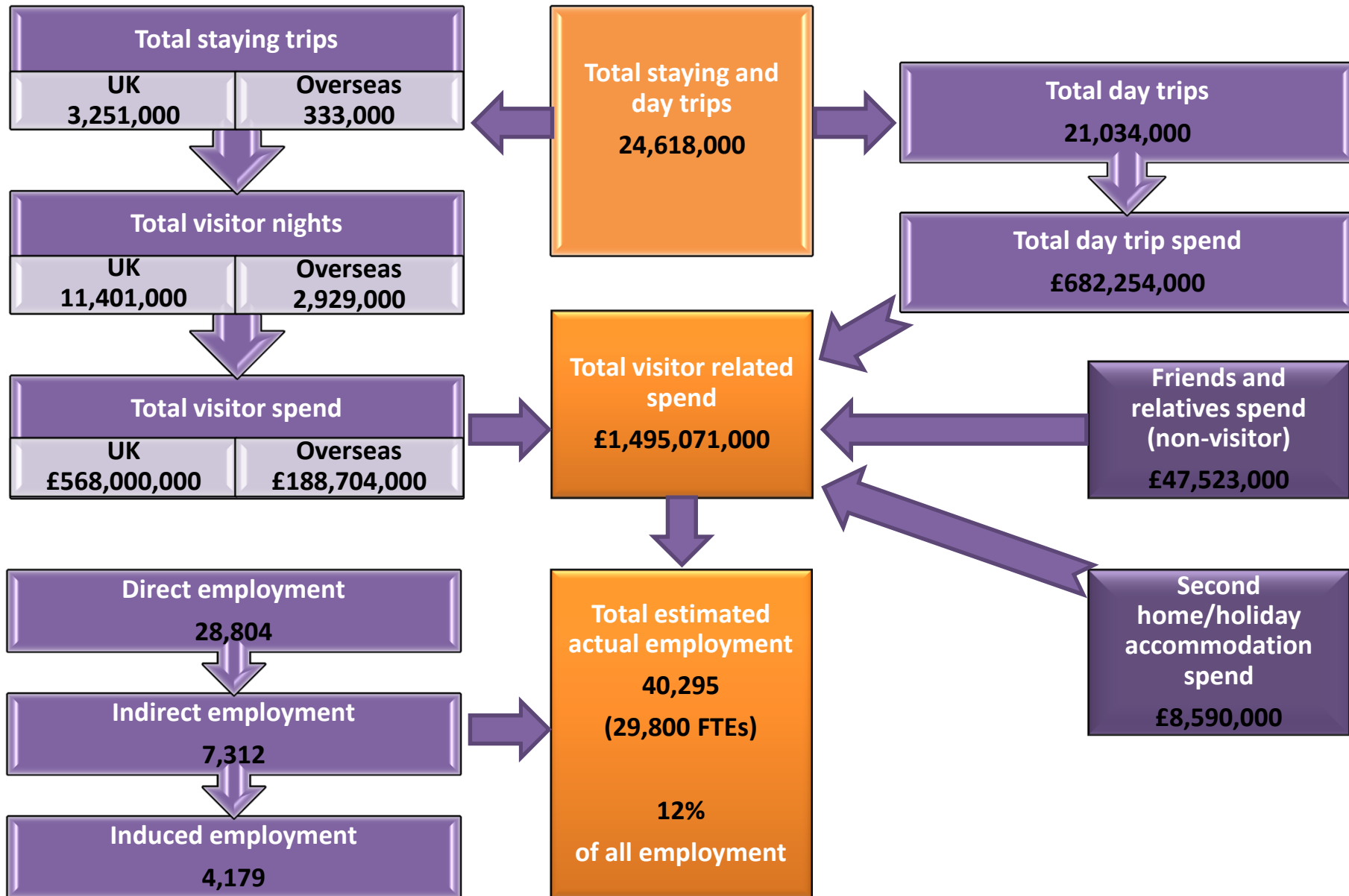


Value of Tourism 2011

Dorset

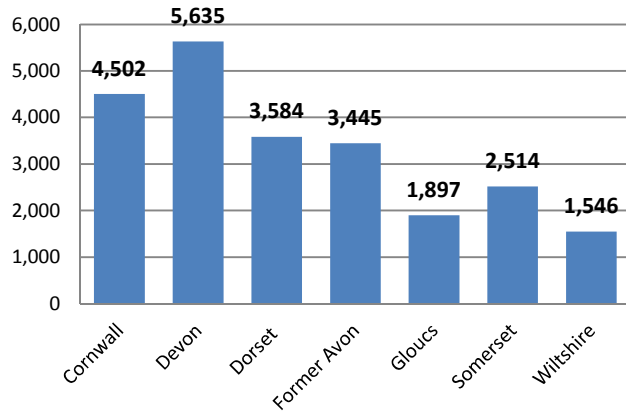


Dorset - Key facts at a glance

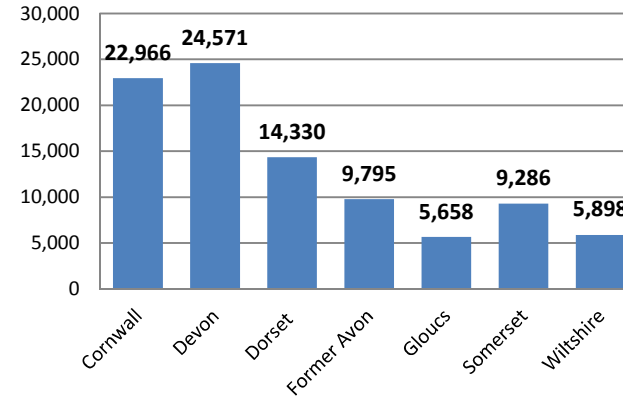


Dorset - Staying visits in the regional context

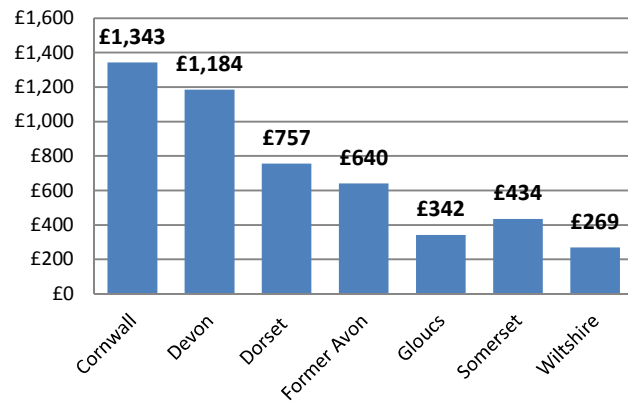
All staying trips (000's)



All staying nights (000's)



All staying spend (millions)



| Area | Domestic trips (000's) | Overseas trips (000's) | Domestic nights (000's) | Overseas nights (000's) | Domestic spend (millions) | Overseas spend (millions) |
|-----------------|------------------------|------------------------|-------------------------|-------------------------|---------------------------|---------------------------|
| Cornwall | 4,200 | 302 | 20,730 | 2,236 | £1,213 | £130 |
| Devon | 5,210 | 425 | 20,850 | 3,721 | £1,001 | £183 |
| Dorset | 3,251 | 333 | 11,401 | 2,929 | £568 | £189 |
| Former Avon | 2,770 | 675 | 6,068 | 3,727 | £423 | £217 |
| Gloucestershire | 1,640 | 257 | 4,149 | 1,509 | £252 | £90 |
| Somerset | 2,300 | 214 | 7,970 | 1,316 | £369 | £65 |
| Wiltshire | 1,320 | 226 | 3,841 | 2,057 | £197 | £72 |

Dorset - Staying visits by accommodation type

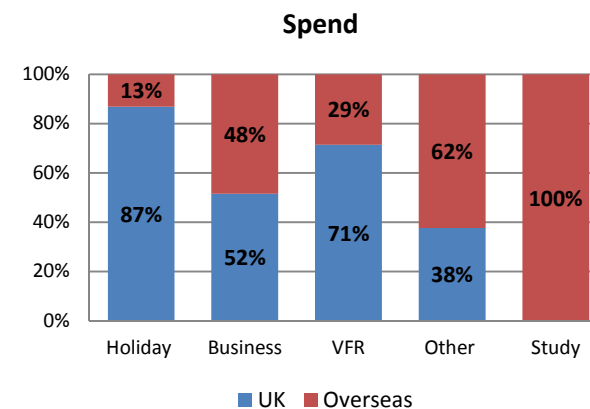
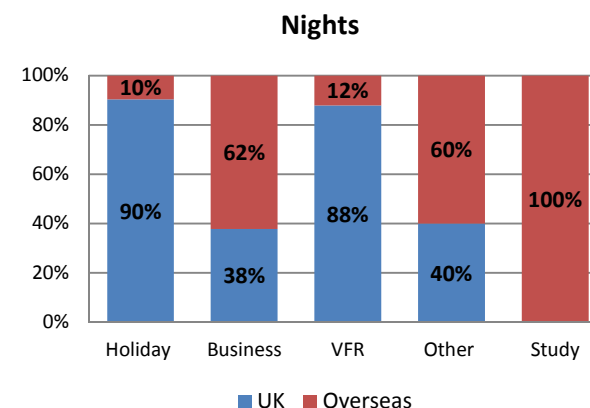
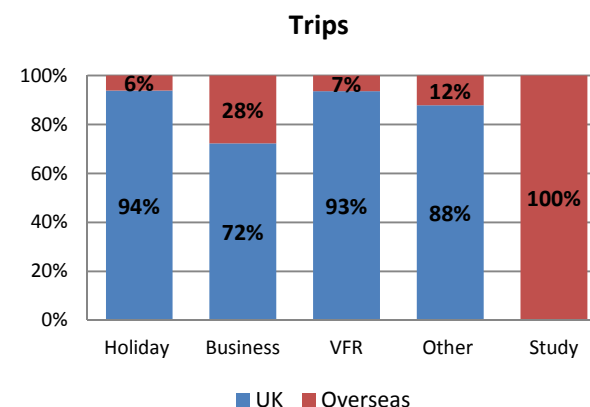
| Domestic tourists | Trips | Nights | Spend |
|------------------------------------|------------------|-------------------|---------------------|
| Serviced | 1,258,000 | 3,184,000 | £274,527,000 |
| Self catering | 268,000 | 1,536,000 | £86,479,000 |
| Touring caravans /tents | 330,000 | 1,602,000 | £45,576,000 |
| Static vans/holiday centres | 389,000 | 1,810,000 | £70,512,000 |
| Group/campus | 11,000 | 21,000 | £1,407,000 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 58,000 | 272,000 | £8,701,000 |
| Boat moorings | 13,000 | 31,000 | £2,416,000 |
| Other | 26,000 | 95,000 | £1,736,000 |
| Staying with friends and relatives | 898,000 | 2,850,000 | £76,646,000 |
| Total | 3,251,000 | 11,401,000 | £568,000,000 |

| Overseas tourists | Trips | Nights | Spend |
|------------------------------------|----------------|------------------|---------------------|
| Serviced | 152,000 | 636,000 | £63,192,000 |
| Self catering | 15,000 | 191,000 | £11,241,000 |
| Touring caravans /tents | 24,000 | 166,000 | £6,338,000 |
| Static vans/holiday centres | 1,000 | 8,000 | £612,000 |
| Group/campus | 2,000 | 37,000 | £2,817,000 |
| Paying guest in private homes | 33,000 | 593,000 | £50,658,000 |
| Second homes | 3,000 | 66,000 | £5,119,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 6,000 | 100,000 | £5,581,000 |
| Staying with friends and relatives | 97,000 | 1,132,000 | £43,146,000 |
| Total | 333,000 | 2,929,000 | £188,704,000 |

Dorset - Staying visits by purpose

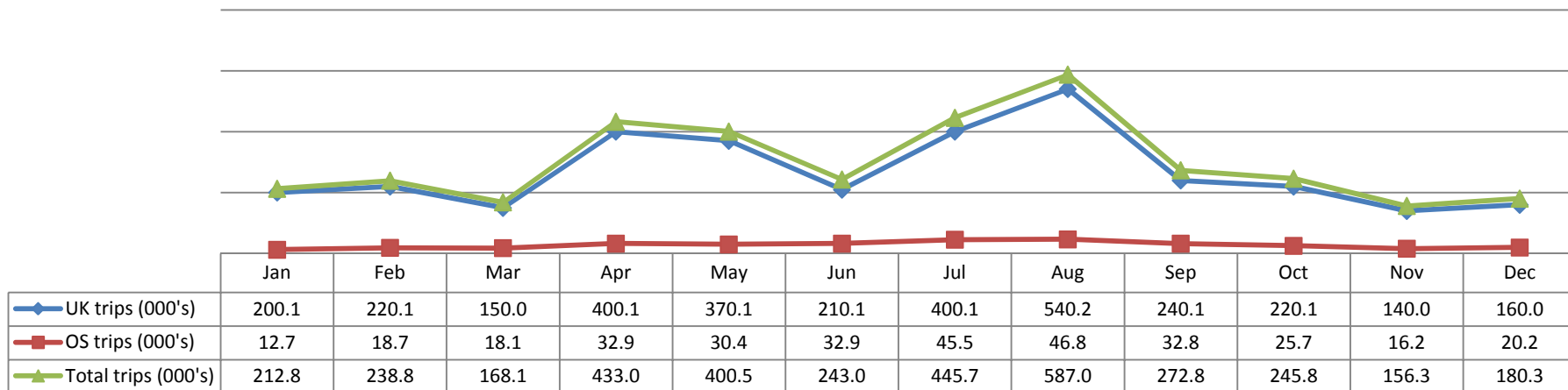
| Domestic tourists | Trips | Nights | Spend |
|---------------------------------|------------------|-------------------|---------------------|
| Holiday | 2,449,000 | 9,558,000 | £482,038,000 |
| Business | 286,000 | 610,000 | £41,915,000 |
| Visits to friends and relatives | 445,000 | 1,066,000 | £37,030,000 |
| Other | 72,000 | 166,000 | £7,017,000 |
| Study | 0 | 0 | £0 |
| Total | 3,251,000 | 11,401,000 | £568,000,000 |

| Overseas tourists | Trips | Nights | Spend |
|---------------------------------|----------------|------------------|---------------------|
| Holiday | 163,000 | 1,019,000 | £72,799,000 |
| Business | 110,000 | 1,006,000 | £39,457,000 |
| Visits to friends and relatives | 31,000 | 147,000 | £14,820,000 |
| Other | 10,000 | 249,000 | £11,618,000 |
| Study | 20,000 | 508,000 | £50,010,000 |
| Total | 333,000 | 2,929,000 | £188,704,000 |

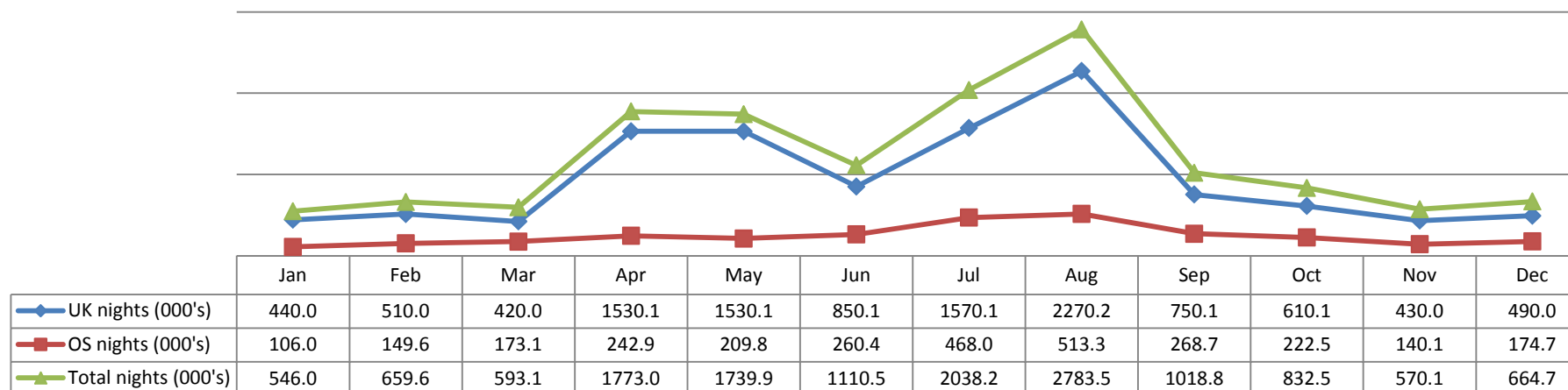


Dorset - Estimated seasonality of staying visits

Seasonality - trips

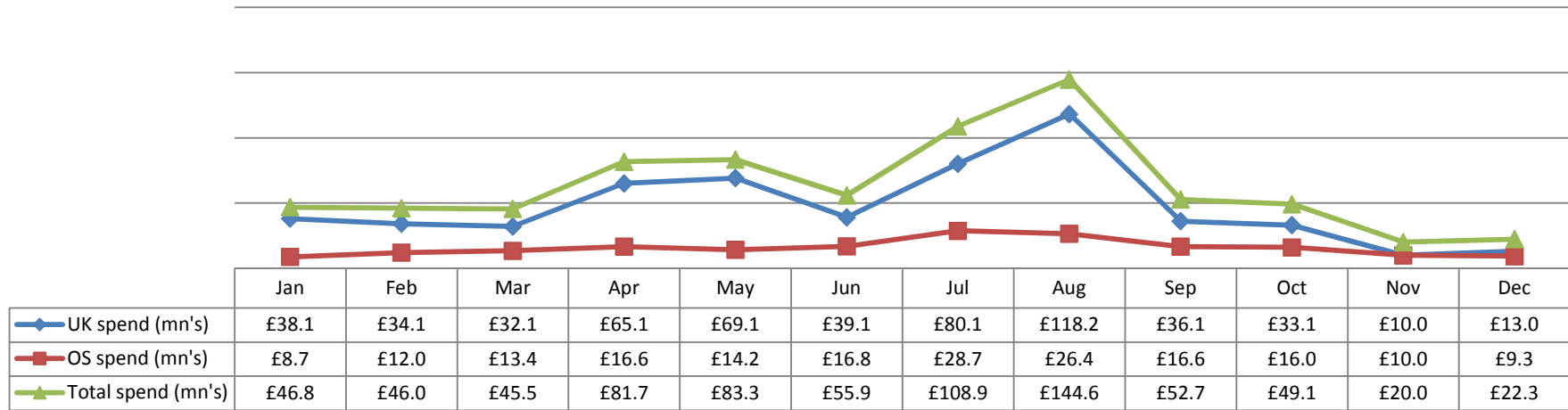


Seasonality - nights

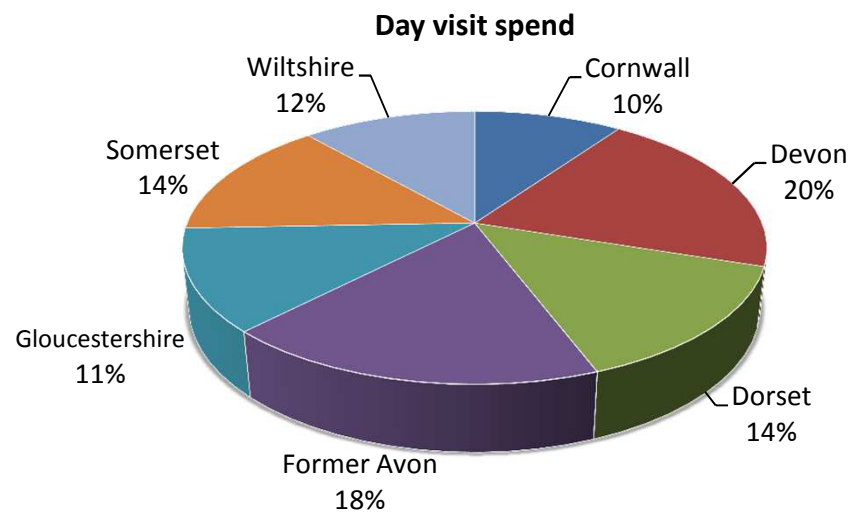
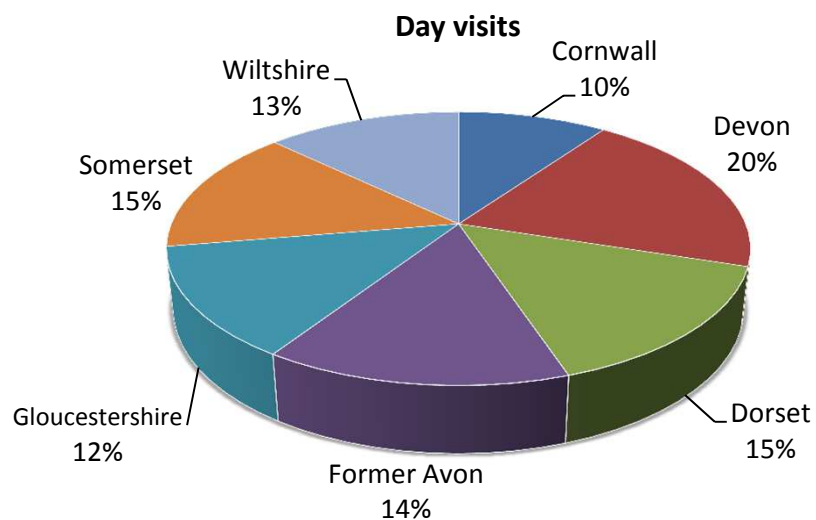


Dorset - Estimated seasonality of staying visits

Seasonality - spend



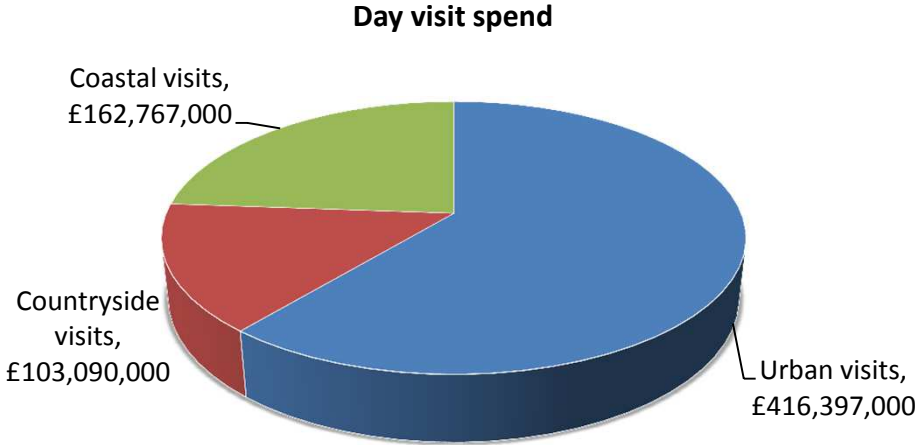
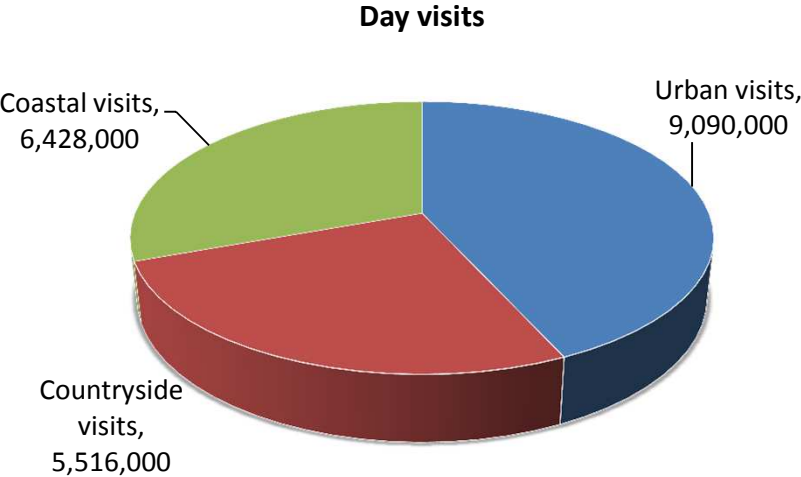
Dorset - Day visits in the regional context



| Area | Day visits (millions) | Day visit spend (millions) |
|-----------------|-----------------------|----------------------------|
| Cornwall | 13.8 | £468.3 |
| Devon | 28.4 | £975.1 |
| Dorset | 21.0 | £682.3 |
| Former Avon | 20.3 | £867.0 |
| Gloucestershire | 18.5 | £583.0 |
| Somerset | 20.9 | £680.1 |
| Wiltshire | 18.1 | £549.3 |

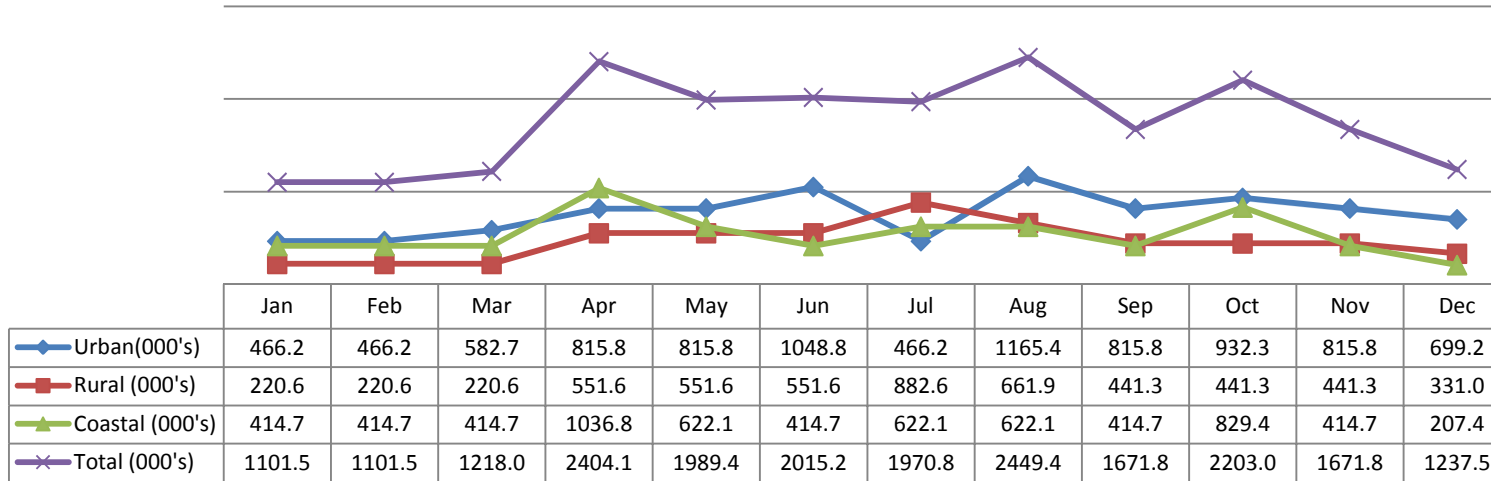
Dorset - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 21,034,000 | £682,254,000 |

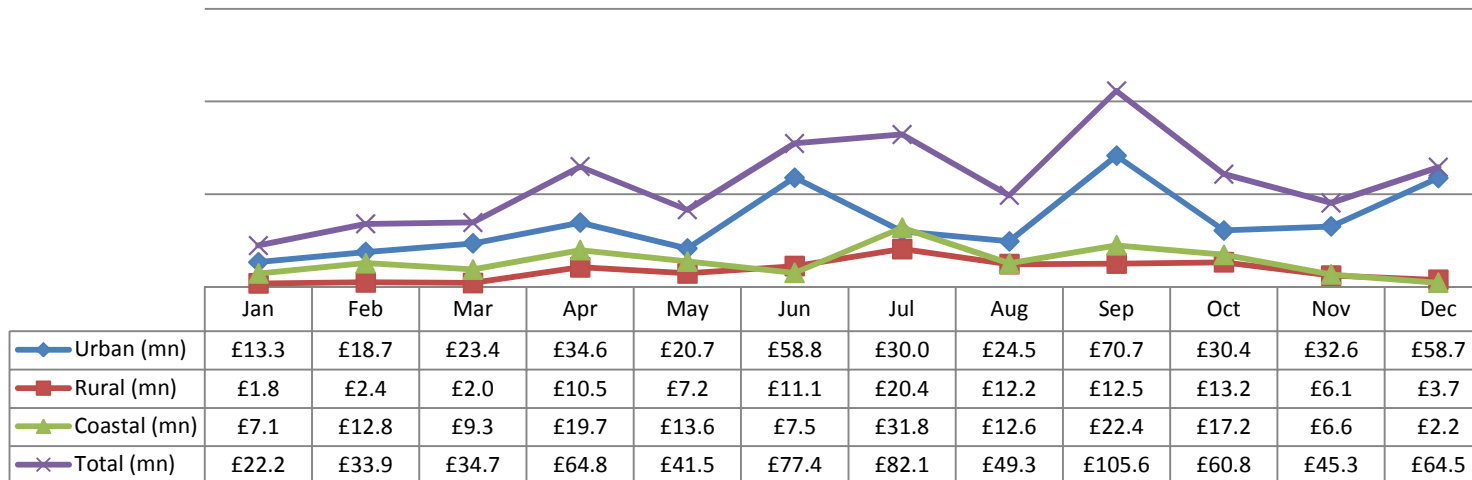


Dorset - Estimated seasonality of day visits

Seasonality - day visits

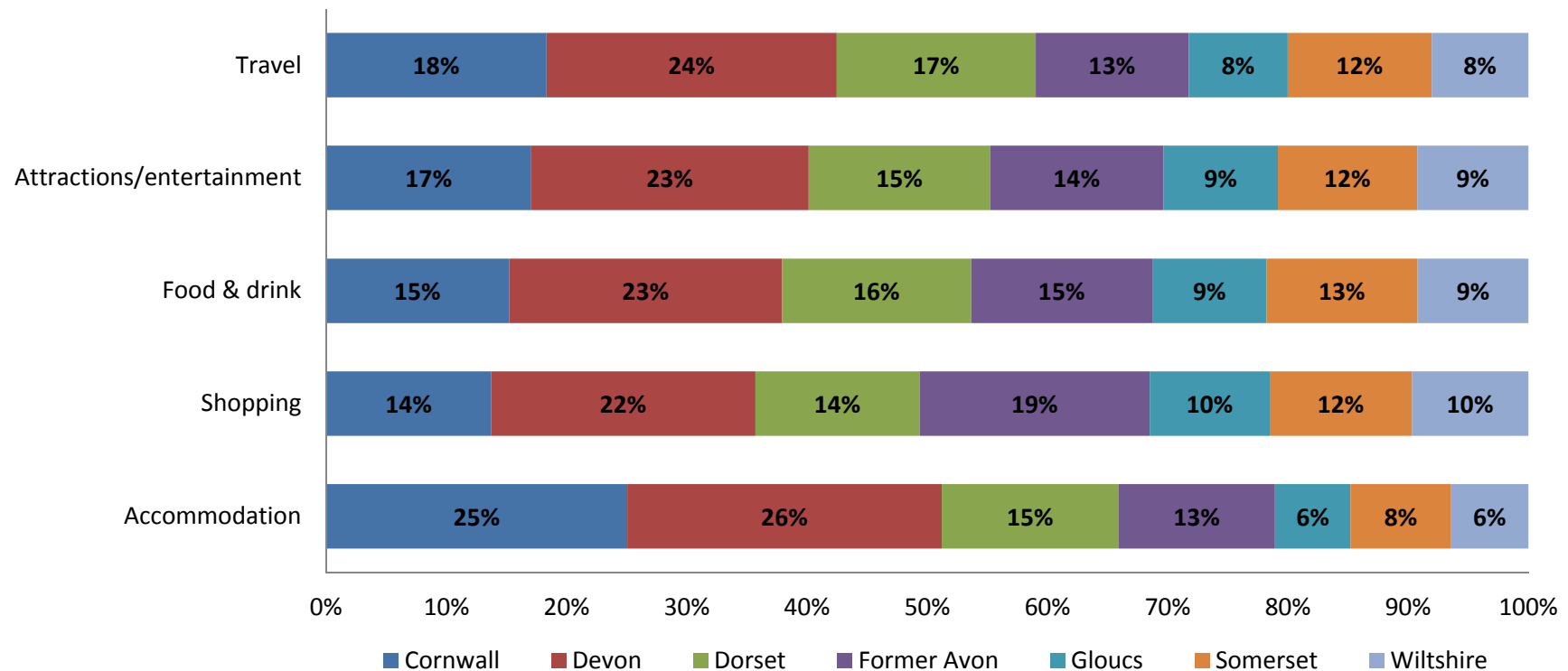


Seasonality - day visit spend



Dorset – Direct visitor expenditure by category in the regional context

| South West | Accommodation | Shopping | Food & drink | Attractions/entertainment | Travel | TOTAL |
|------------|----------------|----------------|----------------|---------------------------|----------------|----------------|
| Spend | £1,646,962,000 | £2,339,775,000 | £2,847,358,000 | £984,184,000 | £1,284,980,000 | £9,103,257,000 |
| % | 18% | 26% | 31% | 11% | 14% | 100% |



Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £210,521,000
- Overseas staying visitors £61,540,000



Shopping

- UK staying visitors £72,115,000
- Overseas staying visitors £51,429,000
- Day visitors £219,112,000



Food & drink

- UK staying visitors £126,917,000
- Overseas staying visitors £36,542,000
- Day visitors £287,042,000



Attractions/entertainment

- UK staying visitors £61,577,000
- Overseas staying visitors £23,218,000
- Day visitors £75,899,000



Travel

- UK staying visitors £96,870,000
- Overseas staying visitors £16,065,000
- Day visitors £100,201,000

Dorset – Other visitor related expenditure by category



Second Homes
£3,266,000



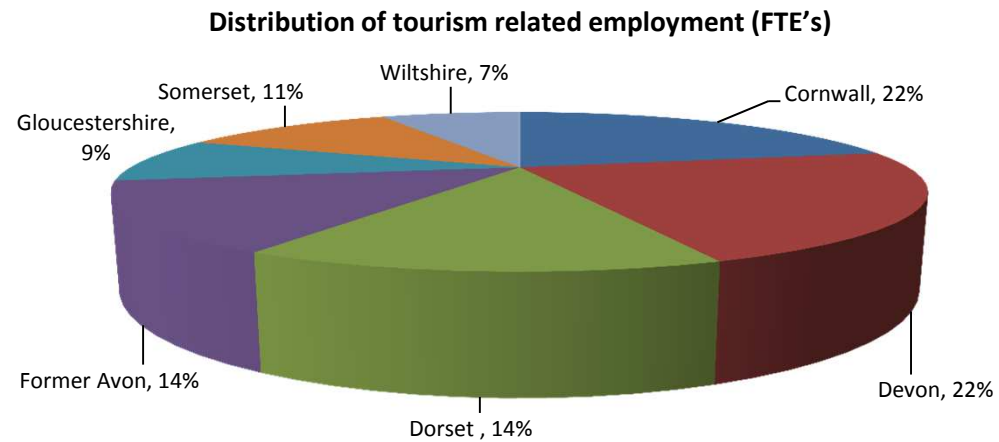
Boats
£5,324,000



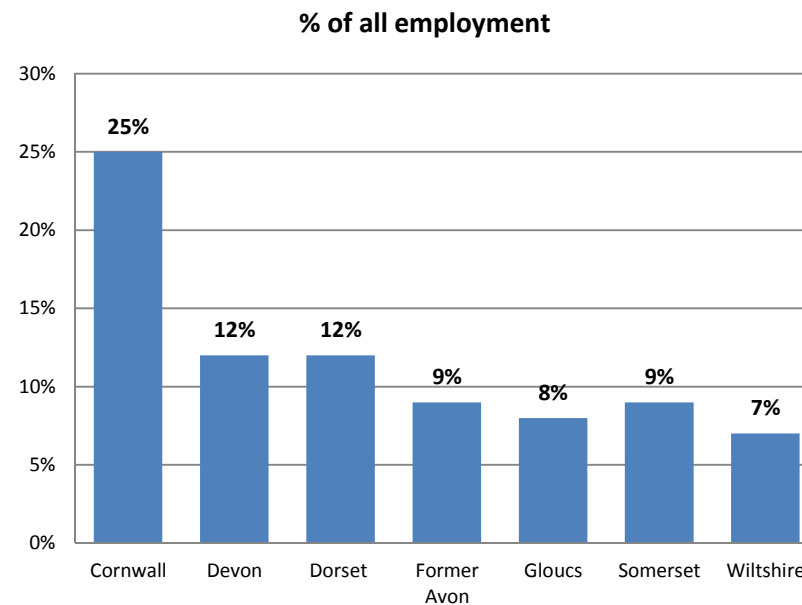
Visiting friends and relatives (non-visitor spend)
£47,523,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Dorset – Tourism related employment in the regional context



| Area | Number of FTE's |
|-----------------|-----------------|
| Cornwall | 45,017 |
| Devon | 46,452 |
| Dorset | 29,800 |
| Former Avon | 28,849 |
| Gloucestershire | 18,827 |
| Somerset | 23,444 |
| Wiltshire | 15,454 |



Dorset – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



| Direct employment in businesses in receipt of visitor expenditure (FTE's) | Staying visitor related | Day visitor related | Total |
|---|-------------------------|---------------------|---------------|
| Accommodation | 4,714 | 98 | 4,812 |
| Retailing | 1,163 | 2,063 | 3,227 |
| Catering | 2,469 | 4,337 | 6,806 |
| Attractions/entertainment | 1,603 | 1,480 | 3,083 |
| Transport | 478 | 424 | 901 |
| Arising from non trip spend | 891 | 0 | 891 |
| Total Direct | 11,317 | 8,403 | 19,719 |

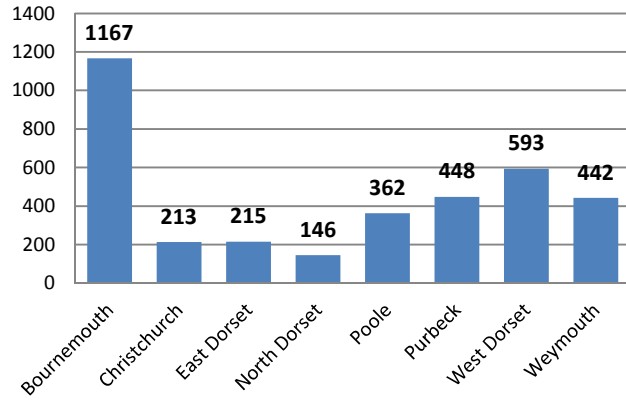
Value of Tourism 2011

Bournemouth

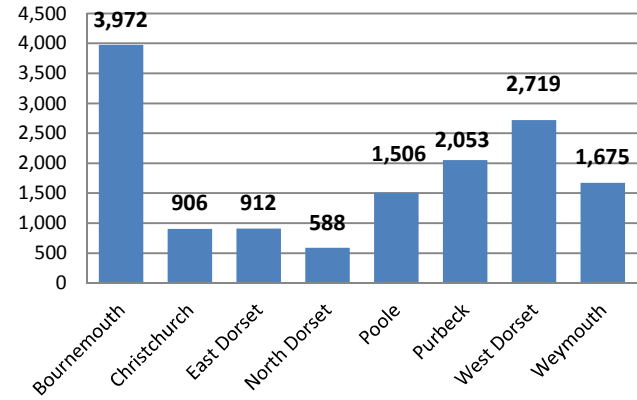
| Key Facts | |
|--------------|------------------------------|
| 1,167,000 | Staying visitor trips |
| 3,972,000 | Staying visitor nights |
| £276,261,000 | Staying visitor spend |
| 4,448,000 | Day visits |
| £171,100,000 | Day visitor spend |
| £447,361,000 | Direct visitor spend |
| £14,293,000 | Other related spend |
| £461,654,000 | TOTAL VISITOR RELATED SPEND |
| 11,696 | Estimated actual employment |
| 8,531 | FTE employment |
| 15% | Proportion of all employment |

Bournemouth - Staying visits in the county context

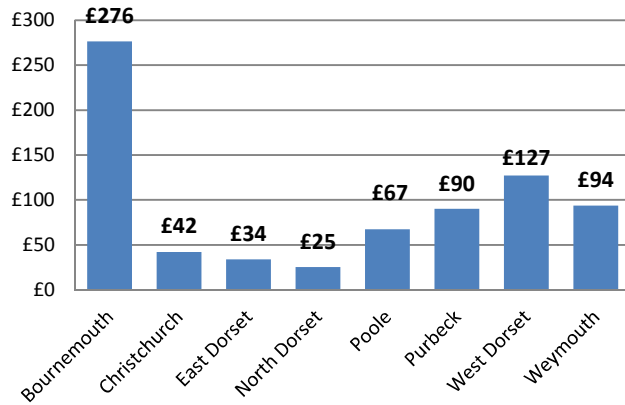
All staying trips (000's)



All staying nights (000's)



All staying spend (millions)



| Area | Domestic trips (000's) | Overseas trips (000's) | Domestic nights (000's) | Overseas nights (000's) | Domestic spend (millions) | Overseas spend (millions) |
|--------------|------------------------|------------------------|-------------------------|-------------------------|---------------------------|---------------------------|
| Bournemouth | 1,051 | 116 | 2,940 | 1,032 | £198 | £78 |
| Christchurch | 197 | 16 | 740 | 166 | £32 | £10 |
| East Dorset | 195 | 20 | 707 | 205 | £24 | £10 |
| North Dorset | 132 | 14 | 447 | 141 | £19 | £7 |
| Poole | 328 | 34 | 1,145 | 361 | £48 | £19 |
| Purbeck | 419 | 29 | 1,790 | 263 | £75 | £15 |
| West Dorset | 522 | 71 | 2,213 | 506 | £95 | £33 |
| Weymouth | 408 | 34 | 1,420 | 255 | £77 | £17 |

Bournemouth - Staying visits by accommodation type

| Domestic tourists | Trips | Nights | Spend |
|------------------------------------|-----------|-----------|--------------|
| Serviced | 763,000 | 1,930,000 | £166,410,000 |
| Self catering | 26,000 | 149,000 | £8,414,000 |
| Touring caravans /tents | 0 | 0 | £0 |
| Static vans/holiday centres | 0 | 0 | £0 |
| Group/campus | 0 | 1,000 | £45,000 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 17,000 | 79,000 | £2,513,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 7,000 | 25,000 | £461,000 |
| Staying with friends and relatives | 238,000 | 757,000 | £20,345,000 |
| Total | 1,051,000 | 2,940,000 | £198,187,000 |

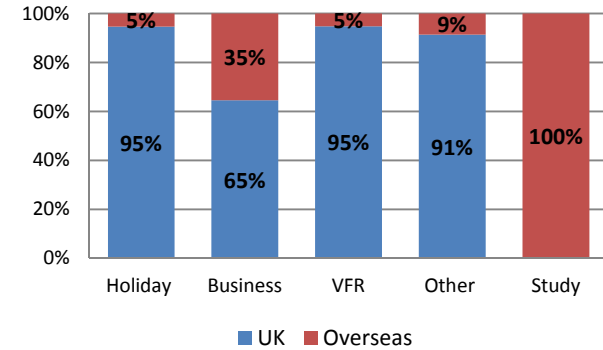
| Overseas tourists | Trips | Nights | Spend |
|------------------------------------|---------|-----------|-------------|
| Serviced | 65,000 | 274,000 | £27,192,000 |
| Self catering | 1,000 | 16,000 | £969,000 |
| Touring caravans /tents | 0 | 0 | £0 |
| Static vans/holiday centres | 0 | 0 | £0 |
| Group/campus | 0 | 1,000 | £79,000 |
| Paying guest in private homes | 24,000 | 434,000 | £37,067,000 |
| Second homes | 1,000 | 17,000 | £1,309,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 1,000 | 24,000 | £1,312,000 |
| Staying with friends and relatives | 23,000 | 266,000 | £10,145,000 |
| Total | 116,000 | 1,032,000 | £78,074,000 |

Bournemouth - Staying visits by purpose

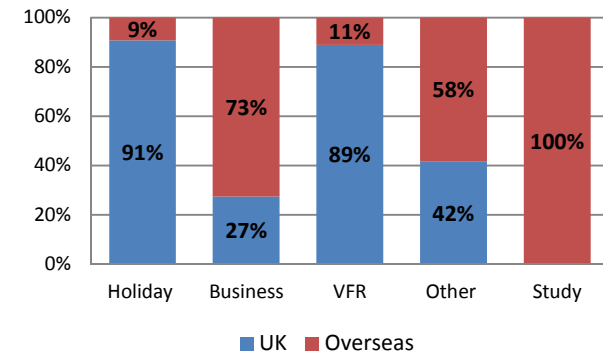
| Domestic tourists | Trips | Nights | Spend |
|---------------------------------|------------------|------------------|---------------------|
| Holiday | 821,000 | 2,525,000 | £171,987,000 |
| Business | 82,000 | 138,000 | £12,775,000 |
| Visits to friends and relatives | 127,000 | 241,000 | £11,286,000 |
| Other | 21,000 | 37,000 | £2,139,000 |
| Study | 0 | 0 | £0 |
| Total | 1,051,000 | 2,940,000 | £198,187,000 |

| Overseas tourists | Trips | Nights | Spend |
|---------------------------------|----------------|------------------|--------------------|
| Holiday | 47,000 | 257,000 | £20,328,000 |
| Business | 45,000 | 365,000 | £15,889,000 |
| Visits to friends and relatives | 7,000 | 30,000 | £3,407,000 |
| Other | 2,000 | 52,000 | £2,671,000 |
| Study | 15,000 | 328,000 | £35,779,000 |
| Total | 116,000 | 1,032,000 | £78,074,000 |

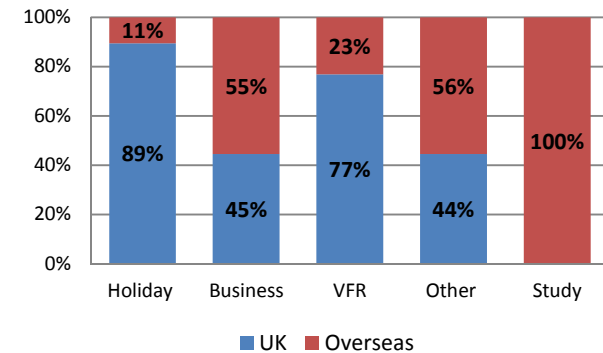
Trips



Nights

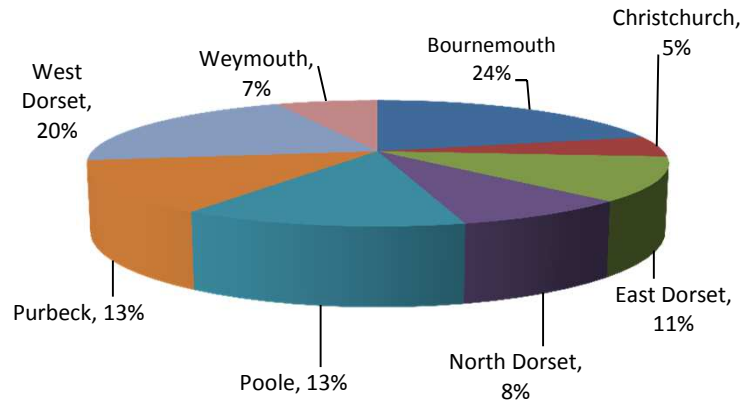


Spend

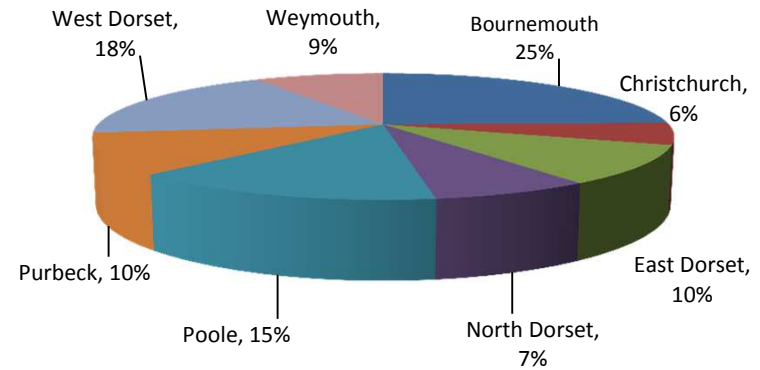


Bournemouth - Day visits in the county context

All day visits



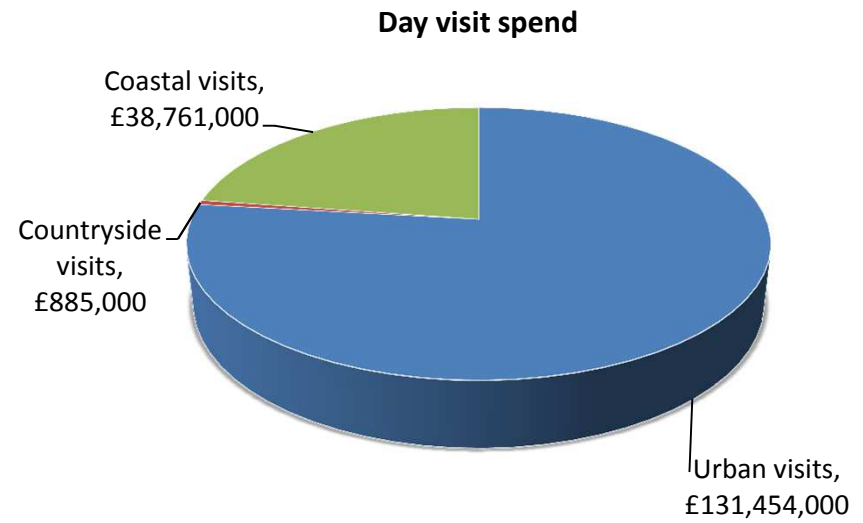
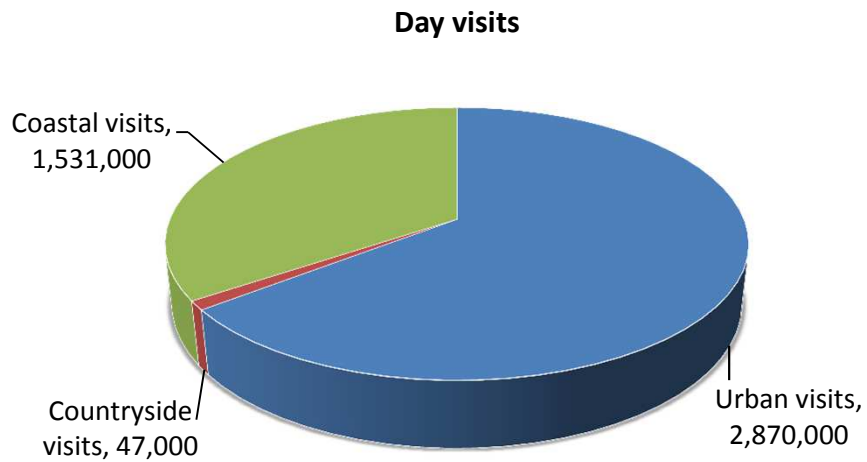
All day visit spend



| Area | Day visits (millions) | Day visit spend (millions) |
|--------------|-----------------------|----------------------------|
| Bournemouth | 4.4 | £171.1 |
| Christchurch | 1.1 | £38.7 |
| East Dorset | 2.4 | £69.2 |
| North Dorset | 1.8 | £51.9 |
| Poole | 2.8 | £102.9 |
| Purbeck | 2.8 | £72.6 |
| West Dorset | 4.3 | £128.4 |
| Weymouth | 1.4 | £60.2 |

Bournemouth - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 4,448,000 | £171,100,000 |



Bournemouth – Direct visitor expenditure by category



Accommodation

- UK staying visitors £73,792,000
- Overseas staying visitors £24,915,000



Shopping

- UK staying visitors £25,390,000
- Overseas staying visitors £21,867,000
- Day visitors £61,887,000



Food & drink

- UK staying visitors £44,115,000
- Overseas staying visitors £13,847,000
- Day visitors £69,337,000



Attractions/entertainment

- UK staying visitors £21,562,000
- Overseas staying visitors £11,371,000
- Day visitors £16,922,000



Travel

- UK staying visitors £33,478,000
- Overseas staying visitors £6,073,000
- Day visitors £22,953,000

Bournemouth – Other visitor related expenditure by category



Second Homes
£836,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£13,457,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Bournemouth – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



| Direct employment in businesses in receipt of visitor expenditure (FTE's) | Staying visitor related | Day visitor related | Total |
|---|-------------------------|---------------------|--------------|
| Accommodation | 1,702 | 24 | 1,725 |
| Retailing | 442 | 580 | 1,022 |
| Catering | 872 | 1,043 | 1,914 |
| Attractions/entertainment | 618 | 332 | 950 |
| Transport | 166 | 97 | 263 |
| Arising from non trip spend | 227 | 0 | 227 |
| Total Direct | 4,026 | 2,075 | 6,101 |

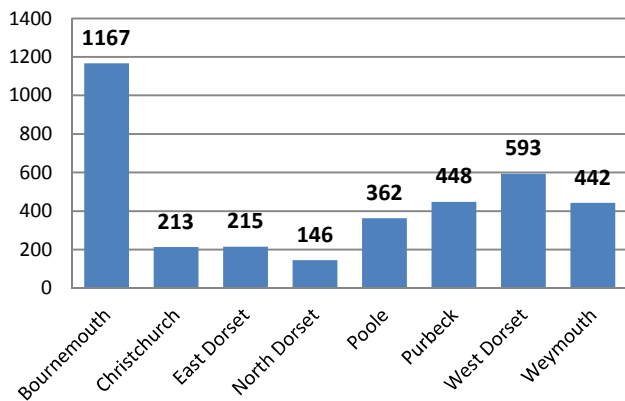
Value of Tourism 2011

Christchurch

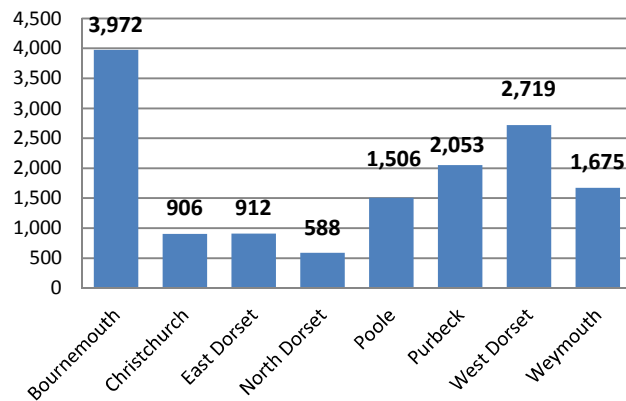
| Key Facts | |
|-------------|------------------------------|
| 213,000 | Staying visitor trips |
| 906,000 | Staying visitor nights |
| £42,265,000 | Staying visitor spend |
| 1,098,000 | Day visits |
| £38,666,000 | Day visitor spend |
| £80,931,000 | Direct visitor spend |
| £3,390,000 | Other related spend |
| £84,321,000 | TOTAL VISITOR RELATED SPEND |
| 2,020 | Estimated actual employment |
| 1,478 | FTE employment |
| 11% | Proportion of all employment |

Christchurch - Staying visits in the county context

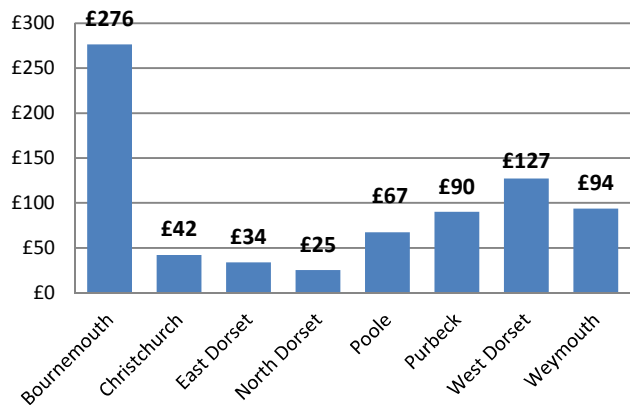
All staying trips (000's)



All staying nights (000's)



All staying spend (millions)



| Area | Domestic trips (000's) | Overseas trips (000's) | Domestic nights (000's) | Overseas nights (000's) | Domestic spend (millions) | Overseas spend (millions) |
|--------------|------------------------|------------------------|-------------------------|-------------------------|---------------------------|---------------------------|
| Bournemouth | 1,051 | 116 | 2,940 | 1,032 | £198 | £78 |
| Christchurch | 197 | 16 | 740 | 166 | £32 | £10 |
| East Dorset | 195 | 20 | 707 | 205 | £24 | £10 |
| North Dorset | 132 | 14 | 447 | 141 | £19 | £7 |
| Poole | 328 | 34 | 1,145 | 361 | £48 | £19 |
| Purbeck | 419 | 29 | 1,790 | 263 | £75 | £15 |
| West Dorset | 522 | 71 | 2,213 | 506 | £95 | £33 |
| Weymouth | 408 | 34 | 1,420 | 255 | £77 | £17 |

Christchurch - Staying visits by accommodation type

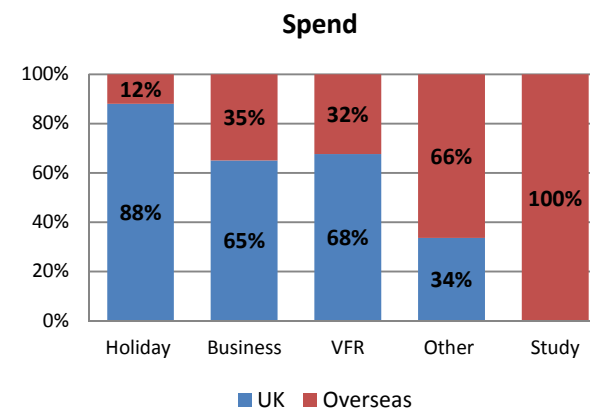
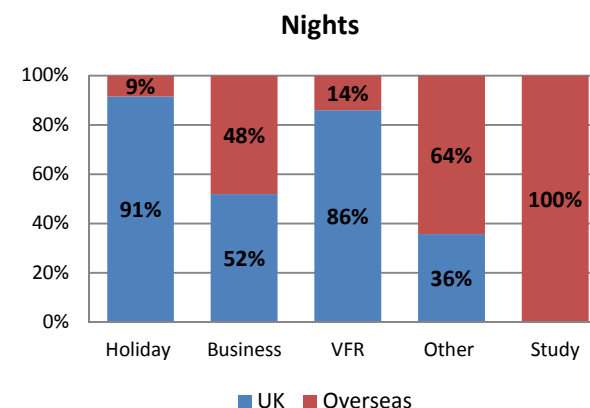
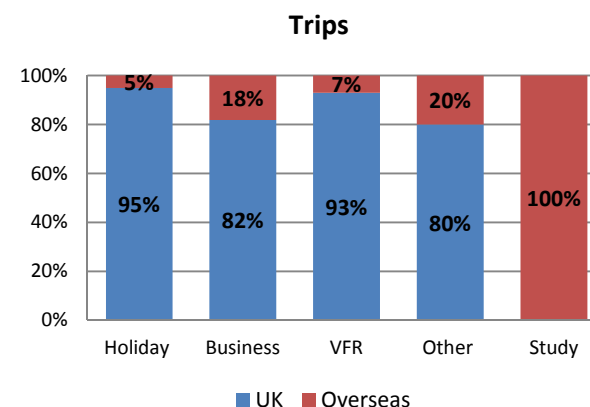
| Domestic tourists | Trips | Nights | Spend |
|------------------------------------|----------------|----------------|--------------------|
| Serviced | 47,000 | 120,000 | £10,326,000 |
| Self catering | 6,000 | 33,000 | £1,858,000 |
| Touring caravans /tents | 12,000 | 59,000 | £1,671,000 |
| Static vans/holiday centres | 67,000 | 313,000 | £12,191,000 |
| Group/campus | 0 | 0 | £0 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 6,000 | 27,000 | £850,000 |
| Boat moorings | 1,000 | 1,000 | £113,000 |
| Other | 2,000 | 6,000 | £110,000 |
| Staying with friends and relatives | 57,000 | 181,000 | £4,870,000 |
| Total | 197,000 | 740,000 | £31,989,000 |

| Overseas tourists | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|--------------------|
| Serviced | 5,000 | 23,000 | £2,239,000 |
| Self catering | 0 | 4,000 | £244,000 |
| Touring caravans /tents | 1,000 | 6,000 | £232,000 |
| Static vans/holiday centres | 0 | 1,000 | £106,000 |
| Group/campus | 0 | 0 | £0 |
| Paying guest in private homes | 2,000 | 43,000 | £3,707,000 |
| Second homes | 0 | 7,000 | £523,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 0 | 7,000 | £369,000 |
| Staying with friends and relatives | 6,000 | 75,000 | £2,855,000 |
| Total | 16,000 | 166,000 | £10,276,000 |

Christchurch - Staying visits by purpose

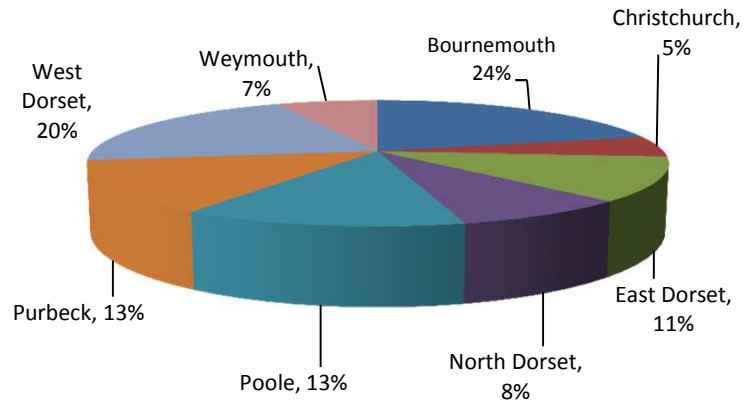
| Domestic tourists | Trips | Nights | Spend |
|---------------------------------|----------------|----------------|--------------------|
| Holiday | 149,000 | 622,000 | £27,168,000 |
| Business | 18,000 | 41,000 | £2,436,000 |
| Visits to friends and relatives | 26,000 | 67,000 | £2,006,000 |
| Other | 4,000 | 10,000 | £380,000 |
| Study | 0 | 0 | £0 |
| Total | 197,000 | 740,000 | £31,989,000 |

| Overseas tourists | Trips | Nights | Spend |
|---------------------------------|---------------|----------------|--------------------|
| Holiday | 8,000 | 58,000 | £3,686,000 |
| Business | 4,000 | 38,000 | £1,307,000 |
| Visits to friends and relatives | 2,000 | 11,000 | £958,000 |
| Other | 1,000 | 18,000 | £751,000 |
| Study | 1,000 | 41,000 | £3,574,000 |
| Total | 16,000 | 166,000 | £10,276,000 |

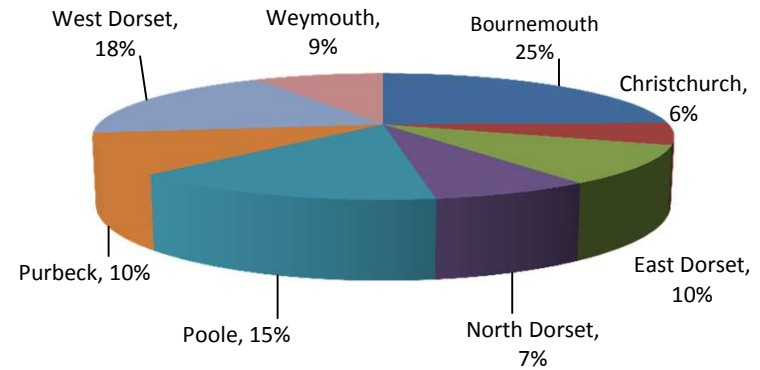


Christchurch - Day visits in the county context

All day visits



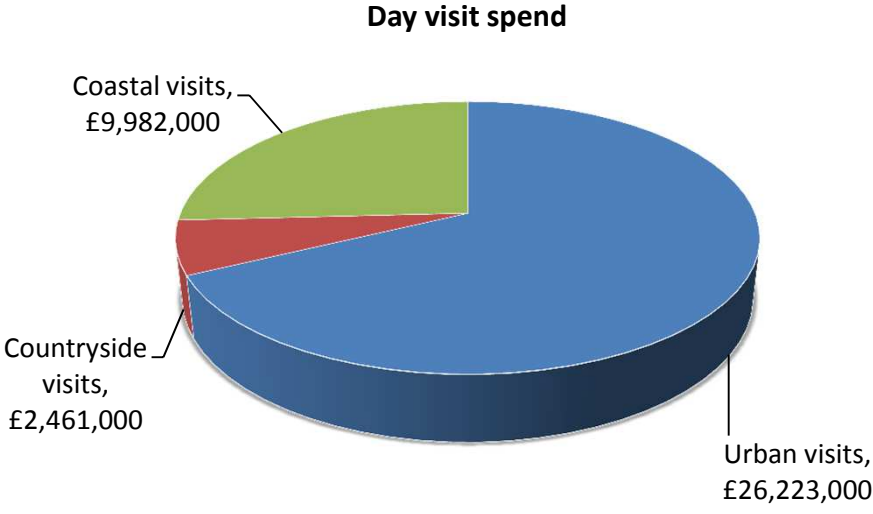
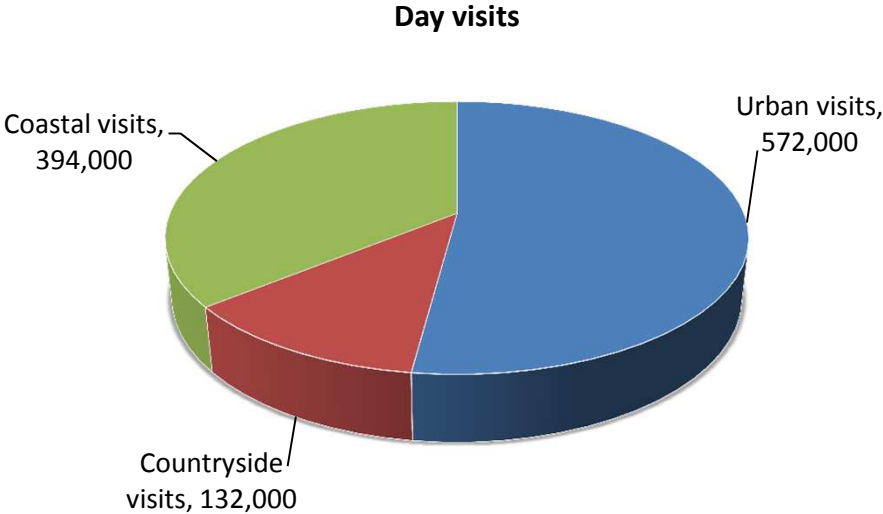
All day visit spend



| Area | Day visits (millions) | Day visit spend (millions) |
|--------------|-----------------------|----------------------------|
| Bournemouth | 4.4 | £171.1 |
| Christchurch | 1.1 | £38.7 |
| East Dorset | 2.4 | £69.2 |
| North Dorset | 1.8 | £51.9 |
| Poole | 2.8 | £102.9 |
| Purbeck | 2.8 | £72.6 |
| West Dorset | 4.3 | £128.4 |
| Weymouth | 1.4 | £60.2 |

Christchurch - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 1,098,000 | £38,666,000 |



Christchurch – Direct visitor expenditure by category



Accommodation

- UK staying visitors £11,879,000
- Overseas staying visitors £3,150,000



Shopping

- UK staying visitors £4,055,000
- Overseas staying visitors £2,961,000
- Day visitors £13,006,000



Food & drink

- UK staying visitors £7,142,000
- Overseas staying visitors £1,926,000
- Day visitors £16,063,000



Attractions/entertainment

- UK staying visitors £3,461,000
- Overseas staying visitors £1,402,000
- Day visitors £4,026,000



Travel

- UK staying visitors £5,452,000
- Overseas staying visitors £837,000
- Day visitors £5,572,000

Christchurch – Other visitor related expenditure by category



Second Homes
£334,000



Boats
£250,000



Visiting friends and relatives (non-visitor spend)
£2,806,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Christchurch – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



| Direct employment in businesses in receipt of visitor expenditure (FTE's) | Staying visitor related | Day visitor related | Total |
|---|-------------------------|---------------------|--------------|
| Accommodation | 246 | 5 | 251 |
| Retailing | 62 | 116 | 178 |
| Catering | 129 | 229 | 359 |
| Attractions/entertainment | 87 | 75 | 161 |
| Transport | 25 | 22 | 47 |
| Arising from non trip spend | 54 | 0 | 54 |
| Total Direct | 604 | 447 | 1,051 |

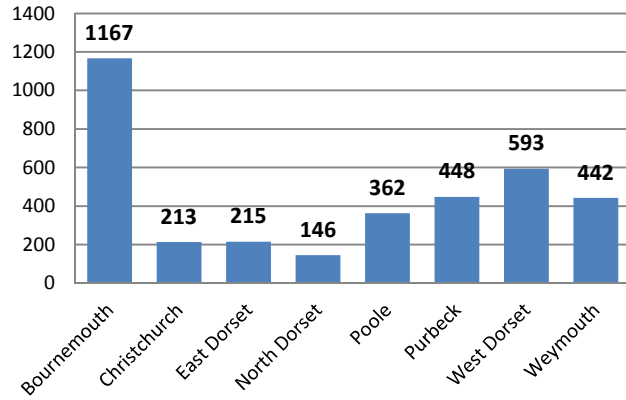
Value of Tourism 2011

East Dorset

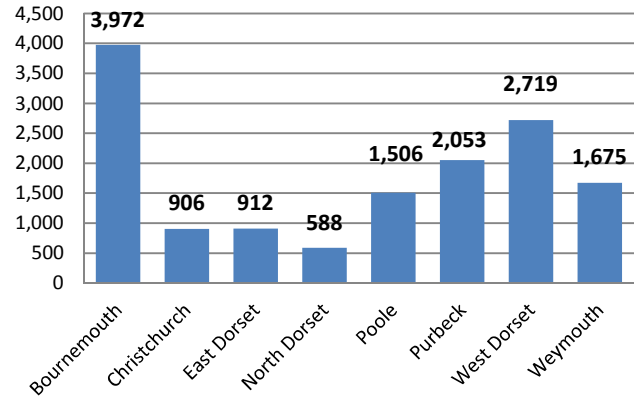
| Key Facts | |
|--------------|------------------------------|
| 215,000 | Staying visitor trips |
| 912,000 | Staying visitor nights |
| £34,080,000 | Staying visitor spend |
| 2,369,000 | Day visits |
| £69,159,000 | Day visitor spend |
| £103,239,000 | Direct visitor spend |
| £5,305,000 | Other related spend |
| £108,544,000 | TOTAL VISITOR RELATED SPEND |
| 2,445 | Estimated actual employment |
| 1,743 | FTE employment |
| 6% | Proportion of all employment |

East Dorset - Staying visits in the county context

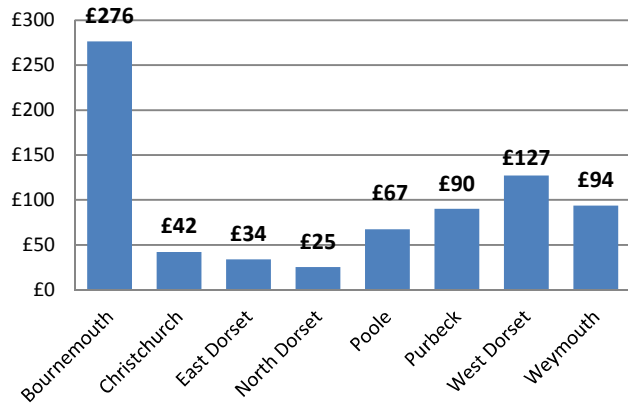
All staying trips (000's)



All staying nights (000's)



All staying spend (millions)



| Area | Domestic trips (000's) | Overseas trips (000's) | Domestic nights (000's) | Overseas nights (000's) | Domestic spend (millions) | Overseas spend (millions) |
|--------------|------------------------|------------------------|-------------------------|-------------------------|---------------------------|---------------------------|
| Bournemouth | 1,051 | 116 | 2,940 | 1,032 | £198 | £78 |
| Christchurch | 197 | 16 | 740 | 166 | £32 | £10 |
| East Dorset | 195 | 20 | 707 | 205 | £24 | £10 |
| North Dorset | 132 | 14 | 447 | 141 | £19 | £7 |
| Poole | 328 | 34 | 1,145 | 361 | £48 | £19 |
| Purbeck | 419 | 29 | 1,790 | 263 | £75 | £15 |
| West Dorset | 522 | 71 | 2,213 | 506 | £95 | £33 |
| Weymouth | 408 | 34 | 1,420 | 255 | £77 | £17 |

East Dorset - Staying visits by accommodation type

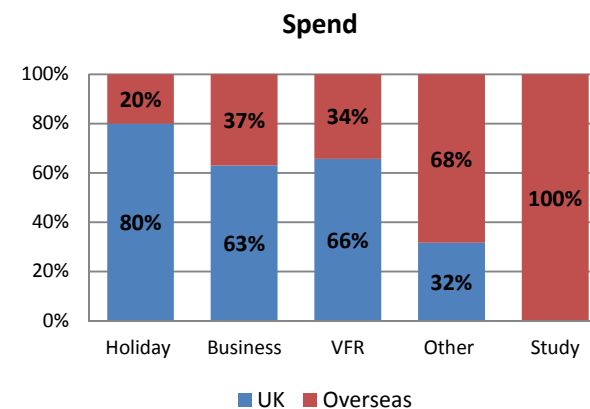
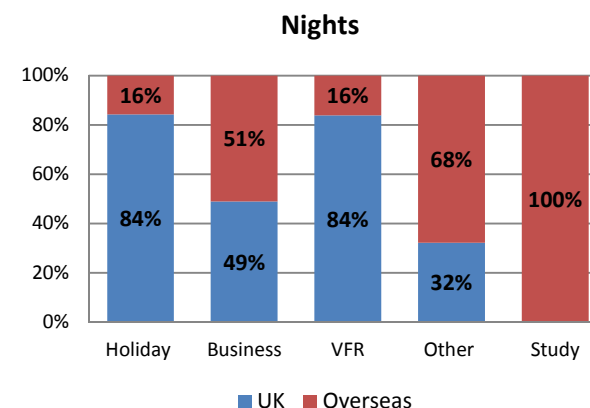
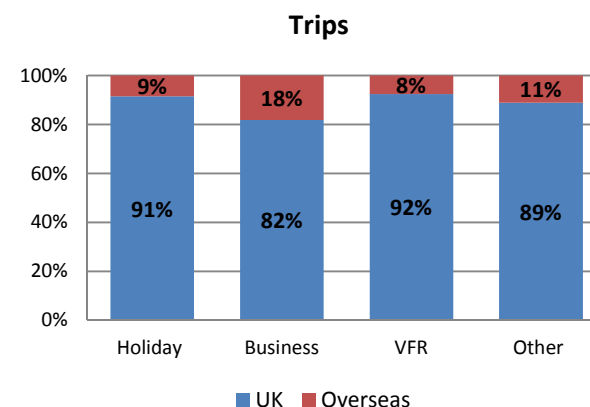
| Domestic tourists | Trips | Nights | Spend |
|------------------------------------|----------------|----------------|--------------------|
| Serviced | 25,000 | 63,000 | £5,412,000 |
| Self catering | 5,000 | 29,000 | £1,611,000 |
| Touring caravans /tents | 42,000 | 206,000 | £5,854,000 |
| Static vans/holiday centres | 12,000 | 55,000 | £2,125,000 |
| Group/campus | 0 | 0 | £0 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 2,000 | 8,000 | £244,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 3,000 | 11,000 | £205,000 |
| Staying with friends and relatives | 106,000 | 336,000 | £9,040,000 |
| Total | 195,000 | 707,000 | £24,491,000 |

| Overseas tourists | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|-------------------|
| Serviced | 3,000 | 12,000 | £1,174,000 |
| Self catering | 0 | 4,000 | £212,000 |
| Touring caravans /tents | 3,000 | 21,000 | £814,000 |
| Static vans/holiday centres | 0 | 0 | £18,000 |
| Group/campus | 0 | 0 | £0 |
| Paying guest in private homes | 1,000 | 14,000 | £1,236,000 |
| Second homes | 0 | 2,000 | £150,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 1,000 | 12,000 | £685,000 |
| Staying with friends and relatives | 12,000 | 139,000 | £5,299,000 |
| Total | 20,000 | 205,000 | £9,589,000 |

East Dorset - Staying visits by purpose

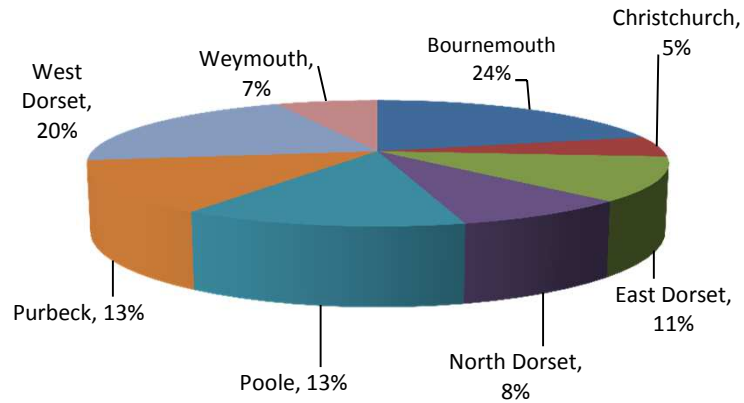
| Domestic tourists | Trips | Nights | Spend |
|---------------------------------|----------------|----------------|--------------------|
| Holiday | 129,000 | 541,000 | £19,705,000 |
| Business | 9,000 | 22,000 | £1,071,000 |
| Visits to friends and relatives | 48,000 | 125,000 | £3,124,000 |
| Other | 8,000 | 19,000 | £592,000 |
| Study | 0 | 0 | £0 |
| Total | 195,000 | 707,000 | £24,491,000 |

| Overseas tourists | Trips | Nights | Spend |
|---------------------------------|---------------|----------------|-------------------|
| Holiday | 12,000 | 101,000 | £4,956,000 |
| Business | 2,000 | 23,000 | £629,000 |
| Visits to friends and relatives | 4,000 | 24,000 | £1,631,000 |
| Other | 1,000 | 40,000 | £1,279,000 |
| Study | 0 | 16,000 | £1,093,000 |
| Total | 20,000 | 205,000 | £9,589,000 |

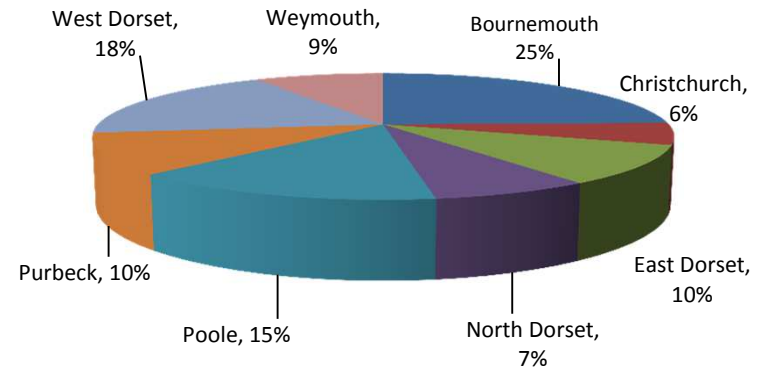


East Dorset - Day visits in the county context

All day visits



All day visit spend

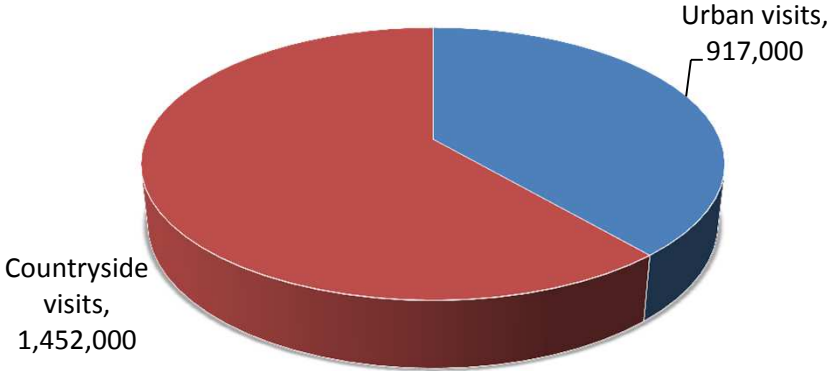


| Area | Day visits (millions) | Day visit spend (millions) |
|--------------|-----------------------|----------------------------|
| Bournemouth | 4.4 | £171.1 |
| Christchurch | 1.1 | £38.7 |
| East Dorset | 2.4 | £69.2 |
| North Dorset | 1.8 | £51.9 |
| Poole | 2.8 | £102.9 |
| Purbeck | 2.8 | £72.6 |
| West Dorset | 4.3 | £128.4 |
| Weymouth | 1.4 | £60.2 |

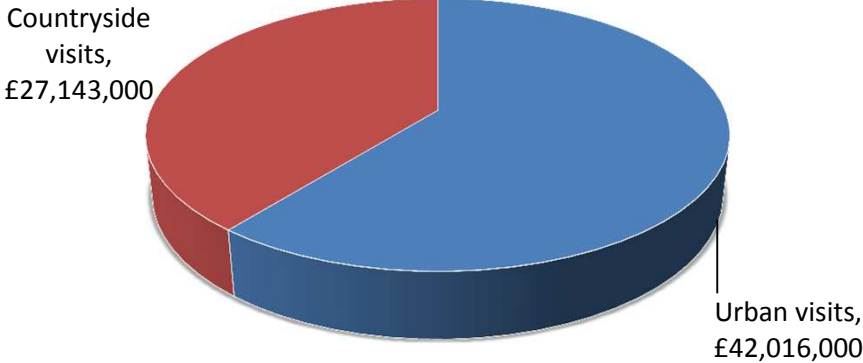
East Dorset - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 2,369,000 | £69,159,000 |

Day visits



Day visit spend



East Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £8,675,000
- Overseas staying visitors £2,864,000



Shopping

- UK staying visitors £3,187,000
- Overseas staying visitors £2,786,000
- Day visitors £23,638,000



Food & drink

- UK staying visitors £5,591,000
- Overseas staying visitors £1,985,000
- Day visitors £28,215,000



Attractions/entertainment

- UK staying visitors £2,748,000
- Overseas staying visitors £1,093,000
- Day visitors £8,928,000



Travel

- UK staying visitors £4,291,000
- Overseas staying visitors £860,000
- Day visitors £8,377,000

East Dorset – Other visitor related expenditure by category



Second Homes
£96,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£5,209,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

East Dorset – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



| Direct employment in businesses in receipt of visitor expenditure (FTE's) | Staying visitor related | Day visitor related | Total |
|---|-------------------------|---------------------|--------------|
| Accommodation | 205 | 10 | 214 |
| Retailing | 57 | 227 | 285 |
| Catering | 117 | 436 | 553 |
| Attractions/entertainment | 74 | 176 | 251 |
| Transport | 22 | 36 | 58 |
| Arising from non trip spend | 84 | 0 | 84 |
| Total Direct | 560 | 886 | 1,445 |

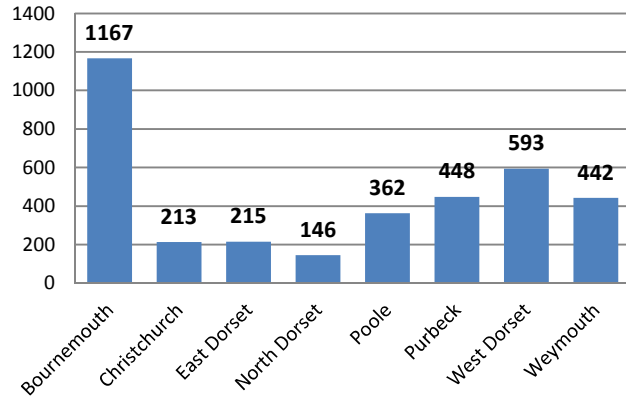
Value of Tourism 2011

North Dorset

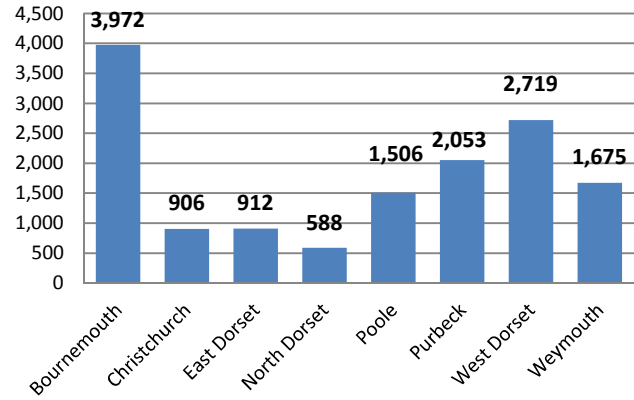
| Key Facts | |
|-------------|------------------------------|
| 146,000 | Staying visitor trips |
| 588,000 | Staying visitor nights |
| £25,287,000 | Staying visitor spend |
| 1,757,000 | Day visits |
| £51,915,000 | Day visitor spend |
| £77,202,000 | Direct visitor spend |
| £4,054,000 | Other related spend |
| £81,256,000 | TOTAL VISITOR RELATED SPEND |
| 2,086 | Estimated actual employment |
| 1,479 | FTE employment |
| 7% | Proportion of all employment |

North Dorset - Staying visits in the county context

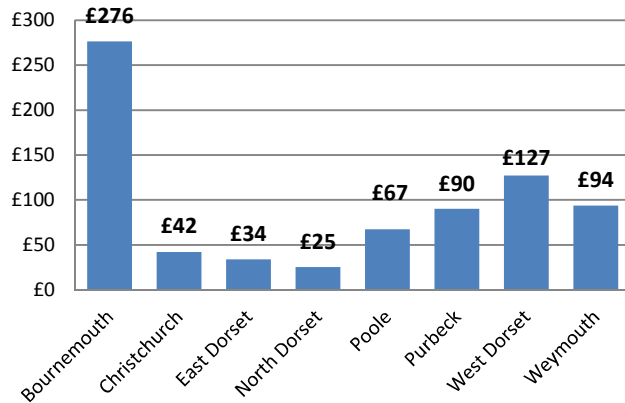
All staying trips (000's)



All staying nights (000's)



All staying spend (millions)



| Area | Domestic trips (000's) | Overseas trips (000's) | Domestic nights (000's) | Overseas nights (000's) | Domestic spend (millions) | Overseas spend (millions) |
|--------------|------------------------|------------------------|-------------------------|-------------------------|---------------------------|---------------------------|
| Bournemouth | 1,051 | 116 | 2,940 | 1,032 | £198 | £78 |
| Christchurch | 197 | 16 | 740 | 166 | £32 | £10 |
| East Dorset | 195 | 20 | 707 | 205 | £24 | £10 |
| North Dorset | 132 | 14 | 447 | 141 | £19 | £7 |
| Poole | 328 | 34 | 1,145 | 361 | £48 | £19 |
| Purbeck | 419 | 29 | 1,790 | 263 | £75 | £15 |
| West Dorset | 522 | 71 | 2,213 | 506 | £95 | £33 |
| Weymouth | 408 | 34 | 1,420 | 255 | £77 | £17 |

North Dorset - Staying visits by accommodation type

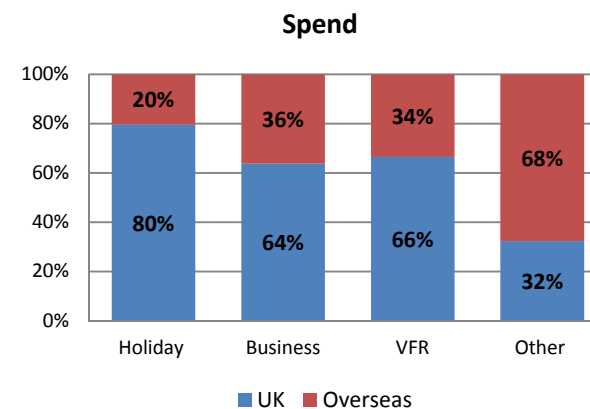
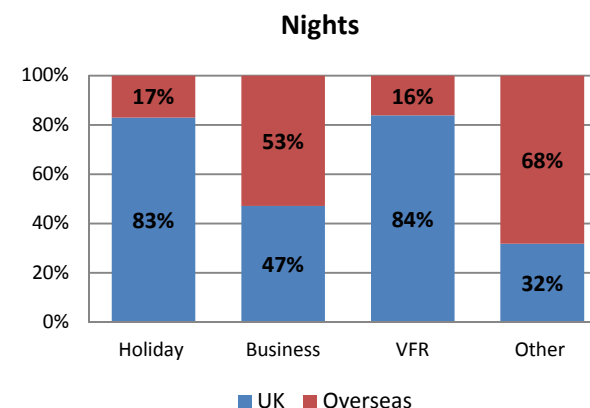
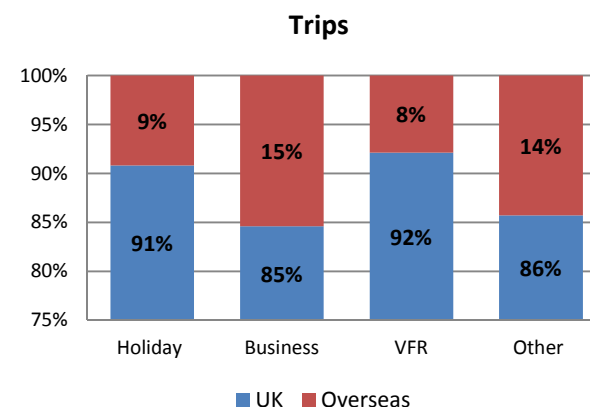
| Domestic tourists | Trips | Nights | Spend |
|------------------------------------|----------------|----------------|--------------------|
| Serviced | 30,000 | 75,000 | £6,465,000 |
| Self catering | 12,000 | 67,000 | £3,760,000 |
| Touring caravans /tents | 7,000 | 32,000 | £899,000 |
| Static vans/holiday centres | 0 | 0 | £0 |
| Group/campus | 0 | 0 | £0 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 4,000 | 19,000 | £622,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 2,000 | 8,000 | £150,000 |
| Staying with friends and relatives | 77,000 | 246,000 | £6,610,000 |
| Total | 132,000 | 447,000 | £18,506,000 |

| Overseas tourists | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|-------------------|
| Serviced | 3,000 | 14,000 | £1,402,000 |
| Self catering | 1,000 | 8,000 | £495,000 |
| Touring caravans /tents | 0 | 3,000 | £125,000 |
| Static vans/holiday centres | 0 | 0 | £0 |
| Group/campus | 0 | 0 | £0 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 0 | 5,000 | £383,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 1,000 | 9,000 | £501,000 |
| Staying with friends and relatives | 9,000 | 102,000 | £3,875,000 |
| Total | 14,000 | 141,000 | £6,781,000 |

North Dorset - Staying visits by purpose

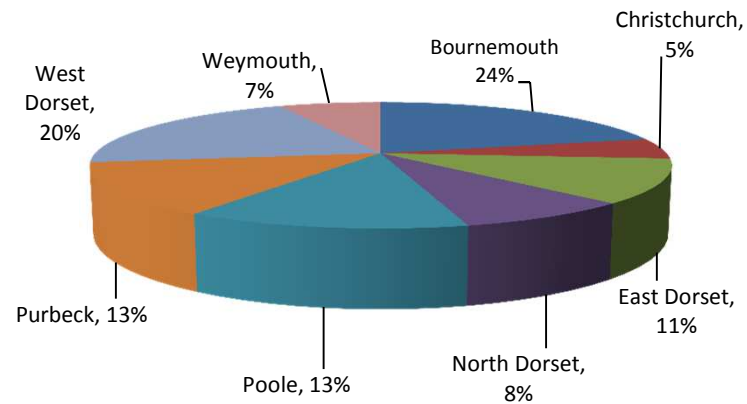
| Domestic tourists | Trips | Nights | Spend |
|---------------------------------|----------------|----------------|--------------------|
| Holiday | 79,000 | 321,000 | £13,918,000 |
| Business | 11,000 | 25,000 | £1,469,000 |
| Visits to friends and relatives | 35,000 | 88,000 | £2,622,000 |
| Other | 6,000 | 14,000 | £497,000 |
| Study | 0 | 0 | £0 |
| Total | 132,000 | 447,000 | £18,506,000 |

| Overseas tourists | Trips | Nights | Spend |
|---------------------------------|---------------|----------------|-------------------|
| Holiday | 8,000 | 66,000 | £3,579,000 |
| Business | 2,000 | 28,000 | £835,000 |
| Visits to friends and relatives | 3,000 | 17,000 | £1,327,000 |
| Other | 1,000 | 30,000 | £1,040,000 |
| Study | 0 | 0 | £0 |
| Total | 14,000 | 141,000 | £6,781,000 |

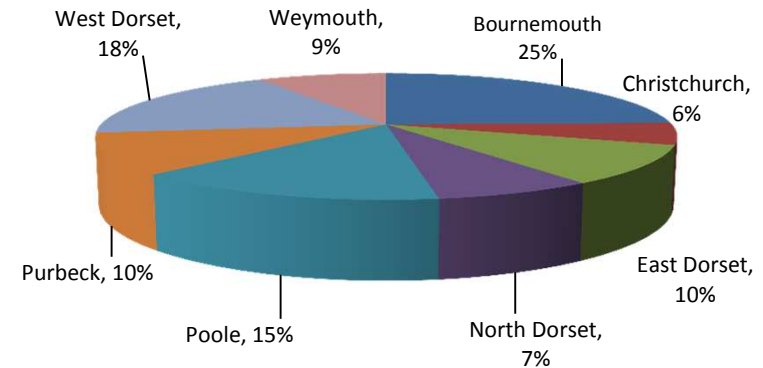


North Dorset - Day visits in the county context

All day visits



All day visit spend

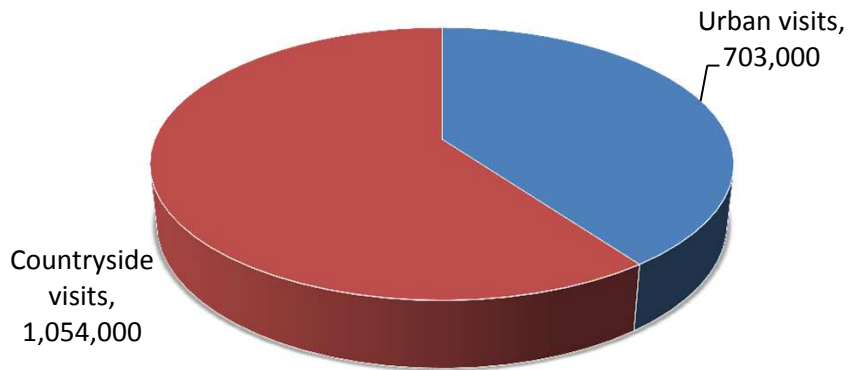


| Area | Day visits (millions) | Day visit spend (millions) |
|--------------|-----------------------|----------------------------|
| Bournemouth | 4.4 | £171.1 |
| Christchurch | 1.1 | £38.7 |
| East Dorset | 2.4 | £69.2 |
| North Dorset | 1.8 | £51.9 |
| Poole | 2.8 | £102.9 |
| Purbeck | 2.8 | £72.6 |
| West Dorset | 4.3 | £128.4 |
| Weymouth | 1.4 | £60.2 |

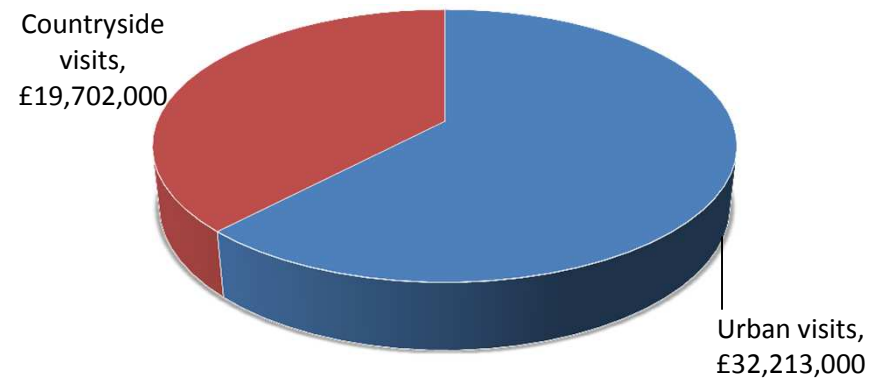
North Dorset - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 1,757,000 | £51,915,000 |

Day visits



Day visit spend



North Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £6,514,000
- Overseas staying visitors £2,091,000



Shopping

- UK staying visitors £2,374,000
- Overseas staying visitors £1,899,000
- Day visitors £17,913,000



Food & drink

- UK staying visitors £4,257,000
- Overseas staying visitors £1,457,000
- Day visitors £21,117,000



Attractions/entertainment

- UK staying visitors £2,040,000
- Overseas staying visitors £696,000
- Day visitors £6,646,000



Travel

- UK staying visitors £3,322,000
- Overseas staying visitors £638,000
- Day visitors £6,240,000

North Dorset – Other visitor related expenditure by category



Second Homes
£245,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£3,809,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

North Dorset – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



| Direct employment in businesses in receipt of visitor expenditure (FTE's) | Staying visitor related | Day visitor related | Total |
|---|-------------------------|---------------------|--------------|
| Accommodation | 178 | 9 | 187 |
| Retailing | 48 | 202 | 250 |
| Catering | 103 | 381 | 485 |
| Attractions/entertainment | 62 | 154 | 216 |
| Transport | 20 | 32 | 52 |
| Arising from non trip spend | 64 | 0 | 64 |
| Total Direct | 476 | 777 | 1,253 |

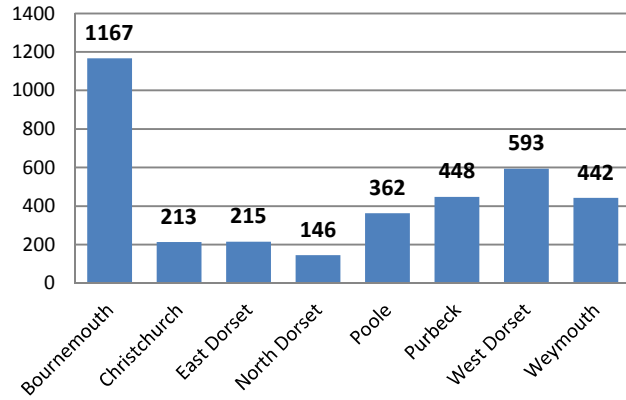
Value of Tourism 2011

Poole

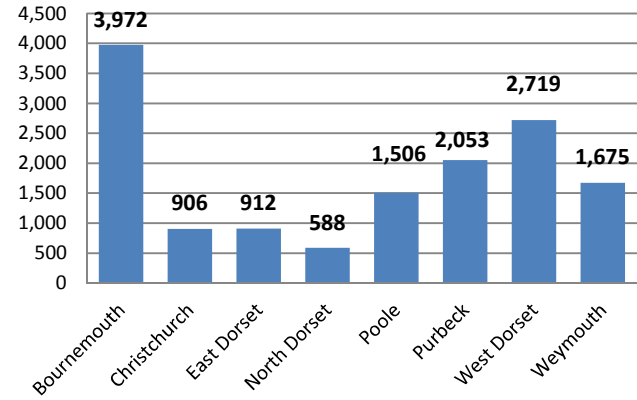
| Key Facts | |
|--------------|------------------------------|
| 362,000 | Staying visitor trips |
| 1,506,000 | Staying visitor nights |
| £67,452,000 | Staying visitor spend |
| 2,783,000 | Day visits |
| £102,870,000 | Day visitor spend |
| £170,322,000 | Direct visitor spend |
| £11,900,000 | Other related spend |
| £182,222,000 | TOTAL VISITOR RELATED SPEND |
| 3,979 | Estimated actual employment |
| 2,924 | FTE employment |
| 6% | Proportion of all employment |

Poole - Staying visits in the county context

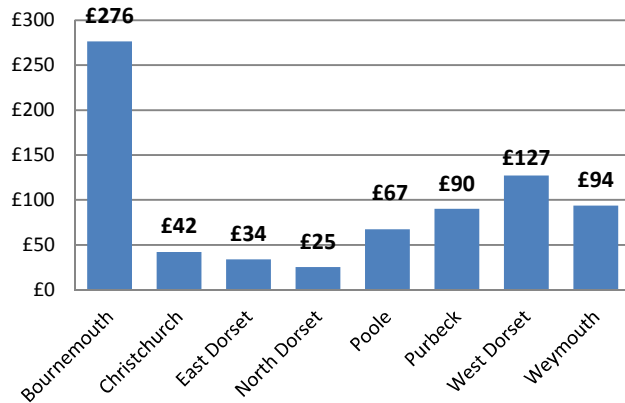
All staying trips (000's)



All staying nights (000's)



All staying spend (millions)



| Area | Domestic trips (000's) | Overseas trips (000's) | Domestic nights (000's) | Overseas nights (000's) | Domestic spend (millions) | Overseas spend (millions) |
|--------------|------------------------|------------------------|-------------------------|-------------------------|---------------------------|---------------------------|
| Bournemouth | 1,051 | 116 | 2,940 | 1,032 | £198 | £78 |
| Christchurch | 197 | 16 | 740 | 166 | £32 | £10 |
| East Dorset | 195 | 20 | 707 | 205 | £24 | £10 |
| North Dorset | 132 | 14 | 447 | 141 | £19 | £7 |
| Poole | 328 | 34 | 1,145 | 361 | £48 | £19 |
| Purbeck | 419 | 29 | 1,790 | 263 | £75 | £15 |
| West Dorset | 522 | 71 | 2,213 | 506 | £95 | £33 |
| Weymouth | 408 | 34 | 1,420 | 255 | £77 | £17 |

Poole - Staying visits by accommodation type

| Domestic tourists | Trips | Nights | Spend |
|------------------------------------|----------------|------------------|--------------------|
| Serviced | 65,000 | 166,000 | £14,276,000 |
| Self catering | 31,000 | 175,000 | £9,870,000 |
| Touring caravans /tents | 12,000 | 58,000 | £1,661,000 |
| Static vans/holiday centres | 27,000 | 126,000 | £4,926,000 |
| Group/campus | 1,000 | 2,000 | £139,000 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 8,000 | 37,000 | £1,186,000 |
| Boat moorings | 7,000 | 17,000 | £1,363,000 |
| Other | 5,000 | 18,000 | £331,000 |
| Staying with friends and relatives | 171,000 | 544,000 | £14,631,000 |
| Total | 328,000 | 1,145,000 | £48,383,000 |

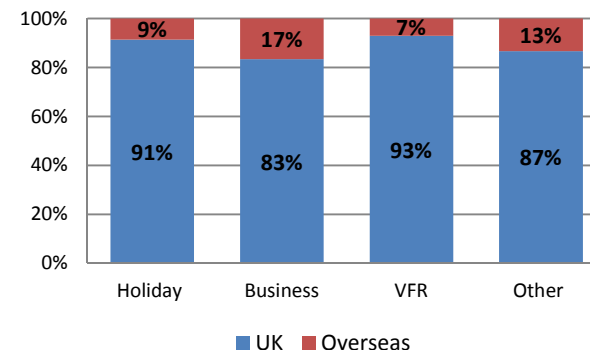
| Overseas tourists | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|--------------------|
| Serviced | 7,000 | 31,000 | £3,096,000 |
| Self catering | 2,000 | 22,000 | £1,299,000 |
| Touring caravans /tents | 1,000 | 6,000 | £231,000 |
| Static vans/holiday centres | 0 | 1,000 | £43,000 |
| Group/campus | 0 | 4,000 | £278,000 |
| Paying guest in private homes | 2,000 | 43,000 | £3,707,000 |
| Second homes | 0 | 9,000 | £730,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 1,000 | 20,000 | £1,109,000 |
| Staying with friends and relatives | 19,000 | 225,000 | £8,576,000 |
| Total | 34,000 | 361,000 | £19,069,000 |

Poole - Staying visits by purpose

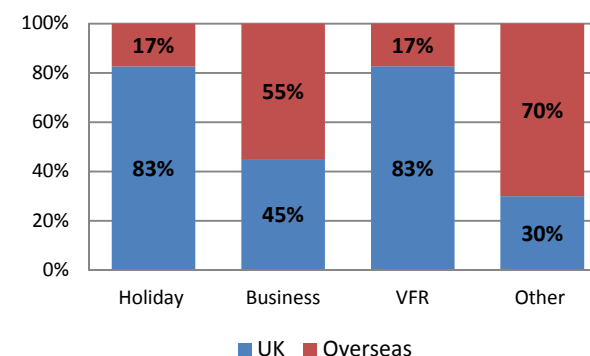
| Domestic tourists | Trips | Nights | Spend |
|---------------------------------|----------------|------------------|--------------------|
| Holiday | 212,000 | 863,000 | £38,019,000 |
| Business | 25,000 | 55,000 | £3,313,000 |
| Visits to friends and relatives | 78,000 | 195,000 | £5,927,000 |
| Other | 13,000 | 30,000 | £1,123,000 |
| Study | 0 | 0 | £0 |
| Total | 328,000 | 1,145,000 | £48,383,000 |

| Overseas tourists | Trips | Nights | Spend |
|---------------------------------|---------------|----------------|--------------------|
| Holiday | 20,000 | 182,000 | £10,736,000 |
| Business | 5,000 | 67,000 | £2,170,000 |
| Visits to friends and relatives | 6,000 | 41,000 | £3,455,000 |
| Other | 2,000 | 70,000 | £2,708,000 |
| Study | 0 | 0 | £0 |
| Total | 34,000 | 361,000 | £19,069,000 |

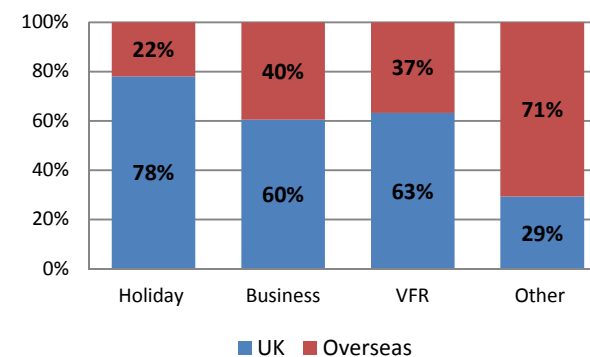
Trips



Nights

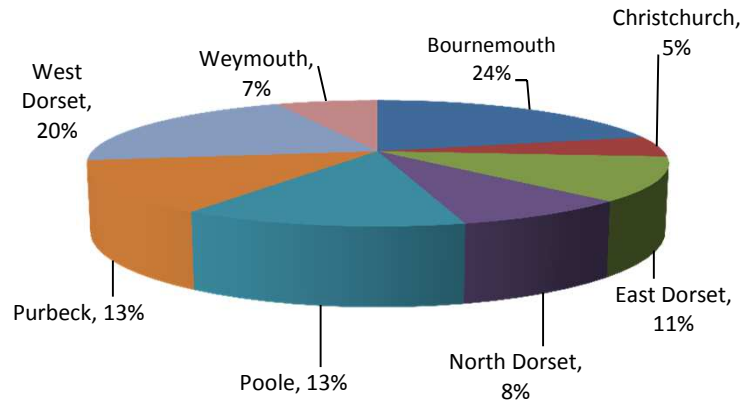


Spend

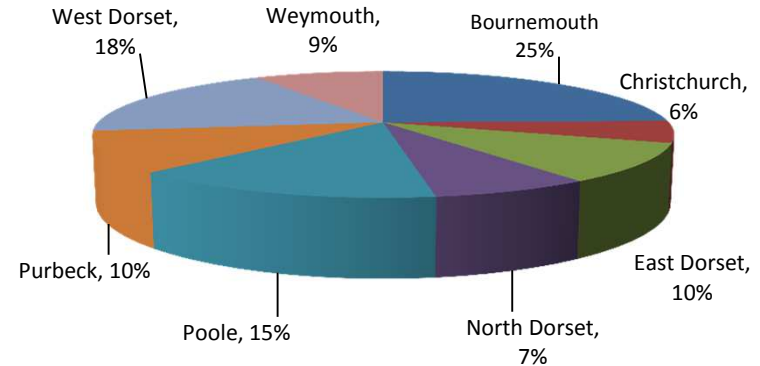


Poole - Day visits in the county context

All day visits



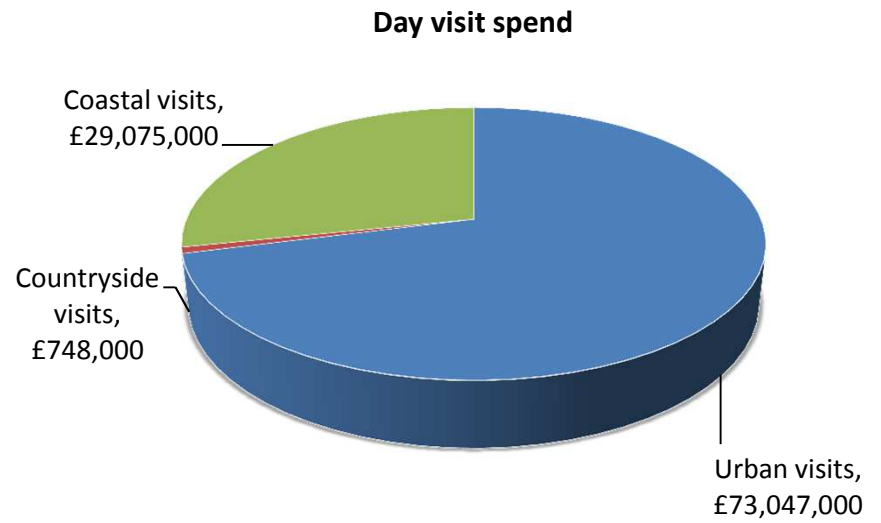
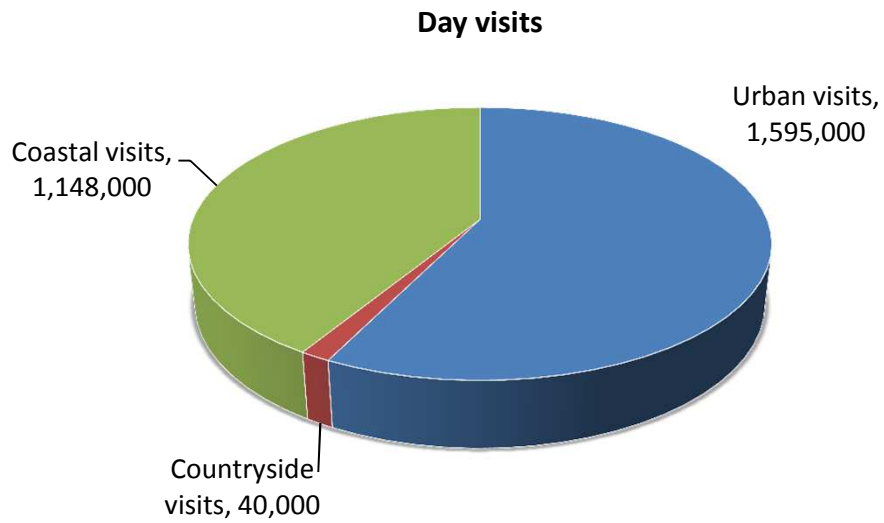
All day visit spend



| Area | Day visits (millions) | Day visit spend (millions) |
|--------------|-----------------------|----------------------------|
| Bournemouth | 4.4 | £171.1 |
| Christchurch | 1.1 | £38.7 |
| East Dorset | 2.4 | £69.2 |
| North Dorset | 1.8 | £51.9 |
| Poole | 2.8 | £102.9 |
| Purbeck | 2.8 | £72.6 |
| West Dorset | 4.3 | £128.4 |
| Weymouth | 1.4 | £60.2 |

Poole - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 2,783,000 | £102,870,000 |



Poole – Direct visitor expenditure by category



Accommodation

- UK staying visitors £17,241,000
- Overseas staying visitors £5,921,000



Shopping

- UK staying visitors £6,218,000
- Overseas staying visitors £5,336,000
- Day visitors £35,197,000



Food & drink

- UK staying visitors £11,043,000
- Overseas staying visitors £4,111,000
- Day visitors £42,564,000



Attractions/entertainment

- UK staying visitors £5,341,000
- Overseas staying visitors £1,903,000
- Day visitors £10,249,000



Travel

- UK staying visitors £8,541,000
- Overseas staying visitors £1,798,000
- Day visitors £14,860,000

Poole – Other visitor related expenditure by category



Second Homes
£466,000



Boats
£3,004,000



Visiting friends and relatives (non-visitor spend)
£8,430,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Poole – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



| Direct employment in businesses in receipt of visitor expenditure (FTE's) | Staying visitor related | Day visitor related | Total |
|---|-------------------------|---------------------|--------------|
| Accommodation | 353 | 13 | 366 |
| Retailing | 96 | 291 | 387 |
| Catering | 201 | 566 | 767 |
| Attractions/entertainment | 121 | 177 | 298 |
| Transport | 38 | 55 | 94 |
| Arising from non trip spend | 189 | 0 | 189 |
| Total Direct | 998 | 1,102 | 2,101 |

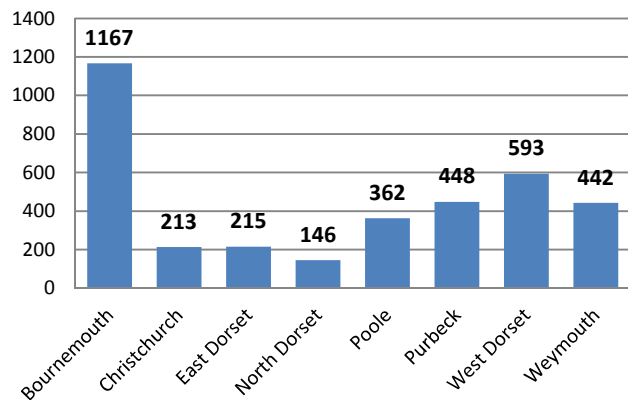
Value of Tourism 2011

Purbeck

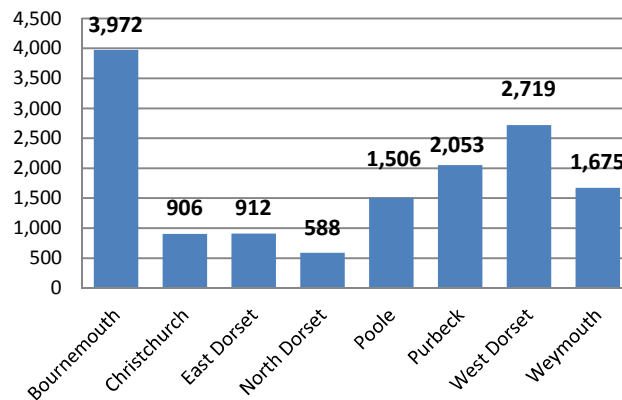
| Key Facts | |
|--------------|------------------------------|
| 448,000 | Staying visitor trips |
| 2,053,000 | Staying visitor nights |
| £90,075,000 | Staying visitor spend |
| 2,832,000 | Day visits |
| £72,647,000 | Day visitor spend |
| £162,722,000 | Direct visitor spend |
| £3,502,000 | Other related spend |
| £166,224,000 | TOTAL VISITOR RELATED SPEND |
| 3,562 | Estimated actual employment |
| 2,545 | FTE employment |
| 17% | Proportion of all employment |

Purbeck - Staying visits in the county context

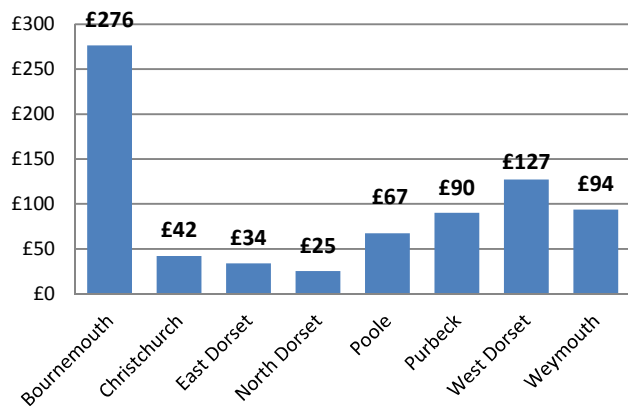
All staying trips (000's)



All staying nights (000's)



All staying spend (millions)



| Area | Domestic trips (000's) | Overseas trips (000's) | Domestic nights (000's) | Overseas nights (000's) | Domestic spend (millions) | Overseas spend (millions) |
|--------------|------------------------|------------------------|-------------------------|-------------------------|---------------------------|---------------------------|
| Bournemouth | 1,051 | 116 | 2,940 | 1,032 | £198 | £78 |
| Christchurch | 197 | 16 | 740 | 166 | £32 | £10 |
| East Dorset | 195 | 20 | 707 | 205 | £24 | £10 |
| North Dorset | 132 | 14 | 447 | 141 | £19 | £7 |
| Poole | 328 | 34 | 1,145 | 361 | £48 | £19 |
| Purbeck | 419 | 29 | 1,790 | 263 | £75 | £15 |
| West Dorset | 522 | 71 | 2,213 | 506 | £95 | £33 |
| Weymouth | 408 | 34 | 1,420 | 255 | £77 | £17 |

Purbeck - Staying visits by accommodation type

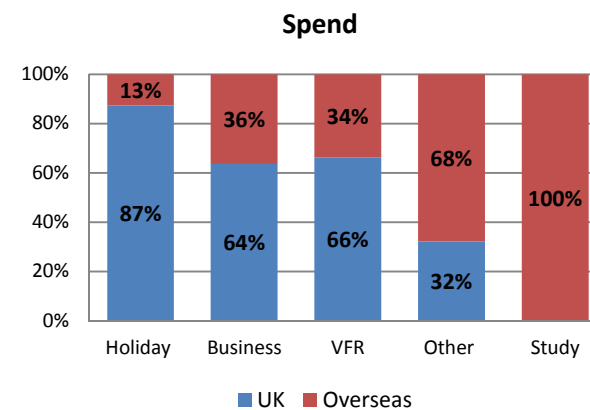
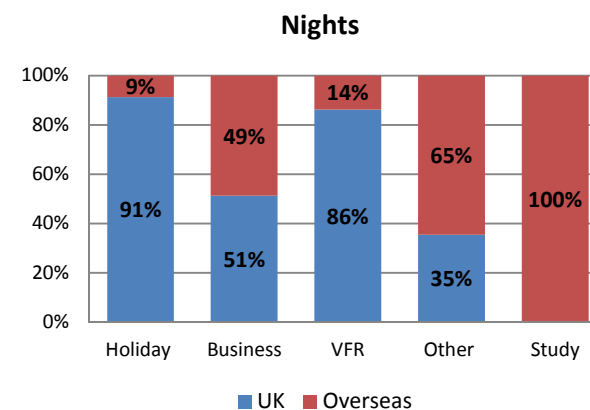
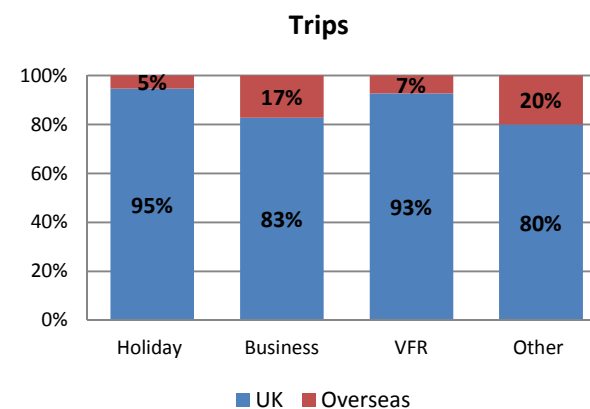
| Domestic tourists | Trips | Nights | Spend |
|------------------------------------|----------------|------------------|--------------------|
| Serviced | 64,000 | 162,000 | £13,998,000 |
| Self catering | 56,000 | 322,000 | £18,129,000 |
| Touring caravans /tents | 118,000 | 575,000 | £16,353,000 |
| Static vans/holiday centres | 107,000 | 496,000 | £19,308,000 |
| Group/campus | 8,000 | 16,000 | £1,056,000 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 8,000 | 39,000 | £1,251,000 |
| Boat moorings | 1,000 | 2,000 | £150,000 |
| Other | 2,000 | 6,000 | £105,000 |
| Staying with friends and relatives | 55,000 | 173,000 | £4,654,000 |
| Total | 419,000 | 1,790,000 | £75,003,000 |

| Overseas tourists | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|--------------------|
| Serviced | 7,000 | 31,000 | £3,036,000 |
| Self catering | 3,000 | 41,000 | £2,385,000 |
| Touring caravans /tents | 9,000 | 60,000 | £2,274,000 |
| Static vans/holiday centres | 0 | 2,000 | £168,000 |
| Group/campus | 2,000 | 28,000 | £2,123,000 |
| Paying guest in private homes | 1,000 | 14,000 | £1,236,000 |
| Second homes | 0 | 10,000 | £770,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 0 | 6,000 | £353,000 |
| Staying with friends and relatives | 6,000 | 72,000 | £2,728,000 |
| Total | 29,000 | 263,000 | £15,072,000 |

Purbeck - Staying visits by purpose

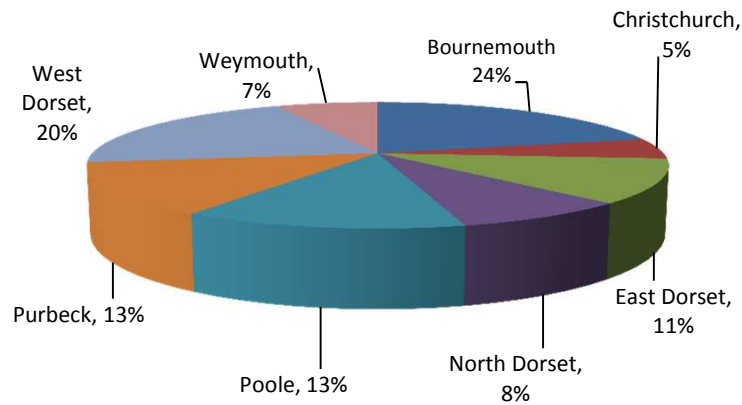
| Domestic tourists | Trips | Nights | Spend |
|---------------------------------|----------------|------------------|--------------------|
| Holiday | 366,000 | 1,650,000 | £69,199,000 |
| Business | 24,000 | 60,000 | £3,434,000 |
| Visits to friends and relatives | 25,000 | 69,000 | £1,993,000 |
| Other | 4,000 | 11,000 | £378,000 |
| Study | 0 | 0 | £0 |
| Total | 419,000 | 1,790,000 | £75,003,000 |

| Overseas tourists | Trips | Nights | Spend |
|---------------------------------|---------------|----------------|--------------------|
| Holiday | 21,000 | 159,000 | £9,968,000 |
| Business | 5,000 | 57,000 | £1,968,000 |
| Visits to friends and relatives | 2,000 | 11,000 | £1,016,000 |
| Other | 1,000 | 20,000 | £797,000 |
| Study | 0 | 15,000 | £1,323,000 |
| Total | 29,000 | 263,000 | £15,072,000 |

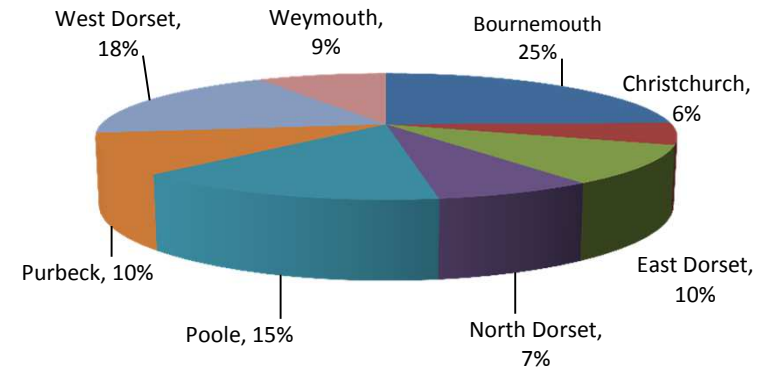


Purbeck - Day visits in the county context

All day visits



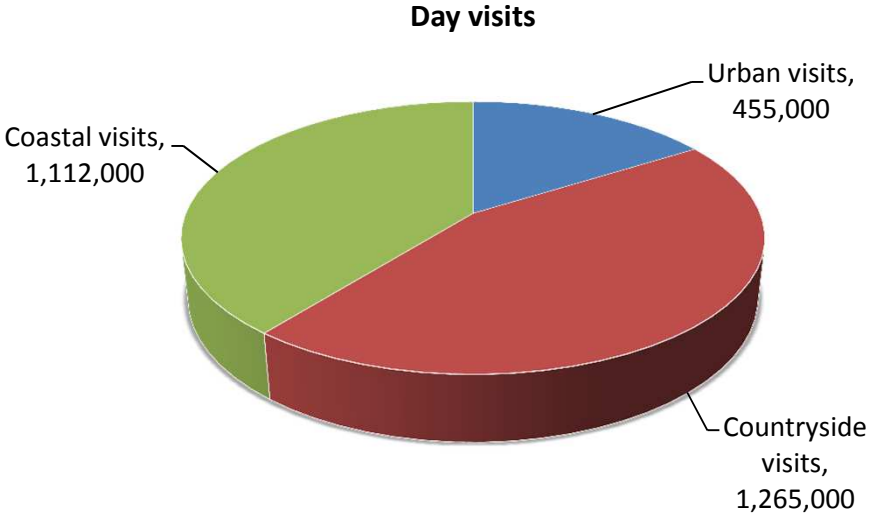
All day visit spend



| Area | Day visits (millions) | Day visit spend (millions) |
|--------------|-----------------------|----------------------------|
| Bournemouth | 4.4 | £171.1 |
| Christchurch | 1.1 | £38.7 |
| East Dorset | 2.4 | £69.2 |
| North Dorset | 1.8 | £51.9 |
| Poole | 2.8 | £102.9 |
| Purbeck | 2.8 | £72.6 |
| West Dorset | 4.3 | £128.4 |
| Weymouth | 1.4 | £60.2 |

Purbeck - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 2,832,000 | £72,647,000 |



Purbeck – Direct visitor expenditure by category



Accommodation

- UK staying visitors £28,438,000
- Overseas staying visitors £5,006,000



Shopping

- UK staying visitors £9,588,000
- Overseas staying visitors £4,092,000
- Day visitors £16,492,000



Food & drink

- UK staying visitors £16,479,000
- Overseas staying visitors £3,186,000
- Day visitors £33,360,000



Attractions/entertainment

- UK staying visitors £8,188,000
- Overseas staying visitors £1,400,000
- Day visitors £9,251,000



Travel

- UK staying visitors £12,310,000
- Overseas staying visitors £1,388,000
- Day visitors £13,543,000

Purbeck – Other visitor related expenditure by category



Second Homes
£491,000



Boats
£330,000



Visiting friends and relatives (non-visitor spend)
£2,681,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Purbeck– Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



| Direct employment in businesses in receipt of visitor expenditure (FTE's) | Staying visitor related | Day visitor related | Total |
|---|-------------------------|---------------------|--------------|
| Accommodation | 531 | 10 | 542 |
| Retailing | 118 | 142 | 261 |
| Catering | 273 | 462 | 735 |
| Attractions/entertainment | 166 | 164 | 330 |
| Transport | 53 | 53 | 106 |
| Arising from non trip spend | 56 | 0 | 56 |
| Total Direct | 1,197 | 831 | 2,029 |

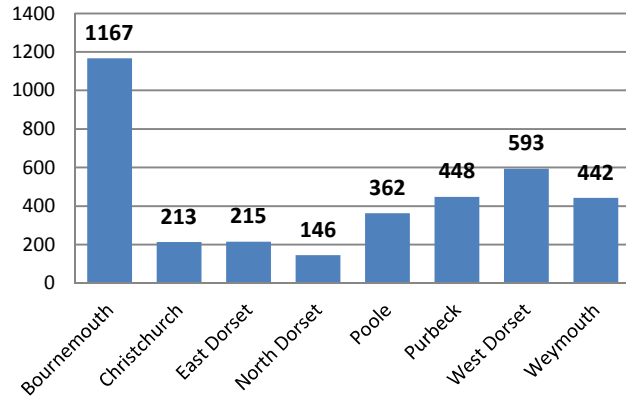
Value of Tourism 2011

West Dorset

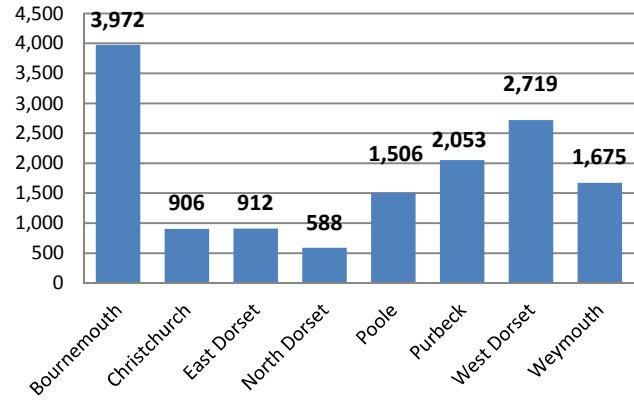
| Key Facts | |
|--------------|------------------------------|
| 592,900 | Staying visitor trips |
| 2,719,400 | Staying visitor nights |
| £127,374,000 | Staying visitor spend |
| 4,309,000 | Day visits |
| £128,402,000 | Day visitor spend |
| £255,776,000 | Direct visitor spend |
| £6,393,000 | Other related spend |
| £262,169,000 | TOTAL VISITOR RELATED SPEND |
| 5,787 | Estimated actual employment |
| 4,123 | FTE employment |
| 13% | Proportion of all employment |

West Dorset - Staying visits in the county context

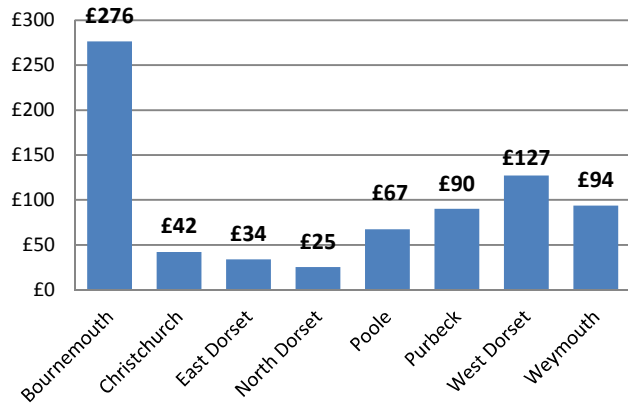
All staying trips (000's)



All staying nights (000's)



All staying spend (millions)



| Area | Domestic trips (000's) | Overseas trips (000's) | Domestic nights (000's) | Overseas nights (000's) | Domestic spend (millions) | Overseas spend (millions) |
|--------------|------------------------|------------------------|-------------------------|-------------------------|---------------------------|---------------------------|
| Bournemouth | 1,051 | 116 | 2,940 | 1,032 | £198 | £78 |
| Christchurch | 197 | 16 | 740 | 166 | £32 | £10 |
| East Dorset | 195 | 20 | 707 | 205 | £24 | £10 |
| North Dorset | 132 | 14 | 447 | 141 | £19 | £7 |
| Poole | 328 | 34 | 1,145 | 361 | £48 | £19 |
| Purbeck | 419 | 29 | 1,790 | 263 | £75 | £15 |
| West Dorset | 522 | 71 | 2,213 | 506 | £95 | £33 |
| Weymouth | 408 | 34 | 1,420 | 255 | £77 | £17 |

West Dorset - Staying visits by accommodation type

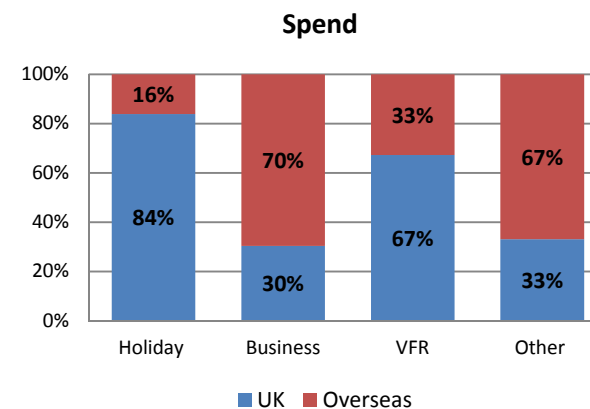
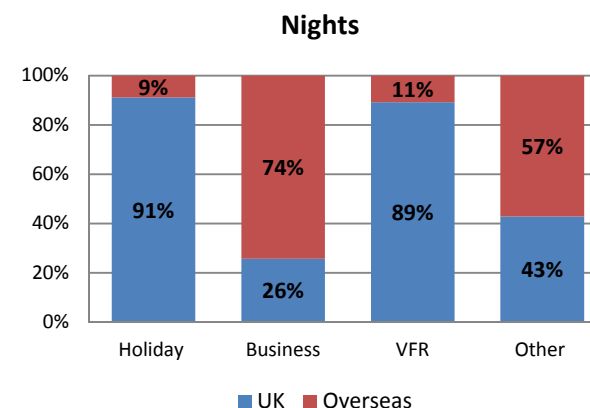
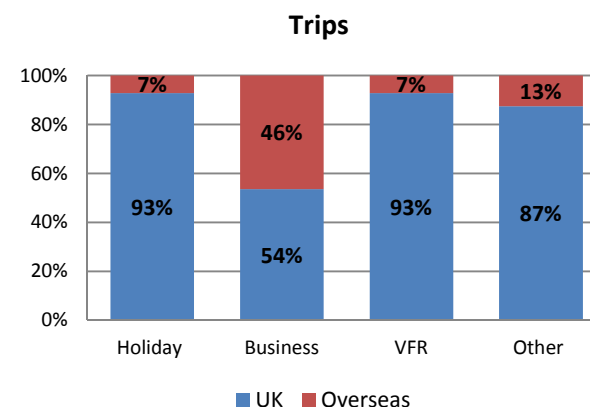
| Domestic tourists | Trips | Nights | Spend |
|------------------------------------|----------------|------------------|--------------------|
| Serviced | 83,000 | 211,000 | £18,202,000 |
| Self catering | 104,000 | 596,000 | £33,571,000 |
| Touring caravans /tents | 132,000 | 642,000 | £18,275,000 |
| Static vans/holiday centres | 70,000 | 326,000 | £12,719,000 |
| Group/campus | 1,000 | 2,000 | £110,000 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 11,000 | 52,000 | £1,671,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 3,000 | 12,000 | £226,000 |
| Staying with friends and relatives | 117,000 | 370,000 | £9,957,000 |
| Total | 522,000 | 2,213,000 | £94,730,000 |

| Overseas tourists | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|--------------------|
| Serviced | 39,700 | 166,100 | £16,499,000 |
| Self catering | 5,900 | 75,100 | £4,417,000 |
| Touring caravans /tents | 9,600 | 66,600 | £2,541,000 |
| Static vans/holiday centres | 200 | 1,400 | £110,000 |
| Group/campus | 200 | 2,900 | £220,000 |
| Paying guest in private homes | 800 | 14,500 | £1,236,000 |
| Second homes | 600 | 13,300 | £1,029,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 800 | 13,500 | £755,000 |
| Staying with friends and relatives | 13,100 | 153,100 | £5,836,000 |
| Total | 70,900 | 506,400 | £32,644,000 |

West Dorset - Staying visits by purpose

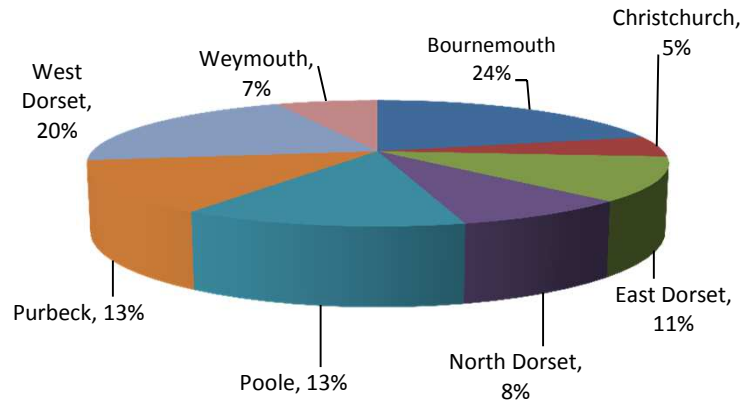
| Domestic tourists | Trips | Nights | Spend |
|---------------------------------|----------------|------------------|--------------------|
| Holiday | 423,000 | 1,946,000 | £83,932,000 |
| Business | 37,000 | 93,000 | £5,483,000 |
| Visits to friends and relatives | 53,000 | 150,000 | £4,468,000 |
| Other | 9,000 | 23,000 | £847,000 |
| Study | 0 | 0 | £0 |
| Total | 522,000 | 2,213,000 | £94,730,000 |

| Overseas tourists | Trips | Nights | Spend |
|---------------------------------|---------------|----------------|--------------------|
| Holiday | 33,300 | 189,600 | £16,190,000 |
| Business | 32,100 | 268,000 | £12,565,000 |
| Visits to friends and relatives | 4,100 | 18,100 | £2,180,000 |
| Other | 1,300 | 30,700 | £1,709,000 |
| Study | 0 | 0 | £0 |
| Total | 70,900 | 506,400 | £32,644,000 |

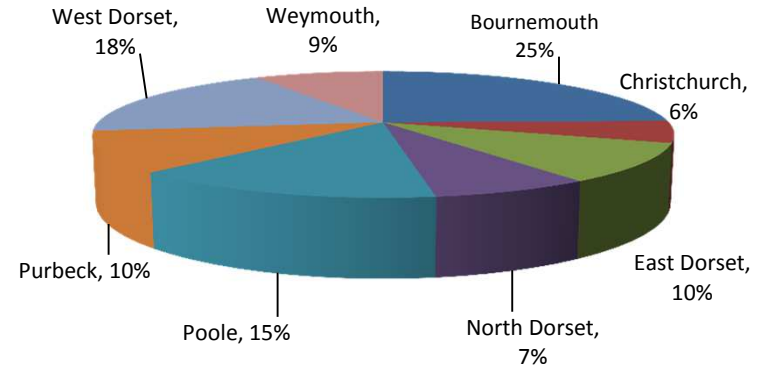


West Dorset - Day visits in the county context

All day visits



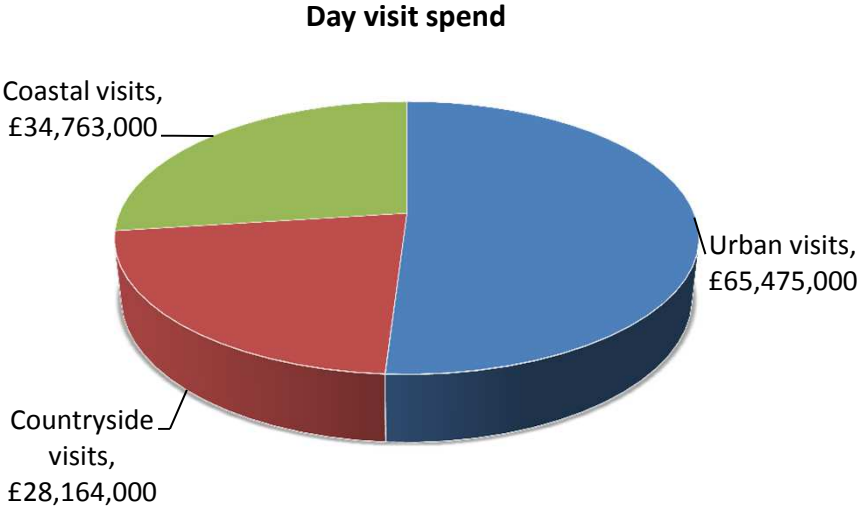
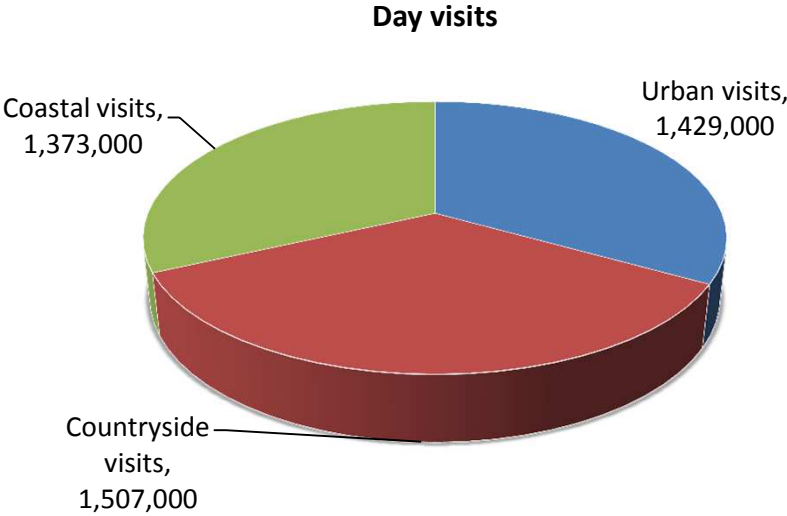
All day visit spend



| Area | Day visits (millions) | Day visit spend (millions) |
|--------------|-----------------------|----------------------------|
| Bournemouth | 4.4 | £171.1 |
| Christchurch | 1.1 | £38.7 |
| East Dorset | 2.4 | £69.2 |
| North Dorset | 1.8 | £51.9 |
| Poole | 2.8 | £102.9 |
| Purbeck | 2.8 | £72.6 |
| West Dorset | 4.3 | £128.4 |
| Weymouth | 1.4 | £60.2 |

West Dorset - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 4,309,000 | £128,402,000 |



West Dorset – Direct visitor expenditure by category



Accommodation

- UK staying visitors £35,477,000
- Overseas staying visitors £12,080,000



Shopping

- UK staying visitors £12,082,000
- Overseas staying visitors £7,712,000
- Day visitors £37,647,000



Food & drink

- UK staying visitors £20,997,000
- Overseas staying visitors £6,940,000
- Day visitors £55,457,000



Attractions/entertainment

- UK staying visitors £10,231,000
- Overseas staying visitors £2,765,000
- Day visitors £15,059,000



Travel

- UK staying visitors £15,852,000
- Overseas staying visitors £3,147,000
- Day visitors £20,238,000

West Dorset – Other visitor related expenditure by category



Second Homes
£656,000



Boats
£0



Visiting friends and relatives (non-visitor spend)
£5,737,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

West Dorset – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



| Direct employment in businesses in receipt of visitor expenditure (FTE's) | Staying visitor related | Day visitor related | Total |
|---|-------------------------|---------------------|--------------|
| Accommodation | 795 | 18 | 813 |
| Retailing | 180 | 342 | 522 |
| Catering | 407 | 809 | 1,216 |
| Attractions/entertainment | 239 | 282 | 521 |
| Transport | 78 | 83 | 160 |
| Arising from non trip spend | 101 | 0 | 101 |
| Total Direct | 1,801 | 1,534 | 3,335 |

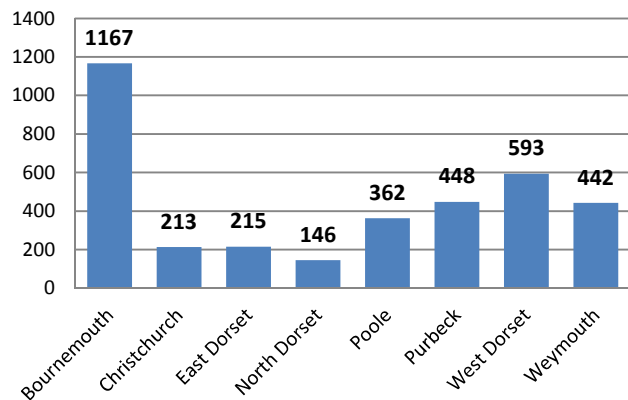
Value of Tourism 2011

Weymouth

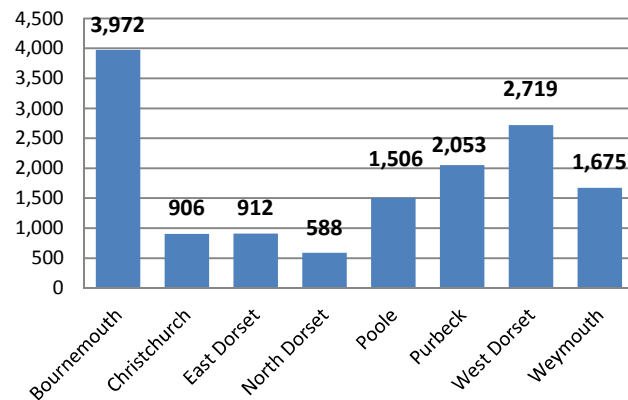
| Key Facts | |
|--------------|------------------------------|
| 441,900 | Staying visitor trips |
| 1,674,900 | Staying visitor nights |
| £93,910,000 | Staying visitor spend |
| 1,436,000 | Day visits |
| £60,227,000 | Day visitor spend |
| £154,137,000 | Direct visitor spend |
| £5,650,000 | Other related spend |
| £159,787,000 | TOTAL VISITOR RELATED SPEND |
| 4,026 | Estimated actual employment |
| 2,935 | FTE employment |
| 14% | Proportion of all employment |

Weymouth - Staying visits in the county context

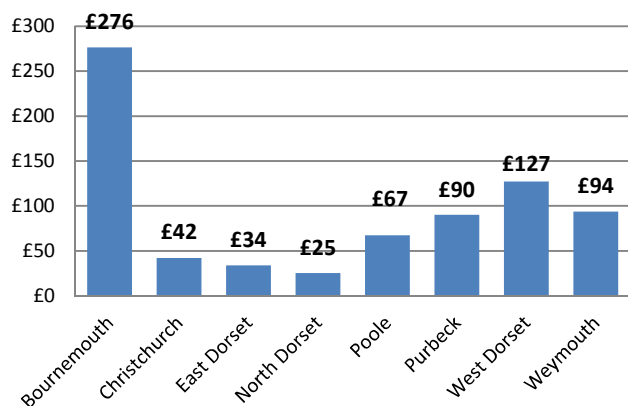
All staying trips (000's)



All staying nights (000's)



All staying spend (millions)



| Area | Domestic trips (000's) | Overseas trips (000's) | Domestic nights (000's) | Overseas nights (000's) | Domestic spend (millions) | Overseas spend (millions) |
|--------------|------------------------|------------------------|-------------------------|-------------------------|---------------------------|---------------------------|
| Bournemouth | 1,051 | 116 | 2,940 | 1,032 | £198 | £78 |
| Christchurch | 197 | 16 | 740 | 166 | £32 | £10 |
| East Dorset | 195 | 20 | 707 | 205 | £24 | £10 |
| North Dorset | 132 | 14 | 447 | 141 | £19 | £7 |
| Poole | 328 | 34 | 1,145 | 361 | £48 | £19 |
| Purbeck | 419 | 29 | 1,790 | 263 | £75 | £15 |
| West Dorset | 522 | 71 | 2,213 | 506 | £95 | £33 |
| Weymouth | 408 | 34 | 1,420 | 255 | £77 | £17 |

Weymouth - Staying visits by accommodation type

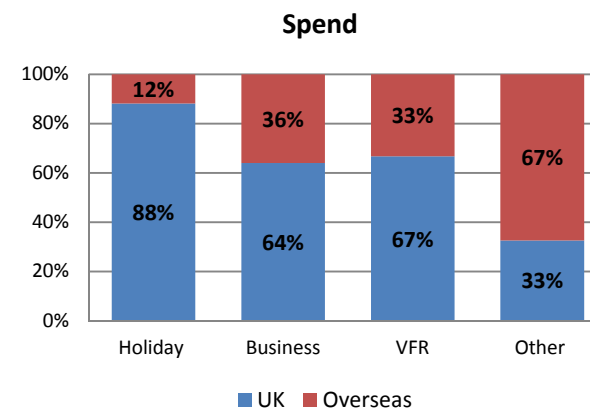
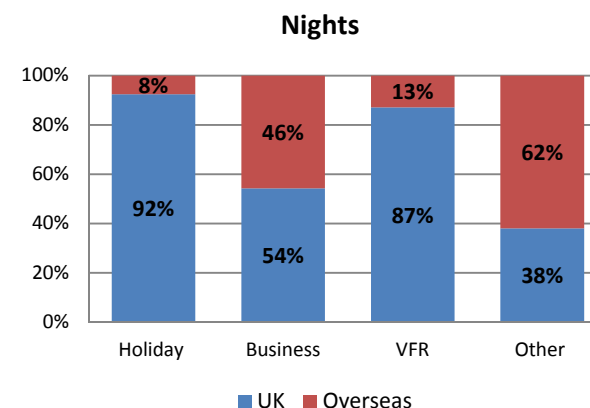
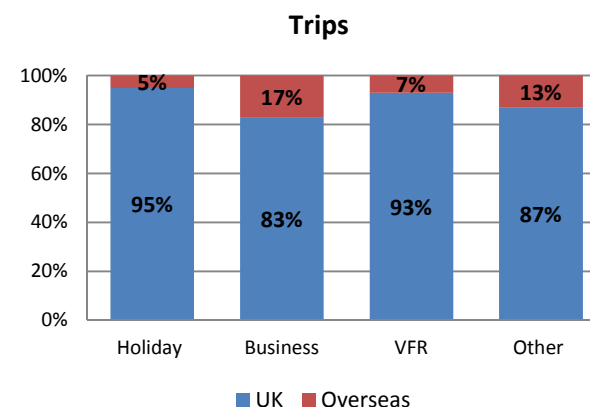
| Domestic tourists | Trips | Nights | Spend |
|------------------------------------|----------------|------------------|--------------------|
| Serviced | 181,000 | 457,000 | £39,439,000 |
| Self catering | 29,000 | 165,000 | £9,266,000 |
| Touring caravans /tents | 6,000 | 30,000 | £864,000 |
| Static vans/holiday centres | 106,000 | 494,000 | £19,243,000 |
| Group/campus | 0 | 1,000 | £58,000 |
| Paying guest in private homes | 0 | 0 | £0 |
| Second homes | 2,000 | 11,000 | £365,000 |
| Boat moorings | 4,000 | 10,000 | £790,000 |
| Other | 2,000 | 8,000 | £148,000 |
| Staying with friends and relatives | 77,000 | 243,000 | £6,538,000 |
| Total | 408,000 | 1,420,000 | £76,710,000 |

| Overseas tourists | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|--------------------|
| Serviced | 20,600 | 86,100 | £8,553,000 |
| Self catering | 1,600 | 20,700 | £1,219,000 |
| Touring caravans /tents | 500 | 3,100 | £120,000 |
| Static vans/holiday centres | 300 | 2,200 | £167,000 |
| Group/campus | 100 | 1,500 | £116,000 |
| Paying guest in private homes | 1,600 | 28,900 | £2,471,000 |
| Second homes | 100 | 2,900 | £225,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 500 | 8,900 | £496,000 |
| Staying with friends and relatives | 8,600 | 100,500 | £3,832,000 |
| Total | 33,900 | 254,900 | £17,200,000 |

Weymouth - Staying visits by purpose

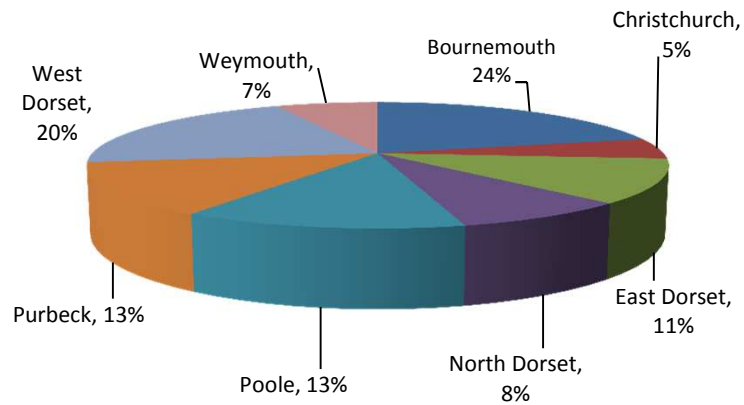
| Domestic tourists | Trips | Nights | Spend |
|---------------------------------|----------------|------------------|--------------------|
| Holiday | 299,000 | 1,175,000 | £62,364,000 |
| Business | 69,000 | 148,000 | £10,672,000 |
| Visits to friends and relatives | 35,000 | 84,000 | £3,088,000 |
| Other | 6,000 | 13,000 | £585,000 |
| Study | 0 | 0 | £0 |
| Total | 408,000 | 1,420,000 | £76,710,000 |

| Overseas tourists | Trips | Nights | Spend |
|---------------------------------|---------------|----------------|--------------------|
| Holiday | 16,100 | 96,500 | £8,448,000 |
| Business | 14,200 | 124,700 | £5,997,000 |
| Visits to friends and relatives | 2,700 | 12,500 | £1,544,000 |
| Other | 900 | 21,200 | £1,211,000 |
| Study | 0 | 0 | £0 |
| Total | 33,900 | 254,900 | £17,200,000 |

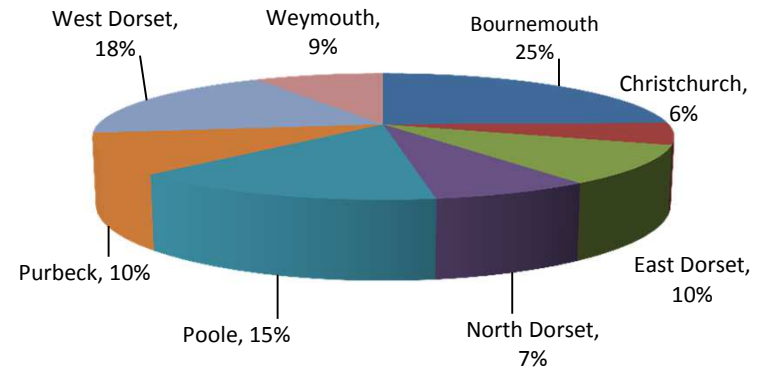


Weymouth - Day visits in the county context

All day visits



All day visit spend

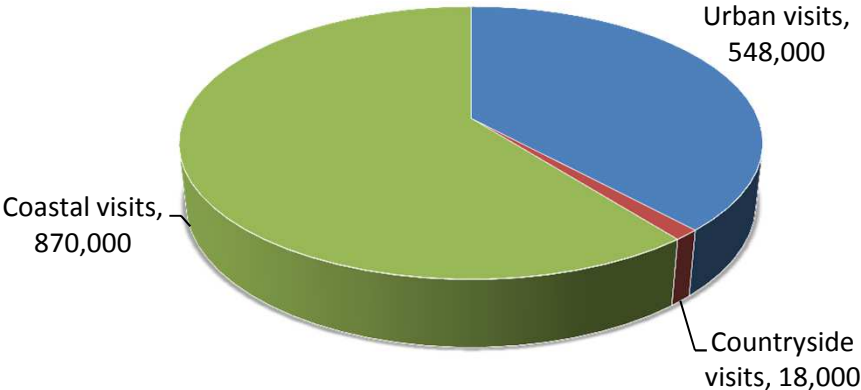


| Area | Day visits (millions) | Day visit spend (millions) |
|--------------|-----------------------|----------------------------|
| Bournemouth | 4.4 | £171.1 |
| Christchurch | 1.1 | £38.7 |
| East Dorset | 2.4 | £69.2 |
| North Dorset | 1.8 | £51.9 |
| Poole | 2.8 | £102.9 |
| Purbeck | 2.8 | £72.6 |
| West Dorset | 4.3 | £128.4 |
| Weymouth | 1.4 | £60.2 |

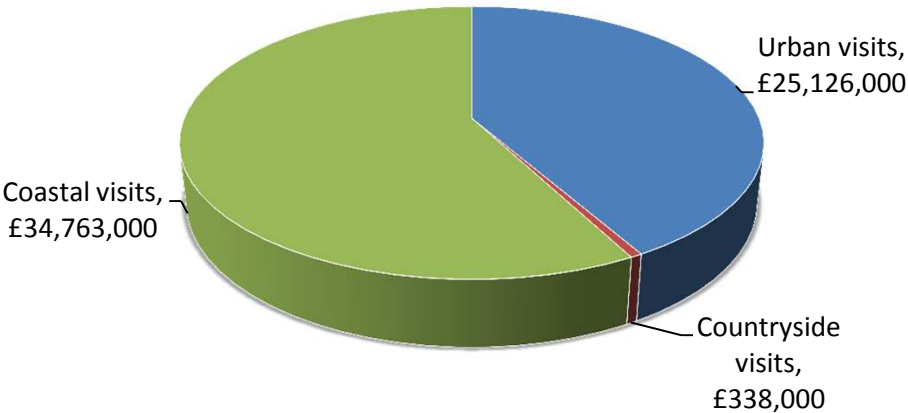
Weymouth - Day visits by location

| Total day visits | Total day visit spend |
|------------------|-----------------------|
| 1,436,000 | £60,227,000 |

Day visits



Day visit spend



Weymouth – Direct visitor expenditure by category



Accommodation

- UK staying visitors £29,079,000
- Overseas staying visitors £6,197,000



Shopping

- UK staying visitors £9,396,000
- Overseas staying visitors £4,177,000
- Day visitors £13,332,000



Food & drink

- UK staying visitors £17,058,000
- Overseas staying visitors £3,659,000
- Day visitors £20,929,000



Attractions/entertainment

- UK staying visitors £7,929,000
- Overseas staying visitors £1,515,000
- Day visitors £4,817,000



Travel

- UK staying visitors £13,248,000
- Overseas staying visitors £1,652,000
- Day visitors £8,418,000

Weymouth – Other visitor related expenditure by category



Second Homes
£143,000



Boats
£1,740,000



Visiting friends and relatives (non-visitor spend)
£3,767,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

Weymouth – Tourism related employment

Estimated actual employment



Full time equivalent employment (FTE's)



| Direct employment in businesses in receipt of visitor expenditure (FTE's) | Staying visitor related | Day visitor related | Total |
|---|-------------------------|---------------------|--------------|
| Accommodation | 661 | 8 | 669 |
| Retailing | 138 | 136 | 274 |
| Catering | 339 | 342 | 681 |
| Attractions/entertainment | 194 | 102 | 296 |
| Transport | 68 | 39 | 107 |
| Arising from non trip spend | 90 | 0 | 90 |
| Total Direct | 1,490 | 626 | 2,116 |