

Weymouth Tourism Summary 2015



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

- 451 thousand staying visitor trips
- 1.7 million day visits
- £186.3 million direct visitor spend
- £191.5 million total visitor related spend
- 4,600 actual jobs supported by visitor related spend

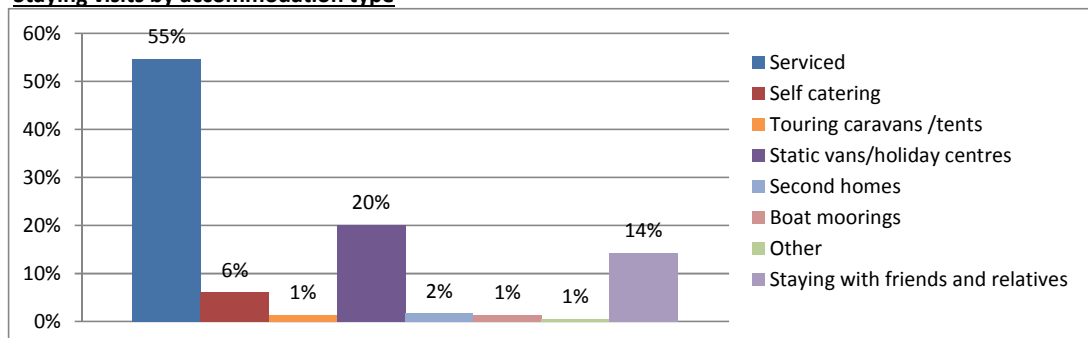
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	300,200	1,188,600	£74,254,400
Business	85,700	194,100	£19,558,500
Visits to friends and relatives	24,400	60,100	£3,051,400
Other	12,200	34,000	£2,202,300
Study	0	0	£0
Total	422,500	1,476,800	£99,066,600

Overseas visitors	Trips	Nights	Spend
Holiday	14,300	81,500	£6,073,200
Business	5,900	39,900	£3,698,900
Visits to friends and relatives	5,400	47,100	£2,165,800
Other	700	17,600	£1,259,400
Study	2,400	58,000	£3,790,000
Total	28,700	244,000	£16,987,300

All staying visitors	Trips	Nights	Spend
Holiday	314,500	1,270,100	£80,327,600
Business	91,600	234,000	£23,257,400
Visits to friends and relatives	29,800	107,200	£5,217,200
Other	12,900	51,600	£3,461,700
Study	2,400	58,000	£3,790,000
Total	451,200	1,720,800	£116,053,900

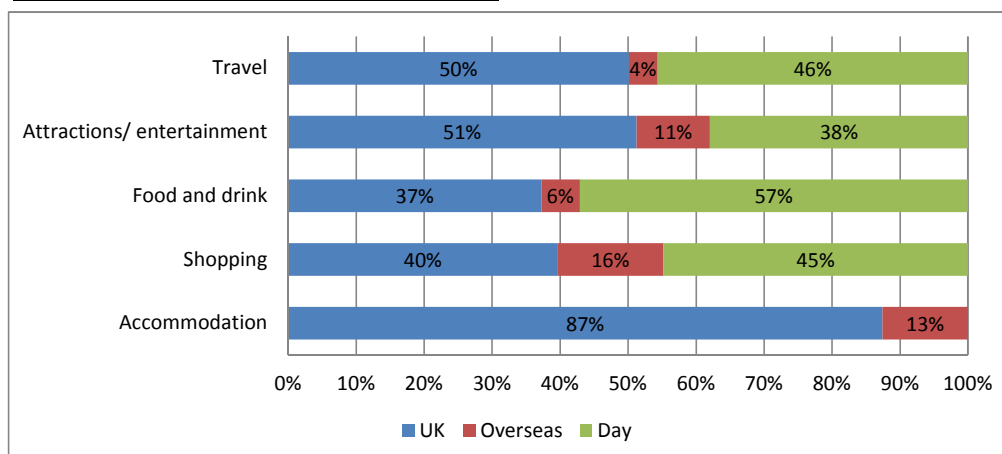
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	432,800	£18,364,900
Countryside visits	2,400	£66,200
Coastal visits	1,238,900	£51,826,500
Total	1,674,100	£70,257,600

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£37,959,800	£5,452,700	£0	£43,412,500
Shopping	£11,757,800	£4,631,400	£13,302,200	£29,691,400
Food & Drink	£22,047,800	£3,350,200	£33,773,300	£59,171,300
Attractions/Entertainment	£9,835,900	£2,069,800	£7,280,100	£19,185,800
Travel	£17,465,300	£1,483,200	£15,902,000	£34,850,500

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	£2,972,800	£5,185,300

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

£191,496,800

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	714	11	725
Retailing	142	115	257
Catering	321	427	749
Attractions/entertainment	205	129	334
Transport	76	64	140
Arising from non trip spend	82	0	82
Total Direct	1,540	746	2,287

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

All employment related to visitor spending	FTE's	Actual
Direct	2,287	3,343
Indirect	778	887
Induced	307	349
Total	3,372	4,580

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

