

# KENT'S VISITOR ECONOMY

GO TO PLACES

WE HOPE YOU ENJOY THE NUMBERS!

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.



£3.8BN VALUE





### **KENT'S PERFORMANCE**

 $2015 \longrightarrow 2017$ 







#### 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



THOSE VISITING FRIENDS AND RELATIVES
STAY 3.3 NIGHTS

IN THE AREA AND SPEND £108

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



4%

OTHER PURPOSES
INCLUDING OVERSEAS
STUDY VISITS

#### **VALUE AND VOLUME**





9,630

TRANSPORT 2,862

OTHER 5,008

#### **DIRECT EXPENDITURE**

ACCOMMODATION £309m

RETAIL £1.1bn

FOOD & DRINK £905m

ENTERTAINMENT £298m

TRANSPORT £318m

### **VISITOR BREAKDOWN**



**OVERNIGHT VISITORS** 

4.9 MILLION VISITORS

17.9 MILLION NIGHTS

£929 MILLION VALUE



**DOMESTIC VISITORS** 

3.8 MILLION VISITORS

10.9 MILLION NIGHTS

£568 MILLION VALUE



**OVERSEAS VISITORS** 

1.1 MILLION VISITORS

7.0 MILLION NIGHTS

£361 MILLION VALUE

DAY VISITORS



**60.1 MILLION VISITORS** 



£2.0 BILLION VALUE



# KENT'S VISITOR ECONOMY



WE HOPE YOU ENJOY THE NUMBERS!

