

# TONBRIDGE & MALLING'S VISITOR ECONOMY

WE HOPE YOU ENJOY THE NUMBERS!

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

**3.0M VISITORS**



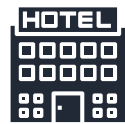
**£174M VALUE**



**3,427 JOBS**



## PURPOSE OF TRIP TO TONBRIDGE & MALLING



**HOLIDAY 32%**

THOSE ON HOLIDAY STAY 3.7 NIGHTS IN THE AREA AND SPEND £210.99 FOR THE DURATION OF THE TRIP



**BUSINESS 19%**

THOSE ON BUSINESS STAY 3.1 NIGHTS IN THE AREA AND SPEND £212.21 FOR THE DURATION OF THE TRIP



**VFR 45%**

THOSE VISITING FRIENDS AND RELATIVES STAY 3.3 NIGHTS IN THE AREA AND SPEND £87.99 FOR THE DURATION OF THE TRIP

**OTHER PURPOSES 4%**

INCLUDING OVERSEAS STUDY VISITS

## DIRECT EXPENDITURE

ACCOMMODATION



£13m

ENTERTAINMENT



£13m

RETAIL



£47m

TRANSPORT



£15m

FOOD & DRINK



£40m

## VISITOR BREAKDOWN



OVERNIGHT VISITORS

**242,000 VISITORS**

**0.9 MILLION NIGHTS**

**£39 MILLION VALUE**



DOMESTIC VISITORS

**193,000 VISITORS**

**0.6 MILLION NIGHTS**

**£26 MILLION VALUE**



OVERSEAS VISITORS

**49,000 VISITORS**

**0.3 MILLION NIGHTS**

**£13 MILLION VALUE**

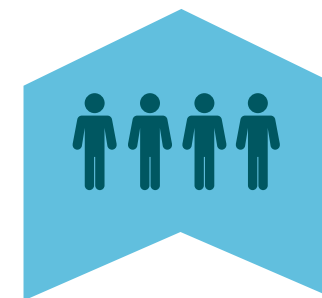


DAY VISITORS

**2.8 MILLION VISITORS**

**£90 MILLION VALUE**

## 2015 → 2017



**7.6%**

**INCREASE IN TRIPS**



**8.6%**

**INCREASE IN VALUE**



**8.5%**

**INCREASE IN JOBS**

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



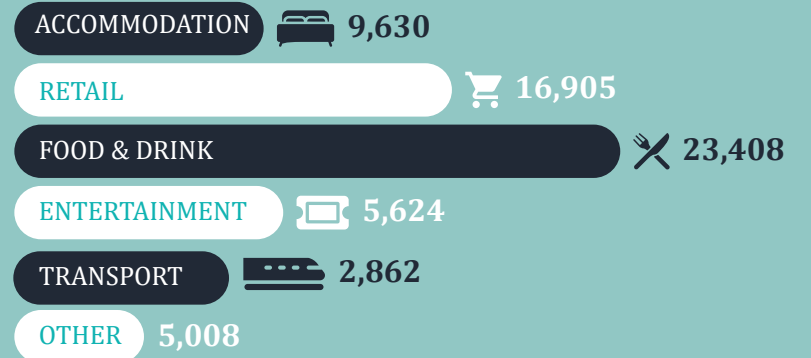
THOSE VISITING FRIENDS AND RELATIVES  
STAY 3.3 NIGHTS  
IN THE AREA AND  
SPEND £108  
FOR THE DURATION OF THE TRIP



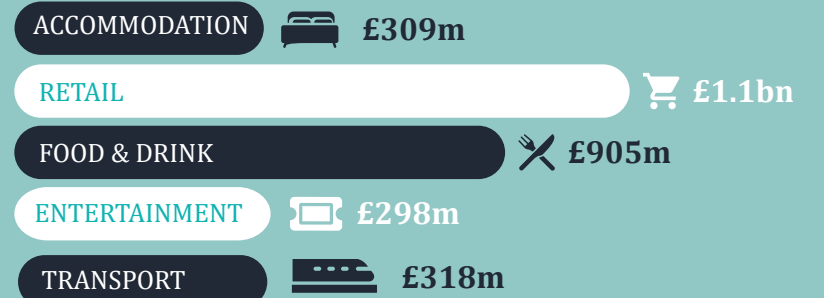
OTHER PURPOSES  
INCLUDING OVERSEAS  
STUDY VISITS

### VALUE AND VOLUME

#### TOURISM JOBS



#### DIRECT EXPENDITURE



### VISITOR BREAKDOWN

