

Weymouth Tourism Summary 2013



Weymouth is situated in the district of Weymouth and Portland within the county of Dorset. 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

- 405 thousand staying visitor trips
- 1.7 million day visits
- £178.5 million direct visitor spend
- £183.3 million total visitor related spend
- 5,000 actual jobs supported by visitor related spend

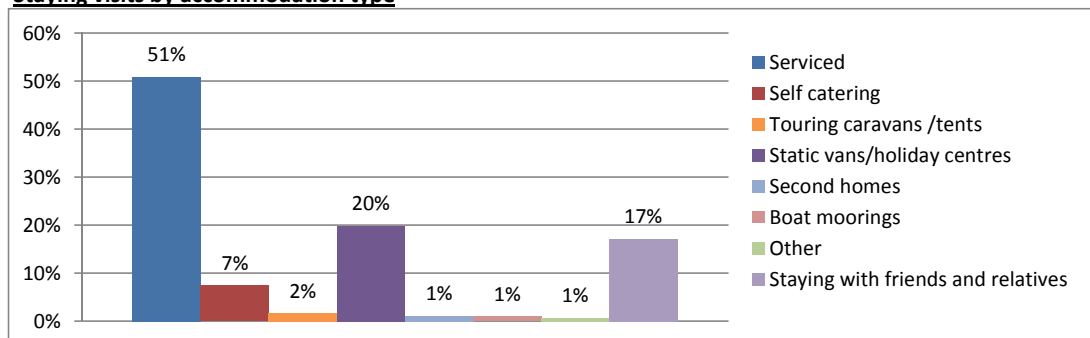
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	269,800	1,090,700	£66,822,900
Business	78,500	188,400	£16,797,800
Visits to friends and relatives	19,500	53,000	£2,286,800
Other	9,600	32,800	£1,530,700
Study	0	0	£0
Total	377,500	1,364,900	£87,438,100

Overseas visitors	Trips	Nights	Spend
Holiday	12,600	54,800	£3,848,300
Business	5,600	35,300	£2,352,200
Visits to friends and relatives	6,200	42,200	£1,669,800
Other	800	12,400	£819,300
Study	2,500	66,500	£4,496,200
Total	27,700	211,100	£13,185,800

All staying visitors	Trips	Nights	Spend
Holiday	282,400	1,145,500	£70,671,200
Business	84,100	223,700	£19,150,000
Visits to friends and relatives	25,700	95,200	£3,956,600
Other	10,400	45,200	£2,350,000
Study	2,500	66,500	£4,496,200
Total	405,200	1,576,000	£100,623,900

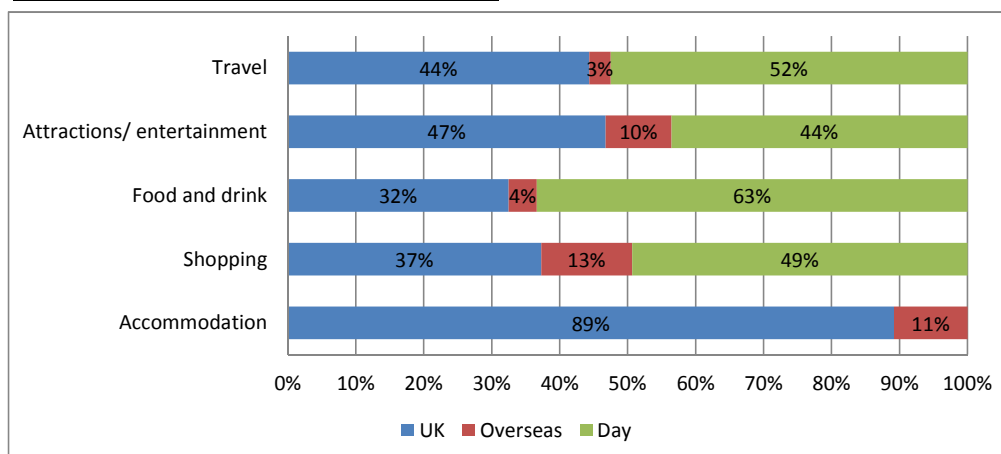
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	471,000	£17,466,400
Countryside visits	2,900	£77,100
Coastal visits	1,249,500	£60,344,700
Total	1,723,400	£77,888,200

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£33,593,600	£4,067,200	£0	£37,660,800
Shopping	£10,398,600	£3,730,600	£13,765,600	£27,894,800
Food & Drink	£19,416,800	£2,489,300	£37,870,500	£59,776,600
Attractions/ Entertainment	£8,699,200	£1,805,000	£8,099,800	£18,604,000
Travel	£15,330,000	£1,093,700	£18,152,300	£34,576,000

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
	£472,500	£1,740,000	£2,566,100	£4,778,600

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

£183,290,700

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	695	14	709
Retailing	141	137	278
Catering	341	589	929
Attractions/entertainment	237	188	424
Transport	74	81	155
Arising from non trip spend	76	0	76
Total Direct	1,563	1,009	2,571

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

All employment related to visitor spending	FTE's	Actual
Direct	2,571	3,763
Indirect	729	831
Induced	330	376
Total	3,630	4,971

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

