

District Summary North Dorset

Report

Produced March 2006



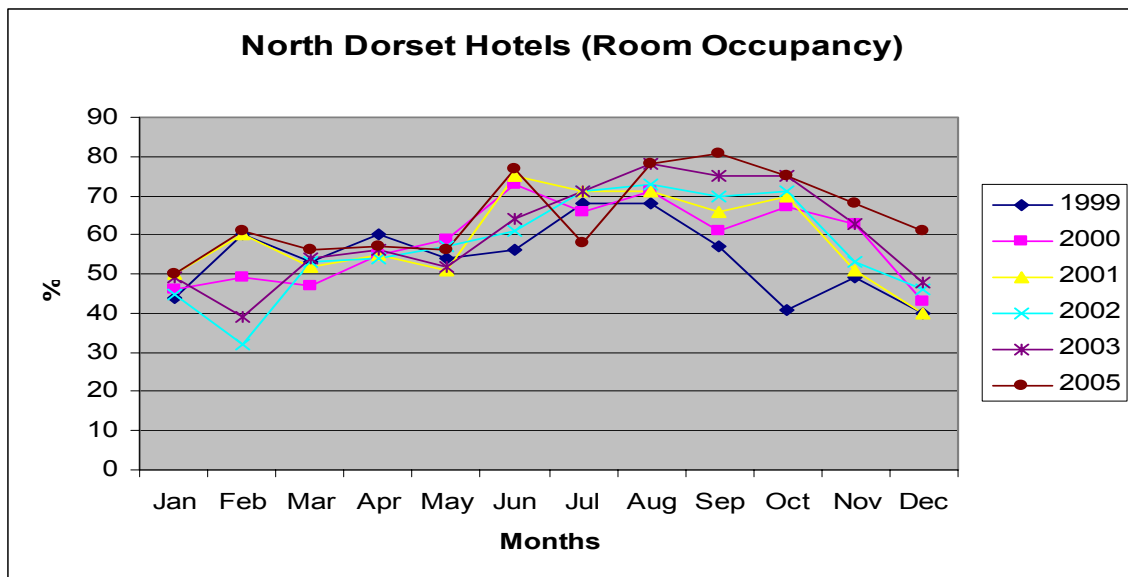
Prepared on behalf of the Dorset New Forest Tourism Data Project by:

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	Countryside Towns	Dorset Countryside	Coastal Resorts
Visitor Origins			
London / South East	21%	12%	22%
Dorset and Hampshire	18%	47%	28%
East / West Midlands	12%	7%	15%
South West	11%	10%	12%
North	15%	5%	6%
Overseas	12%	11%	8%
Holiday Type			
Main holiday	51%	47%	39%
Additional holiday	22%	23%	25%
Short break	22%	27%	34%
VFR	3%	3%	1%
Business / study	2%	0%	0%
Length of Stay	7.25 nights	6.19 nights	6.58 nights
Accommodation Type			
Hotel	28%	13%	13%
Guest House / B&B	10%	16%	10%
Self catering house, flat or college	14%	20%	11%
Touring caravan/tent	17%	23%	31%
Home of friend or relative	14%	17%	10%
Information Used to Plan Holiday			
Brochure for the area	33%	31%	15%
Brochure for the accommodation provider/attraction	23%	16%	15%
Tourist information centre in the DNF area	42%	29%	46%
Internet	23%	24%	24%
Info from Friends or relatives	32%	24%	25%
Previous Visit	32%	47%	28%
Reasons for visiting			
Scenery, countryside, natural history	85%	74%	84%
Seaside, beaches, coast	53%	42%	75%
Peace and quiet	65%	61%	73%
Easy to get to	48%	64%	53%
Satisfaction ratings (1 = very poor, 5 = very good)			
Availability of car parking	4.3	4.1	4.0
Cost of car parking	4.1	3.4	3.1
Provision of public transport	3.1	3.3	3.3
Cleanliness (litter)	4.3	4.4	4.0
Provision of cycle routes	4.3	4.2	3.9
Provision of footpaths	4.3	4.3	4.3
Quality of accommodation	4.7	4.5	4.4
Availability of accommodation	4.4	4.3	4.2
Group type			
Couples	55%	33%	47%
Families	25%	38%	27%
Alone	13%	9%	15%
Average expenditure per person per day	£46.21	£24.45	£43.06

Key Facts	North Dorset
Trips by staying visitors	246,923.00
Staying Visitor nights	969,212.00
Spend by staying visitors	£34,650,440.00
Day visits	1,354,576.00
Spend by day visitors	£33,932,713.00
Other tourist related spend	£7,141,461.00
Jobs related to tourism spending	2,338.00

North Dorset - Room Occupancy													
%	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
1999	44	60	53	60	54	56	68	68	57	41	49	40	54
2000	46	49	47	55	59	73	66	71	61	67	63	43	58
2001	50	60	52	55	51	75	71	71	66	70	51	40	59
2002	45	32	53	54	57	61	71	73	70	71	53	46	57
2003	49	39	54	56	52	64	71	78	75	75	63	48	60
2004	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
2005	50	61	56	57	56	77	58	78	81	75	68	61	65
Mean	47.3	50.2	52.5	56.2	54.8	67.7	67.5	73.2	68.3	66.5	57.8	46.3	59.0

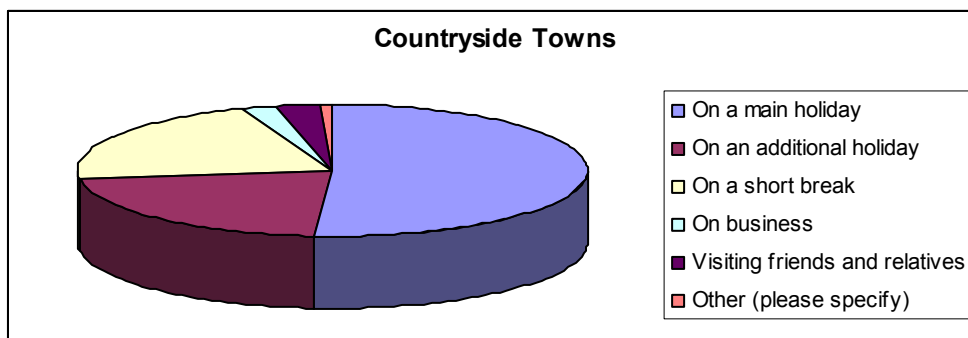


Market Profile

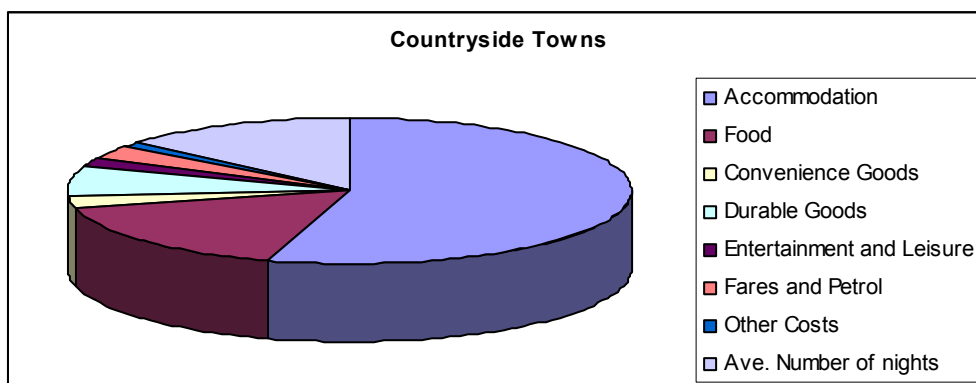
Countryside Towns:

- The key domestic market for countryside towns is London and the south east and Dorset and Hampshire.
- Visitors stay on average 7 nights in countryside towns.
- Adult couples account for 55% of visitors to countryside towns. Family groups accounted for 25% of visitors.
- The most influential information source for countryside towns is the experience of a previous visit.
- 85% of visitors are motivated to come to the area by the scenery, countryside and natural history.

Holiday Type: 51% of visitors were on their main holiday.



Visitor Expenditure: Average Expenditure for countryside towns was £46.21 per person per day.

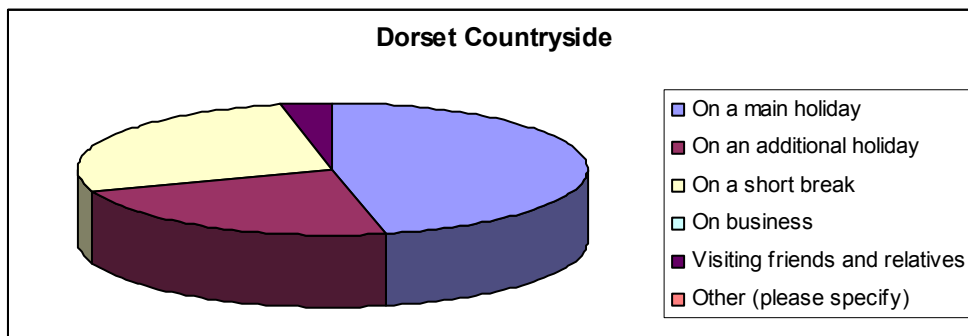


Market Profile

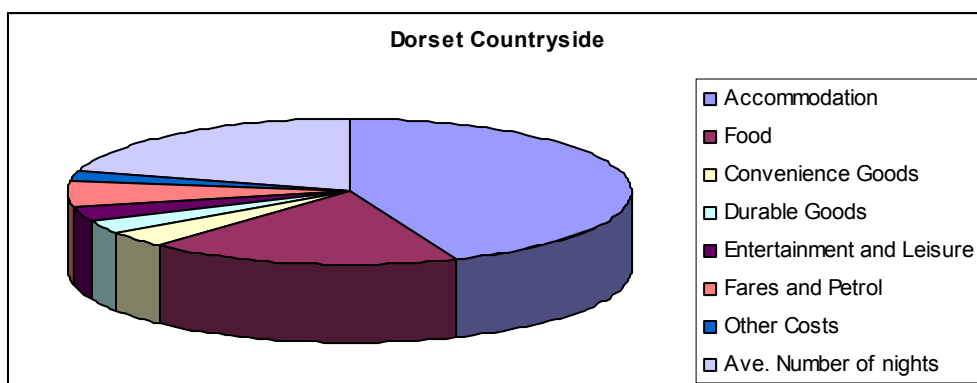
Dorset Countryside:

- The key domestic market for the Dorset countryside is Dorset and Hampshire.
- Visitors stay on average 6 nights in the Dorset Countryside.
- Adult couples account for 33% of visitors to the Dorset countryside. Family groups accounted for 38% of visitors.
- The most influential information sources for the Dorset countryside were the internet and the experience of a previous visit.
- 74% of visitors are motivated to come to the area by the scenery, countryside and natural history.

Holiday Type: 47% of visitors were on their main holiday, 27% were on a short break.



Visitor Expenditure: Average Expenditure for the Dorset Countryside was £24.45 per person per day.

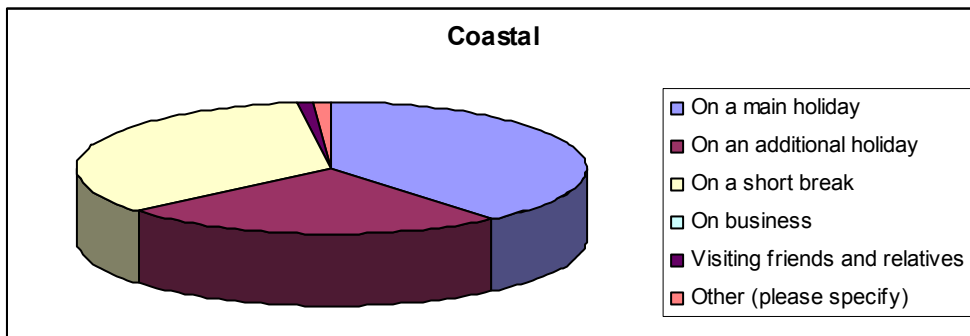


Market Profile

Coastal Resorts:

- The key domestic market for coastal resorts is Dorset and Hampshire and London and the south east.
- Visitors stay on average 7 nights in coastal resorts.
- Adult couples account for 47% of visitors to coastal resorts. Family groups accounted for 27% of visitors.
- The most influential information source for coastal resorts is the experience of a previous visit.
- 84% of visitors are motivated to come to the area by the scenery, countryside and natural history, 75% by the seaside, beaches and coast.

Holiday Type: 39% of visitors were on their main holiday, 34% of visitors were on a short break.



Visitor Expenditure: Average Expenditure for coastal resorts was £43.06 per person per day.

