

Facts and Figures about Bournemouth's Visitors



Business
Development





In Bournemouth, facts, figures and perceptions have been collected in two ways.

VOLUME AND VALUE OF VISITORS TO BOURNEMOUTH

Annual research commissioned by Bournemouth Tourism gives a quantitative picture of Bournemouth's tourists. This research is based on national surveys adapted to be relevant to Bournemouth.

VISITOR SURVEYS

Face to face surveys with visitors in the resort to understand who they travel with, why, their motivations, their decision making process, activities and perceptions. An extensive survey was carried out in 2013, the first for many years and a robust but less comprehensive one in 2014.



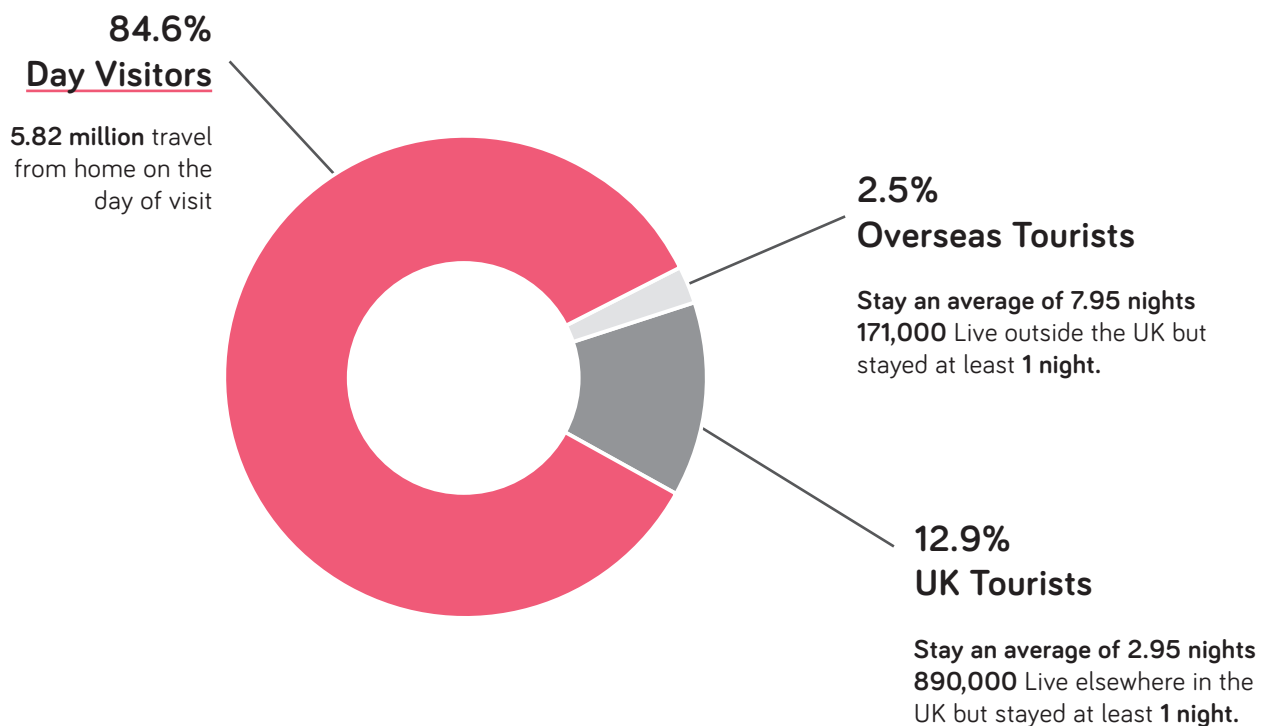
FACTS AND FIGURES ABOUT BOURNEMOUTH'S VISITORS

(Figures are based on 2013 but changes from previous years are not significant.)

How Many Visitors Come to Bournemouth?

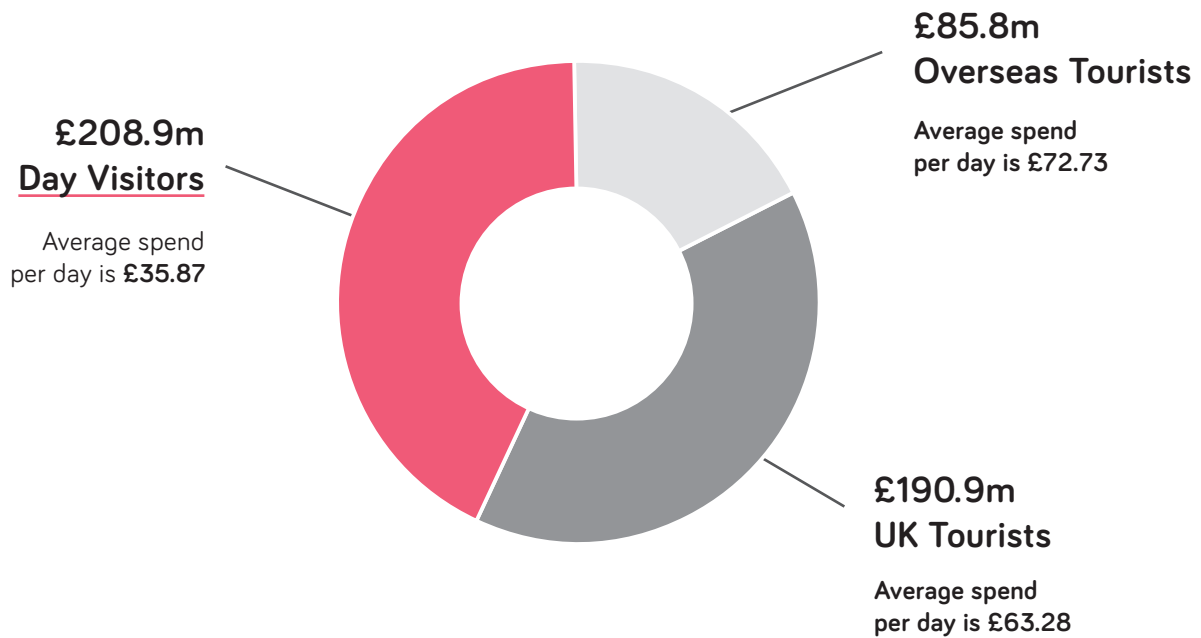
6.88 million people visited Bournemouth out of a total **30m** visitors to Dorset.

Most were day visitors (**5.82 million**) but **1.06 million** stayed overnight.



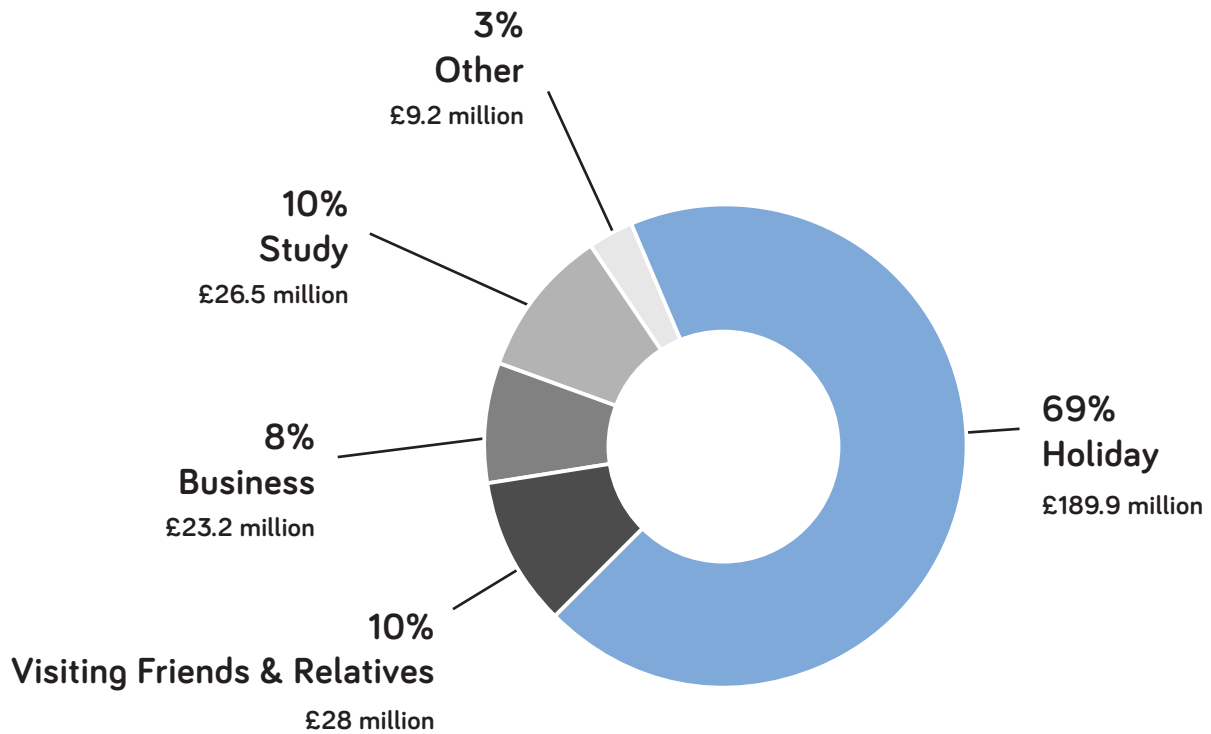
How Much do they Spend?

Visitors spend a total of **£501 million** – but those who stay overnight are worth more to the economy.



Why do Overnight Visitors Stay?

In terms of what they spend, those on holiday contribute the most to the economy (**£190 million**) but other sectors are important too.



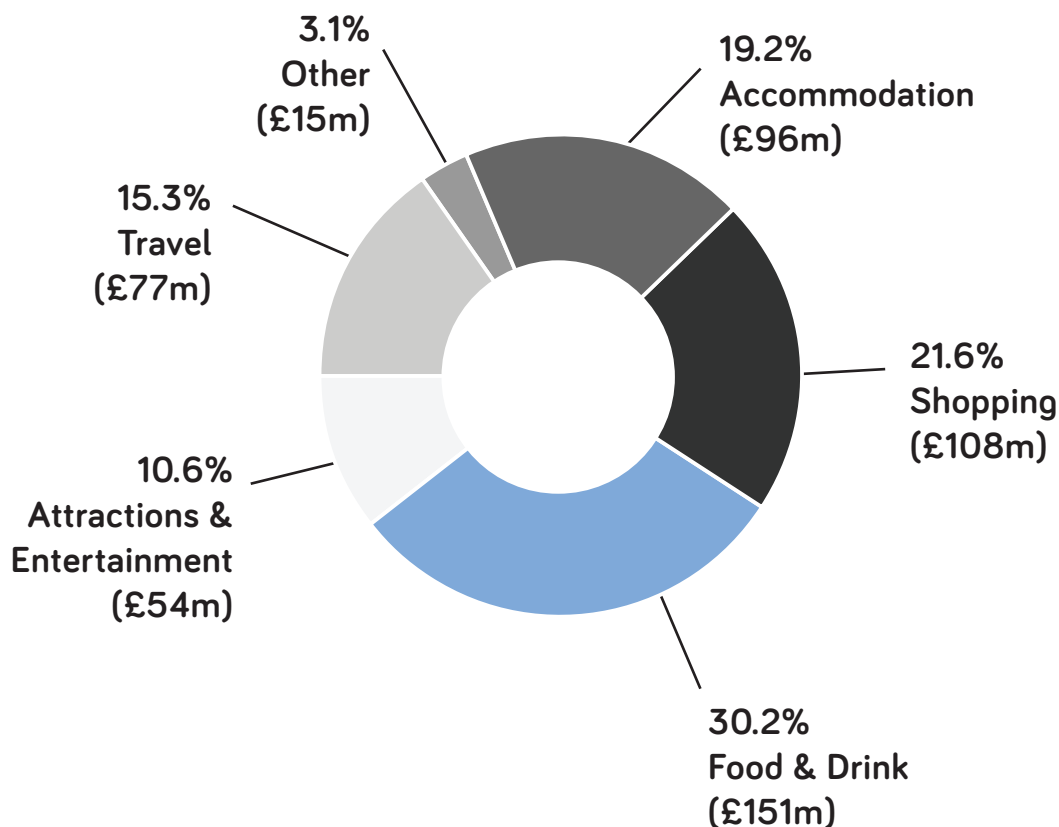


How Important is Tourism to the Economy?

Tourism is valued at **£501 million** and represents **15%** of Bournemouth's total economy.

Tourism supports **12,345** jobs, **9,190** are direct jobs - people actually employed in the industry. A further **3,155** are jobs related to the supply chain.

WHAT TO VISITORS SPEND MONEY ON?



Source: Volume and Value of Tourism, South West Research Company 2013



Where do Visitors Stay?

As a seaside destination Bournemouth is unusual in having no camping or caravan sites and limited self catering accommodation so the majority stay in Hotels, Guest Houses and Bed and Breakfast.

