

# TUNBRIDGE WELLS' VISITOR ECONOMY

ACROSS KENT'S DISTRICTS, VISITOR NUMBERS CONTINUE TO RISE, WITH THE HIGHEST VOLUME OF VISITORS EVER.

WE HOPE YOU ENJOY THE NUMBERS!

**4.7M VISITORS**



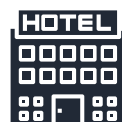
**£278M VALUE**



**5,235 JOBS**



## PURPOSE OF TRIP TO TUNBRIDGE WELLS



**HOLIDAY 42%**  
THOSE ON HOLIDAY STAY 4.1 NIGHTS IN THE AREA AND SPEND £230.13 FOR THE DURATION OF THE TRIP



**BUSINESS 15%**  
THOSE ON BUSINESS STAY 3.3 NIGHTS IN THE AREA AND SPEND £299.44 FOR THE DURATION OF THE TRIP



**VFR 40%**  
THOSE VISITING FRIENDS AND RELATIVES STAY 3.6 NIGHTS IN THE AREA AND SPEND £107.73 FOR THE DURATION OF THE TRIP

**OTHER PURPOSES 3%**  
INCLUDING OVERSEAS STUDY VISITS

## DIRECT EXPENDITURE

ACCOMMODATION



£21m

ENTERTAINMENT



£22m

RETAIL



£82m

TRANSPORT



£26m

FOOD & DRINK



£69m

2015

2017



**5.7%**

**INCREASE IN TRIPS**



**6.5%**

**INCREASE IN VALUE**



**6.6%**

**INCREASE IN JOBS**

## VISITOR BREAKDOWN



OVERNIGHT VISITORS  
**311,000 VISITORS**

**1.2 MILLION NIGHTS**

**£61 MILLION VALUE**



DOMESTIC VISITORS  
**246,000 VISITORS**

**0.7 MILLION NIGHTS**

**£41 MILLION VALUE**



OVERSEAS VISITORS  
**65,000 VISITORS**

**0.4 MILLION NIGHTS**

**£21 MILLION VALUE**



DAY VISITORS  
**4.3 MILLION VISITORS**

**£157 MILLION VALUE**

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

## 65M VISITORS



## £3.8BN VALUE



## 77,000 JOBS



### KENT'S PERFORMANCE

2015 → 2017



### PURPOSE OF TRIP TO KENT



**HOLIDAY 42%**  
THOSE ON HOLIDAY  
STAY 3.5 NIGHTS  
IN THE AREA AND  
SPEND £205  
FOR THE DURATION  
OF THE TRIP



**BUSINESS 15%**  
THOSE ON BUSINESS  
STAY 3.7 NIGHTS  
IN THE AREA AND  
SPEND £260  
FOR THE DURATION  
OF THE TRIP



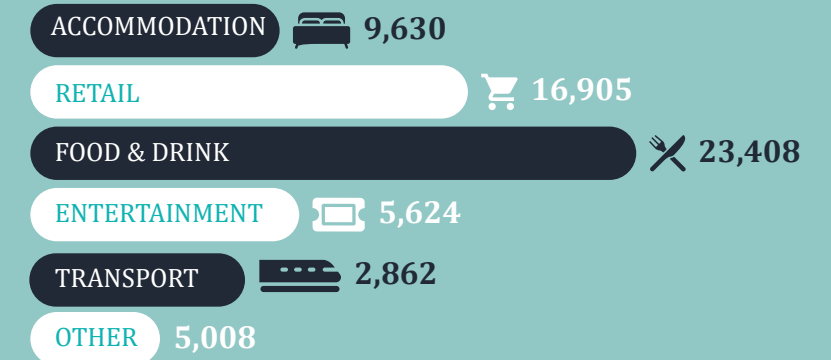
**VFR 39%**  
THOSE VISITING FRIENDS AND RELATIVES  
STAY 3.3 NIGHTS  
IN THE AREA AND  
SPEND £108  
FOR THE DURATION OF THE TRIP



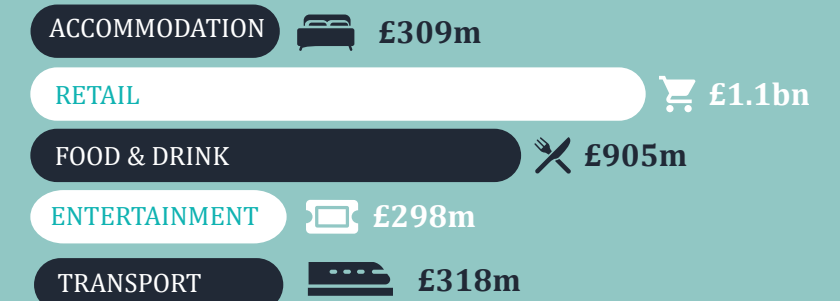
**4%**  
OTHER PURPOSES  
INCLUDING OVERSEAS  
STUDY VISITS

### VALUE AND VOLUME

#### TOURISM JOBS



#### DIRECT EXPENDITURE



### VISITOR BREAKDOWN

