

# AGENDA ITEM 8)

## 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

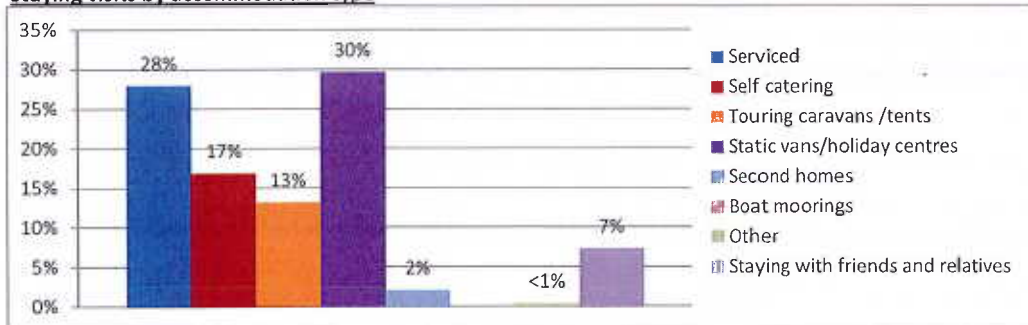
### Staying visits by purpose

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
<b>Total</b>	<b>171,800</b>	<b>686,800</b>	<b>£39,288,800</b>

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
<b>Total</b>	<b>9,400</b>	<b>88,200</b>	<b>£7,032,100</b>

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
<b>Total</b>	<b>181,200</b>	<b>775,000</b>	<b>£46,320,900</b>

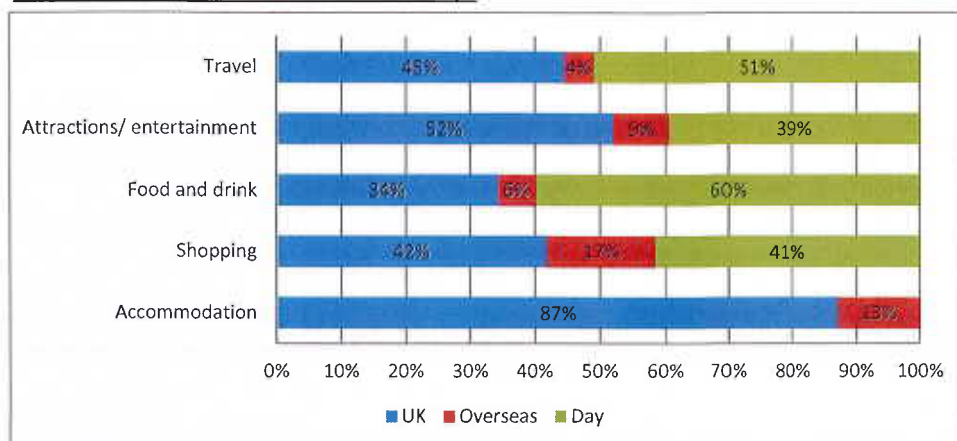
### Staying visits by accommodation type



### 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
<b>Total</b>	<b>873,300</b>	<b>£30,435,500</b>

### 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
<b>Total Direct</b>	<b>527</b>	<b>300</b>	<b>826</b>

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
<b>Total</b>	<b>1,083</b>	<b>1,505</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)



**Swanage**

**2017**

(Swanage data is based upon post district BH19)

	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2014 v 2013 % change</b>
UK staying trips	142,200	145,600	155,800	157,700	171,800	2%
UK staying nights	610,900	639,000	631,900	613,800	687,000	5%
UK staying spend	£35,262,800	£38,503,700	£38,232,000	£37,251,300	£39,288,700	9%
Overseas staying trips	9,100	10,100	10,200	8,300	9,400	11%
Overseas staying nights	102,700	112,000	120,800	84,300	88,200	9%
Overseas staying spend	£6,403,700	£7,328,700	£8,221,400	£6,262,500	£7,032,200	14%
Total staying trips	151,300	155,700	166,000	166,000	181,200	3%
Total staying nights	713,600	751,000	752,700	698,100	775,200	5%
Total staying spend	£41,666,500	£45,832,400	£46,453,400	£43,513,800	£46,320,900	10%
Day visit	885,300	867,300	864,800	894,700	873,300	-2%
Day visit spend	£30,577,400	£29,884,200	£27,964,400	£30,714,900	£30,435,500	-2%
Total direct spend	£72,243,900	£75,716,600	£74,417,800	£74,228,700	£76,756,400	5%
Total business turnover	£83,425,700	£87,313,600	£86,052,800	£85,273,700	£88,368,600	5%
FTE employment	1,095	1,074	1,022	1,032	1,083	-2%
Actual employment	1,526	1,493	1,416	1,433	1,505	-2%

	2015 v 2014 % change	2016 v 2015 % change	2017 v 2016 % change	2017 v 2013 % change
	7%	1%	9%	21%
	-1%	-3%	12%	12%
	-1%	-3%	5%	11%
	1%	-19%	13%	3%
	8%	-30%	5%	-14%
	12%	-24%	12%	10%
	7%	0%	9%	20%
	0%	-7%	11%	9%
	1%	-6%	6%	11%
	0%	3%	-2%	-1%
	-6%	10%	-1%	0%
	-2%	0%	3%	6%
	-1%	-1%	4%	6%
	-5%	1%	5%	-1%
	-5%	1%	5%	-1%