



SHEPWAY'S VISITOR ECONOMY

Across Kent's districts, visitor numbers continue to rise, with the highest volume of visitors ever.

We hope you enjoy the numbers!



4.6M VISITORS



£243M VALUE



4,796 JOBS



PURPOSE OF TRIP TO SHEPWAY:



HOLIDAY 66%

THOSE ON HOLIDAY STAY 2.9 NIGHTS IN THE AREA AND SPEND £140.01 FOR THE DURATION OF THE TRIP



BUSINESS 7%

THOSE ON BUSINESS STAY 2.5 NIGHTS IN THE AREA AND SPEND £540.00 FOR THE DURATION OF THE TRIP



VFR 22%

THOSE VISITING FRIENDS AND RELATIVES STAY 2.5 NIGHTS IN THE AREA AND SPEND £98.19 FOR THE DURATION OF THE TRIP

OTHER PURPOSES 5%

INCLUDING OVERSEAS STUDY VISITS

DIRECT EXPENDITURE:

ACCOMMODATION



£29m

ENTERTAINMENT



21m

RETAIL



69m

TRANSPORT



26m

FOOD & DRINK



£60m

SHEPWAY VISITOR BREAKDOWN:



OVERNIGHT VISITORS

473,000 VISITORS

1.4 MILLION NIGHTS

£82 MILLION VALUE



DOMESTIC VISITORS

400,000 VISITORS

1 MILLION NIGHTS

£62 MILLION VALUE

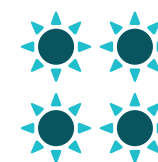


OVERSEAS VISITORS

73,000 VISITORS

400,000 NIGHTS

£20 MILLION VALUE



DAY VISITORS

4.1 MILLION VISITORS

£123 MILLION VALUE

SOURCE: CAMBRIDGE ECONOMIC IMPACT RESEARCH PUBLISHED DECEMBER 2016. SOME OF THE STATISTICS HAVE BEEN ROUNDED; FOR FURTHER INFORMATION PLEASE SEE THE FULL REPORT ONLINE AT WWW.VISITKENTBUSINESS.CO.UK

2013



2015



3.4%

INCREASE IN TRIPS



3.1%

INCREASE IN VALUE



6.4%

INCREASE IN JOBS

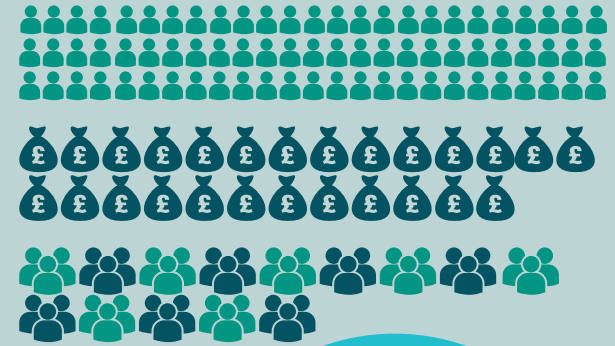
KENT'S VISITOR ECONOMY



Kent's visitor economy continues to thrive. We are delighted to provide the highlights from our latest independent research. You will see that Kent is experiencing record numbers of visitors and generating economy boosting revenue.

We hope you enjoy the numbers!

60M VISITORS £3.6BN VALUE 72,000 JOBS



KENT'S PERFORMANCE / 2003 - 2015

2003 → INCREASE OF 16 MILLION TOTAL TRIPS → 2015

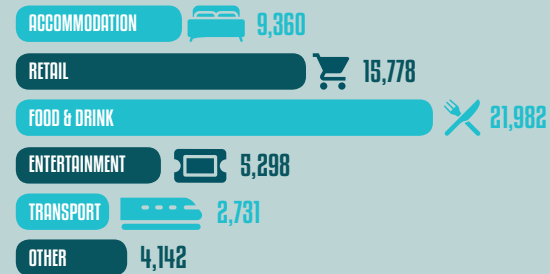


2013 → INCREASE OF 2 MILLION TOTAL TRIPS → 2015

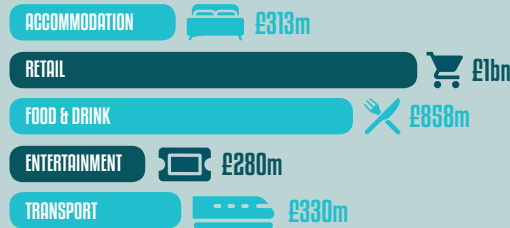


VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VALUE OF VISITOR ECONOMY

GROWN OVER
£1 BN

IN A DECADE



OCCUPANCY LEVELS FOR SERVICED ACCOMMODATION IN KENT 2012-2015

UP 12%

VISITOR BREAKDOWN



SOURCE: CAMBRIDGE ECONOMIC IMPACT RESEARCH PUBLISHED DECEMBER 2016 BUSINESS BAROMETER. WWW.VISITKENTBUSINESS.CO.UK