

Swanage Tourism Summary 2017 (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

- 181 thousand staying visitor trips
- 873 thousand day visits
- £76.8 million direct visitor spend
- £77.9 million total visitor related spend
- 1,500 actual jobs supported by visitor related spend

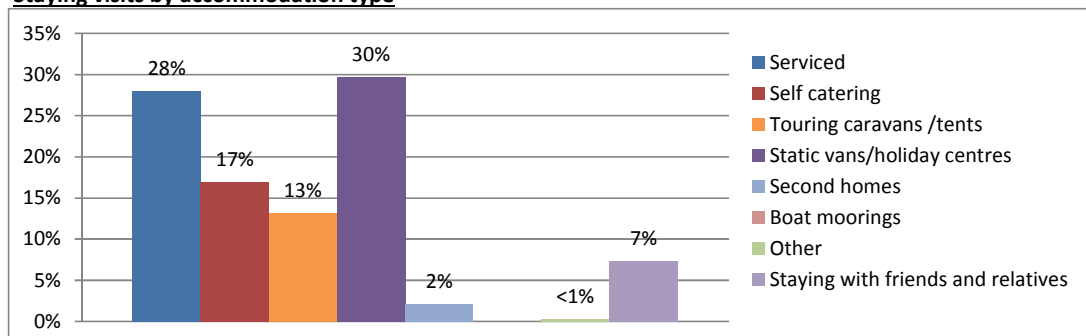
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	163,400	666,300	£37,636,900
Business	4,400	8,800	£1,066,800
Visits to friends and relatives	2,600	8,100	£343,200
Other	1,400	3,600	£241,900
Study	0	0	£0
Total	171,800	686,800	£39,288,800

Overseas visitors	Trips	Nights	Spend
Holiday	7,600	55,400	£4,724,000
Business	300	2,300	£271,500
Visits to friends and relatives	1,100	13,000	£575,100
Other	100	700	£74,100
Study	300	17,000	£1,387,300
Total	9,400	88,200	£7,032,100

All staying visitors	Trips	Nights	Spend
Holiday	171,000	721,700	£42,360,900
Business	4,700	11,100	£1,338,300
Visits to friends and relatives	3,700	21,100	£918,300
Other	1,500	4,300	£316,000
Study	300	17,000	£1,387,300
Total	181,200	775,000	£46,320,900

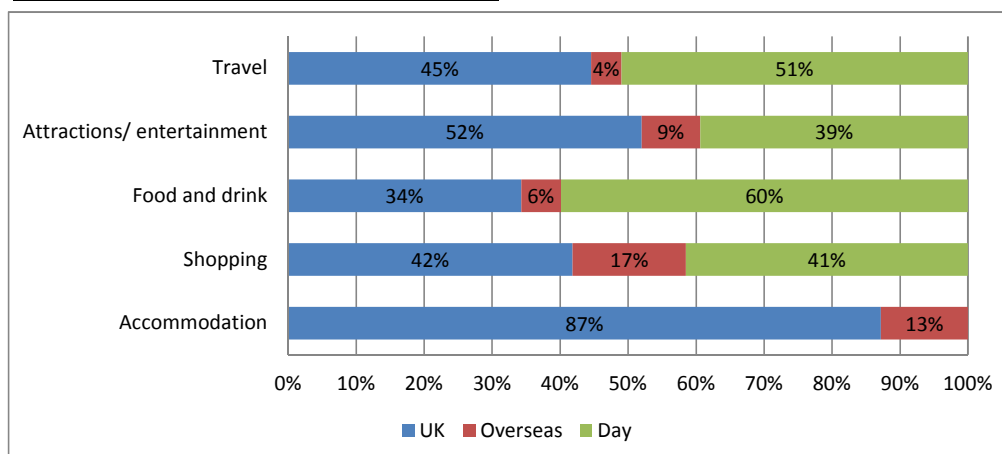
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	129,900	£5,413,500
Countryside visits	48,000	£1,215,300
Coastal visits	695,400	£23,806,700
Total	873,300	£30,435,500

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£15,040,300	£2,203,800	£0	£17,244,100
Shopping	£5,050,800	£2,017,400	£5,006,100	£12,074,300
Food & Drink	£8,561,400	£1,464,600	£14,943,000	£24,969,000
Attractions/ Entertainment	£4,318,600	£717,400	£3,266,600	£8,302,600
Travel	£6,317,600	£628,900	£7,219,700	£14,166,200

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	£363,200	£1,097,500

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

£77,853,900

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	230	4	233
Retailing	53	37	90
Catering	119	177	296
Attractions/entertainment	84	56	141
Transport	24	25	49
Arising from non trip spend	17	0	17
Total Direct	527	300	826

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

All employment related to visitor spending	FTE's	Actual
Direct	826	1,212
Indirect	205	234
Induced	52	59
Total	1,083	1,505

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

