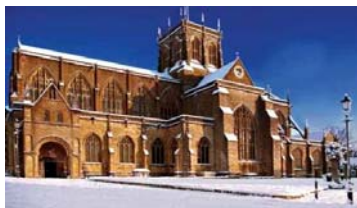


Sherborne Tourism Summary 2015



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

- 22 thousand staying visitor trips
- 316 thousand day visits
- £16.6 million direct visitor spend
- £17.2 million total visitor related spend
- 340 actual jobs supported by visitor related spend

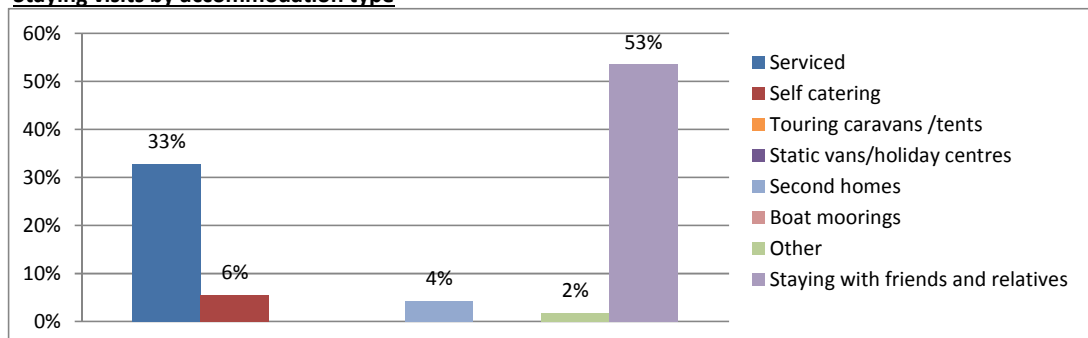
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	12,300	48,700	£2,506,800
Business	1,600	3,500	£295,300
Visits to friends and relatives	4,500	10,800	£454,700
Other	500	1,300	£68,900
Study	0	0	£0
Total	18,800	64,500	£3,325,700

Overseas visitors	Trips	Nights	Spend
Holiday	200	900	£61,800
Business	400	2,100	£181,700
Visits to friends and relatives	1,000	6,700	£284,500
Other	0	900	£62,000
Study	1,200	22,800	£1,382,400
Total	2,800	33,500	£1,972,400

All staying visitors	Trips	Nights	Spend
Holiday	12,500	49,600	£2,568,600
Business	2,000	5,600	£477,000
Visits to friends and relatives	5,500	17,500	£739,200
Other	500	2,200	£130,900
Study	1,200	22,800	£1,382,400
Total	21,600	98,000	£5,298,100

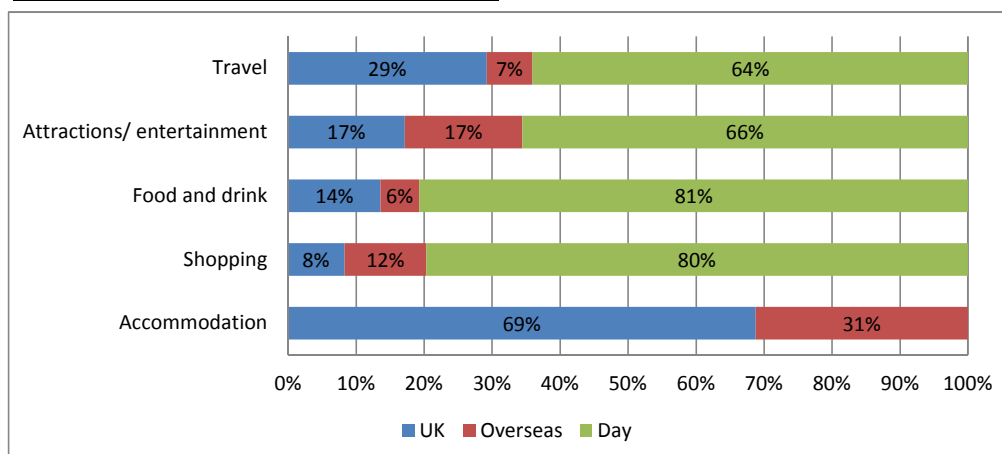
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	182,000	£7,713,000
Countryside visits	134,200	£3,596,900
Coastal visits	0	£0
Total	316,200	£11,309,900

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£1,176,100	£533,500	£0	£1,709,600
Shopping	£424,400	£614,800	£4,076,100	£5,115,300
Food & Drink	£764,100	£320,200	£4,535,100	£5,619,400
Attractions/ Entertainment	£363,900	£366,100	£1,389,600	£2,119,600
Travel	£597,200	£137,800	£1,309,100	£2,044,100

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	£544,200	£607,200

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

£17,215,200

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	27	1	28
Retailing	9	34	43
Catering	13	55	68
Attractions/entertainment	12	24	36
Transport	3	5	8
Arising from non trip spend	10	0	10
Total Direct	73	119	193

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

All employment related to visitor spending	FTE's	Actual
Direct	193	281
Indirect	39	45
Induced	12	13
Total	244	339

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

