

Shaftesbury Tourism Summary 2017



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 7,300. Tourism plays a significant role in the local economy as demonstrated by the estimates below.



Tourism key facts

- 19 thousand staying visitor trips
- 472 thousand day visits
- £18 million direct visitor spend
- £18.3 million total visitor related spend
- 370 actual jobs supported by visitor related spend

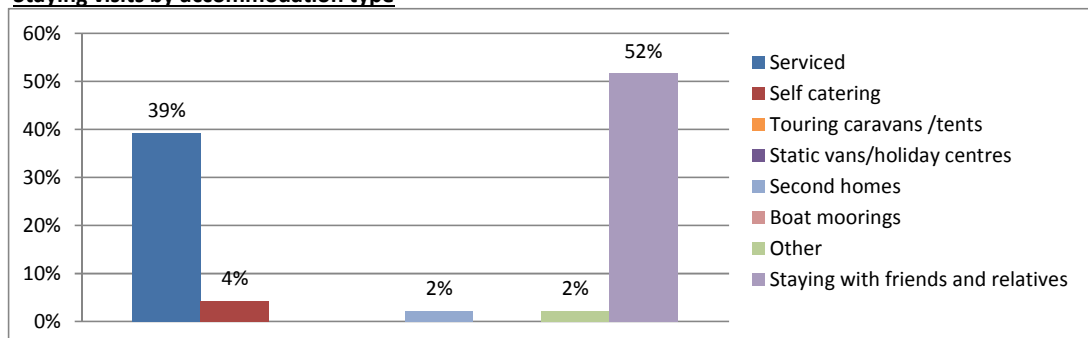
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	13,200	44,300	£2,306,100
Business	1,000	1,800	£192,700
Visits to friends and relatives	2,000	4,900	£190,800
Other	700	1,600	£92,700
Study	0	0	£0
Total	16,900	52,500	£2,782,300

Overseas visitors	Trips	Nights	Spend
Holiday	700	4,400	£332,300
Business	100	600	£58,100
Visits to friends and relatives	800	8,600	£341,700
Other	0	300	£33,300
Study	0	0	£0
Total	1,700	13,900	£765,400

All staying visitors	Trips	Nights	Spend
Holiday	13,900	48,700	£2,638,400
Business	1,100	2,400	£250,800
Visits to friends and relatives	2,800	13,500	£532,500
Other	700	1,900	£126,000
Study	0	0	£0
Total	18,600	66,400	£3,547,700

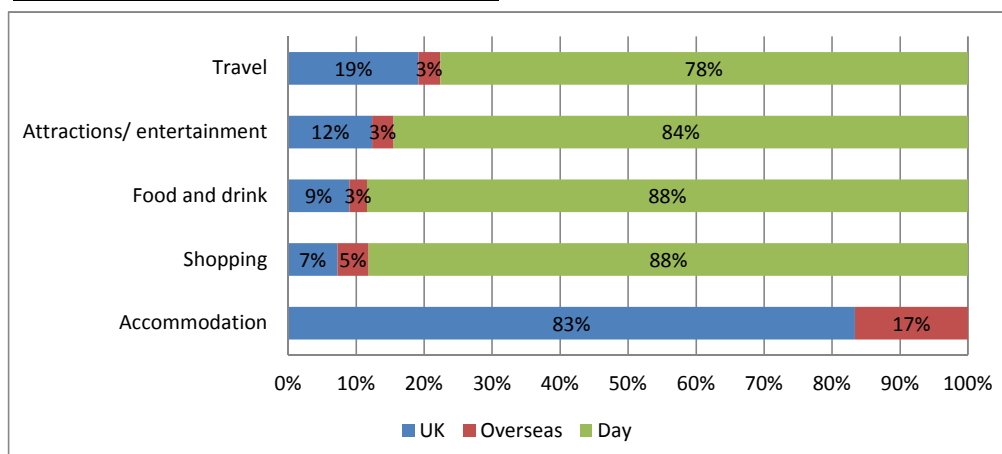
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	150,500	£6,263,000
Countryside visits	321,500	£8,137,300
Coastal visits	0	£0
Total	472,000	£14,400,300

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£1,027,500	£204,900	£0	£1,232,400
Shopping	£354,000	£224,800	£4,300,900	£4,879,700
Food & Drink	£622,500	£179,400	£6,108,300	£6,910,200
Attractions/ Entertainment	£303,000	£77,100	£2,067,300	£2,447,400
Travel	£475,400	£79,200	£1,923,800	£2,478,400

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
	£31,600	£0	£277,700	£309,300

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

£18,257,300

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	18	2	20
Retailing	5	35	40
Catering	10	79	90
Attractions/entertainment	7	38	45
Transport	2	7	9
Arising from non trip spend	5	0	5
Total Direct	47	162	209

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

All employment related to visitor spending	FTE's	Actual
Direct	209	306
Indirect	41	47
Induced	13	14
Total	263	368

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

