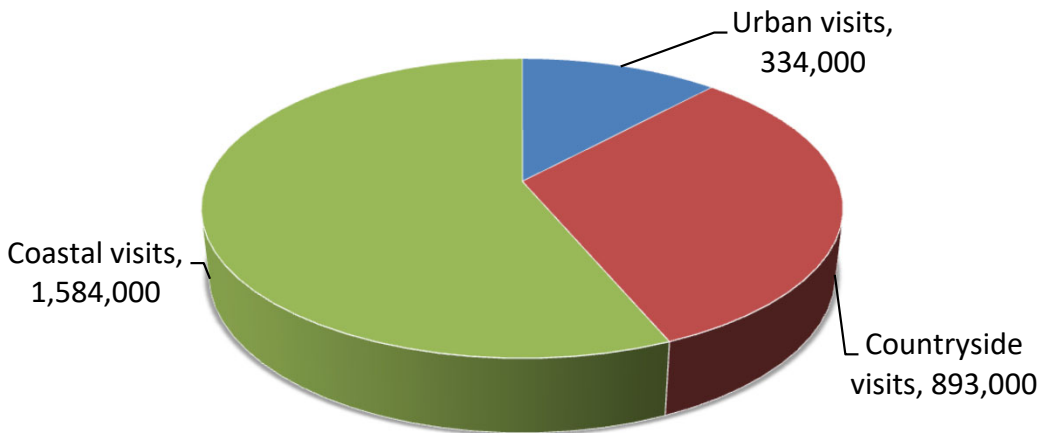


Area	Day visits	Day visit spend
East Dorset	1.8	£80.7
North Dorset	1.2	£56.0
Purbeck	2.8	£122.4
West Dorset	3.9	£176.3
Weymouth	1.7	£90.5

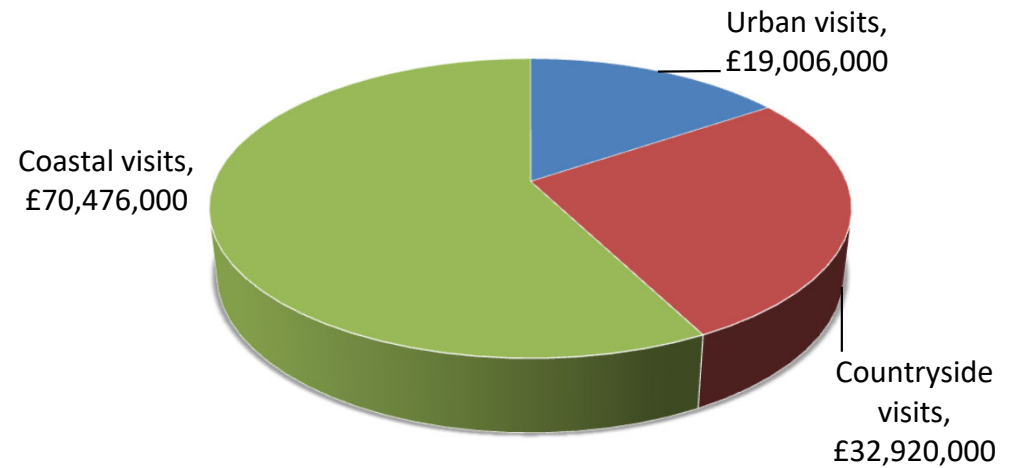
# Purbeck - Day visits by location

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

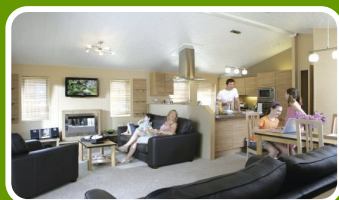
Day visits



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
<b>Total Direct</b>	<b>651</b>	<b>783</b>	<b>1,434</b>

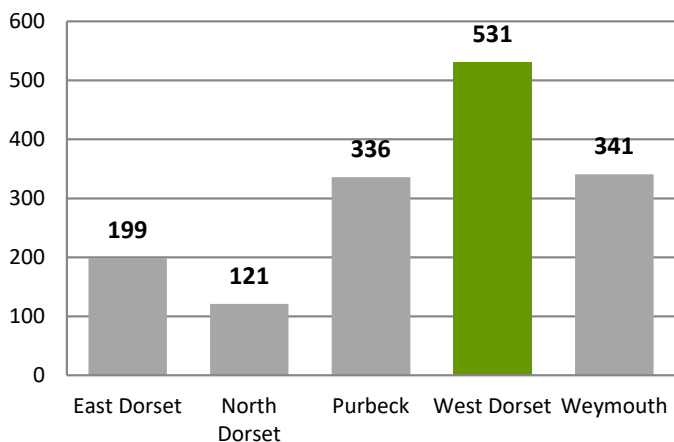
# Value of Tourism 2024

## West Dorset

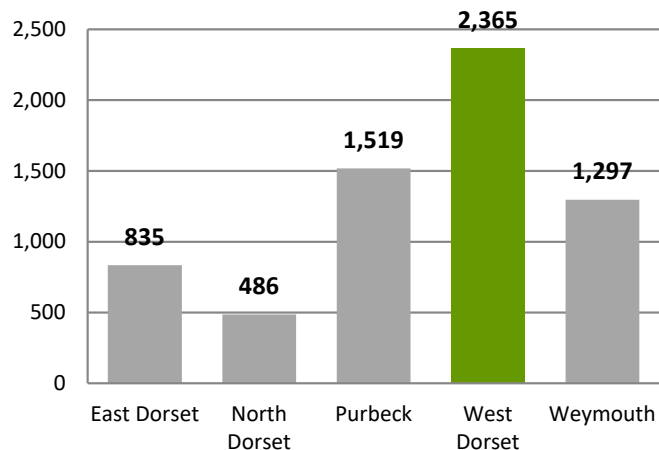
Key Facts	
531,200	Staying visitor trips
2,364,900	Staying visitor nights
£132,494,000	Staying visitor spend
3,853,000	Day visits
£176,296,000	Day visitor spend
£308,790,000	Direct visitor spend
£6,140,000	Other related spend
£314,930,000	TOTAL VISITOR RELATED SPEND
4,455	Estimated actual employment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

# West Dorset - Staying visits in the county context

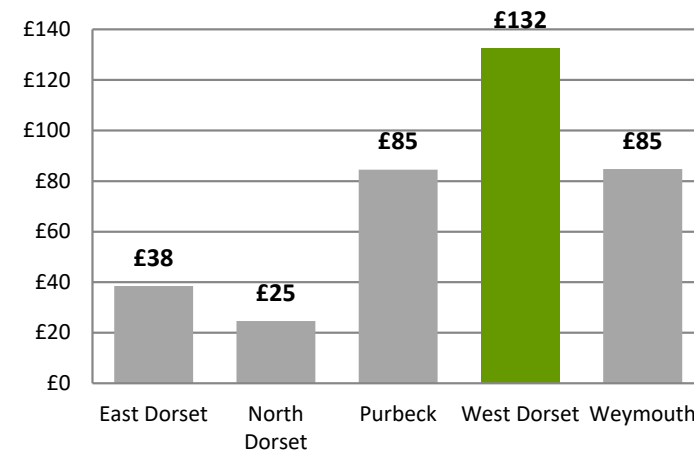
All staying trips (000's)



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

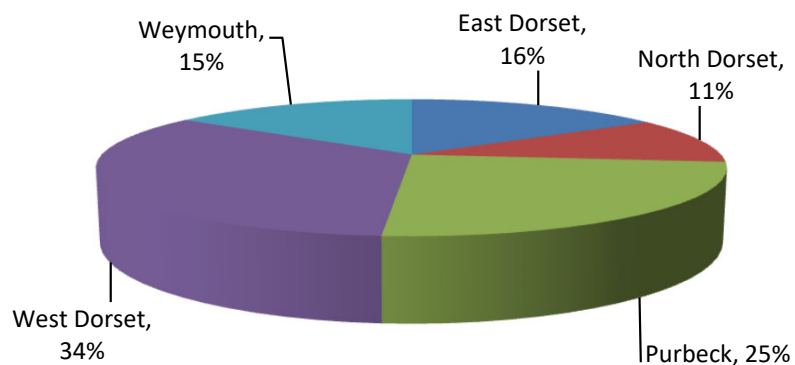
## West Dorset - Staying visits by accommodation type

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
<b>Total</b>	<b>485,000</b>	<b>1,966,000</b>	<b>£106,087,000</b>

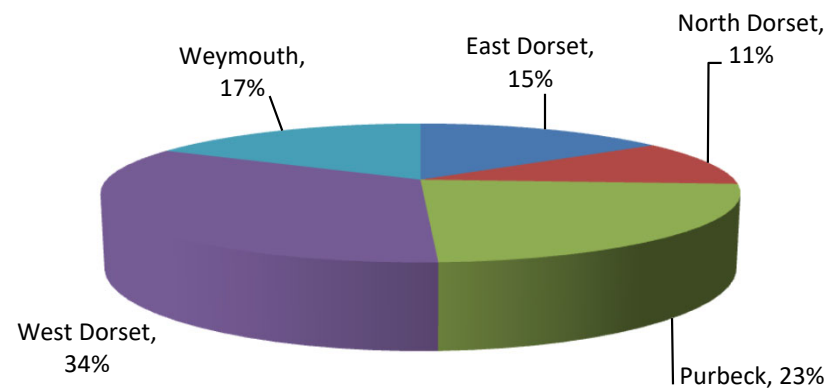
Overseas tourists	Trips	Nights	Spend
Serviced	9,700	44,000	£5,873,000
Self catering	8,900	105,600	£8,063,000
Touring caravans /tents	9,500	57,500	£3,383,000
Static vans/holiday centres	600	6,200	£447,000
Group/campus	100	4,000	£272,000
Paying guest in private homes	400	10,400	£582,000
Second homes	1,100	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
<b>Total</b>	<b>46,200</b>	<b>398,900</b>	<b>£26,407,000</b>

# West Dorset - Day visits in the county context

All day visits



All day visit spend

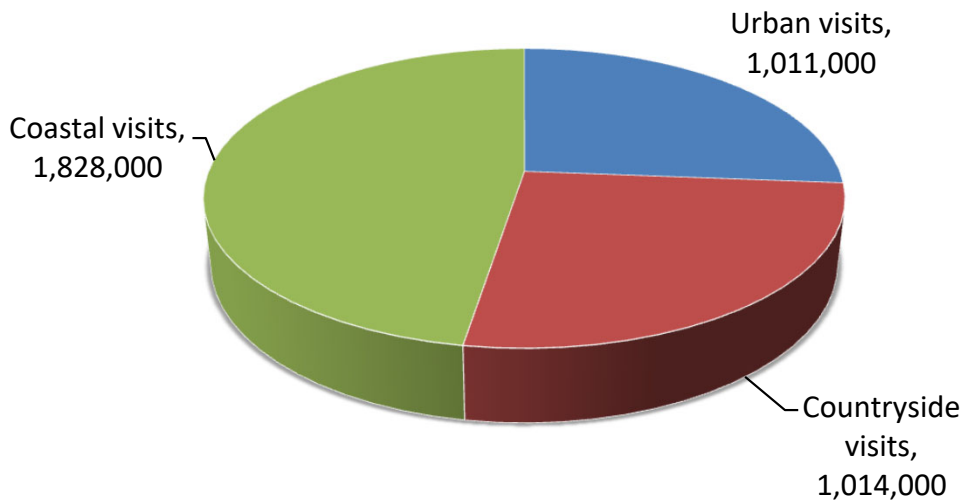


Area	Day visits	Day visit spend
East Dorset	1.8	£80.7
North Dorset	1.2	£56.0
Purbeck	2.8	£122.4
West Dorset	3.9	£176.3
Weymouth	1.7	£90.5

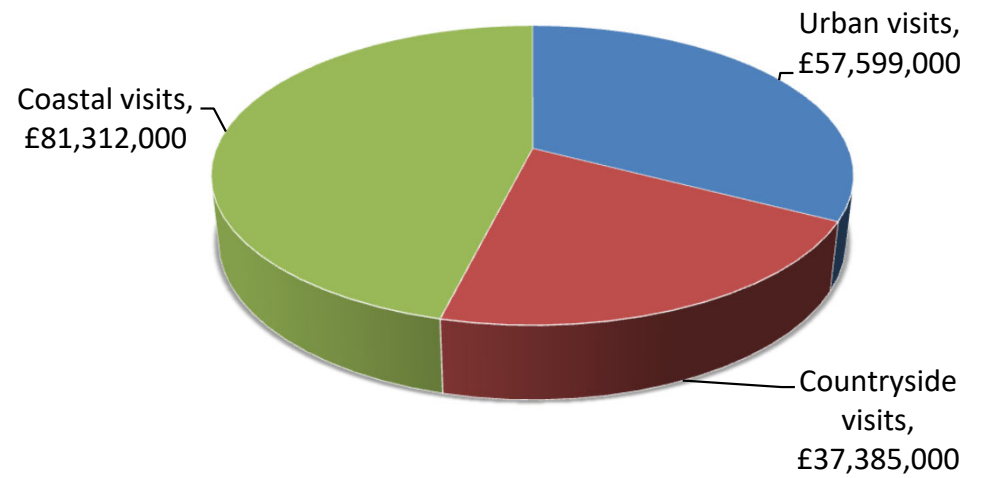
# West Dorset - Day visits by location

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
<b>Total Direct</b>	<b>1,163</b>	<b>1,290</b>	<b>2,453</b>

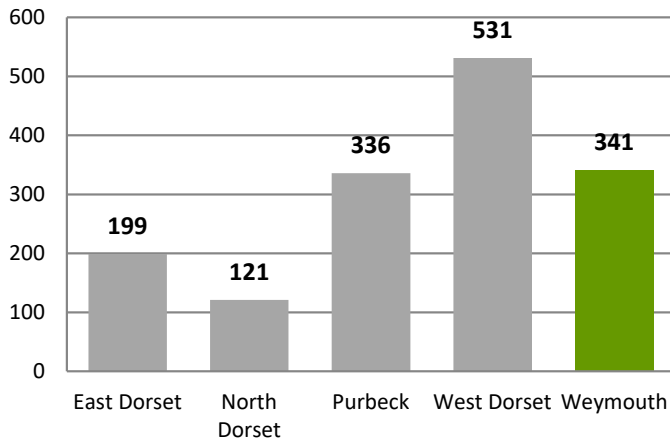
# Value of Tourism 2024

## Weymouth & Portland

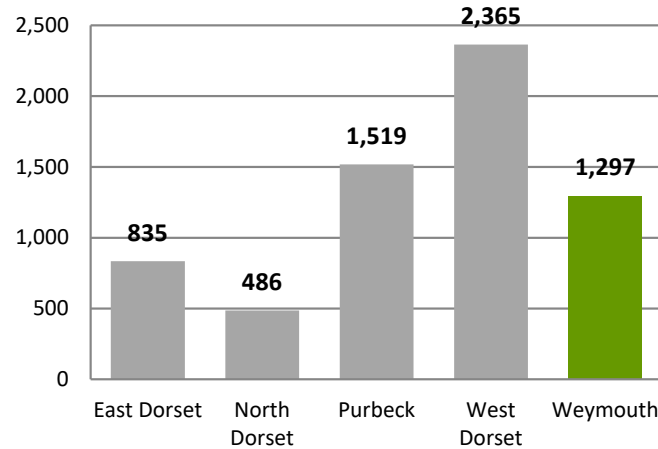
Key Facts	
340,900	Staying visitor trips
1,297,100	Staying visitor nights
£84,784,000	Staying visitor spend
1,731,000	Day visits
£90,508,000	Day visitor spend
£175,292,000	Direct visitor spend
£5,736,410	Other related spend
£181,028,410	TOTAL VISITOR RELATED SPEND
2,865	Estimated actual employment
2,125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

# Weymouth & Portland - Staying visits in the county context

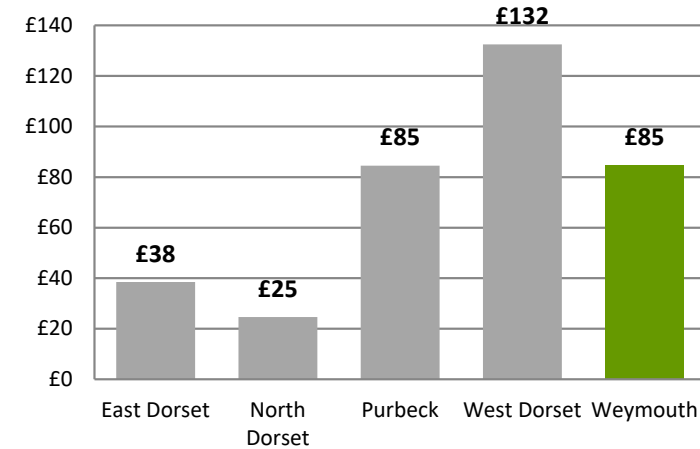
All staying trips (000's)



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

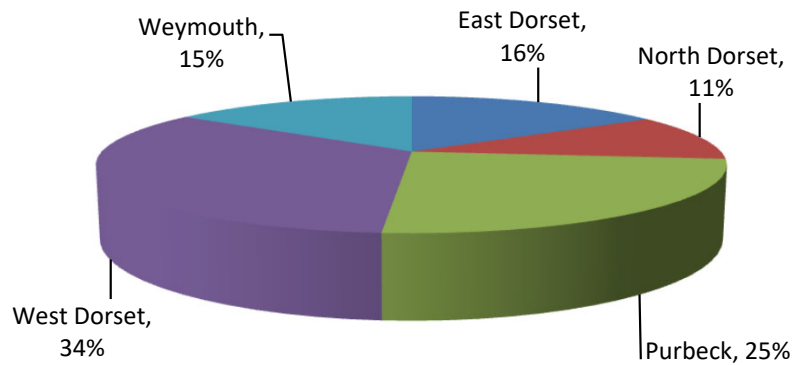
## Weymouth & Portland - Staying visits by accommodation type

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
<b>Total</b>	<b>316,000</b>	<b>1,087,000</b>	<b>£69,825,000</b>

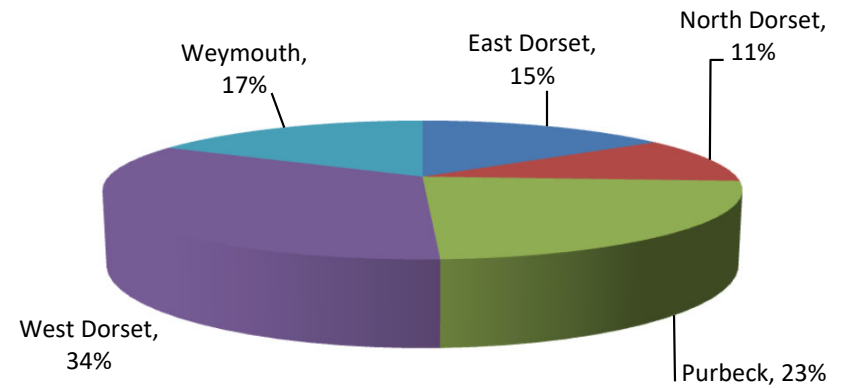
Overseas tourists	Trips	Nights	Spend
Serviced	10,200	46,400	£6,182,000
Self catering	2,500	29,700	£2,265,000
Touring caravans /tents	200	1,300	£74,000
Static vans/holiday centres	600	6,200	£453,000
Group/campus	100	2,100	£144,000
Paying guest in private homes	800	20,800	£1,164,000
Second homes	400	5,600	£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
<b>Total</b>	<b>24,900</b>	<b>210,100</b>	<b>£14,959,000</b>

# Weymouth & Portland - Day visits in the county context

All day visits



All day visit spend

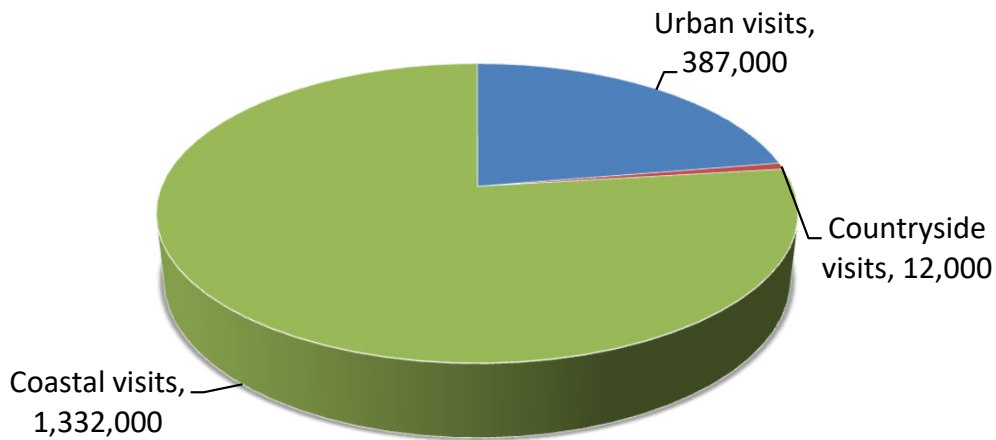


Area	Day visits	Day visit spend
East Dorset	1.8	£80.7
North Dorset	1.2	£56.0
Purbeck	2.8	£122.4
West Dorset	3.9	£176.3
Weymouth	1.7	£90.5

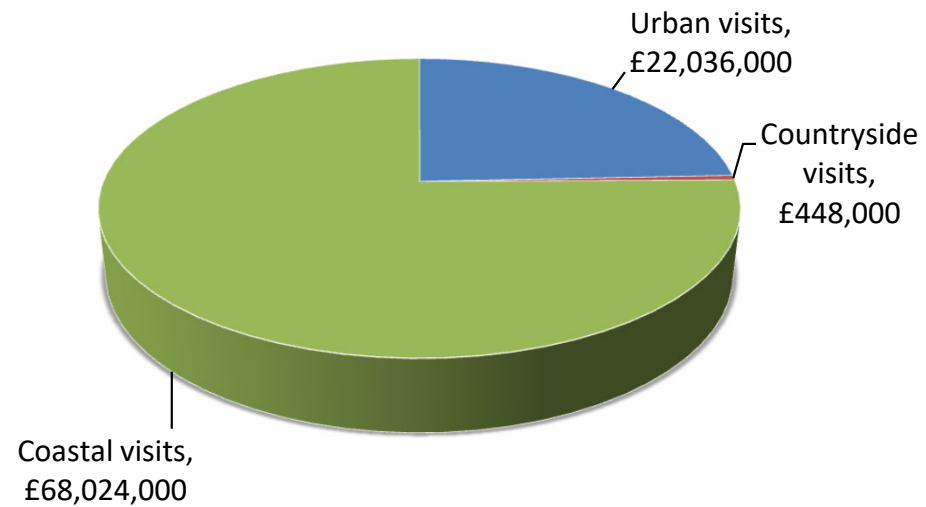
# Weymouth & Portland - Day visits by location

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

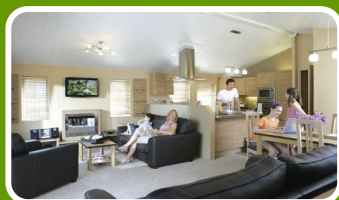
Day visits



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
<b>Total Direct</b>	<b>807</b>	<b>603</b>	<b>1,410</b>