

Swanage Tourism Summary 2013 (Based on post district BH19)



Swanage is situated in the district of Purbeck 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

- 151 thousand staying visitor trips
- 885 thousand day visits
- £72.2 million direct visitor spend
- £73.5 million total visitor related spend
- 1,500 actual jobs supported by visitor related spend

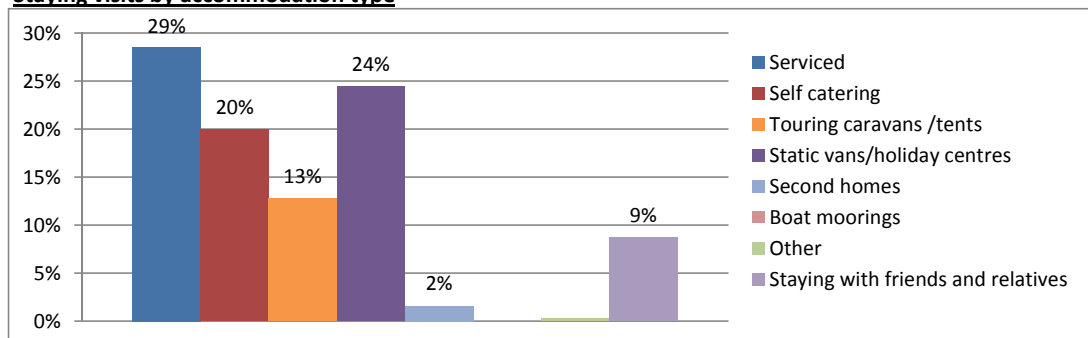
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	132,000	580,700	£33,462,800
Business	4,800	12,900	£1,083,400
Visits to friends and relatives	3,700	11,000	£442,700
Other	1,700	6,100	£274,000
Study	0	0	£0
Total	142,300	610,700	£35,262,900

Overseas visitors	Trips	Nights	Spend
Holiday	7,300	58,700	£3,952,500
Business	300	4,000	£262,500
Visits to friends and relatives	1,100	14,700	£559,300
Other	0	4,300	£273,700
Study	300	21,100	£1,355,700
Total	9,000	102,900	£6,403,700

All staying visitors	Trips	Nights	Spend
Holiday	139,300	639,400	£37,415,300
Business	5,100	16,900	£1,345,900
Visits to friends and relatives	4,800	25,700	£1,002,000
Other	1,700	10,400	£547,700
Study	300	21,100	£1,355,700
Total	151,300	713,600	£41,666,600

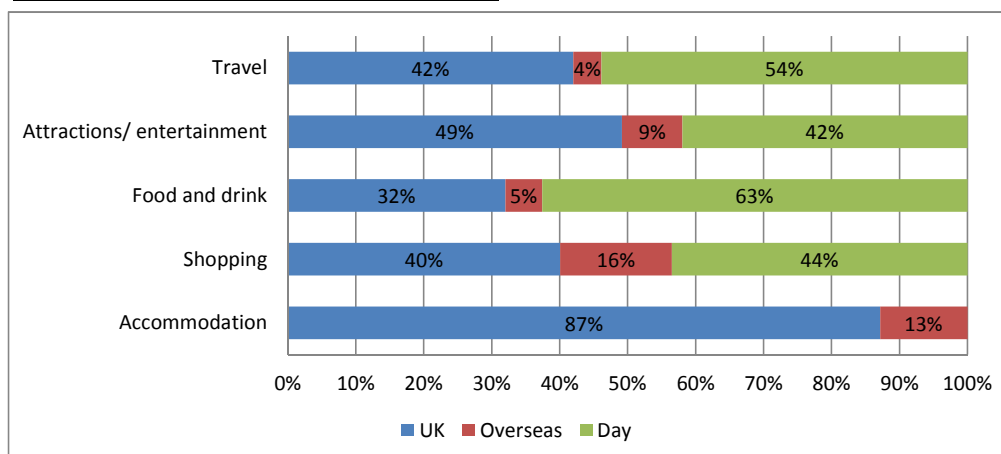
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	136,000	£5,042,900
Countryside visits	54,300	£1,445,400
Coastal visits	695,000	£24,089,100
Total	885,300	£30,577,400

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£13,469,900	£1,980,500	£0	£15,450,400
Shopping	£4,528,400	£1,853,000	£4,915,200	£11,296,600
Food & Drink	£7,697,700	£1,308,000	£15,059,300	£24,065,000
Attractions/ Entertainment	£3,871,700	£700,600	£3,302,300	£7,874,600
Travel	£5,695,200	£561,600	£7,300,600	£13,557,400

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
	£734,300	£0	£484,600	£1,218,800

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

£73,462,800

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	233	4	238
Retailing	52	40	92
Catering	114	191	306
Attractions/entertainment	84	62	147
Transport	23	27	50
Arising from non trip spend	19	0	19
Total Direct	526	325	851

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

All employment related to visitor spending	FTE's	Actual
Direct	851	1,247
Indirect	192	219
Induced	52	59
Total	1,095	1,526

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

