

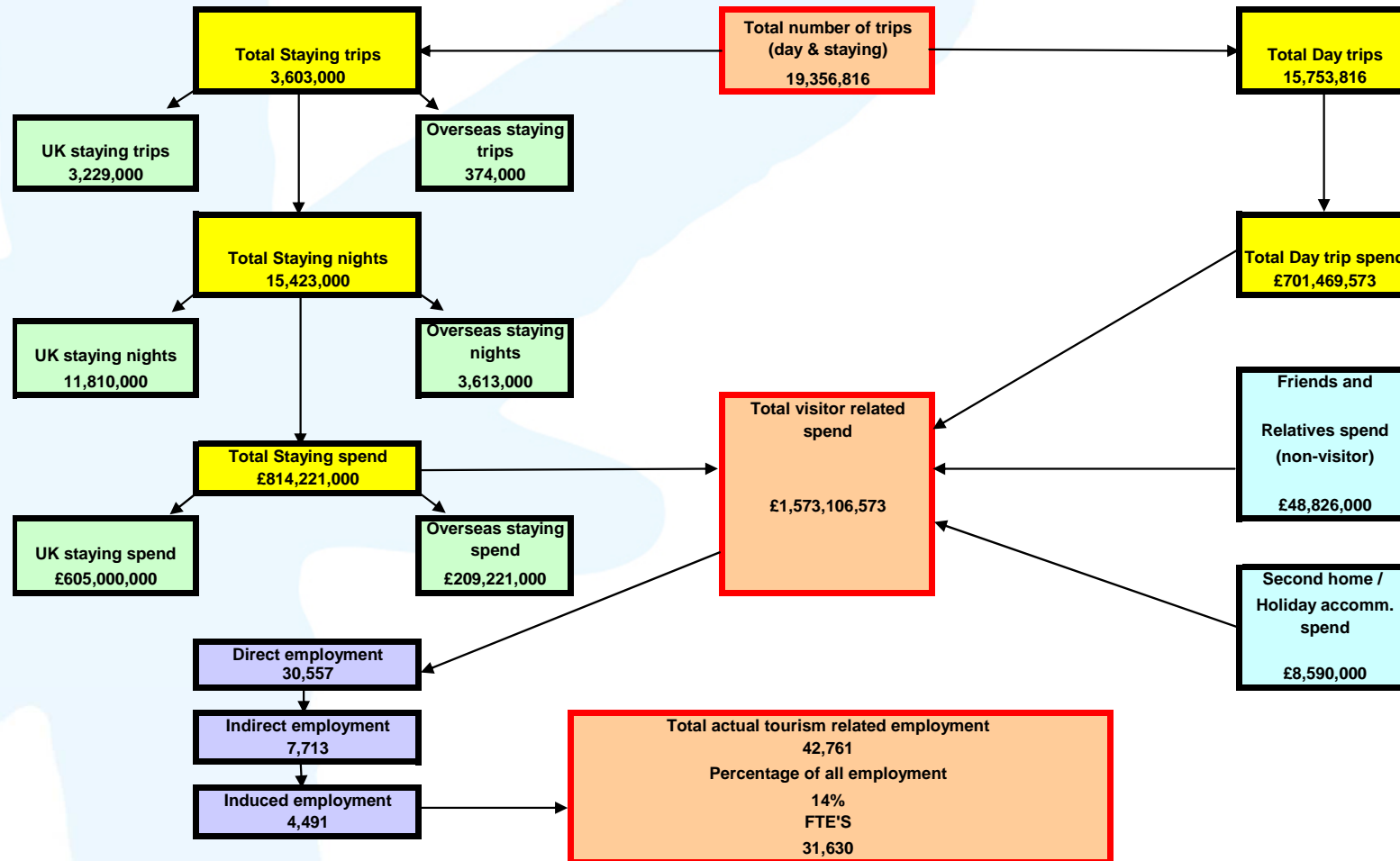
Value of Tourism 2009

DORSET



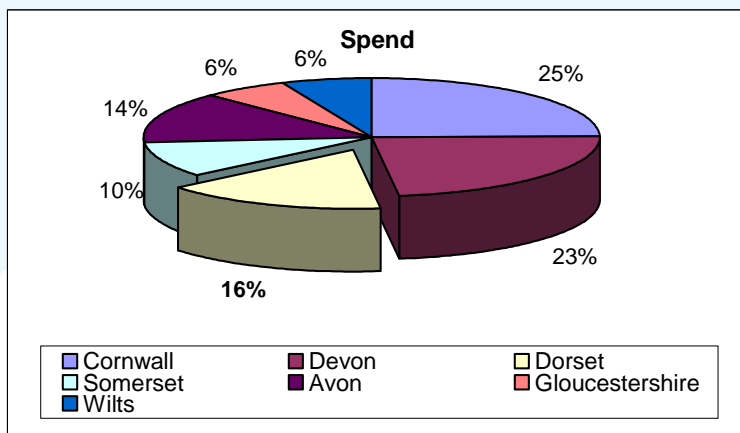
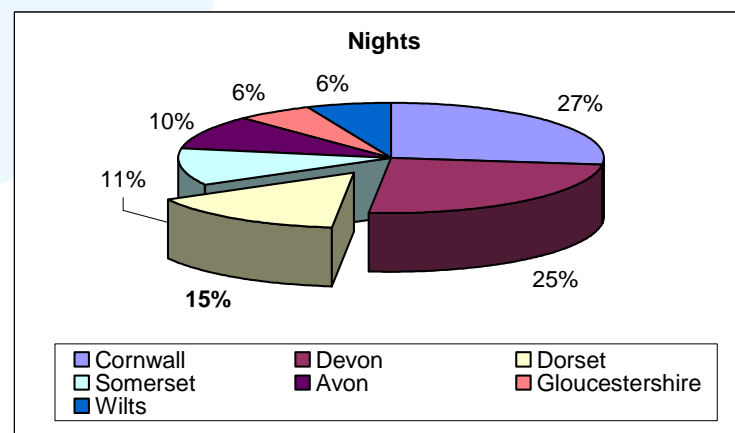
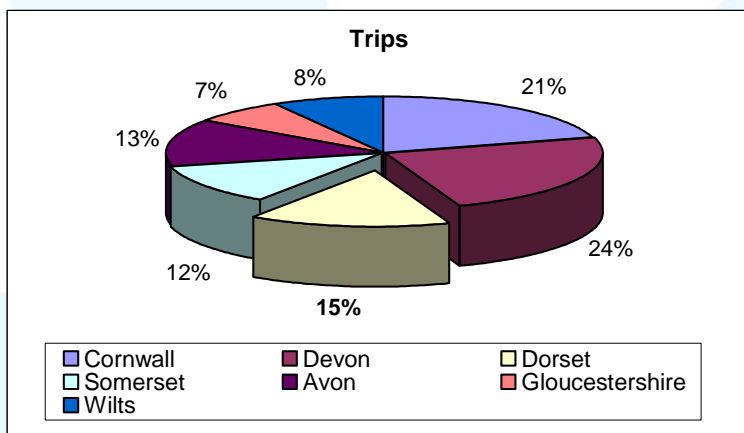
THE VALUE OF TOURISM 2009

Dorset – Facts at a glance



VALUE OF TOURISM 2009

Dorset – Staying visitors in context



	Trips	Nights	Spend
Cornwall	4,973,000	27,074,000	£1,291,590,000
Devon	5,738,000	24,722,000	£1,217,855,000
Dorset	3,603,000	15,423,000	£814,221,000
Somerset	2,858,000	10,819,000	£507,158,000
Former Avon	3,243,000	10,052,000	£726,614,000
Gloucestershire	1,712,000	5,741,000	£314,778,000
Wilts	1,979,000	6,513,000	£338,220,000

VALUE OF TOURISM 2009

Dorset – Staying visitors in detail

Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	1,260,000	3,678,000	£310,701,000
Self catering	294,000	1,915,000	£99,522,000
Touring caravans /tents	376,000	1,653,000	£53,068,000
Static vans/holiday centres	222,000	1,092,000	£43,970,000
Group/campus	11,000	28,000	£2,131,000
Paying guest in private house	0	0	£0
Second homes	54,000	323,000	£8,590,000
Boat moorings	20,000	51,000	£2,437,000
Other	76,000	245,000	£6,259,000
Staying with friends and relatives	916,000	2,825,000	£78,322,000
Total	3,229,000	11,810,000	£605,000,000

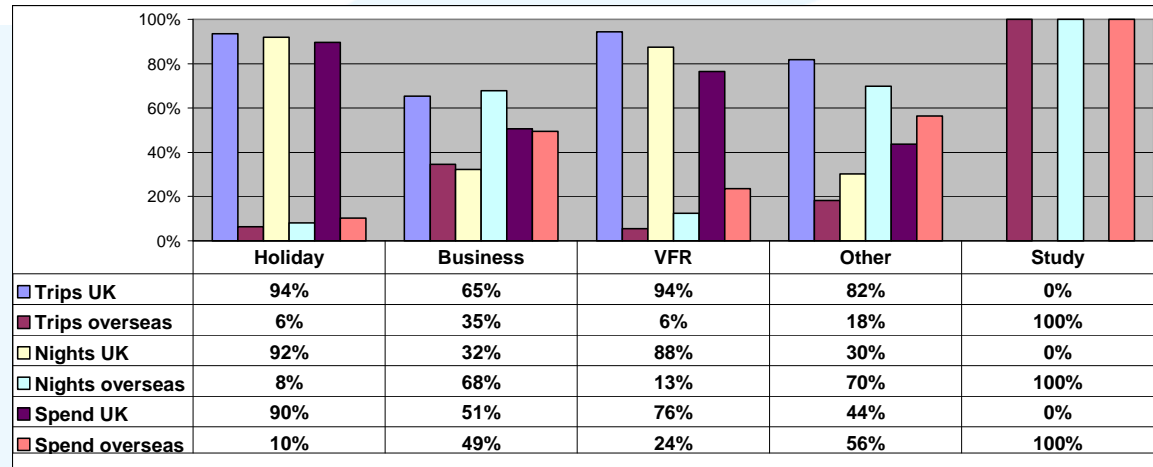
Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	156,000	736,000	£72,324,000
Self catering	16,000	287,000	£25,737,000
Touring caravans /tents	21,000	318,000	£11,987,000
Static vans/holiday centres	1,000	5,000	£407,000
Group/campus	4,000	81,000	£3,479,000
Paying guest in private house	22,000	496,000	£29,463,000
Second homes	4,000	76,000	£6,390,000
Boat moorings	0	0	£0
Other	7,000	21,000	£925,000
Staying with friends and relatives	144,000	1,593,000	£58,510,000
Total	374,000	3,613,000	£209,221,000

VALUE OF TOURISM 2009

Dorset – Staying visitors in detail

Trips, nights and spend by purpose



Trips, nights and spend by purpose (Domestic Tourists)

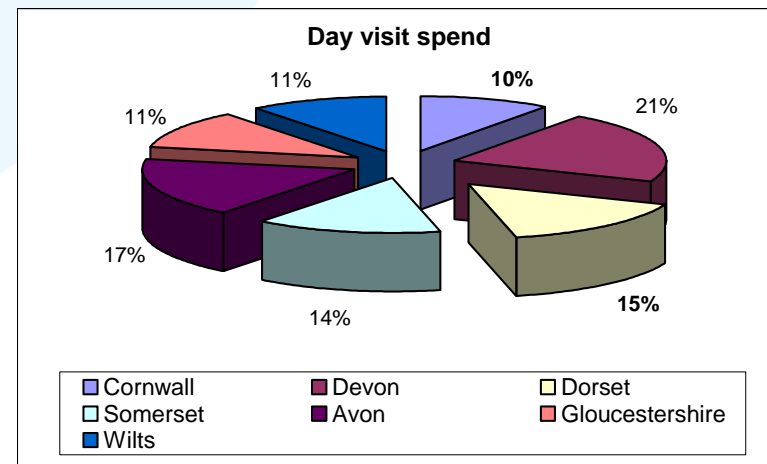
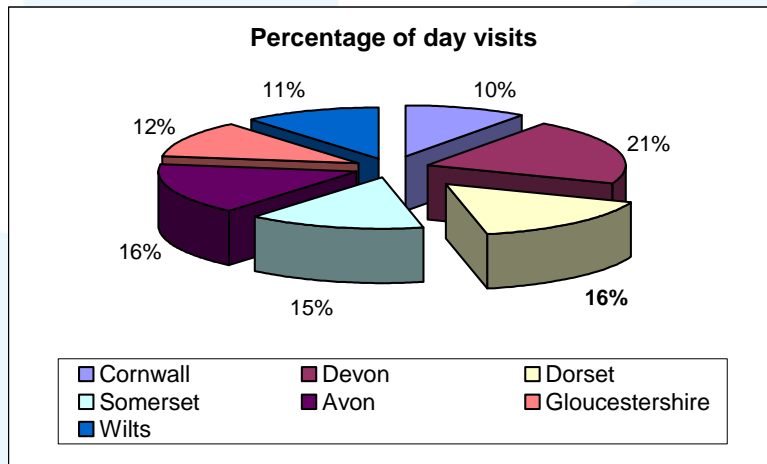
	Trips	Nights	Spend
Holiday	2,454,000	10,222,000	£513,926,000
Business	268,000	528,000	£43,571,000
VFR	461,000	903,000	£38,697,000
Other	45,000	157,000	£8,807,000
Study	0	0	£0
Total	3,229,000	11,810,000	£605,000,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	168,000	903,000	£58,886,000
Business	142,000	1,109,000	£42,456,000
VFR	27,000	129,000	£11,944,000
Other	10,000	362,000	£11,375,000
Study	28,000	1,109,000	£84,560,000
Total	374,000	3,613,000	£209,221,000

VALUE OF TOURISM 2009

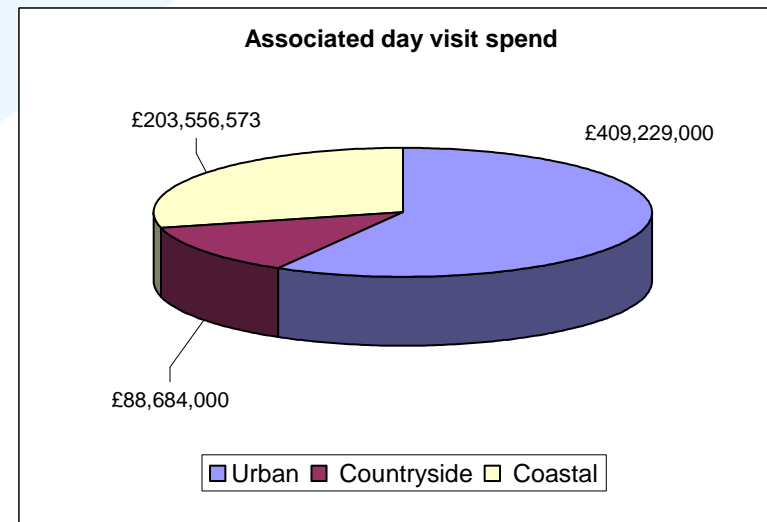
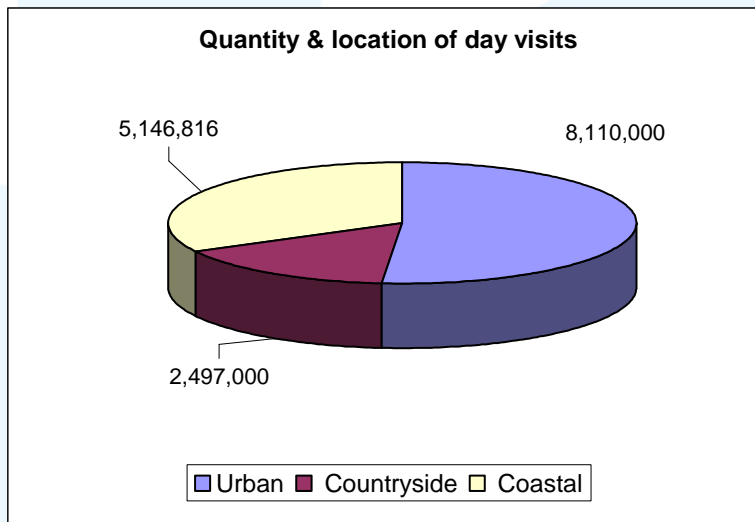
Dorset – Day visitors in context



	Trips	Spend
Cornwall	10,175,265	£462,322,000
Devon	20,953,951	£956,510,000
Dorset	15,753,816	£701,469,573
Somerset	14,639,759	£653,847,000
Former Avon	16,140,000	£799,777,000
Gloucestershire	11,769,000	£516,293,000
Wilts	11,108,000	£484,106,000
Totals	100,539,791	£4,574,324,573

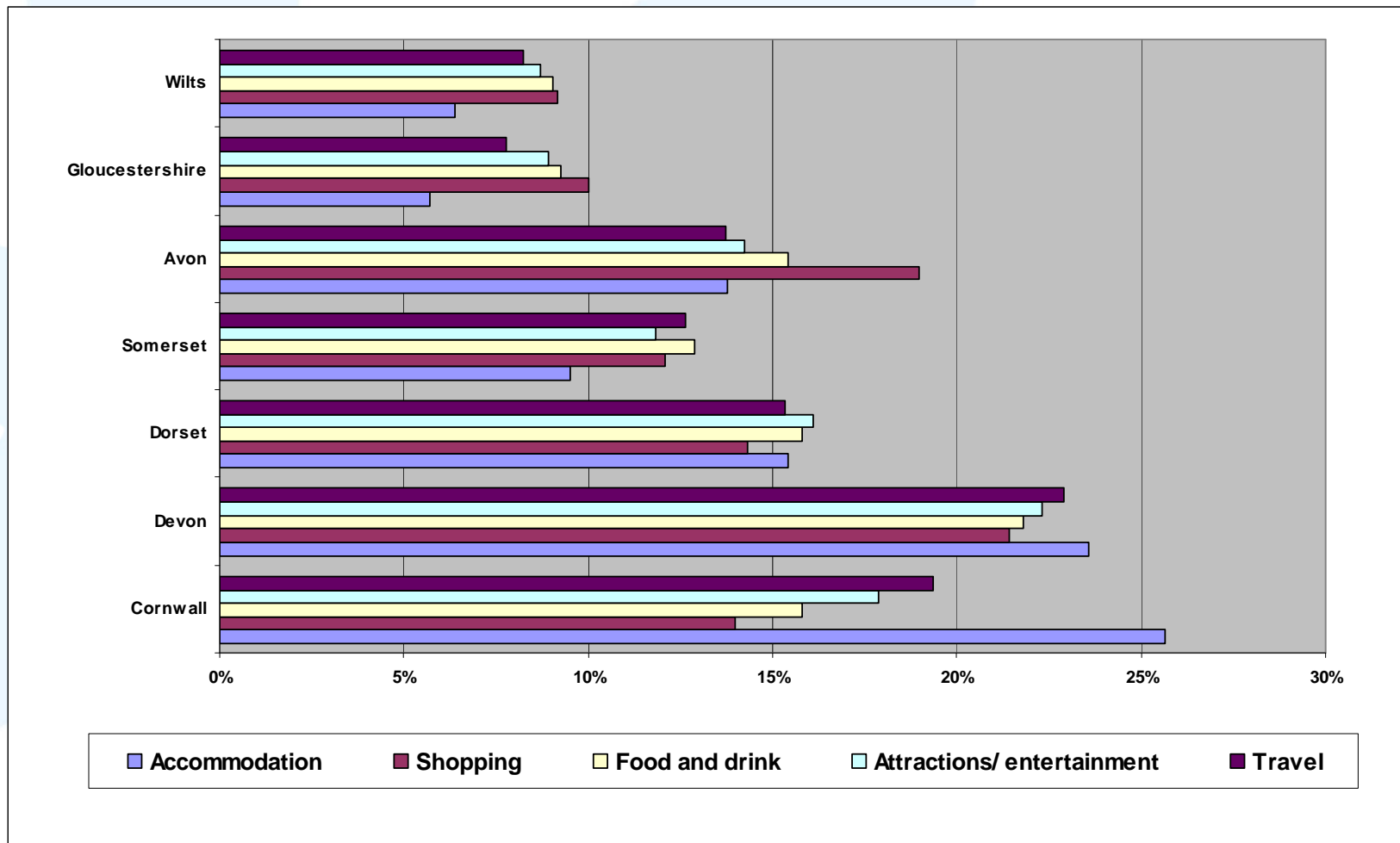
VALUE OF TOURISM 2009

Dorset – Day visitors in detail



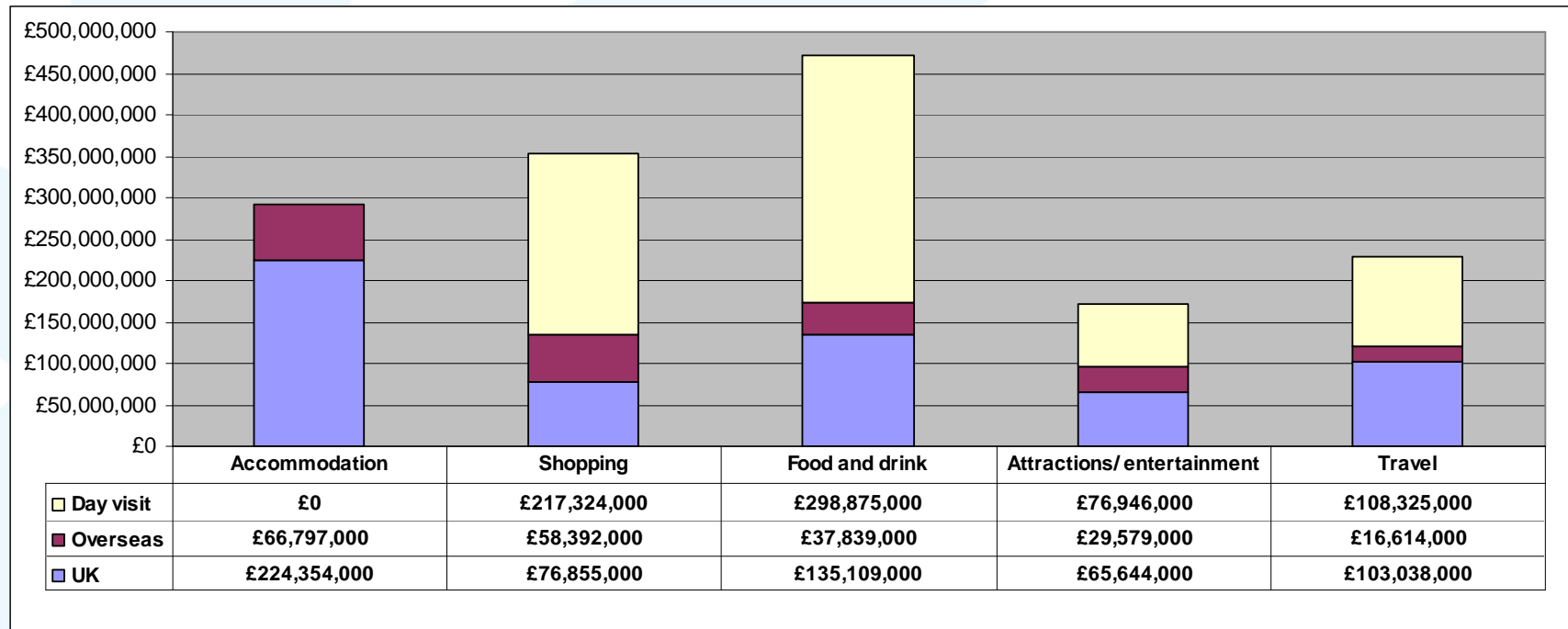
VALUE OF TOURISM 2009

Dorset – Expenditure associated with trips (all visits)



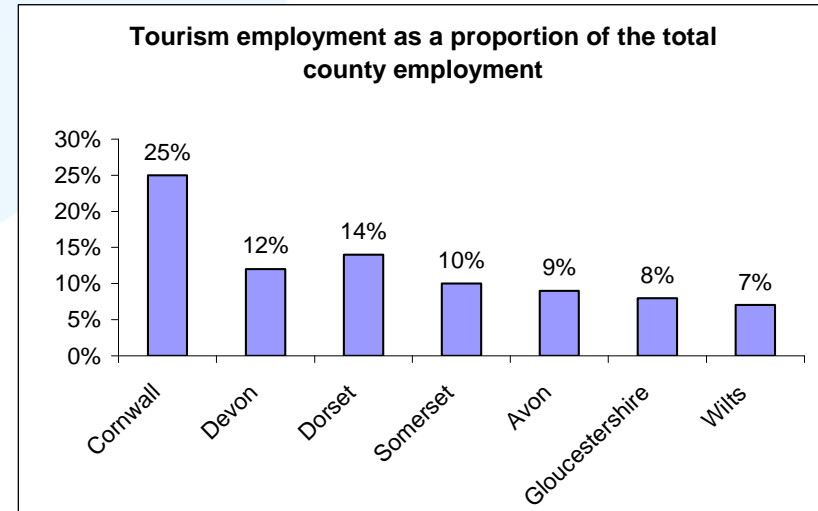
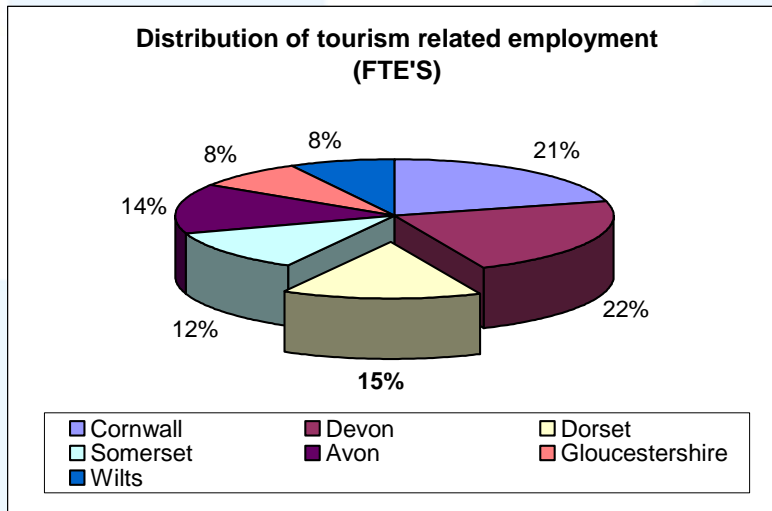
VALUE OF TOURISM 2009

Dorset – Expenditure associated with trips



VALUE OF TOURISM 2009

Dorset – Employment in context



	Number of FTE's
Cornwall	44,413
Devon	47,313
Dorset	31,630
Somerset	25,217
Former Avon	30,363
Gloucestershire	17,006
Wilts	16,317
Totals	212,259

VALUE OF TOURISM 2009

Dorset – Employment in detail

Estimated actual number of jobs related to tourism spending

	Staying tourists	Day visitors	Total
Direct	17,766	12,791	30,557
Indirect	4,809	2,904	7,713
Induced	3,760	731	4,491
Totals	26,335	16,426	42,761

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

	Staying tourists	Day visitors	Total
Direct	12,274	8,650	20,925
Indirect	4,218	2,548	6,766
Induced	3,299	641	3,939
Totals	19,791	11,839	31,630

Estimated number of full time jobs(FTE's)

	Staying	Day	Total
Accommodation	5,115	104	5,218
Retailing	1,285	2,064	3,349
Catering	2,576	4,452	7,029
Attractions/entertainment	1,873	1,564	3,437
Transport	514	466	980
Arising from non trip spend	911	0	911
Totals	12,274	8,650	20,925

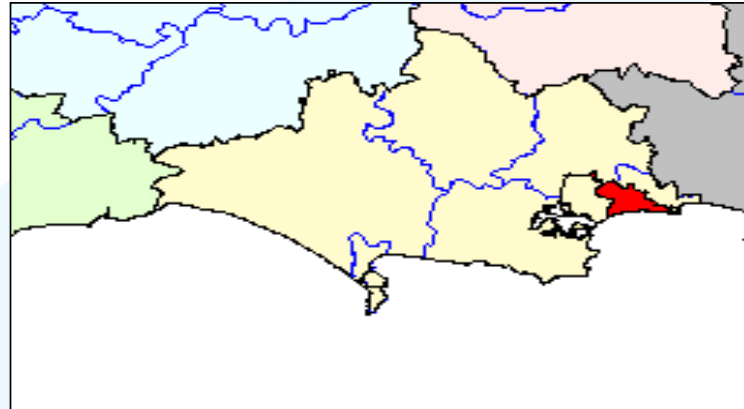
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2009

BOURNEMOUTH UNITARY AUTHORITY

VALUE OF TOURISM 2009

Bournemouth Briefing



BOURNEMOUTH KEY FACTS

1,109,000 trips by staying visitors
4,217,000 staying visitor nights
£284,882,000 spend by staying visitors
3,777,138 day visits
£177,182,908 spend by day visitors
£12,171,000 other tourism related spend
11,241 jobs related to
tourism spending
16% of employment is
supported by tourism

VALUE OF TOURISM 2009

Bournemouth Briefing

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

	Trips	Nights	Spend
Serviced	689,000	2,010,000	£169,777,000
Self catering	25,000	166,000	£8,626,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	1,000	£60,000
Paying guests in private homes	0	0	£0
Second homes	14,000	83,000	£2,197,000
Boat moorings	0	0	£0
Other	18,000	57,000	£1,453,000
Staying with friends and relatives (VFR)	213,000	656,000	£18,183,000
Total	958,000	2,972,000	£200,295,000

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

	Trips	Nights	Spend
Serviced	98,000	461,000	£45,268,000
Self catering	1,000	25,000	£2,231,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	2,000	£97,000
Paying guests in private homes	16,000	363,000	£21,558,000
Second homes	1,000	19,000	£1,635,000
Boat moorings	0	0	£0
Other	2,000	5,000	£215,000
Staying with friends and relatives (VFR)	33,000	370,000	£13,583,000
Total	151,000	1,245,000	£84,587,000

VALUE OF TOURISM 2009

Bournemouth Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	701,000	2,521,000	£162,835,000
Business	140,000	238,000	£25,224,000
VFR	107,000	181,000	£9,968,000
Other	10,000	31,000	£2,269,000
Study	0	0	£0
Total	958,000	2,972,000	£200,295,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	43,000	163,000	£12,115,000
Business	79,000	433,000	£18,850,000
VFR	6,000	21,000	£2,210,000
Other	2,000	59,000	£2,104,000
Study	21,000	569,000	£49,308,000
Total	151,000	1,245,000	£84,587,000

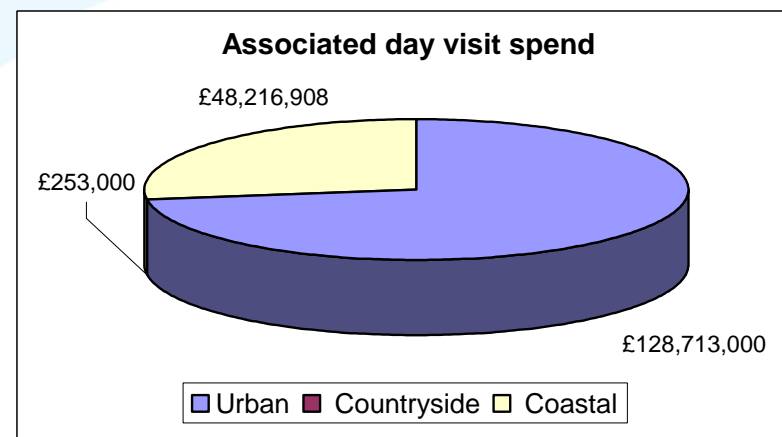
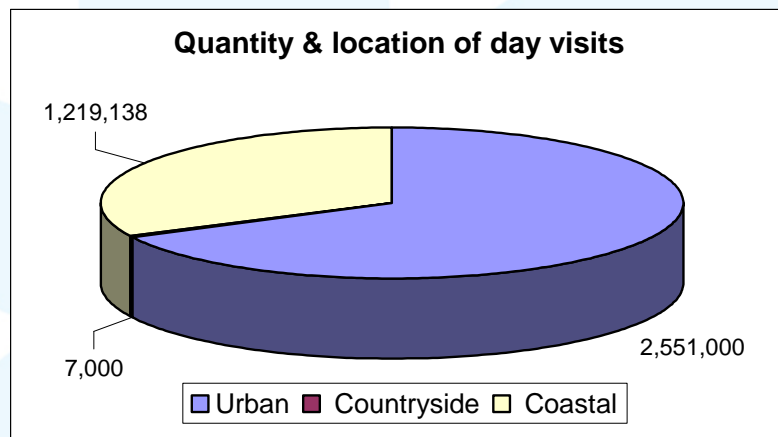
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VALUE OF TOURISM 2009

Bournemouth Briefing

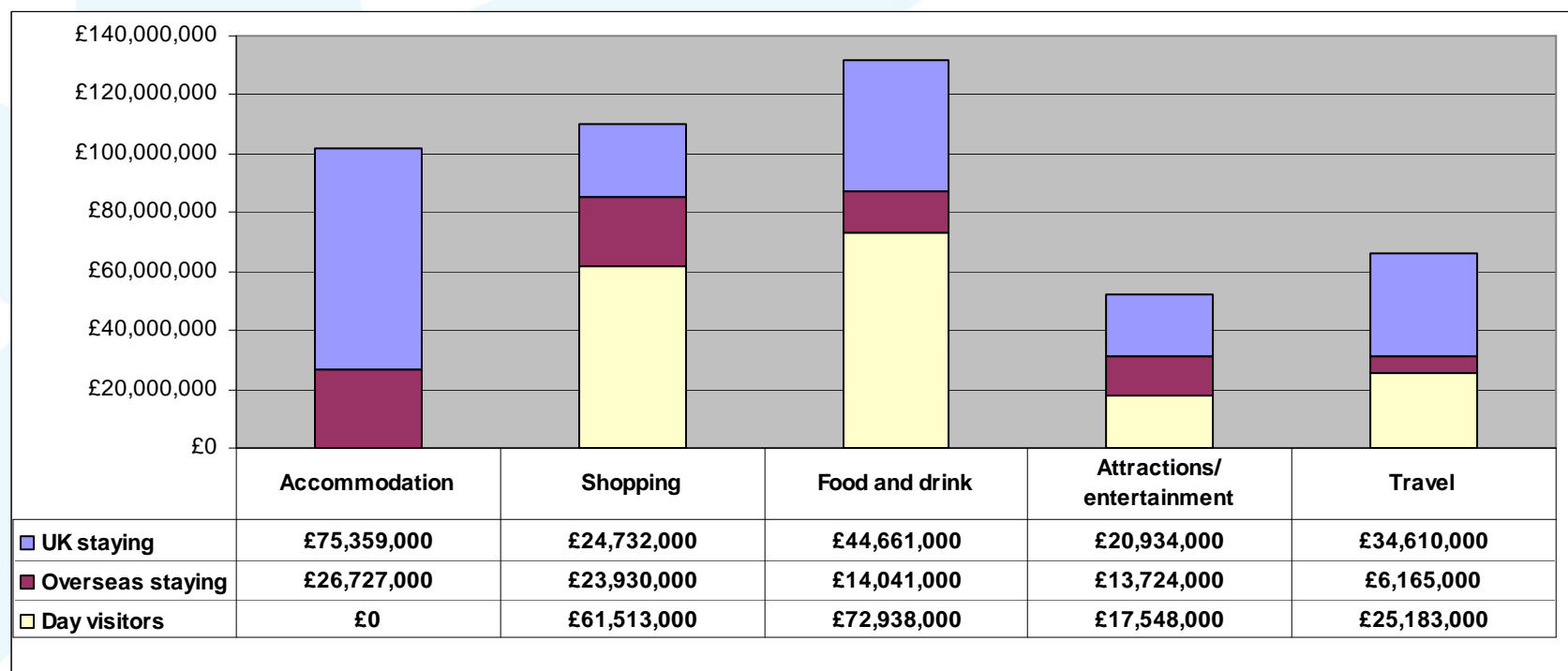
Day visits



VALUE OF TOURISM 2009

Bournemouth Briefing

Breakdown of expenditure



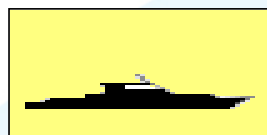
VALUE OF TOURISM 2009

Bournemouth Briefing

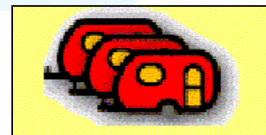
Other tourism related spend



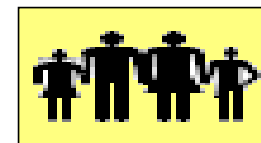
Second Homes
£836,000



Boats
£0



Static Vans
£0



VFR
£11,335,000

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	5,530	2,900	8,430
Indirect jobs	1,547	600	2,147
Induced jobs	588	76	664
Total	7,665	3,576	11,241
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			8,226

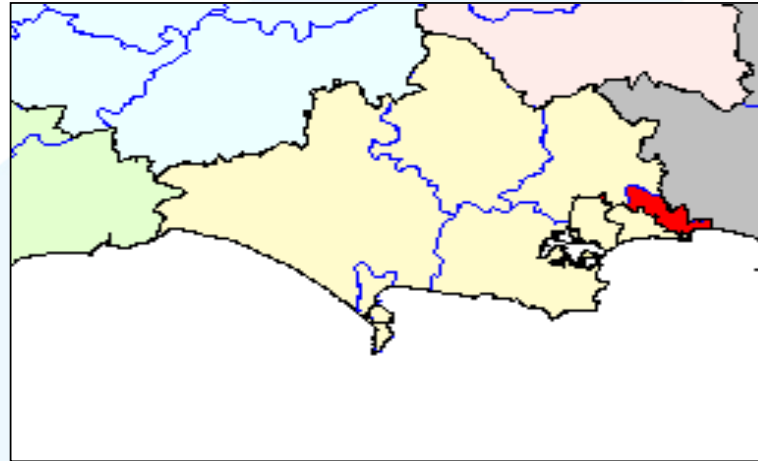
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2009

CHRISTCHURCH DISTRICT

VALUE OF TOURISM 2009

Christchurch Briefing



CHRISTCHURCH KEY FACTS

209,000 trips by staying visitors
907,000 staying visitor nights
£44,062,000 spend by staying visitors
901,891 day visits
£40,550,439 spend by day visitors
£3,815,000 other tourism related spend
2,107 jobs related to
tourism spending
11% of employment is
supported by tourism

VALUE OF TOURISM 2009

Christchurch Briefing

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

	Trips	Nights	Spend
Serviced	57,000	168,000	£14,156,000
Self catering	6,000	42,000	£2,176,000
Touring caravans /tents	14,000	60,000	£1,941,000
Static vans/holiday centres	39,000	190,000	£7,656,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	6,000	33,000	£878,000
Boat moorings	1,000	2,000	£114,000
Other	5,000	16,000	£414,000
Staying with friends and relatives (VFR)	61,000	187,000	£5,183,000
Total	188,000	699,000	£32,518,000

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

	Trips	Nights	Spend
Serviced	8,000	38,000	£3,730,000
Self catering	0	6,000	£563,000
Touring caravans /tents	1,000	12,000	£438,000
Static vans/holiday centres	0	1,000	£71,000
Group/campus	0	0	£0
Paying guests in private homes	2,000	36,000	£2,156,000
Second homes	0	8,000	£653,000
Boat moorings	0	0	£0
Other	0	1,000	£61,000
Staying with friends and relatives (VFR)	10,000	105,000	£3,872,000
Total	21,000	208,000	£11,544,000

VALUE OF TOURISM 2009

Christchurch Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	139,000	595,000	£27,203,000
Business	16,000	32,000	£2,380,000
VFR	31,000	61,000	£2,391,000
Other	3,000	11,000	£544,000
Study	0	0	£0
Total	188,000	699,000	£32,518,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	8,000	40,000	£2,475,000
Business	9,000	63,000	£2,297,000
VFR	2,000	8,000	£692,000
Other	1,000	22,000	£659,000
Study	2,000	75,000	£5,420,000
Total	21,000	208,000	£11,544,000

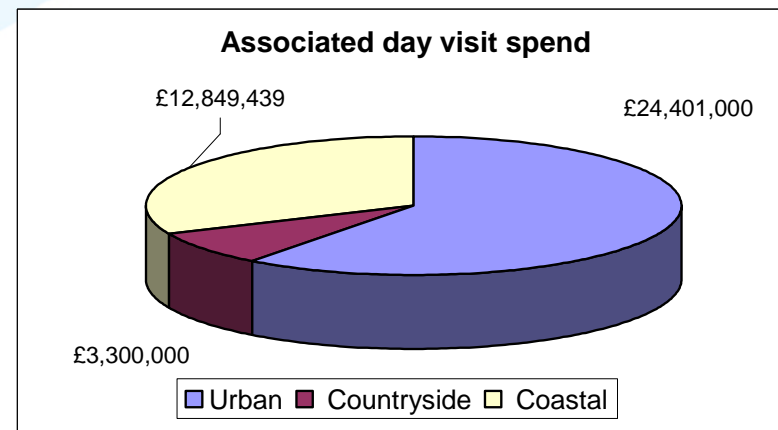
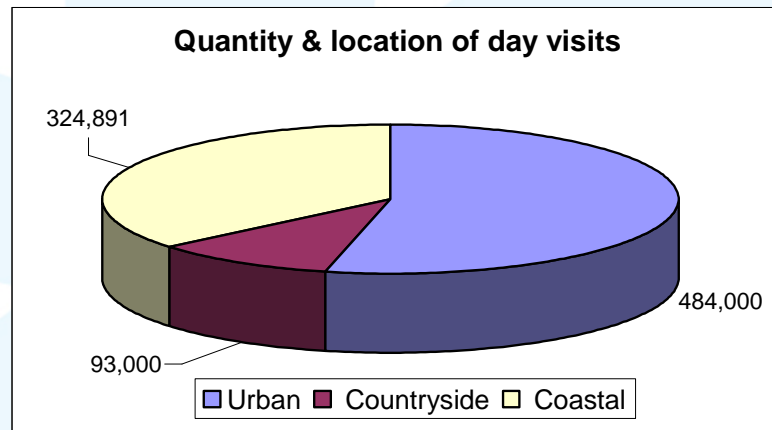
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VALUE OF TOURISM 2009

Christchurch Briefing

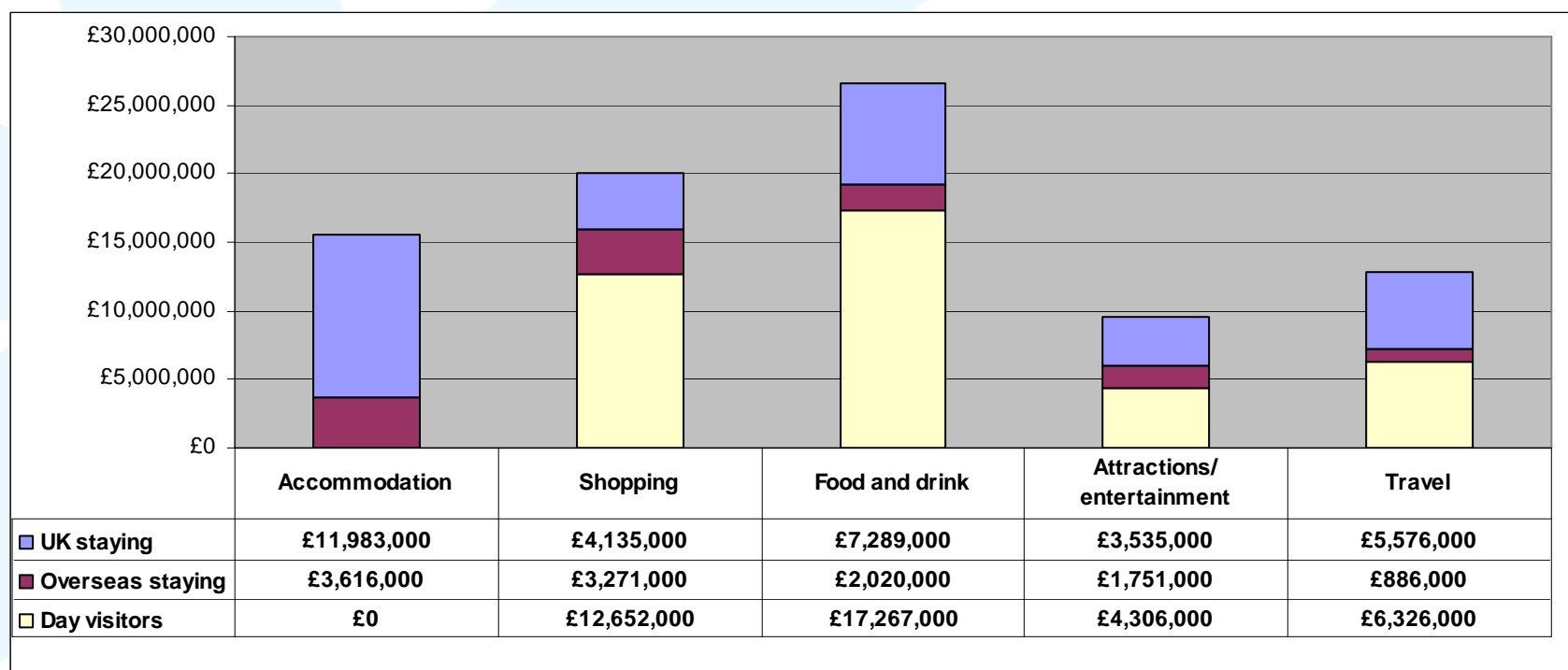
Day visits



VALUE OF TOURISM 2009

Christchurch Briefing

Breakdown of expenditure



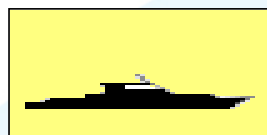
VALUE OF TOURISM 2009

Christchurch Briefing

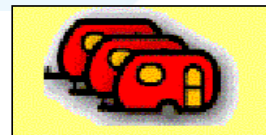
Other tourism related spend



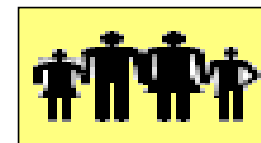
Second Homes
£334,000



Boats
£250,000



Static Vans
£0



VFR
£3,231,000

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	911	686	1,596
Indirect jobs	231	139	370
Induced jobs	119	22	141
Total	1,261	847	2,107
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			1,544

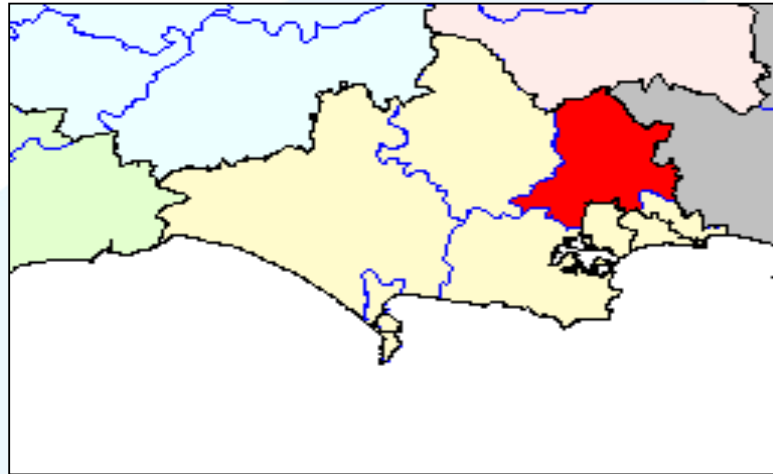
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2009

EAST DORSET DISTRICT

VALUE OF TOURISM 2009

East Dorset Briefing



EAST DORSET

KEY FACTS

- 232,000** trips by staying visitors
- 1,011,000** staying visitor nights
- £37,828,000** spend by staying visitors
- 1,462,000** day visits
- £64,349,000** spend by day visitors
- £6,118,000** other tourism related spend
- 2,440** jobs related to tourism spending
- 7%** of employment is supported by tourism

VALUE OF TOURISM 2009

East Dorset Briefing

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

	Trips	Nights	Spend
Serviced	21,000	61,000	£5,157,000
Self catering	6,000	38,000	£1,966,000
Touring caravans /tents	50,000	222,000	£7,114,000
Static vans/holiday centres	5,000	25,000	£1,024,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	2,000	9,000	£252,000
Boat moorings	0	0	£0
Other	9,000	30,000	£772,000
Staying with friends and relatives (VFR)	113,000	348,000	£9,659,000
Total	206,000	734,000	£25,945,000

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

	Trips	Nights	Spend
Serviced	3,000	15,000	£1,522,000
Self catering	0	6,000	£509,000
Touring caravans /tents	3,000	43,000	£1,607,000
Static vans/holiday centres	0	0	£9,000
Group/campus	0	0	£0
Paying guests in private homes	1,000	12,000	£719,000
Second homes	0	2,000	£188,000
Boat moorings	0	0	£0
Other	1,000	3,000	£114,000
Staying with friends and relatives (VFR)	18,000	196,000	£7,216,000
Total	26,000	277,000	£11,883,000

VALUE OF TOURISM 2009

East Dorset Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	134,000	578,000	£20,469,000
Business	10,000	21,000	£1,195,000
VFR	57,000	115,000	£3,488,000
Other	6,000	20,000	£794,000
Study	0	0	£0
Total	206,000	734,000	£25,945,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	14,000	99,000	£5,007,000
Business	6,000	64,000	£1,898,000
VFR	3,000	21,000	£1,485,000
Other	1,000	58,000	£1,414,000
Study	1,000	35,000	£2,079,000
Total	26,000	277,000	£11,883,000

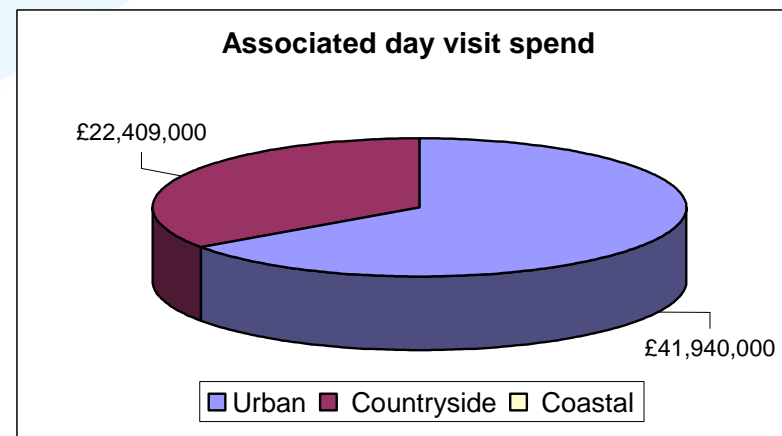
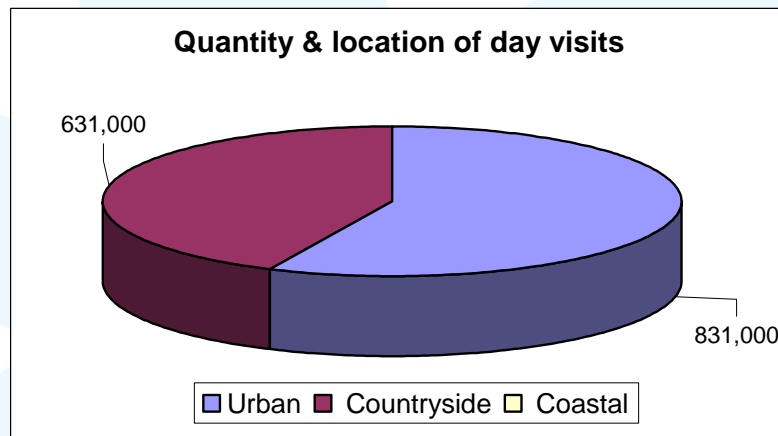
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VALUE OF TOURISM 2009

East Dorset Briefing

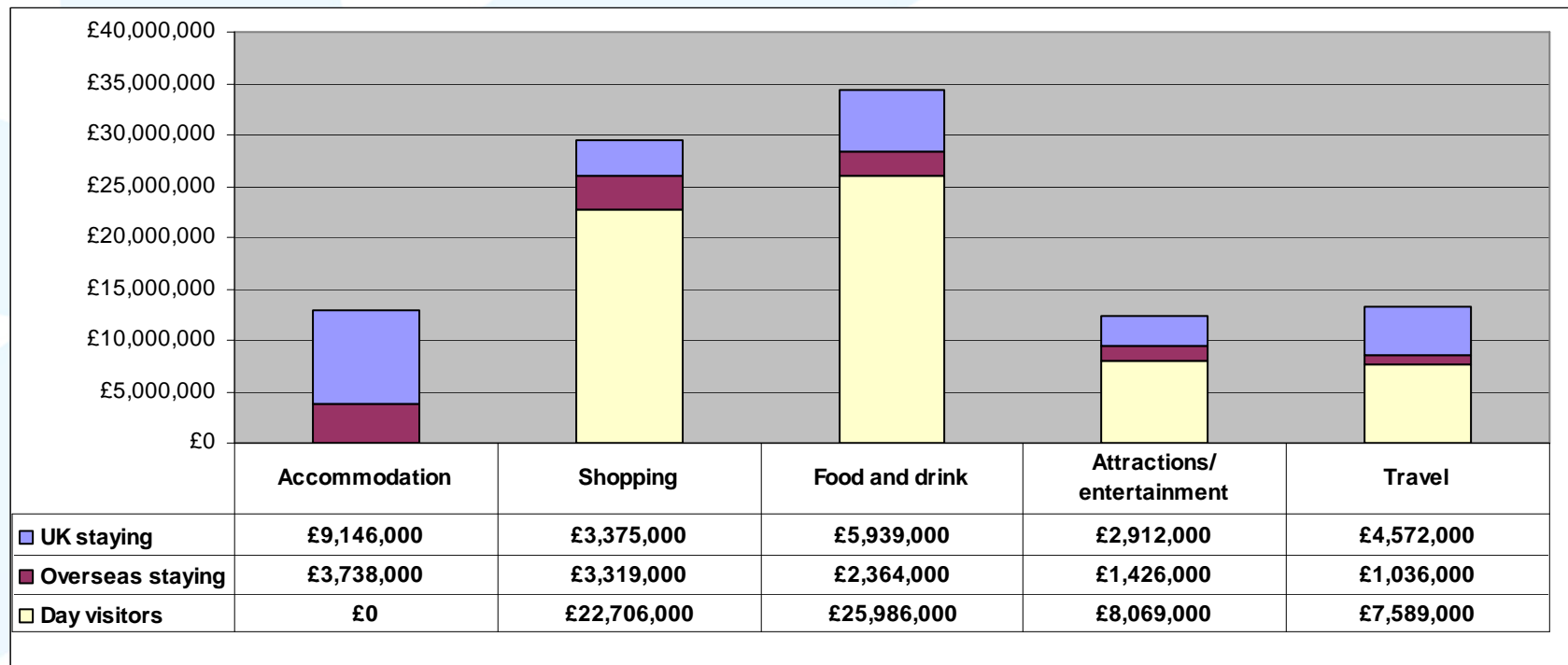
Day visits



VALUE OF TOURISM 2009

East Dorset Briefing

Breakdown of expenditure



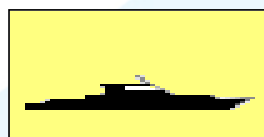
VALUE OF TOURISM 2009

East Dorset Briefing

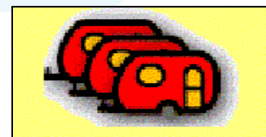
Other tourism related spend



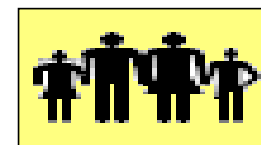
Second Homes
£96,000



Boats
£0



Static Vans
£0



VFR
£6,022,000

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	889	1,205	2,094
Indirect jobs	146	147	293
Induced jobs	43	10	53
Total	1,078	1,362	2,440
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			1,745

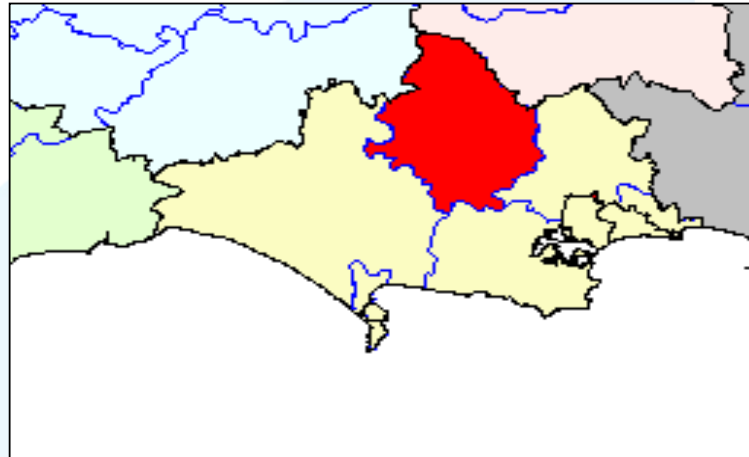
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2009

NORTH DORSET DISTRICT

VALUE OF TOURISM 2009

North Dorset Briefing



NORTH DORSET KEY FACTS

155,000 trips by staying visitors
675,000 staying visitor nights
£28,552,000 spend by staying visitors
1,091,000 day visits
£48,068,000 spend by day visitors
£4,665,000 other tourism related spend
1,975 jobs related to
tourism spending
6% of employment is
supported by tourism

VALUE OF TOURISM 2009

North Dorset Briefing

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

	Trips	Nights	Spend
Serviced	20,000	59,000	£4,947,000
Self catering	13,000	85,000	£4,405,000
Touring caravans /tents	7,000	33,000	£1,044,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	4,000	24,000	£643,000
Boat moorings	0	0	£0
Other	7,000	22,000	£567,000
Staying with friends and relatives (VFR)	83,000	256,000	£7,090,000
Total	134,000	478,000	£18,696,000

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

	Trips	Nights	Spend
Serviced	6,000	27,000	£2,622,000
Self catering	1,000	13,000	£1,139,000
Touring caravans /tents	0	6,000	£236,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	0	6,000	£478,000
Boat moorings	0	0	£0
Other	1,000	2,000	£84,000
Staying with friends and relatives (VFR)	13,000	144,000	£5,297,000
Total	21,000	197,000	£9,856,000

VALUE OF TOURISM 2009

North Dorset Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	83,000	365,000	£14,389,000
Business	6,000	12,000	£745,000
VFR	42,000	86,000	£2,902,000
Other	4,000	15,000	£660,000
Study	0	0	£0
Total	134,000	478,000	£18,696,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	11,000	78,000	£4,897,000
Business	6,000	63,000	£2,323,000
VFR	2,000	15,000	£1,350,000
Other	1,000	42,000	£1,286,000
Study	0	0	£0
Total	21,000	197,000	£9,856,000

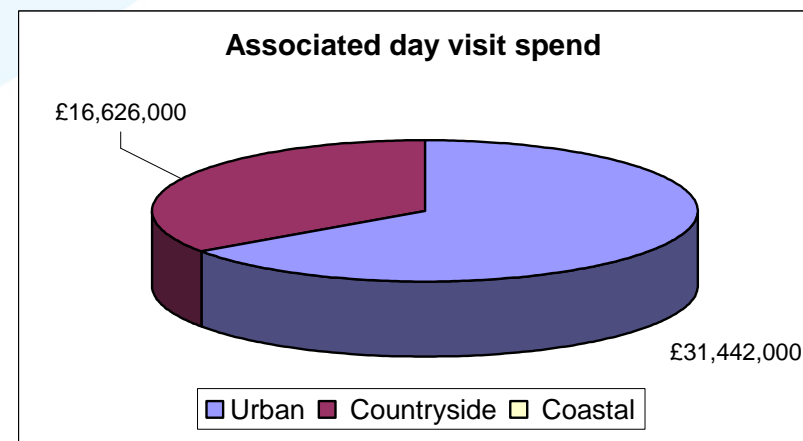
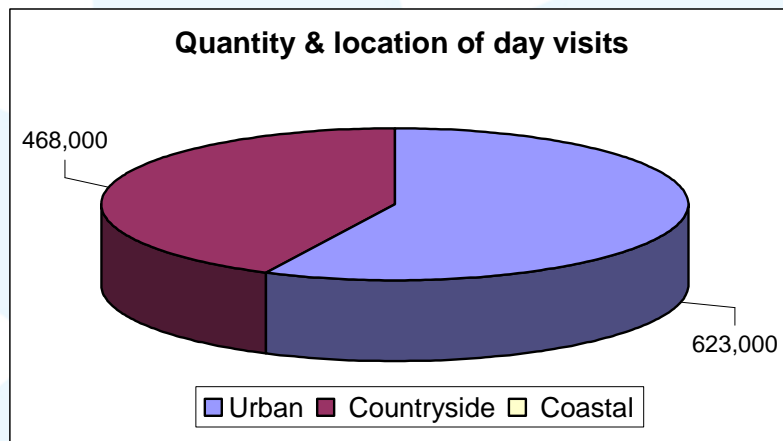
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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'.

VALUE OF TOURISM 2009

North Dorset Briefing

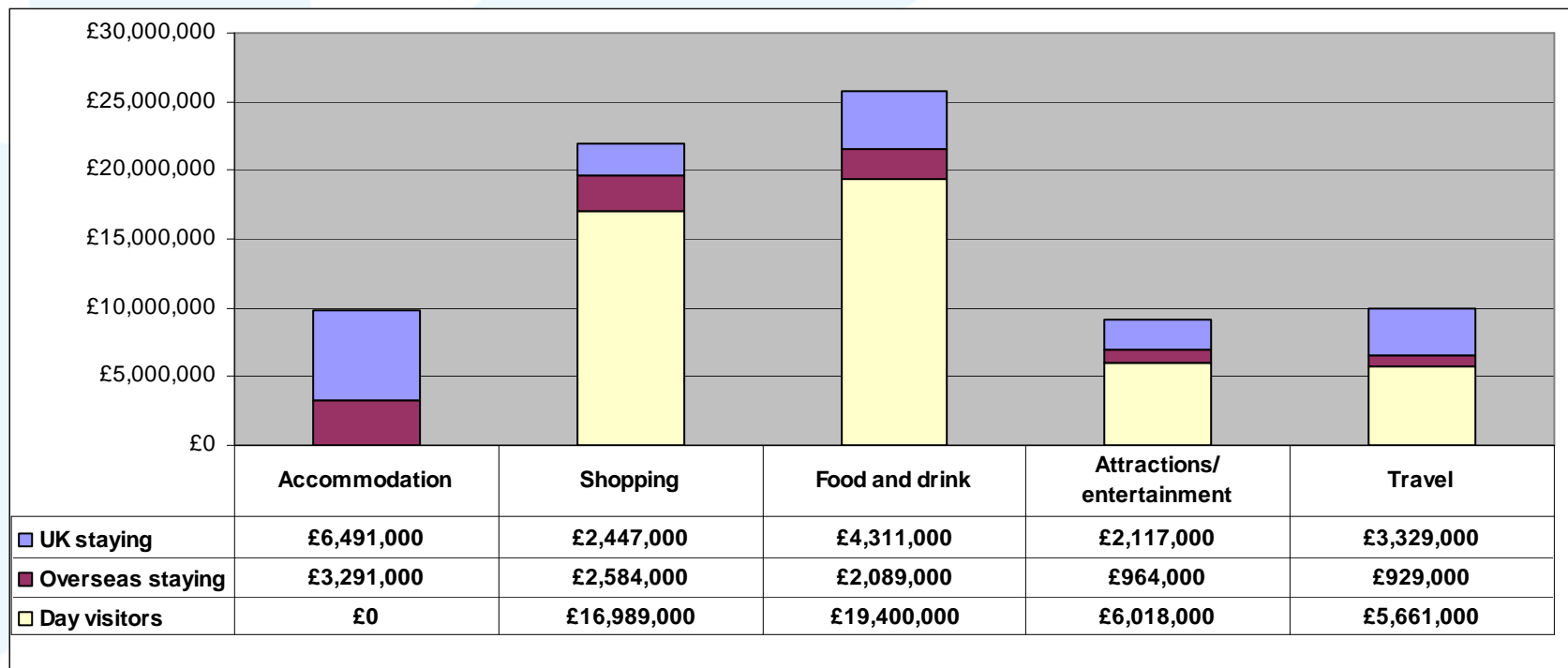
Day visits



VALUE OF TOURISM 2009

North Dorset Briefing

Breakdown of expenditure



VALUE OF TOURISM 2009

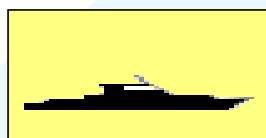
North Dorset Briefing

Other tourism related spend



Second Homes

£245,000



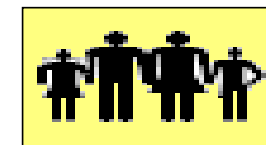
Boats

£0



Static Vans

£0



VFR

£4,420,000

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	727	985	1,712
Indirect jobs	110	110	220
Induced jobs	35	8	42
Total	872	1,103	1,975
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			1,407

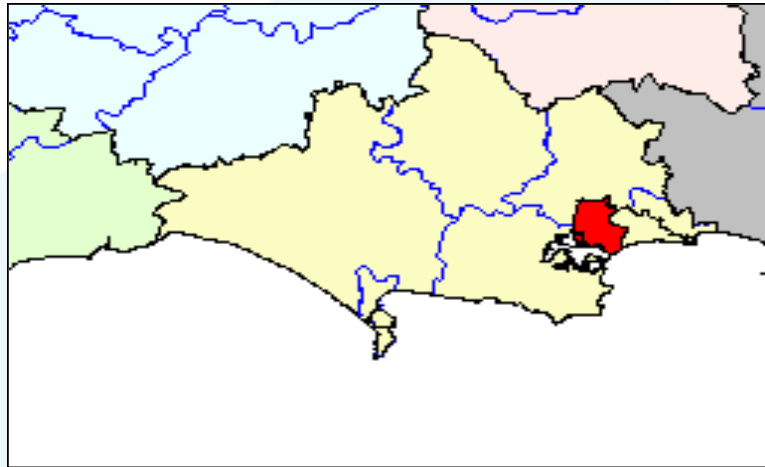
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2009

POOLE UNITARY AUTHORITY

VALUE OF TOURISM 2009

Poole Briefing



<u>POOLE</u>	<u>KEY FACTS</u>
407,000	trips by staying visitors
1,755,000	staying visitor nights
£79,840,000	spend by staying visitors
2,352,000	day visits
£108,558,000	spend by day visitors
£13,176,000	other tourism related spend
4,668	jobs related to tourism spending
7%	of employment is supported by tourism

VALUE OF TOURISM 2009

Poole Briefing

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

	Trips	Nights	Spend
Serviced	80,000	234,000	£19,747,000
Self catering	34,000	222,000	£11,562,000
Touring caravans /tents	14,000	60,000	£1,929,000
Static vans/holiday centres	16,000	77,000	£3,093,000
Group/campus	1,000	3,000	£211,000
Paying guests in private homes	0	0	£0
Second homes	8,000	46,000	£1,225,000
Boat moorings	11,000	29,000	£1,375,000
Other	15,000	49,000	£1,244,000
Staying with friends and relatives (VFR)	182,000	562,000	£15,570,000
Total	361,000	1,281,000	£55,956,000

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

	Trips	Nights	Spend
Serviced	11,000	53,000	£5,203,000
Self catering	2,000	33,000	£2,990,000
Touring caravans /tents	1,000	12,000	£436,000
Static vans/holiday centres	0	0	£29,000
Group/campus	0	8,000	£344,000
Paying guests in private homes	2,000	36,000	£2,156,000
Second homes	1,000	11,000	£911,000
Boat moorings	0	0	£0
Other	1,000	4,000	£184,000
Staying with friends and relatives (VFR)	29,000	317,000	£11,631,000
Total	46,000	474,000	£23,884,000

VALUE OF TOURISM 2009

Poole Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	234,000	1,010,000	£43,787,000
Business	26,000	53,000	£3,743,000
VFR	92,000	186,000	£6,864,000
Other	9,000	32,000	£1,562,000
Study	0	0	£0
Total	361,000	1,281,000	£55,956,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	25,000	184,000	£11,759,000
Business	14,000	156,000	£5,844,000
VFR	5,000	35,000	£3,217,000
Other	2,000	99,000	£3,064,000
Study	0	0	£0
Total	46,000	474,000	£23,884,000

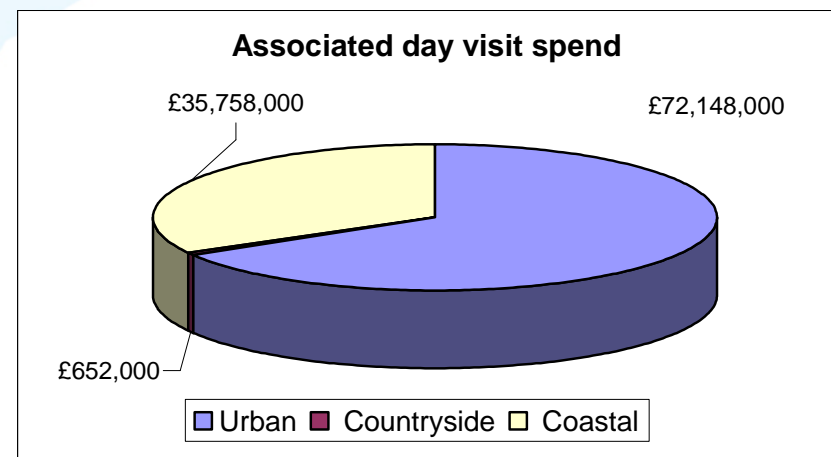
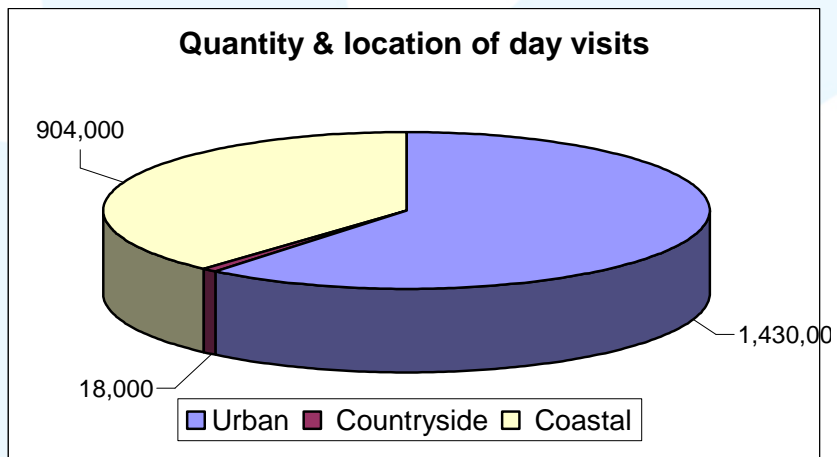
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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VALUE OF TOURISM 2009

Poole Briefing

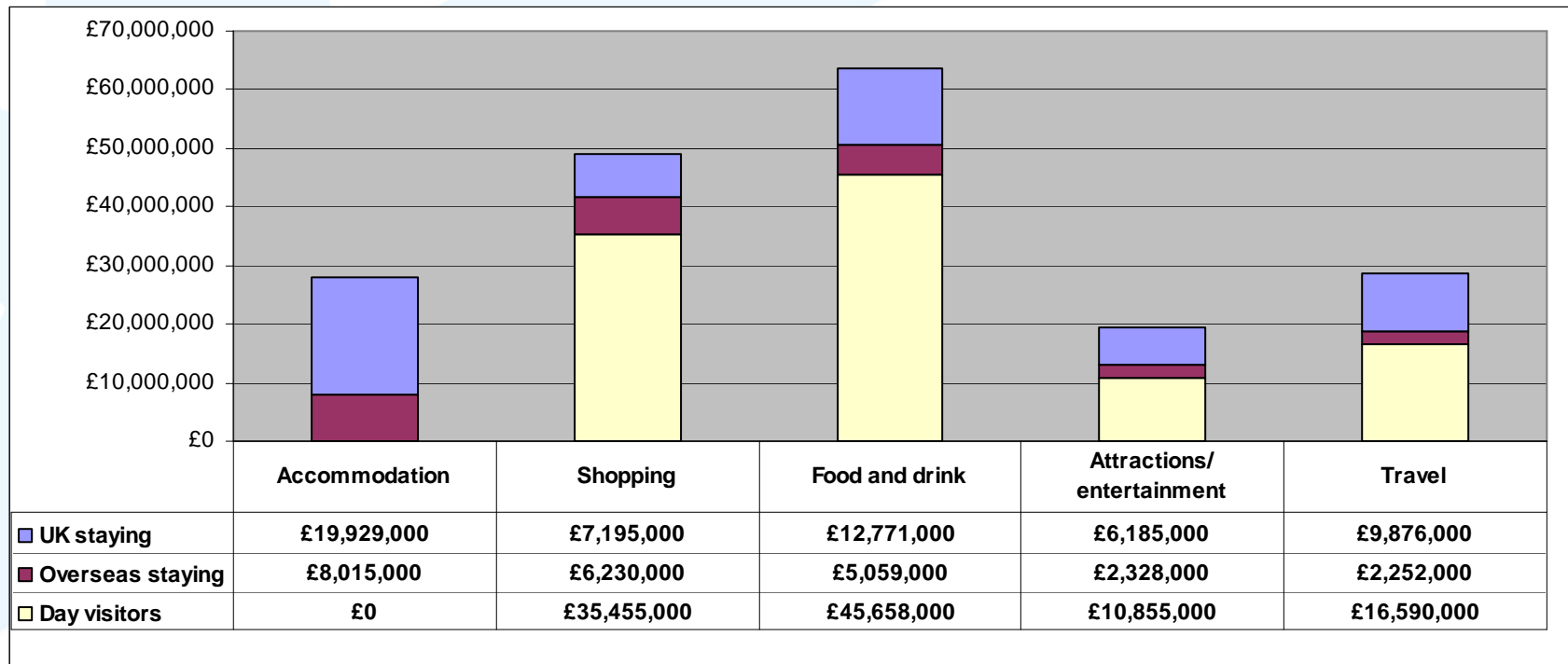
Day visits



VALUE OF TOURISM 2009

Poole Briefing

Breakdown of expenditure



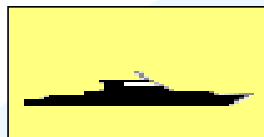
VALUE OF TOURISM 2009

Poole Briefing

Other tourism related spend



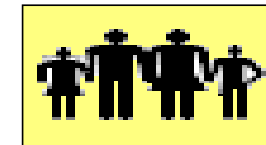
Second Homes
£466,000



Boats
£3,004,000



Static Vans
£0



VFR
£9,706,000

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	1,761	1,837	3,598
Indirect jobs	465	369	834
Induced jobs	188	48	236
Total	2,414	2,254	4,668
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			3,423

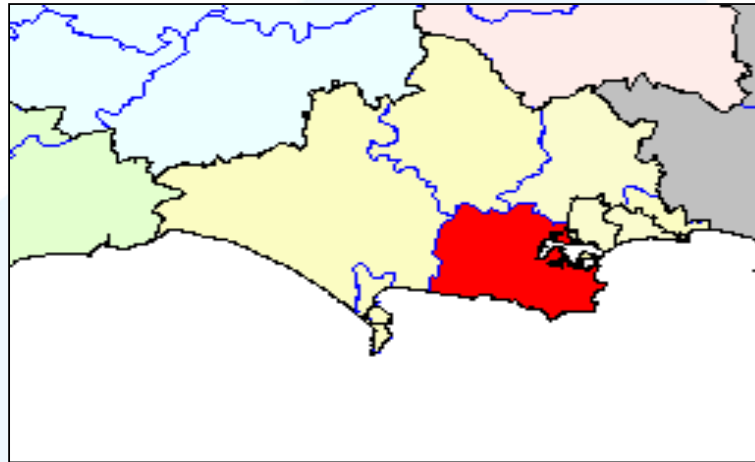
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2009

PURBECK DISTRICT

VALUE OF TOURISM 2009

Purbeck Briefing



<u>PURBECK</u>	<u>KEY FACTS</u>
454,000	trips by staying visitors
2,204,000	staying visitor nights
£101,918,000	spend by staying visitors
1,972,000	day visits
£79,940,000	spend by day visitors
£3,928,000	other tourism related spend
3,755	jobs related to tourism spending
16%	of employment is supported by tourism

VALUE OF TOURISM 2009

Purbeck Briefing

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

	Trips	Nights	Spend
Serviced	85,000	249,000	£21,007,000
Self catering	63,000	409,000	£21,236,000
Touring caravans /tents	135,000	592,000	£18,994,000
Static vans/holiday centres	61,000	301,000	£12,125,000
Group/campus	8,000	21,000	£1,606,000
Paying guests in private homes	0	0	£0
Second homes	8,000	49,000	£1,292,000
Boat moorings	1,000	3,000	£151,000
Other	5,000	16,000	£398,000
Staying with friends and relatives (VFR)	58,000	180,000	£4,984,000
Total	425,000	1,818,000	£81,794,000

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

	Trips	Nights	Spend
Serviced	5,000	22,000	£2,146,000
Self catering	3,000	61,000	£5,492,000
Touring caravans /tents	7,000	114,000	£4,290,000
Static vans/holiday centres	0	1,000	£112,000
Group/campus	3,000	61,000	£2,622,000
Paying guests in private homes	1,000	12,000	£719,000
Second homes	1,000	11,000	£961,000
Boat moorings	0	0	£0
Other	0	1,000	£59,000
Staying with friends and relatives (VFR)	9,000	101,000	£3,723,000
Total	29,000	386,000	£20,124,000

VALUE OF TOURISM 2009

Purbeck Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	385,000	1,731,000	£77,781,000
Business	7,000	15,000	£1,099,000
VFR	29,000	62,000	£2,374,000
Other	3,000	11,000	£540,000
Study	0	0	£0
Total	425,000	1,818,000	£81,794,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	25,000	253,000	£13,785,000
Business	2,000	22,000	£720,000
VFR	2,000	16,000	£1,204,000
Other	1,000	44,000	£1,147,000
Study	1,000	51,000	£3,268,000
Total	29,000	386,000	£20,124,000

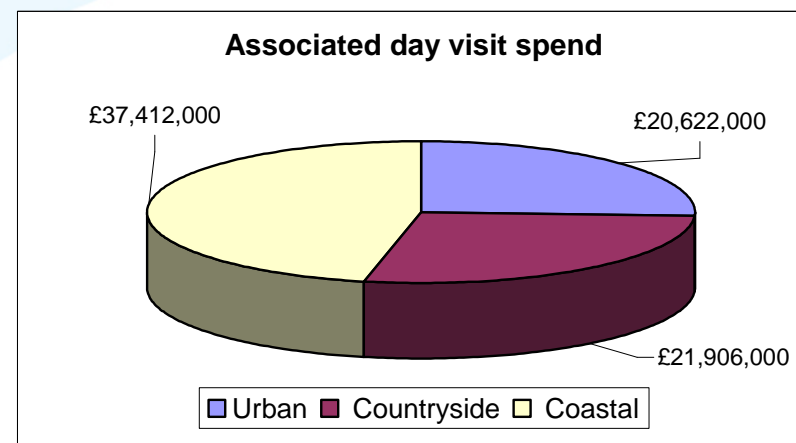
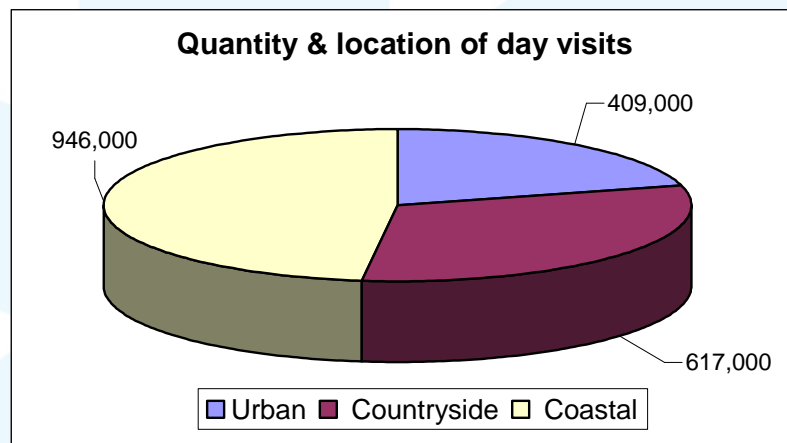
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VALUE OF TOURISM 2009

Purbeck Briefing

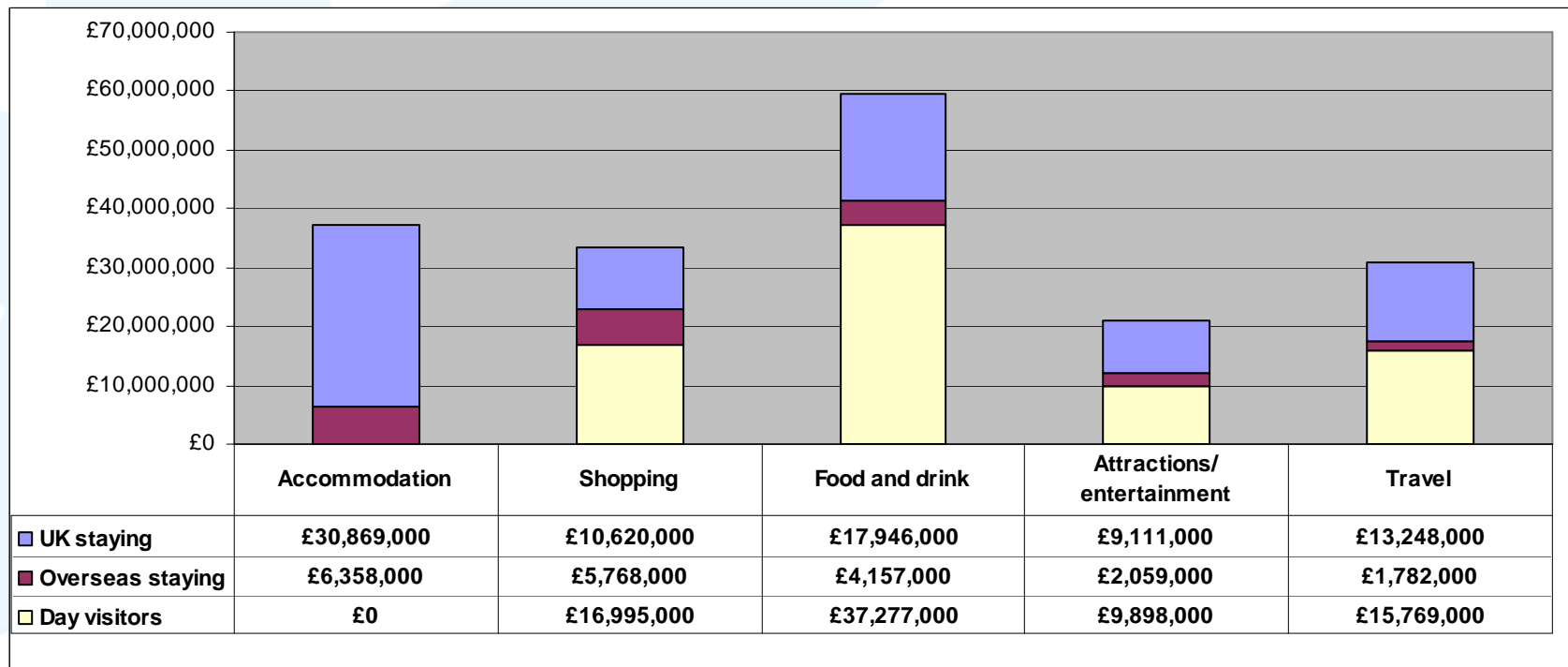
Day visits



VALUE OF TOURISM 2009

Purbeck Briefing

Breakdown of expenditure



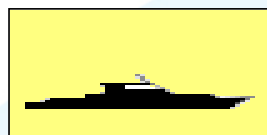
VALUE OF TOURISM 2009

Purbeck Briefing

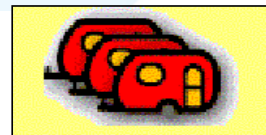
Other tourism related spend



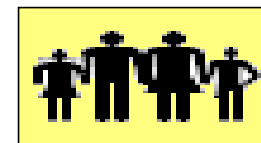
Second Homes
£491,000



Boats
£330,000



Static Vans
£0



VFR
£3,107,000

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	1,852	1,249	3,102
Indirect jobs	357	192	549
Induced jobs	90	14	105
Total	2,300	1,456	3,755
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,692

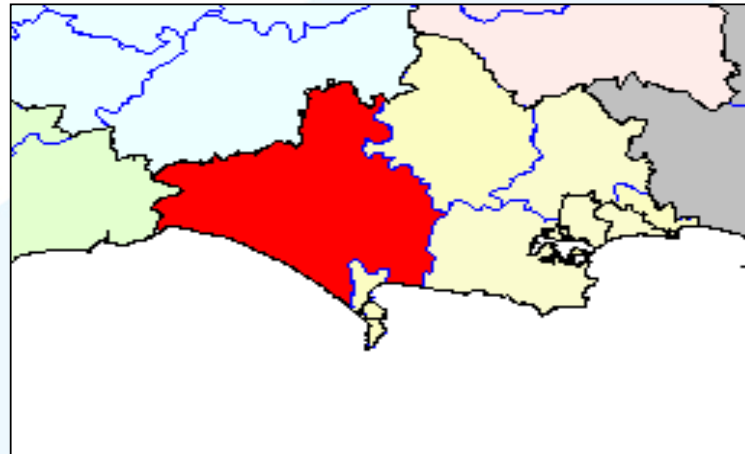
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2009

WEST DORSET DISTRICT

VALUE OF TOURISM 2009

West Dorset Briefing



WEST DORSET KEY FACTS

602,200 trips by staying visitors
2,942,700 staying visitor nights
£138,627,000 spend by staying visitors
3,003,000 day visits
£130,098,000 spend by day visitors
£7,289,000 other tourism related spend
6,473 jobs related to
tourism spending
15% of employment is
supported by tourism

VALUE OF TOURISM 2009

West Dorset Briefing

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

	Trips	Nights	Spend
Serviced	96,000	281,000	£23,773,000
Self catering	114,000	745,000	£38,697,000
Touring caravans /tents	149,000	655,000	£21,042,000
Static vans/holiday centres	40,000	198,000	£7,987,000
Group/campus	1,000	2,000	£167,000
Paying guests in private homes	0	0	£0
Second homes	11,000	65,000	£1,726,000
Boat moorings	0	0	£0
Other	10,000	33,000	£850,000
Staying with friends and relatives (VFR)	124,000	384,000	£10,641,000
Total	547,000	2,364,000	£104,883,000

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

	Trips	Nights	Spend
Serviced	18,400	87,100	£8,561,000
Self catering	6,300	111,600	£10,007,000
Touring caravans /tents	8,200	126,100	£4,753,000
Static vans/holiday centres	100	900	£74,000
Group/campus	300	6,300	£272,000
Paying guests in private homes	500	12,100	£719,000
Second homes	800	15,300	£1,284,000
Boat moorings	0	0	£0
Other	900	2,900	£126,000
Staying with friends and relatives (VFR)	19,500	216,400	£7,949,000
Total	55,200	578,700	£33,744,000

VALUE OF TOURISM 2009

West Dorset Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	451,000	2,139,000	£94,056,000
Business	27,000	61,000	£4,395,000
VFR	63,000	140,000	£5,240,000
Other	6,000	24,000	£1,193,000
Study	0	0	£0
Total	547,000	2,364,000	£104,883,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	29,500	237,500	£17,737,000
Business	20,700	241,500	£10,593,000
VFR	3,700	26,200	£2,774,000
Other	1,300	73,400	£2,641,000
Study	0	0	£0
Total	55,200	578,700	£33,744,000

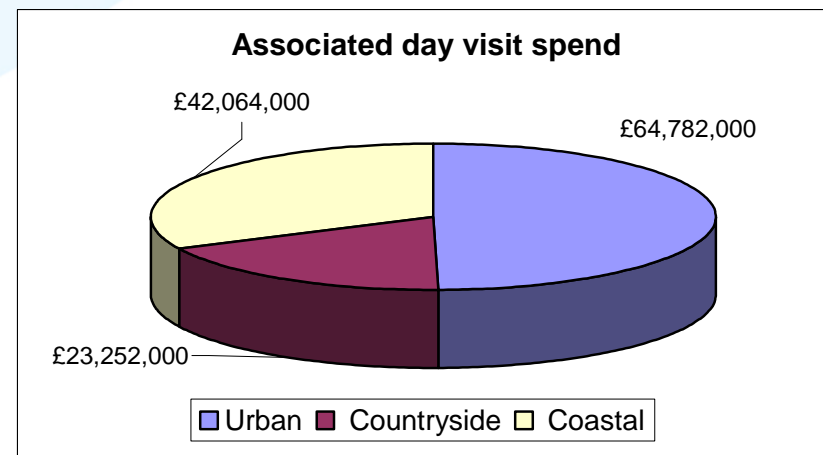
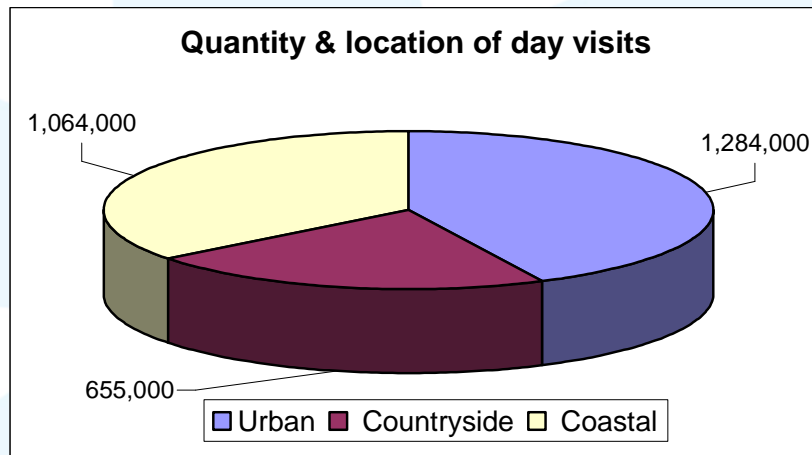
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VALUE OF TOURISM 2009

West Dorset Briefing

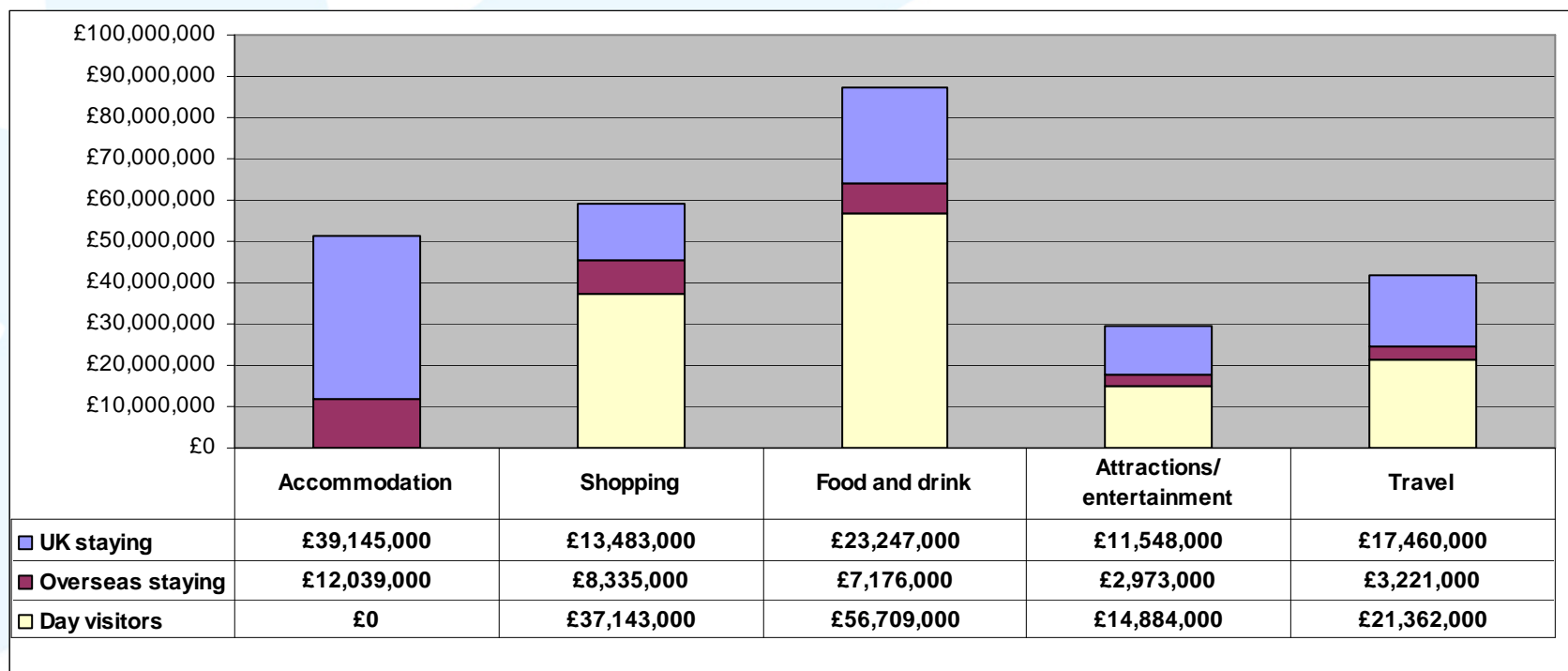
Day visits



VALUE OF TOURISM 2009

West Dorset Briefing

Breakdown of expenditure



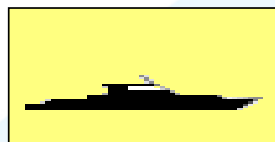
VALUE OF TOURISM 2009

West Dorset Briefing

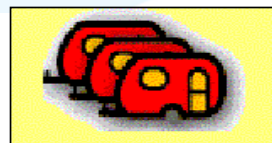
Other tourism related spend



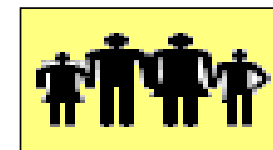
Second Homes
£656,000



Boats
£0



Static Vans
£0



VFR
£6,633,000

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	3,063	2,447	5,510
Indirect jobs	494	302	796
Induced jobs	145	23	167
Total	3,702	2,771	6,473
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			4,606

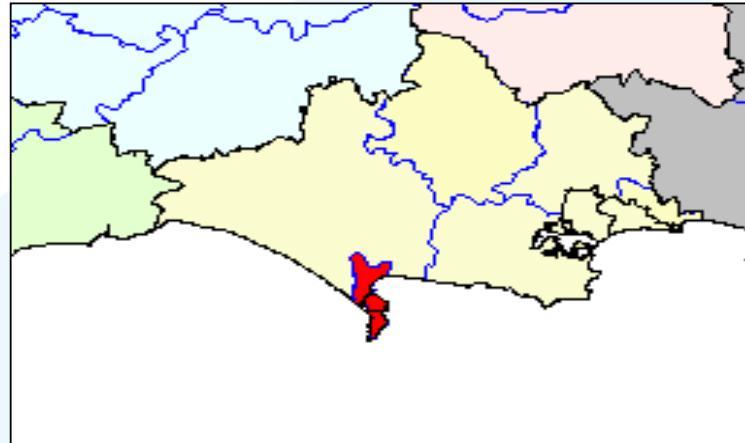
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2009

WEYMOUTH DISTRICT

VALUE OF TOURISM 2009

Weymouth Briefing



WEYMOUTH

KEY FACTS

434,300 trips by staying visitors
1,711,400 staying visitor nights
£98,512,000 spend by staying visitors
1,196,000 day visits
£67,531,000 spend by day visitors
£6,255,000 other tourism related spend
4,405 jobs related to
tourism spending
18% of employment is
supported by tourism

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

	Trips	Nights	Spend
Serviced	211,000	617,000	£52,135,000
Self catering	32,000	209,000	£10,854,000
Touring caravans /tents	7,000	31,000	£1,004,000
Static vans/holiday centres	61,000	300,000	£12,084,000
Group/campus	0	1,000	£88,000
Paying guests in private homes	0	0	£0
Second homes	2,000	14,000	£377,000
Boat moorings	7,000	17,000	£796,000
Other	7,000	22,000	£560,000
Staying with friends and relatives (VFR)	82,000	253,000	£7,013,000
Total	410,000	1,464,000	£84,912,000

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

	Trips	Nights	Spend
Serviced	7,000	33,300	£3,272,000
Self catering	1,800	31,300	£2,807,000
Touring caravans /tents	400	6,000	£227,000
Static vans/holiday centres	200	1,400	£112,000
Group/campus	200	3,300	£144,000
Paying guests in private homes	1,100	24,200	£1,437,000
Second homes	200	3,300	£280,000
Boat moorings	0	0	£0
Other	600	1,900	£83,000
Staying with friends and relatives (VFR)	12,900	142,600	£5,239,000
Total	24,300	247,400	£13,600,000

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Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	327,000	1,304,000	£73,853,000
Business	37,000	70,000	£6,477,000
VFR	41,000	77,000	£3,732,000
Other	4,000	13,000	£849,000
Study	0	0	£0
Total	410,000	1,464,000	£84,912,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	16,100	126,900	£8,351,000
Business	4,900	56,200	£2,171,000
VFR	2,400	16,900	£1,577,000
Other	900	47,400	£1,501,000
Study	0	0	£0
Total	24,300	247,400	£13,600,000

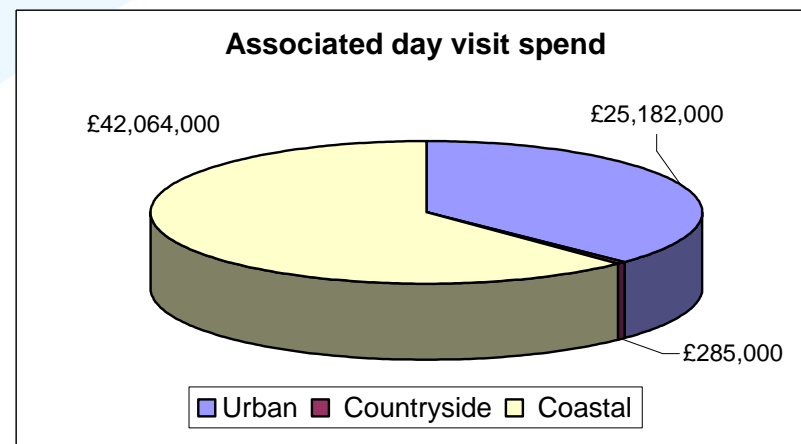
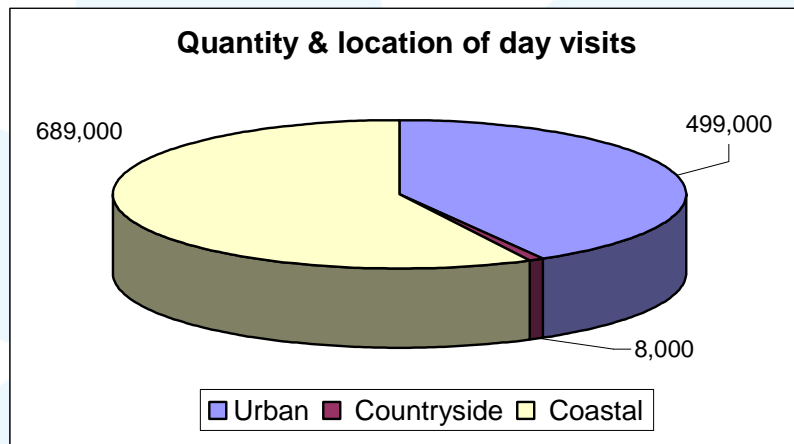
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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'.

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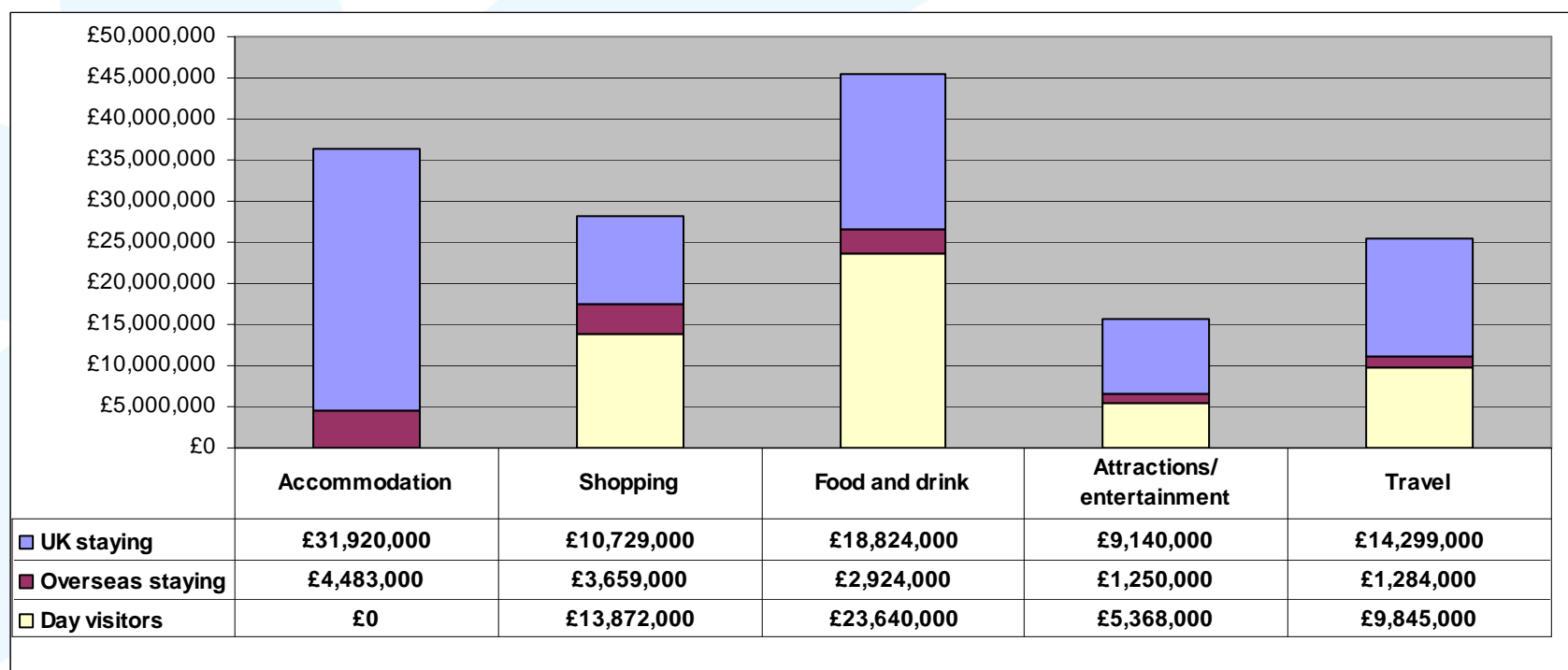
Day visits



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Breakdown of expenditure



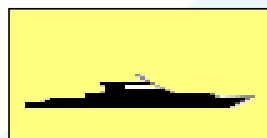
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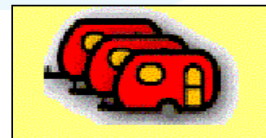
Other tourism related spend



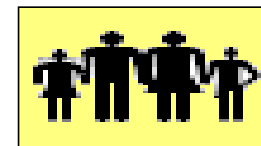
Second Homes
£143,000



Boats
£1,740,000



Static Vans
£0



VFR
£4,372,000

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	2,353	1,055	3,408
Indirect jobs	549	182	731
Induced jobs	240	26	265
Total	3,142	1,263	4,405
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			3,208

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.