

Weymouth Tourism Summary 2023



Weymouth is situated in the county of Dorset and was part of the former district of Weymouth and Portland. The town has a population of approximately 53,000. Tourism plays a significant role in the local economy as demonstrated by the estimates below.

Tourism key facts

- 327 thousand staying visitor trips
- 1.4 million day visits
- £156.7 million direct visitor spend
- £162.1 million total visitor related spend
- 3,200 actual jobs supported by visitor related spend

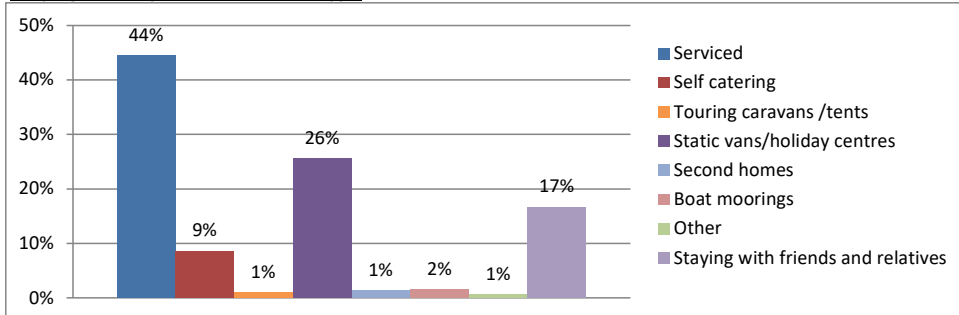
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Total	305,000	1,038,500	£71,277,000

Overseas visitors	Trips	Nights	Spend
Total	22,300	192,300	£12,998,200

All staying visitors	Trips	Nights	Spend
Total	327,300	1,230,800	£84,275,200

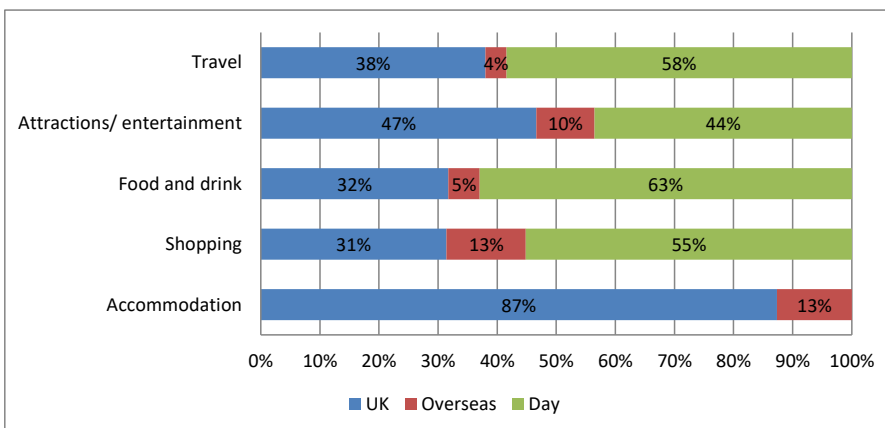
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	401,800	£21,366,500
Countryside visits	2,300	£79,400
Coastal visits	979,200	£51,026,200
Total	1,383,300	£72,472,100

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£27,093,000	£3,935,000	£0	£31,028,000
Shopping	£8,691,600	£3,713,500	£15,245,900	£27,651,000
Food & Drink	£15,838,400	£2,647,300	£31,428,100	£49,913,800
Attractions/ Entertainment	£7,326,800	£1,545,700	£6,841,200	£15,713,700
Travel	£12,327,200	£1,156,600	£18,956,800	£32,440,600

Other expenditure associated with tourism activity

Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on the accommodation or result in additional spending by non visitors eg friends and relatives with whom the tourist is staying.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£593,500	£2,185,700	£2,591,000	£5,370,200

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

£162,117,500

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	371	7	378
Retailing	86	106	192
Catering	202	344	546
Attractions/entertainment	155	124	279
Transport	47	66	112
Arising from non trip spend	76	0	76
Total Direct	937	646	1,583

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

All employment related to visitor spending	FTE's	Actual
Direct	1,583	2,305
Indirect	549	626
Induced	213	243
Total	2,345	3,174

Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.

For further information please contact info@tswrc.co.uk

