

## 4.4 Dorset

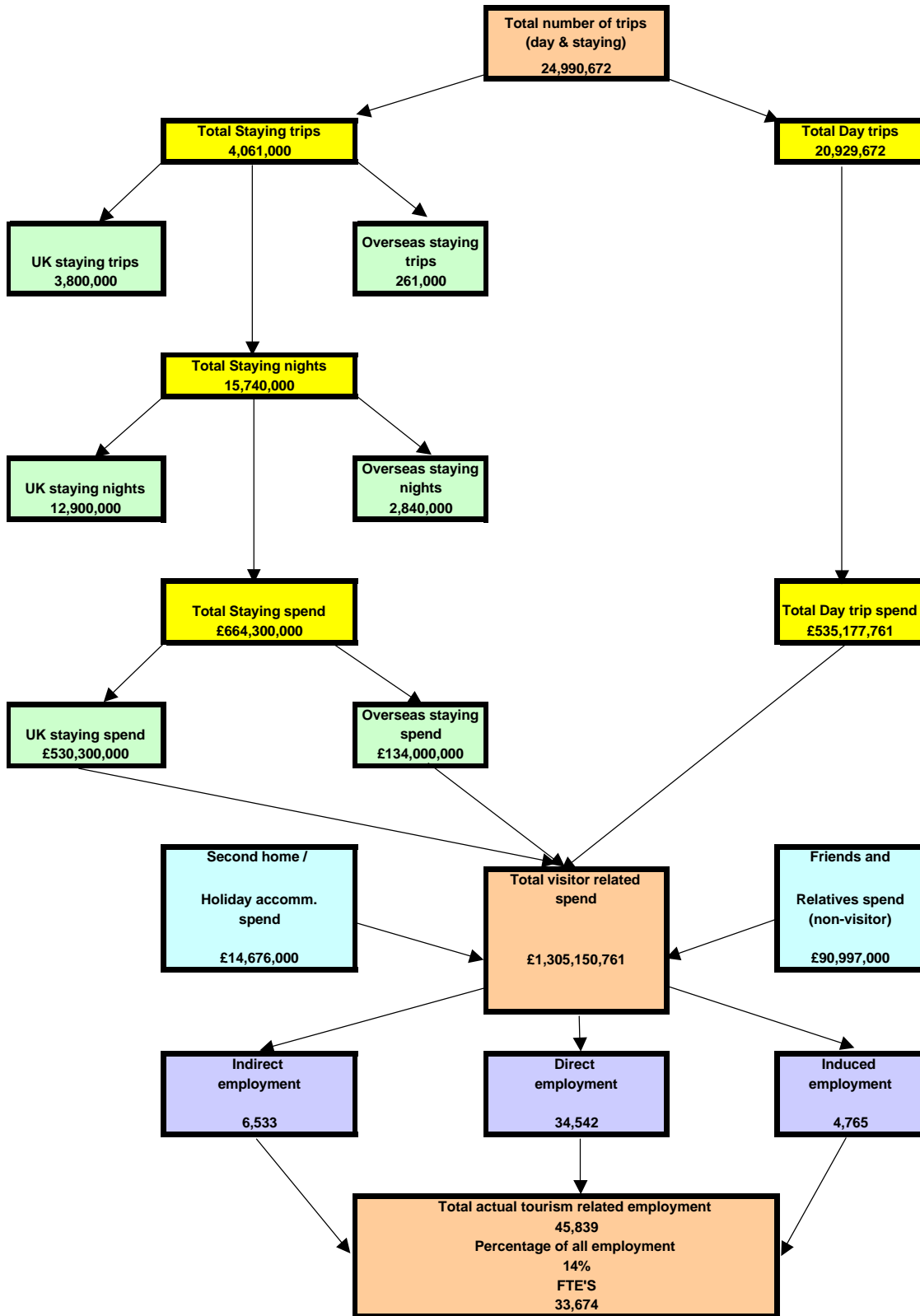
Dorset is a County of outstanding beauty, a land of great contrast and breathtaking scenery with a superb natural environment along with cosmopolitan resorts, pretty rural villages and historic towns. The coast stretches from Christchurch in the east to Lyme Regis in the west with an abundance of cliff top walks, sandy beaches and sheltered harbours. Busy market towns and seaside resorts provide an array of entertainment whilst hidden villages with narrow lanes and flowering hedgerows, thatched pubs and cottages, lie undisturbed by the passing time.

The towns and villages of Dorset provide an urban legacy of history and charm, with villages as diverse as Abbotsbury with its Swannery and dramatic views across Chesil Beach, and Cerne Abbas famed for its ruined Abbey and 180-foot chalk hillside giant. Throughout the county there are fine historic buildings, long established shops selling local produce, tearooms and village pubs.

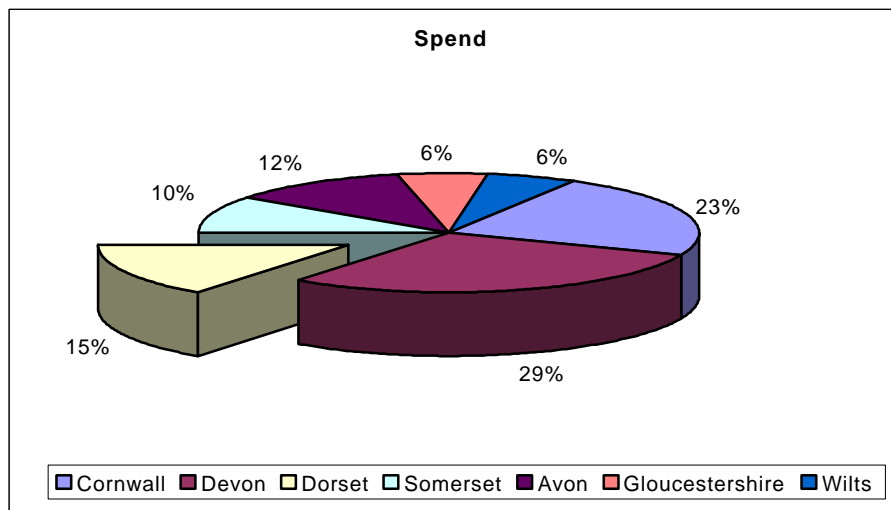
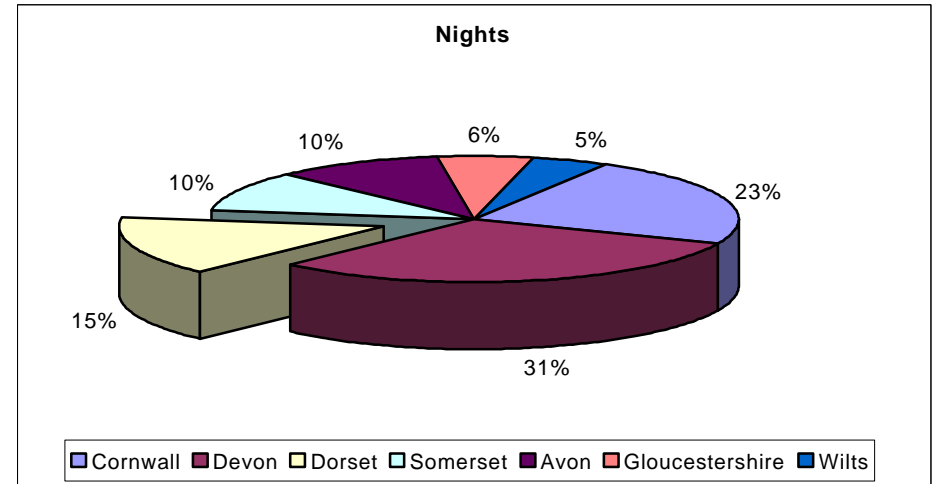
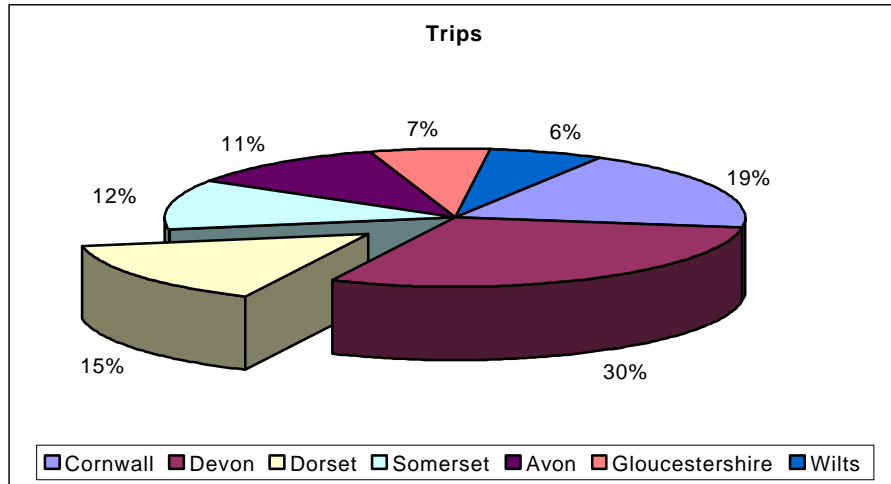
The natural environment of Dorset is second to none. Visitors can explore Europe's largest natural harbour, the stunning entrance to Poole, with five islands including the National Trust's Brownsea Island. There is the openness of the New Forest or visitors can explore, on foot, the extensive network of paths and cycleways that use the quiet country lanes through North Dorset. Dorset is also home to 140 Sites of Special Scientific Interest, has a wealth of nature reserves and has 1,406 square kilometres of Areas of Outstanding Natural Beauty (53% of the county).

Above all Dorset is Thomas Hardy country; the home of the 'Mayor of Casterbridge' and 'Tess of the D'Urbervilles'. Indeed, the county town of Dorchester has been immortalised as Hardy's 'Casterbridge', his birthplace, Hardy's Cottage, (where he wrote his first novels 'Under the Greenwood Tree' and 'Far from the Madding Crowd') and his later home, Max Gate are both near Dorchester.

## Dorset: Facts at a glance



## Dorset: Staying visitors in context



	Trips	Nights	Spend
<b>Cornwall</b>	5,000,000	24,175,000	£1,034,700,000
<b>Devon</b>	7,791,000	32,318,000	£1,312,300,000
<b>Dorset</b>	<b>4,061,000</b>	<b>15,740,000</b>	<b>£664,300,000</b>
<b>Somerset</b>	3,070,000	10,737,000	£457,748,000
<b>Avon</b>	2,966,000	10,623,000	£522,152,000
<b>Gloucestershire</b>	1,779,000	6,148,000	£266,600,000
<b>Wilts</b>	1,660,000	5,003,000	£266,200,000
<b>TOTALS</b>	<b>26,327,000</b>	<b>104,744,000</b>	<b>£4,524,000,000</b>

## Dorset: Staying visitors in detail

### KEY FACTS:

- Dorset generates 15% (4 million) of trips, 15% (15.7 million) of nights and 15% (£664.3 million) of spend in the South West region
- The domestic market is the biggest generator of trips (3.8 million), nights (12.9 million) and spend (£530.3 million) in Dorset
- The VFR sector is the most important in terms of domestic trip generation (1.5 million), whereas the serviced accommodation sector is most important in terms of income generation (£241.7 million)

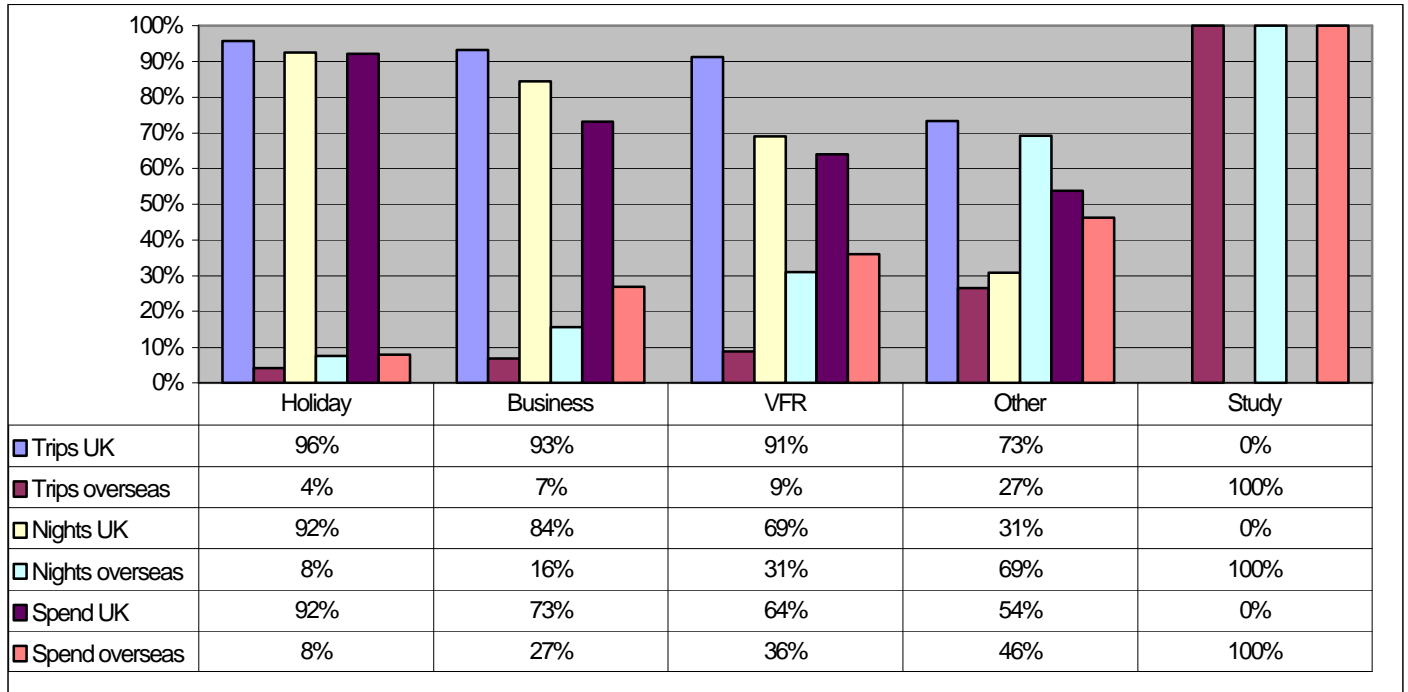
#### Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	1,273,000	3,869,000	£241,708,000
Self catering	253,000	1,537,000	£62,351,000
Touring caravans /tents	172,000	757,000	£20,759,000
Static vans/holiday centres	259,000	1,373,000	£50,451,000
Group/campus	19,000	50,000	£2,518,000
Second homes	68,000	256,000	£6,199,000
Boat moorings	42,000	198,000	£5,496,000
Other	156,000	528,000	£27,176,000
Staying with friends and relatives	1,557,000	4,332,000	£113,643,000
<b>Total</b>	<b>3,800,000</b>	<b>12,900,000</b>	<b>£530,300,000</b>

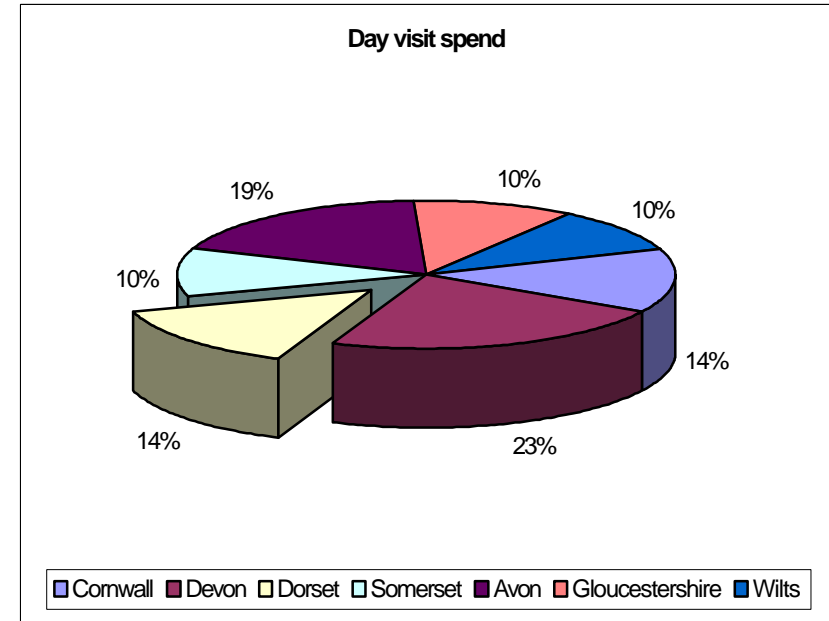
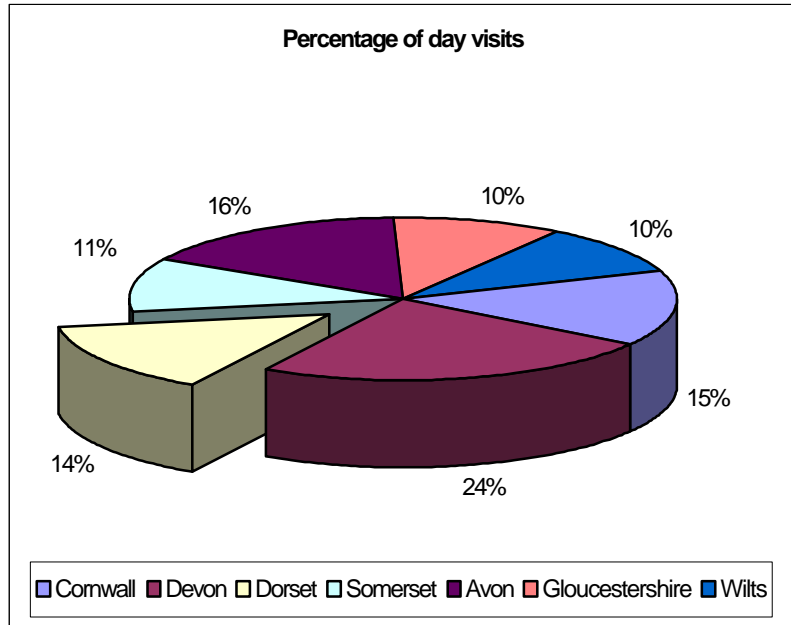
#### Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	135,000	1,121,000	£59,451,000
Self catering	7,000	164,000	£7,018,000
Touring caravans /tents	8,000	59,000	£1,950,000
Static vans/holiday centres	0	2,000	£42,000
Group/campus	10,000	243,000	£12,780,000
Second homes	6,000	132,000	£8,169,000
Boat moorings	0	0	£0
Other	5,000	43,000	£2,771,000
Staying with friends and relatives	90,000	1,076,000	£41,820,000
<b>Total</b>	<b>261,000</b>	<b>2,840,000</b>	<b>£134,000,000</b>

**Trips, nights and spend by purpose**



## Dorset: Day visits in context

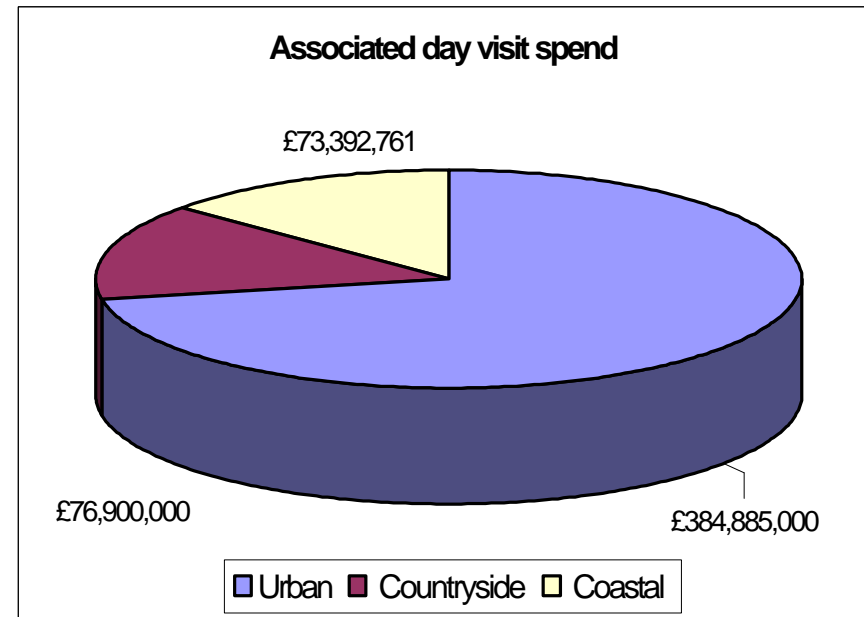
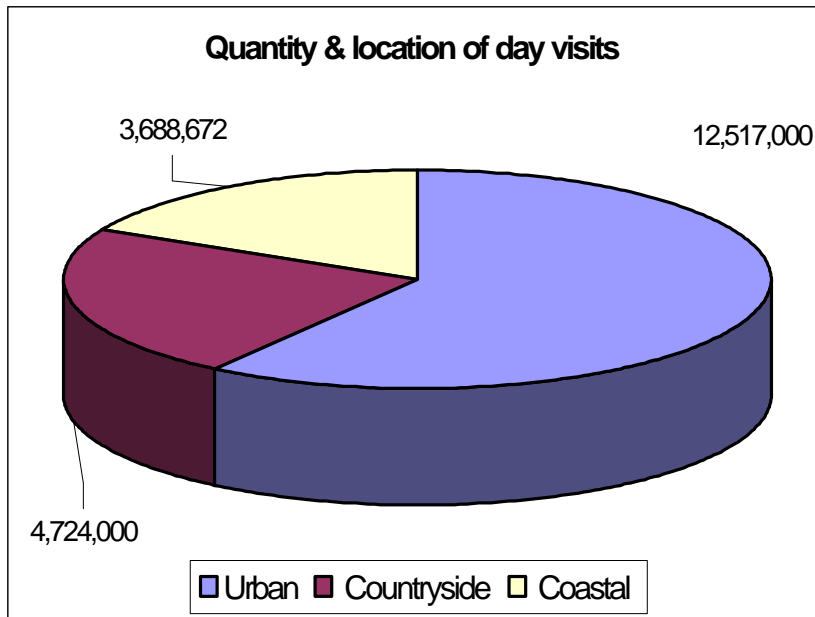


	Trips	Spend
Cornwall	22,411,500	£528,605,899
Devon	35,268,897	£853,731,090
Dorset	<b>20,929,672</b>	<b>£535,177,761</b>
Somerset	16,065,096	£393,181,000
Avon	23,966,136	£700,488,369
Gloucestershire	15,146,000	£394,634,000
Wilts	14,760,000	£366,251,000
<b>Totals</b>	<b>148,547,300</b>	<b>£3,772,069,119</b>

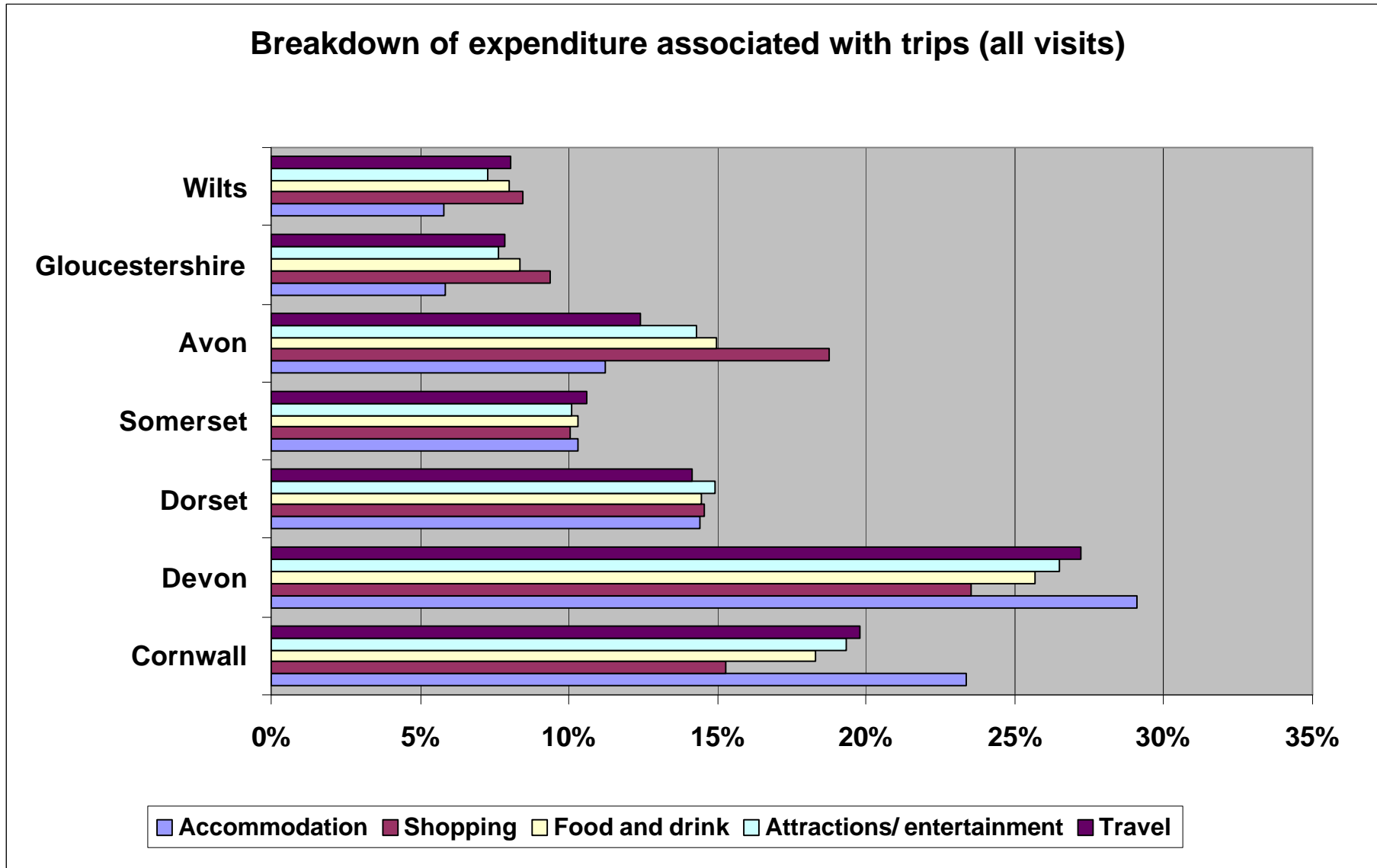
## Dorset: Day visits in detail

### KEY FACTS:

- Dorset accounts for 14% (20.9 million) of day trips and 14 % of spend (£535.1 million) in the South West region
- The largest proportion of day trips in Dorset are urban (12.5 million)
- Day trip spend in Dorset is highest amongst those going to urban areas (£384.8 million)



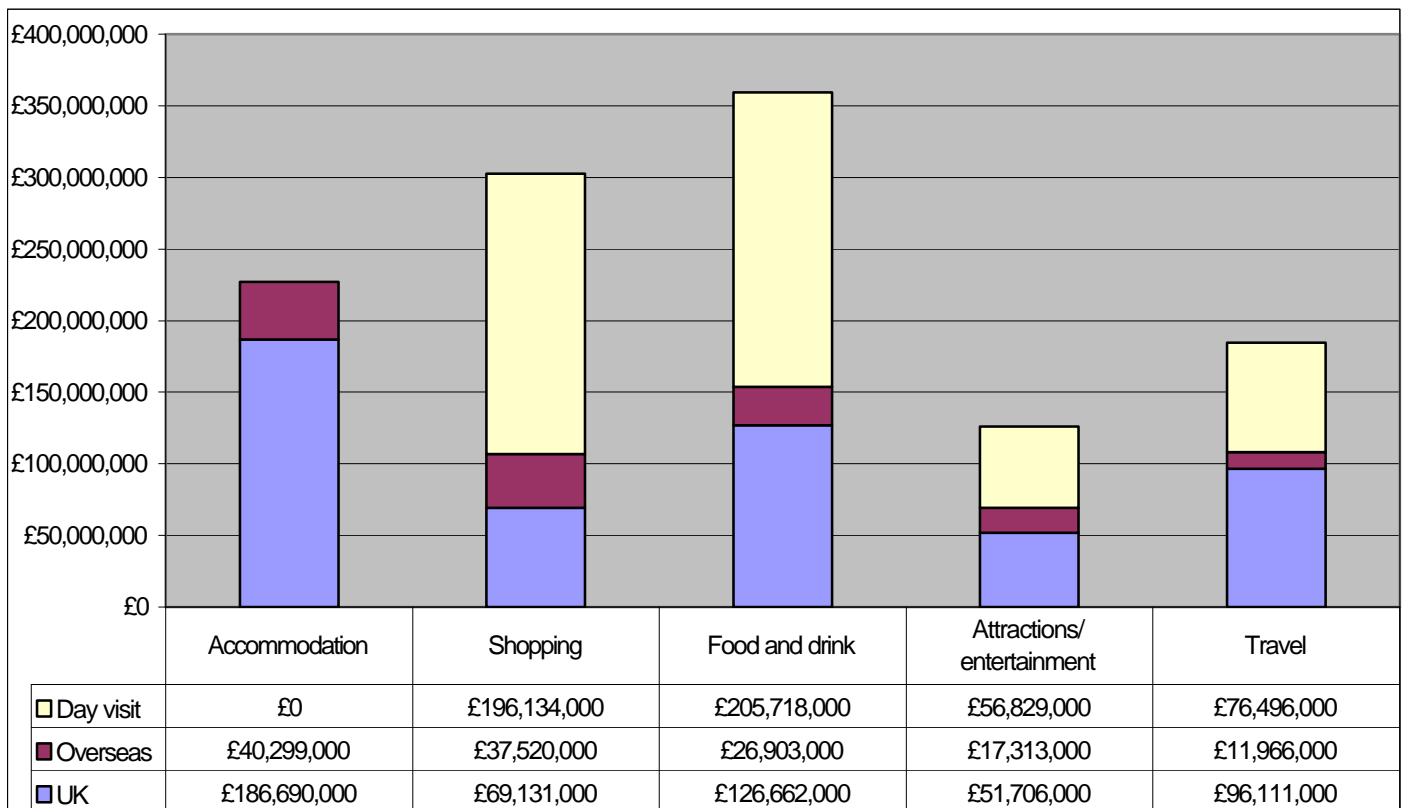
*Dorset: Breakdown of expenditure associated with trips in context*



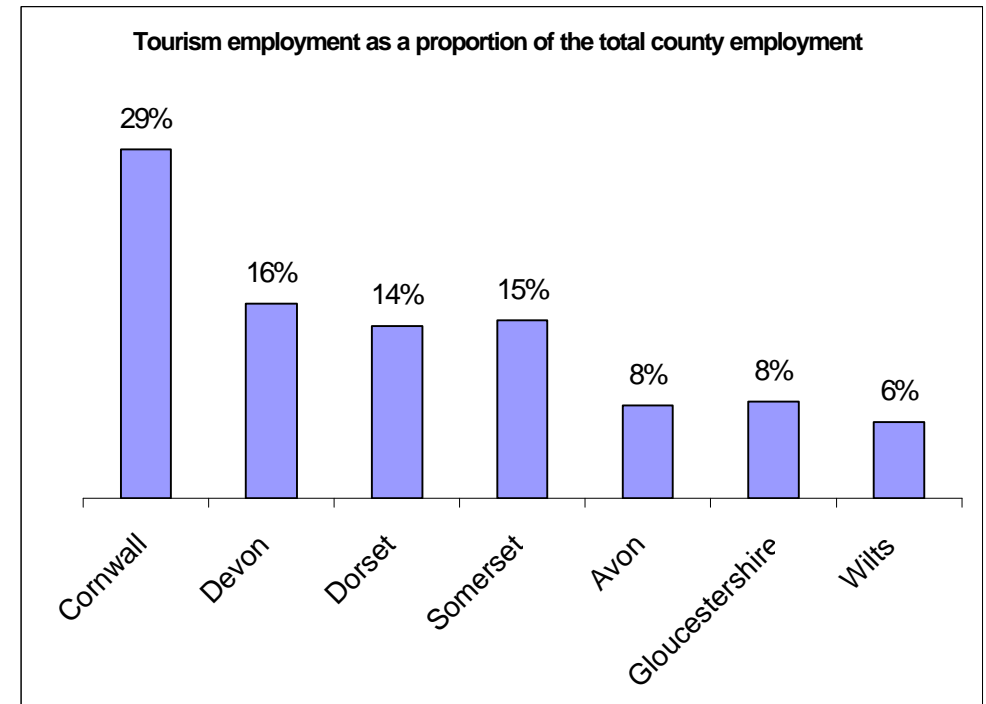
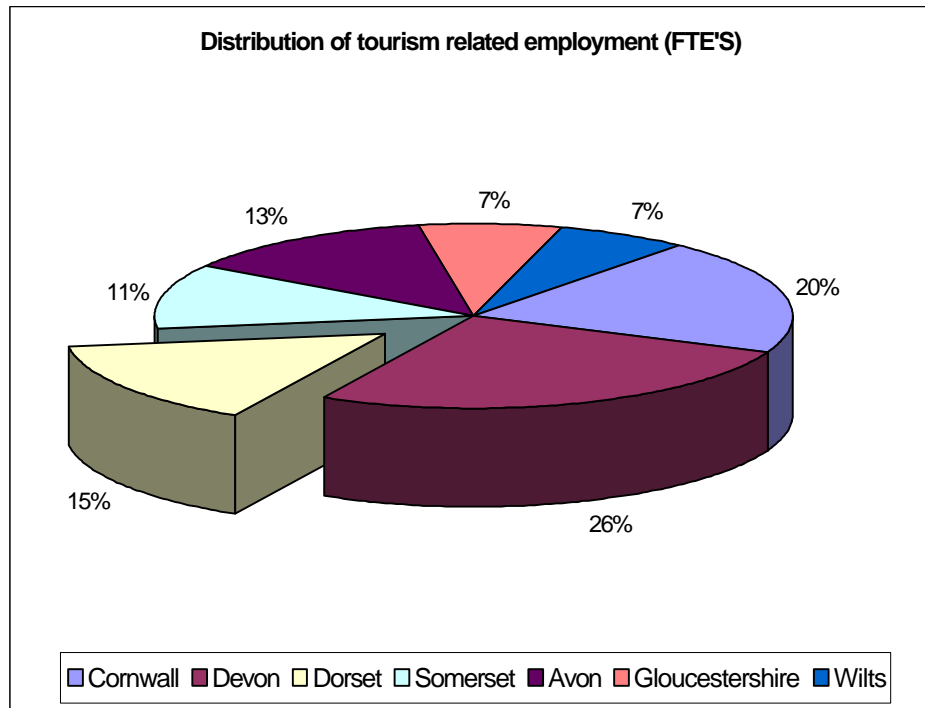
## Dorset: Breakdown of expenditure associated with trips in detail

### KEY FACTS:

- **The largest proportion of tourism expenditure is spent on food and drink**
- **Domestic and overseas staying visitors spent the largest portion of their expenditure on accommodation (£186.6 million and £40.2 million respectively)**



## Dorset: Employment in context



	Number of FTE's
Cornwall	45,966
Devon	59,438
Dorset	<b>33,674</b>
Somerset	25,585
Avon	29,334
Gloucestershire	16,585
Wilts	14,989
<b>Totals</b>	<b>225,573</b>

## Dorset: Employment in detail

### KEY FACTS:

- Dorset has 15% of tourism jobs in the region, equating to 33,674 FTEs
- 14% of employment in Dorset is related to tourism
- The largest proportion of jobs directly related to tourism in Dorset is in the catering sector (8,551)

#### Total employment related to tourism spending ( estimated actual )

	Staying tourists	Day visitors	Total
Direct	20,775	13,767	34,542
Indirect	4,280	2,252	6,533
Induced	4,157	608	4,765
<b>Totals</b>	<b>29,213</b>	<b>16,626</b>	<b>45,839</b>

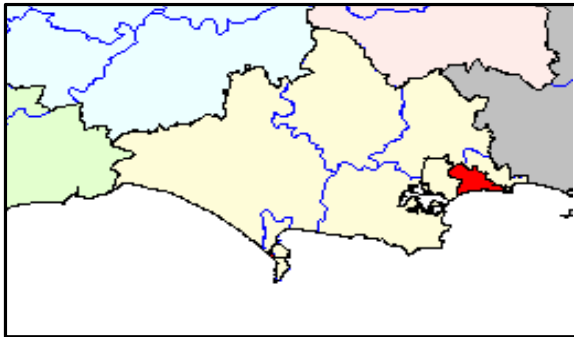
#### Total employment related to tourism spending ( FTE's )

	Staying tourists	Day visitors	Total
Direct	14,478	9,286	23,764
Indirect	3,755	1,976	5,730
Induced	3,647	533	4,180
<b>Totals</b>	<b>21,880</b>	<b>11,794</b>	<b>33,674</b>

#### Direct employment in businesses in receipt of visitor expenditure (FTE's)

	Staying	Day	Total
Accommodation	5,487	98	5,585
Retailing	1,366	2,512	3,878
Catering	3,655	4,896	8,551
Attractions/entertainment	1,519	1,291	2,810
Transport	691	489	1,179
Arising from non trip spend	1,761	0	1,761
<b>Totals</b>	<b>14,478</b>	<b>9,286</b>	<b>23,764</b>

## Bournemouth Briefing



KEY FACTS
1,373,000 trips by staying visitors
4,882,000 staying visitor nights
£243,992,000 spend by staying visitors
4,333,594 day visits
£124,367,942 spend by day visitors
£22,124,000 other tourism related spend
12,713 jobs related to tourism spending
18% of employment is supported by tourism

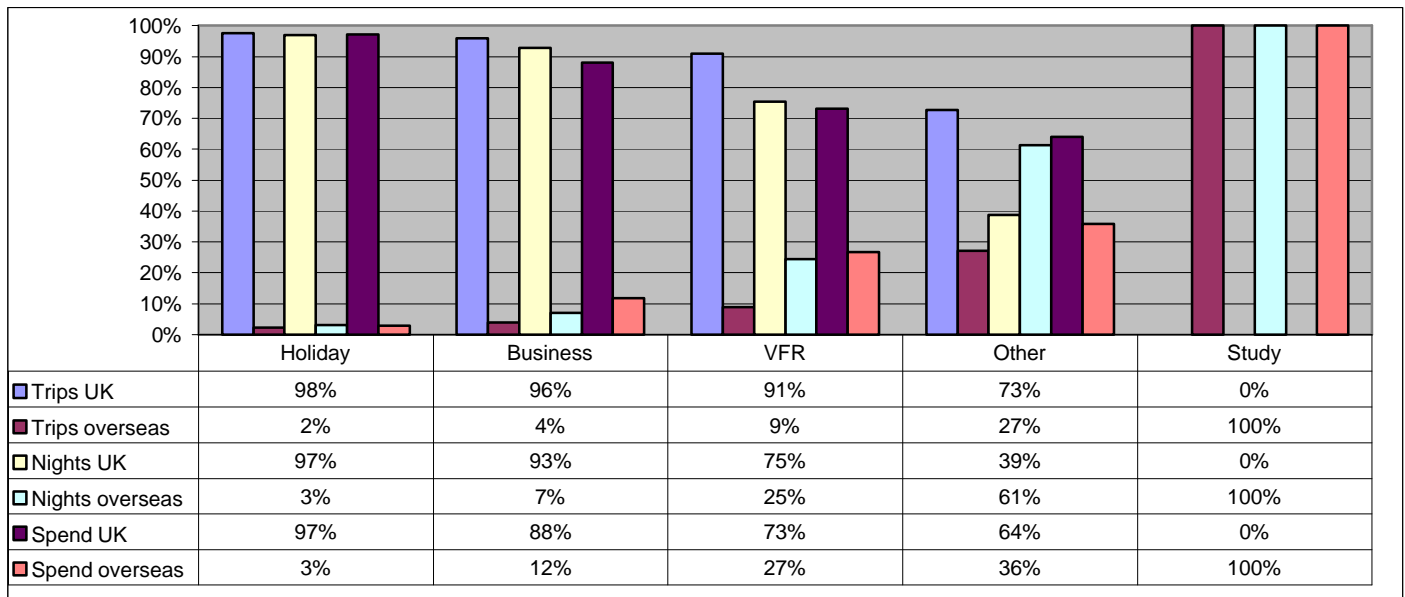
### Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	806,000	2,448,000	£152,921,000
Self catering	67,000	409,000	£16,582,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	5,000	14,000	£689,000
Second homes	17,000	66,000	£1,586,000
Boat moorings	0	0	£0
Other	36,000	124,000	£6,358,000
Staying with friends and relatives	364,000	1,013,000	£26,586,000
<b>Total</b>	<b>1,296,000</b>	<b>4,073,000</b>	<b>£204,721,000</b>

### Trips, nights and spend by accommodation (Overseas tourists)

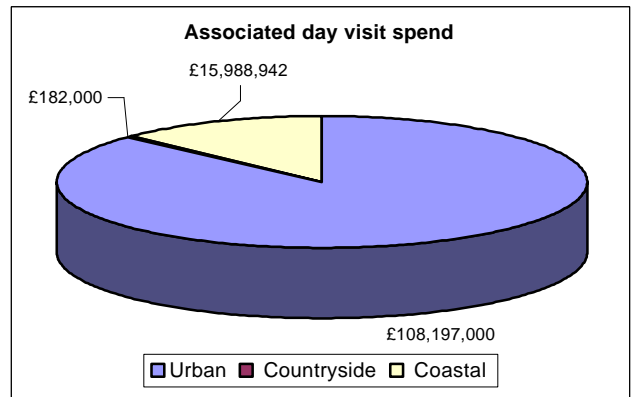
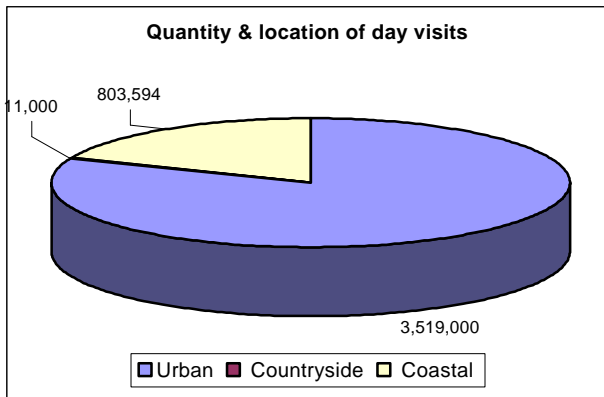
	Trips	Nights	Spend
Serviced	48,000	403,000	£21,389,000
Self catering	2,000	44,000	£1,866,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	3,000	67,000	£3,495,000
Second homes	1,000	34,000	£2,090,000
Boat moorings	0	0	£0
Other	1,000	10,000	£648,000
Staying with friends and relatives	21,000	252,000	£9,783,000
<b>Total</b>	<b>77,000</b>	<b>809,000</b>	<b>£39,271,000</b>

### Trips, nights and spend by purpose

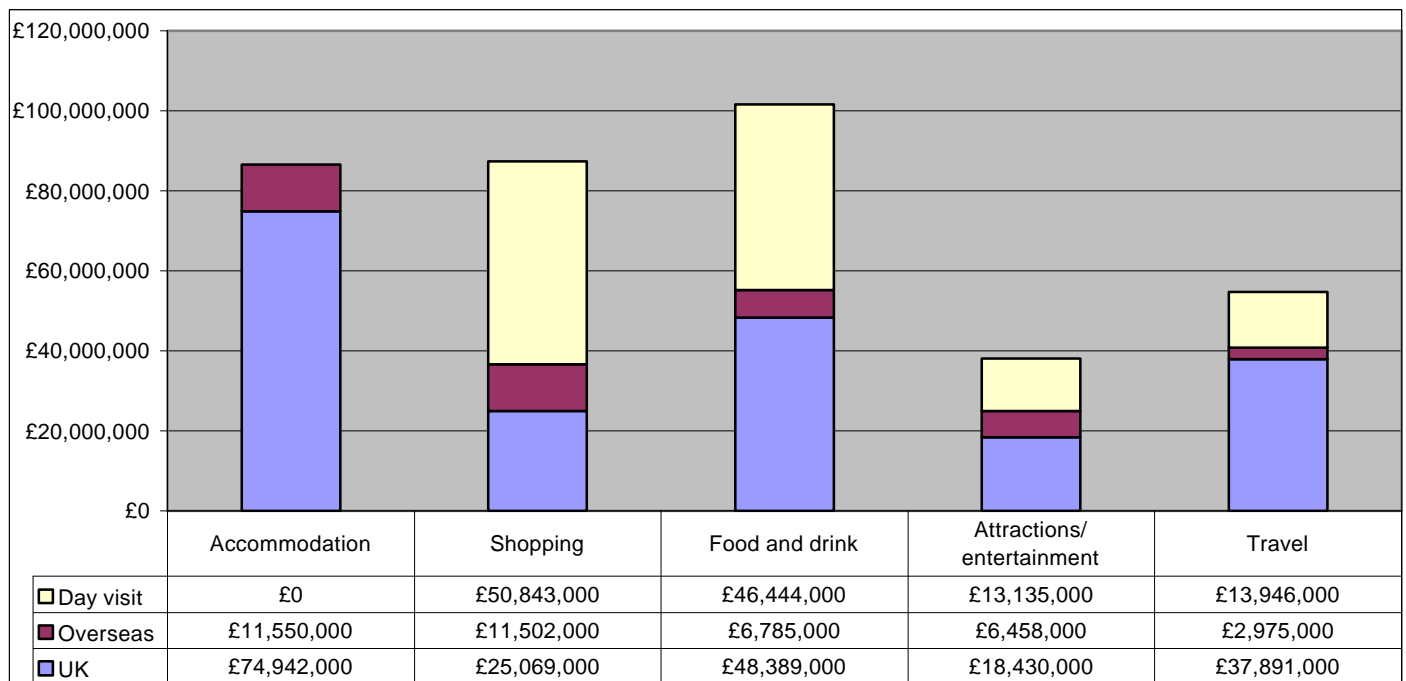


# Bournemouth Briefing

## Day visits



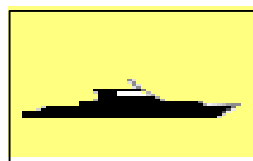
## Expenditure associated with trips



## Other tourism related spend



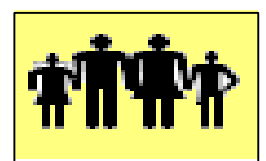
Second Homes  
£836,000



Boats  
£0



Static Vans  
£0



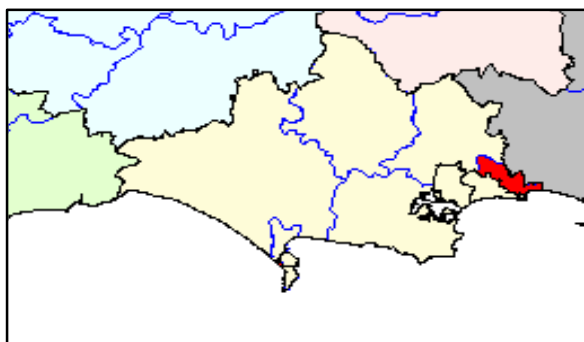
VFR  
£21,288,000

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.

## Total employment related to tourism spending ( estimated actual )

	Staying tourists	Day visitors	Total
Direct	6,995	3,112	10,107
Indirect	1,424	432	1,857
Induced	693	57	750
<b>Total</b>	<b>9,112</b>	<b>3,601</b>	<b>12,713</b>
<b>Estimated number of FTE's</b>			<b>9,211</b>

## Christchurch Briefing



<b>KEY FACTS</b>	
189,000	trips by staying visitors
737,000	staying visitor nights
£27,232,000	spend by staying visitors
947,290	day visits
£26,983,709	spend by day visitors
£7,440,000	other tourism related spend
1,721	jobs related to tourism spending
10% of employment is supported by tourism	

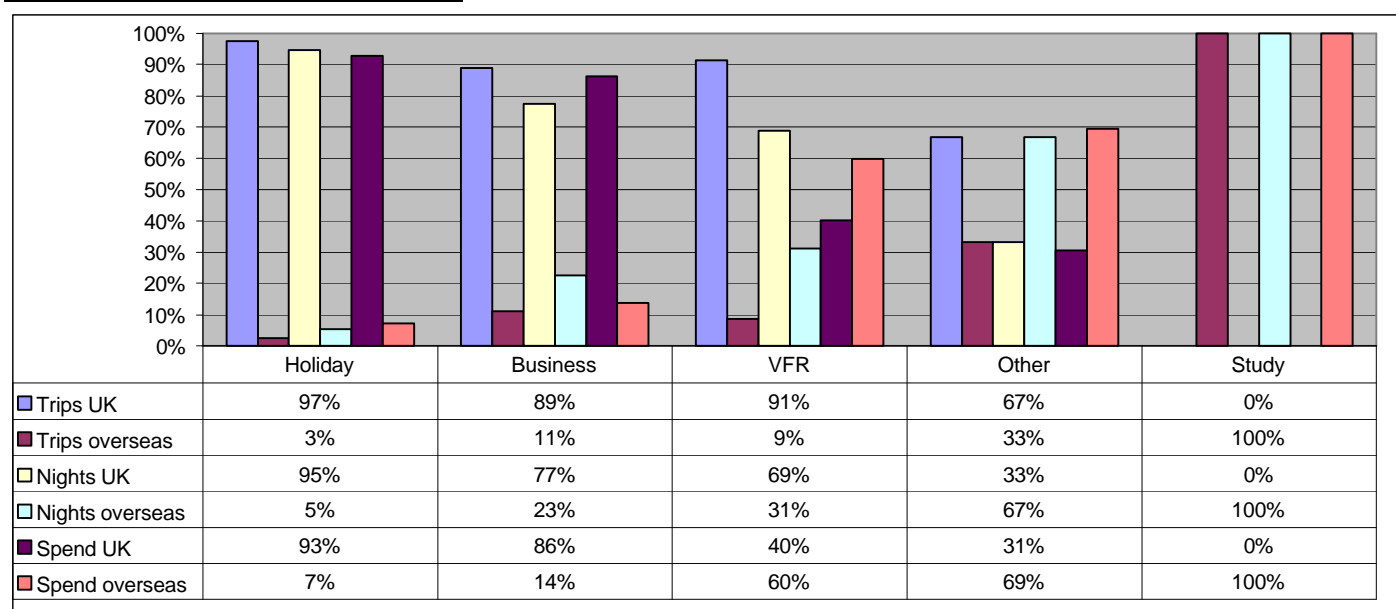
### Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	24,000	73,000	£4,545,000
Self catering	14,000	85,000	£3,455,000
Touring caravans /tents	5,000	24,000	£650,000
Static vans/holiday centres	13,000	67,000	£2,451,000
Group/campus	0	0	£0
Second homes	7,000	26,000	£633,000
Boat moorings	5,000	22,000	£607,000
Other	10,000	34,000	£1,746,000
Staying with friends and relatives	100,000	278,000	£7,300,000
<b>Total</b>	<b>178,000</b>	<b>609,000</b>	<b>£21,387,000</b>

### Trips, nights and spend by accommodation (Overseas tourists)

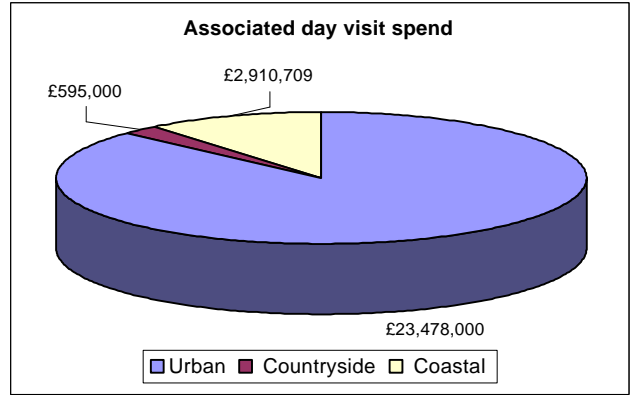
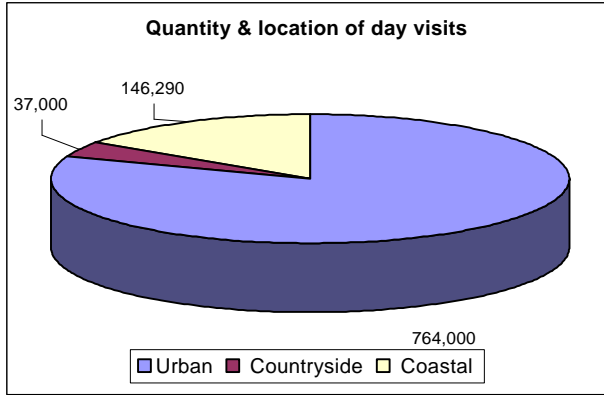
	Trips	Nights	Spend
Serviced	4,000	32,000	£1,694,000
Self catering	0	9,000	£389,000
Touring caravans /tents	0	2,000	£61,000
Static vans/holiday centres	0	0	£2,000
Group/campus	0	0	£0
Second homes	1,000	14,000	£835,000
Boat moorings	0	0	£0
Other	0	3,000	£178,000
Staying with friends and relatives	6,000	69,000	£2,686,000
<b>Total</b>	<b>11,000</b>	<b>128,000</b>	<b>£5,845,000</b>

### Trips, nights and spend by purpose

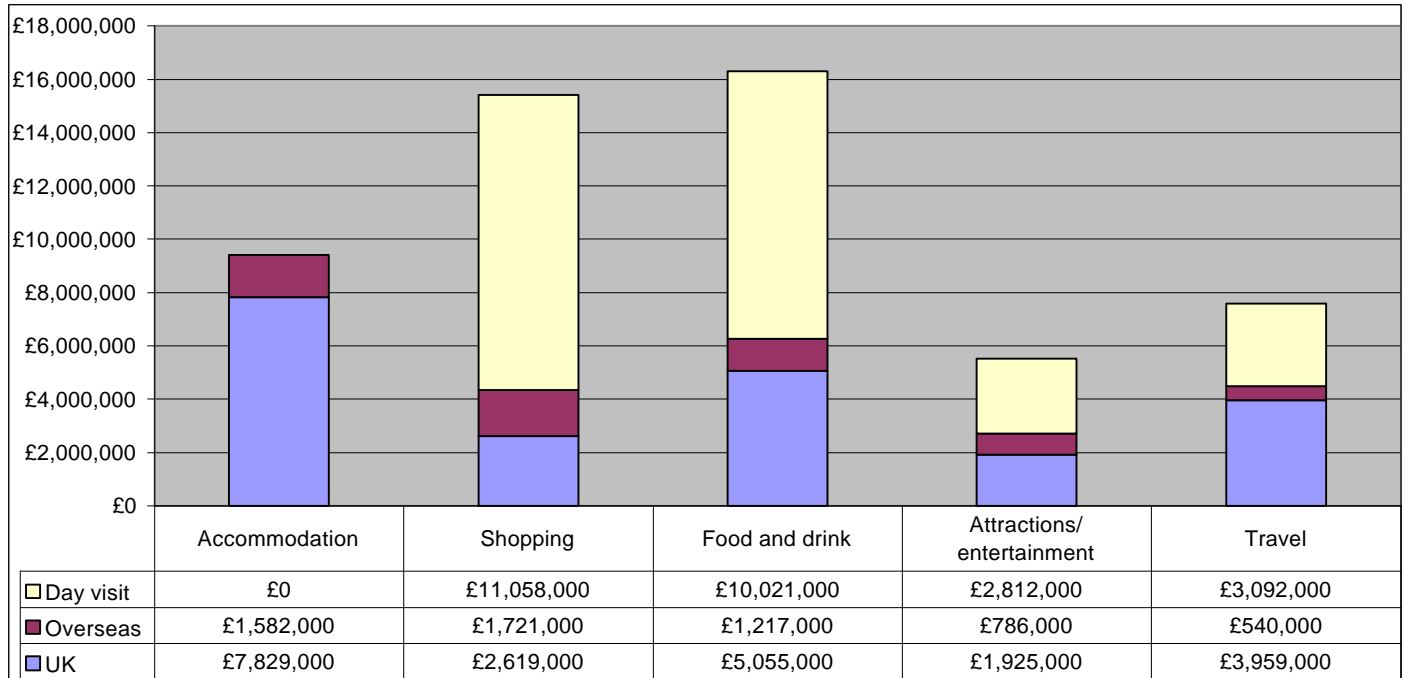


# Christchurch Briefing

## Day visits



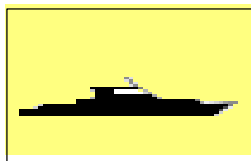
## Expenditure associated with trips



## Other tourism related spend



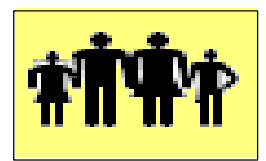
Second Homes  
£334,000



Boats  
£1,260,000



Static Vans  
£0



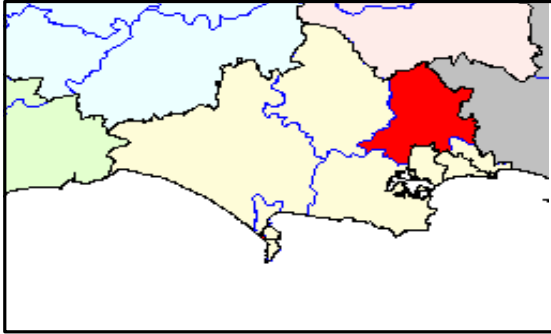
VFR  
£5,846,000

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.

## Total employment related to tourism spending ( estimated actual )

	Staying tourists	Day visitors	Total
Direct	788	557	1,345
Indirect	167	93	260
Induced	101	14	115
<b>Total</b>	<b>1,057</b>	<b>664</b>	<b>1,721</b>
<b>Estimated number of FTE's</b>			<b>1,268</b>

## East Dorset Briefing



<b>KEY FACTS</b>
300,000 trips by staying visitors
1,121,000 staying visitor nights
£39,966,000 spend by staying visitors
2,211,000 day visits
£51,372,000 spend by day visitors
£11,118,000 other tourism related spend
3,210 jobs related to tourism spending
8% of employment is supported by tourism

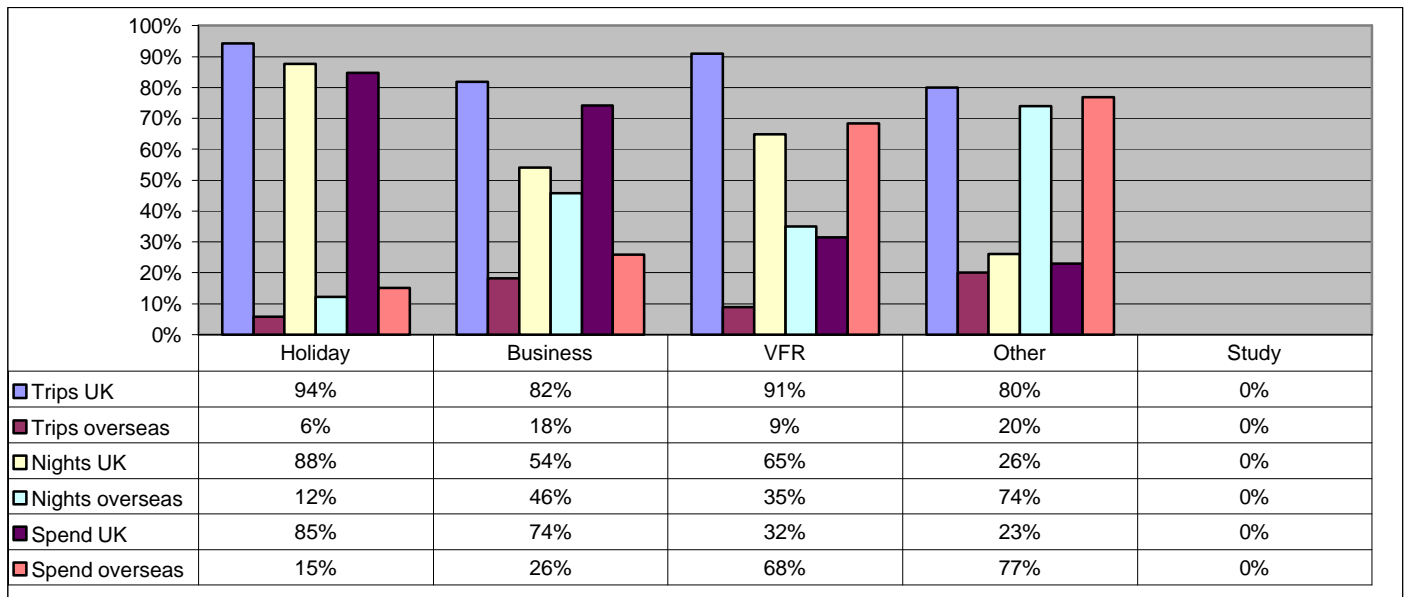
### Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	27,000	82,000	£5,111,000
Self catering	10,000	61,000	£2,478,000
Touring caravans /tents	22,000	97,000	£2,673,000
Static vans/holiday centres	8,000	40,000	£1,481,000
Group/campus	0	0	£0
Second homes	2,000	8,000	£182,000
Boat moorings	0	0	£0
Other	19,000	64,000	£3,292,000
Staying with friends and relatives	189,000	525,000	£13,765,000
<b>Total</b>	<b>276,000</b>	<b>877,000</b>	<b>£28,981,000</b>

### Trips, nights and spend by accommodation (Overseas tourists)

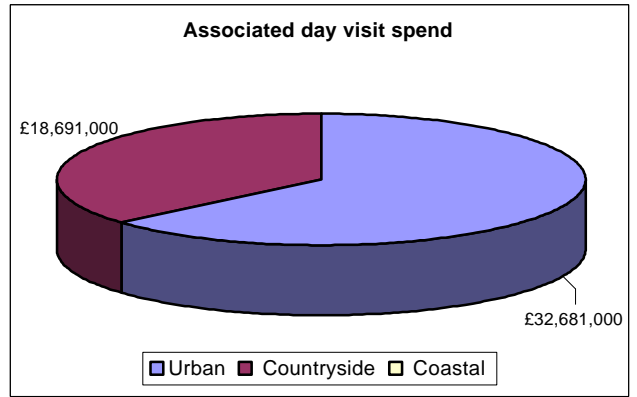
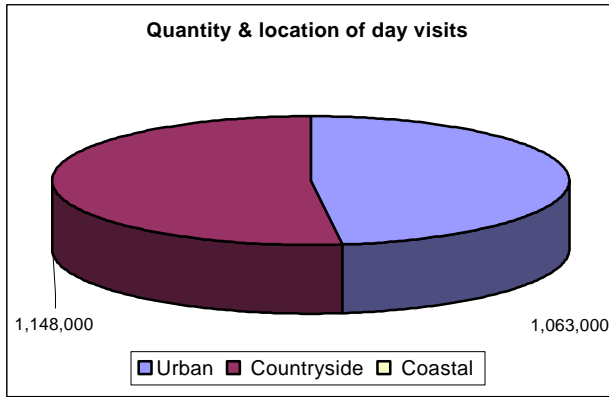
	Trips	Nights	Spend
Serviced	11,000	91,000	£4,813,000
Self catering	0	7,000	£279,000
Touring caravans /tents	1,000	8,000	£251,000
Static vans/holiday centres	0	0	£1,000
Group/campus	0	0	£0
Second homes	0	4,000	£240,000
Boat moorings	0	0	£0
Other	1,000	5,000	£336,000
Staying with friends and relatives	11,000	130,000	£5,065,000
<b>Total</b>	<b>24,000</b>	<b>244,000</b>	<b>£10,985,000</b>

### Trips, nights and spend by purpose

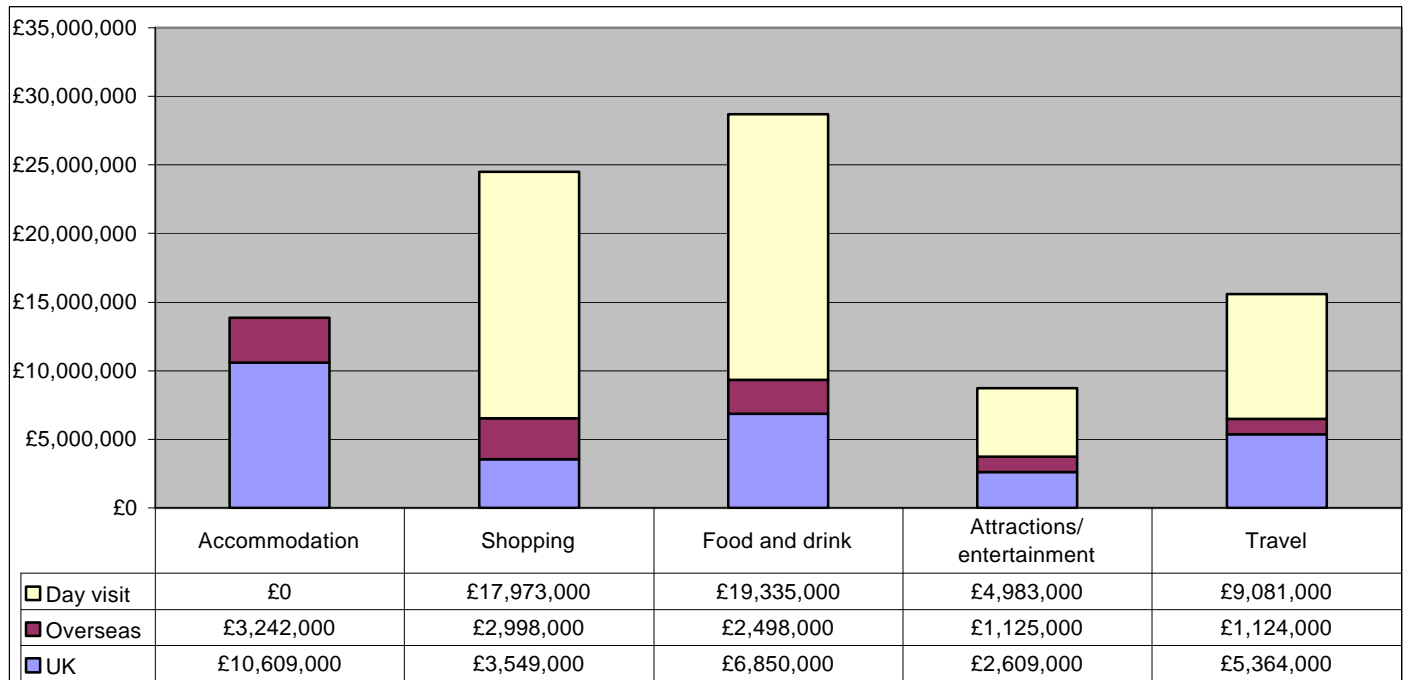


# East Dorset Briefing

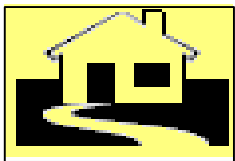
## Day visits



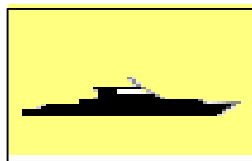
## Expenditure associated with trips



## Other tourism related spend



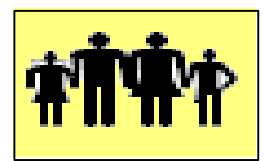
Second Homes  
£96,000



Boats  
£0



Static Vans  
£0



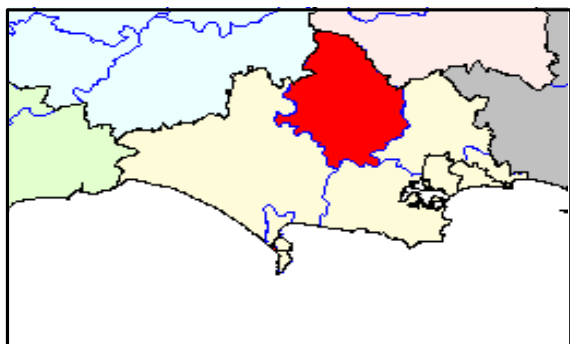
VFR  
£11,022,000

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.

## Total employment related to tourism spending ( estimated actual )

	Staying tourists	Day visitors	Total
Direct	1,452	1,388	2,840
Indirect	180	113	293
Induced	67	10	78
<b>Total</b>	<b>1,699</b>	<b>1,511</b>	<b>3,210</b>
<b>Estimated number of FTE's</b>			<b>2,286</b>

## North Dorset Briefing



<b>KEY FACTS</b>
220,000 trips by staying visitors
814,000 staying visitor nights
£30,213,000 spend by staying visitors
1,853,000 day visits
£45,599,000 spend by day visitors
£8,427,000 other tourism related spend
2,796 jobs related to tourism spending
9% of employment is supported by tourism

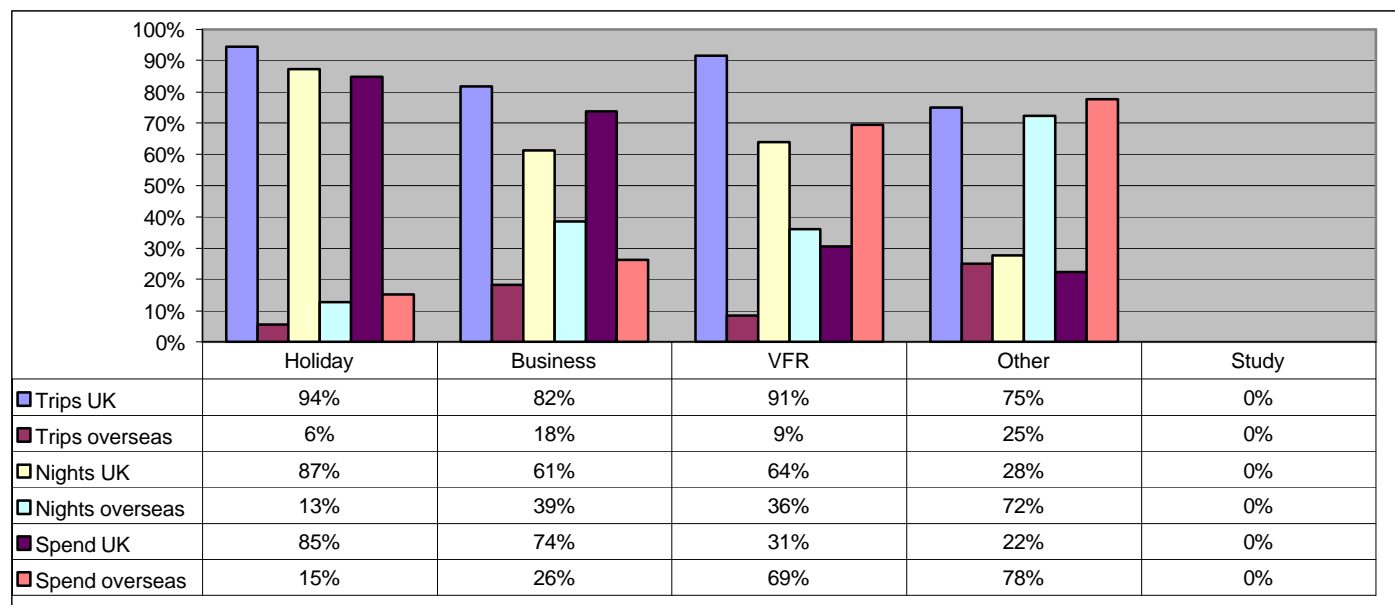
### Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	28,000	85,000	£5,285,000
Self catering	11,000	70,000	£2,825,000
Touring caravans /tents	4,000	17,000	£465,000
Static vans/holiday centres	0	1,000	£44,000
Group/campus	0	0	£0
Second homes	5,000	19,000	£464,000
Boat moorings	0	0	£0
Other	14,000	47,000	£2,443,000
Staying with friends and relatives	140,000	389,000	£10,218,000
<b>Total</b>	<b>203,000</b>	<b>629,000</b>	<b>£21,745,000</b>

### Trips, nights and spend by accommodation (Overseas tourists)

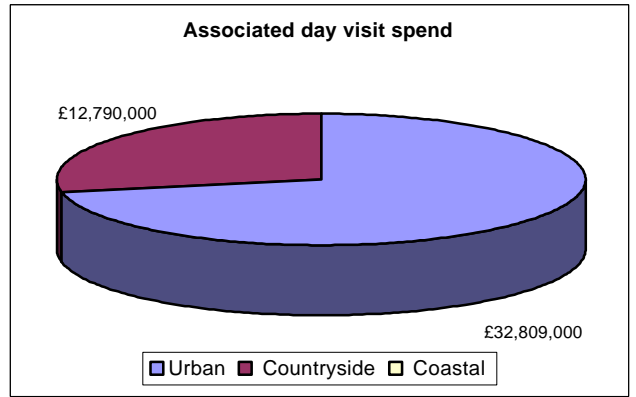
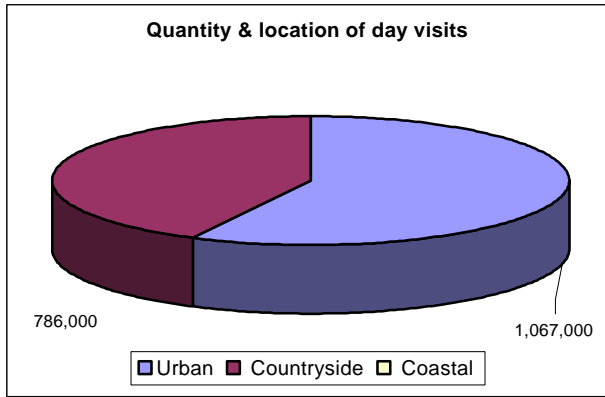
	Trips	Nights	Spend
Serviced	8,000	66,000	£3,486,000
Self catering	0	7,000	£318,000
Touring caravans /tents	0	1,000	£44,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Second homes	0	10,000	£612,000
Boat moorings	0	0	£0
Other	0	4,000	£249,000
Staying with friends and relatives	8,000	97,000	£3,760,000
<b>Total</b>	<b>17,000</b>	<b>185,000</b>	<b>£8,468,000</b>

### Trips, nights and spend by purpose

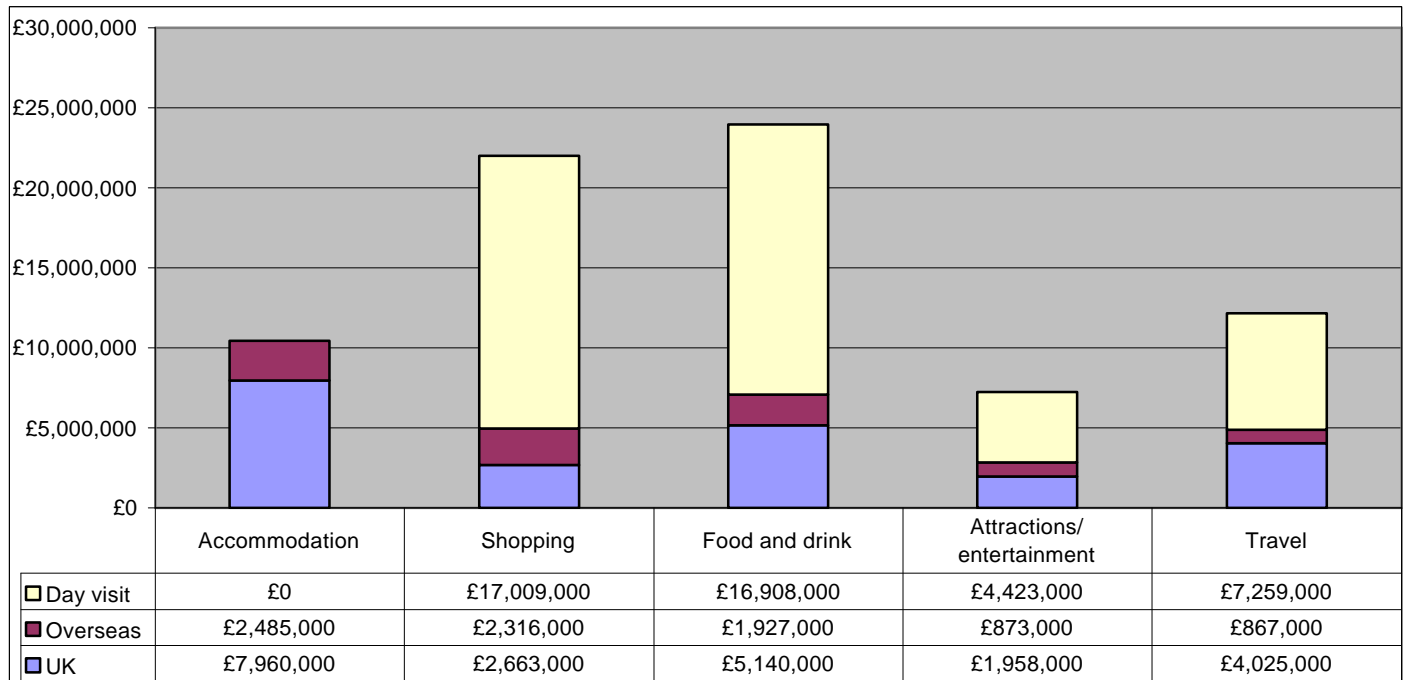


# North Dorset Briefing

## Day visits



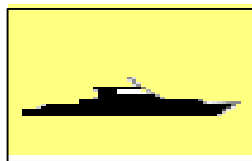
## Expenditure associated with trips



## Other tourism related spend



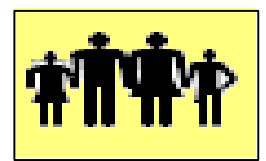
Second Homes  
£245,000



Boats  
£0



Static Vans  
£0



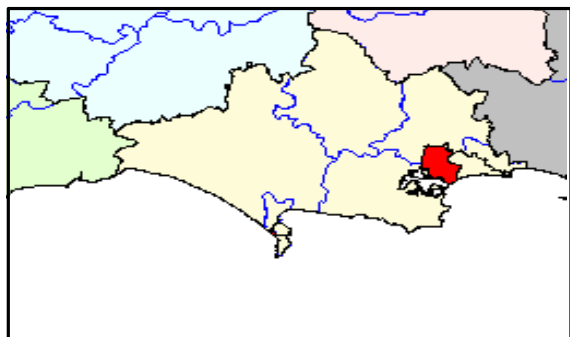
VFR  
£8,182,000

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.

## Total employment related to tourism spending ( estimated actual )

	Staying tourists	Day visitors	Total
Direct	1,156	1,341	2,497
Indirect	136	100	236
Induced	53	9	62
<b>Total</b>	<b>1,345</b>	<b>1,451</b>	<b>2,796</b>
<b>Estimated number of FTE's</b>			<b>1,981</b>

## Poole Briefing



### KEY FACTS

554,000 trips by staying visitors  
 2,033,000 staying visitor nights  
 £74,196,000 spend by staying visitors  
 3,010,000 day visits  
 £84,578,000 spend by day visitors  
 £27,823,000 other tourism related spend  
 5,171 jobs related to tourism spending  
 8% of employment is supported by tourism

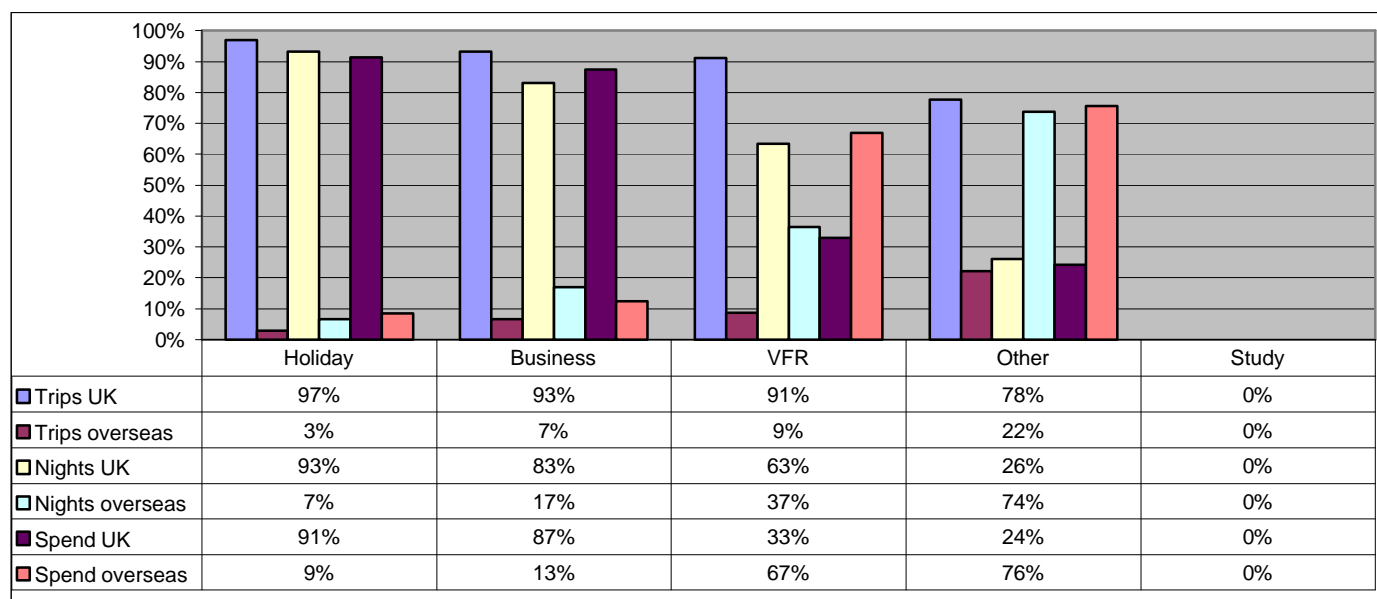
### Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	86,000	261,000	£16,285,000
Self catering	14,000	85,000	£3,434,000
Touring caravans /tents	17,000	75,000	£2,057,000
Static vans/holiday centres	17,000	92,000	£3,370,000
Group/campus	1,000	4,000	£191,000
Second homes	10,000	37,000	£884,000
Boat moorings	33,000	156,000	£4,335,000
Other	31,000	107,000	£5,482,000
Staying with friends and relatives	314,000	874,000	£22,925,000
<b>Total</b>	<b>524,000</b>	<b>1,689,000</b>	<b>£58,962,000</b>

### Trips, nights and spend by accommodation (Overseas tourists)

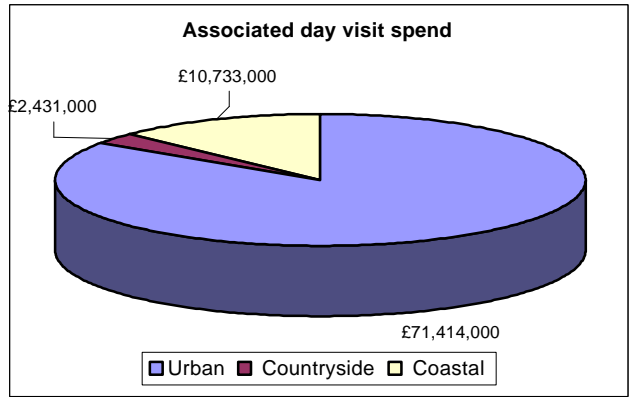
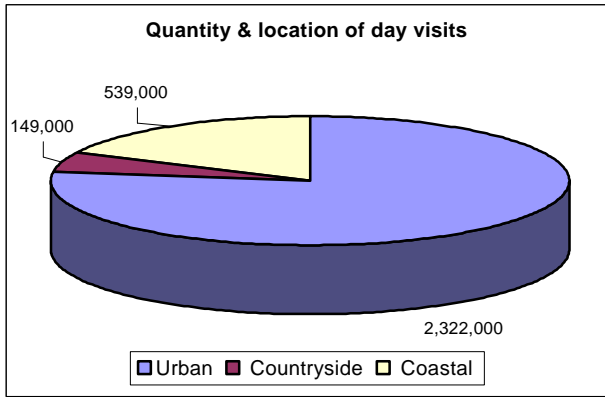
	Trips	Nights	Spend
Serviced	8,000	66,000	£3,521,000
Self catering	0	9,000	£386,000
Touring caravans /tents	1,000	6,000	£193,000
Static vans/holiday centres	0	0	£3,000
Group/campus	1,000	18,000	£971,000
Second homes	1,000	19,000	£1,165,000
Boat moorings	0	0	£0
Other	1,000	9,000	£559,000
Staying with friends and relatives	18,000	217,000	£8,436,000
<b>Total</b>	<b>30,000</b>	<b>344,000</b>	<b>£15,234,000</b>

### Trips, nights and spend by purpose

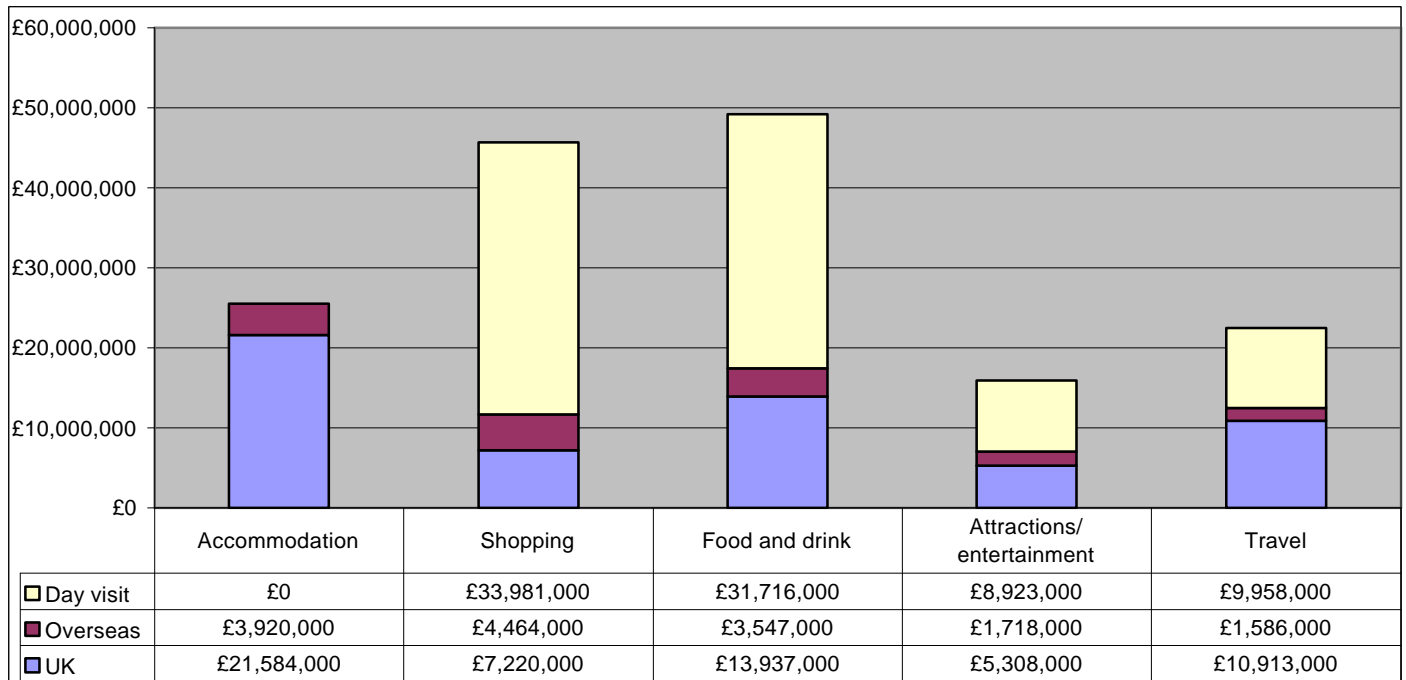


# Poole Briefing

## Day visits



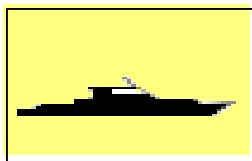
## Expenditure associated with trips



## Other tourism related spend



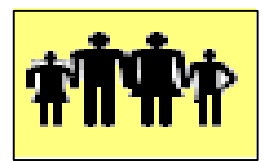
Second Homes  
£466,000



Boats  
£9,000,000



Static Vans  
£0



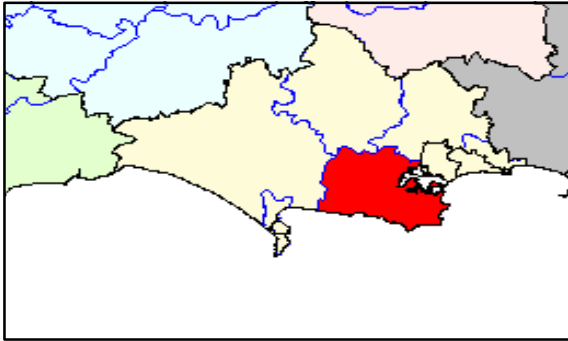
VFR  
£18,357,000

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.

## Total employment related to tourism spending ( estimated actual )

	Staying tourists	Day visitors	Total
Direct	2,273	1,821	4,093
Indirect	508	294	802
Induced	238	38	276
<b>Total</b>	<b>3,019</b>	<b>2,152</b>	<b>5,171</b>
<b>Estimated number of FTE's</b>			<b>3,818</b>

## Purbeck Briefing



### KEY FACTS

331,000 trips by staying visitors  
 1,448,000 staying visitor nights  
 £59,407,000 spend by staying visitors  
 2,580,000 day visits  
 £53,563,000 spend by day visitors  
 £6,638,000 other tourism related spend  
 3,698 jobs related to tourism spending  
 17% of employment is supported by tourism

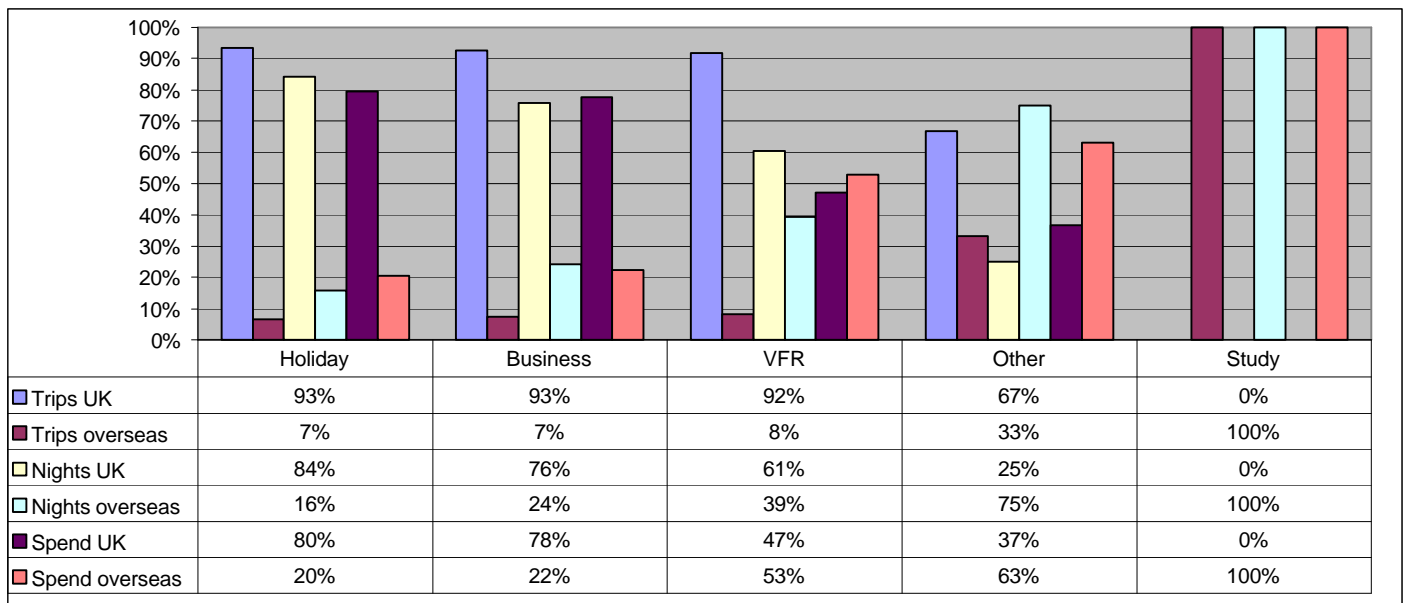
### Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	76,000	232,000	£14,464,000
Self catering	36,000	216,000	£8,758,000
Touring caravans /tents	47,000	205,000	£5,628,000
Static vans/holiday centres	13,000	69,000	£2,533,000
Group/campus	10,000	25,000	£1,259,000
Second homes	10,000	39,000	£932,000
Boat moorings	0	1,000	£24,000
Other	10,000	35,000	£1,821,000
Staying with friends and relatives	104,000	290,000	£7,615,000
<b>Total</b>	<b>306,000</b>	<b>1,112,000</b>	<b>£43,034,000</b>

### Trips, nights and spend by accommodation (Overseas tourists)

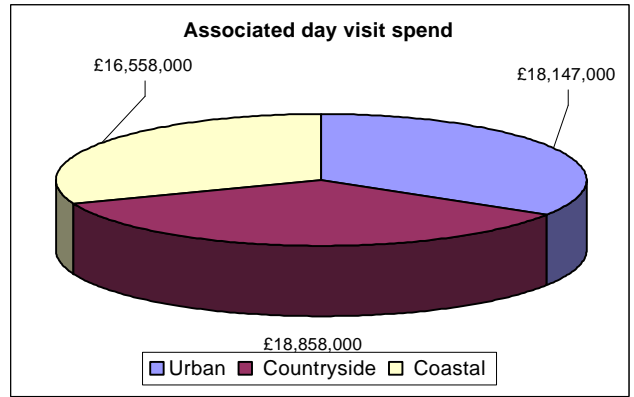
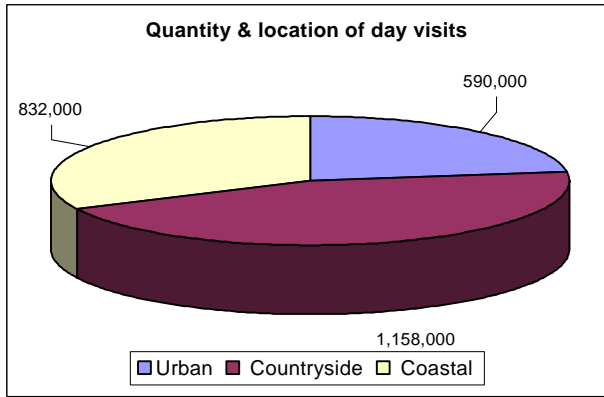
	Trips	Nights	Spend
Serviced	10,000	80,000	£4,250,000
Self catering	1,000	23,000	£986,000
Touring caravans /tents	2,000	16,000	£529,000
Static vans/holiday centres	0	0	£2,000
Group/campus	5,000	122,000	£6,390,000
Second homes	1,000	20,000	£1,229,000
Boat moorings	0	0	£0
Other	0	3,000	£186,000
Staying with friends and relatives	6,000	72,000	£2,802,000
<b>Total</b>	<b>25,000</b>	<b>336,000</b>	<b>£16,373,000</b>

### Trips, nights and spend by purpose

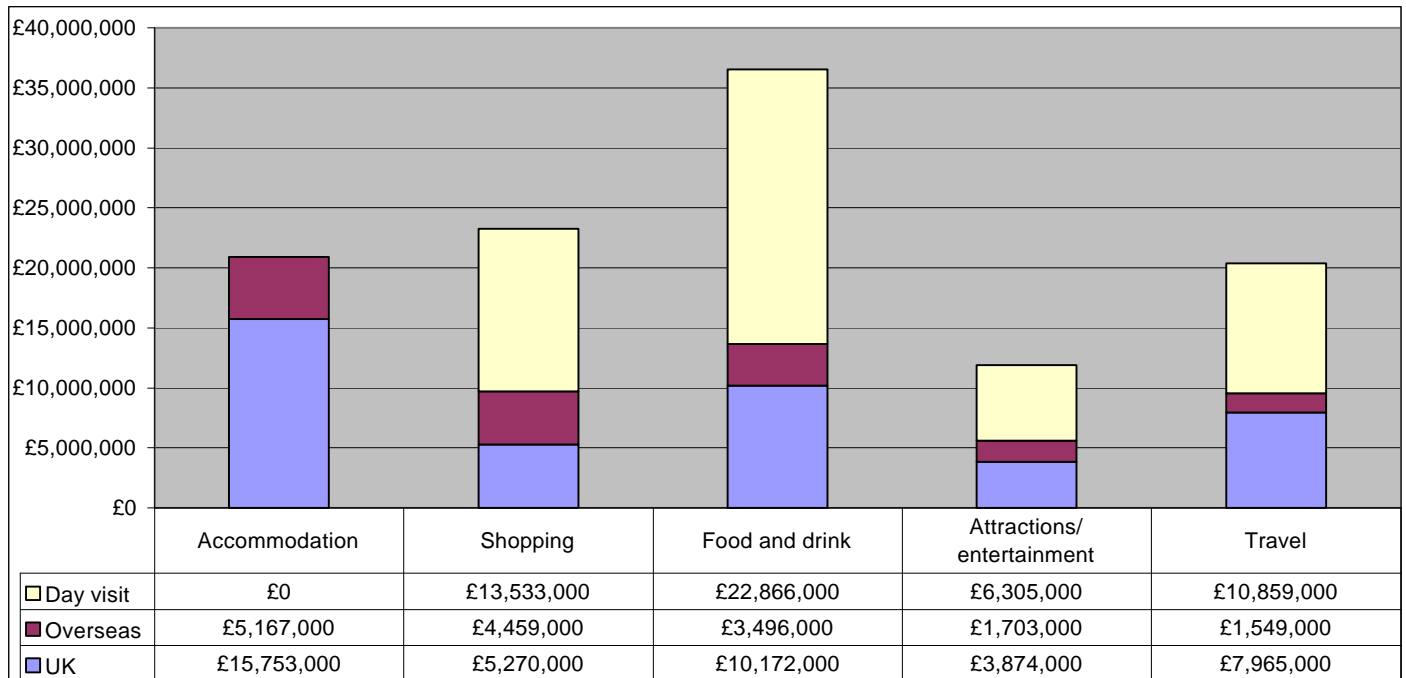


# Purbeck Briefing

## Day visits



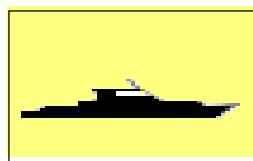
## Expenditure associated with trips



## Other tourism related spend



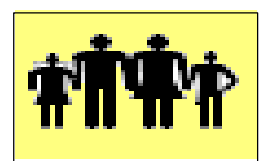
Second Homes  
£491,000



Boats  
£50,000



Static Vans  
£0



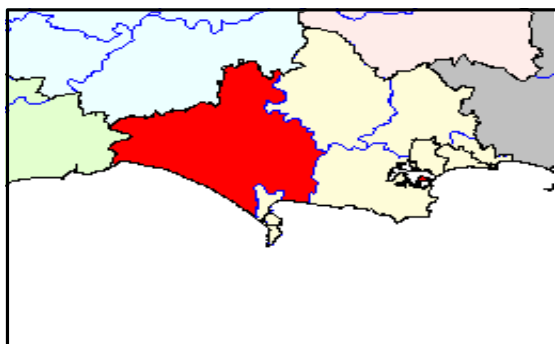
VFR  
£6,097,000

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.

## Total employment related to tourism spending ( estimated actual )

	Staying tourists	Day visitors	Total
Direct	1,828	1,416	3,244
Indirect	230	128	358
Induced	84	12	96
<b>Total</b>	<b>2,142</b>	<b>1,556</b>	<b>3,698</b>
<b>Estimated number of FTE's</b>			<b>2,619</b>

## West Dorset Briefing



<b>KEY FACTS</b>	
598,700	trips by staying visitors
2,650,500	staying visitor nights
£104,529,000	spend by staying visitors
4,529,000	day visits
£110,612,000	spend by day visitors
£12,868,000	other tourism related spend
6,758	jobs related to tourism spending
17%	of employment is supported by tourism

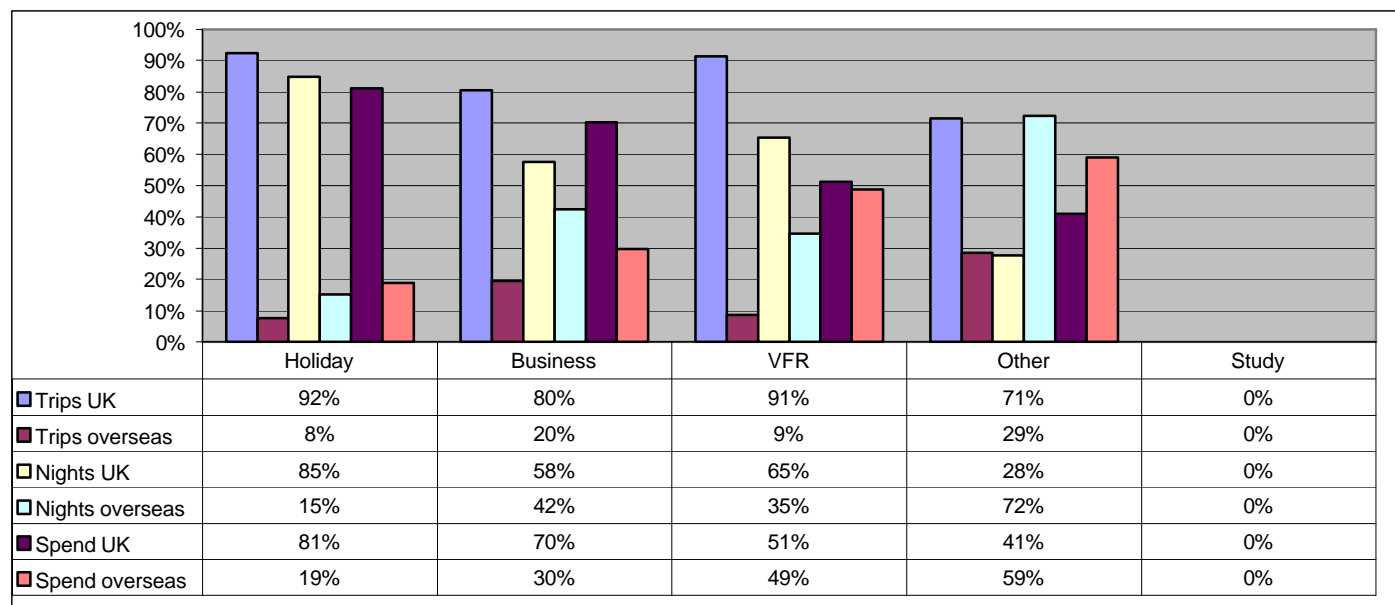
### Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	92,000	279,000	£17,448,000
Self catering	74,000	449,000	£18,234,000
Touring caravans /tents	59,000	261,000	£7,162,000
Static vans/holiday centres	78,000	413,000	£15,168,000
Group/campus	2,000	6,000	£299,000
Second homes	14,000	51,000	£1,246,000
Boat moorings	1,000	3,000	£96,000
Other	21,000	70,000	£3,587,000
Staying with friends and relatives	206,000	572,000	£15,001,000
<b>Total</b>	<b>546,000</b>	<b>2,105,000</b>	<b>£78,241,000</b>

### Trips, nights and spend by accommodation (Overseas tourists)

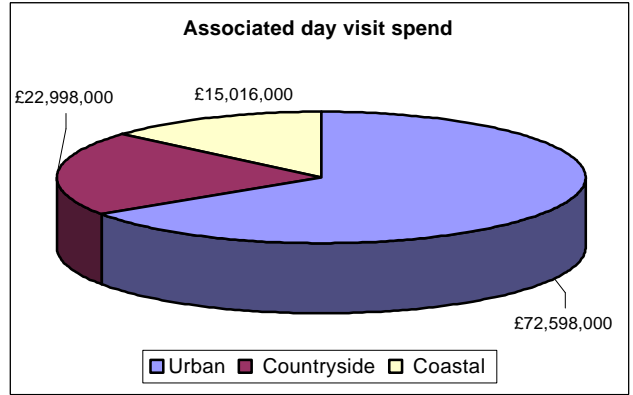
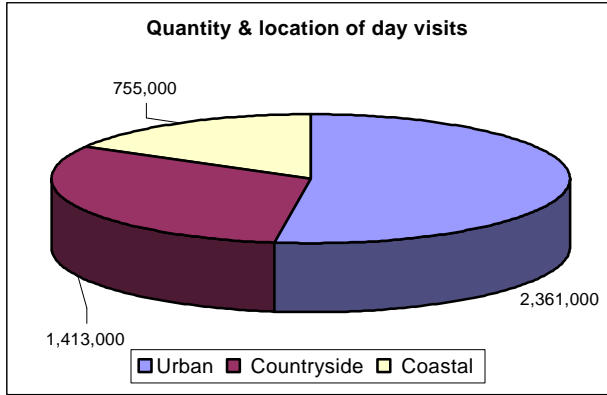
	Trips	Nights	Spend
Serviced	32,900	273,600	£14,505,000
Self catering	2,000	47,800	£2,052,000
Touring caravans /tents	2,900	20,500	£673,000
Static vans/holiday centres	100	500	£13,000
Group/campus	1,200	28,900	£1,518,000
Second homes	1,200	26,600	£1,641,000
Boat moorings	0	0	£0
Other	700	5,700	£366,000
Staying with friends and relatives	11,900	142,000	£5,520,000
<b>Total</b>	<b>52,700</b>	<b>545,500</b>	<b>£26,288,000</b>

### Trips, nights and spend by purpose



# West Dorset Briefing

## Day visits



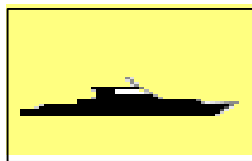
## Expenditure associated with trips



## Other tourism related spend



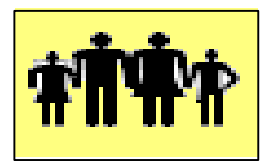
Second Homes  
£656,000



Boats  
£200,000



Static Vans  
£0



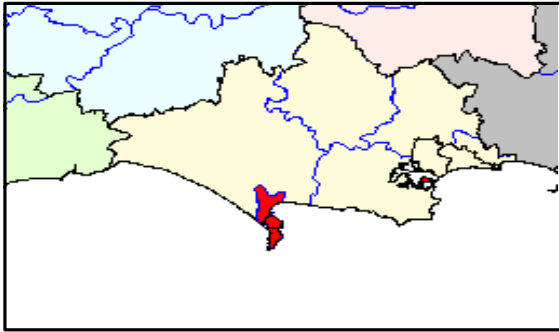
VFR  
£12,012,000

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.

## Total employment related to tourism spending ( estimated actual )

	Staying tourists	Day visitors	Total
Direct	3,122	2,805	5,926
Indirect	413	252	665
Induced	144	22	166
<b>Total</b>	<b>3,678</b>	<b>3,079</b>	<b>6,758</b>
<b>Estimated number of FTE's</b>			<b>4,783</b>

# Weymouth Briefing



KEY FACTS	
495,000	trips by staying visitors
2,055,700	staying visitor nights
£84,763,000	spend by staying visitors
1,465,000	day visits
£40,932,000	spend by day visitors
£9,238,000	other tourism related spend
4,674	jobs related to tourism spending
17%	of employment is supported by tourism

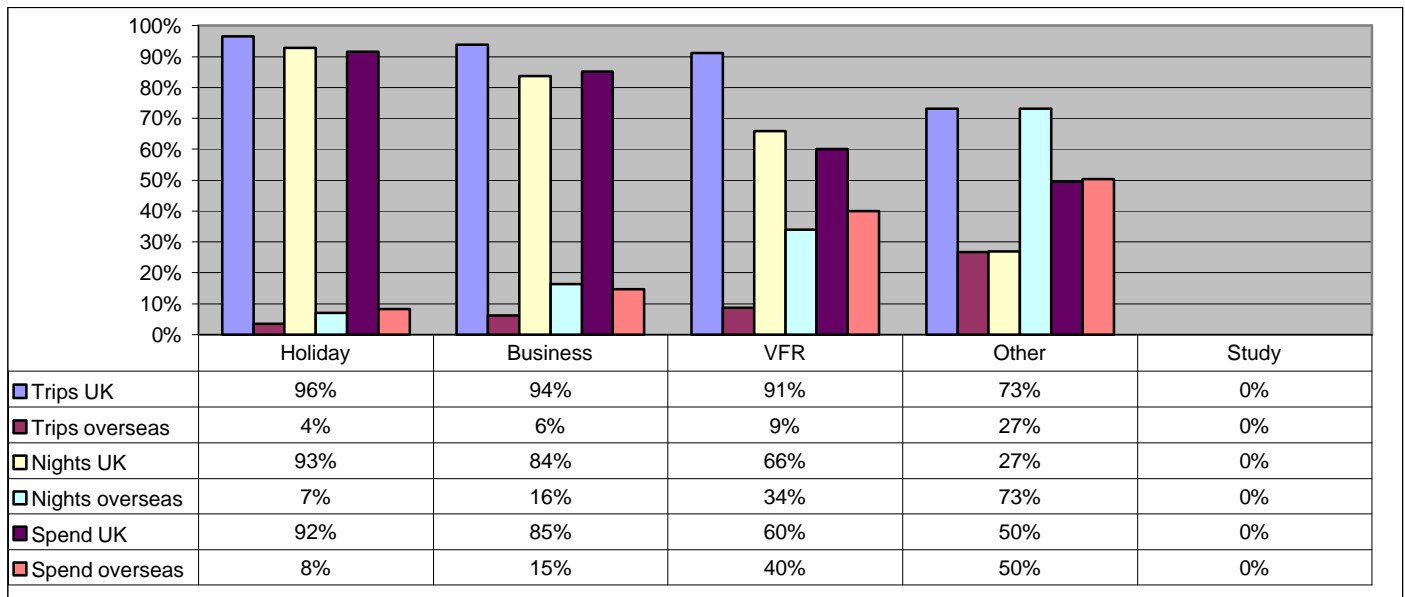
## Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	135,000	411,000	£25,648,000
Self catering	27,000	162,000	£6,585,000
Touring caravans /tents	18,000	77,000	£2,125,000
Static vans/holiday centres	131,000	691,000	£25,403,000
Group/campus	1,000	2,000	£80,000
Second homes	3,000	11,000	£272,000
Boat moorings	3,000	16,000	£433,000
Other	14,000	48,000	£2,447,000
Staying with friends and relatives	140,000	390,000	£10,234,000
<b>Total</b>	<b>471,000</b>	<b>1,808,000</b>	<b>£73,228,000</b>

## Trips, nights and spend by accommodation (Overseas tourists)

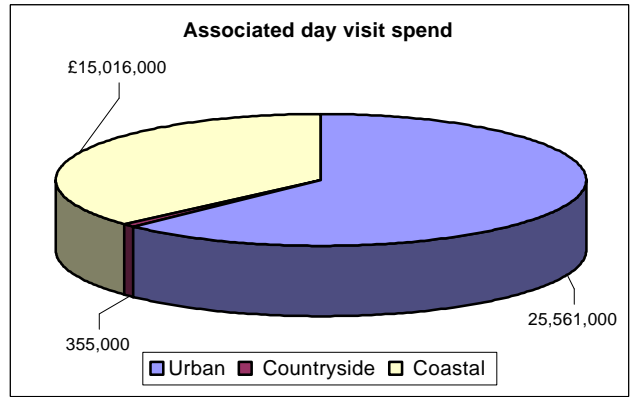
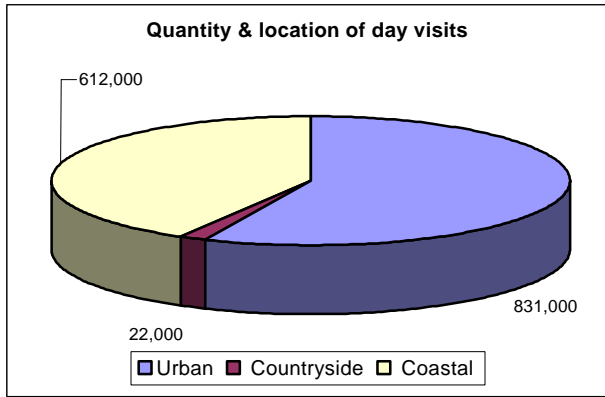
	Trips	Nights	Spend
Serviced	13,100	109,300	£5,793,000
Self catering	700	17,300	£741,000
Touring caravans /tents	900	6,100	£200,000
Static vans/holiday centres	100	800	£21,000
Group/campus	300	7,700	£406,000
Second homes	300	5,800	£358,000
Boat moorings	0	0	£0
Other	400	3,900	£250,000
Staying with friends and relatives	8,100	96,900	£3,766,000
<b>Total</b>	<b>24,000</b>	<b>247,700</b>	<b>£11,535,000</b>

## Trips, nights and spend by purpose

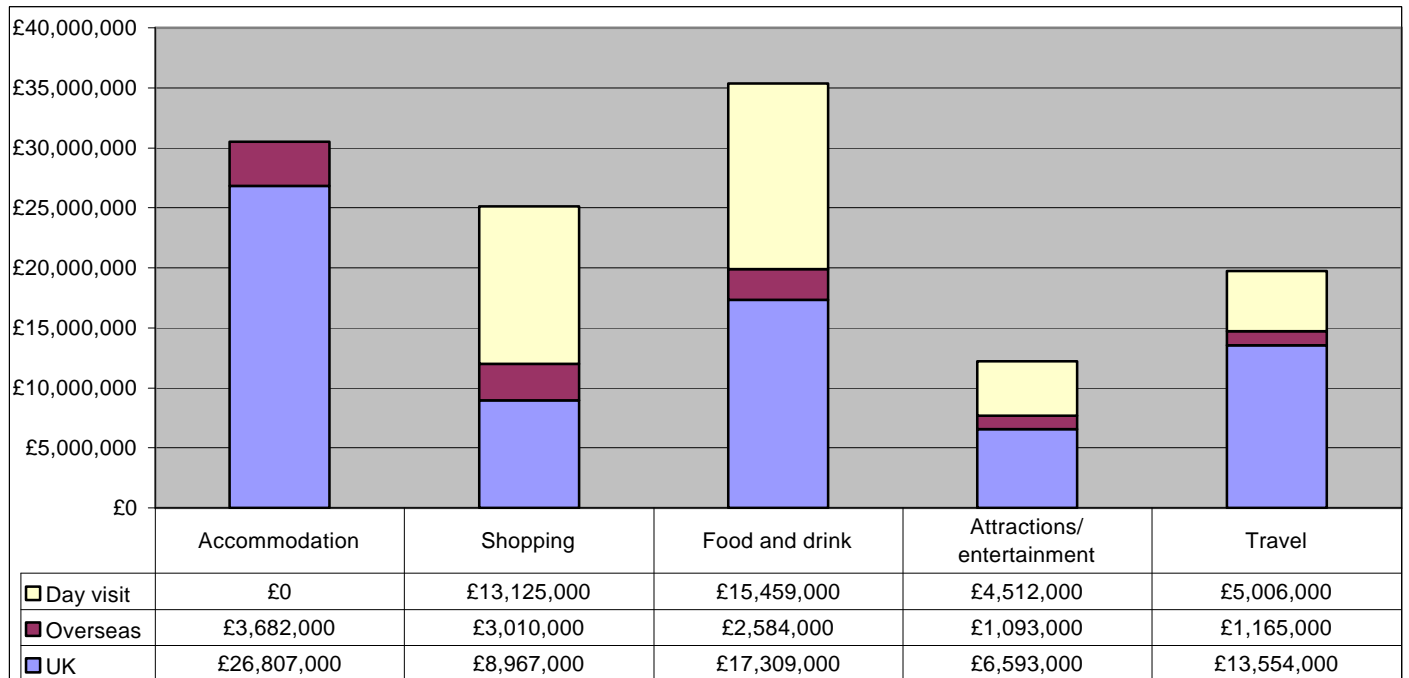


# Weymouth Briefing

## Day visits



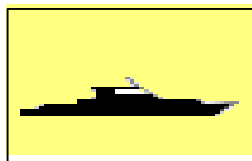
## Expenditure associated with trips



## Other tourism related spend



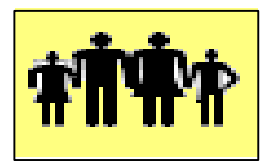
Second Homes  
£143,000



Boats  
£900,000



Static Vans  
£0



VFR  
£8,195,000

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.

## Total employment related to tourism spending ( estimated actual )

	Staying tourists	Day visitors	Total
Direct	2,700	1,051	3,751
Indirect	503	137	641
Induced	263	19	282
<b>Total</b>	<b>3,466</b>	<b>1,208</b>	<b>4,674</b>
<b>Estimated number of FTE's</b>			<b>3,383</b>