

ASHFORD'S VISITOR ECONOMY

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

WE HOPE YOU ENJOY THE NUMBERS!

4.4M VISITORS



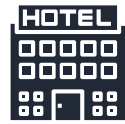
£293M VALUE



5,769 JOBS



PURPOSE OF TRIP TO ASHFORD



HOLIDAY 39%
THOSE ON HOLIDAY STAY 3.3 NIGHTS IN THE AREA AND SPEND £200.53 FOR THE DURATION OF THE TRIP



BUSINESS 22%
THOSE ON BUSINESS STAY 2.4 NIGHTS IN THE AREA AND SPEND £214.18 FOR THE DURATION OF THE TRIP



VFR 34%
THOSE VISITING FRIENDS AND RELATIVES STAY 2.6 NIGHTS IN THE AREA AND SPEND £89.53 FOR THE DURATION OF THE TRIP

OTHER PURPOSES 5%
INCLUDING OVERSEAS STUDY VISITS

DIRECT EXPENDITURE

ACCOMMODATION



£24m

ENTERTAINMENT



£22m

RETAIL



£77m

TRANSPORT



£25m

FOOD & DRINK



£65m

VISITOR BREAKDOWN



OVERNIGHT VISITORS

391,000 VISITORS

1.3 MILLION NIGHTS

£72.2 MILLION VALUE



DOMESTIC VISITORS

281,000 VISITORS

0.8 MILLION NIGHTS

£43.6 MILLION VALUE



OVERSEAS VISITORS

110,000 VISITORS

0.5 MILLION NIGHTS

£28.6 MILLION VALUE

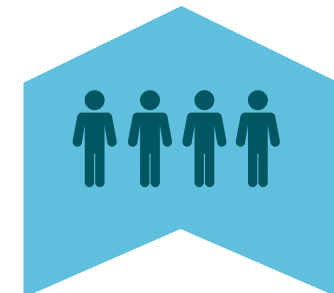


DAY VISITORS

4.0 MILLION VISITORS

£141 MILLION VALUE

2015 → 2017



2.4%

INCREASE IN TRIPS



5.3%

INCREASE IN VALUE



5.2%

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



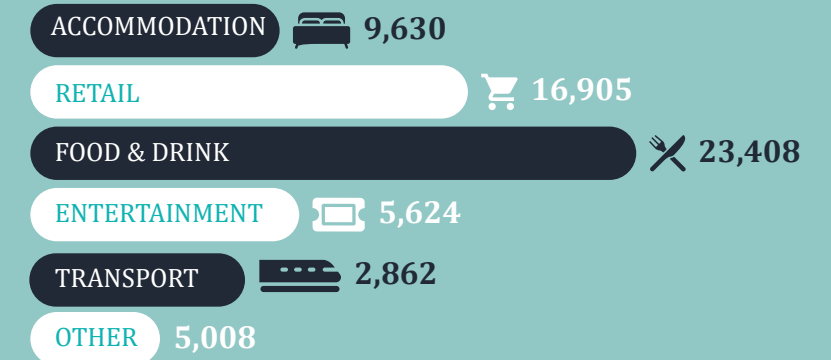
VFR 39%
THOSE VISITING FRIENDS AND RELATIVES
STAY 3.3 NIGHTS
IN THE AREA AND
SPEND £108
FOR THE DURATION OF THE TRIP



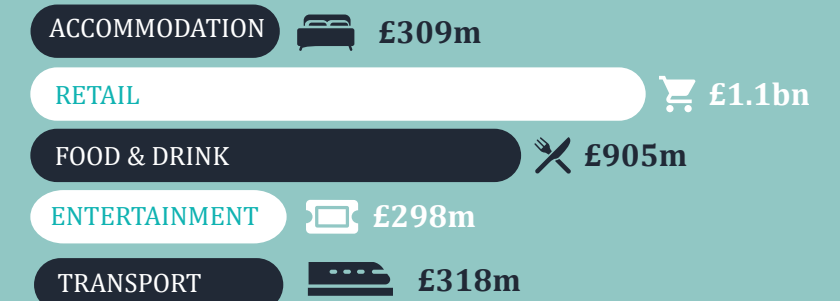
4%
OTHER PURPOSES
INCLUDING OVERSEAS
STUDY VISITS

VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN

