



Visitor spend of £1.1 billion contributes about £400 million directly to the Dorset economy which represents about five per cent of total GVA (gross value added).<sup>1</sup> Supply chain impacts could double this.

The latest figures for 2016 show 18.8 million visitors in total came to Dorset.<sup>2</sup>

Dorset attracts a mix of both day trip visitors and visitors who stay for at least one night. Most visitors to Dorset are from the UK. Of those that come from overseas, around half come here for business.

Big Numbers

### 2.2m

Staying  
visitors

### 12,000+

Direct  
employees - 8%  
of employment

### £521m

Staying  
visitor spend

### 16.5m

Day  
trip  
visitors

### £557m

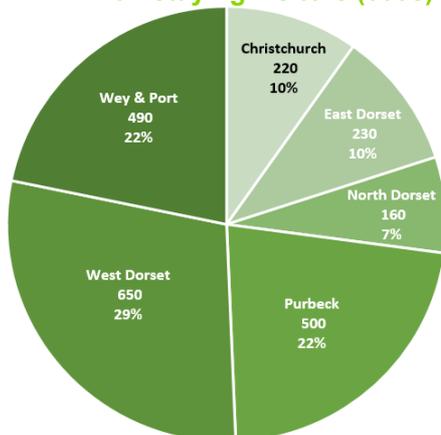
Day visitor  
spend

### Box 1: Visitors to Dorset

#### Staying visitors

- Six per cent of staying visitors are from overseas (140,000). They are most likely to stay in the coastal districts (West Dorset, Weymouth & Portland and Purbeck).
- Visitors to Weymouth & Portland are more likely to stay in serviced accommodation than visitors elsewhere, who are as likely to stay with friends and family.
- On average, overseas visitors stay for 9.5 nights - more than double the average stay for UK visitors, (3.7 nights).

2.2 million staying visitors (000s)

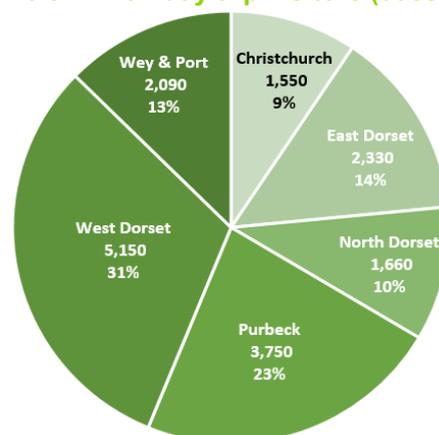


#### Day visitors

- More than half of day visitors to Weymouth & Portland and Purbeck come to visit the coast. In East Dorset and North Dorset, more than half come to visit the countryside.



16.5 million day trip visitors (000s)



**Sources:**

<sup>1</sup> Dorset County Council estimate based on ONS GVA balanced data by sector, 2016

<sup>2</sup> Tourism volume and value data 2016 from The South West Research Co Ltd for the Visit Dorset Tourism Partnership. Data modelled from national tourism surveys and local/regional data including local accommodation stocks and occupancy.



### Box 2: How much do visitors spend?

- Visitors spend more than £1 billion in Dorset and more than half of this spend is by day visitors (£557m). Staying visitor spend is more important to Weymouth & Portland (57% of total spend).

#### Visitor spend in Dorset (£1.1bn)



- 2% = other (£20m)
- 7% = overseas stay visitors (£80m)
- 39% = UK stay visitors (£420m)
- 52% = day trippers (£560m)

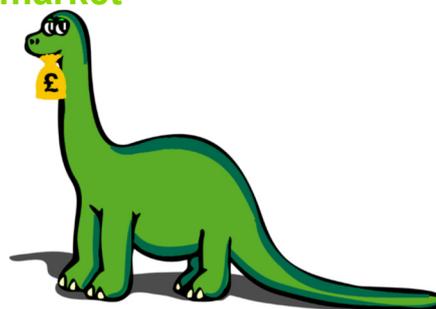


- In 2016, more than £560 million was spent on shopping, food and drink by visitors. Day trip spend supported two-thirds of this.

### Box 3: Economy and labour market

More than 12,000 full time equivalents are directly employed - more than half of these work in catering (40%) and accommodation (23%). For every 100 full time equivalent jobs in tourism, a further 28 are supported elsewhere in the local supply chain.

For every one per cent of visitor spend in Dorset (about £10 million), almost £4 million GVA is generated in the local economy with a further £2 million added through supply chain impacts. Even one-off events have an impact: Dippy on Tour brought more than a million pounds in added value to the area this year.



### What are we doing about it?

Dorset's high quality natural and historic environment, coastal features and leisure attractions all help bring visitors to the county. Many people work in tourism and its supply chain and it makes a valuable contribution towards Dorset GVA. However, jobs in tourism are frequently seasonal, low paid and part time, all of which can lead to low productivity. By working together, Dorset councils and the Local Enterprise Partnership can support and encourage firms to raise skill levels in their workforce. Data such as the above can be used as evidence in funding bids for the development of new attractions and to help support our heritage sites. By developing our tourism offer, including museums and heritage and cultural events, higher spend visitors can be attracted to the area to the benefit of the economy.

Dorset County Council promotes sustainable tourism and engages with environmental management through its work with the Visit Dorset Tourism Partnership to promote, market and develop tourism; Dorset AONB team to conserve and enhance the AONB; Dorset Coast Forum to focus on coastal issues, coastal engagement and coastal projects; and the Jurassic Coast Team to manage the Jurassic Coast World Heritage Site and improve people's experience of this.

#### Sources:

Tourism volume and value data 2016, The South West Research Co Ltd  
 Business Register and Employment Survey 2016, Office for National Statistics  
 AMORE Economic Impact Tool for Dorset

#### Links:

Visit Dorset Tourism Partnership: <https://www.visit-dorset.com/>  
 Dorset AONB: <https://www.dorsetaonb.org.uk/>  
 Dorset Coast Forum: <https://www.dorsetcoast.com/>  
 Jurassic Coast Team: <https://jurassiccoast.org/>