

## Swanage Tourism Summary 2024 (Based on post district BH19)



Swanage is situated in the county of Dorset and was part of the former district of Purbeck. The town has a population of approximately 9,400. Tourism plays a significant role in the local economy as demonstrated by the estimates below.

### Tourism key facts

- 117 thousand staying visitor trips
- 651 thousand day visits
- £62.2 million direct visitor spend
- £63.6 million total visitor related spend
- 810 actual jobs supported by visitor related spend

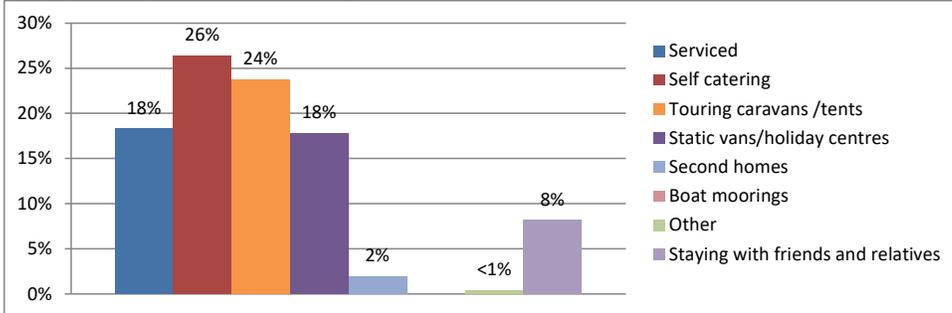
### Staying visits by type

UK visitors	Trips	Nights	Spend
<b>Total</b>	<b>107,900</b>	<b>438,500</b>	<b>£26,175,000</b>

Overseas visitors	Trips	Nights	Spend
<b>Total</b>	<b>9,000</b>	<b>89,400</b>	<b>£6,338,000</b>

All staying visitors	Trips	Nights	Spend
<b>Total</b>	<b>116,900</b>	<b>527,900</b>	<b>£32,513,000</b>

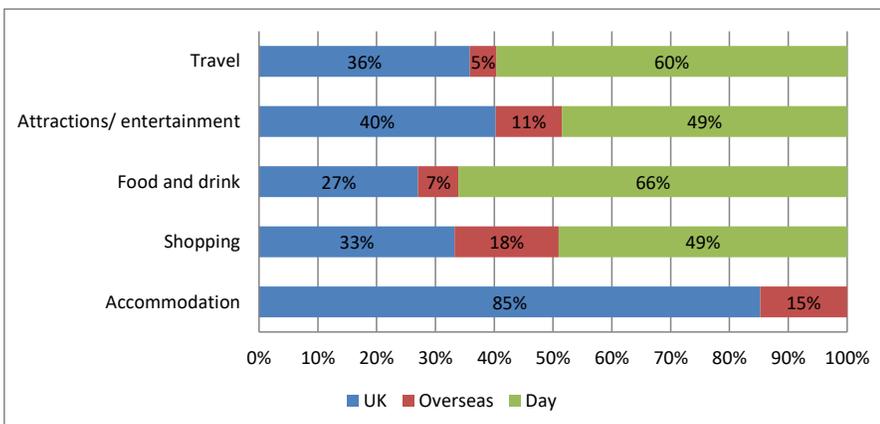
### Staying visits by accommodation type



### Tourism day visits by location

Day visits	Trips	Spend
Urban visits	94,500	£5,379,500
Countryside visits	53,400	£1,967,600
Coastal visits	502,700	£22,364,800
<b>Total</b>	<b>650,600</b>	<b>£29,711,900</b>

### Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£9,677,500	£1,680,700	£0	<b>£11,358,200</b>
Shopping	£3,738,800	£1,993,500	£5,512,700	<b>£11,245,000</b>
Food & Drink	£5,236,000	£1,333,000	£12,798,500	<b>£19,367,500</b>
Attractions/ Entertainment	£2,434,500	£681,600	£2,935,400	<b>£6,051,500</b>
Travel	£5,088,300	£649,000	£8,465,300	<b>£14,202,600</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
	£934,000	£0	£461,300	<b>£1,395,300</b>

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

**£63,620,200**

### Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	100	2	<b>103</b>
Retailing	31	30	<b>61</b>
Catering	49	95	<b>144</b>
Attractions/entertainment	37	36	<b>73</b>
Transport	15	22	<b>37</b>
Arising from non trip spend	19	0	<b>19</b>
<b>Total Direct</b>	<b>251</b>	<b>185</b>	<b>437</b>

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

All employment related to visitor spending	FTE's	Actual
Direct	437	637
Indirect	128	145
Induced	28	32
<b>Total</b>	<b>593</b>	<b>814</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.

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