

Swanage Tourism Summary 2015 (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

- 166 thousand staying visitor trips
- 865 thousand day visits
- £74.4 million direct visitor spend
- £75.7 million total visitor related spend
- 1,400 actual jobs supported by visitor related spend

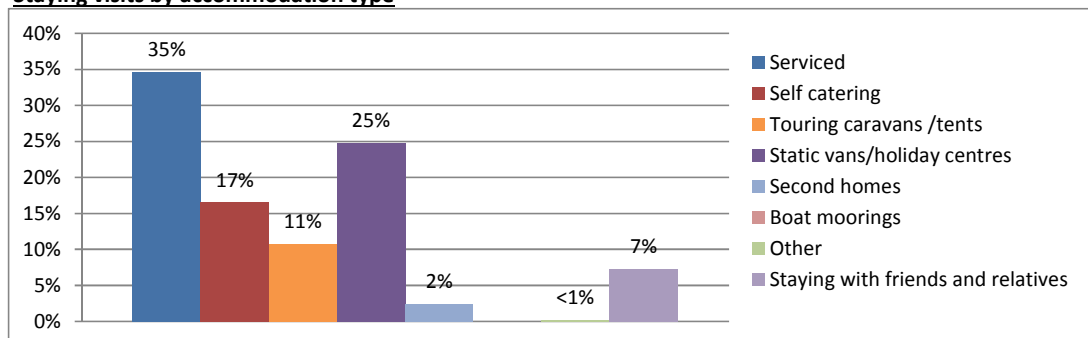
Staying visits by purpose

| UK visitors | Trips | Nights | Spend |
|---------------------------------|----------------|----------------|--------------------|
| Holiday | 143,000 | 598,400 | £35,808,300 |
| Business | 6,100 | 14,800 | £1,421,500 |
| Visits to friends and relatives | 4,800 | 12,000 | £584,200 |
| Other | 2,200 | 6,900 | £418,000 |
| Study | 0 | 0 | £0 |
| Total | 156,000 | 632,000 | £38,231,900 |

| Overseas visitors | Trips | Nights | Spend |
|---------------------------------|---------------|----------------|-------------------|
| Holiday | 8,200 | 78,600 | £5,650,500 |
| Business | 400 | 4,800 | £437,700 |
| Visits to friends and relatives | 1,100 | 14,700 | £647,500 |
| Other | 100 | 5,600 | £391,300 |
| Study | 400 | 17,200 | £1,094,400 |
| Total | 10,200 | 120,900 | £8,221,300 |

| All staying visitors | Trips | Nights | Spend |
|---------------------------------|----------------|----------------|--------------------|
| Holiday | 151,200 | 677,000 | £41,458,800 |
| Business | 6,500 | 19,600 | £1,859,200 |
| Visits to friends and relatives | 5,900 | 26,700 | £1,231,700 |
| Other | 2,300 | 12,500 | £809,300 |
| Study | 400 | 17,200 | £1,094,400 |
| Total | 166,200 | 752,900 | £46,453,200 |

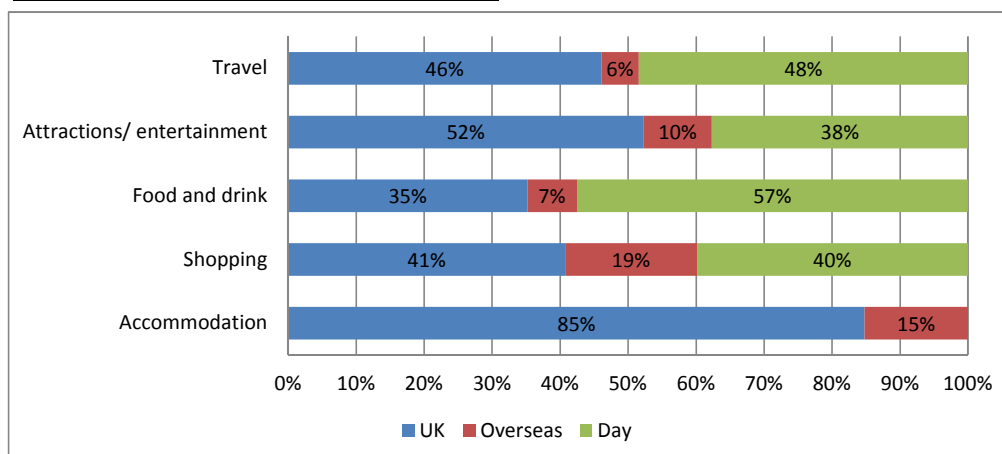
Staying visits by accommodation type



Tourism day visits by location

| Day visits | Trips | Spend |
|--------------------|----------------|--------------------|
| Urban visits | 128,900 | £5,462,200 |
| Countryside visits | 50,800 | £1,361,200 |
| Coastal visits | 685,100 | £21,141,000 |
| Total | 864,800 | £27,964,400 |

Breakdown of expenditure associated with trips



| Expenditure | UK | Overseas | Day | Total |
|---------------------------|-------------|------------|-------------|-------------|
| Accommodation | £14,585,200 | £2,612,000 | £0 | £17,197,200 |
| Shopping | £4,896,500 | £2,330,900 | £4,787,100 | £12,014,500 |
| Food & Drink | £8,359,000 | £1,728,200 | £13,644,000 | £23,731,200 |
| Attractions/Entertainment | £4,184,700 | £806,100 | £3,014,600 | £8,005,400 |
| Travel | £6,206,500 | £744,100 | £6,518,600 | £13,469,200 |

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 | £584,400 | £1,318,700 |

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

£75,736,300

Tourism related employment (FTE's)

| Direct employment by business sector | Staying | Day | Total |
|--------------------------------------|------------|------------|------------|
| Accommodation | 240 | 4 | 244 |
| Retailing | 53 | 35 | 88 |
| Catering | 108 | 147 | 255 |
| Attractions/entertainment | 73 | 45 | 118 |
| Transport | 24 | 22 | 46 |
| Arising from non trip spend | 21 | 0 | 21 |
| Total Direct | 519 | 253 | 773 |

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

| All employment related to visitor spending | FTE's | Actual |
|--|--------------|--------------|
| Direct | 773 | 1,132 |
| Indirect | 201 | 229 |
| Induced | 49 | 55 |
| Total | 1,022 | 1,416 |

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

