

## Sherborne Tourism Summary 2013



Sherborne is situated in the district of West Dorset within the county of Dorset. The town has a population of approximately 10,000. Tourism plays a significant role in the local economy as demonstrated by the estimates below.

### Tourism key facts

- 27 thousand staying visitor trips
- 307 thousand day visits
- £16.9 million direct visitor spend
- £17.4 million total visitor related spend
- 380 actual jobs supported by visitor related spend

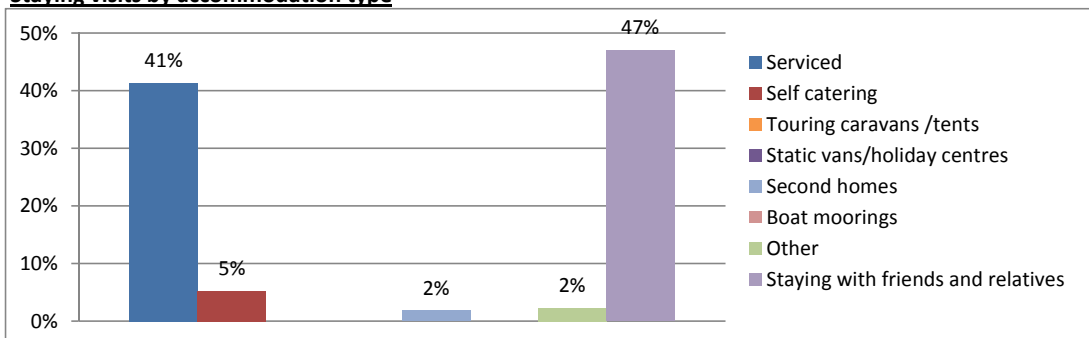
### Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	17,100	61,500	£3,456,900
Business	1,800	3,800	£309,100
Visits to friends and relatives	3,500	8,600	£339,600
Other	400	1,400	£58,400
Study	0	0	£0
<b>Total</b>	<b>22,800</b>	<b>75,200</b>	<b>£4,163,900</b>

Overseas visitors	Trips	Nights	Spend
Holiday	1,000	3,000	£192,800
Business	600	2,600	£158,300
Visits to friends and relatives	1,100	5,400	£195,000
Other	100	800	£47,300
Study	1,200	23,500	£1,464,200
<b>Total</b>	<b>4,000</b>	<b>35,200</b>	<b>£2,057,700</b>

All staying visitors	Trips	Nights	Spend
Holiday	18,100	64,500	£3,649,700
Business	2,400	6,400	£467,400
Visits to friends and relatives	4,600	14,000	£534,600
Other	500	2,200	£105,700
Study	1,200	23,500	£1,464,200
<b>Total</b>	<b>26,800</b>	<b>110,400</b>	<b>£6,221,600</b>

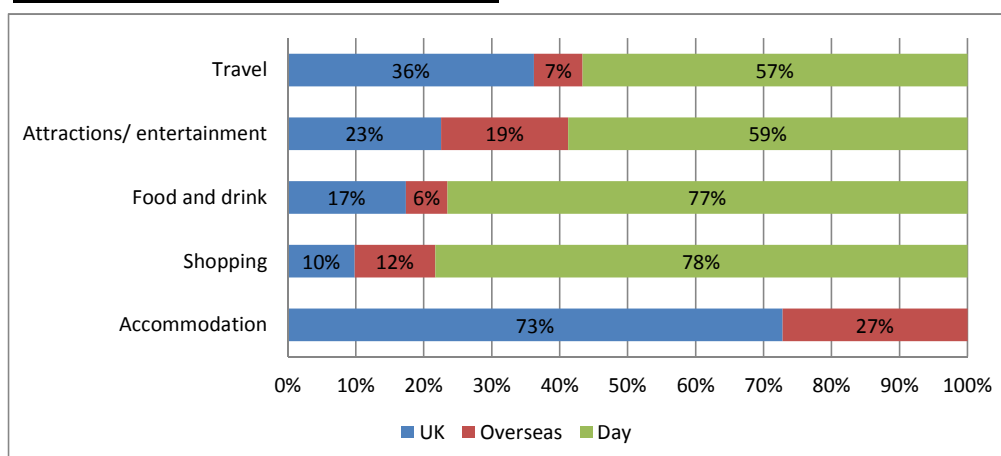
### Staying visits by accommodation type



### Tourism day visits by location

Day visits	Trips	Spend
Urban visits	237,700	£8,807,100
Countryside visits	69,600	£1,851,700
Coastal visits	0	£0
<b>Total</b>	<b>307,300</b>	<b>£10,658,800</b>

### Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£1,526,700	£569,800	£0	<b>£2,096,500</b>
Shopping	£530,000	£639,700	£4,225,700	<b>£5,395,400</b>
Food & Drink	£936,200	£331,000	£4,129,600	<b>£5,396,800</b>
Attractions/ Entertainment	£453,200	£375,700	£1,180,700	<b>£2,009,600</b>
Travel	£717,800	£141,400	£1,122,700	<b>£1,981,900</b>

### 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
	£63,000	£0	£465,600	<b>£528,600</b>

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

**£17,409,000**

### Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	35	1	<b>36</b>
Retailing	10	38	<b>48</b>
Catering	18	58	<b>76</b>
Attractions/entertainment	17	25	<b>42</b>
Transport	3	5	<b>8</b>
Arising from non trip spend	8	0	<b>8</b>
<b>Total Direct</b>	<b>92</b>	<b>127</b>	<b>218</b>

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

All employment related to visitor spending	FTE's	Actual
Direct	218	319
Indirect	40	46
Induced	13	15
<b>Total</b>	<b>271</b>	<b>380</b>

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](mailto:info@tswrc.co.uk)

