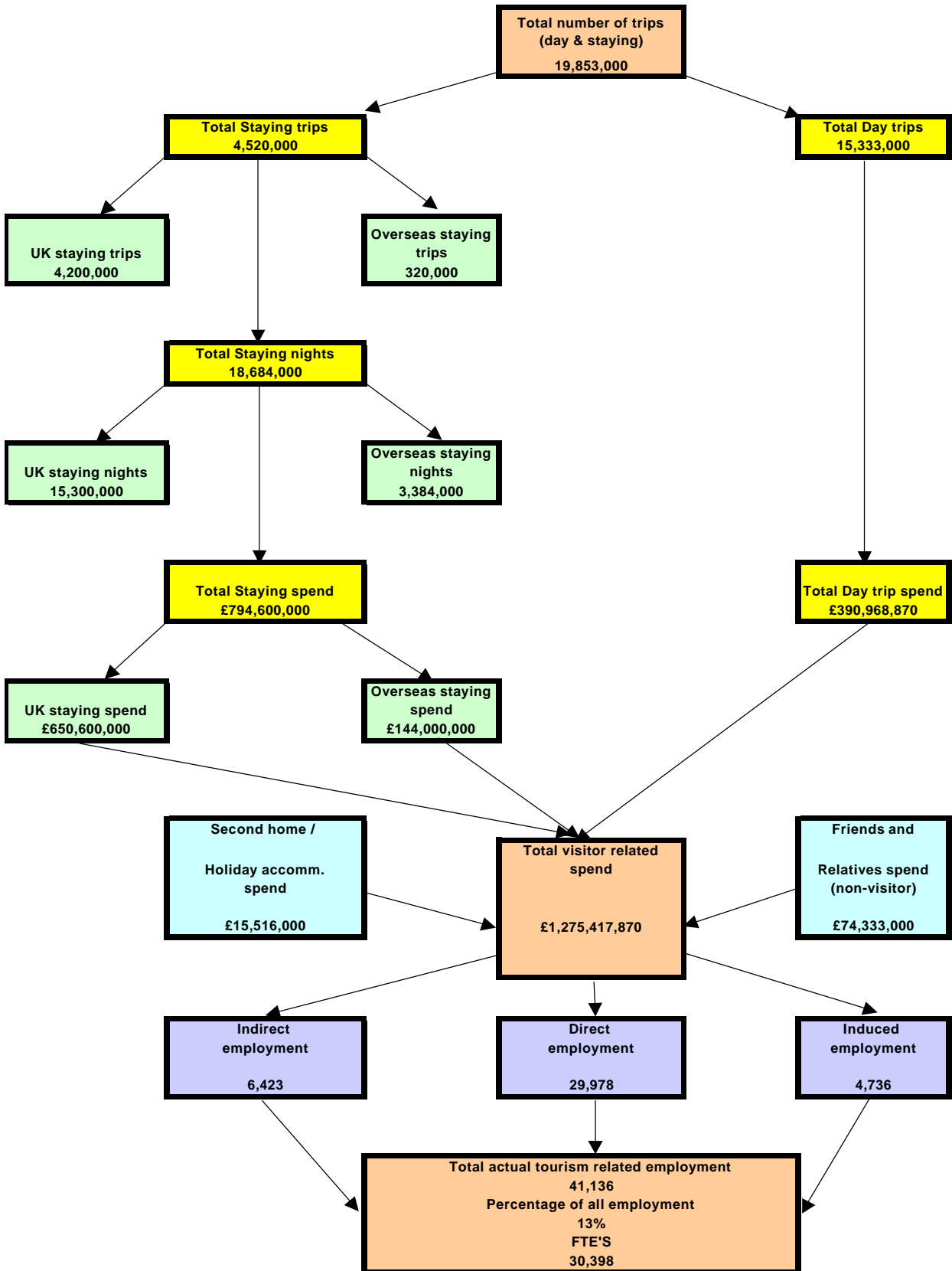
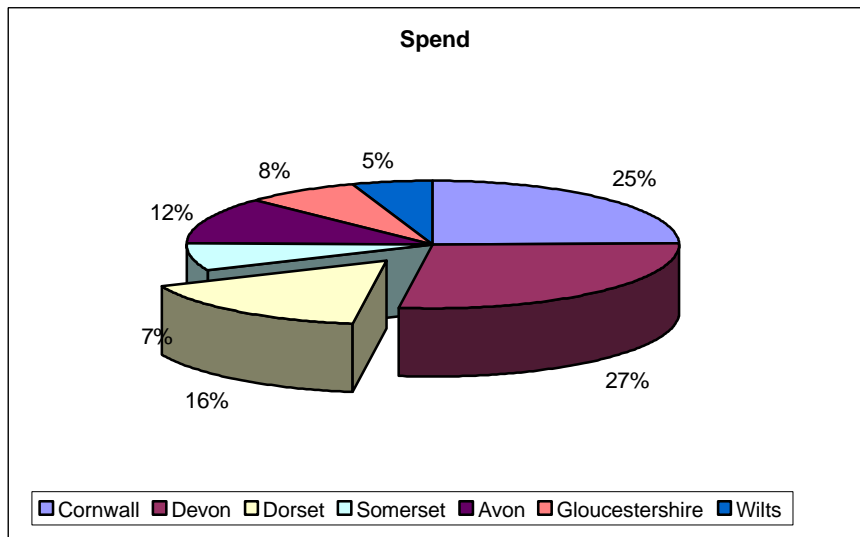
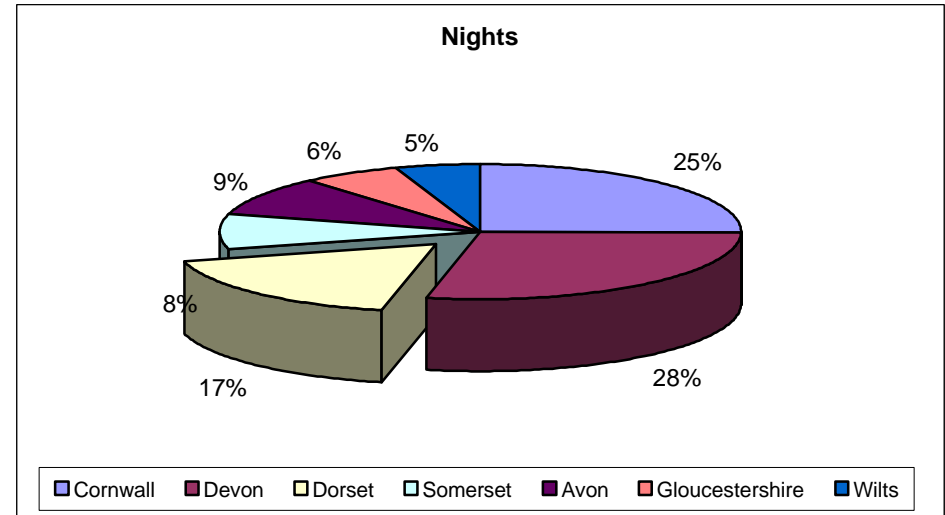
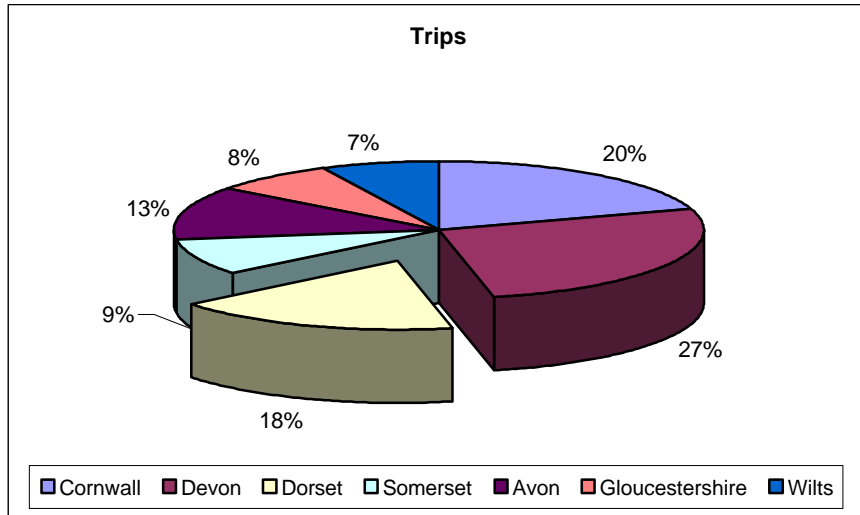


6. Dorset Economic Overview

Dorset: Facts at a Glance



Dorset: Staying visitors in context



	Trips	Nights	Spend
Cornwall	5,142,000	27,395,000	£1,215,900,000
Devon	6,824,000	30,331,000	£1,343,600,000
Dorset	4,520,000	18,684,000	£794,600,000
Somerset	2,185,000	9,063,000	£340,011,000
Avon	3,238,000	10,111,000	£576,927,000
Gloucestershire	1,938,000	6,701,000	£370,200,000
Wilts	1,843,000	5,749,000	£259,500,000
TOTALS	25,690,000	108,034,000	£4,900,738,000

Dorset: Staying visitors in detail

KEY FACTS:

- **Dorset generates 18% (4.5 million) of trips, 17% (18.7 million) of nights and 16% (£794.6 million) of spend in the South West region**
- **The domestic market is the biggest generator of trips (4.2 million), nights (15.3 million) and spend (£650.6 million) in Dorset.**
- **The average number of nights per trip in the county is 4.13.**
- **The serviced accommodation sector is most important in terms of both volume and value.**

Trips, nights and spend by accommodation (Domestic tourists)

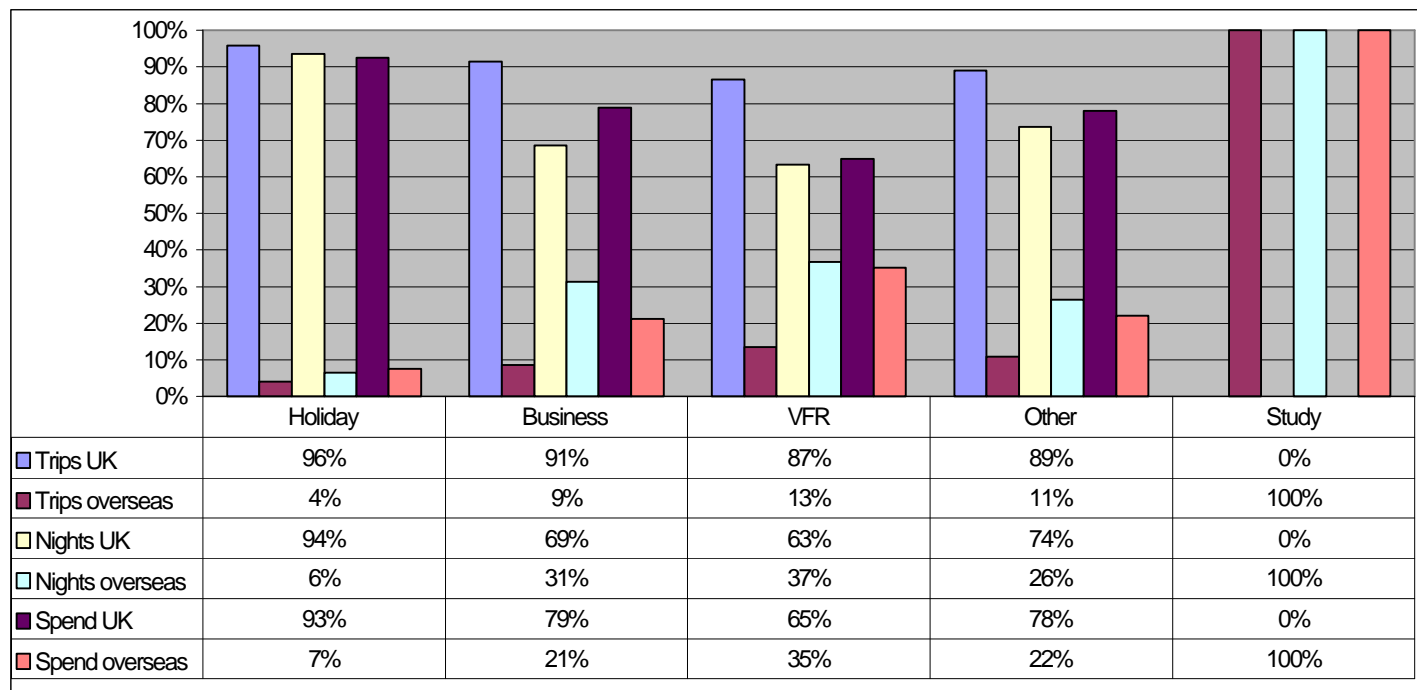
	Trips	Nights	Spend
Serviced	1,418,000	4,007,000	£296,826,000
Self catering	281,000	1,619,000	£70,001,000
Touring caravans /tents	276,000	1,540,000	£34,972,000
Static vans/holiday centres	261,000	1,328,000	£49,053,000
Group/campus	47,000	175,000	£13,162,000
Paying guest in private house	0	0	£0
Second homes	133,000	588,000	£26,287,000
Boat moorings	58,000	145,000	£4,141,000
Other	328,000	1,177,000	£38,007,000
Staying with friends and relatives	1,398,000	4,721,000	£118,152,000
Total	4,200,000	15,300,000	£650,600,000

Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	106,000	450,000	£30,384,000
Self catering	7,000	72,000	£3,331,000
Touring caravans /tents	13,000	105,000	£2,830,000
Static vans/holiday centres	1,000	9,000	£40,000
Group/campus	7,000	197,000	£9,246,000
Paying guest in private house	55,000	1,034,000	£52,238,000
Second homes	10,000	163,000	£7,162,000
Boat moorings	0	0	£0
Other	7,000	29,000	£393,000
Staying with friends and relatives	115,000	1,324,000	£38,376,000
Total	320,000	3,384,000	£144,000,000

NOTE – Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Trips, nights and spend by purpose



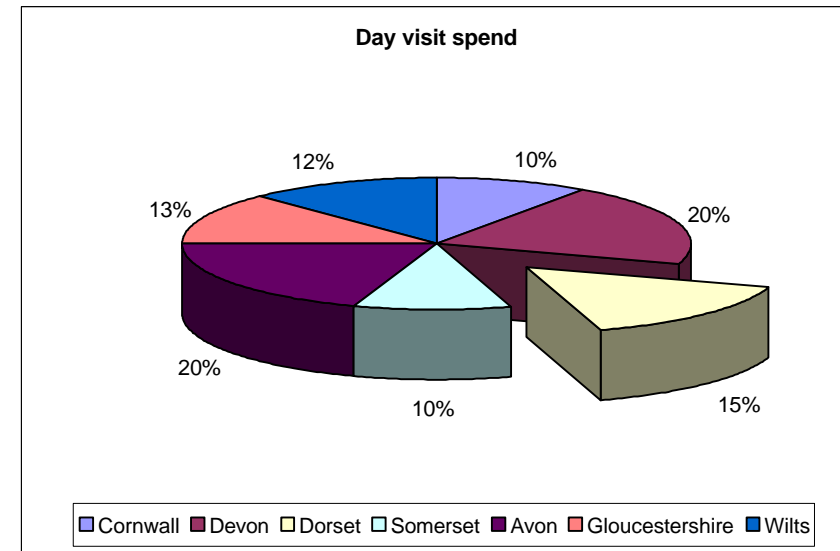
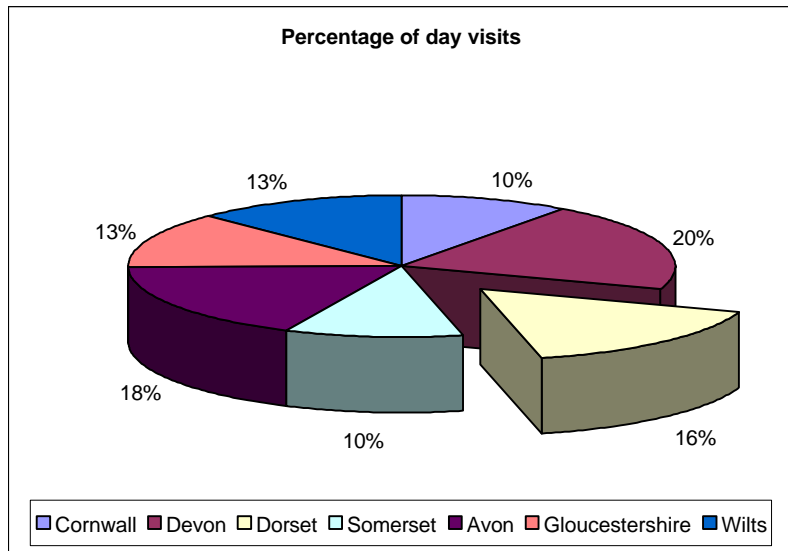
Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	3,107,000	12,840,000	£518,459,000
Business	351,000	603,000	£66,462,000
VFR	643,000	1,496,000	£49,831,000
Other	98,000	361,000	£15,848,000
Study	0	0	£0
Total	4,200,000	15,300,000	£650,600,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	134,000	886,000	£41,487,000
Business	33,000	276,000	£17,792,000
VFR	100,000	866,000	£27,117,000
Other	12,000	130,000	£4,472,000
Study	42,000	1,226,000	£53,132,000
Total	320,000	3,384,000	£144,000,000

Dorset: Day visits in context

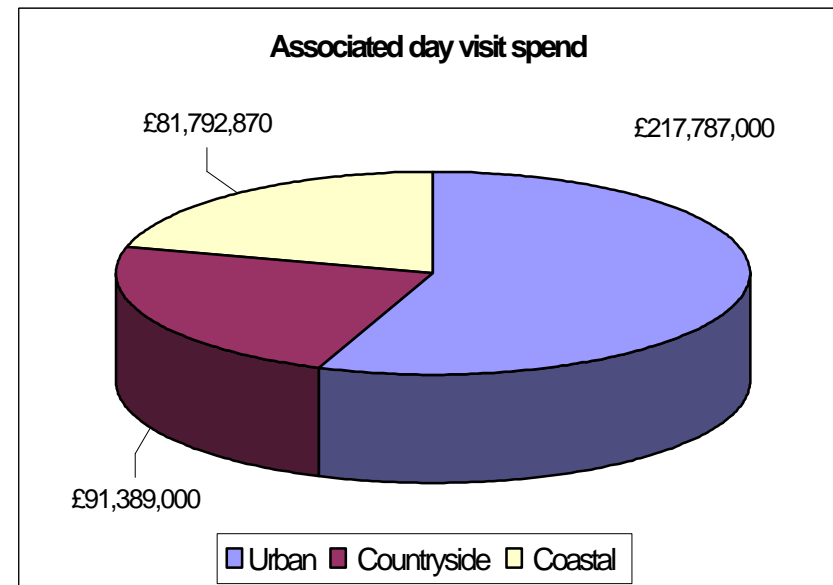
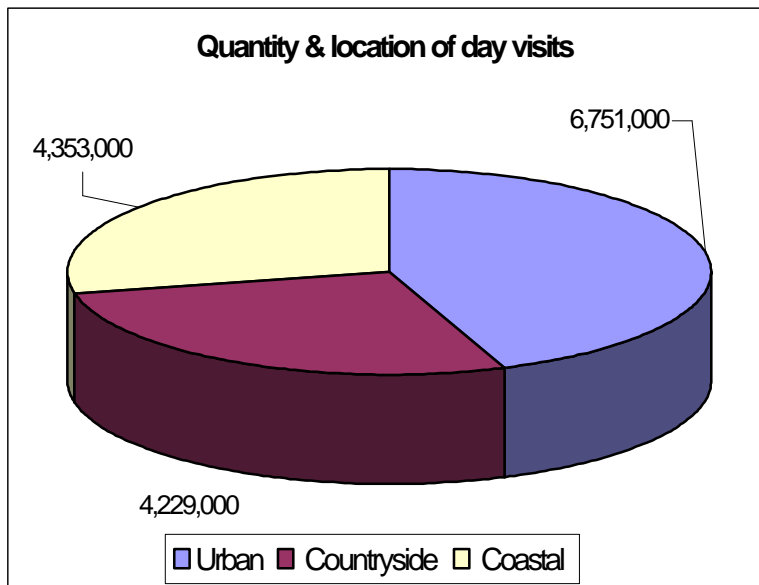


	Trips	Spend
Cornwall	9,576,000	£254,812,000
Devon	19,333,000	£524,256,680
Dorset	15,333,000	£390,968,870
Somerset	9,927,000	£262,019,000
Avon	17,059,000	£509,903,240
Gloucestershire	12,019,000	£328,573,000
Wilts	11,936,000	£317,162,000
Totals	95,183,000	£2,587,694,790

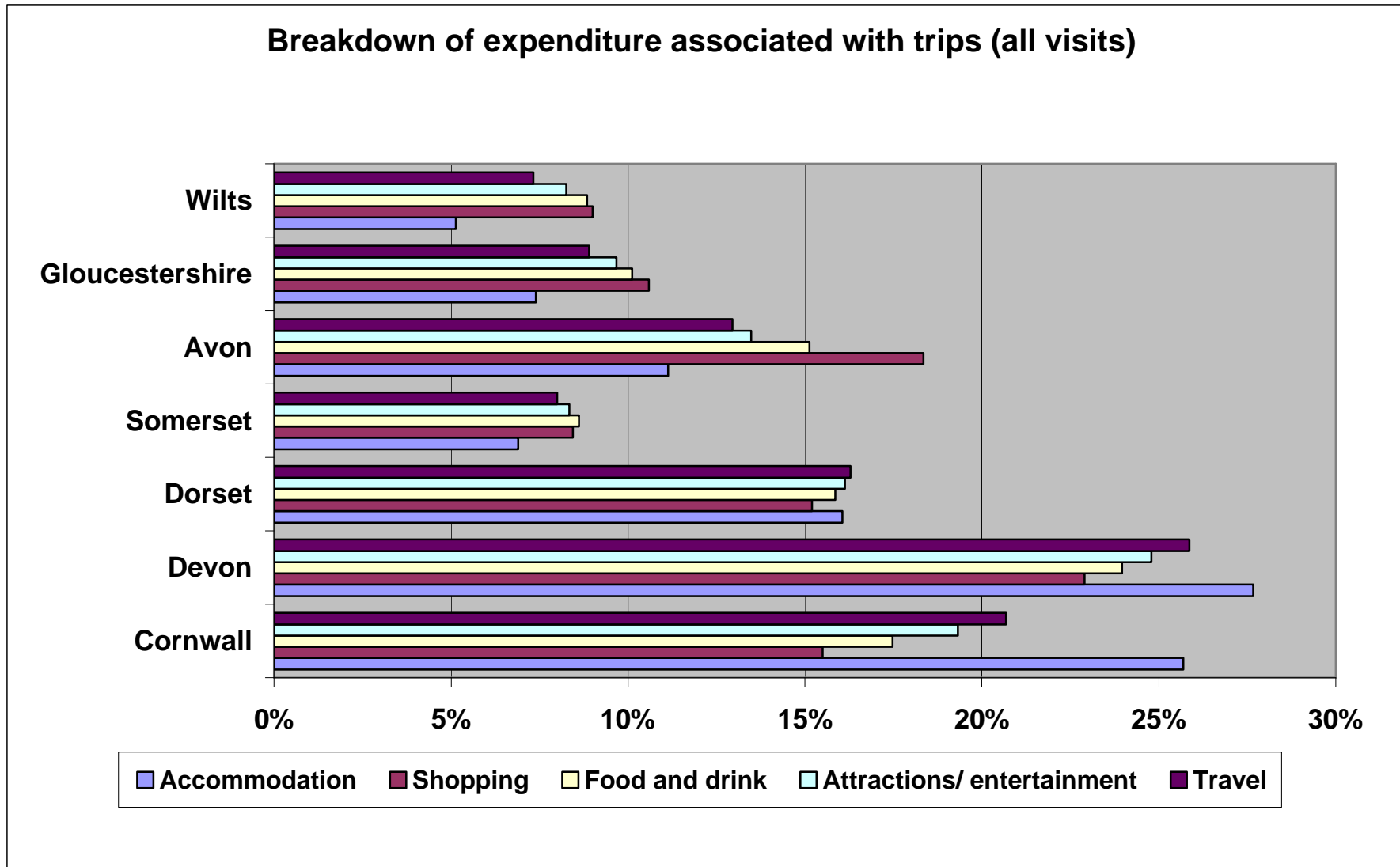
Dorset: Day visits in detail

KEY FACTS:

- Dorset accounts for 16% (15.3 million) of day trips and 15 % of spend (£391 million) in the South West region
- The largest proportion of day trips in Dorset are to urban locations(44%), with a further 28% to both countryside and coastal locations.
- The average spend per day visit in the county is £25.50



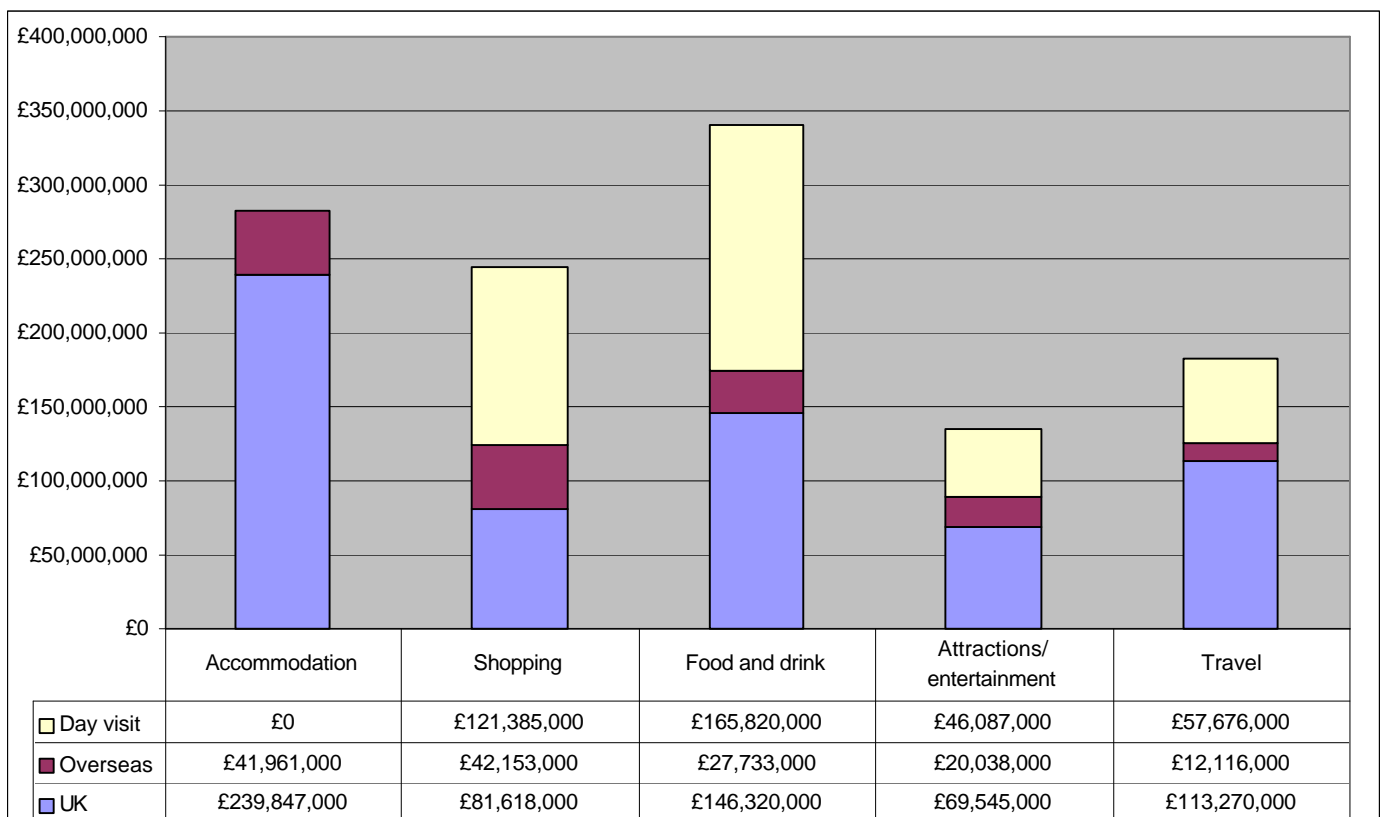
Dorset: Breakdown of expenditure associated with trips in context



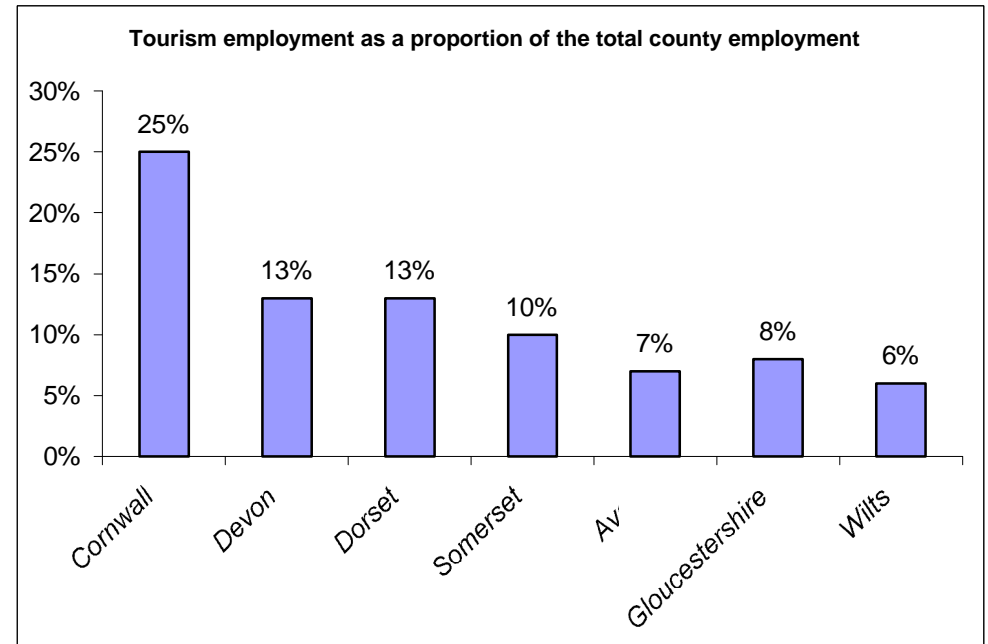
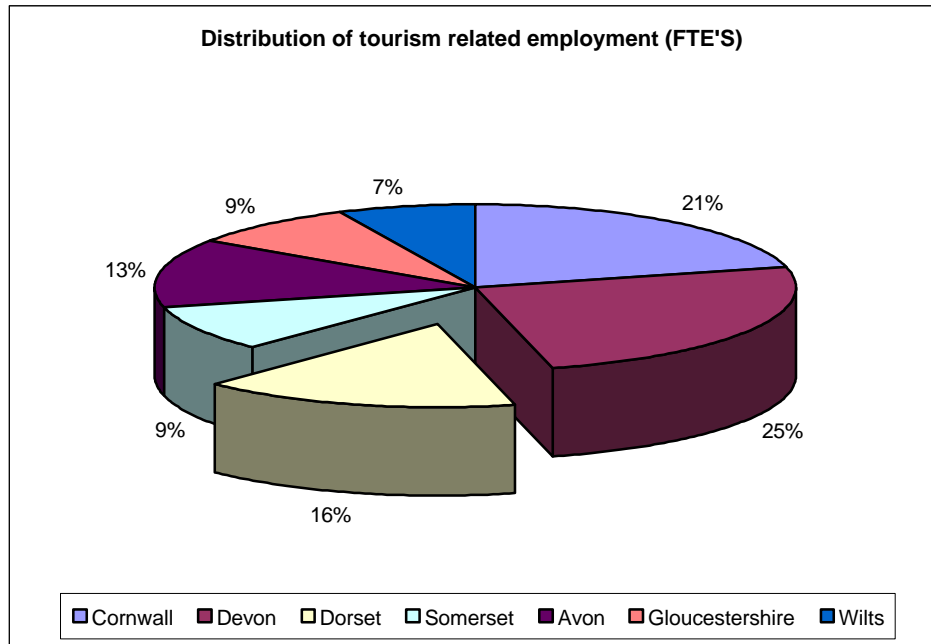
Dorset: Breakdown of expenditure associated with trips in detail

KEY FACTS:

- **The largest proportion of tourism expenditure is spent on food and drink**
- **Broadly speaking, expenditure on food and drink and shopping is equally spread between day and staying visitors.**
- **Two thirds of expenditure on attractions / entertainment comes from staying visitors.**



Dorset: Employment in context



	Number of FTE's
Cornwall	39,993
Devon	47,083
Dorset	30,398
Somerset	16,822
Avon	24,792
Gloucestershire	16,462
Wilts	12,956
Totals	188,506

Dorset: Employment in detail

KEY FACTS:

- **Dorset has 16% of tourism jobs in the region, equating to 30,398 FTEs**
- **13% of employment in Dorset is related to tourism**
- **The largest proportion of jobs directly related to tourism in Dorset is in the catering sector (6,783)**

Estimated actual number of jobs related to tourism spending

	Staying tourists	Day visitors	Total
Direct	21,209	8,769	29,978
Indirect	4,795	1,628	6,423
Induced	4,310	426	4,736
Totals	30,313	10,823	41,136

Estimated number of full time jobs related to tourism spending (FTE's)

	Staying tourists	Day visitors	Total
Direct	14,696	5,914	20,610
Indirect	4,206	1,428	5,634
Induced	3,780	374	4,154
Totals	22,682	7,716	30,398

Direct employment in businesses in receipt of visitor expenditure - Estimated number of full time jobs(FTE's)

	Staying	Day	Total
Accommodation	6,149	71	6,220
Retailing	1,441	1,414	2,855
Catering	3,474	3,309	6,783
Attractions/entertainment	1,524	806	2,331
Transport	681	313	995
Arising from non trip spend	1,426	0	1,426
Totals	14,696	5,914	20,610

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Dorset Summary

Key facts for comparison

	2001	2003	% difference
Domestic trips	3,800,000	4,200,000	11%
Domestic nights	12,900,000	15,300,000	19%
Domestic spend	£530,300,000	£650,600,000	23%
Overseas			
Overseas trips	261,000	320,000	23%
Overseas nights	2,840,000	3,384,000	19%
Overseas spend	£134,000,000	£144,000,000	7%
Other tourism related spend			
Other tourism related spend	£105,673,000	£89,849,000	-15%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	45,839	41,136	-10%
% of employment supported by tourism			
% of employment supported by tourism	14%	13%	-1%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report

**KEY FACTS**

1,465,000 trips by staying visitors
 5,772,000 staying visitor nights
 £307,945,000 spend by staying visitors
 3,118,000 day visits
 £84,866,240 spend by day visitors
 £18,375,000 other tourism related spend
 12,146 jobs related to tourism spending
 16% of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	829,000	2,343,000	£173,567,000
Self catering	47,000	272,000	£11,740,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	13,000	48,000	£3,583,000
Paying guests in private homes	0	0	£0
Second homes	34,000	150,000	£6,724,000
Boat moorings	0	0	£0
Other	77,000	278,000	£8,968,000
Staying with friends and relatives (VFR)	330,000	1,114,000	£27,878,000
Total	1,330,000	4,204,000	£232,459,000

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

	Trips	Nights	Spend
Serviced	52,000	222,000	£14,997,000
Self catering	1,000	12,000	£559,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	2,000	54,000	£2,517,000
Paying guests in private homes	49,000	919,000	£46,434,000
Second homes	2,000	42,000	£1,832,000
Boat moorings	0	0	£0
Other	2,000	7,000	£93,000
Staying with friends and relatives (VFR)	27,000	312,000	£9,055,000
Total	135,000	1,568,000	£75,486,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	977,000	3,550,000	£178,566,000
Business	178,000	269,000	£36,923,000
VFR	152,000	310,000	£12,875,000
Other	23,000	75,000	£4,095,000
Study	0	0	£0
Total	1,330,000	4,204,000	£232,459,000

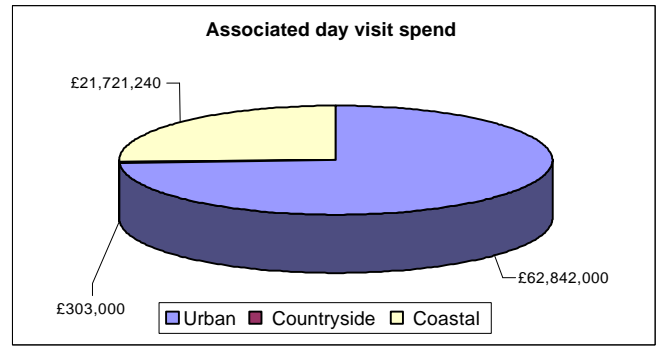
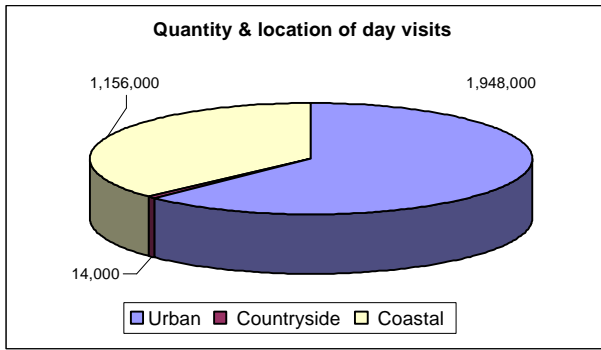
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	60,000	341,000	£17,566,000
Business	12,000	88,000	£6,263,000
VFR	24,000	175,000	£6,044,000
Other	3,000	26,000	£997,000
Study	37,000	937,000	£44,616,000
Total	135,000	1,568,000	£75,486,000

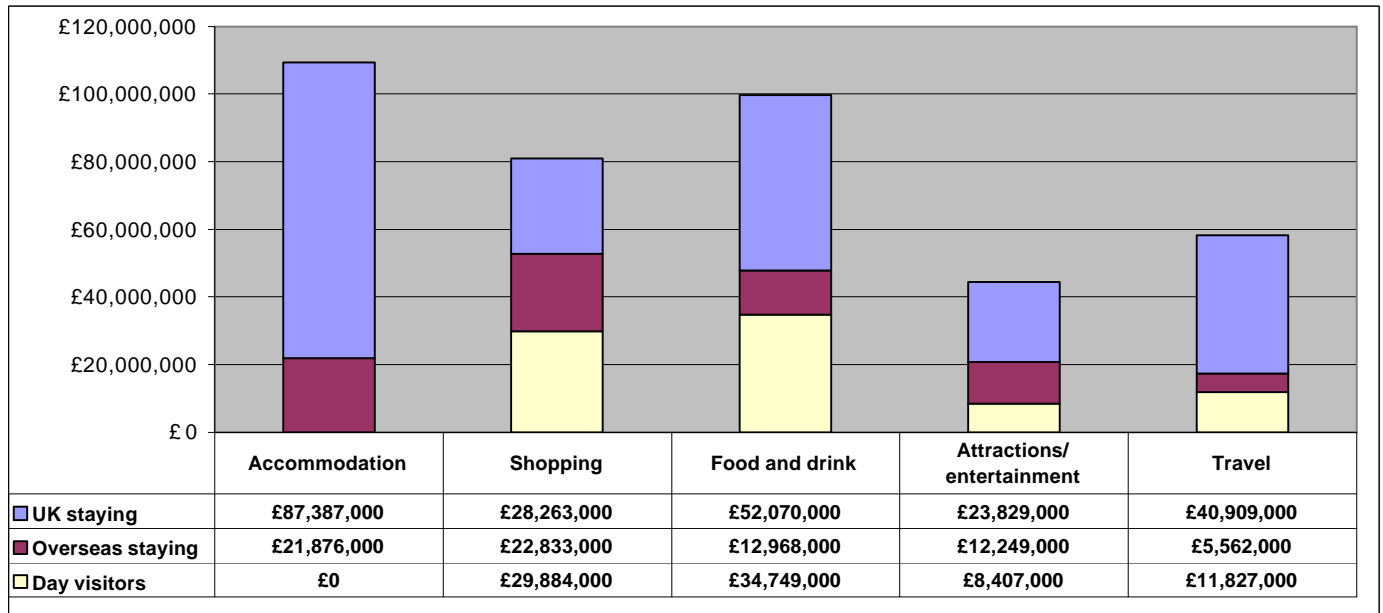
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Bournemouth Briefing 2003

Day visits



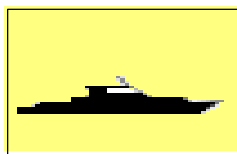
Visitor spend



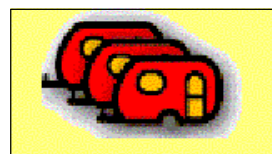
Other tourism related spend



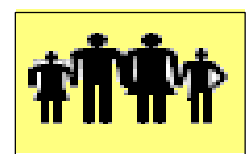
Second Homes
£836,000



Boats
£0



Static Vans
£0



VFR
£17,539,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	7,558	1,821	9,379
Indirect jobs	1,682	287	1,969
Induced jobs	760	39	799
Total	9,999	2,147	12,146
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			8,845

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Bournemouth Briefing 2003

Key facts for comparison

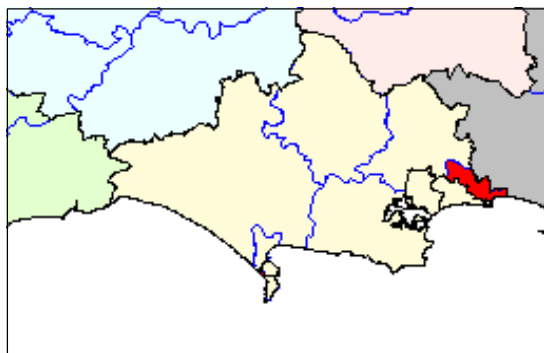
	2001	2003	% difference
Domestic trips	1,296,000	1,330,000	3%
Domestic nights	4,073,000	4,204,000	3%
Domestic spend	£204,721,000	£232,459,000	14%
Overseas			
Overseas trips	77,000	135,000	75%
Overseas nights	809,000	1,568,000	94%
Overseas spend	£39,271,000	£75,486,000	92%
Other tourism related spend			
Other tourism related spend	£22,124,000	£18,375,000	-17%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	12,713	12,146	-4%
% of employment supported by tourism			
% of employment supported by tourism	18%	16%	-2%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report

Christchurch

Briefing

2003



KEY FACTS

195,000 trips by staying visitors
830,000 staying visitor nights
£28,461,000 spend by staying visitors
720,000 day visits
£19,027,830 spend by day visitors
£6,408,000 other tourism related spend
1,371 jobs related to tourism spending
7% of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	18,000	52,000	£3,854,000
Self catering	4,000	21,000	£905,000
Touring caravans /tents	8,000	45,000	£1,025,000
Static vans/holiday centres	21,000	106,000	£3,931,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	14,000	60,000	£2,686,000
Boat moorings	6,000	15,000	£426,000
Other	21,000	76,000	£2,462,000
Staying with friends and relatives (VFR)	91,000	306,000	£7,652,000
Total	182,000	682,000	£22,942,000

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

	Trips	Nights	Spend
Serviced	2,000	10,000	£696,000
Self catering	0	1,000	£43,000
Touring caravans /tents	0	3,000	£83,000
Static vans/holiday centres	0	1,000	£3,000
Group/campus	0	0	£0
Paying guests in private homes	2,000	29,000	£1,451,000
Second homes	1,000	17,000	£732,000
Boat moorings	0	0	£0
Other	0	2,000	£25,000
Staying with friends and relatives (VFR)	7,000	86,000	£2,486,000
Total	13,000	148,000	£5,519,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	128,000	546,000	£18,254,000
Business	6,000	11,000	£1,048,000
VFR	42,000	100,000	£2,761,000
Other	6,000	24,000	£878,000
Study	0	0	£0
Total	182,000	682,000	£22,942,000

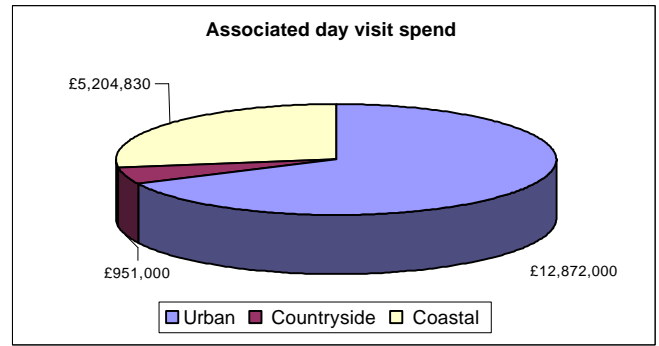
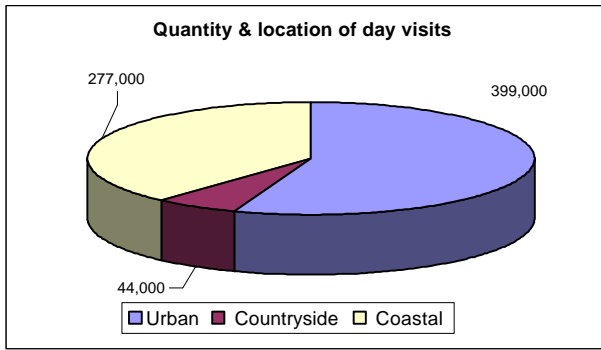
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	4,000	30,000	£1,307,000
Business	1,000	9,000	£527,000
VFR	6,000	62,000	£1,838,000
Other	1,000	9,000	£303,000
Study	1,000	38,000	£1,545,000
Total	13,000	148,000	£5,519,000

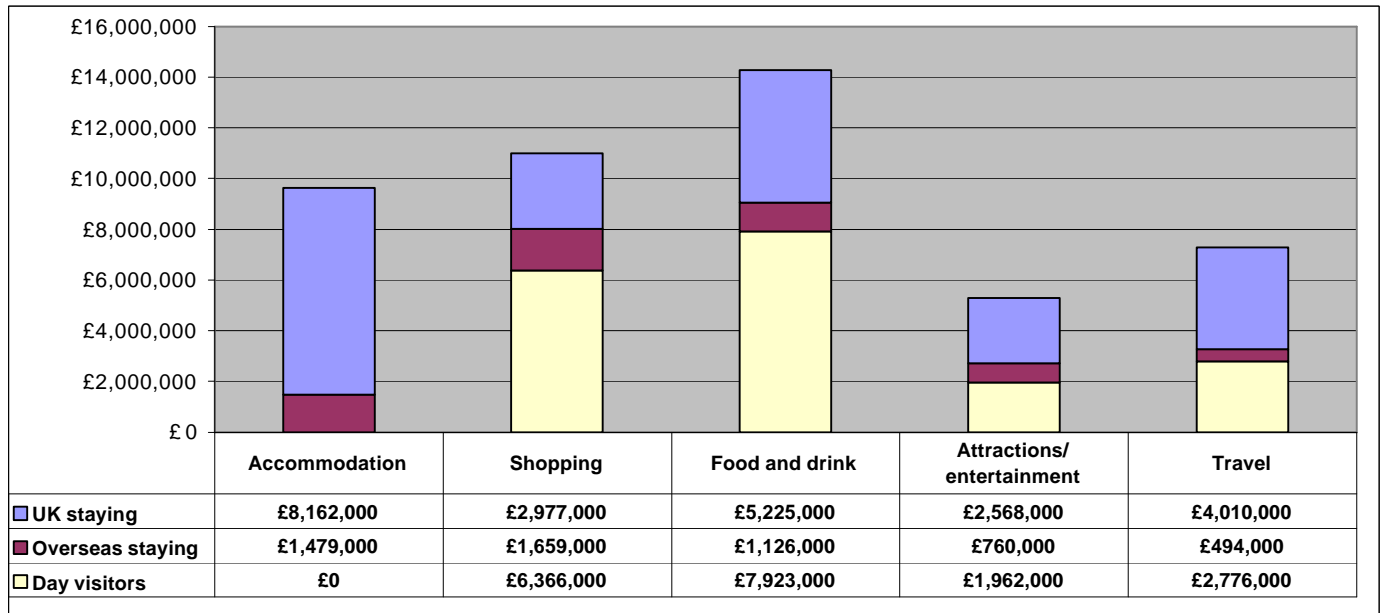
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Christchurch Briefing 2003

Day visits



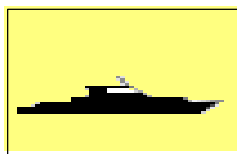
Visitor spend



Other tourism related spend



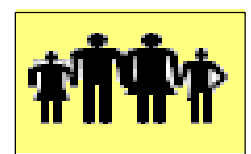
Second Homes
£334,000



Boats
£1,260,000



Static Vans
£0



VFR
£4,814,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	703	340	1,043
Indirect jobs	161	65	226
Induced jobs	91	10	102
Total	955	415	1,371
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			1,016

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

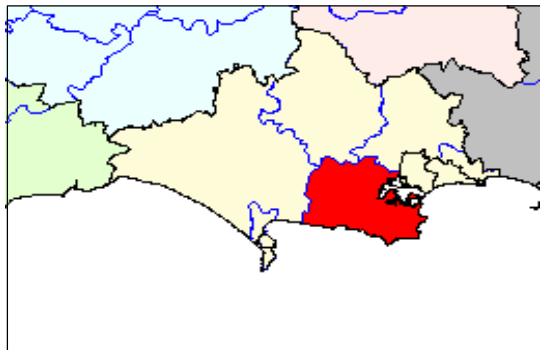
Christchurch Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	178,000	182,000	2%
Domestic nights	609,000	682,000	12%
Domestic spend	£21,387,000	£22,942,000	7%
Overseas trips	11,000	13,000	18%
Overseas nights	128,000	148,000	16%
Overseas spend	£5,845,000	£5,519,000	-6%
Other tourism related spend	£7,440,000	£6,408,000	-14%
Tourism related jobs (Estimated actual)	1,721	1,371	-20%
% of employment supported by tourism	10%	7%	-3%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report

Purbeck Briefing 2003



KEY FACTS

433,000 trips by staying visitors
1,975,000 staying visitor nights
£76,425,000 spend by staying visitors
2,030,000 day visits
£45,532,000 spend by day visitors
£5,307,000 other tourism related spend
3,551 jobs related to tourism spending
18% of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	94,000	265,000	£19,662,000
Self catering	28,000	161,000	£6,980,000
Touring caravans /tents	93,000	516,000	£11,719,000
Static vans/holiday centres	47,000	237,000	£8,744,000
Group/campus	20,000	75,000	£5,628,000
Paying guests in private homes	0	0	£0
Second homes	20,000	88,000	£3,954,000
Boat moorings	0	1,000	£17,000
Other	21,000	75,000	£2,437,000
Staying with friends and relatives (VFR)	90,000	303,000	£7,576,000
Total	412,000	1,722,000	£66,715,000

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

	Trips	Nights	Spend
Serviced	3,000	13,000	£906,000
Self catering	1,000	7,000	£332,000
Touring caravans /tents	4,000	35,000	£948,000
Static vans/holiday centres	0	2,000	£7,000
Group/campus	3,000	84,000	£3,953,000
Paying guests in private homes	0	0	£0
Second homes	1,000	24,000	£1,077,000
Boat moorings	0	0	£0
Other	0	2,000	£25,000
Staying with friends and relatives (VFR)	7,000	85,000	£2,461,000
Total	21,000	253,000	£9,710,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	350,000	1,565,000	£59,548,000
Business	15,000	28,000	£2,869,000
VFR	41,000	104,000	£3,261,000
Other	6,000	25,000	£1,037,000
Study	0	0	£0
Total	412,000	1,722,000	£66,715,000

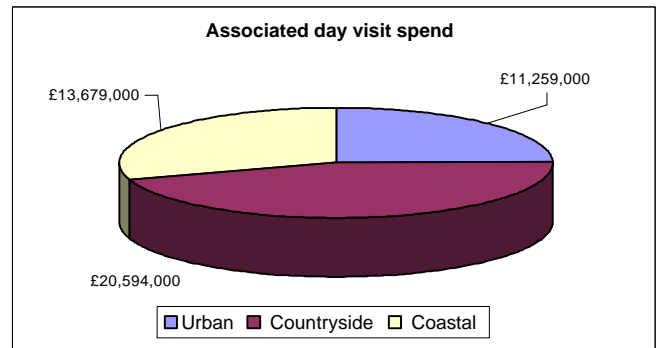
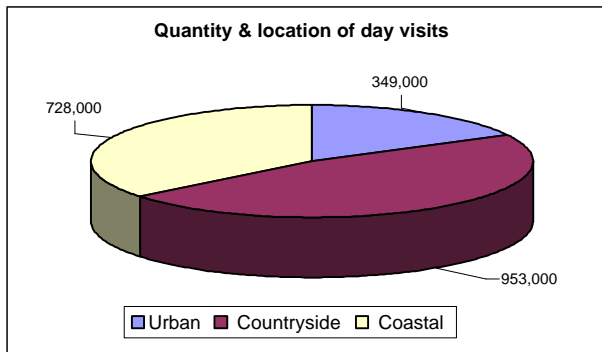
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	13,000	141,000	£6,154,000
Business	1,000	7,000	£452,000
VFR	6,000	91,000	£2,665,000
Other	1,000	14,000	£439,000
Study	0	0	£0
Total	21,000	253,000	£9,710,000

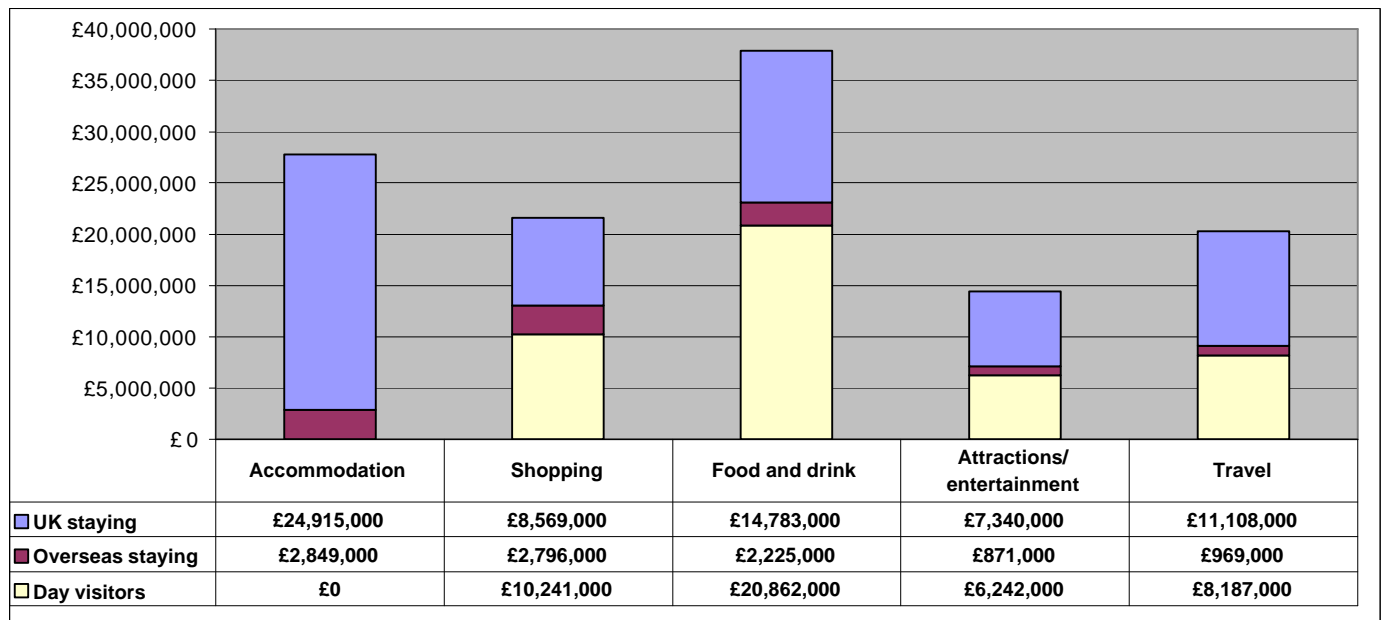
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Purbeck Briefing 2003

Day visits



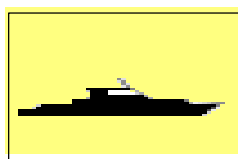
Visitor spend



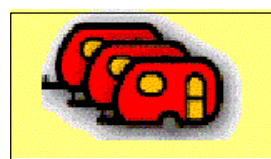
Other tourism related spend



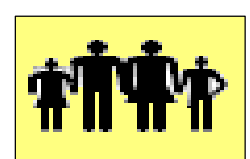
Second Homes
£491,000



Boats
£50,000



Static Vans
£0



VFR
£4,766,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	2,012	1,051	3,063
Indirect jobs	276	111	386
Induced jobs	93	9	102
Total	2,380	1,171	3,551
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,521

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Purbeck Briefing 2003

Key facts for comparison

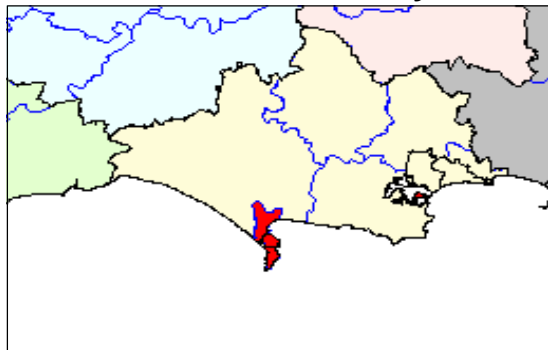
	2001	2003	% difference
Domestic trips	306,000	412,000	35%
Domestic nights	1,112,000	1,722,000	55%
Domestic spend	£43,034,000	£66,715,000	55%
Overseas trips	25,000	21,000	-16%
Overseas nights	336,000	253,000	-25%
Overseas spend	£16,373,000	£9,710,000	-41%
Other tourism related spend	£6,638,000	£5,307,000	-20%
Tourism related jobs (Estimated actual)	3,698	3,551	-4%
% of employment supported by tourism	17%	18%	1%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report

Weymouth

Briefing

2003



KEY FACTS

547,900 trips by staying visitors
 2,225,600 staying visitor nights
 £96,306,000 spend by staying visitors
 983,000 day visits
 £30,856,000 spend by day visitors
 £8,713,000 other tourism related spend
 4,131 jobs related to tourism spending
 14% of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	183,000	517,000	£38,305,000
Self catering	44,000	255,000	£11,039,000
Touring caravans /tents	25,000	138,000	£3,141,000
Static vans/holiday centres	96,000	487,000	£17,998,000
Group/campus	2,000	6,000	£428,000
Paying guests in private homes	0	0	£0
Second homes	6,000	26,000	£1,153,000
Boat moorings	8,000	21,000	£588,000
Other	30,000	108,000	£3,492,000
Staying with friends and relatives (VFR)	128,000	434,000	£10,856,000
Total	522,000	1,992,000	£87,000,000

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

	Trips	Nights	Spend
Serviced	10,000	42,700	£2,884,000
Self catering	1,100	11,400	£525,000
Touring caravans /tents	1,200	9,400	£254,000
Static vans/holiday centres	200	3,400	£15,000
Group/campus	200	6,400	£301,000
Paying guests in private homes	1,500	28,700	£1,451,000
Second homes	400	7,100	£314,000
Boat moorings	0	0	£0
Other	600	2,700	£36,000
Staying with friends and relatives (VFR)	10,600	121,700	£3,526,000
Total	25,900	233,600	£9,306,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	434,000	1,787,000	£76,596,000
Business	20,000	34,000	£4,019,000
VFR	59,000	137,000	£4,845,000
Other	9,000	33,000	£1,541,000
Study	0	0	£0
Total	522,000	1,992,000	£87,000,000

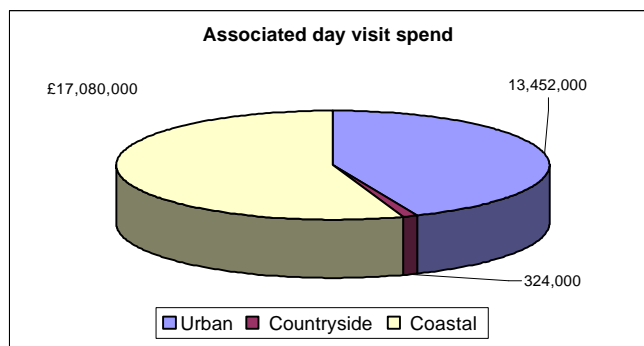
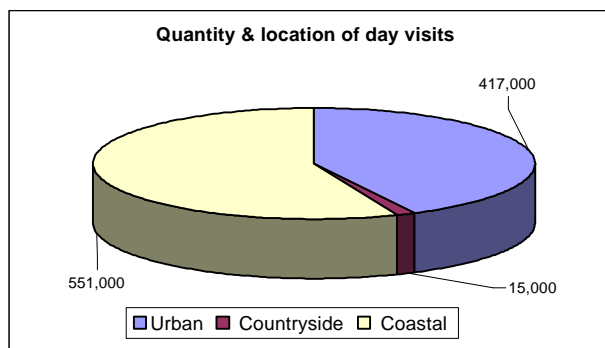
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	14,400	113,300	£5,188,000
Business	1,200	11,900	£754,000
VFR	9,200	94,200	£2,888,000
Other	1,100	14,200	£476,000
Study	0	0	£0
Total	25,900	233,600	£9,306,000

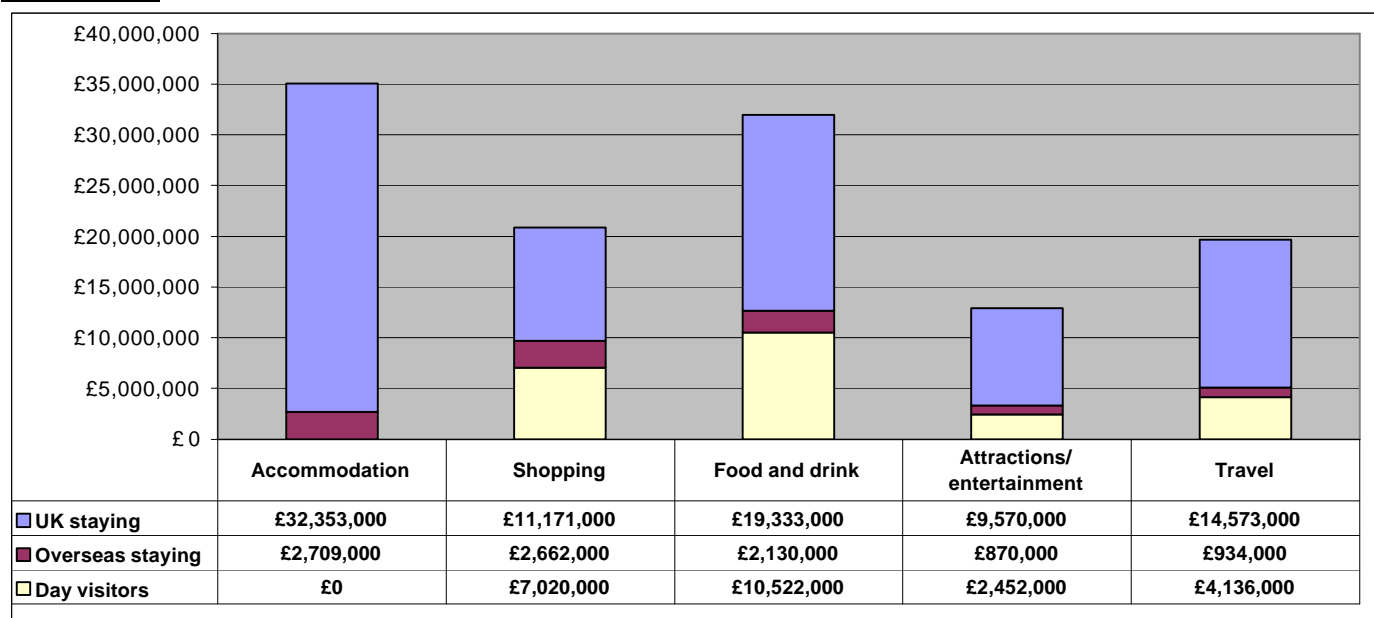
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Weymouth Briefing 2003

Day visits



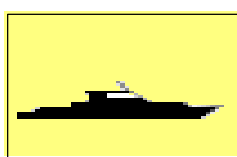
Visitor spend



Other tourism related spend



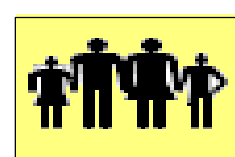
Second Homes
£143,000



Boats
£1,740,000



Static Vans
£0



VFR
£6,830,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	2,666	562	3,228
Indirect jobs	543	83	626
Induced jobs	264	12	276
Total	3,474	657	4,131
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			3,009

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Weymouth Briefing 2003

Key facts for comparison

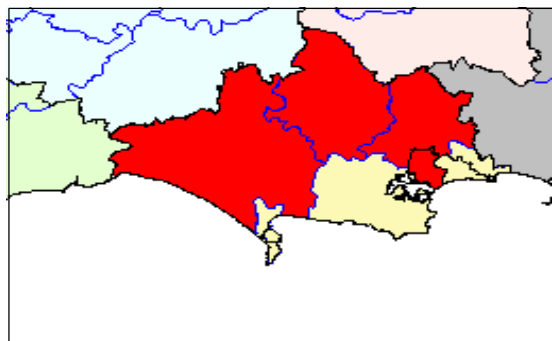
	2001	2003	% difference
Domestic trips	471,000	522,000	11%
Domestic nights	1,808,000	1,992,000	10%
Domestic spend	£73,228,000	£87,000,000	19%
Overseas			
Overseas trips	24,000	25,900	8%
Overseas nights	247,700	233,600	-6%
Overseas spend	£11,535,000	£9,306,000	-19%
Other tourism related spend			
Other tourism related spend	£9,238,000	£8,713,000	-6%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	4,674	4,131	-12%
% of employment supported by tourism			
% of employment supported by tourism	17%	14%	-3%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report

Dorset - Combined Districts

Briefing

2003



East Dorset, North Dorset, West Dorset & Poole

KEY FACTS

1,877,400	trips by staying visitors
7,880,500	staying visitor nights
£285,461,000	spend by staying visitors
8,482,000	day visits
£217,413,000	spend by day visitors
£51,047,000	other tourism related spend
14,994	jobs related to tourism spending
9%	of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	293,000	830,000	£61,437,000
Self catering	158,000	910,000	£39,336,000
Touring caravans /tents	150,000	840,000	£19,087,000
Static vans/holiday centres	98,000	498,000	£18,381,000
Group/campus	13,000	47,000	£3,522,000
Paying guests in private homes	0	0	£0
Second homes	60,000	263,000	£11,770,000
Boat moorings	43,000	108,000	£3,111,000
Other	179,000	639,000	£20,648,000
Staying with friends and relatives (VFR)	759,000	2,566,000	£64,190,000
Total	1,753,000	6,700,000	£241,484,000

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

	Trips	Nights	Spend
Serviced	38,000	161,200	£10,900,000
Self catering	3,800	40,600	£1,872,000
Touring caravans /tents	7,400	56,200	£1,544,000
Static vans/holiday centres	100	3,000	£15,000
Group/campus	1,800	52,400	£2,474,000
Paying guests in private homes	3,000	57,000	£2,902,000
Second homes	3,900	72,700	£3,207,000
Boat moorings	0	0	£0
Other	3,900	16,900	£213,000
Staying with friends and relatives (VFR)	62,300	718,600	£20,850,000
Total	124,400	1,180,500	£43,977,000

Trips, nights and spend by purpose (Domestic Tourists)

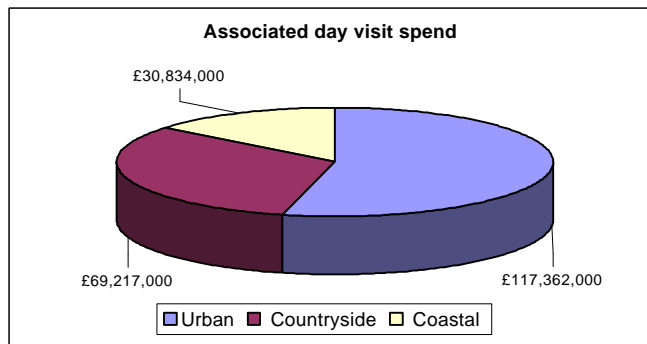
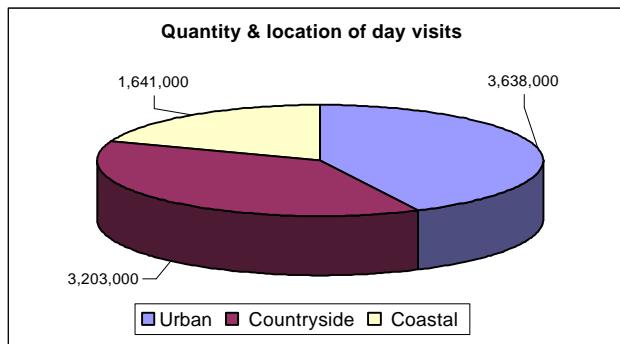
	Trips	Nights	Spend
Holiday	1,218,000	5,395,000	£187,292,000
Business	132,000	239,000	£22,514,000
VFR	349,000	859,000	£24,034,000
Other	54,000	207,000	£7,643,000
Study	0	0	£0
Total	1,753,000	6,700,000	£241,484,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	44,600	356,700	£15,196,000
Business	17,900	177,800	£10,320,000
VFR	54,300	562,800	£15,847,000
Other	5,600	85,200	£2,613,000
Study	0	0	£0
Total	124,400	1,180,500	£43,977,000

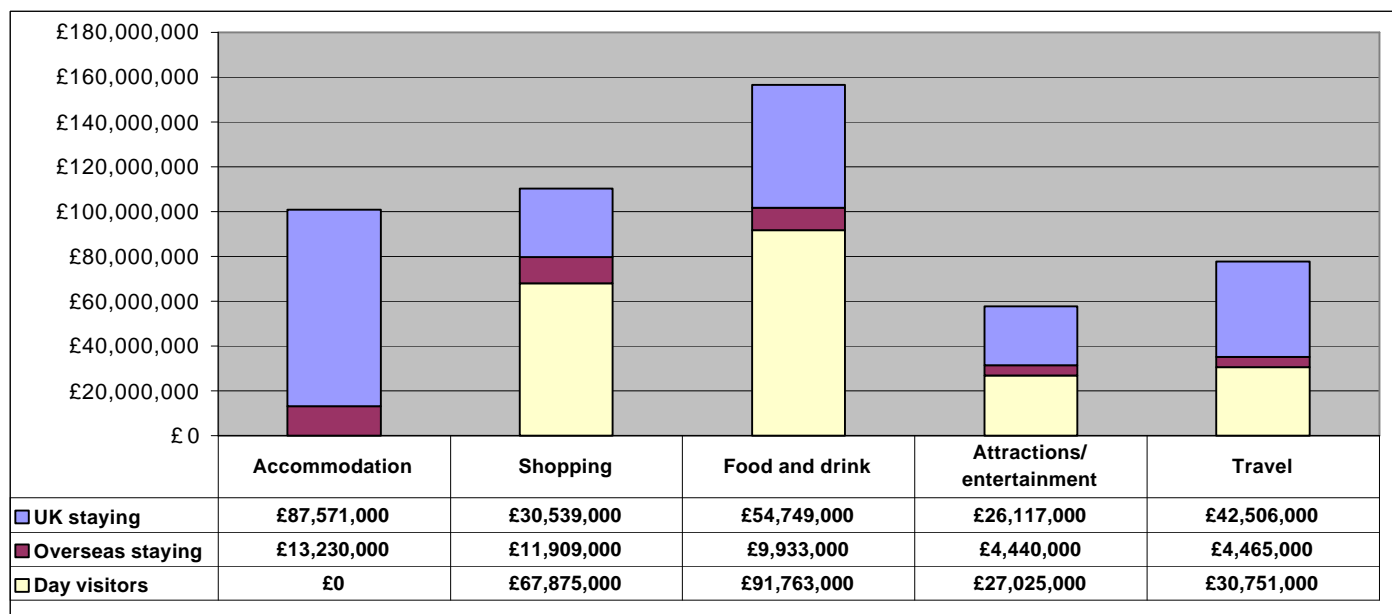
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Day visits



East Dorset, North Dorset, West Dorset & Poole

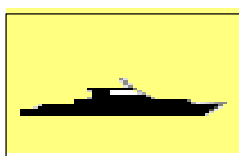
Visitor spend



Other tourism related spend



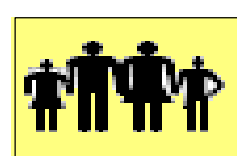
Second Homes
£1,463,000



Boats
£9,200,000



Static Vans
£0



VFR
£40,384,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	7,708	4,847	12,555
Indirect jobs	1,309	576	1,885
Induced jobs	498	56	553
Total	9,514	5,479	14,994

Estimated number of full time jobs (FTE's) that the actual jobs total equates to: 10,813

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Dorset - Combined Districts Briefing 2003

East Dorset, North Dorset, West Dorset & Poole

Key facts for comparison

	2001	2003	% difference
Domestic trips	1,549,000	1,753,000	13%
Domestic nights	5,300,000	6,700,000	26%
Domestic spend	£187,929,000	£241,484,000	28%
Overseas			
Overseas trips	123,700	124,400	1%
Overseas nights	1,318,500	1,180,500	-10%
Overseas spend	£60,975,000	£43,977,000	-28%
Other tourism related spend			
Other tourism related spend	£60,236,000	£51,047,000	-15%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	17,935	14,994	-16%
% of employment supported by tourism			
% of employment supported by tourism	10%	9%	-1%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report