

Support local tourism jobs, save our summer season.

UK Holiday Parks: A Dorset Picture

Parkdean Resorts bhp Away from Home Park Holidays UCH ncc

In Dorset,
we collectively...

Welcome **1,472,720** holidaymakers to our parks
employ **1,734** people and have **3,335** pitches.

THE INDUSTRY AS A WHOLE...

£589m

visitor expenditure in Dorset 2016-2018

(Visit Britain, Tourism by Region)



Direct employment is estimated to be

30,730

indirect 8,945, induced 6,579, with a total
employment of 46,254 people in 2017

(Visit Dorset)

Tourism employed **4,936** people in Weymouth
in 2017, **17% of all employment**

(Visit Dorset)

Total visitor related spend in
Weymouth in 2017 was

£214,403,000

(Visit Dorset)

Did you know?



Our parks benefit from rural, isolated locations. They are not located in densely populated urban areas, which makes it easier for people to avoid close social proximity.

All units are located at least 5m away from each other and enjoy their own services and facilities, which allows our customers and owners to be independent.

Each unit is separate with no shared doors or communal areas and they are, in our view, more suited to social distancing/isolation than many flats, shared houses or terraced houses.

Working in
collaboration...



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Dorset Holiday Parks: The real picture

Lucy Lucas-Rowe

Owner of Adventure Wonderland Theme Park, Dorset

“ We have been severely impacted by the lockdown, as a tourist attraction, we rely entirely on people coming through the doors to keep in business. At the moment, we are completely closed. We have furloughed all our staff and have already lost our Easter income, which is a key part of our revenue. We make most of our money in July and August, so the impact of having to stay closed for the entire summer would be potentially devastating. As a family business, we have been operating for more than 25 years and are personally very distressed by the impact that this virus is having on our business.

We have a lot of outdoor space and have worked out social distancing measures that ought to allow us to open safely. We feel that if we were allowed to open in time for the summer season, we could provide some much needed green space and entertainment for families with small children who have had to stay in the confines of their homes for so long. It is being suggested that garden centres need to open to help people's wellbeing, but this does not help the nation's children, many of which are struggling to understand why they cannot see friends and who need to get outside. If we could open, we could help with this, we can keep our business healthy, welcome both our loyal staff and visitors back, and help rebuild the British tourist industry which is a key part of Britain's economy. ”

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