

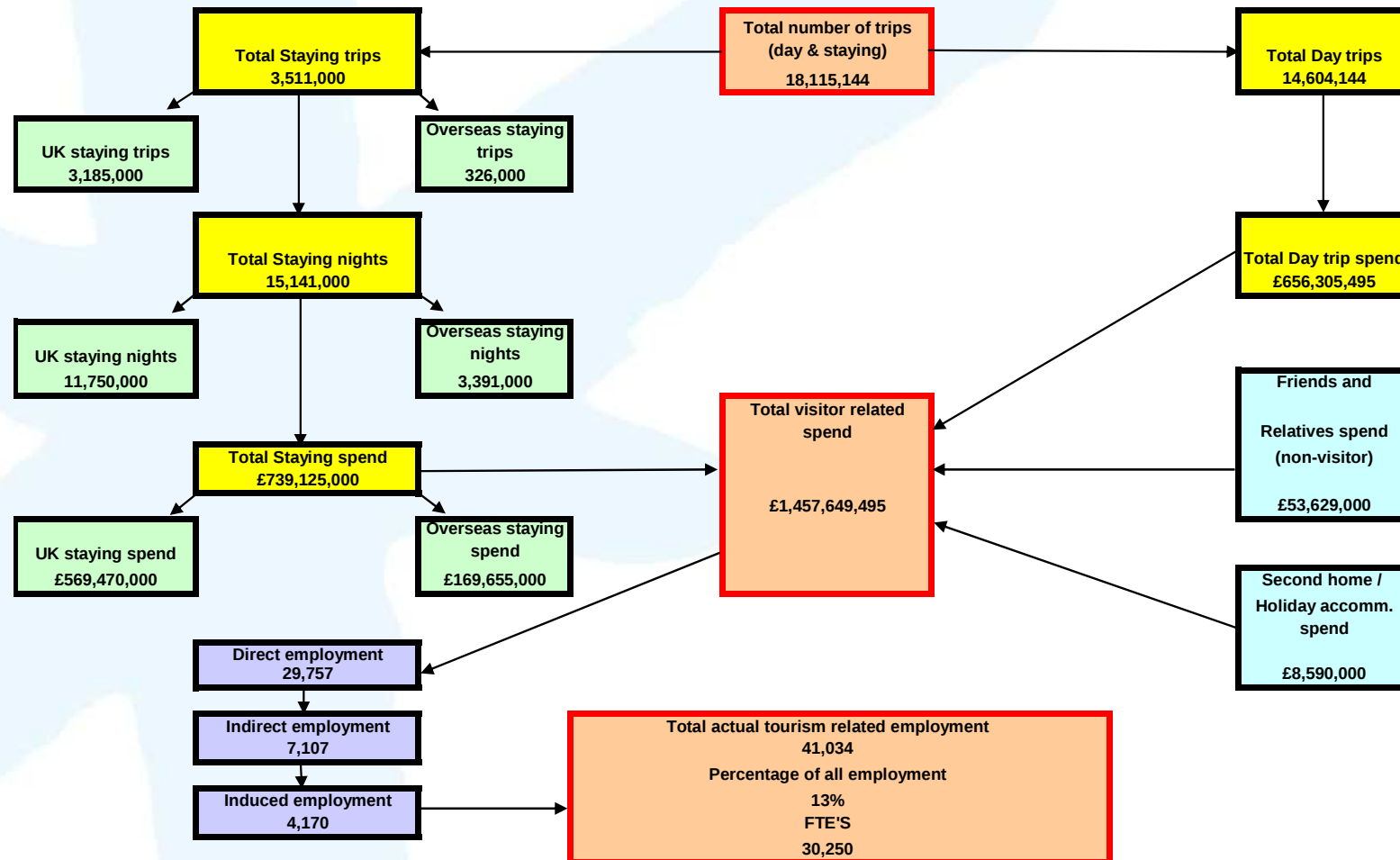
Value of Tourism 2008

DORSET



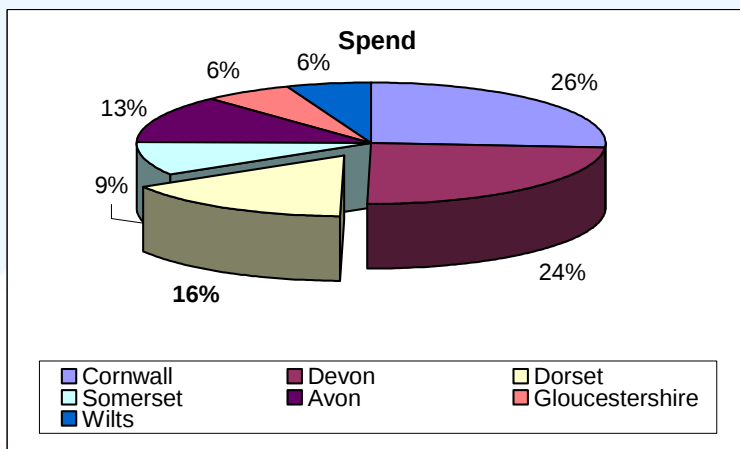
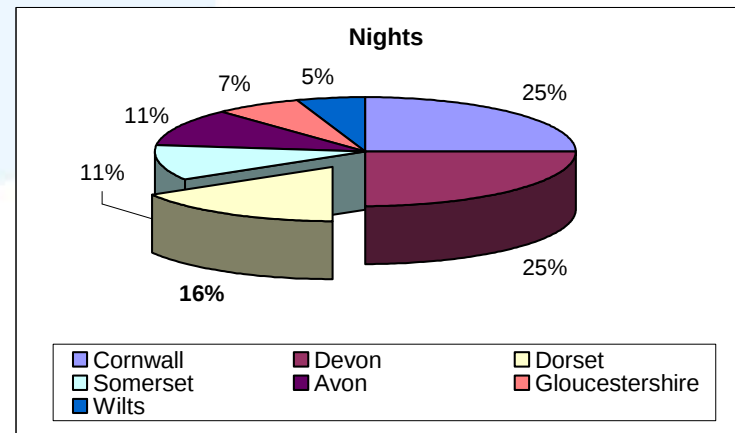
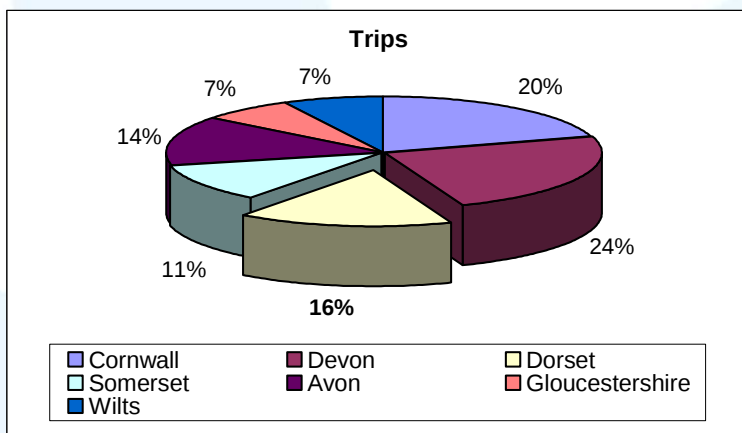
THE VALUE OF TOURISM 2008

Dorset – Facts at a glance



VALUE OF TOURISM 2008

Dorset – Staying visitors in context



	Trips	Nights	Spend
Cornwall	4,447,000	23,090,000	£1,210,062,000
Devon	5,255,000	22,878,000	£1,118,196,000
Dorset	3,511,000	15,141,000	£739,125,000
Somerset	2,447,000	9,702,000	£409,315,000
Former Avon	3,117,000	10,125,000	£597,353,000
Gloucestershire	1,543,000	6,093,000	£283,875,000
Wilts	1,635,000	4,972,000	£263,782,000

VALUE OF TOURISM 2008

Dorset – Staying visitors in detail

Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	1,070,000	3,156,000	£281,177,000
Self catering	162,000	1,038,000	£52,268,000
Touring caravans /tents	341,000	1,722,000	£61,435,000
Static vans/holiday centres	317,000	1,519,000	£58,404,000
Group/campus	20,000	59,000	£3,159,000
Paying guest in private house	0	0	£0
Second homes	63,000	370,000	£12,139,000
Boat moorings	17,000	45,000	£1,581,000
Other	51,000	119,000	£2,535,000
Staying with friends and relatives	1,144,000	3,722,000	£96,768,000
Total	3,185,000	11,750,000	£569,470,000

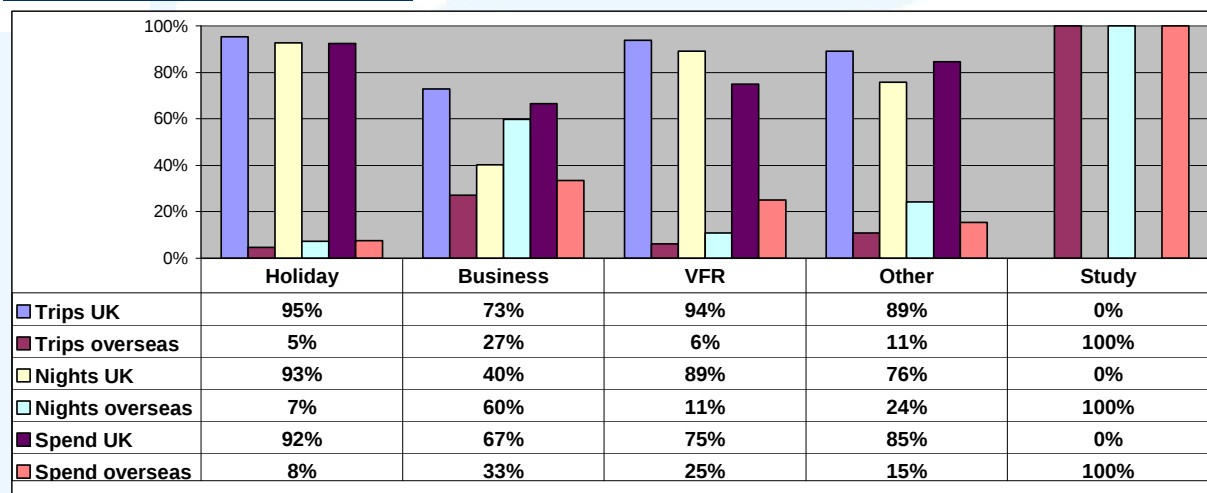
Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	98,000	464,000	£40,742,000
Self catering	6,000	143,000	£11,130,000
Touring caravans /tents	19,000	156,000	£5,125,000
Static vans/holiday centres	1,000	4,000	£254,000
Group/campus	4,000	107,000	£3,875,000
Paying guest in private house	42,000	788,000	£45,333,000
Second homes	7,000	110,000	£6,759,000
Boat moorings	0	0	£0
Other	10,000	56,000	£2,584,000
Staying with friends and relatives	139,000	1,563,000	£53,853,000
Total	326,000	3,391,000	£169,655,000

VALUE OF TOURISM 2008

Dorset – Staying visitors in detail

Trips, nights and spend by purpose



Trips, nights and spend by purpose (Domestic Tourists)

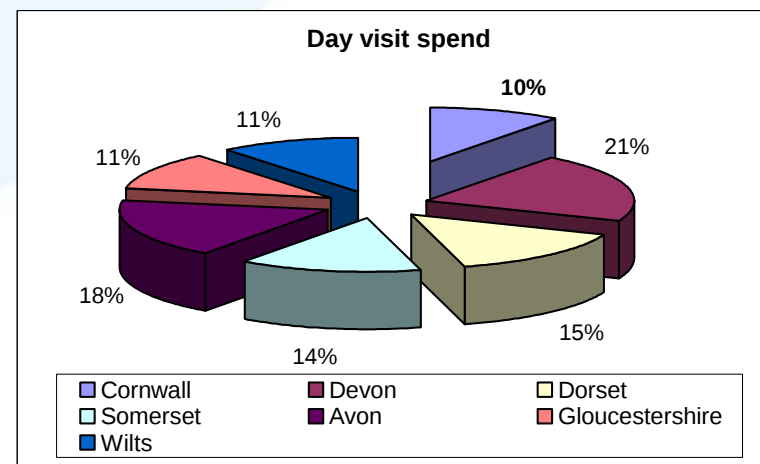
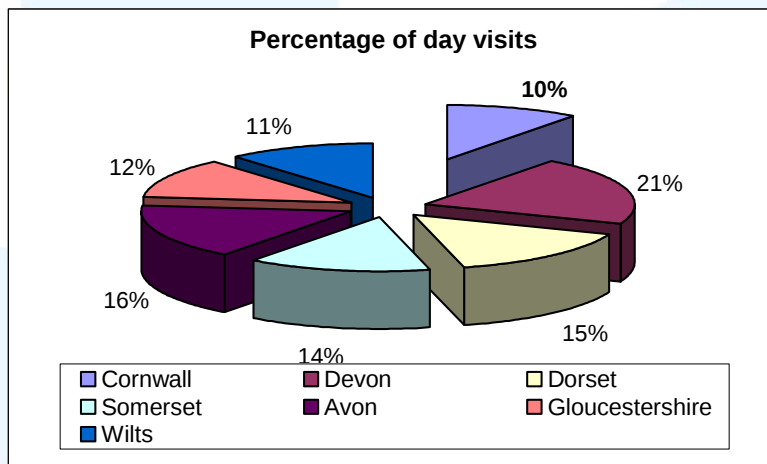
	Trips	Nights	Spend
Holiday	2,245,000	9,488,000	£445,921,000
Business	370,000	701,000	£72,398,000
VFR	504,000	1,369,000	£42,310,000
Other	66,000	191,000	£8,837,000
Study	0	0	£0
Total	3,185,000	11,750,000	£569,466,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	110,000	734,000	£36,528,000
Business	138,000	1,043,000	£36,327,000
VFR	33,000	167,000	£14,108,000
Other	8,000	61,000	£1,604,000
Study	38,000	1,385,000	£81,088,000
Total	326,000	3,391,000	£169,655,000

VALUE OF TOURISM 2008

Dorset – Day visitors in context

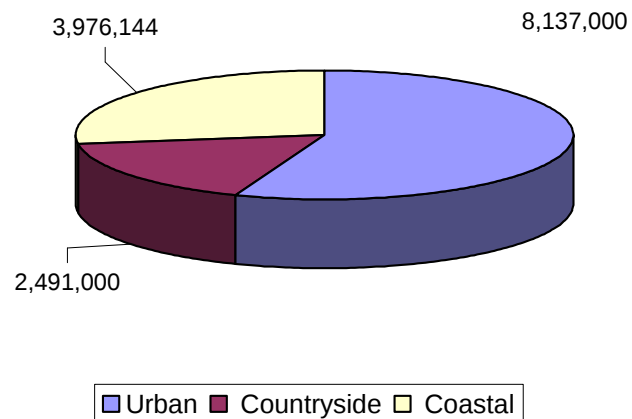


	Trips	Spend
Cornwall	9,923,869	£452,459,000
Devon	19,990,049	£918,108,000
Dorset	14,604,144	£656,305,495
Somerset	13,903,305	£623,036,000
Former Avon	15,884,000	£787,019,000
Gloucestershire	11,576,000	£506,504,000
Wilts	10,893,000	£474,111,000
Totals	96,774,367	£4,417,542,495

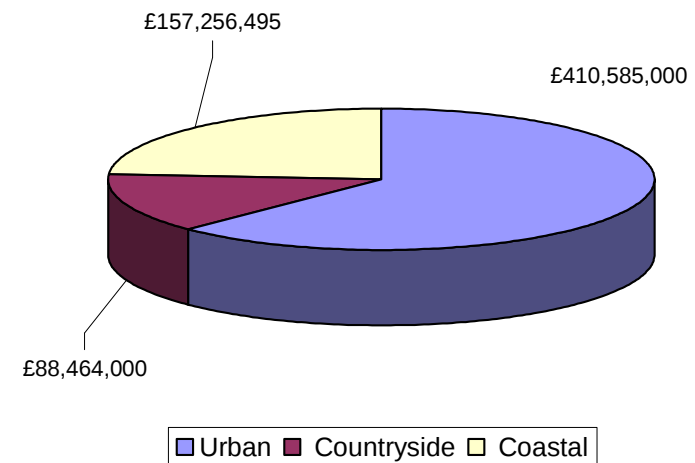
VALUE OF TOURISM 2008

Dorset – Day visitors in detail

Quantity & location of day visits

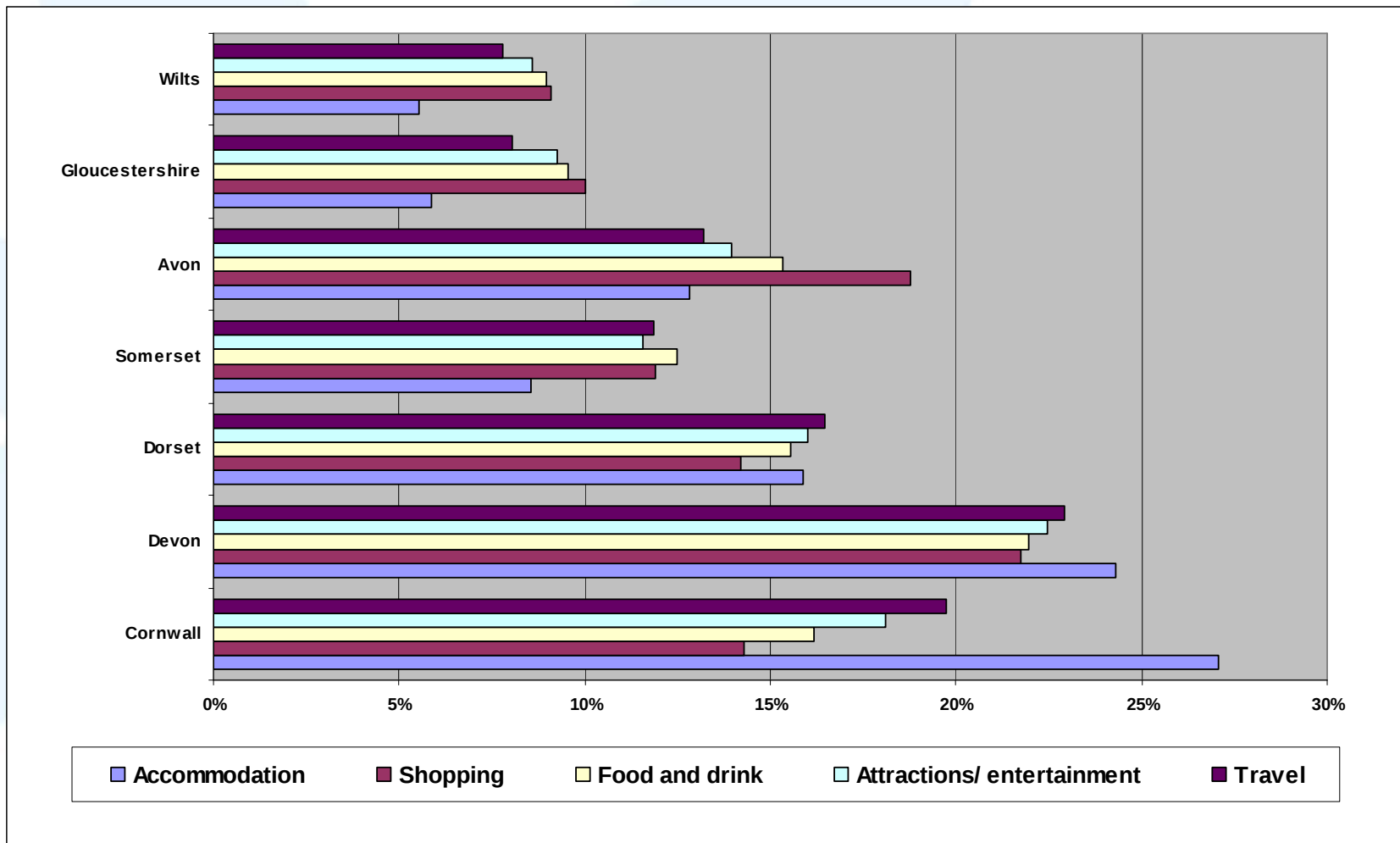


Associated day visit spend



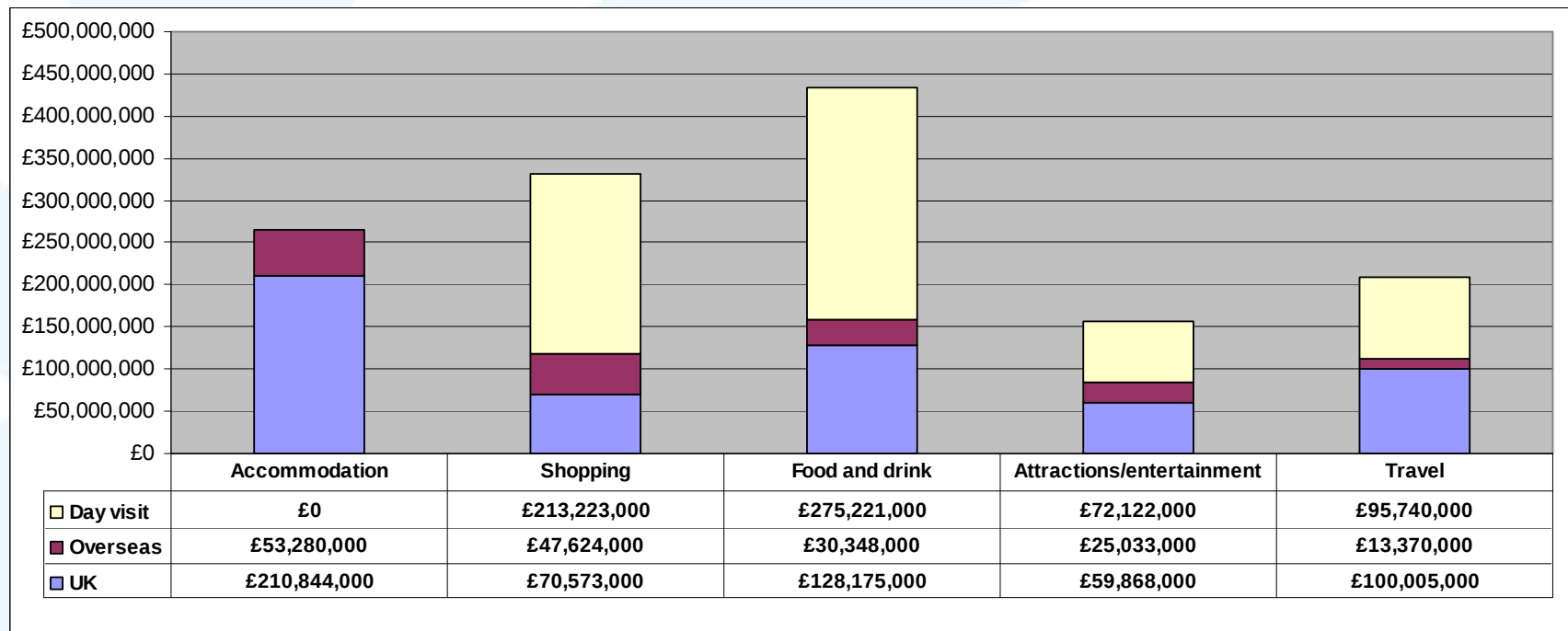
VALUE OF TOURISM 2008

Dorset – Expenditure associated with trips (all visits)



VALUE OF TOURISM 2008

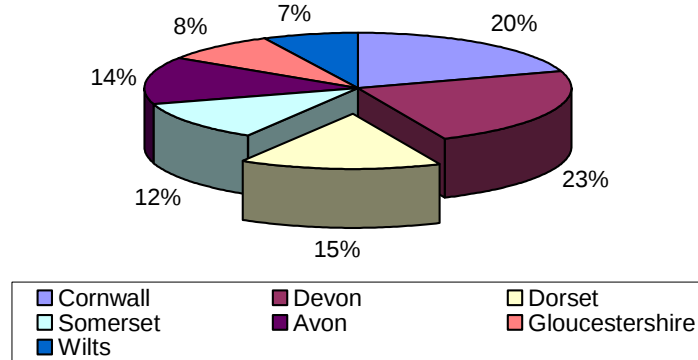
Dorset – Expenditure associated with trips



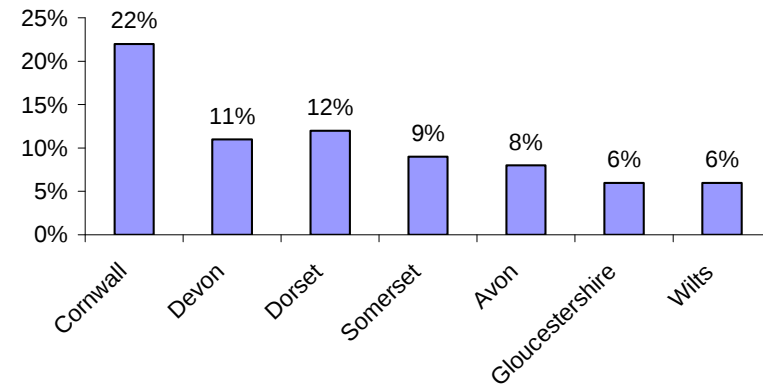
VALUE OF TOURISM 2008

Dorset – Employment in context

Distribution of tourism related employment (FTE'S)



Tourism employment as a proportion of the total county employment



	Number of FTE's
Cornwall	39,667
Devon	46,140
Dorset	30,250
Somerset	23,549
Former Avon	27,600
Gloucestershire	16,791
Wilts	14,459
Totals	198,456

VALUE OF TOURISM 2008

Dorset – Employment in detail

Estimated actual number of jobs related to tourism spending

	Staying tourists	Day visitors	Total
Direct	16,553	13,204	29,757
Indirect	4,393	2,714	7,107
Induced	3,489	681	4,170
Totals	24,435	16,599	41,034

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

	Staying tourists	Day visitors	Total
Direct	11,451	8,907	20,358
Indirect	3,854	2,381	6,234
Induced	3,061	597	3,658
Totals	18,365	11,885	30,250

Estimated number of full time jobs(FTE's)

	Staying	Day	Total
Accommodation	4,440	91	4,532
Retailing	1,175	2,119	3,294
Catering	2,863	4,970	7,833
Attractions/entertainment	1,476	1,297	2,773
Transport	509	430	939
Arising from non trip spend	988	0	988
Totals	11,451	8,907	20,358

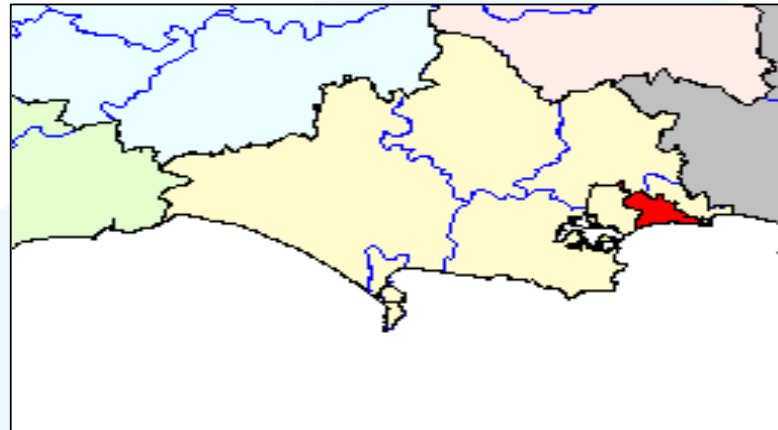
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2008

BOURNEMOUTH UNITARY AUTHORITY

VALUE OF TOURISM 2008

Bournemouth Briefing



BOURNEMOUTH KEY FACTS

1,014,000 trips by staying visitors
4,077,000 staying visitor nights
£258,624,000 spend by staying visitors
3,454,125 day visits
£163,780,094 spend by day visitors
£13,207,000 other tourism related spend
9,878 jobs related to
tourism spending
13% of employment is
supported by tourism

VALUE OF TOURISM 2008

Bournemouth Briefing

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

	Trips	Nights	Spend
Serviced	582,000	1,718,000	£153,048,000
Self catering	8,000	51,000	£2,579,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	16,000	95,000	£3,105,000
Boat moorings	0	0	£0
Other	12,000	27,000	£585,000
Staying with friends and relatives (VFR)	264,000	859,000	£22,323,000
Total	882,000	2,750,000	£181,640,000

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

	Trips	Nights	Spend
Serviced	62,000	293,000	£25,687,000
Self catering	0	7,000	£549,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	33,000	626,000	£36,000,000
Second homes	2,000	28,000	£1,729,000
Boat moorings	0	0	£0
Other	2,000	13,000	£596,000
Staying with friends and relatives (VFR)	32,000	361,000	£12,423,000
Total	132,000	1,327,000	£76,984,000

VALUE OF TOURISM 2008

Bournemouth Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	561,000	2,111,000	£126,332,000
Business	189,000	319,000	£41,940,000
VFR	116,000	281,000	£11,057,000
Other	15,000	39,000	£2,310,000
Study	0	0	£0
Total	882,000	2,750,000	£181,640,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	15,000	72,000	£4,081,000
Business	77,000	423,000	£16,809,000
VFR	8,000	28,000	£2,684,000
Other	2,000	10,000	£305,000
Study	30,000	794,000	£53,106,000
Total	132,000	1,327,000	£76,984,000

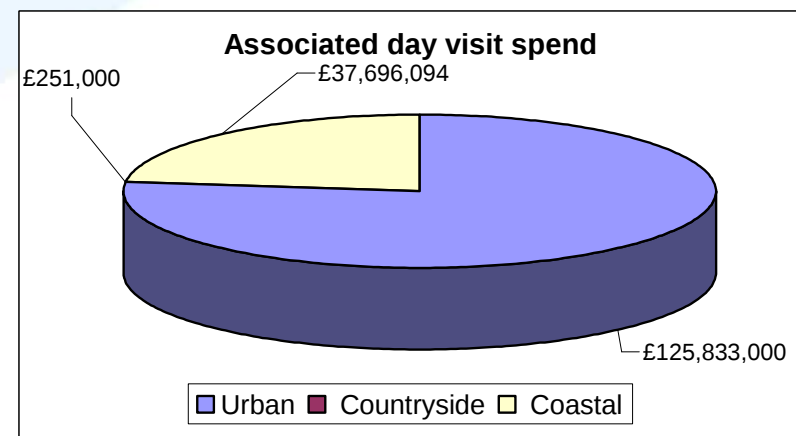
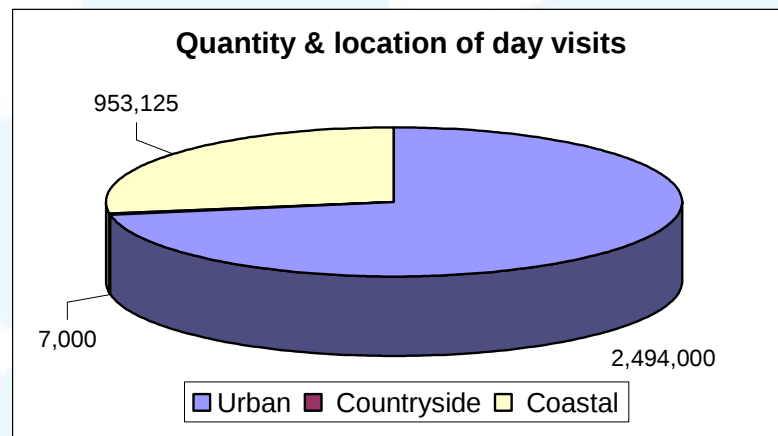
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VALUE OF TOURISM 2008

Bournemouth Briefing

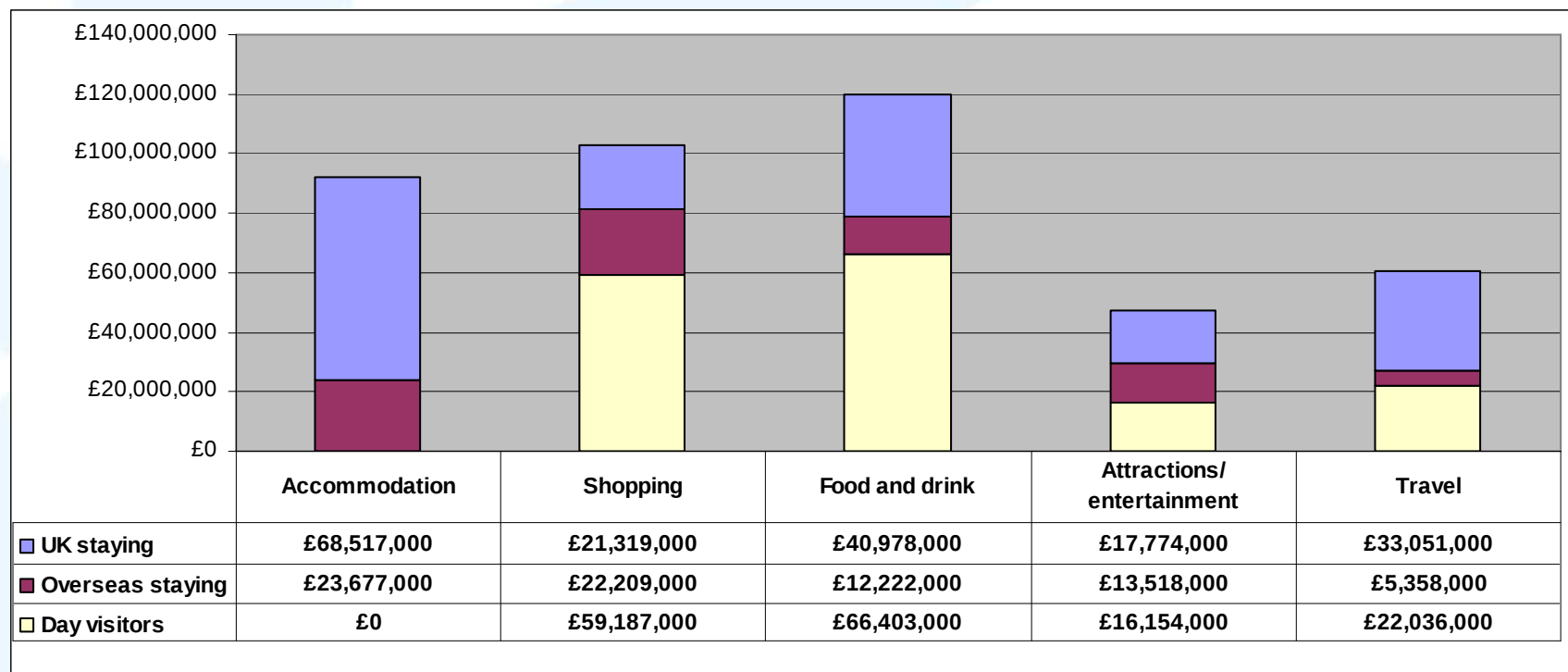
Day visits



VALUE OF TOURISM 2008

Bournemouth Briefing

Breakdown of expenditure



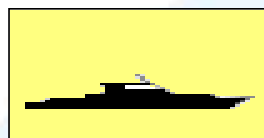
VALUE OF TOURISM 2008

Bournemouth Briefing

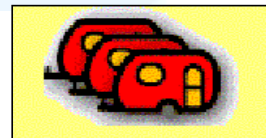
Other tourism related spend



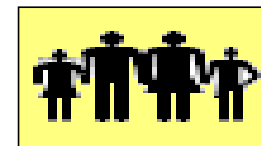
Second Homes
£836,000



Boats
£0



Static Vans
£0



VFR
£12,371,000

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	4,664		2,681		7,344
Indirect jobs	1,406		552		1,958
Induced jobs	507		68		575
Total	6,576		3,301		9,878
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:					7,241

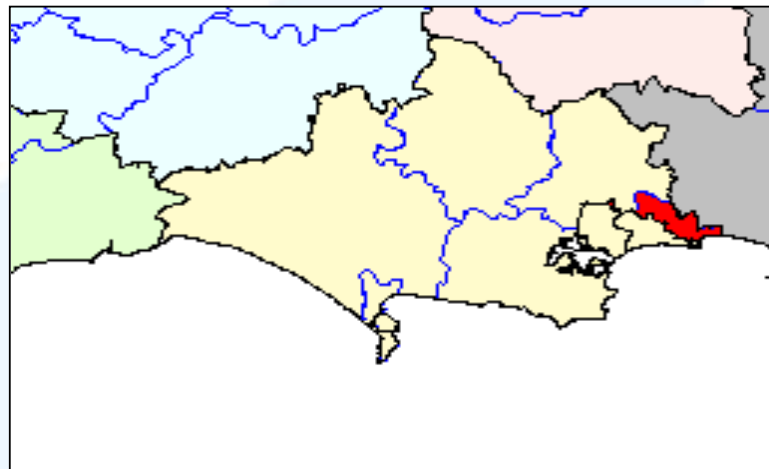
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2008

CHRISTCHURCH DISTRICT

VALUE OF TOURISM 2008

Christchurch Briefing



CHRISTCHURCH KEY FACTS

178,000 trips by staying visitors
802,000 staying visitor nights
£35,181,000 spend by staying visitors
832,755 day visits
£37,720,710 spend by day visitors
£4,041,000 other tourism related spend
1,868 jobs related to
tourism spending
10% of employment is
supported by tourism

VALUE OF TOURISM 2008

Christchurch Briefing

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

	Trips	Nights	Spend
Serviced	37,000	108,000	£9,598,000
Self catering	4,000	24,000	£1,200,000
Touring caravans /tents	13,000	64,000	£2,277,000
Static vans/holiday centres	23,000	108,000	£4,170,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	6,000	38,000	£1,240,000
Boat moorings	1,000	2,000	£74,000
Other	3,000	8,000	£163,000
Staying with friends and relatives (VFR)	74,000	240,000	£6,238,000
Total	160,000	591,000	£24,960,000

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

	Trips	Nights	Spend
Serviced	3,000	16,000	£1,428,000
Self catering	0	3,000	£256,000
Touring caravans /tents	1,000	6,000	£190,000
Static vans/holiday centres	0	0	£18,000
Group/campus	0	0	£0
Paying guests in private homes	4,000	70,000	£4,000,000
Second homes	1,000	11,000	£691,000
Boat moorings	0	0	£0
Other	1,000	4,000	£167,000
Staying with friends and relatives (VFR)	9,000	101,000	£3,471,000
Total	18,000	211,000	£10,221,000

VALUE OF TOURISM 2008

Christchurch Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	107,000	459,000	£19,173,000
Business	16,000	31,000	£2,814,000
VFR	32,000	89,000	£2,458,000
Other	4,000	12,000	£513,000
Study	0	0	£0
Total	160,000	591,000	£24,960,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	7,000	42,000	£1,900,000
Business	6,000	41,000	£1,309,000
VFR	2,000	10,000	£781,000
Other	0	4,000	£89,000
Study	3,000	114,000	£6,143,000
Total	18,000	211,000	£10,221,000

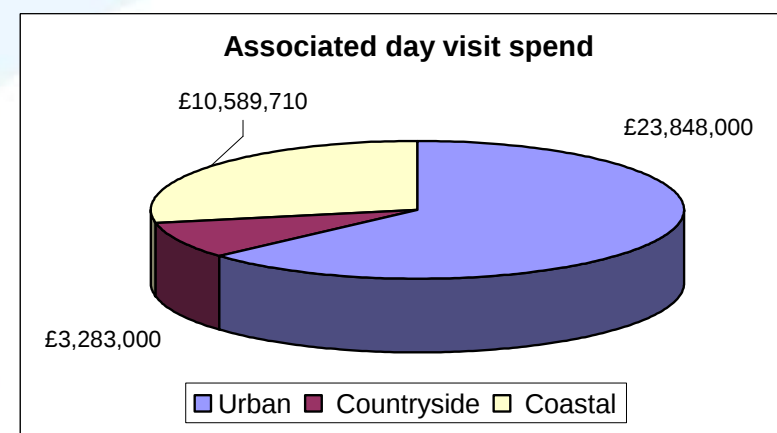
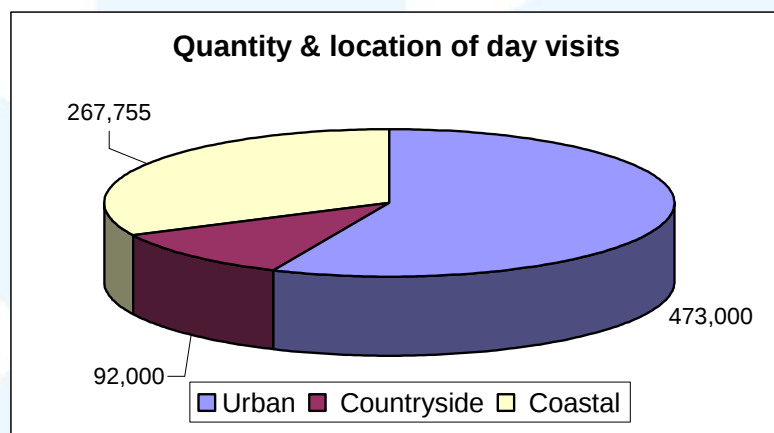
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VALUE OF TOURISM 2008

Christchurch Briefing

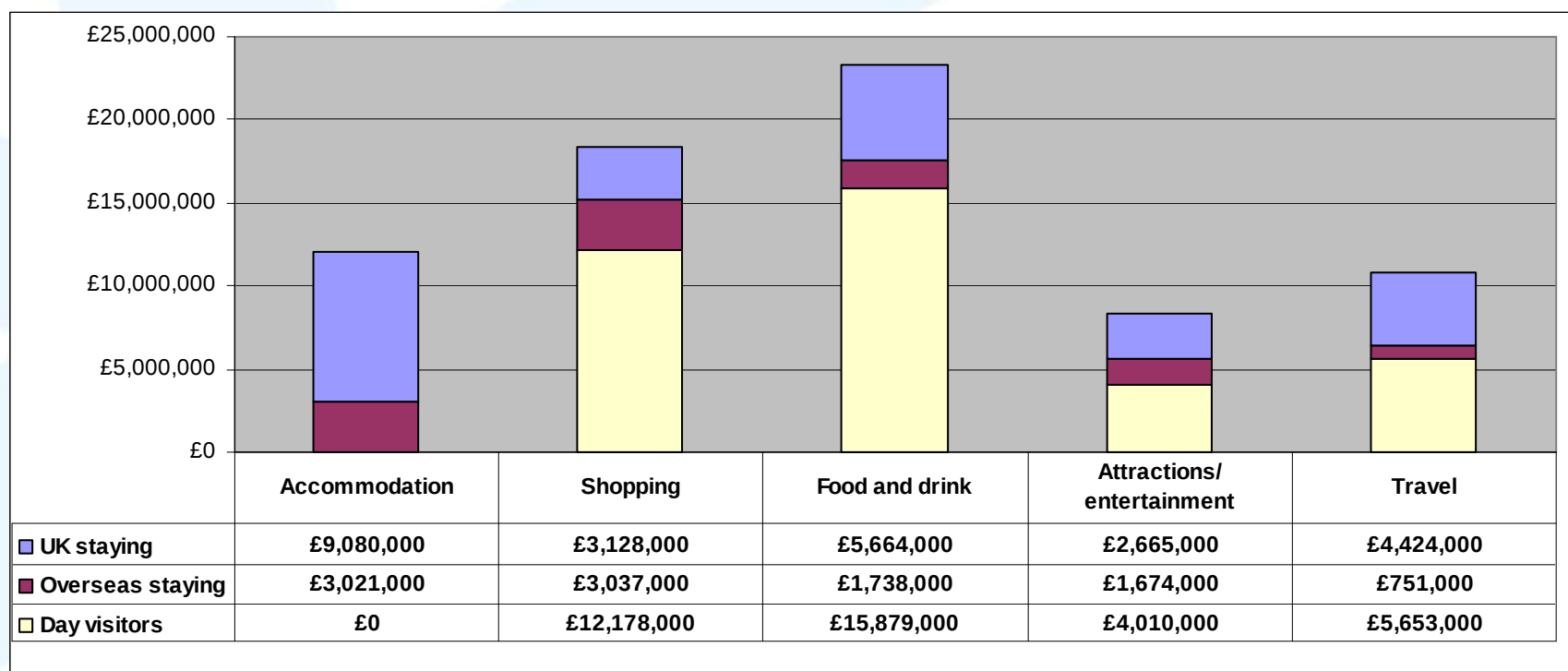
Day visits



VALUE OF TOURISM 2008

Christchurch Briefing

Breakdown of expenditure



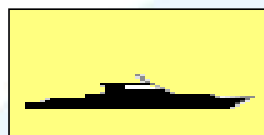
VALUE OF TOURISM 2008

Christchurch Briefing

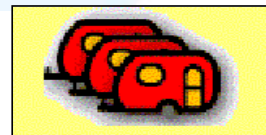
Other tourism related spend



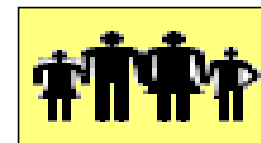
Second Homes
£334,000



Boats
£250,000



Static Vans
£0



VFR
£3,457,000

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	743		692		1,435
Indirect jobs	186		129		315
Induced jobs	97		21		118
Total	1,026		842		1,868
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:					1,365

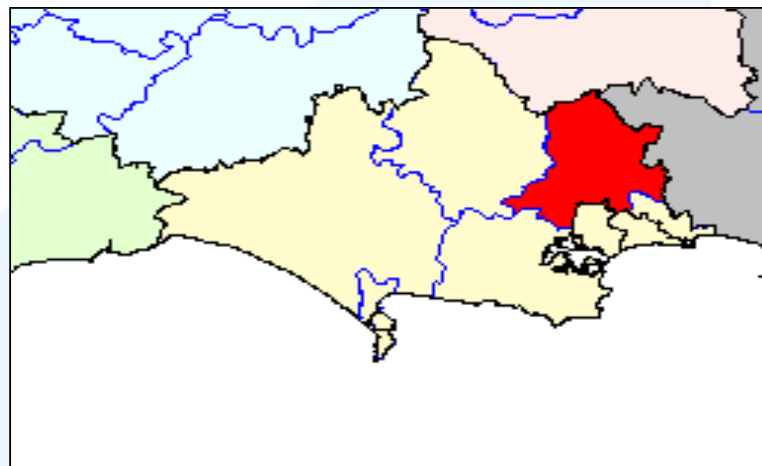
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2008

EAST DORSET DISTRICT

VALUE OF TOURISM 2008

East Dorset Briefing



EAST DORSET

KEY FACTS

261,000 trips by staying visitors
1,129,000 staying visitor nights
£40,304,000 spend by staying visitors
1,426,000 day visits
£62,733,000 spend by day visitors
£6,580,000 other tourism related spend
2,583 jobs related to
tourism spending
7% of employment is
supported by tourism

VALUE OF TOURISM 2008

East Dorset Briefing

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

	Trips	Nights	Spend
Serviced	22,000	65,000	£5,755,000
Self catering	4,000	23,000	£1,149,000
Touring caravans /tents	56,000	281,000	£10,021,000
Static vans/holiday centres	9,000	44,000	£1,705,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	2,000	11,000	£357,000
Boat moorings	0	0	£0
Other	6,000	14,000	£306,000
Staying with friends and relatives (VFR)	138,000	450,000	£11,699,000
Total	237,000	888,000	£30,993,000

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

	Trips	Nights	Spend
Serviced	3,000	14,000	£1,201,000
Self catering	0	3,000	£245,000
Touring caravans /tents	3,000	25,000	£836,000
Static vans/holiday centres	0	0	£7,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	0	3,000	£199,000
Boat moorings	0	0	£0
Other	1,000	7,000	£312,000
Staying with friends and relatives (VFR)	17,000	189,000	£6,511,000
Total	24,000	241,000	£9,311,000

VALUE OF TOURISM 2008

East Dorset Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	151,000	660,000	£23,548,000
Business	17,000	33,000	£2,588,000
VFR	61,000	171,000	£4,018,000
Other	8,000	24,000	£839,000
Study	0	0	£0
Total	237,000	888,000	£30,993,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	11,000	107,000	£4,342,000
Business	9,000	95,000	£2,697,000
VFR	4,000	29,000	£2,040,000
Other	1,000	11,000	£232,000
Study	0	0	£0
Total	24,000	241,000	£9,311,000

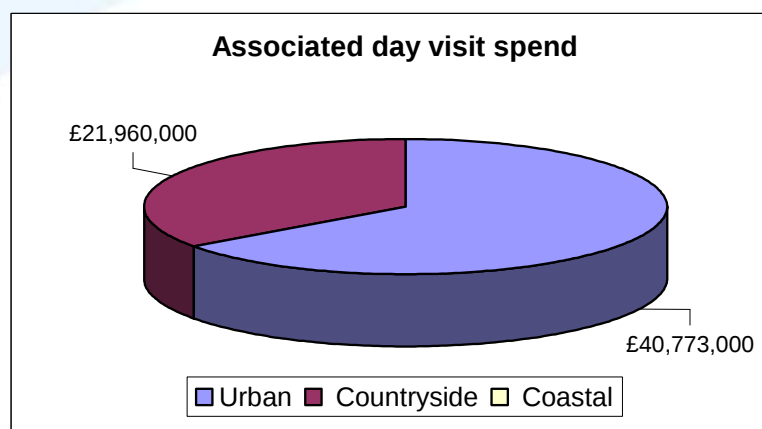
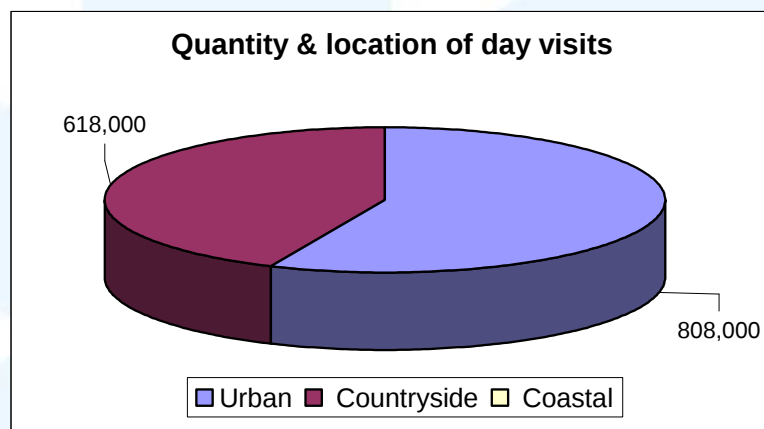
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VALUE OF TOURISM 2008

East Dorset Briefing

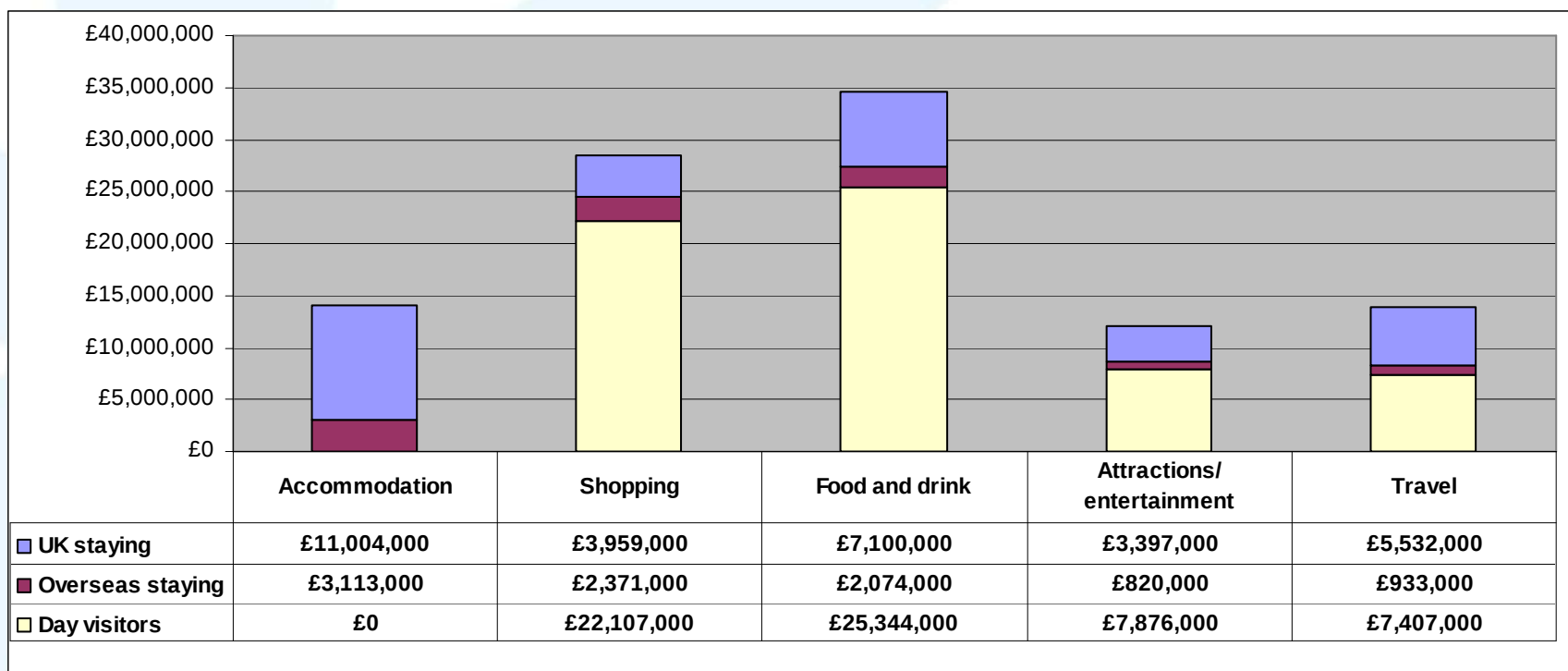
Day visits



VALUE OF TOURISM 2008

East Dorset Briefing

Breakdown of expenditure



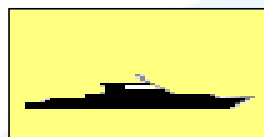
VALUE OF TOURISM 2008

East Dorset Briefing

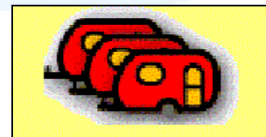
Other tourism related spend



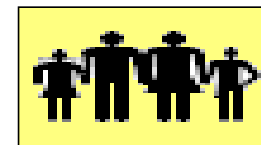
Second Homes
£96,000



Boats
£0



Static Vans
£0



VFR
£6,484,000

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	956		1,270		2,226
Indirect jobs	157		144		301
Induced jobs	46		10		56
Total	1,159		1,424		2,583
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:					1,842

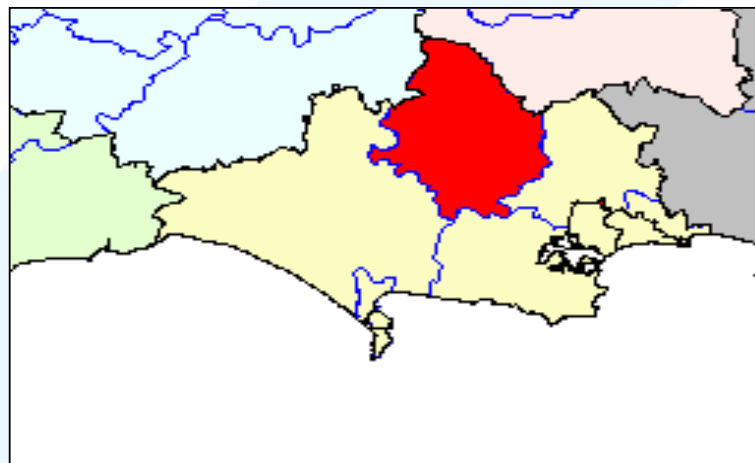
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2008

NORTH DORSET DISTRICT

VALUE OF TOURISM 2008

North Dorset Briefing



NORTH DORSET KEY FACTS

179,000 trips by staying visitors
768,000 staying visitor nights
£29,598,000 spend by staying visitors
1,087,000 day visits
£47,822,000 spend by day visitors
£5,370,000 other tourism related spend
2,160 jobs related to
tourism spending
7% of employment is
supported by tourism

VALUE OF TOURISM 2008

North Dorset Briefing

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

	Trips	Nights	Spend
Serviced	22,000	64,000	£5,745,000
Self catering	11,000	70,000	£3,549,000
Touring caravans /tents	8,000	41,000	£1,479,000
Static vans/holiday centres	1,000	2,000	£93,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	5,000	28,000	£909,000
Boat moorings	0	0	£0
Other	5,000	11,000	£242,000
Staying with friends and relatives (VFR)	109,000	356,000	£9,248,000
Total	160,000	574,000	£21,265,000

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

	Trips	Nights	Spend
Serviced	4,000	18,000	£1,554,000
Self catering	0	10,000	£756,000
Touring caravans /tents	0	4,000	£123,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	1,000	8,000	£506,000
Boat moorings	0	0	£0
Other	1,000	5,000	£247,000
Staying with friends and relatives (VFR)	13,000	149,000	£5,147,000
Total	19,000	194,000	£8,333,000

VALUE OF TOURISM 2008

North Dorset Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	96,000	407,000	£15,708,000
Business	10,000	18,000	£1,548,000
VFR	48,000	131,000	£3,317,000
Other	6,000	18,000	£693,000
Study	0	0	£0
Total	160,000	574,000	£21,265,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	9,000	91,000	£4,078,000
Business	6,000	71,000	£2,243,000
VFR	3,000	24,000	£1,807,000
Other	1,000	9,000	£205,000
Study	0	0	£0
Total	19,000	194,000	£8,333,000

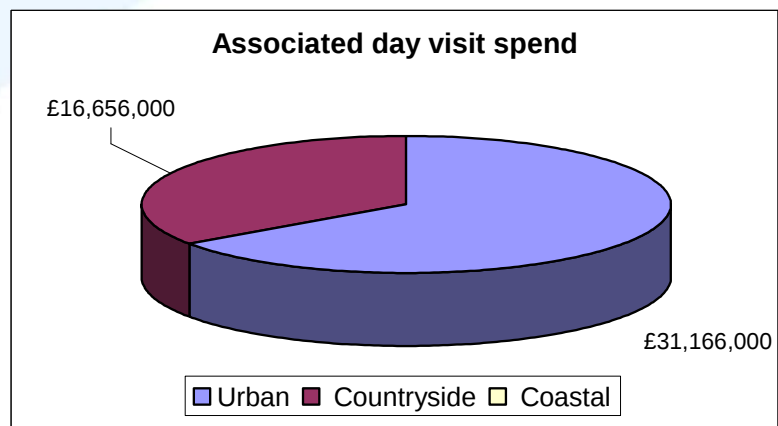
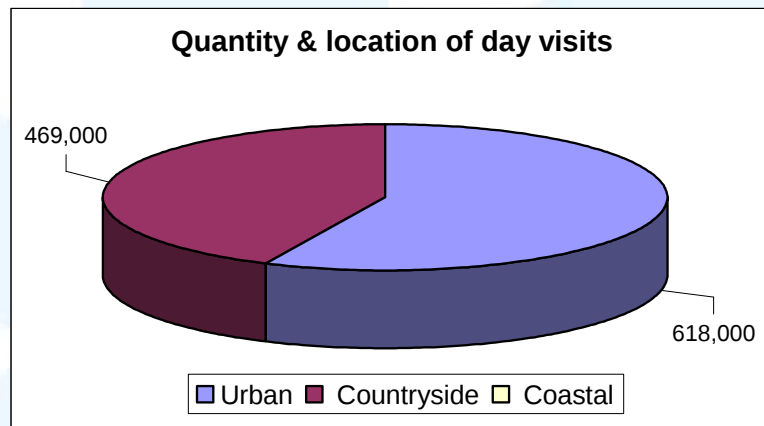
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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VALUE OF TOURISM 2008

North Dorset Briefing

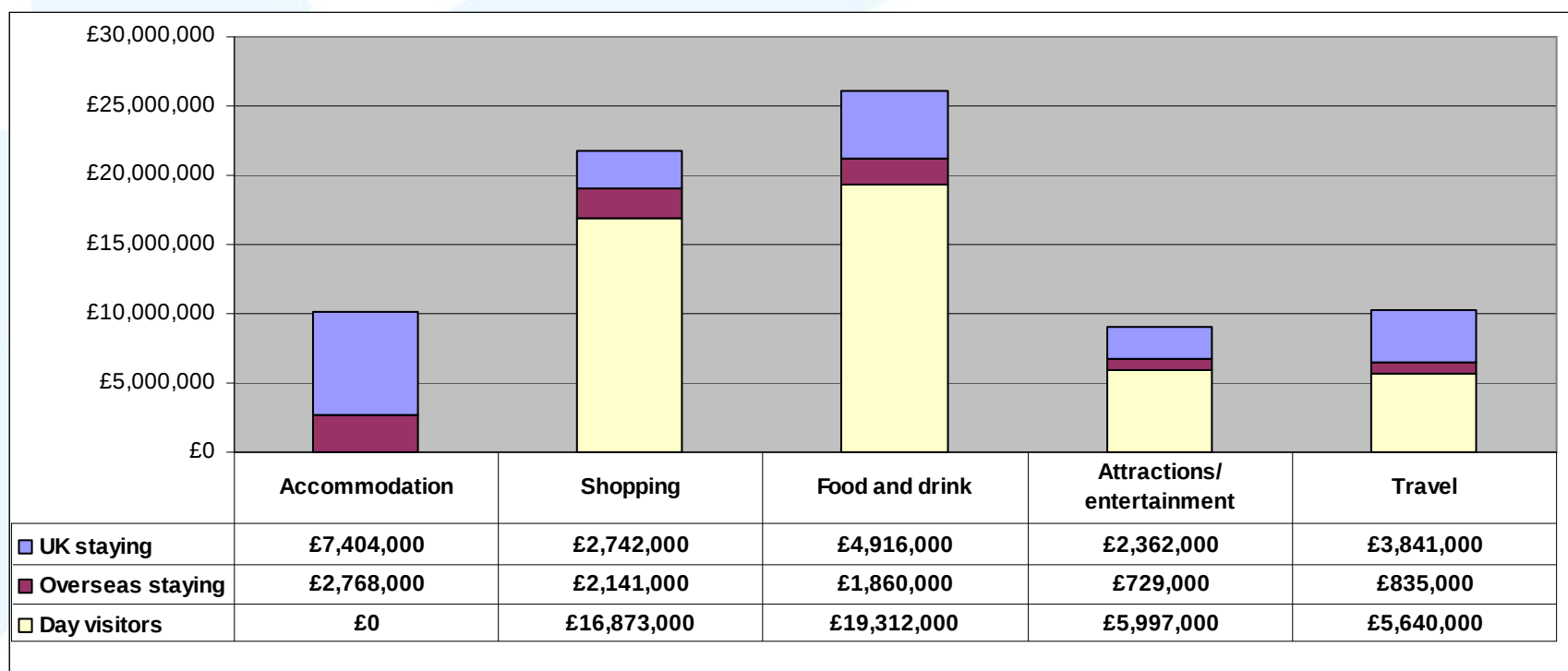
Day visits



VALUE OF TOURISM 2008

North Dorset Briefing

Breakdown of expenditure



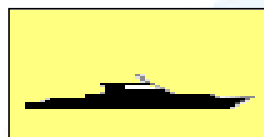
VALUE OF TOURISM 2008

North Dorset Briefing

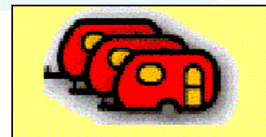
Other tourism related spend



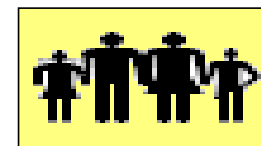
Second Homes
£245,000



Boats
£0



Static Vans
£0



VFR
£5,125,000

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	792		1,096		1,889
Indirect jobs	116		110		226
Induced jobs	38		8		45
Total	946		1,214		2,160
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:					1,534

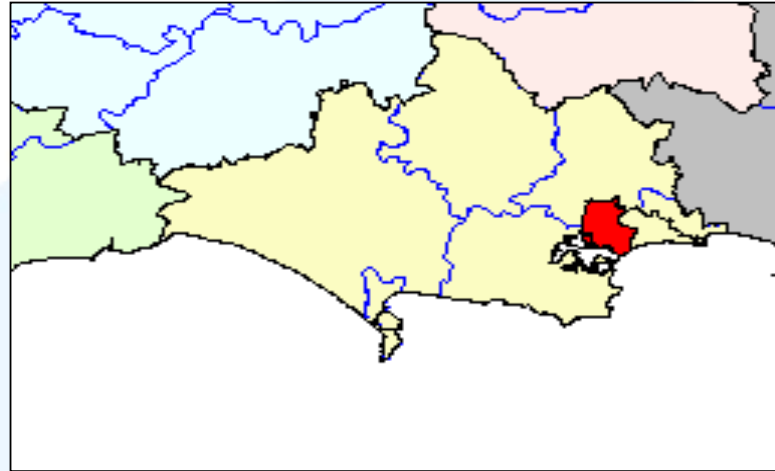
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2008

POOLE UNITARY AUTHORITY

VALUE OF TOURISM 2008

Poole Briefing



POOLE

KEY FACTS

435,000 trips by staying visitors
1,838,000 staying visitor nights
£76,158,000 spend by staying visitors
2,280,000 day visits
£107,328,000 spend by day visitors
£13,947,000 other tourism related spend
4,648 jobs related to
tourism spending
7% of employment is
supported by tourism

VALUE OF TOURISM 2008

Poole Briefing

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

	Trips	Nights	Spend
Serviced	77,000	228,000	£20,304,000
Self catering	14,000	89,000	£4,468,000
Touring caravans /tents	3,000	16,000	£555,000
Static vans/holiday centres	45,000	218,000	£8,370,000
Group/campus	1,000	3,000	£176,000
Paying guests in private homes	0	0	£0
Second homes	9,000	53,000	£1,731,000
Boat moorings	10,000	25,000	£892,000
Other	10,000	23,000	£495,000
Staying with friends and relatives (VFR)	223,000	727,000	£18,904,000
Total	393,000	1,382,000	£55,897,000

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

	Trips	Nights	Spend
Serviced	7,000	34,000	£3,022,000
Self catering	1,000	12,000	£952,000
Touring caravans /tents	0	1,000	£46,000
Static vans/holiday centres	0	1,000	£36,000
Group/campus	0	6,000	£216,000
Paying guests in private homes	4,000	70,000	£4,000,000
Second homes	1,000	16,000	£964,000
Boat moorings	0	0	£0
Other	2,000	11,000	£505,000
Staying with friends and relatives (VFR)	27,000	305,000	£10,520,000
Total	42,000	456,000	£20,261,000

VALUE OF TOURISM 2008

Poole Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	242,000	1,007,000	£40,784,000
Business	40,000	74,000	£6,621,000
VFR	98,000	264,000	£7,024,000
Other	13,000	37,000	£1,467,000
Study	0	0	£0
Total	393,000	1,382,000	£55,897,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	20,000	211,000	£9,910,000
Business	14,000	174,000	£5,729,000
VFR	6,000	52,000	£4,150,000
Other	1,000	19,000	£472,000
Study	0	0	£0
Total	42,000	456,000	£20,261,000

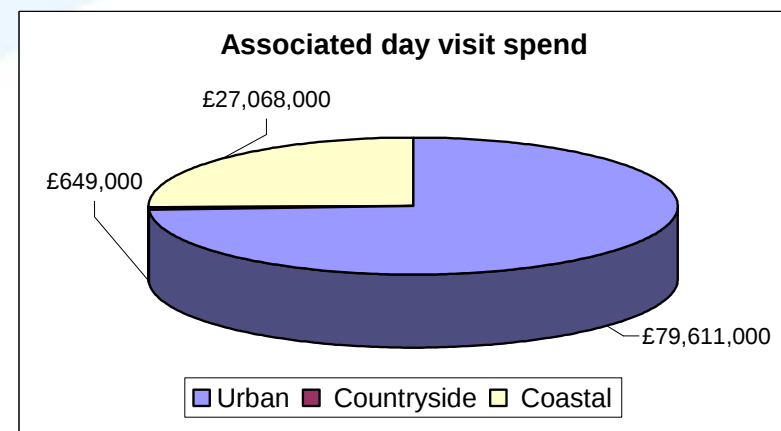
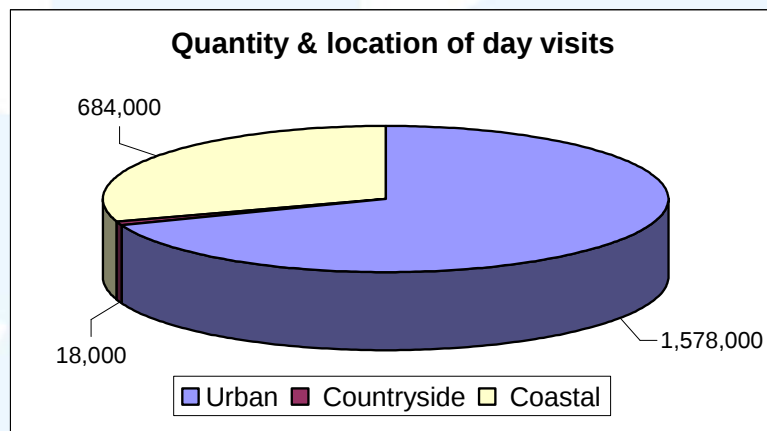
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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VALUE OF TOURISM 2008

Poole Briefing

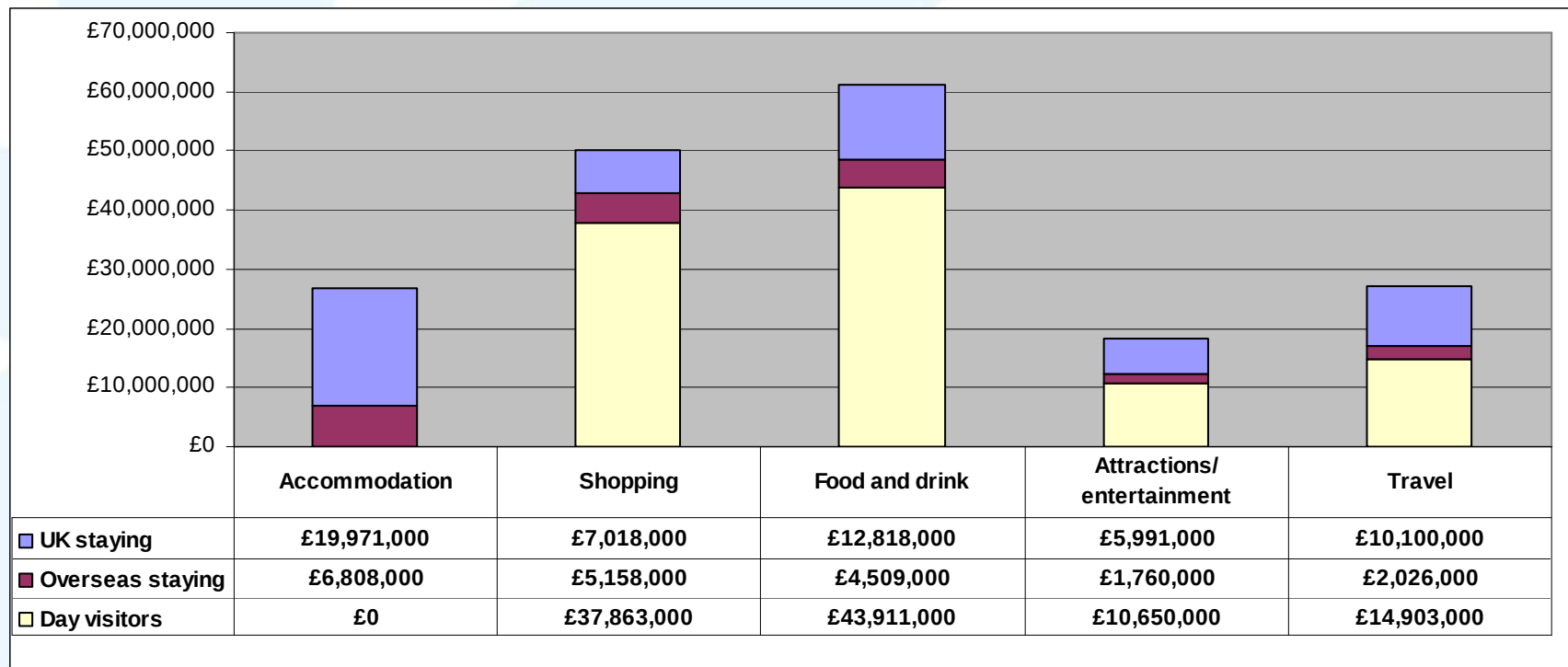
Day visits



VALUE OF TOURISM 2008

Poole Briefing

Breakdown of expenditure



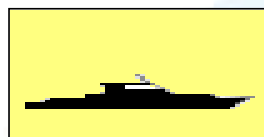
VALUE OF TOURISM 2008

Poole Briefing

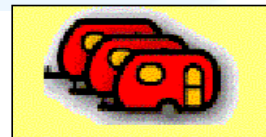
Other tourism related spend



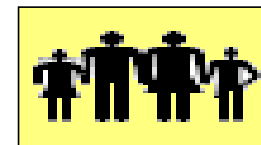
Second Homes
£466,000



Boats
£3,004,000



Static Vans
£0



VFR
£10,477,000

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	1,680	1,929	3,610
Indirect jobs	449	363	812
Induced jobs	180	46	226
Total	2,309	2,338	4,648
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			3,400

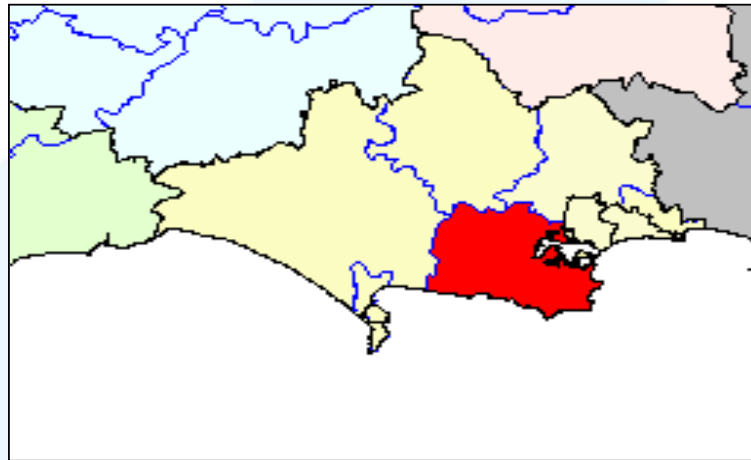
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2008

PURBECK DISTRICT

VALUE OF TOURISM 2008

Purbeck Briefing



<u>PURBECK</u>	<u>KEY FACTS</u>
387,000	trips by staying visitors
1,795,000	staying visitor nights
£78,899,000	spend by staying visitors
1,757,000	day visits
£71,377,000	spend by day visitors
£4,293,000	other tourism related spend
3,448	jobs related to tourism spending
14%	of employment is supported by tourism

VALUE OF TOURISM 2008

Purbeck Briefing

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

	Trips	Nights	Spend
Serviced	79,000	233,000	£20,725,000
Self catering	13,000	84,000	£4,239,000
Touring caravans /tents	107,000	541,000	£19,300,000
Static vans/holiday centres	61,000	294,000	£11,300,000
Group/campus	13,000	39,000	£2,087,000
Paying guests in private homes	0	0	£0
Second homes	9,000	56,000	£1,826,000
Boat moorings	1,000	3,000	£98,000
Other	3,000	8,000	£164,000
Staying with friends and relatives (VFR)	74,000	241,000	£6,265,000
Total	362,000	1,498,000	£66,003,000

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

	Trips	Nights	Spend
Serviced	4,000	20,000	£1,771,000
Self catering	0	12,000	£903,000
Touring caravans /tents	6,000	49,000	£1,610,000
Static vans/holiday centres	0	1,000	£49,000
Group/campus	3,000	71,000	£2,560,000
Paying guests in private homes	1,000	23,000	£1,333,000
Second homes	1,000	17,000	£1,017,000
Boat moorings	0	0	£0
Other	1,000	4,000	£167,000
Staying with friends and relatives (VFR)	9,000	101,000	£3,487,000
Total	25,000	297,000	£12,896,000

VALUE OF TOURISM 2008

Purbeck Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	314,000	1,373,000	£60,800,000
Business	10,000	20,000	£1,978,000
VFR	33,000	92,000	£2,668,000
Other	4,000	13,000	£557,000
Study	0	0	£0
Total	362,000	1,498,000	£66,003,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	20,000	192,000	£8,011,000
Business	2,000	24,000	£700,000
VFR	2,000	16,000	£1,123,000
Other	0	6,000	£128,000
Study	1,000	60,000	£2,934,000
Total	25,000	297,000	£12,896,000

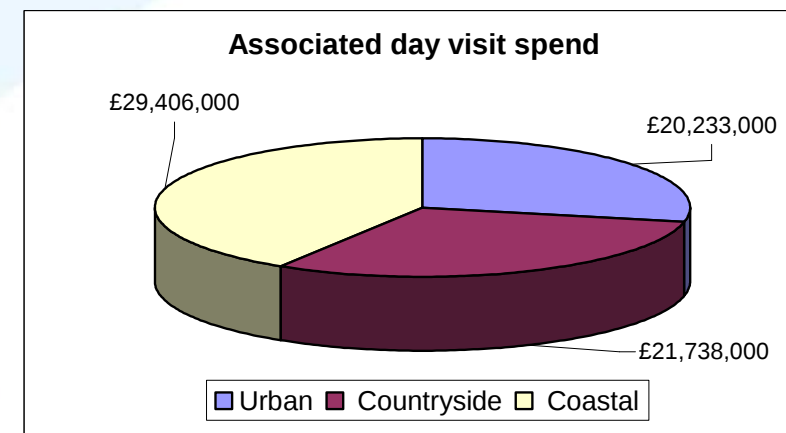
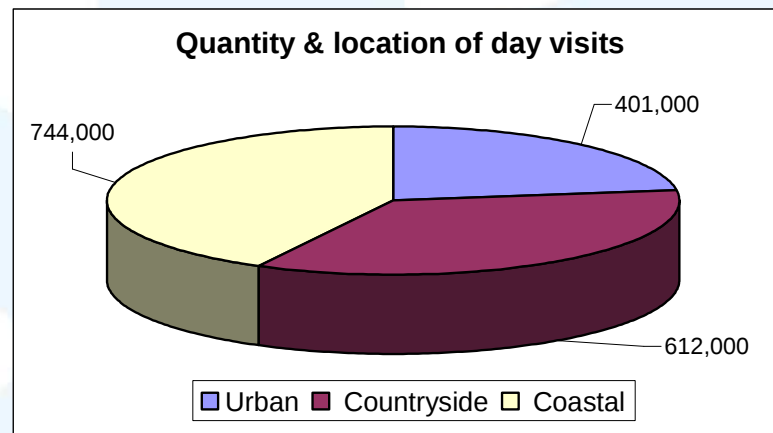
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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VALUE OF TOURISM 2008

Purbeck Briefing

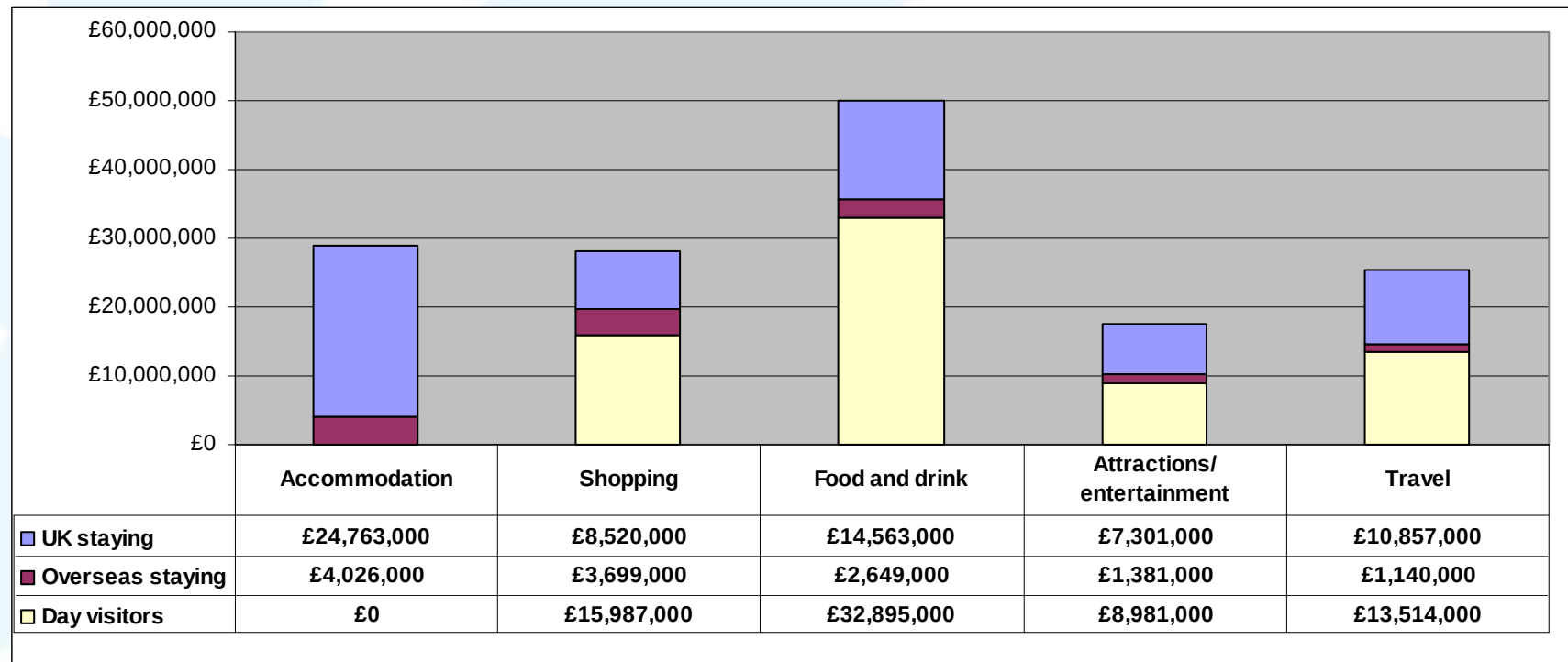
Day visits



VALUE OF TOURISM 2008

Purbeck Briefing

Breakdown of expenditure



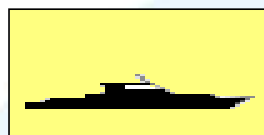
VALUE OF TOURISM 2008

Purbeck Briefing

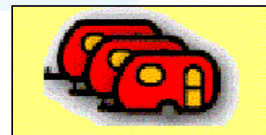
Other tourism related spend



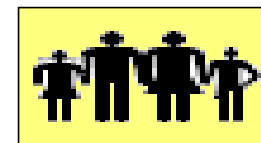
Second Homes
£491,000



Boats
£330,000



Static Vans
£0



VFR
£3,472,000

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	1,582		1,325		2,907
Indirect jobs	281		171		452
Induced jobs	76		13		89
Total	1,939		1,509		3,448
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:					2,458

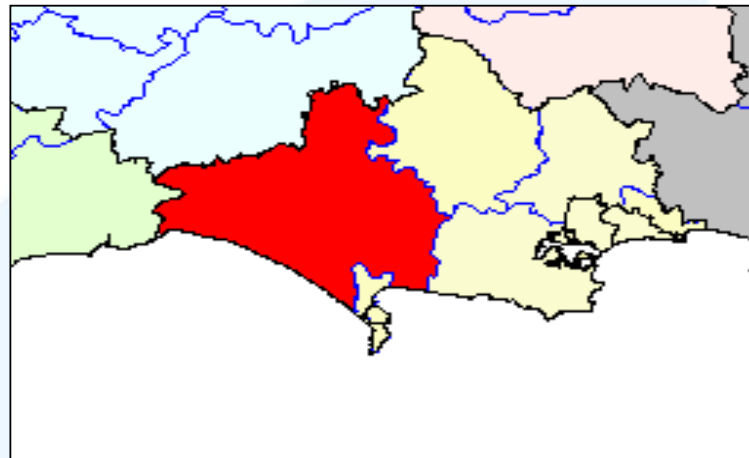
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2008

WEST DORSET DISTRICT

VALUE OF TOURISM 2008

West Dorset Briefing



WEST DORSET

KEY FACTS

611,700 trips by staying visitors
2,889,700 staying visitor nights
£128,900,000 spend by staying visitors
2,749,000 day visits
£119,871,000 spend by day visitors
£7,993,000 other tourism related spend
5,602 jobs related to
tourism spending
13% of employment is
supported by tourism

VALUE OF TOURISM 2008

West Dorset Briefing

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

	Trips	Nights	Spend
Serviced	105,000	310,000	£27,625,000
Self catering	79,000	509,000	£25,636,000
Touring caravans /tents	134,000	676,000	£24,119,000
Static vans/holiday centres	68,000	327,000	£12,586,000
Group/campus	4,000	13,000	£710,000
Paying guests in private homes	0	0	£0
Second homes	13,000	74,000	£2,439,000
Boat moorings	0	0	£0
Other	7,000	16,000	£347,000
Staying with friends and relatives (VFR)	157,000	509,000	£13,238,000
Total	567,000	2,436,000	£106,700,000

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

	Trips	Nights	Spend
Serviced	11,400	53,800	£4,725,000
Self catering	2,900	70,100	£5,459,000
Touring caravans /tents	7,500	61,200	£2,012,000
Static vans/holiday centres	200	900	£55,000
Group/campus	900	24,000	£870,000
Paying guests in private homes	0	0	£0
Second homes	1,400	22,100	£1,358,000
Boat moorings	0	0	£0
Other	1,400	7,700	£354,000
Staying with friends and relatives (VFR)	19,000	213,800	£7,367,000
Total	44,700	453,700	£22,200,000

VALUE OF TOURISM 2008

West Dorset Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	442,000	2,096,000	£90,035,000
Business	47,000	101,000	£9,491,000
VFR	69,000	210,000	£5,934,000
Other	9,000	29,000	£1,239,000
Study	0	0	£0
Total	567,000	2,436,000	£106,700,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	19,400	189,700	£10,383,000
Business	19,700	218,200	£8,358,000
VFR	4,500	33,500	£3,106,000
Other	1,000	12,300	£353,000
Study	0	0	£0
Total	44,700	453,700	£22,200,000

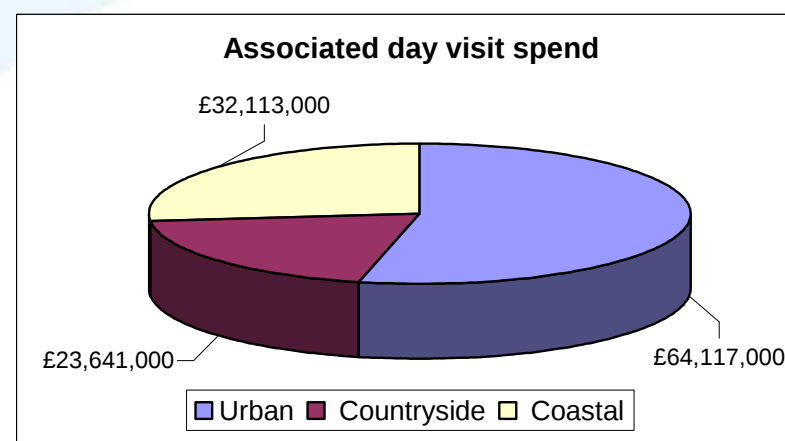
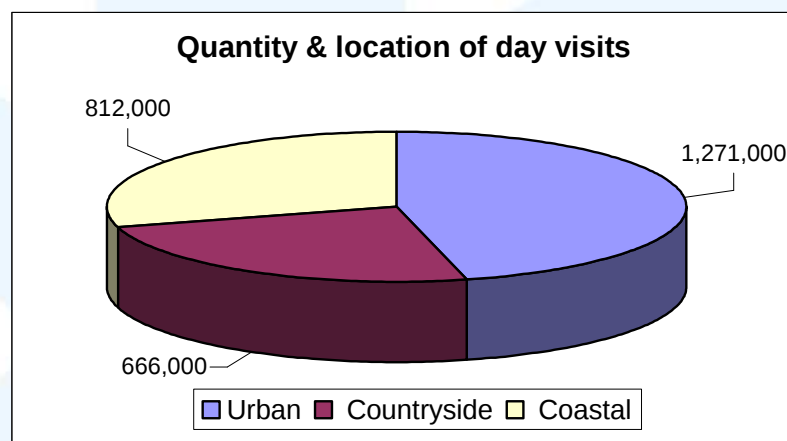
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VALUE OF TOURISM 2008

West Dorset Briefing

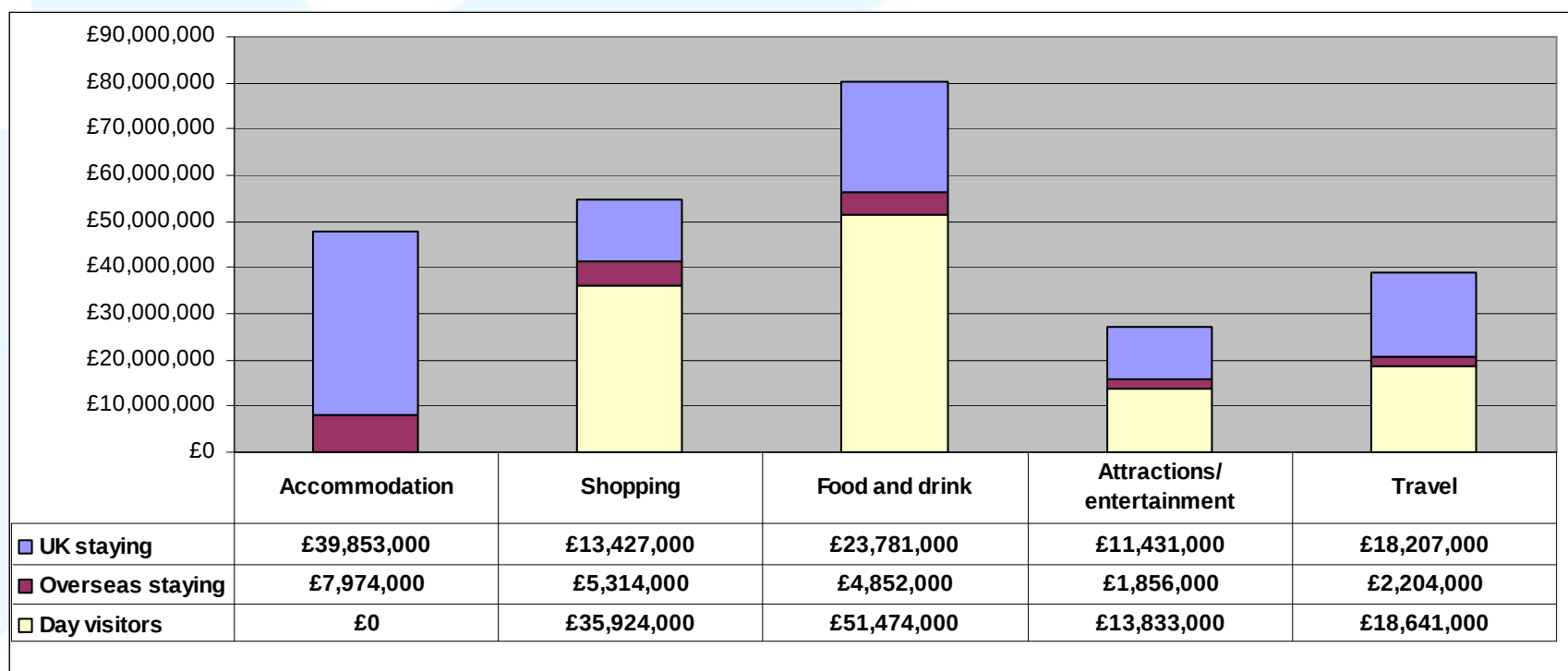
Day visits



VALUE OF TOURISM 2008

West Dorset Briefing

Breakdown of expenditure



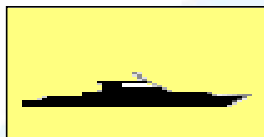
VALUE OF TOURISM 2008

West Dorset Briefing

Other tourism related spend



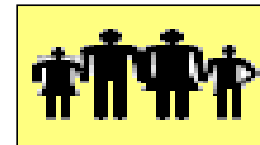
Second Homes
£656,000



Boats
£0



Static Vans
£0



VFR
£7,337,000

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	2,555	2,162	4,718
Indirect jobs	464	277	741
Induced jobs	124	20	143
Total	3,143	2,459	5,602
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			3,996

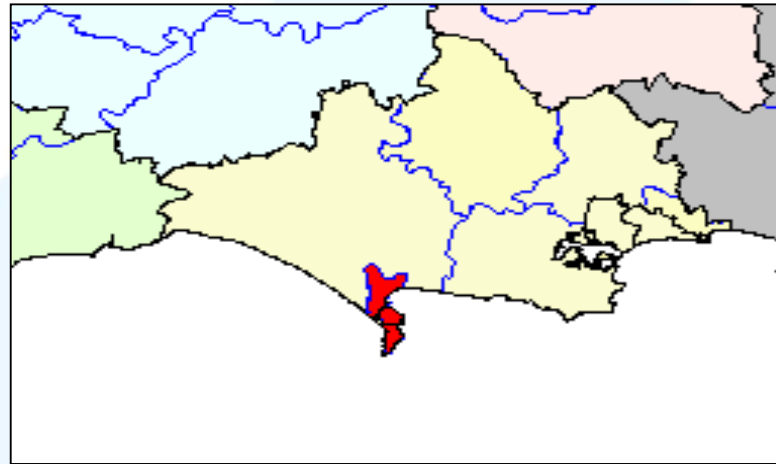
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2008

WEYMOUTH DISTRICT

VALUE OF TOURISM 2008

Weymouth Briefing



WEYMOUTH

KEY FACTS

444,000 trips by staying visitors
1,843,300 staying visitor nights
£91,459,000 spend by staying visitors
1,019,000 day visits
£57,404,000 spend by day visitors
£6,789,000 other tourism related spend
4,492 jobs related to
tourism spending
16% of employment is
supported by tourism

VALUE OF TOURISM 2008

Weymouth Briefing

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

	Trips	Nights	Spend
Serviced	146,000	431,000	£38,377,000
Self catering	29,000	188,000	£9,448,000
Touring caravans /tents	20,000	103,000	£3,685,000
Static vans/holiday centres	110,000	525,000	£20,181,000
Group/campus	1,000	3,000	£187,000
Paying guests in private homes	0	0	£0
Second homes	3,000	16,000	£532,000
Boat moorings	6,000	15,000	£517,000
Other	5,000	11,000	£232,000
Staying with friends and relatives (VFR)	105,000	341,000	£8,853,000
Total	424,000	1,632,000	£82,010,000

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

	Trips	Nights	Spend
Serviced	3,300	15,400	£1,354,000
Self catering	1,100	25,800	£2,012,000
Touring caravans /tents	1,100	9,400	£307,000
Static vans/holiday centres	300	1,400	£88,000
Group/campus	200	6,300	£229,000
Paying guests in private homes	0	0	£0
Second homes	300	4,800	£296,000
Boat moorings	0	0	£0
Other	900	5,100	£236,000
Staying with friends and relatives (VFR)	12,700	143,000	£4,927,000
Total	20,000	211,300	£9,449,000

VALUE OF TOURISM 2008

Weymouth Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	331,000	1,410,000	£68,760,000
Business	41,000	78,000	£8,359,000
VFR	46,000	126,000	£4,047,000
Other	6,000	18,000	£845,000
Study	0	0	£0
Total	424,000	1,632,000	£82,010,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	12,800	135,800	£6,074,000
Business	3,500	42,200	£1,322,000
VFR	3,000	24,300	£1,844,000
Other	700	8,900	£210,000
Study	0	0	£0
Total	20,000	211,300	£9,449,000

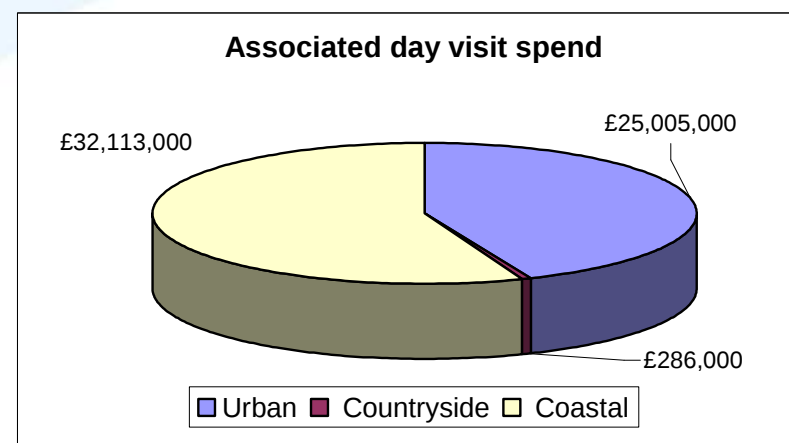
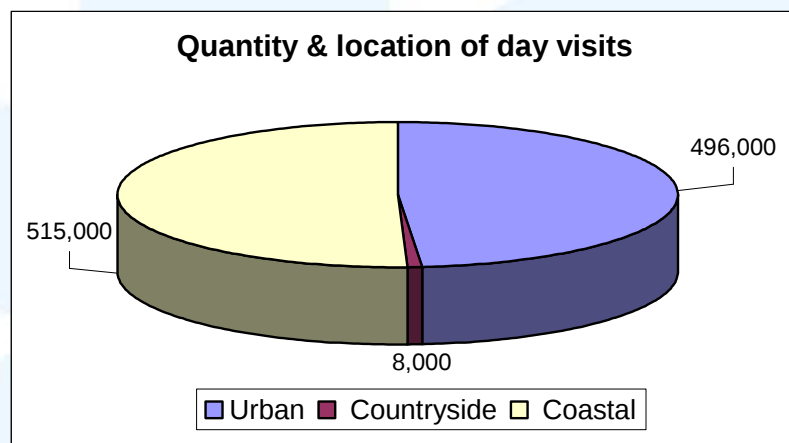
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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 2008

Weymouth Briefing

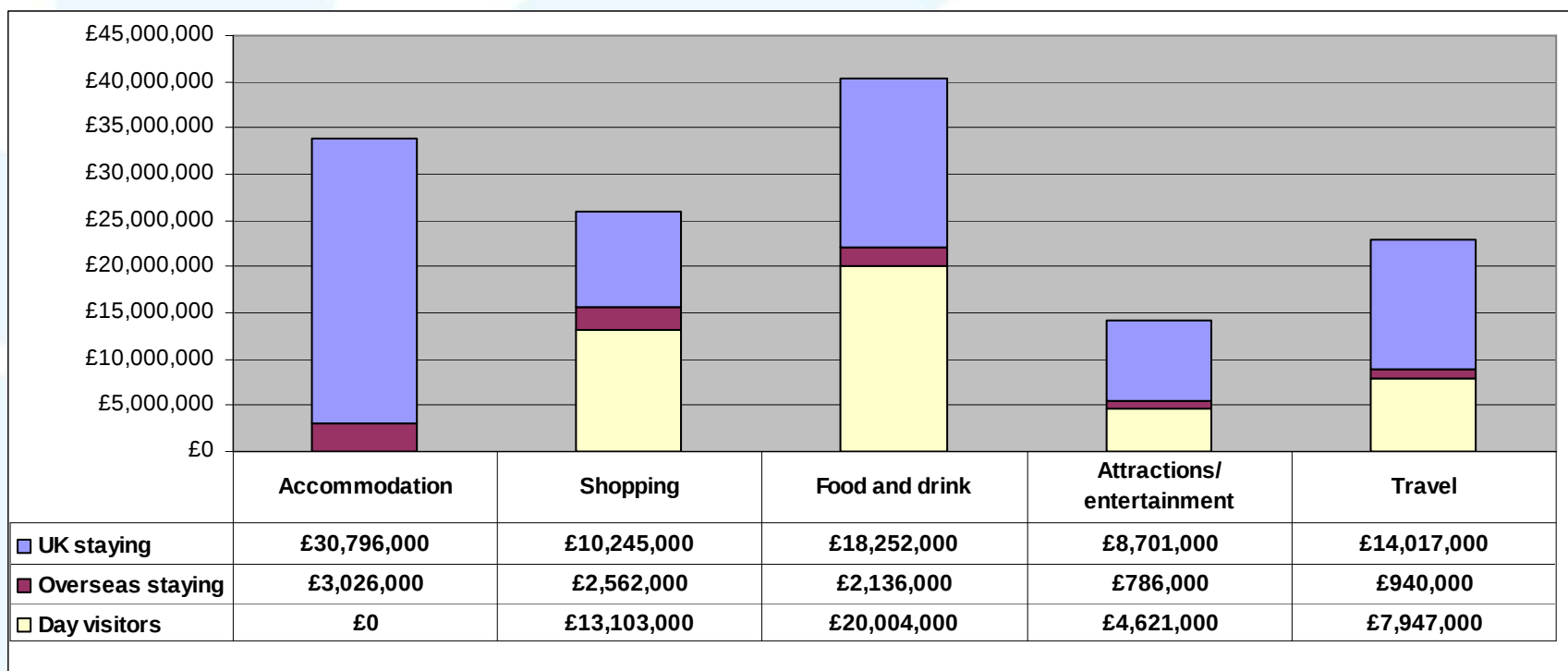
Day visits



VALUE OF TOURISM 2008

Weymouth Briefing

Breakdown of expenditure



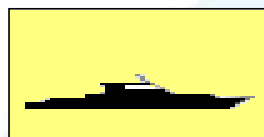
VALUE OF TOURISM 2008

Weymouth Briefing

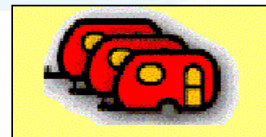
Other tourism related spend



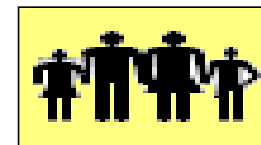
Second Homes
£143,000



Boats
£1,740,000



Static Vans
£0



VFR
£4,906,000

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	2,445		1,111		3,556
Indirect jobs	513		157		670
Induced jobs	243		23		266
Total	3,201		1,291		4,492
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:					3,253

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.