

## Swanage Tourism Summary 2019 (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

- 168 thousand staying visitor trips
- 918 thousand day visits
- £73 million direct visitor spend
- £74.2 million total visitor related spend
- 1,270 actual jobs supported by visitor related spend

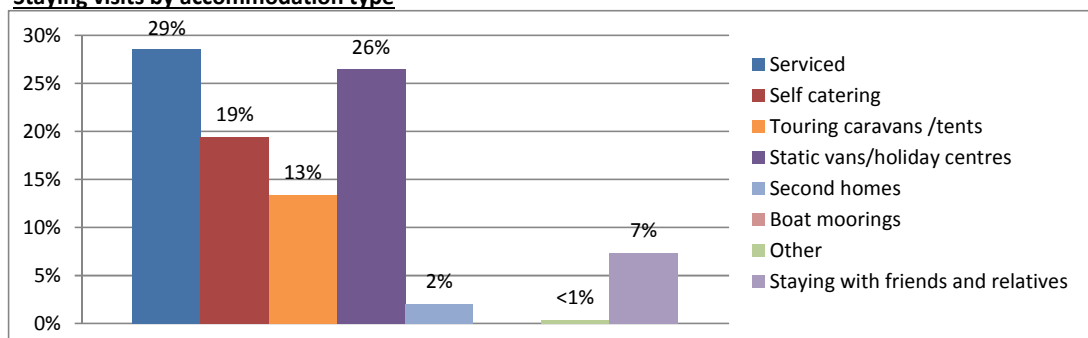
### Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	151,000	598,700	£36,540,600
Business	3,800	6,100	£813,800
Visits to friends and relatives	3,600	9,700	£634,000
Other	1,000	3,800	£200,100
Study	0	0	£0
<b>Total</b>	<b>159,400</b>	<b>618,300</b>	<b>£38,188,500</b>

Overseas visitors	Trips	Nights	Spend
Holiday	7,000	48,800	£4,658,900
Business	300	1,200	£109,300
Visits to friends and relatives	1,100	10,500	£505,800
Other	100	900	£72,500
Study	300	16,900	£619,200
<b>Total</b>	<b>8,800</b>	<b>78,400</b>	<b>£5,965,700</b>

All staying visitors	Trips	Nights	Spend
Holiday	158,000	647,500	£41,199,500
Business	4,100	7,300	£923,100
Visits to friends and relatives	4,700	20,200	£1,139,800
Other	1,100	4,700	£272,600
Study	300	16,900	£619,200
<b>Total</b>	<b>168,200</b>	<b>696,700</b>	<b>£44,154,200</b>

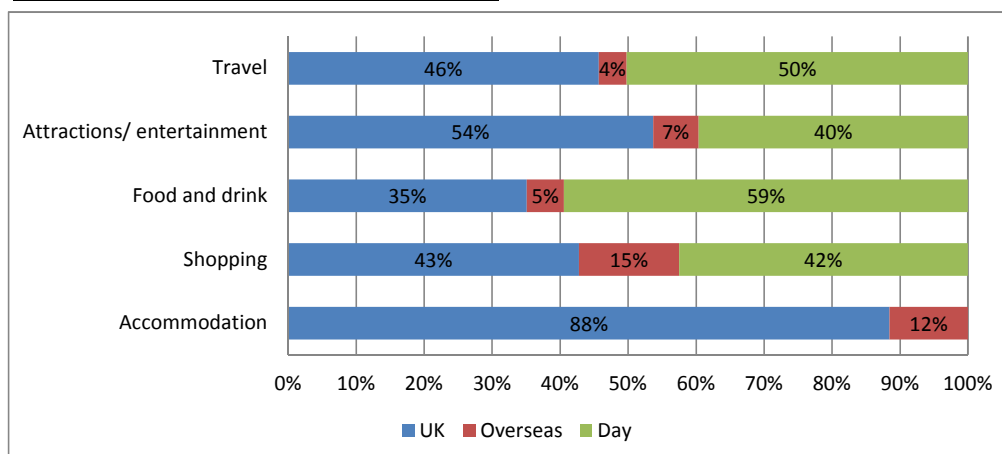
### Staying visits by accommodation type



### Tourism day visits by location

Day visits	Trips	Spend
Urban visits	133,500	£5,501,400
Countryside visits	48,400	£1,375,100
Coastal visits	736,000	£22,003,800
<b>Total</b>	<b>917,900</b>	<b>£28,880,300</b>

### Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£14,538,900	£1,892,200	£0	<b>£16,431,100</b>
Shopping	£4,929,700	£1,697,900	£4,893,800	<b>£11,521,400</b>
Food & Drink	£8,343,400	£1,295,100	£14,113,300	<b>£23,751,800</b>
Attractions/Entertainment	£4,220,700	£525,100	£3,112,500	<b>£7,858,300</b>
Travel	£6,155,900	£555,500	£6,760,700	<b>£13,472,100</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
	£734,300	£0	£467,100	<b>£1,201,300</b>

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

**£74,235,800**

### Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	188	3	<b>191</b>
Retailing	44	32	<b>76</b>
Catering	100	146	<b>246</b>
Attractions/entertainment	66	44	<b>111</b>
Transport	22	22	<b>45</b>
Arising from non trip spend	19	0	<b>19</b>
<b>Total Direct</b>	<b>438</b>	<b>249</b>	<b>687</b>

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

All employment related to visitor spending	FTE's	Actual
Direct	687	1,006
Indirect	192	219
Induced	44	50
<b>Total</b>	<b>922</b>	<b>1,274</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)

