

## Swanage Tourism Summary 2022 (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

- 144 thousand staying visitor trips
- 685 thousand day visits
- £63.1 million direct visitor spend
- £64.3 million total visitor related spend
- 1,010 actual jobs supported by visitor related spend

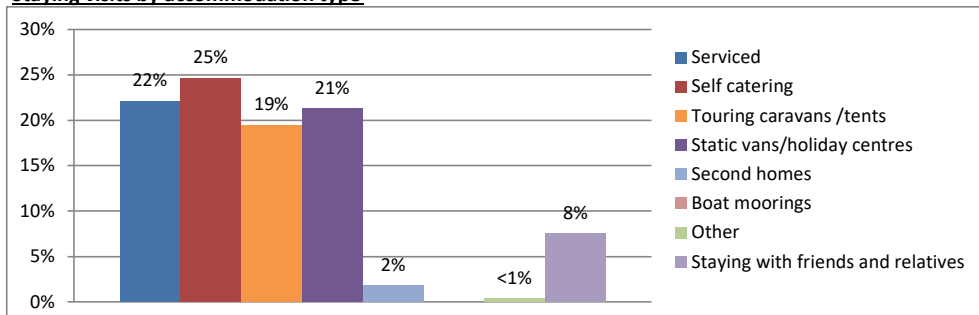
### Staying visits by type

UK visitors	Trips	Nights	Spend
Total	135,000	546,900	£32,412,800

Overseas visitors	Trips	Nights	Spend
Total	9,100	82,900	£6,250,500

All staying visitors	Trips	Nights	Spend
Total	144,100	629,800	£38,663,300

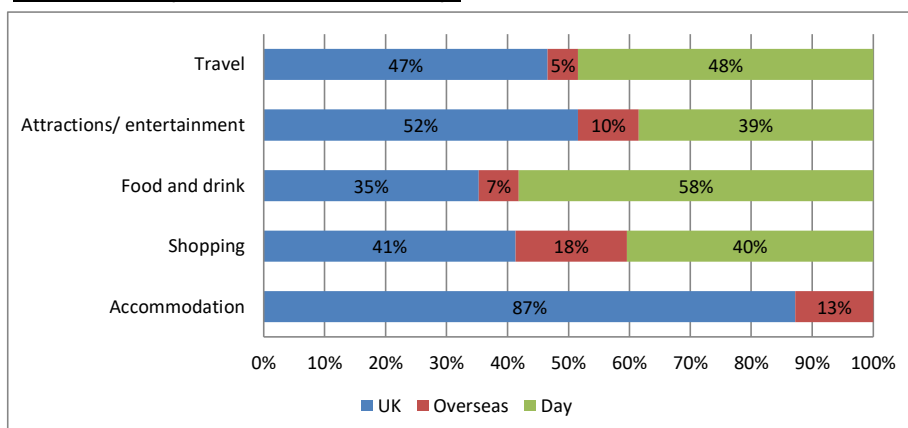
### Staying visits by accommodation type



### Tourism day visits by location

Day visits	Trips	Spend
Urban visits	99,100	£4,611,600
Countryside visits	43,900	£1,371,700
Coastal visits	541,800	£18,457,700
Total	684,800	£24,441,000

### Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£11,562,300	£1,698,000	£0	<b>£13,260,300</b>
Shopping	£4,559,400	£2,019,300	£4,462,700	<b>£11,041,400</b>
Food & Drink	£6,510,800	£1,213,500	£10,745,200	<b>£18,469,500</b>
Attractions/ Entertainment	£3,191,700	£616,400	£2,384,900	<b>£6,193,000</b>
Travel	£6,588,600	£703,300	£6,848,300	<b>£14,140,200</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
	£807,700	£0	£430,500	<b>£1,238,200</b>

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

**£64,342,500**

### Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	145	2	<b>147</b>
Retailing	41	27	<b>68</b>
Catering	75	105	<b>180</b>
Attractions/entertainment	55	36	<b>91</b>
Transport	22	21	<b>43</b>
Arising from non trip spend	19	0	<b>19</b>
<b>Total Direct</b>	<b>357</b>	<b>191</b>	<b>548</b>

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

All employment related to visitor spending	FTE's	Actual
Direct	548	800
Indirect	149	170
Induced	35	40
<b>Total</b>	<b>732</b>	<b>1,010</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)

