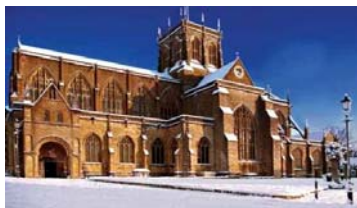


Sherborne Tourism Summary 2017



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
- 319 thousand day visits
- £16.2 million direct visitor spend
- £16.6 million total visitor related spend
- 340 actual jobs supported by visitor related spend

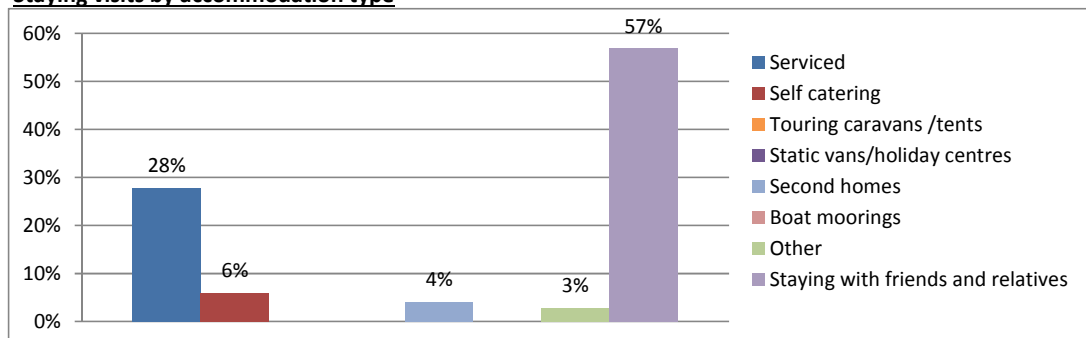
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	15,300	53,600	£2,513,600
Business	1,200	2,000	£206,100
Visits to friends and relatives	2,500	6,700	£234,400
Other	200	600	£33,400
Study	0	0	£0
Total	19,300	62,900	£2,987,500

Overseas visitors	Trips	Nights	Spend
Holiday	700	2,400	£156,700
Business	400	1,500	£128,700
Visits to friends and relatives	1,000	5,900	£201,200
Other	0	100	£11,200
Study	900	25,200	£1,571,500
Total	3,000	35,200	£2,069,400

All staying visitors	Trips	Nights	Spend
Holiday	16,000	56,000	£2,670,300
Business	1,600	3,500	£334,800
Visits to friends and relatives	3,500	12,600	£435,600
Other	200	700	£44,600
Study	900	25,200	£1,571,500
Total	22,300	98,100	£5,056,900

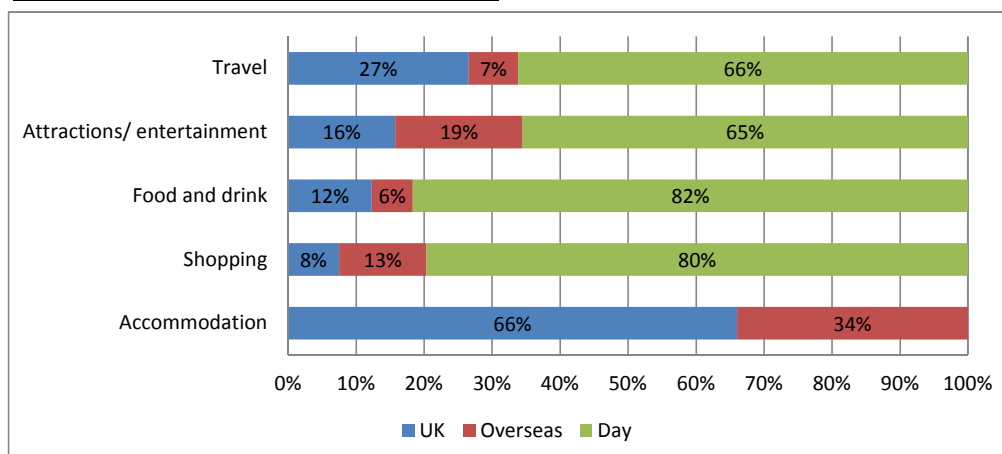
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	184,900	£7,699,300
Countryside visits	134,500	£3,403,300
Coastal visits	0	£0
Total	319,400	£11,102,600

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£1,097,200	£563,700	£0	£1,660,900
Shopping	£381,100	£650,700	£4,033,300	£5,065,100
Food & Drink	£670,700	£328,200	£4,440,000	£5,438,900
Attractions/ Entertainment	£325,900	£387,000	£1,353,400	£2,066,300
Travel	£512,700	£139,800	£1,275,900	£1,928,400

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
	£63,000	£0	£354,700	£417,700

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

£16,577,200

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	25	1	26
Retailing	9	34	42
Catering	13	59	72
Attractions/entertainment	13	26	39
Transport	2	5	7
Arising from non trip spend	7	0	7
Total Direct	69	124	193

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

All employment related to visitor spending	FTE's	Actual
Direct	193	283
Indirect	38	43
Induced	12	13
Total	243	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

