

Weymouth Tourism Summary 2024



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 60,000. Tourism plays a significant role in the local economy as demonstrated by the estimates below.

Tourism key facts

- 317 thousand staying visitor trips
- 1.4 million day visits
- £153.7 million direct visitor spend
- £159.3 million total visitor related spend
- 2,710 actual jobs supported by visitor related spend

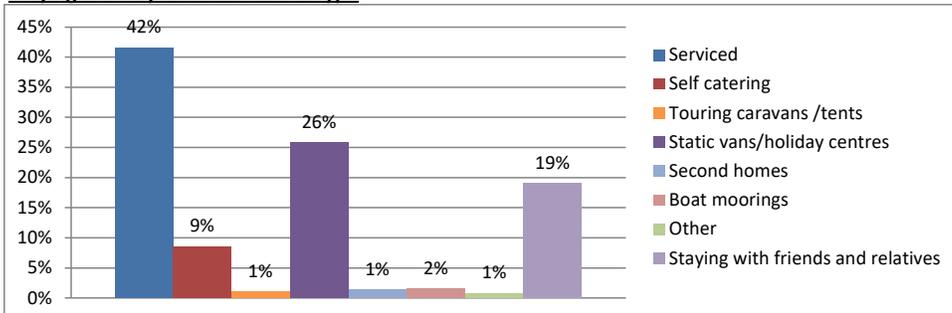
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Total	294,200	1,016,200	£65,080,600

Overseas visitors	Trips	Nights	Spend
Total	22,700	189,200	£13,534,500

All staying visitors	Trips	Nights	Spend
Total	316,900	1,205,400	£78,615,100

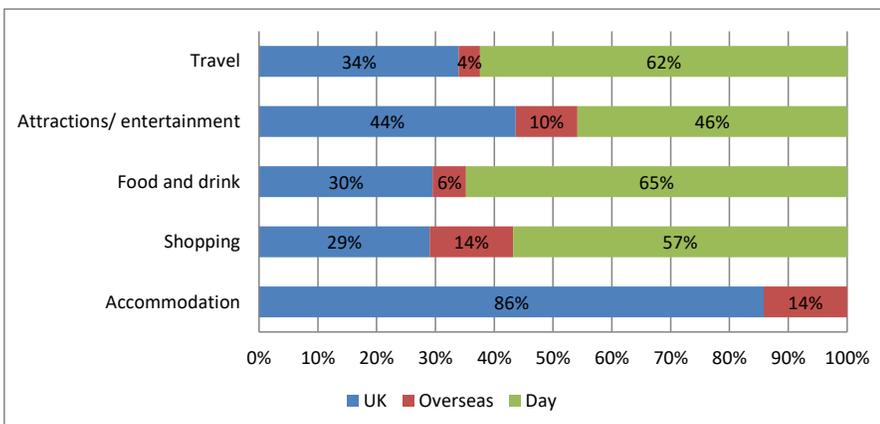
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	344,500	£19,618,600
Countryside visits	1,200	£43,300
Coastal visits	1,085,000	£55,410,000
Total	1,430,700	£75,071,900

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£24,681,400	£4,071,600	£0	£28,753,000
Shopping	£7,933,200	£3,867,400	£15,515,700	£27,316,300
Food & Drink	£14,484,900	£2,773,600	£31,777,300	£49,035,800
Attractions/ Entertainment	£6,687,600	£1,607,900	£7,023,800	£15,319,300
Travel	£11,293,500	£1,213,900	£20,755,100	£33,262,500

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
	£601,000	£2,212,400	£2,829,700	£5,643,100

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

£159,330,100

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	306	7	313
Retailing	77	101	179
Catering	155	285	439
Attractions/entertainment	119	104	224
Transport	39	65	104
Arising from non trip spend	75	0	75
Total Direct	771	562	1,333

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

All employment related to visitor spending	FTE's	Actual
Direct	1,333	1,937
Indirect	498	568
Induced	183	209
Total	2,015	2,714

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

