

The essential
visitor guide to

SWANAGE



Welcome to SWANAGE

The perfect getaway destination for all seasons.

Swanage is located on the Isle of Purbeck in Dorset and is the Eastern Gateway for exploring the Jurassic Coast World Heritage Site.

This family-friendly resort is ideal for relaxing breaks, walking, cycling, activity groups and educational holidays.

A DAY TRIP IS NEVER ENOUGH

Popular with all generations and evoking nostalgia from childhood holidays, Swanage is perfect for a family holiday.

Swanage's award winning beach is family-friendly with large stretches of golden sand – great for sandcastle building.

Family fun can be enjoyed by taking boat trips, visiting quality local attractions, learning to kayak or playing mini golf or tennis together.

Enjoy the simpler things in life like having a picnic in Prince Albert Gardens, crab fishing from Swanage's Stone Quay and visiting the Country Park and Castle at Durlston.

Arrive in style on the Swanage Railway by steam train or catch the open top bus from Bournemouth, both with amazing views of the surrounding landscape.

Extend your stay for a relaxing short break.



"hiring a beach hut makes our holiday even more relaxing"

SWANAGE BEACH & BAY

Gently shelving, golden sand and clear unpolluted water are just some of the great reasons that Swanage Beach has been awarded a Blue Flag and Seaside Award.

Experience some of the south coast's best weather while strolling along the promenade or why not hire one of the colourful beach huts to make your holiday extra relaxing.

Paddling in the water, collecting sea shells and building sandcastles is something that children will remember for years to come.



"Punch and Judy on the beach makes for happy memories"



SHOPPING IN SWANAGE

With a mix of high street brands and small, independent shops selling everything from sausages to souvenirs, you will be a satisfied shopper in Swanage.

Take your time window shopping and browsing the interesting and eclectic vintage, retro and antique shops.

Chat to friendly shop keepers who will be delighted to help you pick out a great new look for your wardrobe.

Wander around quality art and craft galleries for the special purchase to remind you of a wonderful time in Swanage.

After you've worked up an appetite, take a coffee break or enjoy lunch in one of the street side cafes or restaurants over looking the sea.

Look out for the Beach Hut pop-up shops at Christmas time.



"the shops are so close to the sea, my two favourite things!"



ACCOMMODATION

Whether you're looking for a quaint cottage, farm stay, hostel, traditional B&B, posh hotel, lively holiday park or a rustic campsite, we have it covered in Swanage.

Check availability and book online on our website www.visit-dorset.com or contact our Tourist Information Centre for help finding your perfect getaway.

Can't bear to leave your canine friend at home? We have many places for you to stay, eat and visit which welcome dogs.

If camping is more your style, pitch your tent in one of the family friendly campsites in and around Swanage or hire a camping pod or shepherd hut. Most sites also cater for caravans and motorhomes.



"our hotel room had an amazing seaview"



VISITING SWANAGE

Drop in or contact the teams at our Tourist Information Centres to make the most of your trip.

Swanage Tourist Information Centre

The White House, Shore Road, Swanage, Dorset. BH19 1LB. Tel: 01929 422885 email: mail@swanage.gov.uk

Follow us on:
 @SwanageTIC
 facebook.com/SwanageTouristInformation



Visit-Dorset.com

Discover Purbeck Information Centre

South Street, Wareham, Dorset. BH20 4LR
Tel: 01929 552740

HOW TO GET HERE

Bus
Purbeck Breezer Bus Routes 30* from Dorchester, 40 from Poole and 50 from Bournemouth
www.purbeckbreezer.co.uk
Swanage Bus Station to Durlston* www.morebus.co.uk

Train
Train services on South West Trains to Wareham
www.southwesttrains.co.uk with connections by bus or Swanage Railway (starting 2017*)
www.swanagerailway.co.uk

Coach
National Express coaches run daily from London Victoria to Swanage www.nationalexpress.com (* peak season only)



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ARTS BY THE SEA

Many Artisans live and work in the town selling their creations in the studios, galleries and workshops. Art lovers will find quality sculpture, photography, paintings, pottery, glass jewellery and more. Immerse yourself in a range of creative festivals including the open studios of Purbeck and Dorset Arts Weeks.

The town has a central Theatre and Cinema offering a variety of plays, shows and pantomimes throughout the year. Don't miss the autumn Purbeck Film Festival.

Follow the Swanage Seen Art Trail and learn about artists who were inspired by their surroundings. There are nine locations to visit, each showing a painting from the Isle of Purbeck by a different artist.



ILLUSTRATED MAP OF SWANAGE

- 1 Swanage Tourist Information Centre
- 2 Town Hall
- 3 Durlston Country Park
- 4 Bus and Train (Swanage Railway Interchange)
- 5 Swanage Hospital
- 6 Sandbanks to Studland Ferry
- 7 Corfe Castle
- 8 Museum
- 9 Sports Park (Golf, Tennis, Bowls)
- 10 Lifeboat Station
- 11 Pier
- 12 Prince Albert Gardens
- 13 Coast Watch Station at Peveril Point
- 14 Cinema & Theatre
- 15 Playground
- 16 Safe Bathing Area
- 17 Studland Village
- 18 Old Harry Rocks

Map not to scale ©Tony Kerins

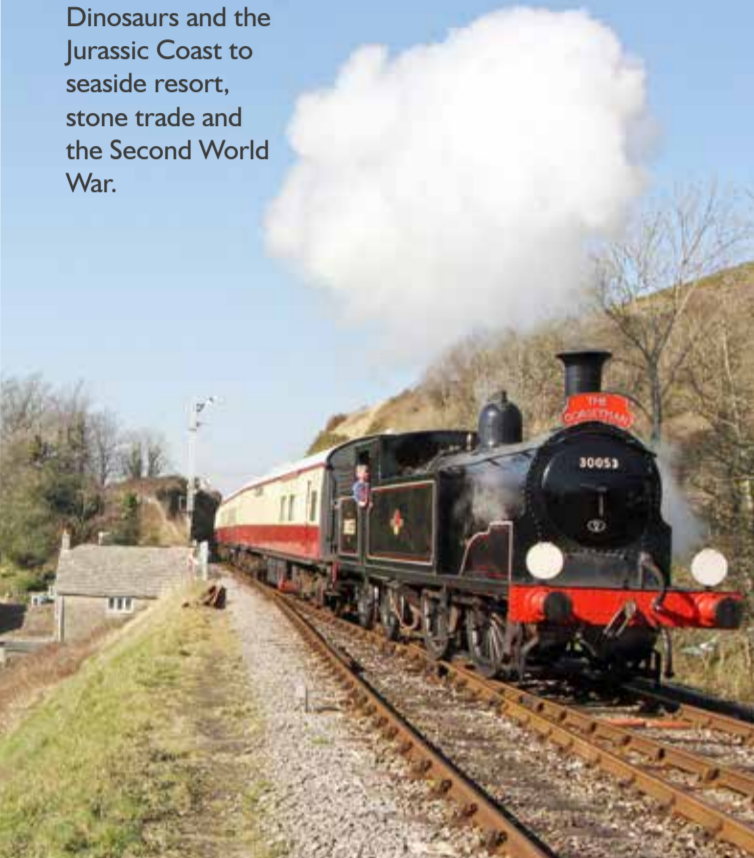
HERITAGE ATTRACTIONS

Swanage Railway - catch the picture postcard branch line to the seaside. Steam trains run through the beautiful Purbeck countryside and past Corfe Castle to the sandy beach of Swanage.

Durlston Castle and Country Park is a countryside paradise just 30 minutes walk from Swanage Town Centre, with coastal walking, stunning views and amazing wildlife. Don't miss Durlston Castle Visitor Centre for events and exhibitions.

Swanage Pier is an integral part of the character of Swanage, reflecting its Victorian splendour and rich heritage. Enjoy a stroll with the finest views of Swanage or catch a boat for a scenic boat trip along the coast.

Swanage Museum - uncover the story of Swanage from Dinosaurs and the Jurassic Coast to seaside resort, stone trade and the Second World War.



THE JURASSIC COAST

No visit to Swanage is complete without walking a stretch of the Jurassic Coast. Recognised by UNESCO for its outstanding geology, our coastline is part of England's only natural World Heritage Site.

See spectacular geological features like nearby Old Harry Rocks.

Durlston Country Park has spectacular cliff top walks and a Castle Visitor Centre to help you discover the geology of 185 million years of Earth's history. It can be enjoyed 365 days of the year and highlights include wild flowers, migrating birds and a breath-taking walk to the lighthouse



"Follow in the footsteps of dinosaurs"



FLAVOUR OF SWANAGE

Sample the local fare in the quality bistros, seaview restaurants, traditional pubs and tearooms. You'll find something for every taste.

A firm favourite for visitors is our scrumptious traditional fish and chips.

If you are self catering or day visiting, Swanage offers a range of take away establishments from around the world.

Make sure you try our freshly caught seafood, our handmade fresh chocolate and a scoop or two of ice cream for dessert.



"the local ice cream is not to be missed"



MARKETS & LOCAL PRODUCE

There's no need to stock up before arriving as Swanage has independent butchers, bakers, fishmongers and farm shops and well known supermarkets.

There is always a local convenience store or campsite shop just round the corner but remember to try some of the locally produced food including: chocolate, ice cream, beer and cider and cheese. Look out for Dorset Food and Drink and Purbeck Produce

Swanage Markets:

- Town Market - Every Friday (April to October)
- Purbeck Produce Market - 2nd Saturday of the month



"don't miss the Swanage Fish Festival"



SWANAGE HISTORY - FROM STONE PORT TO SEASIDE RESORT

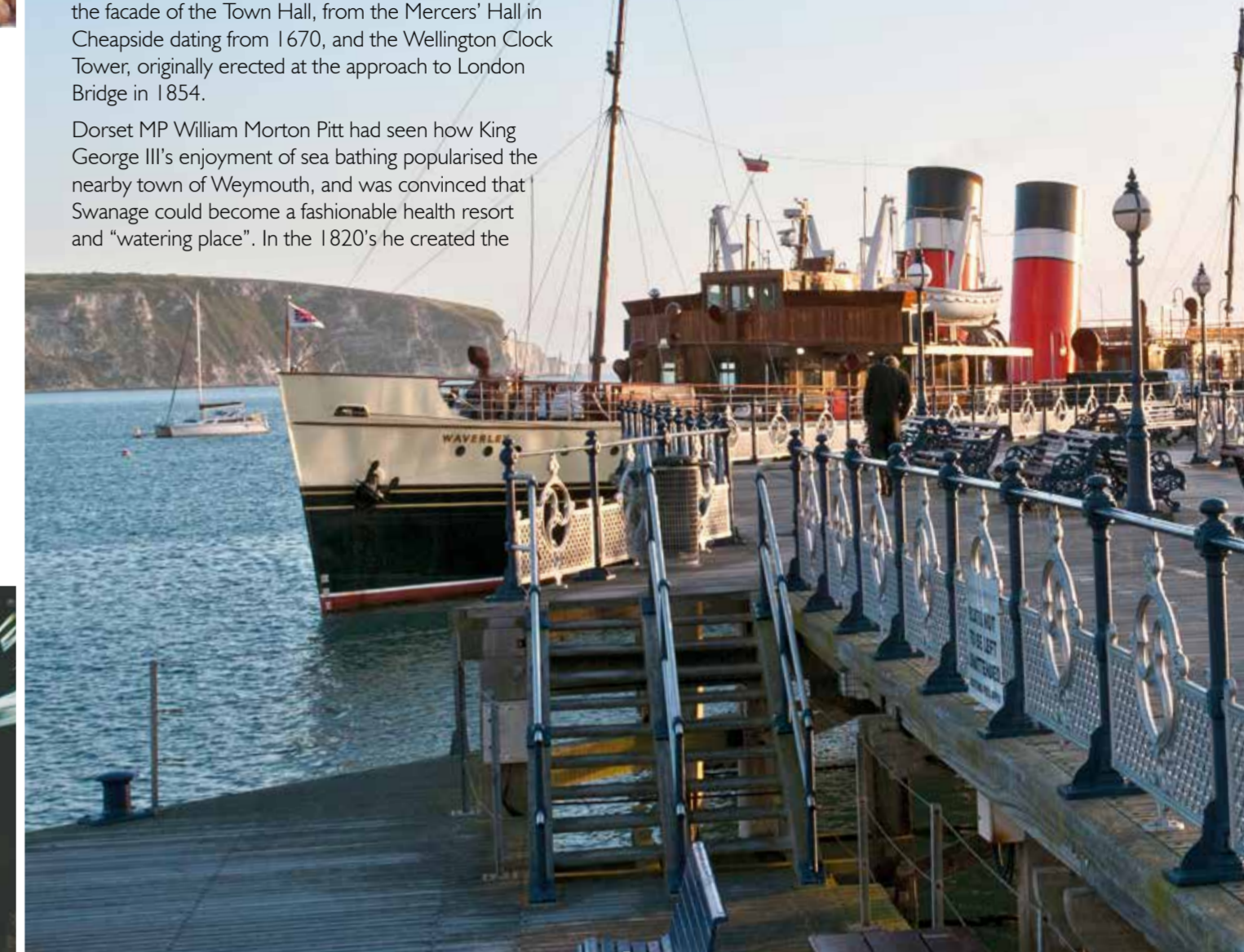
The stone trade was once the main industry of Swanage. Purbeck stone was shipped to London in vast quantities from the 18th century and used mostly for street paving and harbour defences. The two founding fathers of Swanage, John Mowlem and his nephew George Burt, were at the centre of this trade with London.

Burt rescued many old London relics and brought them to Swanage. When exploring Swanage you can still see the facade of the Town Hall, from the Mercers' Hall in Cheapside dating from 1670, and the Wellington Clock Tower, originally erected at the approach to London Bridge in 1854.

Dorset MP William Morton Pitt had seen how King George III's enjoyment of sea bathing popularised the nearby town of Weymouth, and was convinced that Swanage could become a fashionable health resort and "watering place". In the 1820's he created the

first major hotel in Swanage, the Manor House Hotel. Following a visit by Princess Victoria in 1833 they were permitted to rename it the Royal Victoria Hotel.

The opening of the railway in 1885 saw the Victorians arriving in Swanage to enjoy the clean air and the new fashion of 'sea bathing'. Known as one of the sunniest towns on the south coast, Swanage soon changed from a stone port to a flourishing seaside resort.



ACTIVE SWANAGE

Opportunities to enjoy activities in Swanage are endless. The numerous local walking trails are celebrated during the annual Swanage and Purbeck Walking Festival. But if you can't wait until Festival time, you can join a guided walk or let one of our experts plan a walking holiday for you at any time of year.

Whatever the weather, Swanage Beach Gardens Sports Park is great fun and value with putting green, tennis and outdoor bowls. Equipment is available to hire.

Swanage Bay is a popular dive site for all standards of diver and has several diving schools and boat charter companies for both diving and sea fishing.

Swanage has become a popular destination for sporting events

Forgotten your bike? Don't worry you can hire one to follow the cycle trails.

Take a day cruise from Swanage Pier to Poole Quay for a scenic tour of the Jurassic Coast along the way. Or go on a real adventure on a classic cutter sail boat.

Why not join one of our outdoor adventure specialists and have a go at coasteering, abseiling, climbing, paddle-boarding or kayaking?



WEDDINGS & CELEBRATIONS

Swanage is the perfect location for your celebration or wedding.

Whether you are looking for a small and intimate wedding or an extravagant day, Swanage meets all your wishes.

Choose from an extensive range of wedding venues, many with outdoor licenced structures to help you create a day to remember and accommodation on site or nearby to suit all budgets.

You will be spoilt for choice with photo opportunities with beautiful backdrops.

Quirky or traditional, religions or civil, indoors or out - you choose.

Licensed civil wedding venues in Swanage include: Swanage Town Hall Chambers, Durlston Castle, The Grand Hotel, Purbeck House Hotel, California Barn and The Royal Oak.



"a perfect venue and a perfect day"



A TOWN OF FESTIVALS

Swanage has a year-round calendar of events to keep you entertained in all weathers. Many of the local attractions organise events during school holidays to keep the whole family entertained and there are lots of events within easy reach of Swanage

For music lovers, the town has a fantastic range of festivals which everyone can enjoy, including Blues, Jazz and Folk.

The Regatta and Carnival Week offers the lively atmosphere of a Caribbean-style carnival plus spectacular fireworks, music and dancing.

The Fish Festival and Walking Festival are also popular with locals and visitors alike.



FESTIVALS & EVENTS

January

New Year celebrations (fancy dress)

February

Purbeck Literary Festival

March

Swanage Blues Festival

Purbeck Strings Festival

April

Swanage Railway Spring Steam Gala

May

Swanage Railway Diesel Gala

Purbeck/ Dorset Art Weeks

June

European Paddleboard Championships

Swanage Bay Triathlon

Swanage Fish Festival

Purbeck Plod Walking Challenge

Swanage Rowing Regatta

July

Swanage Jazz Festival

Swanage Regatta and Carnival Week

Purbeck Pirate festival

August

Swanage Classic Triathlon

Purbeck Folk Festival

Swanage Lifeboat Week

Purbeck Valley Folk Fest

September

Swanage Railway Transport Rally

Swanage Folk Festival

Purbeck Outdoor Weekend

Dorset Architectural Heritage Week

Purbeck Chamber Music Festival

Swanage and Purbeck Walking Festival

October

Swanage Blues and Roots Festival

Swanage Railway Autumn Steam Gala

Purbeck Film Festival

Dorset Food Week

November

Beach hut pop-up craft shops

December

Christmas Lights and street market

Swanage Railway Santa Specials

Plus many more...



BEACH HUTS

Hire a Swanage Beach Hut, ideal for family get-togethers or a cosy out-of-season base to relax by the sea.

Beach huts are let on a daily or weekly basis and are provided with a table, four chairs and an electricity power point. Different sizes and styles are available to suit your family or group size and location preference.

Pre-booking is normally required for school holidays, however the huts can be booked throughout the year.

Beach hut hire makes the perfect gift, book one as an unusual present and create lasting, happy memories.

Contact Swanage Tourist Information Centre for availability and to make a booking.



"A book and a flask of coffee is all I needed"

