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# The Economic Impact of Tourism on Kent in 2003

## County and District Results

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TOURISM  
SOUTH EAST





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## KEY HEADLINE FIGURES

Just over 44 million tourists visited Kent in 2003.

Approximately £1.8 billion was spent by tourists on their trip.

Trip expenditure supported 49,555 jobs in Kent.

**2003**

### NUMBER OF TOURISM TRIPS

Number of domestic staying trips	4,173,000
Number of overseas staying trips	777,000
Number of tourism day trips	39,162,473
Total number of trips	44,112,473

### NUMBER OF TOURISM NIGHTS

Number of domestic trip nights	12,034,000
Number of overseas trip nights	5,165,000
Total number of trip nights	17,199,000

### TOURISM TRIP EXPENDITURE

Domestic staying trip expenditure	£503,164,000
Overseas staying trip expenditure	£232,044,000
Tourism day trip expenditure	£1,077,788,000
Total trip expenditure	£1,814,058,000

### ECONOMIC IMPACT ON LOCAL ECONOMY

Total business turnover derived from trip expenditure (direct, indirect & induced)	£2,422,691,997
FTE jobs supported	36,565
Actual jobs supported	49,555



## 1. INTRODUCTION

### 1.1 Objectives of study

In order to plan and market effectively for tourism, readily available information on the volume and value of visitors to an area and their economic impact on the local economy is essential.

This report presents results from a study designed to examine the volume, value and resultant economic impact of tourism on the county of Kent. The study is the first comprehensive countywide study for Kent, which includes all 13 districts. Prior to this study, tourism economic impact estimates have been produced for individual districts in Kent. However, as different districts carried out studies over different years, a countywide overview has not been available until now.

The study was undertaken by Tourism South East on behalf of Kent Tourism Council and Districts and was supported by Interreg European funding. The study involved using a widely recognised, industry specific methodology, known as the Cambridge Model. To date, this approach has been widely applied across England and the South East region to produce an indicative outline of the scale of tourism activity on a local area basis.

### 1.2 The Cambridge Model

The Cambridge Model is essentially a computer-based spreadsheet model that produces estimates from existing national and local information (e.g. accommodation stocks, inbound trips) of the level of tourism activity within a given local area. The volume of visits are translated into economic terms by estimating the amount of spending by visitors based on their average spend per trip. In turn, the impact of that spending can be translated to estimate the effects in terms of business turnover and jobs.

The standard measures generated in this Model are: the total amount spent by visitors, the amount of income for local residents and businesses created by this spending, and the number of jobs supported by visitor spending. This report focuses on total revenue raised from visitor spending across Kent and the estimated number of full-time equivalent and actual jobs sustained by that spending.

As the Model utilises a standard methodology capable of application throughout the UK, it offers the potential for direct comparisons with similar destinations throughout the country.

The basic process of estimation used can be divided into three parts:

- Visitor trips and visitor spending at a regional/county level derived from national survey sources (county/district) ;
- Local supply data on accommodation, attractions and other factors specific to Kent;
- The use of multipliers derived from business surveys in England to estimate full time equivalent and actual jobs generated by visitor spending in the area.

The sophistication of the economic impact estimates will depend on the availability of detailed reliable local information to supplement national and regional data sources. Where such data is available from local surveys, then local variations can be explicitly included.

In its standard form, the Cambridge Model uses a range of local data including details of accommodation stock, local occupancy rates, population, employment, local wage rates and visits to attractions. It applies this locally sourced information to regional estimates of tourism volume and expenditure derived from the following national surveys:

- United Kingdom Tourism Survey 2003
- International Passenger Survey 2003
- Leisure Day Visits Survey 2002
- Census of Population 2001
- Labour Force Survey 2003
- Visits to Attractions Survey 2003
- New Earnings Survey 2003
- Census of Employment 2001

The following local data sources are gathered:

- Review of accommodation stock in each district - total bed spaces available for year (2003)
- Collection of average bed occupancy data (2003)
- Collection of number of visits to attractions data (2003)
- Where available, footfall data for retail parks/shopping malls (2003)
- Where available, local visitor expenditure data (2003).

At the time of undertaking this study the most recent year for which a set of comprehensive data was available to us was for the year 2003. For this reason, the economic impact estimates reported in this study relate to the year 2003.

### **1.3 Objectives of economic modelling**

In applying the Cambridge Model, the main objectives are to provide information on the economic impact of visitors and raise awareness of the profile and local importance of tourism in Kent.

The Model will be used to:

- Derive estimates of the volume of domestic and overseas staying visitors visiting the Kent during the year, by type of accommodation and purpose of visit;
- Derive estimates of the volume of day visitors visiting Kent during the year, by purpose of visit;
- Derive estimates of the value of tourism spending accruing to Kent, and the impact of this spending on different sectors of the local economy, in terms of jobs supported.

## 1.4 Context of study

An assessment on the size of the tourism market in Kent has been hindered in the past due to the absence of comprehensive and consistent data. To rectify this gap and enable the monitoring of future trends in the market, this is the first countywide study to include all 13 districts in Kent and which draws on a standard methodology capable of being repeated on an annual basis. In view of this, comparative analysis of the figures presented in this report for the year 2003 with earlier studies should be taken with some caution.

This cautionary note is further emphasised by a change in the way consumer information is collected for the United Kingdom Tourism Survey (UKTS), which is a key source of information used in the Cambridge Model. Up until the year 2000, the UKTS was carried out on a monthly basis using face to face interviews with a randomly selected number of households. In 2000 the methodology was changed to a telephone survey.

Since 2000 each UKTS revealed significantly increased expenditure per trip per person compared to pre-2000 figures. Analysts have been unable to confirm with a high degree of confidence whether the change in trip expenditure reflect a real change in consumer behaviour or is an outcome of the changed methodology.

However our own research undertaken in several destination across the region and supported by national data indicate a number of recent trends affecting the tourism market in the South East. These include:

- A decline in the number of staying trips with increased expenditure per trip indicating a shift towards a 'high value, low volume' tourism market.
- A growing day trip market, with many destinations in the region attracting more day trips than staying trips.
- A growing importance of the retail sector in attracting visitors to the area as leisure shopping becomes more of a lifestyle.

## 1.5 Use of data

### 1.5.1 *Staying trip estimates*

The UKTS provides information on the total number of trips to the Region and the relative proportions using different types of accommodation. By matching these figures to the supply of such accommodation recorded on the Regional Board's known stock information base, the regional average number of trips per bedspace or unit of accommodation can be derived. The UKTS also indicates the proportion of trips to the Region which are spent with friends and relatives so that the average number of such trips per resident in the Region can also be calculated.

The IPS provides information on the total number of overseas trips to the Region but does not provide a breakdown by type of accommodation used. However the BTA Overseas Visitor Survey does provide an analysis of main and other types of accommodation used by overseas visitors used outside London. Using this data, an average number of overseas trips by type of accommodation and per resident in the case of trips staying with friends and relatives can be calculated.

The average trip figures generated by different types of accommodation (e.g. hotels, B&B, holiday cottages, touring caravans and tents) and for trips staying with friends and relatives, can be used to generate an estimate of the number of trips to the local area. Assuming that the use of different types of accommodation is similar across the Region, applying the average trip figures to the estimated stock of accommodation in a particular local area and to the resident population provides an estimate of trips by type of accommodation in that area.

The UKTS and IPS surveys also provide a breakdown of the purpose of trips to the region, differentiating between holiday, business, visits to friends and relatives and other trips.

It is assumed that the volume of business tourism will broadly match economic activity in the area. Overall activity can be measured in terms of the Gross Domestic Product produced in the area, which again broadly relates to resident population. Therefore, the Model distributes business trips on the basis of resident population within counties within the region. Below county level, the location of overnight business stays is influenced by the supply of hotel accommodation (since a high proportion of business trips use such accommodation). Therefore, the Model distributes business trips to districts within any county according to the proportion of the county hotel accommodation in that district.

Trips to visit friends and relatives mainly stay in the homes of those friends and relatives or in commercial accommodation close to where they live. Therefore resident population has been used as a basis for distributing such trips. 'Other' trips are made for a wide variety of purposes including short education courses and health treatment. It is therefore difficult to identify a single driver to distribute such trips. However the number of such trips as a proportion of the total is relatively small, and is likely to reflect at least in part the population distribution within the region. Therefore, 'other' trips have also been distributed according to the size of the resident population. Holiday trips will make up the remaining trips to the locality after business, visits to friends and relatives and other trips have been accounted for.

The UKTS also provides information on the number of nights by purpose at regional level allowing a similar calculation to be made in respect of the local number of nights.

The IPS provides an average number of nights by trip purpose at national level but not at the regional level. Therefore the Model uses the national average number of nights per trip in generating an estimate of overseas visitor nights in the local area.

Where local data is not available, average expenditure per trip figures are drawn from the main national tourism surveys. By applying the average spend figure per trip to the number of such trips estimated to take place locally, an estimate of total tourism spending in the local

area can be made.

### **1.5.2 Tourism day trip estimates**

Information on day trips from home at the regional level is available from the 2002 Day Visits Survey. The survey includes all leisure related trips from home, but a large proportion are local trips made by people resident in the locality. The Model seeks to estimate all such trips for each area, but also uses information from the survey to estimate the number of longer day trips, defined as those lasting at least 3 hours and are not taken on a regular basis.

The Day Visits Survey distinguishes between day visits to a town or city; to the seaside and coast, and to the countryside. Different drivers are used to distribute these trips within the region. However, a proportion of the trips will be to attractions within the region. The latter are therefore distributed on the basis of the attractions survey information collected locally.

The remaining trips are then distributed as follows:

Trips to towns and cities are dominated by leisure trips undertaken for sport and entertainment, shopping and similar activities. The Model therefore uses the relative importance of employment in retailing and entertainment services as a measure of the likely attractiveness of individual areas within the region and therefore the likely distribution of such trips.

Trips to the seaside and coast can be divided equally between outdoor activities related to the coastline, e.g. walking, countryside hobbies and sports and activities related to the seaside resorts, e.g. shopping, sea bathing and the beach. Half the trips are therefore distributed on the basis of the overall length of coastline within the locality, and half on the basis of the proportion of employment in retail and entertainment in coastal districts within the region.

Countryside trips include a high proportion of very local trips, which include a round trip travel of 5 miles or less. It is assumed that these trips take place within the local district. The remaining countryside trips will be influenced by the amount and quality of countryside within the area. The Model therefore includes an index built up from the total area of countryside within the area, with additional weighting given to countryside designated as National Park and/or Area of Outstanding Natural Beauty.

The 2002 Day Visit Survey also collected information on the expenditure characteristics of different types of trip, allowing an average spend per type of trip to be calculated. The Model therefore includes both an estimate of the volume of day trips by type and an estimate of the expenditure associated with those trips.

### **1.5.3 Business turnover estimates**

Spending by visitors' results in additional business turnover in tourism related businesses such as hotels, caravan sites, shops, restaurants, attractions and transport operators. Part of the turnover is absorbed by labour costs generating jobs in those establishments. A further

part of the turnover is used to purchase supplies and services from local supply and producer businesses. The additional turnover in those supply businesses in turn supports additional employment indirectly supported by the original tourism expenditure. Finally, spending by people employed directly or indirectly by tourism spending will in turn give rise to additional turnover in local businesses and thus income multiplier jobs within the local area.

The Cambridge Model uses information from a range of local business studies in various locations in England, to break down expenditure in different types of business into the proportions absorbed by wage costs and by the purchase of local goods and services. Using data from the New Earnings Survey, it is possible to estimate the Full Time Equivalent employment arising from the proportion of turnover absorbed by wage costs. It is also possible to generate estimates of indirect and induced jobs using survey evidence from business studies.

It should be noted that the analysis of economic impact does not include any effects arising from capital investment in improving or adding to the District's tourism related businesses, or from the purchase of capital equipment such as caravans or boats by site operators or tourists.

In considering the impact of tourism spending on business turnover, some adjustments are necessary to take account of the distribution of that spending to different business sectors. Thus some visitor spending on food and drink will occur in hotels that serve food to non-residents and in attractions who provide in-house catering facilities. Similarly some spending on gifts and other retail goods will take place in attractions. More crucially, a significant part of spending on transport will take place at the origin of the trip rather than at the destination, and therefore will not impact on the local economy.

In addition to the turnover arising in tourism related businesses, there will also be additional business turnover generated in local supply and producer businesses benefiting from purchases made locally by tourism related businesses. The businesses benefiting from this expenditure will range from local producers of food and other goods, warehouse and distributor establishments, accountants and window cleaners.

Furthermore, additional turnover will arise in local businesses as a result of spending of wages by employees whose jobs are supported directly or indirectly by tourism spending.

#### **1.5.4 Jobs supported estimates**

Direct employment arises from the effect of tourism spending in tourism related businesses

Indirect jobs will arise from the purchase of supplies and services, although only a proportion of these jobs will arise in the local area. The great bulk of these jobs will be in the service industries.

Expenditure by employees whose jobs are directly or indirectly supported by tourism expenditure will, in turn, also generate additional turnover and jobs in the area.

## 1.6 Cambridge Model Version II

Since the inception of the original Cambridge Model approach, a number of changes have occurred to the model's methodology and the context of operation. Most importantly, autumn 2002 saw the launch of Cambridge Model Version II. This revised approach was developed from work undertaken for the South West Regional Development Agency and includes a number of enhancements. These include:

- Greater use of local data within the standardised model e.g. occupancy data, information on local wage rates
- Enhanced outputs, notably visitor nights by accommodation type, spend by accommodation type, impact of '*additional trip related expenditure*'. The latter refers to expenditure associated with ongoing expenditure on accommodation in the case of visitors staying at second homes or private boats, or additional spending by non visitors e.g. friends and relatives with whom the visitor is staying.

## 2. SUMMARY OF RESULTS

### 2.1 Total volume of staying trips

#### 2.1.1 Kent overview

Based on the available local and national data sources, it is estimated that nearly 5 million staying trips are made to Kent. The available data (e.g. UKTS and local occupancy rates) together with anecdotal evidence drawn from tourism professionals and businesses suggest that over the past few years, domestic holiday trips and other forms of staying trips to Kent have been declining. For the region as a whole staying trips declined by 7% over the past five years (1998-2003) and this is indicative of recent national trends towards a contraction of the domestic market.

Of the 5 million trips, it is estimated that domestic staying visitors, accounting for 84% of total staying trips make 4,173,000 trips. Overseas visitors, accounting for 16% of total staying trips make a further 777,000 trips. The overall proportions of domestic and overseas staying trips are comparable to the regional figures.

#### 2.1.2 District overview

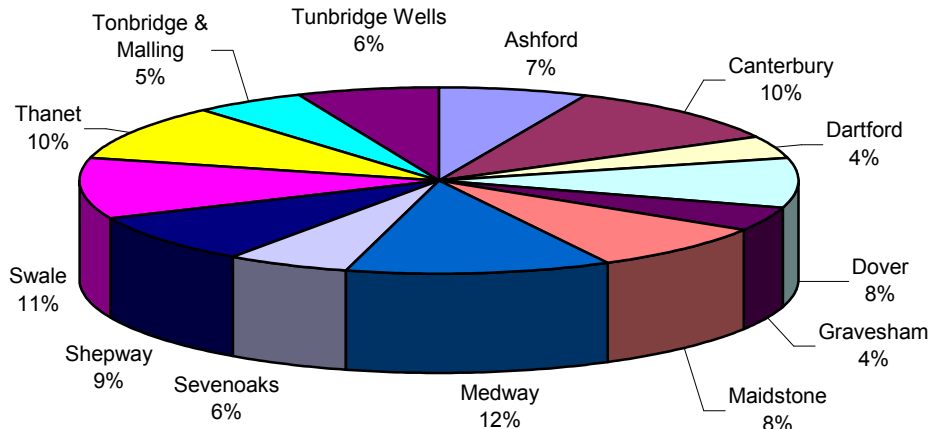
Results at district level reveal that the spread between domestic and overseas domestic trips differs between districts.

The overseas market makes up nearly a quarter of all staying trips in Canterbury, whereas Swale is more heavily dependent on the domestic market.

	<b>Number of domestic staying trips</b>	<b>% of total staying trips</b>	<b>Number of overseas staying trips</b>	<b>% of total staying trips</b>
Ashford	279,000	78%	78,000	22%
Canterbury	440,000	76%	140,000	24%
Dartford	173,000	88%	24,000	12%
Dover	352,000	83%	71,000	17%
Gravesham	179,000	87%	27,000	13%
Maidstone	352,000	85%	59,000	15%
Medway	496,000	87%	77,000	13%
Sevenoaks	234,000	84%	47,000	14%
Shepway	361,000	88%	47,000	12%
Swale	443,000	91%	36,000	9%
Thanet	411,000	83%	86,000	17%
Tonbridge & Malling	215,000	86%	37,000	16%
Tunbridge Wells	264,000	86%	48,000	14%
Kent	4,173,000	84%	777,000	16%

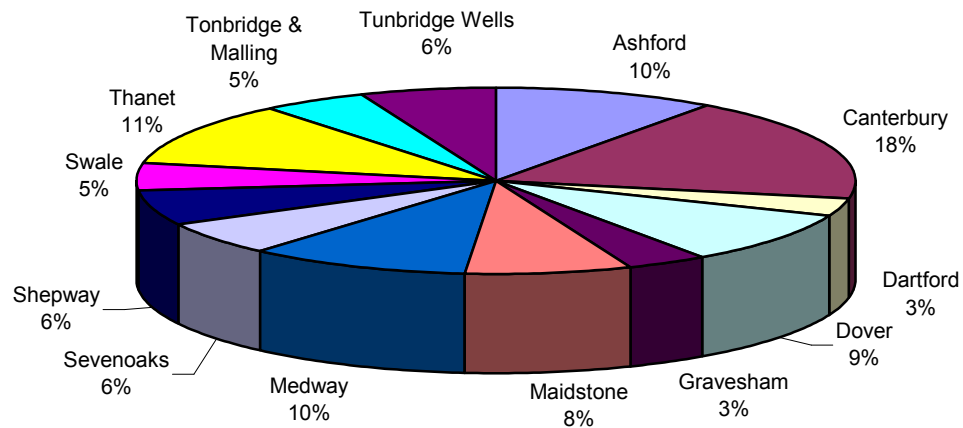
Across the county, Canterbury, Medway<sup>1</sup> and Swale attract the greatest proportion of domestic staying trips, approximately 11% each of the total volume.

**Figure 1: Distribution of domestic staying trips across Kent**



Canterbury is the main destination for overseas staying trips, attracting 18% of the overall share.

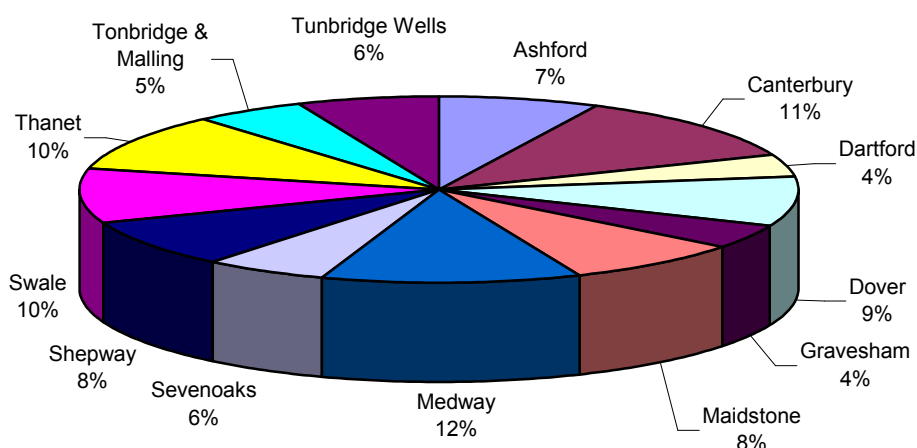
**Figure 2: Distribution of overseas staying trips across Kent**



<sup>1</sup> Medway is a Unitary Authority and so needs to be compared with the other districts with caution.

With regard to the total volume of staying trips, Medway (12% of share of total trips), followed closely by Canterbury (11% of share of total trips) receive the largest share of trips. Overall, fewer staying trips are made to Dartford and Gravesham (4% respectively of share of total trips).

**Figure 3: Distribution of all staying trips across Kent**



## 2.2 Total volume of bednights

### 2.2.1 Kent overview

Staying visitors spend around 17,000,000 nights in Kent.

Domestic visitors with an average trip length of 3 nights spend around 12,000,000 bednights across the county. Overseas visitors with an average trip length of 6.6 nights spend around 5,000,000 bednights across the county. Given the longer length of stay, overseas trips take a larger share of bednights compared to actual trips (30% of bednights compared to 16% of trips).

### 2.2.2 District overview

The volume of domestic bednights vis-à-vis overseas bednights at district level reveal that in Canterbury the proportions are relatively balanced, with 54% of all bednights spent by domestic visitors and 46% of all bednights spent by overseas visitors.

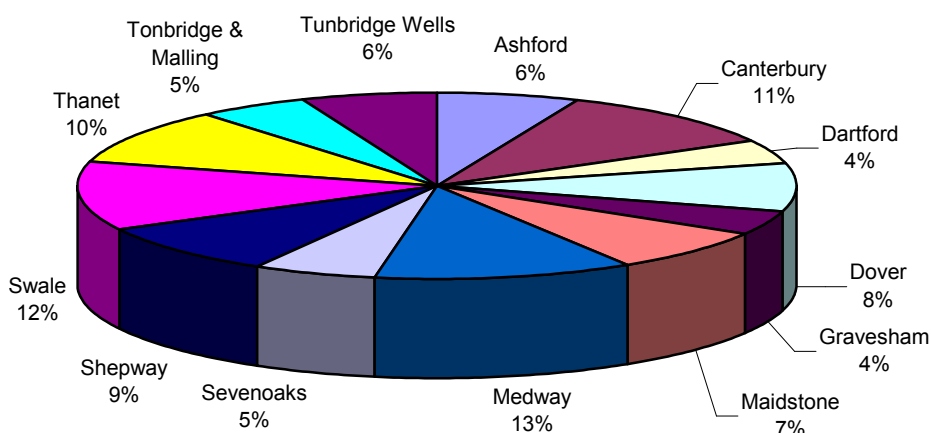
In Swale the vast majority of bednights are spent by domestic visitors (85%). In the remaining 11 districts the volume of domestic bednights vis-à-vis overseas bednights is relatively comparable between districts.

	No. of domestic bednights	% of total bednights	No. of overseas bednights	% of total bednights
Ashford	781,000	69%	351,000	31%
Canterbury	1,269,000	54%	1,087,000	46%
Dartford	482,000	72%	189,000	28%
Dover	1,002,000	72%	381,000	28%
Gravesham	503,000	74%	176,000	26%
Maidstone	899,000	72%	346,000	28%
Medway	1,422,000	73%	519,000	27%
Sevenoaks	647,000	70%	280,000	30%
Shepway	1,082,000	76%	342,000	24%
Swale	1,445,000	85%	255,000	15%
Thanet	1,163,000	62%	703,000	38%
Tonbridge & Malling	611,000	71%	249,000	29%
Tunbridge Wells	728,000	72%	286,000	28%
Kent	12,034,000	70%	5,164,000	30%

The largest number of domestic bednights is spent in Medway (13% of total domestic bednights), followed by Swale (12% of total domestic bednights) and Canterbury (11% of total domestic bednights).

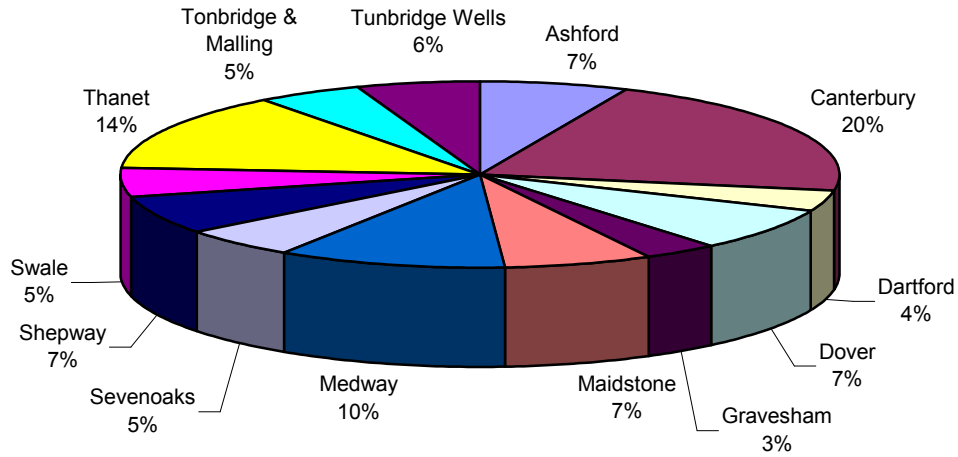
It should be noted that the relatively high volume of bednights in Swale is a reflection of the nature of the accommodation stock and holiday market found in Swale. Compared to the other districts in Kent, Swale attracts the largest number of domestic caravanning holidays. Caravanning holidays tend to involve more bednights than other types of staying trips.

**Figure 4: Distribution of domestic trip bednights across Kent**



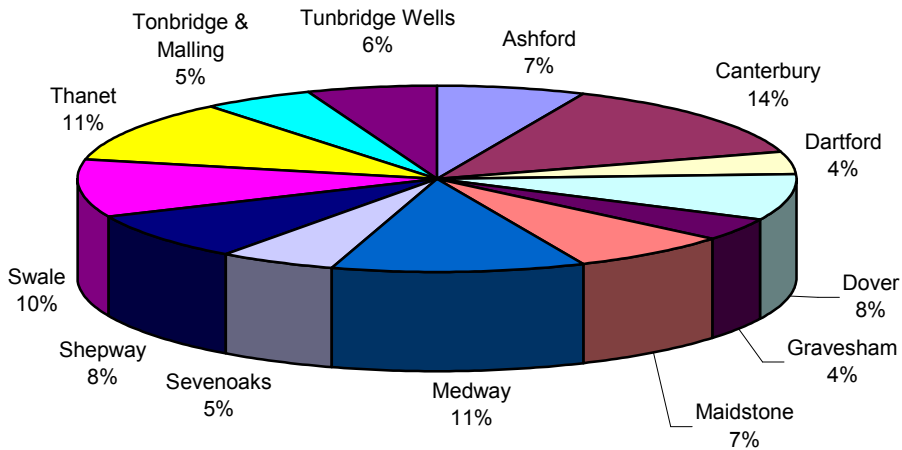
As the main destination of overseas staying trips, Canterbury receives the greatest share of overseas bednights (20% of total overseas bednights)

**Figure 5: Distribution of overseas trip bednights across Kent**



With regard to the total number of bednights across the county, Canterbury (14%) followed by Medway (11%) receive the largest share of bednights.

**Figure 6: Distribution of total bednights across Kent**



## 2.3 Total staying trip expenditure

### 2.3.1 Kent overview

It is estimated that somewhere in the region of £735.2 million is spent by staying visitors on their trip. Previous estimates calculated the overall expenditure at around £553.5 million<sup>2</sup>. Evidence from a number of sources indicates that trip expenditure per head has risen significantly in the South East region in recent years. Increased trip expenditure together with a reduction in the overall volume of staying trips, is suggestive of a movement towards a 'low volume, high value' tourism market in key destinations across the region.

Domestic staying trips account for 68% (£503,164,000) of trip expenditure in Kent. Although overseas trips generate 16% of all staying trips in Kent, it accounts for 32% (£232,044,000) of staying trip expenditure, reflecting the high value nature of the inbound tourism market.

On average, a domestic staying visitor spends £121 (or £42 per night) on their trip and an overseas staying visitor spends £299 (or £45 per night) on their trip. As an average, this figure includes visitors staying with friends and family, who do not incur accommodation expenditure, thus lowering the average spend.

### 2.3.2 District overview

In most districts, overseas visitor expenditure accounts for between a quarter to a third of all staying visitor expenditure.

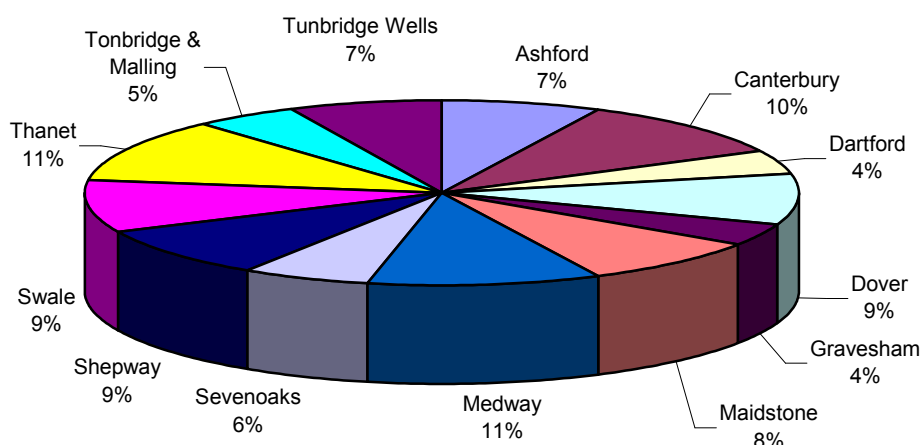
	<b>Expenditure by domestic visitors</b>	<b>% of total trip expenditure</b>	<b>Expenditure by overseas visitors</b>	<b>% of total trip expenditure</b>
Ashford	£ 36,142,000	64%	£ 20,207,000	36%
Canterbury	£ 51,380,000	51%	£ 49,797,000	49%
Dartford	£ 21,428,000	75%	£ 7,307,000	25%
Dover	£ 45,313,000	71%	£ 18,937,000	29%
Gravesham	£ 19,705,000	74%	£ 7,092,000	26%
Maidstone	£ 40,642,000	72%	£ 15,921,000	28%
Medway	£ 53,283,000	71%	£ 21,374,000	29%
Sevenoaks	£ 29,610,000	69%	£ 13,423,000	31%
Shepway	£ 45,153,000	76%	£ 14,637,000	24%
Swale	£ 46,409,000	82%	£ 10,155,000	18%
Thanet	£ 54,837,000	65%	£ 29,584,000	35%
Tonbridge & Malling	£ 24,261,000	70%	£ 10,153,000	30%
Tunbridge Wells	£ 35,001,000	72%	£ 13,457,000	28%
Kent	£ 503,164,000	68%	£ 232,044,000	32%

<sup>2</sup> In 1998 the Cambridge Model was applied to produce countywide estimates for Kent. However, the model was only able to provide a partial picture, as not all districts are included in the study.

The two exceptions are Canterbury and Swale. In Canterbury, nearly half of all staying trip expenditure is made by overseas visitors. In the heavily dominated domestic market in Swale, expenditure by overseas visitors accounts for only 18% of all staying trip expenditure.

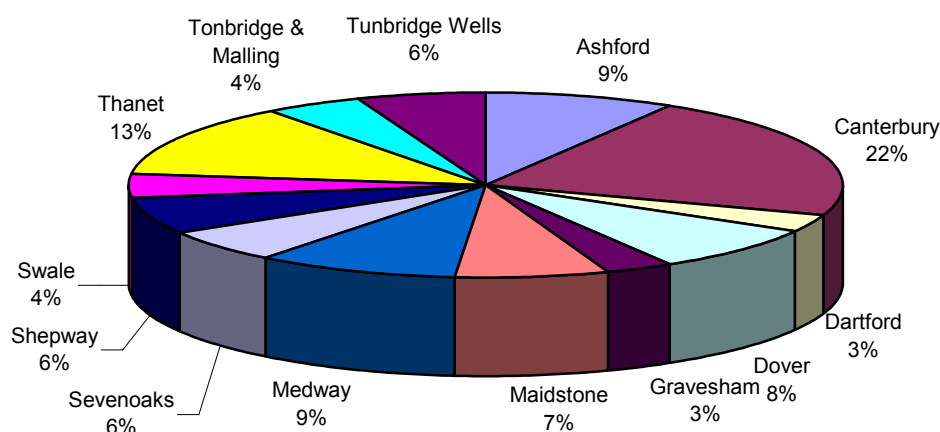
As a proportion of all trip expenditure, Thanet (11% of total domestic trip expenditure), Medway (11% of total domestic trip expenditure), and Canterbury (10% of total domestic trip expenditure) receive the greatest share of all domestic trip expenditure; see Figure 7.

**Figure 7: Distribution of domestic staying trips expenditure across Kent**



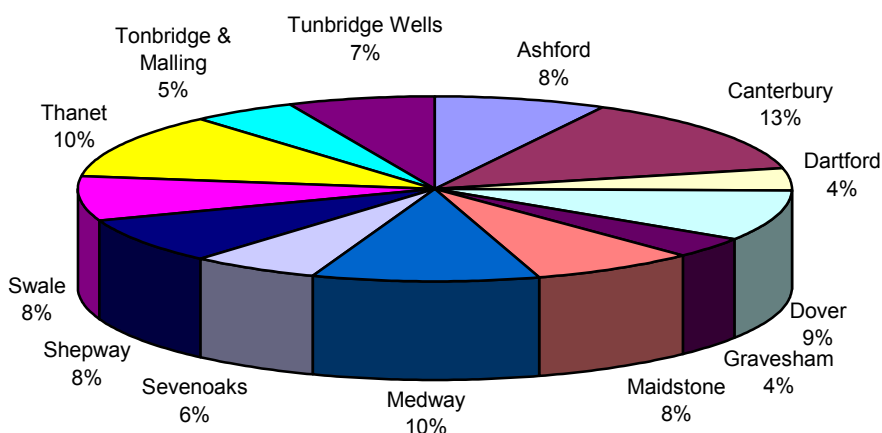
Around a fifth of all overseas staying trip expenditure across the county was gained by Canterbury (22% of total overseas staying trip expenditure). The district gaining the second largest share of overseas staying trip expenditure was Thanet (13% of total overseas staying trip expenditure, see Figure 8).

**Figure 8: Distribution of overseas staying trip expenditure across Kent**



With regard to total trip expenditure across the county, Canterbury gains the largest share at 13%, followed by Medway and Thanet (10% each of the share of total staying trip expenditure).

**Figure 9: Distribution of total staying trip expenditure across Kent**



## 2.4 Volume of staying trips by purpose (Tables 1-14)

### 2.4.1 Kent overview

Holiday and VFR motivated trips are the most dominant types of trips for domestic staying visitors (59% and 25%). Over a third of overseas trips are holiday related 36%. The next two main purpose of trips for overseas visitors to Kent are to see friends and family (28%) and for business purposes (25%).

### 2.4.2 District overview

Holidays are the main purpose of domestic trips in all districts, but the importance of the holiday market relative to size differs between districts. In Ashford, Canterbury, Dover, Shepway, Swale, Thanet and Tunbridge Wells, the vast majority of domestic staying visitors are on holiday. The domestic VFR market has a more significant presence in Dartford, Gravesham, Medway, Sevenoaks and Tonbridge & Malling.

The purpose of trip for overseas visitors differs between the districts to a greater extent than domestic trips. In Ashford, Maidstone, and Sevenoaks over 40% of overseas staying trips are for business purposes. In Canterbury, holidays are the dominant purpose of trip for overseas visitors (67%). Holidays are also significant purpose of trips for overseas visitors to Dover, Thanet and Tunbridge Wells. In the other districts, the friends and family market is more significant for overseas trips.

## 2.5 Volume of nights by purpose (Tables 15-28)

### 2.5.1 Kent overview

With regard to the total number of nights spent by visitors in Kent, 64% of all domestic bednights are taken up by visitors on holiday. A further fifth of all domestic bednights are taken up by visitors visiting friends and family. Around 13% of domestic bednights are taken up by visitors on business.

A significant proportion of overseas bednights are taken up by visitors travelling to Kent to see friends and family (35%). Around 28% of bednights are taken up by overseas visitors on holiday and 13% of overseas bednights are taken up by overseas visitors on business.

### 2.5.2 District overview

In Ashford, Canterbury, Dover, Shepway, Swale, Thanet and Tunbridge Wells, the vast majority (60% plus) of domestic bednights are taken up by visitors on holiday. In Dartford, Gravesham, Maidstone, Medway, Sevenoaks and Tonbridge & Malling, a quarter or more of all domestic bednights are taken up by visitors visiting friends and family.

Reflecting the pattern of overseas trip by purpose, the number of overseas nights by purpose at district level differs significantly across the 5 categories specified (holiday, business, VFR, study and 'other'). In Canterbury, Shepway, and Thanet, a significant volume of bednights are taken up by overseas visitors in Kent for educational purposes (on short language courses)<sup>3</sup>. In Ashford, overseas bednights are relatively evenly distributed between holiday, business and VFR purposes.

In Dartford, Gravesham, Maidstone, Medway, Swale and Tonbridge & Malling nearly 50% or more bednights are taken up by overseas visitors visiting friends and family.

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<sup>3</sup> Language students are included as tourists. Students on formal educational courses from GCSEs to post-graduate studies are not included.

## **2.6 Volume of staying trips by accommodation stayed at (Tables 29-42)**

### **2.6.1 Kent overview**

In Kent, around a third of domestic visitors (33%) and under half of overseas visitors (40%) stay in serviced accommodation during their trip.

The homes of friends and relatives is a popular choice of accommodation among visitors; around 43% of domestic staying trips and 35% of overseas staying trips involve staying in the homes of friends and family. The results reflect national trends which indicate that visitors often stay with friends or relatives though the primary purpose of their trip is for other reasons, such as holiday or business. Likewise many VFR motivated trips do not involve actually staying in the homes of the friends or relatives visited.

### **2.6.2 District overview**

Across the districts, the homes of friends and relatives is the dominant type of accommodation stayed at by domestic visitors in Dartford, Gravesham, Maidstone, Medway, Sevenoaks, and Tonbridge & Malling. Significant numbers of overseas trips to these districts also involve staying in the homes of friends and relatives.

Serviced accommodation is more widely used by staying visitors in Ashford (46%), Dover (41%), Maidstone (40%) Sevenoaks (42%), Thanet (42%) and Tunbridge Wells (44%), whereas in Swale the non-serviced accommodation sector, namely static caravans is a far more significant accommodation type for visitors.

It should be noted that there will be a direct correlation between the number of staying trips involving the use of commercial accommodation (e.g. hotels, guest houses, self-catering establishments etc) and the amount of commercial accommodation stock available in each district.

## **2.7 Volume of bednights by accommodation stayed at (Tables 43-56)**

### **2.7.1 Kent overview**

For domestic staying visitors, just under half of all nights spent in Kent (48%) involve staying in the homes of friends and family.

Whereas 40% of overseas staying trips involve staying in a hotel, B&B or guesthouse, this sector only take approximately 19% of all overseas bednights, indicating a relatively short length of stay. Overseas visitors staying in the homes of friends and family have a relatively longer trip duration reflected in the 52% of all overseas nights, being taken up by those staying with friends and family.

### **2.7.2 District overview**

In Dartford (71%), Gravesham (73%), Maidstone (58%), Medway (66%), Sevenoaks (60%), Tonbridge & Malling (64%) and Tunbridge Wells (52%), the majority of bednights for all visitors (domestic and overseas together) are spent in the homes of friends and family.

## **2.8 Staying trip expenditure by purpose of trip (Tables 57-70)**

### **2.8.1 Kent overview**

Trips motivated by holiday purposes account for the largest share, around three-quarters of domestic staying trip expenditure in Kent (71%). This proportion of domestic staying visitor expenditure is relatively similar across the 13 districts in Kent.

For overseas trips, trip expenditure at county level is relatively evenly distributed between VFR (28%), holiday (26%) and business (24%) purposes. Language students account for a further 15% of trips.

### **2.8.2 District overview**

Across the districts the value of overseas trip expenditure differs more significantly between the main purpose of trip. Business related trips account for the largest proportion of overseas trip expenditure in Ashford (50%) and Sevenoaks (55%).

In Dartford (40%), Gravesham (52%), Medway (46%), Swale (52%) and Tonbridge & Malling (40%) VFR motivated trips account for the largest share of overseas staying trip expenditure.

In Canterbury 48% of overseas staying trip expenditure was spent by visitors on holiday.

## **2.9 Staying trip expenditure by accommodation stayed at (Tables 71-84)**

### **2.9.1 Kent overview**

Overall in Kent, visitors staying in serviced accommodation spend the most during their trip (49% of total trip expenditure). A further third (32%) of trip expenditure involve visitors staying in the homes of friends and family. Whilst the latter is generally perceived to generate a lower average expenditure per trip per person, its significant value is a reflection of the large volume of trips involving staying in the homes of friends and relatives.

### **2.9.2 District overview**

Results split by district indicate that in Ashford (62%), Dartford (51%), Dover (56%), Maidstone (55%), Sevenoaks (57%), Thanet (46%) and Tunbridge Wells (58%), visitors staying in serviced accommodation spend the most during their trip.

In Gravesham, just over half (51%) of total trip expenditure is by visitors staying in the homes of friends and family.

In Canterbury, overseas visitors staying in university and other group accommodation account for 40% of the total overseas trip expenditure.

In Medway, visitors staying in serviced accommodation (40%) and the homes of friends and family (47%) account for the largest proportion of total trip expenditure. A similar distribution of trip expenditure by accommodation also takes place in Tonbridge & Malling (44% serviced accommodation and 44% homes of friends and family).

In Swale staying trip expenditure is mainly split between visitors staying in serviced accommodation (37%), the homes of friends and family (31%) and in static caravans (21%).

In Shepway, just under half (49%) of all trip expenditure is spent by visitors staying in serviced accommodation.

## **2.10 Volume and value of tourism day trips (Tables 85-98)**

### **2.10.1 Kent overview**

The Model estimates that somewhere in the region of 39 million tourism day trips are made to destinations in Kent, representing 89% of all tourism trips to Kent. The high volume of tourism day trips to destinations in Kent is a reflection of its appeal as a day trip market and its proximity to London, attracting day excursions for holiday makers staying in London and neighbouring counties.

Total day trip expenditure is estimated to be somewhere in the region of £1 billion, of which around £656.8 million is associated with trips to urban locations, £315.2 million is associated with tourism day trips to rural locations and £106.7 million is associated with tourism day trips to coastal locations in Kent.

In recent years, there has been growing recognition that large retail parks also play a key role in attracting day visitors to the area. The role of Blue Water in Dartford and McArthur Glen in Ashford in attracting visitors is widely accepted. Drawing on figures provided directly by the retail parks, it is estimated that around 8 million visits to Blue Water and around 2 million visits to McArthur Glen are by visitors from outside the immediate area. The addition of the retail effect brings in a further 10 million day trips.

However, the retail effect has been excluded from day trip estimates for this study as the sources do not differentiate in sufficient detail how many visitors are residents of other districts in Kent, leading to potential over-counting. Furthermore, the addition of the retail effect can provide a misleading indicator of growth, as retail footfall was not used as a source in earlier volume and value estimates.

### 2.10.2 District overview

	<b>Volume of tourism day trips</b>	<b>Value of tourism day trips</b>
Ashford	3,499,400	£87,485,000
Canterbury	5,588,785	£156,357,000
Dartford	645,250	£14,932,000
Dover	3,401,000	£91,020,000
Gravesham	1,357,000	£37,332,000
Maidstone	2,982,000	£86,328,000
Medway	3,037,000	£105,006,000
Sevenoaks	3,334,000	£105,141,000
Shepway	3,157,000	£83,762,000
Swale	3,929,594	£81,455,000
Thanet	2,259,000	£69,356,000
Tonbridge & Malling	2,238,000	£54,142,000
Tunbridge Wells	3,734,444	£105,472,000
Kent	39,162,473	£1,077,788,000

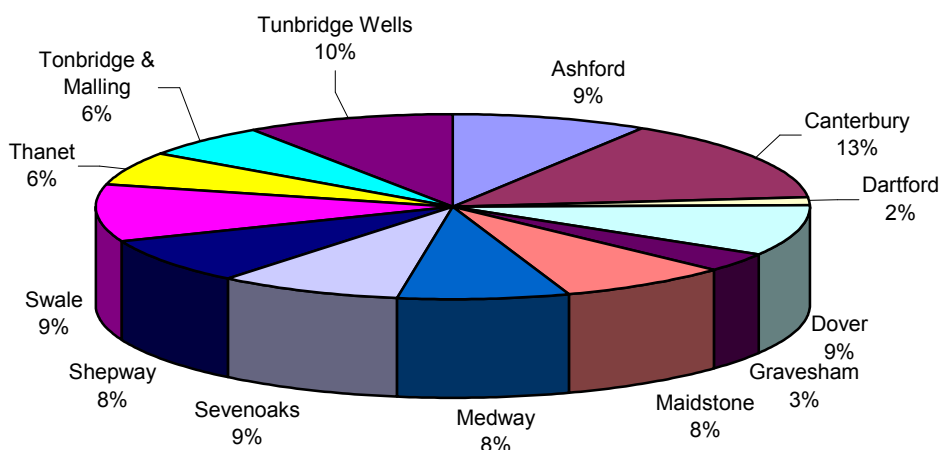
Most districts attract a significant number of tourism day visitors. When comparing the volume of tourism day trips to the volume of staying day trips, the former is markedly larger than the latter.

In contrast to its large volume, the value of tourism day trip market is significantly lower to that of the staying trip market. In Tunbridge Wells, Sevenoaks, Ashford and Canterbury, for example, over 90% of trips involve day visitors but over 60% of trip expenditure come from staying visitors.

	<b>% of tourism day trips</b>	<b>% of staying trips</b>	<b>% of tourism day trip expenditure</b>	<b>% of staying trip expenditure</b>
Ashford	91%	9%	39%	61%
Canterbury	91%	9%	39%	61%
Dartford	73%	23%	34%	66%
Dover	89%	11%	41%	59%
Gravesham	87%	13%	42%	58%
Maidstone	88%	12%	40%	60%
Medway	84%	16%	42%	58%
Sevenoaks	92%	8%	29%	71%
Shepway	89%	11%	42%	58%
Swale	89%	11%	41%	59%
Thanet	82%	18%	55%	45%
Tonbridge & Malling	90%	10%	39%	61%
Tunbridge Wells	92%	8%	31%	69%
Kent	89%	11%	41%	59%

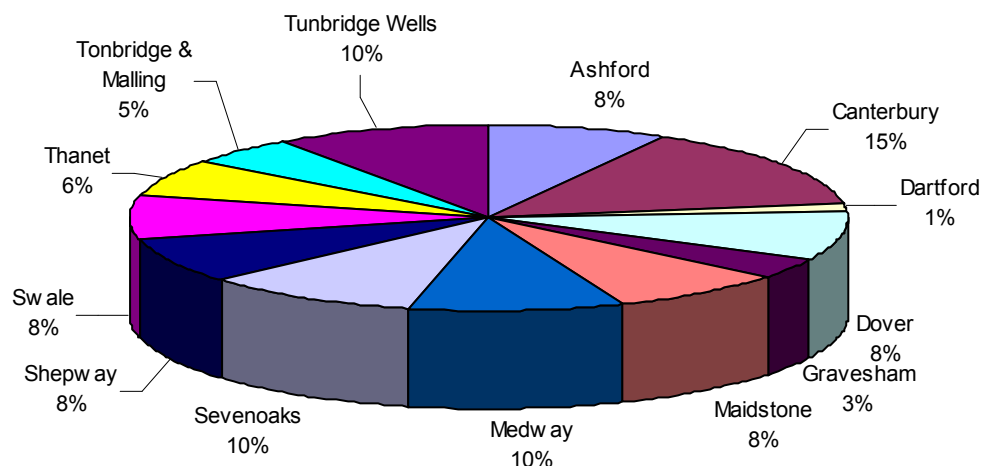
Canterbury receives the largest number of tourism day trips, accounting for 13% of all tourism day trips across the county and 15% of tourism day trip expenditure.

**Figure 11: Distribution of tourism day trips across Kent**



With the exclusion of visits to Blue Water, Dartford receives the lowest number of tourism day visitors and accounts for only 1% of all tourism day trip expenditure in Kent.

**Figure 12: Distribution of tourism day trip expenditure across Kent**



**2.11 Sector breakdown of total trip expenditure (Tables 99-112)**

Unsurprisingly, the largest volume of staying trip expenditure goes towards the cost of accommodation (32%) This is followed by food and drink (22%), shopping (19%), travel costs (16%) and costs on visitor attractions and other entertainment (11%).

For tourism day trips, the largest volume of expenditure goes towards the purchase of food and beverages (40%), followed by shopping (36%). 12% of trip expenditure goes towards travel costs and a further 12% goes towards visitor attractions and other entertainment.

This pattern of trip expenditure is relatively consistent across districts

## 2.12 Total business turnover generated by visitor expenditure (Tables 113-126)

The presence of tourism activity in Kent creates additional turnover for local businesses as a result of:

- Visitors spending money in local businesses (e.g. the local hotel) – DIRECT TURNOVER;
- The purchase of supplies and services locally by businesses in receipt of visitor spending (e.g. hotel purchasing catering provisions) - INDIRECT TURNOVER;
- Spending of wages in businesses by employees who jobs are directly and indirectly supported by tourist expenditure (e.g. staff employed at local hotel) – INDUCED TURNOVER;
- Additional expenditure on second homes and expenditure by friends and relatives who visitors are staying with or visiting – ADDITIONAL TRIP-RELATED EXPENDITURE.

The model provides an estimate for the magnitude of additional business turnover generated through the impact of visitor related expenditure in Kent. Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. Furthermore, it is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

### 2.12.1 Kent overview

Drawing together direct and indirect business turnover and the additional expenditure on second homes and by friends and relatives, the total value of visitor expenditure to the Kent economy is estimated to be in the region of £2.4 billion.

### 2.12.2 District overview

Drawing together direct and indirect business turnover and the additional expenditure on second homes and by friends and relatives, the district breakdowns are as follows:

	<b>Total business turnover</b>	<b>Distribution of turnover</b>
Ashford	£197,551,062	8%
Canterbury	£333,657,000	14%
Dartford	£56,720,435	2%
Dover	£186,594,000	8%
Gravesham	£93,090,000	4%
Maidstone	£197,291,000	8%
Medway	£253,518,000	10%
Sevenoaks	£194,733,000	8%
Shepway	£191,012,000	8%
Swale	£188,301,000	8%
Thanet	£195,984,000	8%
Tonbridge & Malling	£136,592,000	6%
Tunbridge Wells	£194,792,000	8%
Kent (rounded to nearest million)	£2,422,000,000	100%

The results for the distribution of business turnover arising from total tourism expenditure across Kent indicate that businesses in Canterbury gain the greatest share of tourism trip expenditure (14% of total share of turnover). The district with the next largest net contributor to business turnover in Kent is Medway (10% of total share of turnover).

## 2.13 Jobs supported by visitor expenditure (Tables 127-140)

### 2.13.1 Kent overview

It is estimated that around 36,565 FTE Jobs are supported by total visitor expenditure. With the addition of part-time and seasonal jobs, it is estimated that around 49,555 Actual Jobs are supported across the county.

### 2.13.2 District overview

The distribution of jobs supported by tourism expenditure across Kent indicates that 14% of Actual Jobs are supported in Canterbury, followed by 10% of Actual Jobs in Medway. Only 3% of Actual Jobs in Dartford and 4% of Actual Jobs in Gravesham are supported by tourism expenditure.

	FTE Jobs	Actual Jobs	% of Actual Jobs
Ashford	2,191	3,286	7%
Canterbury	5,139	7,025	14%
Dartford	990	1,319	3%
Dover	2,968	4,031	8%
Gravesham	1,347	1,813	4%
Maidstone	3,669	4,571	9%
Medway	3,845	5,175	10%
Sevenoaks	2,847	3,872	8%
Shepway	2,701	3,670	7%
Swale	2,780	3,760	8%
Thanet	3,282	4,481	9%
Tonbridge & Malling	2,094	2,837	6%
Tunbridge Wells	2,712	3,715	7%
Kent	36,565	49,555	100%

### 3. TABLES OF RESULTS

#### 3.1 Number of trips by purpose

**Table 1: Number of trips by purpose in Kent (overall)**

	UK	%	Overseas	%	Total	%
Holiday	2,446,000	59%	284,000	36%	2,730,000	55%
Business	595,000	14%	193,000	25%	788,000	16%
VFR Trips	1,044,000	25%	216,000	28%	1,260,000	25%
Other	89,000	2%	45,000	6%	134,000	3%
Study	0	0%	41000	5%	41000	1%
<b>Total</b>	<b>4,172,000</b>	<b>100%</b>	<b>777,000</b>	<b>100%</b>	<b>4,949,000</b>	<b>100%</b>

**Table 2: Number of trips by purpose in Ashford**

	UK	%	Overseas	%	Total	%
Holiday	159,000	57%	25,000	32%	184,000	52%
Business	47,000	17%	36,000	46%	83,000	23%
VFR Trips	68,000	24%	14,000	18%	82,000	23%
Other	6,000	2%	3,000	4%	9,000	3%
Study	0	0%	0	0%	0	0%
<b>Total</b>	<b>279,000</b>	<b>100%</b>	<b>78,000</b>	<b>100%</b>	<b>357,000</b>	<b>100%</b>

**Table 3: Number of trips by purpose in Canterbury**

	UK	%	Overseas	%	Total	%
Holiday	300,000	68%	89,000	67%	389,000	67%
Business	44,000	10%	20,000	14%	64,000	11%
VFR Trips	88,000	20%	19,000	14%	107,000	18%
Other	7,000	2%	4,000	3%	11,000	2%
Study	0	0%	8,000	6%	8,000	1%
<b>Total</b>	<b>440,000</b>	<b>100%</b>	<b>140,000</b>	<b>104%</b>	<b>580,000</b>	<b>100%</b>

**Table 4: Number of trips by purpose in Dartford**

	UK	%	Overseas	%	Total	%
Holiday	71,000	41%	3,000	10%	74,000	37%
Business	28,000	16%	6,000	26%	34,000	17%
VFR Trips	68,000	39%	12,000	54%	80,000	41%
Other	6,000	3%	3,000	10%	9,000	5%
Study	0	0%	0	0	0	0%
<b>Total</b>	<b>173,000</b>	<b>100%</b>	<b>24,000</b>	<b>100%</b>	<b>197,000</b>	<b>100%</b>

**Table 5: Number of trips by purpose in Dover**

	UK	%	Overseas	%	Total	%
Holiday	229,000	65%	33,000	46%	262,000	62%
Business	49,000	14%	19,000	27%	68,000	16%
VFR Trips	68,000	19%	14,000	20%	82,000	19%
Other	6,000	2%	3,000	4%	9,000	2%
Study	0	0%	2,000	3%	2,000	0%
Total	352,000	100%	71,000	100%	423,000	100%

**Table 6: Number of trips by purpose in Gravesham**

	UK	%	Overseas	%	Total	%
Holiday	91,000	51%	6,000	22%	97,000	47%
Business	20,000	11%	5,000	19%	25,000	12%
VFR Trips	63,000	35%	13,000	48%	76,000	37%
Other	5,000	3%	3,000	11%	8,000	4%
Study	0	0%	0	0%	0	0%
Total	179,000	100%	27,000	100%	206,000	100%

**Table 7: Number of trips by purpose in Maidstone**

	UK	%	Overseas	%	Total	%
Holiday	155,000	48%	10,000	17%	165,000	43%
Business	71,000	22%	25,000	42%	96,000	25%
VFR Trips	92,000	28%	19,000	32%	111,000	29%
Other	8,000	2%	4,000	7%	12,000	3%
Study	0	0%	1,000	2%	1,000	0%
Total	325,000	100%	59,000	100%	384,000	100%

**Table 8: Number of trips by purpose in Medway**

	UK	%	Overseas	%	Total	%
Holiday	250,000	50%	15,000	19%	265,000	46%
Business	70,000	14%	20,000	26%	90,000	16%
VFR Trips	162,000	33%	34,000	44%	196,000	34%
Other	14,000	3%	7,000	9%	21,000	4%
Study	0	0%	2,000	3%	2,000	0%
Total	496,000	100%	77,000	100%	573,000	100%

**Table 9: Number of trips by purpose in Sevenoaks**

	UK	%	Overseas	%	Total	%
Holiday	108,000	46%	8,000	17%	116,000	40%
Business	49,000	21%	20,000	43%	69,000	25%
VFR Trips	71,000	30%	15,000	32%	86,000	31%
Other	6,000	3%	2,000	4%	8,000	3%
Study	0	0%	2,000	4%	2,000	1%
Total	234,000	100%	47,000	100%	281,000	100%

**Table 10: Number of trips by purpose in Shepway**

	UK	%	Overseas	%	Total	%
Holiday	245,000	68%	21,000	45%	266,000	65%
Business	48,000	13%	6,000	13%	54,000	13%
VFR Trips	63,000	17%	13,000	28%	76,000	19%
Other	5,000	1%	3,000	6%	8,000	2%
Study	0	0%	4,000	9%	4,000	1%
<b>Total</b>	<b>361,000</b>	<b>100%</b>	<b>47,000</b>	<b>100%</b>	<b>408,000</b>	<b>100%</b>

**Table 11: Number of trips by purpose in Swale**

	UK	%	Overseas	%	Total	%
Holiday	295,000	67%	9,000	25%	304,000	63%
Business	61,000	14%	6,000	17%	67,000	14%
VFR Trips	80,000	18%	17,000	47%	97,000	20%
Other	7,000	2%	3,000	8%	10,000	2%
Study	0	0%	0	0%	0	0%
<b>Total</b>	<b>443,000</b>	<b>100%</b>	<b>36,000</b>	<b>97%</b>	<b>479,000</b>	<b>100%</b>

**Table 12: Number of trips by purpose in Thanet**

	UK	%	Overseas	%	Total	%
Holiday	283,000	69%	39,000	45%	322,000	65%
Business	38,000	9%	8,000	9%	46,000	9%
VFR Trips	83,000	20%	17,000	20%	100,000	20%
Other	7,000	2%	4,000	5%	11,000	2%
Study	0	0%	18,000	21%	18,000	4%
<b>Total</b>	<b>411,000</b>	<b>100%</b>	<b>86,000</b>	<b>100%</b>	<b>497,000</b>	<b>100%</b>

**Table 13: Number of trips by purpose in Tonbridge & Malling**

	UK	%	Overseas	%	Total	%
Holiday	102,000	47%	7,000	19%	109,000	43%
Business	37,000	17%	11,000	30%	48,000	19%
VFR Trips	70,000	33%	15,000	41%	85,000	34%
Other	6,000	3%	3,000	8%	9,000	4%
Study	0	0%	2,000	5%	2,000	1%
<b>Total</b>	<b>215,000</b>	<b>100%</b>	<b>37,000</b>	<b>103%</b>	<b>252,000</b>	<b>100%</b>

**Table 14: Number of trips by purpose in Tunbridge Wells**

	UK	%	Overseas	%	Total	%
Holiday	158,000	60%	19,000	40%	177,000	57%
Business	33,000	13%	11,000	23%	44,000	14%
VFR Trips	68,000	26%	14,000	29%	82,000	26%
Other	6,000	2%	3,000	6%	9,000	3%
Study	0	0%	2,000	4%	2,000	1%
<b>Total</b>	<b>264,000</b>	<b>100%</b>	<b>48,000</b>	<b>102%</b>	<b>312,000</b>	<b>100%</b>

### 3.2 Number of nights by purpose

**Table 15: Number of nights by purpose in Kent (Overall)**

	UK	%	Overseas	%	Total	%
Holiday	7,717,000	64%	1,424,000	28%	9,138,000	52%
Business	1,546,000	13%	651,000	13%	2,177,000	13%
VFR Trips	2,560,000	21%	1,840,000	35%	4,406,000	26%
Other	217,000	2%	373,000	7%	608,000	4%
Study	0	0%	876,000	17%	876,000	5%
<b>Total</b>	<b>12,034,000</b>	<b>100%</b>	<b>5,165,000</b>	<b>100%</b>	<b>17,199,000</b>	<b>100%</b>

**Table 16: Number of nights by purpose in Ashford**

	UK	%	Overseas	%	Total	%
Holiday	493,000	63%	112,000	32%	605,000	53%
Business	114,000	15%	107,000	30%	221,000	20%
VFR Trips	161,000	21%	111,000	32%	272,000	24%
Other	14,000	2%	21,000	6%	35,000	3%
Study	0	0%	0	0%	0	0%
<b>Total</b>	<b>781,000</b>	<b>100%</b>	<b>351,000</b>	<b>100%</b>	<b>1,132,000</b>	<b>100%</b>

**Table 17: Number of nights by purpose in Canterbury**

	UK	%	Overseas	%	Total	%
Holiday	934,000	74%	539,000	50%	1,473,000	63%
Business	107,000	8%	79,000	7%	186,000	8%
VFR Trips	210,000	17%	204,000	19%	414,000	18%
Other	18,000	1%	39,000	4%	57,000	2%
Study	0	0%	226,000	21%	226,000	10%
<b>Total</b>	<b>1,269,000</b>	<b>100%</b>	<b>1,087,000</b>	<b>100%</b>	<b>2,356,000</b>	<b>100%</b>

**Table 18: Number of nights by purpose in Dartford**

	UK	%	Overseas	%	Total	%
Holiday	159,000	33%	12,000	6%	168,000	25%
Business	134,000	28%	46,000	25%	160,000	24%
VFR Trips	174,000	36%	92,000	48%	272,000	41%
Other	15,000	3%	39,000	21%	72,000	11%
Study	0	0%	0	0%	0	0%
<b>Total</b>	<b>482,000</b>	<b>100%</b>	<b>189,000</b>	<b>100%</b>	<b>671,000</b>	<b>100%</b>

**Table 19: Number of nights by purpose in Dover**

	UK	%	Overseas	%	Total	%
Holiday	709,000	71%	150,000	39%	859,000	62%
Business	119,000	12%	59,000	15%	178,000	13%
VFR Trips	161,000	16%	117,000	31%	278,000	20%
Other	14,000	1%	22,000	6%	36,000	3%
Study	0	0%	32,000	8%	32,000	2%
<b>Total</b>	<b>1,002,000</b>	<b>100%</b>	<b>381,000</b>	<b>100%</b>	<b>1,383,000</b>	<b>100%</b>

**Table 20: Number of nights by purpose in Gravesham**

	UK	%	Overseas	%	Total	%
Holiday	288,000	57%	29,000	17%	317,000	47%
Business	49,000	10%	16,000	9%	65,000	10%
VFR Trips	153,000	30%	109,000	62%	262,000	39%
Other	13,000	3%	21,000	12%	34,000	5%
Study	0	0%	0	0%	0	0%
<b>Total</b>	<b>503,000</b>	<b>100%</b>	<b>176,000</b>	<b>100%</b>	<b>679,000</b>	<b>100%</b>

**Table 21: Number of nights by purpose in Maidstone**

	UK	%	Overseas	%	Total	%
Holiday	486,000	54%	49,000	14%	535,000	43%
Business	174,000	19%	76,000	22%	250,000	20%
VFR Trips	221,000	25%	159,000	46%	380,000	31%
Other	19,000	2%	30,000	9%	49,000	4%
Study	0	0%	32,000	9%	32,000	3%
<b>Total</b>	<b>899,000</b>	<b>100%</b>	<b>346,000</b>	<b>100%</b>	<b>1,245,000</b>	<b>100%</b>

**Table 22: Number of nights by purpose in Medway**

	UK	%	Overseas	%	Total	%
Holiday	808,000	57%	73,000	14%	881,000	45%
Business	178,000	13%	63,000	12%	241,000	12%
VFR Trips	403,000	28%	293,000	56%	696,000	36%
Other	34,000	2%	55,000	11%	89,000	5%
Study	0	0%	34,000	7%	34,000	2%
<b>Total</b>	<b>1,422,000</b>	<b>100%</b>	<b>519,000</b>	<b>100%</b>	<b>1,941,000</b>	<b>100%</b>

**Table 23: Number of nights by purpose in Sevenoaks**

	UK	%	Overseas	%	Total	%
Holiday	337,000	53%	29,000	10%	366,000	40%
Business	119,000	18%	75,000	27%	194,000	21%
VFR Trips	176,000	27%	116,000	41%	292,000	31%
Other	15,000	2%	25,000	9%	40,000	4%
Study	0	0%	35,000	13%	35,000	4%
<b>Total</b>	<b>647,000</b>	<b>100%</b>	<b>280,000</b>	<b>100%</b>	<b>927,000</b>	<b>100%</b>

**Table 24: Number of nights by purpose in Shepway**

	UK	%	Overseas	%	Total	%
Holiday	792,000	73%	96,000	28%	888,000	62%
Business	120,000	11%	20,000	6%	140,000	10%
VFR Trips	157,000	15%	110,000	32%	267,000	19%
Other	13,000	1%	21,000	6%	34,000	2%
Study	0	0%	96,000	28%	96,000	7%
<b>Total</b>	<b>1,082,000</b>	<b>100%</b>	<b>342,000</b>	<b>100%</b>	<b>1,424,000</b>	<b>100%</b>

**Table 25: Number of nights by purpose in Swale**

	UK	%	Overseas	%	Total	%
Holiday	1,041,000	72%	49,000	19%	1,090,000	64%
Business	169,000	12%	21,000	8%	190,000	11%
VFR Trips	217,000	15%	156,000	61%	373,000	22%
Other	18,000	1%	29,000	11%	47,000	3%
Study	0	0%	0	0%	0	0%
<b>Total</b>	<b>1,445,000</b>	<b>100%</b>	<b>255,000</b>	<b>100%</b>	<b>1,700,000</b>	<b>100%</b>

**Table 26: Number of nights by purpose in Thanet**

	UK	%	Overseas	%	Total	%
Holiday	861,000	74%	169,000	24%	1,030,000	55%
Business	91,000	8%	22,000	3%	113,000	6%
VFR Trips	195,000	17%	133,000	19%	328,000	18%
Other	16,000	1%	25,000	4%	41,000	2%
Study	0	0%	355,000	50%	355,000	19%
<b>Total</b>	<b>1,163,000</b>	<b>100%</b>	<b>704,000</b>	<b>100%</b>	<b>1,867,000</b>	<b>100%</b>

**Table 27: Number of nights by purpose in Tonbridge & Malling**

	UK	%	Overseas	%	Total	%
Holiday	329,000	54%	32,000	13%	361,000	42%
Business	94,000	15%	34,000	14%	128,000	15%
VFR Trips	174,000	28%	125,000	50%	299,000	35%
Other	15,000	2%	24,000	10%	39,000	5%
Study	0	0%	34,000	14%	34,000	4%
<b>Total</b>	<b>611,000</b>	<b>100%</b>	<b>249,000</b>	<b>100%</b>	<b>860,000</b>	<b>100%</b>

**Table 28: Number of nights by purpose in Tunbridge Wells**

	UK	%	Overseas	%	Total	%
Holiday	480,000	66%	85,000	30%	565,000	56%
Business	78,000	11%	33,000	12%	111,000	11%
VFR Trips	158,000	22%	115,000	40%	273,000	27%
Other	13,000	2%	22,000	8%	35,000	3%
Study	0	0%	32,000	11%	32,000	3%
<b>Total</b>	<b>728,000</b>	<b>100%</b>	<b>286,000</b>	<b>100%</b>	<b>1,014,000</b>	<b>100%</b>

### 3.3 Number of trips by accommodation

**Table 29: Number of trips by accommodation stayed at in Kent (overall)**

	UK	%	Overseas	%	Total	%
Serviced	1,459,000	33%	302,000	40%	1,722,000	35%
Self catering	102,000	2%	11,000	1%	110,000	2%
Touring caravans /tents	136,000	3%	29,000	4%	163,000	3%
Static/holiday centres	473,000	11%	1,000	0%	315,000	6%
Group/campus	72,000	2%	50,000	6%	120,000	2%
Second homes	34,000	1%	8,000	1%	40,000	1%
Boats/boat houses	14000	0%	6000	1%	13000	0%
Other <sup>4</sup>	205,000	5%	55,000	7%	260,000	5%
Private houses <sup>5</sup>	0	0%	38500	5%	41500	1%
Home of friends/relatives	1,906,000	43%	277,000	35%	2,162,000	45%
<b>Total</b>	<b>4,173,000</b>	<b>100%</b>	<b>777,500</b>	<b>100%</b>	<b>4,949,000</b>	<b>100%</b>

**Table 30: Number of trips by accommodation stayed at in Ashford**

	UK	%	Overseas	%	Total	%
Serviced	112,000	40%	54,000	69%	166,000	46%
Self catering	10,000	4%	1,000	1%	11,000	3%
Touring caravans /tents	10,000	4%	2,000	3%	12,000	3%
Static /holiday centres	4,000	1%	0	0%	4,000	1%
Group/campus	4,000	1%	1,000	1%	5,000	1%
Second homes	1,000	0%	0	0%	1,000	0%
Boats/boat houses	0	0%	0	0%	0	0%
Other	15,000	5%	4,000	5%	19,000	5%
Private houses	0	0%	0	0%	0	0%
Home of friends/relatives	123,000	44%	16,000	21%	139,000	39%
<b>Total</b>	<b>279,000</b>	<b>100%</b>	<b>78,000</b>	<b>100%</b>	<b>357,000</b>	<b>100%</b>

<sup>4</sup> Drawing on UKTS, a minority of trips involves staying in 'other' types of accommodation. This includes sleeper cab of lorry/truck, transit and other types of accommodation not otherwise specified. Transit includes those travelling through the night or sleeping in laybys, stations airports etc.

<sup>5</sup> Paying guests in private houses is only available for overseas tourists from the IPS and relates primarily to overseas study students

**Table 31: Number of trips by accommodation stayed at in Canterbury**

	UK	%	Overseas	%	Total	%
Serviced	126,000	29%	41,000	24%	167,000	29%
Self catering	21,000	5%	3,000	2%	24,000	4%
Touring caravans /tents	12,000	3%	3,000	2%	15,000	3%
Static/holiday centres	50,000	11%	0	0%	50,000	9%
Group/campus	48,000	11%	42,000	30%	90,000	16%
Second homes	3,000	1%	1,000	1%	4,000	1%
Boats/boat houses	0	0%	0	0%	0	0%
Other	19,000	4%	7,000	5%	26,000	4%
Private houses	0	0%	17,000	12%	17,000	3%
Home of friends/relatives	161,000	37%	26,000	19%	187,000	32%
<b>Total</b>	<b>440,000</b>	<b>100%</b>	<b>140,000</b>	<b>95%</b>	<b>580,000</b>	<b>100%</b>

**Table 32: Number of trips by accommodation stayed at in Dartford**

	UK	%	Overseas	%	Total	%
Serviced	67,000	39%	6,000	22%	73,000	27%
Self catering	0	0%	0	0%	0	0%
Touring caravans /tents	0	0%	0	0%	0	0%
Static /holiday centres	0	0%	0	0%	0	0%
Group/campus	0	0%	0	0%	0	0%
Second homes	0	0%	0	0%	0	0%
Boats/boat houses	0	0%	0	0%	0	0%
Other	0	0%	0	0%	0	0%
Private houses	0	0%	1,000	4%	1,000	1%
Home of friends/relatives	106,000	61%	17,000	74%	123,000	72%
<b>Total</b>	<b>173,000</b>	<b>100%</b>	<b>24,000</b>	<b>100%</b>	<b>197,000</b>	<b>100%</b>

**Table 33: Number of trips by accommodation stayed at in Dover**

	UK	%	Overseas	%	Total	%
Serviced	139,000	39%	33,000	49%	172,000	41%
Self catering	10,000	3%	1,000	1%	11,000	3%
Touring caravans /tents	45,000	13%	10,000	14%	55,000	13%
Static /holiday centres	7,000	2%	0	0%	7,000	2%
Group/campus	6,000	2%	2,000	3%	8,000	2%
Second homes	4,000	1%	1,000	1%	5,000	1%
Boats/boat houses	2,000	1%	0	0%	2,000	0%
Other	15,000	4%	4,000	6%	19,000	4%
Private houses	0	0%	500	1%	500	0%
Home of friends/relatives	124,000	35%	17,000	25%	141,000	33%
<b>Total</b>	<b>352,000</b>	<b>100%</b>	<b>71,000</b>	<b>100%</b>	<b>423,000</b>	<b>100%</b>

**Table 34: Number of trips by accommodation stayed at in Gravesham**

	UK	%	Overseas	%	Total	%
Serviced	49,000	27%	8,000	30%	57,000	28%
Self catering	0	0%	0	0%	0	0%
Touring caravans /tents	0	0%	0	0%	0	0%
Static /holiday centres	0	0%	0	0%	0	0%
Group/campus	0	0%	0	0%	0	0%
Second homes	0	0%	0	0%	0	0%
Boats/boat houses	0	0%	0	0%	0	0%
Other	14,000	8%	4,000	15%	18,000	9%
Private houses	0	0%	0	0%	0	0%
Home of friends/relatives	115,000	64%	15,000	56%	130,000	63%
<b>Total</b>	<b>179,000</b>	<b>100%</b>	<b>27,000</b>	<b>100%</b>	<b>206,000</b>	<b>100%</b>

**Table 35: Number of trips by accommodation stayed at in Maidstone**

	UK	%	Overseas	%	Total	%
Serviced	125,000	38%	27,000	46%	152,000	40%
Self catering	5,000	2%	1,000	2%	6,000	2%
Touring caravans /tents	5,000	2%	1,000	2%	6,000	2%
Static /holiday centres	0	0%	0	%	0	0%
Group/campus	1,000	0%	0	0%	1,000	0%
Second homes	1,000	0%	0	0%	1,000	0%
Boats/boat houses	1,000	0%	0	0%	1,000	0%
Other	20,000	6%	6,000	10%	26,000	7%
Private houses	0	0%	3,000	5%	3,000	1%
Home of friends/relatives	167,000	51%	22,000	36%	189,000	49%
<b>Total</b>	<b>325,000</b>	<b>100%</b>	<b>59,000</b>	<b>100%</b>	<b>384,000</b>	<b>100%</b>

**Table 36: Number of trips by accommodation stayed at in Medway**

	UK	%	Overseas	%	Total	%
Serviced	125,000	25%	21,000	27%	146,000	25%
Self catering	1,000	0%	0	0%	1,000	0%
Touring caravans /tents	5,000	1%	1,000	1%	6,000	1%
Static /holiday centres	20,000	4%	0	0%	20,000	3%
Group/campus	4,000	1%	1,000	1%	5,000	1%
Second homes	4,000	1%	1,000	1%	5,000	1%
Boats/boat houses	6,000	1%	0	0%	6,000	1%
Other	36,000	7%	10,000	13%	46,000	8%
Private houses	0	0%	3,000	4%	3,000	1%
Home of friends/relatives	296,000	60%	40,000	55%	336,000	59%
<b>Total</b>	<b>496,000</b>	<b>100%</b>	<b>77,000</b>	<b>103%</b>	<b>573,000</b>	<b>100%</b>

**Table 37: Number of trips by accommodation stayed at in Sevenoaks**

	UK	%	Overseas	%	Total	%
Serviced	94,000	40%	24,000	51%	118,000	42%
Self catering	3,000	1%	0	0%	3,000	1%
Touring caravans /tents	1,000	0%	0	0%	1,000	0%
Static /holiday centres	0	0%	0	0%	0	0%
Group/campus	2,000	1%	1,000	2%	3,000	1%
Second homes	1,000	0%	0	0%	1,000	0%
Boats/boat houses	0	0%	0	0%	0	0%
Other	3,000	1%	1,000	2%	4,000	1%
Private houses	0	0%	3,000	6%	3,000	1%
Home of friends/relatives	130,000	56%	17,000	36%	147,000	52%
<b>Total</b>	<b>234,000</b>	<b>100%</b>	<b>47,000</b>	<b>100%</b>	<b>281,000</b>	<b>100%</b>

**Table 38: Number of trips by accommodation stayed at in Shepway**

	UK	%	Overseas	%	Total	%
Serviced	133,000	37%	11,000	23%	144,000	35%
Self catering	12,000	3%	1,000	2%	13,000	3%
Touring caravans /tents	28,000	8%	6,000	13%	34,000	8%
Static /holiday centres	52,000	14%	0	0%	52,000	13%
Group/campus	0	0%	0	0%	0	0%
Second homes	6,000	2%	2,000	4%	8,000	2%
Boats/boat houses	0	0%	0	0%	0	0%
Other	14,000	4%	4,000	9%	18,000	4%
Private houses	0	0%	8,000	17%	8,000	2%
Home of friends/relatives	116,000	32%	15,000	32%	131,000	32%
<b>Total</b>	<b>361,000</b>	<b>100%</b>	<b>47,000</b>	<b>100%</b>	<b>408,000</b>	<b>100%</b>

**Table 39: Number of trips by accommodation stayed at in Swale**

	UK	%	Overseas	%	Total	%
Serviced	99,000	22%	6,000	25%	105,000	22%
Self catering	7,000	2%	1,000	2%	8,000	2%
Touring caravans /tents	8,000	2%	2,000	6%	10,000	2%
Static /holiday centres	159,000	36%	1,000	2%	160,000	33%
Group/campus	2,000	0%	1,000	2%	3,000	1%
Second homes	3,000	1%	1,000	2%	4,000	1%
Boats/boat houses	1,000	0%	0	0%	1,000	0%
Other	18,000	4%	5,000	13%	23,000	5%
Private houses	0	0%	0	0%	0	0%
Home of friends/relatives	146,000	33%	20,000	50%	166,000	35%
<b>Total</b>	<b>443,000</b>	<b>100%</b>	<b>36,000</b>	<b>102%</b>	<b>479,000</b>	<b>100%</b>

**Table 40: Number of trips by accommodation stayed at in Thanet**

	UK	%	Overseas	%	Total	%
Serviced	178,000	43%	37,000	44%	215,000	42%
Self catering	16,000	4%	2,000	2%	18,000	4%
Touring caravans /tents	13,000	3%	3,000	3%	16,000	3%
Static /holiday centres	22,000	5%	0	0%	22,000	4%
Group/campus	2,000	0%	2,000	2%	4,000	1%
Second homes	7,000	2%	2,000	2%	9,000	2%
Boats/boat houses	3,000	1%	0	0%	3,000	1%
Other	18,000	4%	5,000	6%	23,000	5%
Private houses	0	0%	0	0%	0	0%
Home of friends/relatives	152,000	37%	35,000	41%	187,000	38%
<b>Total</b>	<b>411,000</b>	<b>100%</b>	<b>86,000</b>	<b>100%</b>	<b>497,000</b>	<b>100%</b>

**Table 41 Number of trips by accommodation stayed at in Tonbridge & Malling**

	UK	%	Overseas	%	Total	%
Serviced	60,000	28%	11,000	30%	71,000	28%
Self catering	4,000	2%	0	0%	4,000	2%
Touring caravans /tents	6,000	3%	1,000	3%	7,000	3%
Static /holiday centres	0	0%	0	0%	0	0%
Group/campus	0	0%	0	0%	0	0%
Second homes	1,000	0%	0	0%	1,000	0%
Boats/boat houses	0	0%	0	0%	0	0%
Other	15,000	7%	4,000	11%	19,000	8%
Private houses	0	0%	3,000	8%	3,000	1%
Home of friends/relatives	128,000	60%	17,000	48%	145,000	58%
<b>Total</b>	<b>215,000</b>	<b>100%</b>	<b>37,000</b>	<b>100%</b>	<b>252,000</b>	<b>100%</b>

**Table 42 Number of trips by accommodation stayed at in Tunbridge**

	UK	%	Overseas	%	Total	%
Serviced	113,000	43%	23,000	48%	136,000	44%
Self catering	10,000	4%	1,000	2%	11,000	4%
Touring caravans /tents	1,000	0%	0	0%	1,000	0%
Static /holiday centres	0	0%	0	0%	0	0%
Group/campus	1,000	0%	0	0%	1,000	0%
Second homes	1,000	0%	0	0%	1,000	0%
Boats/boat houses	0	0%	0	0%	0	0%
Other	15,000	6%	4,000	8%	19,000	6%
Private houses	0	0%	3,000	6%	3,000	1%
Home of friends/relatives	124,000	47%	17,000	35%	141,000	45%
<b>Total</b>	<b>264,000</b>	<b>100%</b>	<b>48,000</b>	<b>100%</b>	<b>312,000</b>	<b>100%</b>

### 3.4 Number of nights by accommodation

**Table 43: Number of nights by accommodation stayed at in Kent (overall)**

	UK	%	Overseas	%	Total	%
Serviced	3,385,000	28%	975,500	19%	4,360,500	25%
Self catering	401,000	3%	201,000	4%	602,000	4%
Touring caravans /tents	478,000	4%	115,000	2%	593,000	3%
Static/holiday centres	1,279,000	11%	10,000	0%	1,290,000	8%
Group/campus	138,000	1%	514,000	10%	651,000	4%
Second homes	100,000	1%	121,000	2%	221,000	1%
Boats/boat houses	38,000	0%	0	0%	38,000	0%
Other	498,000	4%	103,000	2%	601,000	3%
Private houses	0	0%	490,000	9%	490,000	3%
Home of friends/relatives	5,717,000	48%	2,635,500	52%	8,352,500	49%
<b>Total</b>	<b>12,034,000</b>	<b>100%</b>	<b>5,164,000</b>	<b>100%</b>	<b>17,198,000</b>	<b>100%</b>

**Table 44: Number of nights by accommodation stayed at in Ashford**

	UK	%	Overseas	%	Total	%
Serviced	267,000	34%	148,000	42%	415,000	37%
Self catering	41,000	5%	18,000	5%	59,000	5%
Touring caravans /tents	35,000	4%	8,000	2%	43,000	4%
Static/holiday centres	16,000	2%	0	0%	16,000	1%
Group/campus	8,000	1%	11,000	3%	19,000	2%
Second homes	4,000	1%	5,000	1%	9,000	1%
Boats/boat houses	0	0%	0	0%	0	0%
Other	37,000	5%	7,000	2%	44,000	4%
Private houses	0	0%	0	0%	0	0%
Home of friends/relatives	374,000	48%	154,000	44%	528,000	47%
<b>Total</b>	<b>781,000</b>	<b>100%</b>	<b>351,000</b>	<b>100%</b>	<b>1,132,000</b>	<b>100%</b>

**Table 45: Number of nights by accommodation stayed at in Canterbury**

	UK	%	Overseas	%	Total	%
Serviced	301,000	24%	114,000	10%	415,000	18%
Self catering	84,000	7%	51,000	5%	135,000	6%
Touring caravans /tents	43,000	3%	12,000	1%	55,000	2%
Static/holiday centres	203,000	16%	0	0%	203,000	9%
Group/campus	95,000	7%	438,000	40%	533,000	23%
Second homes	10,000	1%	14,000	1%	24,000	1%
Boats/boat houses	0	0%	0	0%	0	0%
Other	48,000	4%	12,000	1%	60,000	3%
Private houses	0	0%	197,000	18%	197,000	8%
Home of friends/relatives	487,000	38%	248,000	23%	735,000	31%
<b>Total</b>	<b>1,269,000</b>	<b>100%</b>	<b>1,087,000</b>	<b>100%</b>	<b>2,356,000</b>	<b>100%</b>

**Table 46: Number of nights by accommodation stayed at in Dartford**

	UK	%	Overseas	%	Total	%
Serviced	160,000	33%	16,000	8%	176,000	26%
Self catering	0	0%	0	0%	0	0%
Touring caravans /tents	0	0%	0	0%	0	0%
Static/holiday centres	0	0%	0	0%	0	0%
Group/campus	0	0%	0	0%	0	0%
Second homes	1,000	0%	1,000	1%	2,000	0%
Boats/boat houses	0	0%	0	0%	0	0%
Other	0	0%	0	0%	0	0%
Private houses	0	0%	15,000	8%	15,000	2%
Home of friends/relatives	320,000	66%	157,000	83%	477,000	71%
<b>Total</b>	<b>482,000</b>	<b>100%</b>	<b>189,000</b>	<b>100%</b>	<b>671,000</b>	<b>100%</b>

**Table 47: Number of nights by accommodation stayed at in Dover**

	UK	%	Overseas	%	Total	%
Serviced	332,000	33%	91,000	24%	423,000	31%
Self catering	39,000	4%	19,000	5%	58,000	4%
Touring caravans /tents	161,000	16%	38,000	10%	199,000	14%
Static/holiday centres	27,000	3%	0	0%	27,000	2%
Group/campus	12,000	1%	23,000	6%	35,000	3%
Second homes	12,000	1%	15,000	4%	27,000	2%
Boats/boat houses	5,000	0%	0	0%	5,000	0%
Other	37,000	4%	8,000	2%	45,000	3%
Private houses	0	0%	31,000	8%	31,000	2%
Home of friends/relatives	376,000	38%	157,000	41%	533,000	39%
<b>Total</b>	<b>1,002,000</b>	<b>100%</b>	<b>381,000</b>	<b>100%</b>	<b>1,383,000</b>	<b>100%</b>

**Table 48: Number of nights by accommodation stayed at in Gravesham**

	UK	%	Overseas	%	Total	%
Serviced	118,000	23%	22,000	13%	140,000	21%
Self catering	1,000	0%	1,000	1%	2,000	0%
Touring caravans /tents	1,000	0%	0	0%	1,000	0%
Static/holiday centres	0	0%	0	0%	0	0%
Group/campus	0	0%	0	0%	0	0%
Second homes	1,000	0%	2,000	1%	3,000	0%
Boats/boat houses	0	0%	0	0%	0	0%
Other	34,000	7%	7,000	4%	41,000	6%
Private houses	0	0%	0	0%	0	0%
Home of friends/relatives	349,000	69%	145,000	82%	494,000	73%
<b>Total</b>	<b>503,000</b>	<b>100%</b>	<b>176,000</b>	<b>101%</b>	<b>679,000</b>	<b>100%</b>

**Table 49: Number of nights by accommodation stayed at in Maidstone**

	UK	%	Overseas	%	Total	%
Serviced	297,000	33%	74,000	21%	371,000	30%
Self catering	22,000	2%	10,000	3%	32,000	3%
Touring caravans /tents	16,000	2%	4,000	1%	20,000	2%
Static/holiday centres	0	0%	0	0%	0	0%
Group/campus	1,000	0%	3,000	1%	4,000	0%
Second homes	4,000	0%	5,000	1%	9,000	1%
Boats/boat houses	2,000	0%	0	0%	2,000	0%
Other	50,000	6%	10,000	3%	60,000	5%
Private houses	0	0%	31,000	9%	31,000	2%
Home of friends/relatives	506,000	56%	210,000	61%	716,000	58%
<b>Total</b>	<b>899,000</b>	<b>100%</b>	<b>346,000</b>	<b>100%</b>	<b>1,245,000</b>	<b>100%</b>

**Table 50: Number of nights by accommodation stayed at in Medway**

	UK	%	Overseas	%	Total	%
Serviced	297,000	21%	58,000	11%	355,000	18%
Self catering	4,000	0%	2,000	0%	6,000	0%
Touring caravans /tents	18,000	1%	4,000	1%	22,000	1%
Static/holiday centres	81,000	6%	1,000	0%	82,000	4%
Group/campus	7,000	0%	15,000	3%	22,000	1%
Second homes	12,000	1%	14,000	3%	26,000	1%
Boats/boat houses	17,000	1%	0	0%	17,000	1%
Other	88,000	6%	18,000	3%	106,000	5%
Private houses	0	0%	31,000	6%	31,000	2%
Home of friends/relatives	898,000	63%	375,000	72%	1,273,000	66%
<b>Total</b>	<b>1,422,000</b>	<b>100%</b>	<b>519,000</b>	<b>100%</b>	<b>1,941,000</b>	<b>100%</b>

**Table 51: Number of nights by accommodation stayed at in Sevenoaks**

	UK	%	Overseas	%	Total	%
Serviced	224,000	35%	67,000	24%	291,000	31%
Self catering	12,000	2%	6,000	2%	18,000	2%
Touring caravans /tents	4,000	1%	1,000	0%	5,000	1%
Static/holiday centres	0	0%	0	0%	0	0%
Group/campus	3,000	0%	6,000	2%	9,000	1%
Second homes	3,000	0%	4,000	1%	7,000	1%
Boats/boat houses	0	0%	0	0%	0	0%
Other	7,000	1%	1,000	0%	8,000	1%
Private houses	0	0%	31,000	11%	31,000	3%
Home of friends/relatives	393,000	61%	164,000	59%	557,000	60%
<b>Total</b>	<b>647,000</b>	<b>100%</b>	<b>280,000</b>	<b>100%</b>	<b>927,000</b>	<b>100%</b>

**Table 52: Number of nights by accommodation stayed at in Shepway**

	UK	%	Overseas	%	Total	%
Serviced	318,000	29%	30,000	9%	348,000	24%
Self catering	48,000	4%	22,000	6%	70,000	5%
Touring caravans /tents	101,000	9%	24,000	7%	125,000	9%
Static/holiday centres	213,000	20%	1,000	0%	214,000	15%
Group/campus	1,000	0%	1,000	0%	2,000	0%
Second homes	17,000	2%	20,000	6%	37,000	3%
Boats/boat houses	0	0%	0	0%	0	0%
Other	34,000	3%	7,000	2%	41,000	3%
Private houses	0	0%	92,000	27%	92,000	6%
Home of friends/relatives	350,000	32%	145,000	42%	495,000	35%
<b>Total</b>	<b>1,082,000</b>	<b>100%</b>	<b>342,000</b>	<b>100%</b>	<b>1,424,000</b>	<b>100%</b>

**Table 53: Number of nights by accommodation stayed at in Swale**

	UK	%	Overseas	%	Total	%
Serviced	235,000	16%	16,000	6%	251,000	15%
Self catering	28,000	2%	14,000	5%	42,000	2%
Touring caravans /tents	30,000	2%	7,000	3%	37,000	2%
Static/holiday centres	649,000	45%	5,000	2%	654,000	38%
Group/campus	4,000	0%	10,000	4%	14,000	1%
Second homes	9,000	1%	10,000	4%	19,000	1%
Boats/boat houses	4,000	0%	0	0%	4,000	0%
Other	43,000	3%	9,000	4%	52,000	3%
Private houses	0	0%	0	0%	0	0%
Home of friends/relatives	442,000	31%	185,000	73%	627,000	37%
<b>Total</b>	<b>1,445,000</b>	<b>100%</b>	<b>255,000</b>	<b>100%</b>	<b>1,700,000</b>	<b>100%</b>

**Table 54: Number of nights by accommodation stayed at in Thanet**

	UK	%	Overseas	%	Total	%
Serviced	424,000	36%	246,500	35%	670,500	36%
Self catering	64,000	6%	30,000	4%	94,000	5%
Touring caravans /tents	45,000	4%	11,000	2%	56,000	3%
Static/holiday centres	89,000	8%	0	0%	89,000	5%
Group/campus	4,000	0%	6,000	1%	10,000	1%
Second homes	21,000	2%	24,000	3%	45,000	2%
Boats/boat houses	10,000	1%	0	0%	10,000	1%
Other	45,000	4%	9,000	1%	54,000	3%
Private houses	0	0%	0	0%	0	0%
Home of friends/relatives	461,000	40%	376,500	54%	837,500	44%
<b>Total</b>	<b>1,163,000</b>	<b>100%</b>	<b>703,000</b>	<b>100%</b>	<b>1,866,000</b>	<b>100%</b>

**Table 55: Number of nights by accommodation stayed at in Tonbridge & Malling**

	UK	%	Overseas	%	Total	%
Serviced	143,000	23%	29,000	12%	172,000	20%
Self catering	18,000	3%	9,000	4%	27,000	3%
Touring caravans /tents	20,000	3%	5,000	2%	25,000	3%
Static/holiday centres	1,000	0%	0	0%	1,000	0%
Group/campus	1,000	0%	1,000	0%	2,000	0%
Second homes	3,000	0%	3,000	1%	6,000	1%
Boats/boat houses	0	0%	0	0%	0	0%
Other	38,000	6%	8,000	3%	46,000	5%
Private houses	0	0%	31,000	12%	31,000	4%
Home of friends/relatives	387,000	63%	162,000	65%	549,000	64%
<b>Total</b>	<b>611,000</b>	<b>100%</b>	<b>249,000</b>	<b>100%</b>	<b>860,000</b>	<b>100%</b>

**Table 56: Number of nights by accommodation stayed at in Tunbridge Wells**

	UK	%	Overseas	%	Total	%
Serviced	269,000	37%	64,000	22%	333,000	33%
Self catering	40,000	5%	19,000	7%	59,000	6%
Touring caravans /tents	4,000	1%	1,000	0%	5,000	0%
Static/holiday centres	0	0%	0	0%	0	0%
Group/campus	2,000	0%	3,000	1%	5,000	0%
Second homes	3,000	0%	4,000	1%	7,000	1%
Boats/boat houses	0	0%	0	0%	0	0%
Other	37,000	5%	7,000	2%	44,000	4%
Private houses	0	0%	31,000	11%	31,000	3%
Home of friends/relatives	374,000	51%	157,000	55%	531,000	52%
<b>Total</b>	<b>728,000</b>	<b>100%</b>	<b>286,000</b>	<b>100%</b>	<b>1,014,000</b>	<b>100%</b>

### 3.5 Spend by purpose

**Table 57: Spend by purpose in Kent (overall)**

	UK	%	Overseas	%	Total	%
Holiday	£359,451,000	71%	£ 60,362,000	26%	£419,813,000	57%
Business	£ 69,882,000	14%	£ 56,721,000	24%	£126,603,000	17%
VFR Trips	£ 59,979,000	12%	£ 64,969,000	28%	£124,948,000	17%
Other	£ 13,852,000	3%	£ 16,887,000	7%	£ 30,739,000	4%
Study	£ -	0%	£ 33,739,000	15%	£ 33,739,000	5%
<b>Total</b>	<b>£503,164,000</b>	<b>100%</b>	<b>£232,044,000</b>	<b>100%</b>	<b>£735,208,000</b>	<b>100%</b>

**Table 58: Spend by purpose in Ashford**

	UK	%	Overseas	%	Total	%
Holiday	£26,281,000	73%	£4,970,000	25%	£31,251,000	55%
Business	£3,956,000	11%	£10,038,000	50%	£13,994,000	25%
VFR Trips	£4,797,000	13%	£4,200,000	21%	£8,997,000	16%
Other	£1,108,000	3%	£998,000	5%	£2,106,000	4%
Study	£0	0%	£0	0%	£0	0%
<b>Total</b>	<b>£36,142,000</b>	<b>100%</b>	<b>£20,207,000</b>	<b>100%</b>	<b>£56,349,000</b>	<b>100%</b>

**Table 59: Spend by purpose in Canterbury**

	UK	%	Overseas	%	Total	%
Holiday	£36,111,000	70%	£23,850,000	48%	£59,961,000	59%
Business	£8,318,000	16%	£7,438,000	15%	£15,756,000	16%
VFR Trips	£5,647,000	11%	£7,735,000	16%	£13,382,000	13%
Other	£1,304,000	3%	£1,838,000	4%	£3,142,000	3%
Study	£0	0%	£8,936,000	18%	£8,936,000	9%
<b>Total</b>	<b>£51,380,000</b>	<b>100%</b>	<b>£49,797,000</b>	<b>100%</b>	<b>£101,177,000</b>	<b>100%</b>

**Table 60: Spend by purpose in Dartford**

	UK	%	Overseas	%	Total	%
Holiday	£15,474,000	72%	£299,000	4%	£15,773,000	55%
Business	£2,701,000	13%	£1,945,000	27%	£4,646,000	16%
VFR Trips	£2,642,000	12%	£2,921,000	40%	£5,563,000	19%
Other	£610,000	3%	£2,142,000	29%	£2,752,000	10%
Study	£0	0%	£0	0%	£0	0%
<b>Total</b>	<b>£21,428,000</b>	<b>100%</b>	<b>£7,307,000</b>	<b>100%</b>	<b>£28,735,000</b>	<b>100%</b>

**Table 61: Spend by purpose in Dover**

	UK	%	Overseas	%	Total	%
Holiday	£32,119,000	71%	£6,636,000	35%	£38,755,000	60%
Business	£6,794,000	15%	£5,528,000	29%	£12,322,000	19%
VFR Trips	£5,200,000	11%	£4,440,000	23%	£9,640,000	15%
Other	£1,201,000	3%	£1,055,000	6%	£2,256,000	4%
Study	£0	0%	£1,278,000	7%	£1,278,000	2%
Total	£45,313,000	100%	£18,937,000	100%	£64,250,000	100%

**Table 62: Spend by purpose in Gravesham**

	UK	%	Overseas	%	Total	%
Holiday	£14,201,000	72%	£1,157,000	16%	£15,358,000	57%
Business	£2,503,000	13%	£1,373,000	19%	£3,876,000	14%
VFR Trips	£2,438,000	12%	£3,687,000	52%	£6,125,000	23%
Other	£563,000	3%	£876,000	12%	£1,439,000	5%
Study	£0	0%	£0	0%	£0	0%
Total	£19,705,000	100%	£7,092,000	100%	£26,797,000	100%

**Table 63: Spend by purpose in Maidstone**

	UK	%	Overseas	%	Total	%
Holiday	£29,131,000	72%	£1,904,000	12%	£31,035,000	55%
Business	£5,188,000	13%	£6,312,000	40%	£11,500,000	20%
VFR Trips	£5,137,000	13%	£5,317,000	33%	£10,454,000	18%
Other	£1,186,000	3%	£1,264,000	8%	£2,450,000	4%
Study	£0	0%	£1,125,000	7%	£1,125,000	2%
Total	£40,642,000	100%	£15,921,000	100%	£56,563,000	100%

**Table 64: Spend by purpose in Medway**

	UK	%	Overseas	%	Total	%
Holiday	£37,812,000	71%	£2,846,000	13%	£40,658,000	54%
Business	£7,899,000	15%	£5,209,000	24%	£13,108,000	18%
VFR Trips	£6,151,000	12%	£9,803,000	46%	£15,954,000	21%
Other	£1,421,000	3%	£2,330,000	11%	£3,751,000	5%
Study	£0	0%	£1,186,000	6%	£1,186,000	2%
Total	£53,283,000	100%	£21,374,000	100%	£74,657,000	100%

**Table 65: Spend by purpose in Sevenoaks**

	UK	%	Overseas	%	Total	%
Holiday	£21,212,000	72%	£317,000	2%	£21,529,000	50%
Business	£4,180,000	14%	£7,417,000	55%	£11,597,000	25%
VFR Trips	£3,427,000	12%	£4,179,000	31%	£7,606,000	18%
Other	£791,000	3%	£993,000	7%	£1,784,000	4%
Study	£0	0%	£1,151,000	9%	£1,151,000	3%
Total	£29,610,000	100%	£13,423,000	100%	£43,033,000	100%

**Table 66: Spend by purpose in Shepway**

	UK	%	Overseas	%	Total	%
Holiday	£32,788,000	73%	£4,115,000	28%	£36,903,000	62%
Business	£5,322,000	12%	£1,817,000	12%	£7,139,000	12%
VFR Trips	£5,722,000	13%	£4,042,000	28%	£9,764,000	16%
Other	£1,322,000	3%	£961,000	7%	£2,283,000	4%
Study	£0	0%	£3,703,000	25%	£3,703,000	6%
<b>Total</b>	<b>£45,153,000</b>	<b>100%</b>	<b>£14,637,000</b>	<b>100%</b>	<b>£59,790,000</b>	<b>100%</b>

**Table 67: Spend by purpose in Swale**

	UK	%	Overseas	%	Total	%
Holiday	£32,887,000	71%	£1,915,000	19%	£34,802,000	62%
Business	£6,906,000	15%	£1,738,000	17%	£8,644,000	15%
VFR Trips	£5,374,000	12%	£5,253,000	52%	£10,627,000	19%
Other	£1,241,000	3%	£1,248,000	12%	£2,489,000	4%
Study	£0	0%	£0	0%	£0	0%
<b>Total</b>	<b>£46,409,000</b>	<b>100%</b>	<b>£10,155,000</b>	<b>100%</b>	<b>£56,564,000</b>	<b>100%</b>

**Table 68: Spend by purpose in Thanet**

	UK	%	Overseas	%	Total	%
Holiday	£39,506,000	72%	£7,398,000	25%	£46,904,000	56%
Business	£7,059,000	13%	£2,048,000	7%	£9,107,000	11%
VFR Trips	£6,721,000	12%	£4,992,000	17%	£11,713,000	14%
Other	£1,552,000	3%	£1,186,000	4%	£2,738,000	3%
Study	£0	0%	£13,960,000	47%	£13,960,000	17%
<b>Total</b>	<b>£54,837,000</b>	<b>100%</b>	<b>£29,584,000</b>	<b>100%</b>	<b>£84,421,000</b>	<b>100%</b>

**Table 69: Spend by purpose in Tonbridge & Malling**

	UK	%	Overseas	%	Total	%
Holiday	£17,185,000	71%	£1,232,000	12%	£18,417,000	54%
Business	£3,680,000	15%	£2,738,000	27%	£6,418,000	19%
VFR Trips	£2,758,000	11%	£4,071,000	40%	£6,829,000	20%
Other	£637,000	3%	£967,000	10%	£1,604,000	5%
Study	£0	0%	£1,144,000	11%	£1,144,000	3%
<b>Total</b>	<b>£24,261,000</b>	<b>100%</b>	<b>£10,153,000</b>	<b>100%</b>	<b>£34,414,000</b>	<b>100%</b>

**Table 70: Spend by purpose in Tunbridge Wells**

	UK	%	Overseas	%	Total	%
Holiday	£24,744,000	71%	£3,723,000	28%	£28,467,000	60%
Business	£5,376,000	15%	£3,120,000	23%	£8,496,000	14%
VFR Trips	£3,965,000	11%	£4,329,000	32%	£8,294,000	19%
Other	£916,000	3%	£1,029,000	8%	£1,945,000	4%
Study	£0	0%	£1,256,000	9%	£1,256,000	3%
<b>Total</b>	<b>£35,001,000</b>	<b>100%</b>	<b>£13,457,000</b>	<b>100%</b>	<b>£48,458,000</b>	<b>100%</b>

### 3.6 Spend by accommodation

**Table 71: Spend by accommodation in Kent (Overall)**

	UK	%	Overseas	%	Total	%
Serviced	£282,077,000	56%	£ 76,071,000	33%	£358,148,000	49%
Self catering	£ 18,470,000	4%	£ 8,572,000	4%	£ 27,042,000	4%
Touring caravans /tents	£ 11,392,000	2%	£ 3,583,000	2%	£ 14,975,000	2%
Static/holiday centres	£ 23,446,000	5%	£ 295,000	0%	£ 23,741,000	3%
Group/campus	£ 5,649,000	1%	£ 23,905,000	10%	£ 29,554,000	4%
Second homes	£ 1,373,000	1%	£ 11,437,000	5%	£ 12,810,000	2%
Boats/boat houses	£ 1,499,000	0%	£ -	0%	£ 1,499,000	0%
Other	£ 15,609,000	2%	£ 1,665,000	1%	£ 17,274,000	2%
Private houses	£ -	0%	£ 17,779,000	8%	£ 17,779,000	2%
Home of friends/relatives	£143,657,000	29%	£ 88,737,000	37%	£232,394,000	32%
<b>Total</b>	<b>£503,164,000</b>	<b>100%</b>	<b>£232,044,000</b>	<b>100%</b>	<b>£735,208,000</b>	<b>100%</b>

**Table 72: Spend by accommodation in Ashford**

	UK	%	Overseas	%	Total	%
Serviced	£22,220,000	61%	£12,941,000	64%	£35,161,000	62%
Self catering	£1,877,000	5%	£792,000	4%	£2,669,000	5%
Touring caravans /tents	£832,000	2%	£250,000	1%	£1,082,000	2%
Static/holiday centres	£302,000	1%	£5,000	0%	£307,000	1%
Group/campus	£311,000	1%	£486,000	2%	£797,000	1%
Second homes	£58,000	0%	£464,000	2%	£522,000	1%
Boats/boat houses	£0	0%	£0	0%	£0	0%
Other	£1,149,000	3%	£119,000	1%	£1,268,000	2%
Private houses	£0	0%	£0	0%	£0	0%
Home of friends/relatives	£9,393,000	26%	£5,150,000	25%	£14,543,000	26%
<b>Total</b>	<b>£36,142,000</b>	<b>100%</b>	<b>£20,207,000</b>	<b>100%</b>	<b>£56,349,000</b>	<b>100%</b>

**Table 73: Spend by accommodation in Canterbury**

	UK	%	Overseas	%	Total	%
Serviced	£25,075,000	49%	£9,981,000	20%	£35,056,000	35%
Self catering	£3,847,000	7%	£2,174,000	4%	£6,021,000	6%
Touring caravans /tents	£1,025,000	2%	£388,000	1%	£1,413,000	1%
Static/holiday centres	£3,714,000	7%	£0	0%	£3,714,000	4%
Group/campus	£3,861,000	8%	£20,292,000	41%	£24,153,000	24%
Second homes	£132,000	0%	£1,319,000	3%	£1,451,000	1%
Boats/boat houses	£0	0%	£0	0%	£0	0%
Other	£1,497,000	3%	£191,000	0%	£1,688,000	2%
Private houses	£0	0%	£7,145,000	14%	£7,145,000	7%
Home of friends/relatives	£12,230,000	24%	£8,306,000	17%	£20,536,000	20%
<b>Total</b>	<b>£51,380,000</b>	<b>100%</b>	<b>£49,797,000</b>	<b>100%</b>	<b>£101,177,000</b>	<b>100%</b>

**Table 74: Spend by accommodation in Dartford**

	UK	%	Overseas	%	Total	%
Serviced	£13,372,000	62%	£1,387,000	19%	£14,759,000	51%
Self catering	£0	0%	£0	0%	£0	0%
Touring caravans /tents	£0	0%	£0	0%	£0	0%
Static/holiday centres	£0	0%	£0	0%	£0	0%
Group/campus	£0	0%	£0	0%	£0	0%
Second homes	£13,000	0%	£105,000	1%	£118,000	0%
Boats/boat houses	£0	0%	£0	0%	£0	0%
Other	£0	0%	£0	0%	£0	0%
Private houses	£0	0%	£557,000	8%	£557,000	2%
Home of friends/relatives	£8,043,000	38%	£5,258,000	72%	£13,301,000	46%
<b>Total</b>	<b>£21,428,000</b>	<b>100%</b>	<b>£7,307,000</b>	<b>100%</b>	<b>£28,735,000</b>	<b>100%</b>

**Table 75: Spend by accommodation in Dover**

	UK	%	Overseas	%	Total	%
Serviced	£27,691,000	61%	£7,997,000	42%	£35,688,000	56%
Self catering	£1,799,000	4%	£797,000	4%	£2,596,000	4%
Touring caravans /tents	£3,843,000	8%	£1,190,000	6%	£5,033,000	8%
Static/holiday centres	£491,000	1%	£8,000	0%	£499,000	1%
Group/campus	£498,000	1%	£1,049,000	6%	£1,547,000	2%
Second homes	£169,000	0%	£1,387,000	7%	£1,556,000	2%
Boats/boat houses	£212,000	0%	£0	0%	£212,000	0%
Other	£1,157,000	3%	£121,000	1%	£1,278,000	2%
Private houses	£0	0%	£1,128,000	6%	£1,128,000	2%
Home of friends/relatives	£9,453,000	21%	£5,261,000	28%	£14,714,000	23%
<b>Total</b>	<b>£45,313,000</b>	<b>100%</b>	<b>£18,937,000</b>	<b>100%</b>	<b>£64,250,000</b>	<b>100%</b>

**Table 76: Spend by accommodation in Gravesham**

	UK	%	Overseas	%	Total	%
Serviced	£9,792,000	50%	£1,956,000	28%	£11,748,000	44%
Self catering	£50,000	0%	£22,000	0%	£72,000	0%
Touring caravans /tents	£14,000	0%	£4,000	0%	£18,000	0%
Static/holiday centres	£0	0%	£0	0%	£0	0%
Group/campus	£0	0%	£0	0%	£0	0%
Second homes	£19,000	0%	£157,000	2%	£176,000	1%
Boats/boat houses	£0	0%	£0	0%	£0	0%
Other	£1,072,000	5%	£111,000	2%	£1,183,000	4%
Private houses	£0	0%	£0	0%	£0	0%
Home of friends/relatives	£8,758,000	44%	£4,842,000	68%	£13,600,000	51%
<b>Total</b>	<b>£19,705,000</b>	<b>100%</b>	<b>£7,092,000</b>	<b>100%</b>	<b>£26,797,000</b>	<b>100%</b>

**Table 77: Spend by accommodation in Maidstone**

	UK	%	Overseas	%	Total	%
Serviced	£24,783,000	61%	£6,504,000	41%	£31,287,000	55%
Self catering	£1,003,000	2%	£433,000	3%	£1,436,000	3%
Touring caravans /tents	£389,000	1%	£118,000	1%	£507,000	1%
Static/holiday centres						
Group/campus	£57,000	0%	£119,000	1%	£176,000	0%
Second homes	£57,000	0%	£459,000	3%	£516,000	1%
Boats/boat houses	£85,000	0%	£0	0%	£85,000	0%
Other	£1,556,000	4%	£162,000	1%	£1,718,000	3%
Private houses	£0	0%	£1,106,000	7%	£1,106,000	2%
Home of friends/relatives	£12,713,000	31%	£7,020,000	44%	£19,733,000	35%
<b>Total</b>	<b>£40,642,000</b>	<b>100%</b>	<b>£15,921,000</b>	<b>100%</b>	<b>£56,563,000</b>	<b>100%</b>

**Table 78: Spend by accommodation in Medway**

	UK	%	Overseas	%	Total	%
Serviced	£24,729,000	46%	£5,109,000	24%	£29,838,000	40%
Self catering	£200,000	0%	£89,000	0%	£289,000	0%
Touring caravans /tents	£438,000	1%	£136,000	1%	£574,000	1%
Static/holiday centres	£1,485,000	3%	£24,000	0%	£1,509,000	2%
Group/campus	£300,000	1%	£678,000	3%	£978,000	1%
Second homes	£164,000	0%	£1,346,000	6%	£1,510,000	2%
Boats/boat houses	£653,000	1%	£0	0%	£653,000	1%
Other	£2,760,000	5%	£289,000	1%	£3,049,000	4%
Private houses	£0	0%	£1,133,000	5%	£1,133,000	2%
Home of friends/relatives	£22,555,000	42%	£12,571,000	59%	£35,126,000	47%
<b>Total</b>	<b>£53,283,000</b>	<b>100%</b>	<b>£21,374,000</b>	<b>100%</b>	<b>£74,657,000</b>	<b>100%</b>

**Table 79: Spend by accommodation in Sevenoaks**

	UK	%	Overseas	%	Total	%
Serviced	£18,670,000	63%	£5,857,000	44%	£24,527,000	57%
Self catering	£575,000	2%	£254,000	2%	£829,000	2%
Touring caravans /tents	£92,000	0%	£29,000	0%	£121,000	0%
Static/holiday centres	£0	0%	£0	0%	£0	0%
Group/campus	£125,000	0%	£260,000	2%	£385,000	1%
Second homes	£46,000	0%	£375,000	3%	£421,000	1%
Boats/boat houses	£0	0%	£0	0%	£0	0%
Other	£221,000	1%	£23,000	0%	£244,000	1%
Private houses	£0	0%	£1,127,000	8%	£1,127,000	3%
Home of friends/relatives	£9,882,000	33%	£5,498,000	41%	£15,380,000	36%
<b>Total</b>	<b>£29,610,000</b>	<b>100%</b>	<b>£13,423,000</b>	<b>100%</b>	<b>£43,033,000</b>	<b>100%</b>

**Table 80: Spend by accommodation in Shepway**

	UK	%	Overseas	%	Total	%
Serviced	£26,472,000	59%	£2,666,000	18%	£29,138,000	49%
Self catering	£2,224,000	5%	£963,000	7%	£3,187,000	5%
Touring caravans /tents	£2,399,000	5%	£737,000	5%	£3,136,000	5%
Static/holiday centres	£3,908,000	9%	£62,000	0%	£3,970,000	7%
Group/campus	£38,000	0%	£51,000	0%	£89,000	0%
Second homes	£230,000	1%	£1,869,000	13%	£2,099,000	4%
Boats/boat houses	£0	0%	£0	0%	£0	0%
Other	£1,078,000	2%	£112,000	1%	£1,190,000	2%
Private houses	£0	0%	£3,316,000	23%	£3,316,000	6%
Home of friends/relatives	£8,806,000	20%	£4,861,000	33%	£13,667,000	23%
<b>Total</b>	<b>£45,153,000</b>	<b>100%</b>	<b>£14,637,000</b>	<b>100%</b>	<b>£59,790,000</b>	<b>100%</b>

**Table 81: Spend by accommodation in Swale**

	UK	%	Overseas	%	Total	%
Serviced	£19,572,000	42%	£1,390,000	14%	£20,962,000	37%
Self catering	£1,299,000	3%	£582,000	6%	£1,881,000	3%
Touring caravans /tents	£716,000	2%	£223,000	2%	£939,000	2%
Static/holiday centres	£11,897,000	26%	£196,000	2%	£12,093,000	21%
Group/campus	£178,000	0%	£447,000	4%	£625,000	1%
Second homes	£118,000	0%	£970,000	10%	£1,088,000	2%
Boats/boat houses	£169,000	0%	£0	0%	£169,000	0%
Other	£1,359,000	3%	£143,000	1%	£1,502,000	3%
Private houses	£0	0%	£0	0%	£0	0%
Home of friends/relatives	£11,102,000	24%	£6,204,000	61%	£17,306,000	31%
<b>Total</b>	<b>£46,409,000</b>	<b>100%</b>	<b>£10,155,000</b>	<b>100%</b>	<b>£56,564,000</b>	<b>100%</b>

**Table 82: Spend by accommodation in Thanet**

	UK	%	Overseas	%	Total	%
Serviced	£35,332,000	64%	£12,106,000	41%	£47,438,000	56%
Self catering	£2,948,000	5%	£1,287,000	4%	£4,235,000	5%
Touring caravans /tents	£1,068,000	2%	£329,000	1%	£1,397,000	2%
Static/holiday centres	£1,630,000	3%	0	0%	£1,630,000	2%
Group/campus	£183,000	0%	£300,000	1%	£483,000	1%
Second homes	£284,000	1%	£2,311,000	8%	£2,595,000	2%
Boats/boat houses	£380,000	1%	£0	0%	£380,000	1%
Other	£1,419,000	3%	£148,000	1%	£1,567,000	2%
Private houses	0	0%	0	0%	0	0%
Home of friends/relatives	£11,593,000	21%	£13,102,000	44%	£24,695,000	29%
<b>Total</b>	<b>£54,837,000</b>	<b>100%</b>	<b>£29,584,000</b>	<b>100%</b>	<b>£84,421,000</b>	<b>100%</b>

**Table 83: Spend by accommodation in Tonbridge & Malling**

	UK	%	Overseas	%	Total	%
Serviced	£11,950,000	49%	£2,559,000	25%	£14,509,000	42%
Self catering	£824,000	3%	£367,000	4%	£1,191,000	3%
Touring caravans /tents	£484,000	2%	£150,000	1%	£634,000	2%
Static/holiday centres	£19,000	0%	£0	0%	£19,000	0%
Group/campus	£30,000	0%	£69,000	1%	£99,000	0%
Second homes	£40,000	0%	£326,000	3%	£366,000	1%
Boats/boat houses	£0	0%	£0	0%	£0	0%
Other	£1,190,000	5%	£125,000	1%	£1,315,000	4%
Private houses	£0	0%	£1,134,000	11%	£1,134,000	3%
Home of friends/relatives	£9,724,000	40%	£5,422,000	53%	£15,146,000	44%
<b>Total</b>	<b>£24,261,000</b>	<b>100%</b>	<b>£10,153,000</b>	<b>100%</b>	<b>£34,414,000</b>	<b>100%</b>

**Table 84: Spend by accommodation in Tunbridge Wells**

	UK	%	Overseas	%	Total	%
Serviced	£22,419,000	64%	£5,618,000	42%	£28,037,000	58%
Self catering	£1,824,000	5%	£812,000	6%	£2,636,000	5%
Touring caravans /tents	£92,000	0%	£29,000	0%	£121,000	0%
Static/holiday centres	£0	0%	£0	0%	£0	0%
Group/campus	£68,000	0%	£154,000	1%	£222,000	0%
Second homes	£43,000	0%	£349,000	3%	£392,000	1%
Boats/boat houses	£0	0%	£0	0%	£0	0%
Other	£1,151,000	3%	£121,000	1%	£1,272,000	3%
Private houses	£0	0%	£1,133,000	8%	£1,133,000	2%
Home of friends/relatives	£9,405,000	27%	£5,242,000	39%	£14,647,000	30%
<b>Total</b>	<b>£35,001,000</b>	<b>100%</b>	<b>£13,457,000</b>	<b>100%</b>	<b>£48,458,000</b>	<b>100%</b>

## 3.7 Volume and value of tourism day trips

**Table 85: Tourism Day Visits in Kent**

	Trips	Spend
Urban	19,229,080	£656,815,000
Rural	13,707,798	£315,259,000
Coastal	62,25,595	£106,778,000
<b>Total</b>	<b>39,162,473</b>	<b>£1,077,788,000</b>

**Table 86: Tourism Day Visits in Ashford**

	Trips	Spend
Urban	1,226,240	£30,656,000
Rural	2,273,160	£56,829,000
Coastal	0	£0
<b>Total</b>	<b>3,499,400</b>	<b>£87,485,000</b>

**Table 87: Tourism Day Visits Canterbury**

	Trips	Spend
Urban	3,475,000	£127,148,000
Rural	1,213,000	£29,741,000
Coastal	900,785	£532,000
<b>Total</b>	<b>5,588,785</b>	<b>£156,357,000</b>

**Table 88: Tourism Day Visits in Dartford**

	Trips	Spend
Urban	512,000	£12,800,000
Rural	133,250	£2,132,000
Coastal	0	£0
<b>Total</b>	<b>645,250</b>	<b>£14,932,000</b>

**Table 89: Tourism Day Visits in Dover**

	Trips	Spend
Urban	939,000	£34,363,000
Rural	1,191,000	£29,201,000
Coastal	1,271,000	£27,456,000
<b>Total</b>	<b>3,401,000</b>	<b>£91,020,000</b>

**Table 90: Tourism Day Visits Gravesham**

	Trips	Spend
Urban	1,102,000	£31,082,000
Rural	255,000	£6,250,000
Coastal	0	£0
<b>Total</b>	<b>1,357,000</b>	<b>£37,332,000</b>

**Table 91: Tourism Day Visits in Maidstone**

	Trips	Spend
Urban	1,707,000	£55,084,000
Rural	1,275,000	£31,244,000
Coastal	0	£0
<b>Total</b>	<b>2,982,000</b>	<b>£86,328,000</b>

**Table 92: Tourism Day Visits in Medway**

	Trips	Spend
Urban	2,532,000	92,636,000
Rural	505,000	12,370,000
Coastal	0	£0
<b>Total</b>	<b>3,037,000</b>	<b>£105,006,000</b>

**Table 93: Tourism Day Visits in Sevenoaks**

	Trips	Spend
Urban	1,940,000	70,975,000
Rural	1,394,000	34,166,000
Coastal	0	£0
<b>Total</b>	<b>3,334,000</b>	<b>£105,141,000</b>

**Table 94: Tourism Day Visits in Shepway**

	Trips	Spend
Urban	832,000	30,455,000
Rural	1,052,000	25,789,000
Coastal	1,273,000	£27,518,000
<b>Total</b>	<b>3,157,000</b>	<b>£83,762,000</b>

**Table 95: Tourism Day Visits in Swale**

	Trips	Spend
Urban	862,840	21,571,000
Rural	1,505,944	27,107,000
Coastal	1,560,810	£32,777,000
<b>Total</b>	<b>3,929,594</b>	<b>£81,455,000</b>

**Table 96: Tourism Day Visits in Thanet**

	Trips	Spend
Urban	884,000	32,354,000
Rural	134,000	3,293,000
Coastal	1,220,000	£18,495,000
<b>Total</b>	<b>2,238,000</b>	<b>£54,142,000</b>

## Volume, Value and Economic Impact of Tourism in Kent

**Table 97: Tourism Day Visits in Tonbridge**

	Trips	Spend
Urban	1,158,000	42,377,000
Rural	1,101,000	26,979,000
Coastal	0	£0
<b>Total</b>	<b>2,259,000</b>	<b>£69,356,000</b>

**Table 98: Tourism Day Visits in Tunbridge**

	Trips	Spend
Urban	2,059,000	75,314,000
Rural	1,675,444	30,158,000
Coastal	0	£0
<b>Total</b>	<b>3,734,444</b>	<b>£105,472,000</b>

### 3.8 Breakdown of expenditure associated with total trips

**Table 100: Breakdown of expenditure associated with trips in Kent**

	Accomm.	Shopping	Food/drink	Attractions	Travel	Total	% all
UK trips	£164,831,000	£79,517,000	£114,019,000	£50,743,000	£94,053,000	£503,163,000	28%
OS trips <sup>6</sup>	£70,552,000	£63,494,000	£48,437,000	£27,839,000	£21,721,000	£232,043,000	13%
Total trips	£235,383,000	£143,011,000	£162,456,000	£78,582,000	£115,774,000	£735,206,000	
%	32%	19%	22%	11%	16%	100%	
Day trips	£0	£364,620,500	£443,556,170	£129,535,890	£139,060,080	£1,077,788,000	59%
%	0%	34%	41%	12%	13%	100%	
Total	£235,383,000	£507,631,500	£606,012,170	£208,117,890	£254,834,080	£1,814,058,000	
%	13%	28%	34%	11%	14%	100%	

**Table 100: Breakdown of expenditure associated with trips in Ashford**

	Accomm.	Shopping	Food/drink	Attractions	Travel	Total	% all
UK trips	£11,520,000	£5,858,000	£8,264,000	£3,713,000	£6,786,000	£36,141,000	25%
OS trips	£7,272,000	£4,656,000	£4,340,000	£1,924,000	£2,014,000	£20,206,000	14%
Total trips	£18,792,000	£10,514,000	£12,604,000	£5,637,000	£8,800,000	£56,347,000	
%	33%	19%	22%	10%	16%		
Day trips	£0	£29,744,900	£35,868,850	£11,373,050	£10,498,200	£87,485,000	61%
%	0%	34%	41%	13%	12%	100%	
Total	£18,792,000	£40,258,900	£48,472,850	£17,010,050	£19,298,200	£143,832,000	
%	13%	28%	34%	12%	13%	100%	

**Table 101: Breakdown of expenditure associated with trips in Canterbury**

	Accomm.	Shopping	Food/drink	Attractions	Travel	Total	% all
UK trips	£17,173,000	£7,957,000	£11,564,000	£5,107,000	£9,579,000	£51,380,000	20%
OS trips	£15,626,000	£13,848,000	£10,315,000	£5,481,000	£4,527,000	£49,797,000	19%
Total trips	£32,799,000	£21,805,000	£21,879,000	£10,588,000	£14,106,000	£101,177,000	
%	32%	22%	22%	10%	14%		
Day trips	£0	£61,525,000	£60,742,000	£17,531,000	£16,559,000	£156,357,000	61%
%	0%	39%	39%	11%	11%	100%	
Total	£32,799,000	£83,330,000	£82,621,000	£28,119,000	£30,665,000	£257,534,000	
%	13%	32%	32%	11%	12%	100%	

<sup>6</sup> Expenditure made by overseas visitors in Kent

**Table 102: Breakdown of expenditure associated with trips in Dartford**

	Accomm.	Shopping	Food/drink	Attractions	Travel	Total	% all
UK trips	£6,945,000	£3,424,000	£4,873,000	£2,178,000	£4,008,000	£21,428,000	49%
OS trips	£2,051,000	£2,058,000	£1,502,000	£1,016,000	£680,000	£7,307,000	17%*
Total trips	£8,996,000	£5,482,000	£6,375,000	£3,194,000	£4,688,000	£28,735,000	
%	31%	19%	22%	11%	16%		
Day trips	£0	£6,570,080	£5,524,840	£1,493,200	£1,343,880	£14,932,000	34%
%	0%	44%	37%	10%	9%		100%
Total	£8,996,000	£12,052,080	£11,899,840	£4,687,200	£6,031,880	£43,667,000	
%	21%	27%	27%	11%	14%		100%

**Table 103: Breakdown of expenditure associated with trips in Dover**

	Accomm.	Shopping	Food/drink	Attractions	Travel	Total	% all
UK trips	£14,989,000	£7,092,000	£10,235,000	£4,538,000	£8,459,000	£45,313,000	29%
OS trips	£6,149,000	£4,931,000	£4,060,000	£1,967,000	£1,830,000	£18,937,000	12%
Total trips	£21,138,000	£12,023,000	£14,295,000	£6,505,000	£10,289,000	£64,250,000	
%	33%	19%	22%	10%	16%		
Day trips	£0	£23,424,000	£40,596,000	£11,477,000	£15,522,000	£91,019,000	59%
%	0%	26%	45%	13%	17%		100%
Total	£21,138,000	£35,447,000	£54,891,000	£17,982,000	£25,811,000	£155,269,000	
%	14%	23%	35%	12%	17%		100%

**Table 104: Breakdown of expenditure associated with trips in Gravesham**

	Accomm.	Shopping	Food/drink	Attractions	Travel	Total	% all
UK trips	£6,389,000	£3,146,000	£4,481,000	£2,002,000	£3,688,000	£19,706,000	31%
OS trips	£1,871,000	£2,042,000	£1,607,000	£848,000	£724,000	£7,092,000	11%
Total trips	£8,260,000	£5,188,000	£6,088,000	£2,850,000	£4,412,000	£26,798,000	
%	31%	19%	23%	11%	16%		
Day trips	£0	£14,858,000	£14,442,000	£4,115,000	£3,916,000	£37,331,000	58%
%	0%	40%	39%	11%	10%		100%
Total	£8,260,000	£20,046,000	£20,530,000	£6,965,000	£8,328,000	£64,129,000	
%	13%	31%	32%	11%	13%		100%

**Table 105: Breakdown of expenditure associated with trips in Maidstone**

	Accomm.	Shopping	Food/drink	Attractions	Travel	Total	% all
UK trips	£13,160,000	£6,486,000	£9,246,000	£4,129,000	£7,620,000	£40,641,000	28%
OS trips	£5,072,000	£4,056,000	£3,386,000	£1,849,000	£1,558,000	£15,921,000	11%
Total trips	£18,232,000	£10,542,000	£12,632,000	£5,978,000	£9,178,000	£56,562,000	
%	32%	19%	22%	11%	16%		
Day trips	£0	£29,351,520	£35,394,480	£11,222,640	£9,346,000	£86,328,000	61%
%	0%	34%	41%	13%	12%		100%
Total	£20,004,600	£38,580,300	£47,153,700	£17,146,800	£20,004,600	£142,890,000	
%	14%	27%	33%	12%	14%		100%

**Table 106: Breakdown of expenditure associated with trips in Medway**

	Accomm.	Shopping	Food/drink	Attractions	Travel	Total	% all
UK trips	£17,599,000	£8,352,000	£12,041,000	£5,342,000	£9,949,000	£53,283,000	30%
OS trips	£5,929,000	£6,000,000	£4,694,000	£2,629,000	£2,123,000	£21,375,000	12%
Total trips	£23,528,000	£14,352,000	£16,735,000	£7,971,000	£12,072,000	£74,658,000	
%	32%	19%	22%	11%	16%		
Day trips	£0	£43,097,000	£40,132,000	£11,140,000	£10,636,000	£105,005,000	58%
%	0%	41%	38%	11%	10%		100%
Total	£23,528,000	£57,449,000	£56,867,000	£19,111,000	£22,708,000	£179,663,000	
%	13%	32%	32%	11%	13%		100%

**Table 107: Breakdown of expenditure associated with trips in Sevenoaks**

	Accomm.	Shopping	Food/drink	Attractions	Travel	Total	% all
UK trips	£9,735,000	£4,670,000	£6,701,000	£2,981,000	£5,524,000	£29,611,000	20%
OS trips	£4,576,000	£3,158,000	£2,779,000	£1,602,000	£1,309,000	£13,424,000	9%
Total trips	£14,311,000	£7,828,000	£9,480,000	£4,583,000	£6,833,000	£43,035,000	
%	33%	18%	22%	11%	16%		
Day trips	£0	£37,711,000	£42,228,000	£12,979,000	£12,223,000	£105,141,000	71%
%	0%	36%	40%	12%	12%		100%
Total	£14,311,000	£45,539,000	£51,708,000	£17,562,000	£19,056,000	£148,176,000	
%	10%	31%	35%	12%	13%		100%

**Table 108: Breakdown of expenditure associated with trips in Shepway**

	Accomm.	Shopping	Food/drink	Attractions	Travel	Total	% all
UK trips	£14,527,000	£7,266,000	£10,293,000	£4,613,000	£8,455,000	£45,154,000	31%
OS trips	£4,135,000	£4,291,000	£2,968,000	£1,938,000	£1,305,000	£14,637,000	10%
Total trips	£18,662,000	£11,557,000	£13,261,000	£6,551,000	£9,760,000	£59,791,000	
%	31%	19%	22%	11%	16%		
Day trips	£0	£21,063,000	£37,592,000	£10,493,000	£14,614,000	£83,762,000	58%
%	0%	25%	45%	13%	17%		100%
Total	£18,662,000	£32,620,000	£50,853,000	£17,044,000	£24,374,000	£143,553,000	
%	13%	23%	35%	12%	17%		100%

**Table 109: Breakdown of expenditure associated with trips in Swale**

	Accomm.	Shopping	Food/drink	Attractions	Travel	Total	% all
UK trips	£15,330,000	£7,271,000	£10,487,000	£4,651,000	£8,669,000	£46,408,000	34%
OS trips	£2,655,000	£2,949,000	£2,307,000	£1,208,000	£1,035,000	£10,154,000	7%
Total trips	£17,985,000	£10,220,000	£12,794,000	£5,859,000	£9,704,000	£56,562,000	
%	32%	18%	23%	10%	17%		
Day trips	£0	£17,935,000	£37,640,000	£10,434,000	£15,447,000	£81,456,000	59%
%	0%	22%	46%	13%	19%		100%
Total	£17,985,000	£28,155,000	£50,434,000	£16,293,000	£25,151,000	£138,018,000	
%	13%	20%	37%	12%	18%		100%

**Table 110: Breakdown of expenditure associated with trips in Thanet**

	Accomm.	Shopping	Food/drink	Attractions	Travel	Total	% all
UK trips	£17,811,000	£8,743,000	£12,461,000	£5,565,000	£10,257,000	£54,837,000	40%
OS trips	£8,277,000	£8,997,000	£5,425,000	£4,545,000	£2,340,000	£29,584,000	21%
Total trips	£26,088,000	£17,740,000	£17,886,000	£10,110,000	£12,597,000	£84,421,000	
%	31%	21%	21%	12%	15%		
Day trips	£0	£16,717,000	£23,148,000	£5,669,000	£8,608,000	£54,142,000	39%
%	0%	31%	43%	10%	16%		100%
Total	£26,088,000	£34,457,000	£41,034,000	£15,779,000	£21,205,000	£138,563,000	
%	19%	25%	30%	11%	15%		100%

**Table 111: Breakdown of expenditure associated with trips in Tonbridge & Malling**

	Accomm.	Shopping	Food/drink	Attractions	Travel	Total	% all
UK trips	£8,039,000	£3,791,000	£5,476,000	£2,427,000	£4,527,000	£24,260,000	23%
OS trips	£2,916,000	£2,809,000	£2,164,000	£1,284,000	£980,000	£10,153,000	10%
Total trips	£10,955,000	£6,600,000	£7,640,000	£3,711,000	£5,507,000	£34,413,000	
%	32%	19%	22%	11%	16%		
Day trips	£0	£23,766,000	£28,273,000	£8,934,000	£8,383,000	£69,356,000	67%
%	0%	34%	41%	13%	12%		100%
Total	£10,955,000	£30,366,000	£35,913,000	£12,645,000	£13,890,000	£103,769,000	
%	11%	29%	35%	12%	13%		100%

**Table 112: Breakdown of expenditure associated with trips in Tunbridge Wells**

	Accomm.	Shopping	Food/drink	Attractions	Travel	Total	% all
UK trips	£11,614,000	£5,461,000	£7,897,000	£3,497,000	£6,532,000	£35,001,000	23%
OS trips	£4,023,000	£3,699,000	£2,890,000	£1,548,000	£1,296,000	£13,456,000	9%
Total trips	£15,637,000	£9,160,000	£10,787,000	£5,045,000	£7,828,000	£48,457,000	
%	32%	19%	22%	10%	16%		
Day trips	£0	£38,858,000	£41,975,000	£12,675,000	£11,964,000	£105,472,000	69%
%	0%	37%	40%	12%	11%		100%
Total	£15,637,000	£48,018,000	£52,762,000	£17,720,000	£19,792,000	£153,929,000	
%	10%	31%	34%	12%	13%		100%

## 3.9 Total business turnover derived from trip expenditure

**Table 113a: Total business turnover derived from trip expenditure in Kent (Overall)**

	Total	%
Accommodation	£197,105,617	12%
Retail	£509,189,511	31%
Catering	£574,891,384	35%
Attraction/entertainment	£213,531,085	13%
Transport	£147,829,213	9%
<b>Total direct</b>	<b>£1,642,546,810</b>	<b>100%</b>
<b>Total Indirect</b>	<b>£650,804,699</b>	
<b>Other expenditure</b>	<b>£129,340,488</b>	
<b>Total turnover</b>	<b>£2,422,691,997</b>	

**Table 114: Total business turnover derived from trip expenditure in Ashford**

	Total	%
Accommodation	£14,569,067	11%
Retail	£39,733,819	30%
Catering	£47,680,582	36%
Attraction/entertainment	£18,542,449	14%
Transport	£11,920,146	9%
<b>Total direct</b>	<b>£132,446,062</b>	<b>100%</b>
<b>Total Indirect</b>	<b>£56,822,000</b>	
<b>Other expenditure</b>	<b>£8,283,000</b>	
<b>Total turnover</b>	<b>£197,551,062</b>	

**Table 115: Total business turnover derived from trip expenditure in Canterbury**

	Total	%
Accommodation	£33,237,000	14%
Retail	£73,347,000	32%
Catering	£75,766,500	33%
Attraction/entertainment	£29,779,000	13%
Transport	£18,398,000	8%
<b>Total direct</b>	<b>£230,527,500</b>	<b>100%</b>
<b>Total Indirect</b>	<b>£92,158,000</b>	
<b>Other expenditure</b>	<b>£10,972,000</b>	
<b>Total turnover</b>	<b>£333,657,000</b>	

**Table 116: Total business turnover derived from trip expenditure in Dartford**

	Total	%
Accommodation	£1,237,627	3%
Retail	£17,326,784	42%
Catering	£14,851,529	36%
Attraction/entertainment	£4,950,510	12%
Transport	£2,887,797	7%
<b>Total direct</b>	<b>£41,254,248</b>	<b>100%</b>
<b>Total Indirect</b>	<b>£13,501,699</b>	
<b>Other expenditure</b>	<b>£1,964,488</b>	
<b>Total turnover</b>	<b>£56,720,435</b>	

**Table 117: Total business turnover derived from trip expenditure in Dover**

	Total	%
Accommodation	£21,424,000	17%
Retail	£27,785,000	23%
Catering	£39,735,000	32%
Attraction/entertainment	£18,885,000	15%
Transport	£15,487,000	13%
<b>Total direct</b>	<b>£123,316,000</b>	<b>100%</b>
<b>Total Indirect</b>	<b>£53,796,000</b>	
<b>Other expenditure</b>	<b>£9,482,000</b>	
<b>Total turnover</b>	<b>£186,594,000</b>	

**Table 118: Total business turnover derived from trip expenditure in Gravesham**

	Total	%
Accommodation	£8,381,000	14%
Retail	£19,990,500	33%
Catering	£20,203,000	33%
Attraction/entertainment	£7,371,000	12%
Transport	£4,997,000	8%
<b>Total direct</b>	<b>£60,942,500</b>	<b>100%</b>
<b>Total Indirect</b>	<b>£24,342,000</b>	
<b>Other expenditure</b>	<b>£7,661,000</b>	
<b>Total turnover</b>	<b>£93,090,000</b>	

**Table 119: Total business turnover derived from trip expenditure in Maidstone**

	Total	%
Accommodation	£18,485,000	14%
Retail	£39,601,800	29%
Catering	£47,250,760	34%
Attraction/entertainment	£18,709,200	14%
Transport	£12,173,240	9%
<b>Total direct</b>	<b>£136,220,000</b>	<b>100%</b>
<b>Total Indirect</b>	<b>£49,537,000</b>	
<b>Other expenditure</b>	<b>£11,534,000</b>	
<b>Total turnover</b>	<b>£197,291,000</b>	

**Table 120: Total business turnover derived from trip expenditure in Medway**

	Total	%
Accommodation	£23,862,000	15%
Retail	£52,363,500	32%
Catering	£51,747,500	32%
Attraction/entertainment	£20,253,000	13%
Transport	£13,625,000	8%
<b>Total direct</b>	<b>£161,851,000</b>	<b>100%</b>
<b>Total Indirect</b>	<b>£68,921,000</b>	
<b>Other expenditure</b>	<b>£22,746,000</b>	
<b>Total turnover</b>	<b>£253,518,000</b>	

**Table 121: Total business turnover derived from trip expenditure in Sevenoaks**

	Total	%
Accommodation	£14,500,000	11%
Retail	£41,148,000	31%
Catering	£48,220,000	35%
Attraction/entertainment	£18,533,000	14%
Transport	£11,433,000	9%
<b>Total direct</b>	<b>£133,834,000</b>	<b>100%</b>
<b>Total Indirect</b>	<b>£52,104,000</b>	
<b>Other expenditure</b>	<b>£8,795,000</b>	
<b>Total turnover</b>	<b>£194,733,000</b>	

**Table 122: Total business turnover derived from trip expenditure in Shepway**

	Total	%
Accommodation	£18,926,000	14%
Retail	£32,671,000	24%
Catering	£49,704,000	38%
Attraction/entertainment	£17,879,000	13%
Transport	£14,624,000	11%
<b>Total direct</b>	<b>£133,804,000</b>	<b>100%</b>
<b>Total Indirect</b>	<b>£49,065,000</b>	
<b>Other expenditure</b>	<b>£8,143,000</b>	
<b>Total turnover</b>	<b>£191,012,000</b>	

**Table 123: Total business turnover derived from trip expenditure in Swale**

	Total	%
Accommodation	£18,241,000	14%
Retail	£28,547,000	23%
Catering	£47,390,000	37%
Attraction/entertainment	£17,079,000	14%
Transport	£15,090,000	12%
<b>Total direct</b>	<b>£126,347,000</b>	<b>100%</b>
<b>Total Indirect</b>	<b>£51,319,000</b>	
<b>Other expenditure</b>	<b>£10,635,000</b>	
<b>Total turnover</b>	<b>£188,301,000</b>	

**Table 124: Total business turnover derived from trip expenditure in Thanet**

	Total	%
Accommodation	£26,446,000	20%
Retail	£34,343,500	26%
Catering	£40,035,500	31%
Attraction/entertainment	£16,534,000	13%
Transport	£12,723,000	10%
<b>Total direct</b>	<b>£130,082,000</b>	<b>100%</b>
<b>Total Indirect</b>	<b>£53,617,000</b>	
<b>Other expenditure</b>	<b>£12,285,000</b>	
<b>Total turnover</b>	<b>£195,984,000</b>	

**Table 125: Total business turnover derived from trip expenditure in Tonbridge & Malling**

	Total	%
Accommodation	£11,108,000	12%
Retail	£26,183,000	29%
Catering	£31,187,500	35%
Attraction/entertainment	£13,307,000	15%
Transport	£8,334,000	9%
<b>Total direct</b>	<b>£90,119,500</b>	<b>100%</b>
<b>Total indirect</b>	<b>£37,917,000</b>	
<b>Other expenditure</b>	<b>£8,556,000</b>	
<b>Total turnover</b>	<b>£136,592,500</b>	

**Table 126: Total business turnover derived from trip expenditure in Tunbridge Wells**

	Total	%
Accommodation	£15,853,000	11%
Retail	£44,495,500	31%
Catering	£47,851,500	35%
Attraction/entertainment	£18,728,000	13%
Transport	£14,875,000	10%
<b>Total direct</b>	<b>£141,803,000</b>	<b>100%</b>
<b>Total indirect</b>	<b>£44,705,000</b>	
<b>Other expenditure</b>	<b>£8,284,000</b>	
<b>Total turnover</b>	<b>£194,792,000</b>	

### 3.10 Total employment related to tourism spending

**Table 127: Total employment: Kent (Overall)**

FTE	36,565
Estimated actual	49,555

**Table 128: Total employment related to tourism spending in Ashford**

	Staying tourists		Day visitors		Total	
	Full time equivalent	%	Full time equivalent	%	Full time equivalent	%
Direct	607	65%	900	72%	1,507	69%
Indirect	200	21%	185	15%	385	18%
Induced	130	14%	170	14%	299	14%
<b>Total</b>	<b>937</b>	<b>100%</b>	<b>1,254</b>	<b>100%</b>	<b>2,191</b>	<b>100%</b>
	Estimated actual	%	Estimated actual	%	Estimated actual	%
Direct	911	65%	1,350	72%	2,261	69%
Indirect	300	21%	277	15%	577	18%
Induced	194	14%	255	14%	449	14%
<b>Total</b>	<b>1,405</b>	<b>100%</b>	<b>1,882</b>	<b>100%</b>	<b>3,286</b>	<b>100%</b>

**Table 129: Total employment related to tourism spending in Canterbury**

	Staying tourists		Day visitors		Total	
	Full time equivalent	%	Full time equivalent	%	Full time equivalent	%
Direct	1,602	68%	2,002	71%	3,603	70%
Indirect	477	20%	488	17%	965	19%
Induced	260	11%	311	11%	571	11%
<b>Total</b>	<b>2,339</b>	<b>100%</b>	<b>2,800</b>	<b>100%</b>	<b>5,139</b>	<b>100%</b>
	Estimated actual	%	Estimated actual	%	Estimated actual	%
Direct	2,304	73%	2,970	77%	5,274	75%
Indirect	544	17%	556	14%	1,100	16%
Induced	296	9%	355	9%	651	9%
<b>Total</b>	<b>3,144</b>	<b>100%</b>	<b>3,881</b>	<b>100%</b>	<b>7,025</b>	<b>100%</b>

**Table 130: Total employment related to tourism spending in Dartford**

	Staying tourists		Day visitors		Total	
	Full time equivalent	%	Full time equivalent	%	Full time equivalent	%
Direct	474	68%	212	71%	686	69%
Indirect	142	20%	53	18%	195	20%
Induced	77	11%	33	11%	110	11%
<b>Total</b>	<b>692</b>	<b>100%</b>	<b>298</b>	<b>100%</b>	<b>990</b>	<b>100%</b>
	Estimated actual	%	Estimated actual	%	Estimated actual	%
Direct	657	73%	314	76%	972	74%
Indirect	161	18%	60	15%	222	17%
Induced	88	10%	38	9%	125	10%
<b>Total</b>	<b>906</b>	<b>100%</b>	<b>413</b>	<b>100%</b>	<b>1,319</b>	<b>100%</b>

**Table 131: Total employment related to tourism spending in Dover**

	Staying tourists		Day visitors		Total	
	Full time equivalent	%	Full time equivalent	%	Full time equivalent	%
Direct	987	68%	1,084	71%	2,072	70%
Indirect	330	23%	297	20%	627	21%
Induced	132	9%	138	9%	270	9%
<b>Total</b>	<b>1,449</b>	<b>100%</b>	<b>1,519</b>	<b>100%</b>	<b>2,968</b>	<b>100%</b>
	Estimated actual	%	Estimated actual	%	Estimated actual	%
Direct	1,404	73%	1,605	76%	3,009	75%
Indirect	376	19%	338	16%	715	18%
Induced	150	8%	157	7%	308	8%
<b>Total</b>	<b>1,931</b>	<b>100%</b>	<b>2,101</b>	<b>100%</b>	<b>4,031</b>	<b>100%</b>

**Table 132: Total employment related to tourism spending in Gravesham**

	Staying tourists		Day visitors		Total	
	Full time equivalent	%	Full time equivalent	%	Full time equivalent	%
Direct	484	69%	457	71%	942	70%
Indirect	140	20%	116	18%	256	19%
Induced	78	11%	72	11%	150	11%
<b>Total</b>	<b>702</b>	<b>100%</b>	<b>645</b>	<b>100%</b>	<b>1,347</b>	<b>100%</b>
	Estimated actual	%	Estimated actual	%	Estimated actual	%
Direct	672	73%	679	76%	1,351	74%
Indirect	160	17%	132	15%	292	16%
Induced	89	10%	82	9%	171	9%
<b>Total</b>	<b>921</b>	<b>100%</b>	<b>893</b>	<b>100%</b>	<b>1,813</b>	<b>100%</b>

**Table 133: Total employment related to tourism spending in Maidstone**

	Staying tourists		Day visitors		Total	
	Full time equivalent	%	Full time equivalent	%	Full time equivalent	%
Direct	1,234	82%	1,766	82%	3,000	82%
Indirect	212	14%	294	14%	506	14%
Induced	60	4%	103	5%	163	4%
Total	1,506	100%	2,162	100%	3,669	100%
	Estimated actual	%	Estimated actual	%	Estimated actual	%
Direct	1,878	78%	1,861	85%	3,739	82%
Indirect	401	17%	234	11%	635	14%
Induced	114	5%	83	4%	197	4%
Total	2,392	100%	2,179	100%	4,571	100%

**Table 134: Total employment related to tourism spending in Medway**

	Staying tourists		Day visitors		Total	
	Full time equivalent	%	Full time equivalent	%	Full time equivalent	%
Direct	1,378	69%	1,319	71%	2,696	70%
Indirect	397	20%	324	18%	721	19%
Induced	222	11%	205	11%	427	11%
Total	1,997	100%	1,848	100%	3,845	100%
	Estimated actual	%	Estimated actual	%	Estimated actual	%
Direct	1,907	73%	1,959	76%	3,865	75%
Indirect	453	17%	370	14%	822	16%
Induced	253	10%	234	9%	487	9%
Total	2,612	100%	2,562	100%	5,175	100%

**Table 135: Total employment related to tourism spending in Sevenoaks**

	Staying tourists		Day visitors		Total	
	Full time equivalent	%	Full time equivalent	%	Full time equivalent	%
Direct	704	68%	1,276	70%	1,979	70%
Indirect	218	21%	334	18%	552	19%
Induced	115	11%	201	11%	316	11%
Total	1,037	100%	1,811	100%	2,847	100%
	Estimated actual	%	Estimated actual	%	Estimated actual	%
Direct	990	72%	1,892	76%	2,882	74%
Indirect	249	18%	381	15%	629	16%
Induced	131	10%	229	9%	361	9%
Total	1,370	100%	2,502	100%	3,872	100%

**Table 136: Total employment related to tourism spending in Shepway**

	Staying tourists		Day visitors		Total	
	Full time equivalent	%	Full time equivalent	%	Full time equivalent	%
Direct	894	68%	989	71%	1,883	70%
Indirect	299	23%	273	20%	572	21%
Induced	119	9%	126	9%	246	9%
<b>Total</b>	<b>1,313</b>	<b>100%</b>	<b>1,388</b>	<b>100%</b>	<b>2,701</b>	<b>100%</b>
	Estimated actual	%	Estimated actual	%	Estimated actual	%
Direct	1,274	73%	1,464	76%	2,738	75%
Indirect	341	19%	311	16%	652	18%
Induced	136	8%	144	7%	280	8%
<b>Total</b>	<b>1,751</b>	<b>100%</b>	<b>1,919</b>	<b>100%</b>	<b>3,670</b>	<b>100%</b>

**Table 137: Total employment related to tourism spending in Swale**

	Staying tourists		Day visitors		Total	
	Full time equivalent	%	Full time equivalent	%	Full time equivalent	%
Direct	919	68%	1,006	70%	1,925	69%
Indirect	279	21%	267	19%	546	20%
Induced	150	11%	159	11%	309	11%
<b>Total</b>	<b>1,348</b>	<b>100%</b>	<b>1,432</b>	<b>100%</b>	<b>2,780</b>	<b>100%</b>
	Estimated actual	%	Estimated actual	%	Estimated actual	%
Direct	1,297	73%	1,488	75%	2,785	74%
Indirect	318	18%	305	15%	623	17%
Induced	171	10%	181	9%	352	9%
<b>Total</b>	<b>1,786</b>	<b>100%</b>	<b>1,975</b>	<b>100%</b>	<b>3,760</b>	<b>100%</b>

**Table 138: Total employment related to tourism spending in Thanet**

	Staying tourists		Day visitors		Total	
	Full time equivalent	%	Full time equivalent	%	Full time equivalent	%
Direct	1,581	72%	807	75%	2,388	73%
Indirect	424	19%	171	16%	595	18%
Induced	200	9%	98	9%	298	9%
<b>Total</b>	<b>2,205</b>	<b>100%</b>	<b>1,076</b>	<b>100%</b>	<b>3,282</b>	<b>100%</b>
	Estimated actual	%	Estimated actual	%	Estimated actual	%
Direct	2,264	76%	1,198	80%	3,462	77%
Indirect	483	16%	195	13%	679	15%
Induced	229	8%	112	7%	340	8%
<b>Total</b>	<b>2,976</b>	<b>100%</b>	<b>1,504</b>	<b>100%</b>	<b>4,481</b>	<b>100%</b>

**Table 139: Total employment related to tourism spending in Tonbridge & Malling**

	Staying tourists		Day visitors		Total	
	Full time equivalent	%	Full time equivalent	%	Full time equivalent	%
Direct	604	69%	858	71%	1,462	70%
Indirect	177	20%	222	18%	399	19%
Induced	98	11%	135	11%	233	11%
<b>Total</b>	<b>879</b>	<b>100%</b>	<b>1,215</b>	<b>100%</b>	<b>2,094</b>	<b>100%</b>
	Estimated actual	%	Estimated actual	%	Estimated actual	%
Direct	845	73%	1,272	76%	2,117	75%
Indirect	202	17%	253	15%	455	16%
Induced	111	10%	154	9%	265	9%
<b>Total</b>	<b>1,158</b>	<b>100%</b>	<b>1,679</b>	<b>100%</b>	<b>2,837</b>	<b>100%</b>

**Table 140: Total employment related to tourism spending in Tunbridge Wells**

	Staying tourists		Day visitors		Total	
	Full time equivalent	%	Full time equivalent	%	Full time equivalent	%
Direct	747	71%	1,220	74%	1,967	73%
Indirect	213	20%	286	17%	499	18%
Induced	96	9%	151	9%	247	9%
<b>Total</b>	<b>1,056</b>	<b>100%</b>	<b>1,657</b>	<b>100%</b>	<b>2,712</b>	<b>100%</b>
	Estimated actual	%	Estimated actual	%	Estimated actual	%
Direct	1,056	75%	1,809	78%	2,865	77%
Indirect	243	17%	326	14%	568	15%
Induced	109	8%	172	7%	281	8%
<b>Total</b>	<b>1,408</b>	<b>100%</b>	<b>2,307</b>	<b>100%</b>	<b>3,715</b>	<b>100%</b>

## GLOSSARY OF TERMS

### **Staying trips**

Staying trips comprise a visit, which involves a stay away from home of at least one night. The study measures trips, rather than visitors as one visitor may make multiple trips to an area in a given period.

### **Tourism day trips**

It should be noted that with the Leisure Day Visits Survey 2002, the definition of tourism day trip changed from trips defined as lasting at least three hours or more and involving travel of over 20 miles to trips lasting three hours or more and which are not taken on a regular basis. It is difficult to gauge what implication this change in definition has on total volume and whether comparisons with previous estimates are valid.

### **VFR Trips**

VFR trips are defined as a visit where the main purpose is visiting friends and relatives. Whilst many trips to visit friends and relatives will be accommodated in the homes of these friends/relatives, some will make use of other forms of accommodation. It should be also noted that other forms of trip, for instance for holiday or business purposes may stay with friends and relatives rather than in commercial accommodation.

### **Additional trip-related expenditure**

Apart from the spending associated with the individual trips, additional ongoing expenditure will take place on accommodation in the case of visitors staying at second homes or private boats, or/and additional spending by non visitors e.g. friends and relatives with whom the visitor is visiting and/or staying with will also take place, e.g. taking visitors out for a meal.

### **Economic multiplier**

Multipliers are used to estimate the economic impact of visitor expenditure. Visitor expenditure produce three effects. Direct effects are changes in the business sector directly receiving visitor expenditure. For instance, visitors staying in a hotel will directly increase revenue and the number of jobs in the hotel sector. Indirect effects are the changes in supplier businesses. For example, these indirect effects would be hotels purchasing more linen from local suppliers as a result of increased business. Induced effects are changes in local economic activity resulting from household spending. For instance, employees of the hotel and linen supplier spend their wages in the local area, resulting in more sales, income and jobs in the area.

### **Full Time Equivalent Jobs (FTE)**

For the purposes of the Model, a FTE is defined by the average annual salary plus employment costs in the sector concerned.

### **Direct jobs**

Jobs directly generated in those local businesses in which visitors spend money, i.e. hotels, catering establishments.

### **Indirect jobs**

Jobs created locally due to the purchases of goods and services by businesses benefiting from visitor expenditure, i.e. jobs with local suppliers.

### **Induced jobs**

Jobs created throughout the local economy because employees employed due to visitor expenditure spend their wages locally on goods and services such as food, clothing and housing.

### **Actual Jobs**

Many jobs are seasonal or part-time in their nature in the tourism sector, so an adjustment is made to calculate the actual number of jobs from the number of FTEs. The adjustment made is based on the findings of surveys of tourism related businesses, and national employment surveys.

### **United Kingdom Tourism Survey (UKTS)**

The United Kingdom Tourism Survey is undertaken by BRMB for VisitBritain and is based on 1,000 telephone interviews per week (50,000 annually). It provides basic headline data on the volume and value of domestic tourism at a national, regional and county level. It should be noted that in 2000 the methodology of the survey was changed from a face to face interview survey to a telephone interview survey. It is believed that the change in methodology to telephone interview has had an effect on the higher levels of expenditure reported by respondents. This should be taken into consideration when comparing pre-2000 and post-2000 figures.

### **International Passenger Survey (IPS)**

The International Passenger Survey is conducted by Office for National Statistics and is based on face-to-face interviews with a sample of passengers travelling via the principal airports, sea routes and the Channel Tunnel, together with visitors crossing the land border into Northern Ireland. Around 210,000 interviews are undertaken each year. IPS provides headline figures, based on the county or unitary authority, for the volume and value of overseas trips to the UK.

### **United Kingdom Day Visits Survey (UKDVS)**

The leisure day visits survey was last conducted in 2002 and covered approximately 5,000 respondent interviews.. Unlike the IPS and UKTS, this survey is not undertaken on an ongoing basis and thus adjustments are made in the model to account for annual increments in the value and volume based on trends observed in 2002.

### **United Kingdom Occupancy Survey (UKOS)**

As part of the EU Directive on Tourism Statistics adopted in 1995, the UK must report regularly on a specified range of statistics to Eurostat, the official statistical office of the European Union. Included in these statistics are monthly occupancy rates for UK serviced accommodation. The responsibility for providing this data lies with the four National Tourist Boards, and across England the survey is undertaken by the Regional Tourist Boards. A sample of establishments are recruited to the survey and asked to complete a data form each month, giving details of their nightly occupancy. The data form is processed and analysed to

produce monthly occupancy rates for the whole of the area and for specific categories of type, size, location etc.

### **New Earnings Survey (NES)**

The New Earnings Survey provides information on wage levels by industry sector and occupation. The main strength of the NES is its large sample size. It is based on a 1% sample of employees who are members of PAYE. The coverage of full-time adult employees is virtually complete, and consequently the survey is representative of hours worked for full-time employees on adult rates of pay (although the survey is currently not weighted). The coverage of part-time employees is not comprehensive, as some part-time workers will have earnings below the income tax threshold. The NES is the best source for estimating full time earnings and the 2001 edition has been used.

### **Labour Force Survey (LFS)**

The LFS is a household panel survey, continuous since 1992, with results produced each quarter. It has a sample of approximately 60,000 households. The LFS is the government's largest continuous household survey and participation in the survey is voluntary. LFS data is weighted to enable the population estimates to be produced. The weighting also attempts to compensate for differential non-response among different subgroups in the population. LFS is designed to provide information on the UK labour market that can be used to develop, manage and evaluate labour market policies.