

Shaftesbury Tourism Summary 2022



Shaftesbury is a town situated in the district of North Dorset within the county of Dorset and close to the border with Wiltshire. The town has a population of approximately 9,000. Tourism plays a significant role in the local economy as demonstrated by the estimates below.

Tourism key facts

- 17 thousand staying visitor trips
- 418 thousand day visits
- £18 million direct visitor spend
- £18.5 million total visitor related spend
- 310 actual jobs supported by visitor related spend



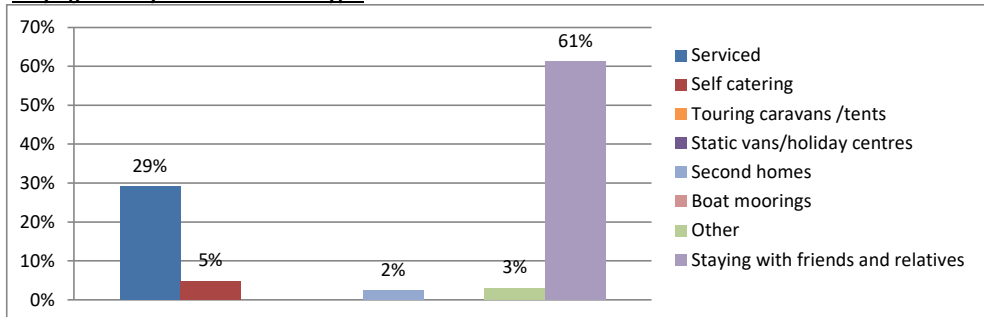
Staying visits by type

UK visitors	Trips	Nights	Spend
Total	14,700	45,700	£2,259,600

Overseas visitors	Trips	Nights	Spend
Total	1,800	14,300	£796,400

All staying visitors	Trips	Nights	Spend
Total	16,500	60,000	£3,056,000

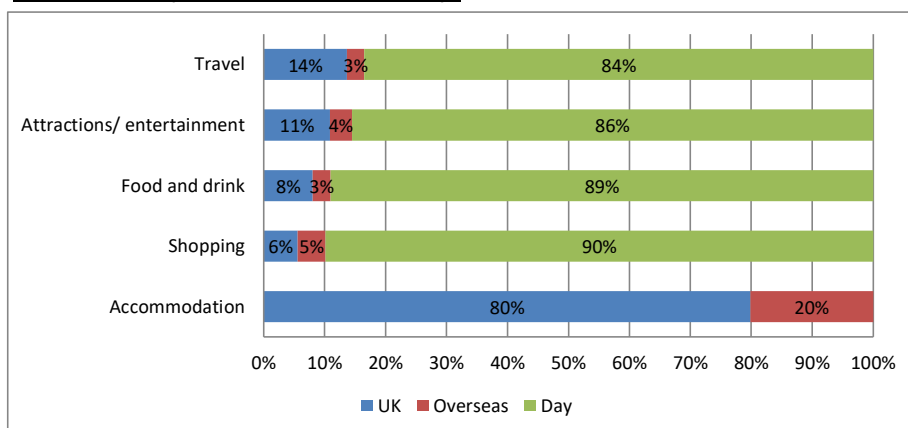
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	124,200	£5,769,700
Countryside visits	293,800	£9,199,300
Coastal visits	0	£0
Total	418,000	£14,969,000

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£791,000	£199,600	£0	£990,600
Shopping	£293,000	£241,000	£4,738,100	£5,272,100
Food & Drink	£519,900	£189,300	£5,777,100	£6,486,300
Attractions/ Entertainment	£252,600	£83,200	£1,989,900	£2,325,700
Travel	£403,000	£83,300	£2,463,900	£2,950,200

Other expenditure associated with tourism activity

Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on the accommodation or result in additional spending by non visitors eg friends and relatives with whom the tourist is staying.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£22,100	£0	£419,400	£441,500

Total visitor related spend (Direct visitor spend plus other expenditure)

£18,466,500

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	12	1	14
Retailing	4	33	36
Catering	8	63	71
Attractions/entertainment	5	33	39
Transport	2	8	10
Arising from non trip spend	7	0	7
Total Direct	37	139	176

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	176	257
Indirect	37	42
Induced	11	12
Total	224	312

Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.

For further information please contact info@tswrc.co.uk

