

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



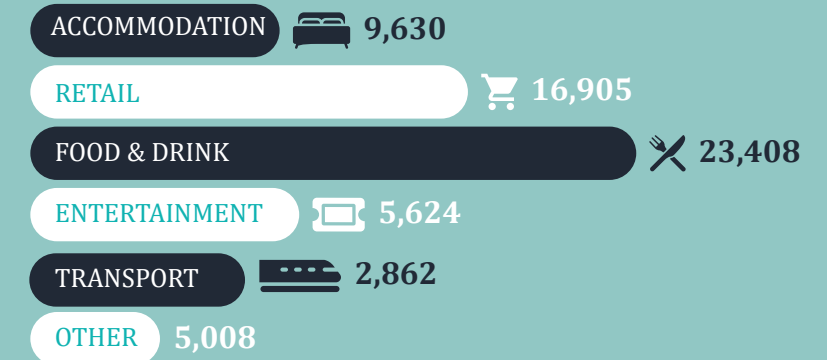
**VFR 39%**  
THOSE VISITING FRIENDS AND RELATIVES  
STAY 3.3 NIGHTS  
IN THE AREA AND  
SPEND £108  
FOR THE DURATION OF THE TRIP



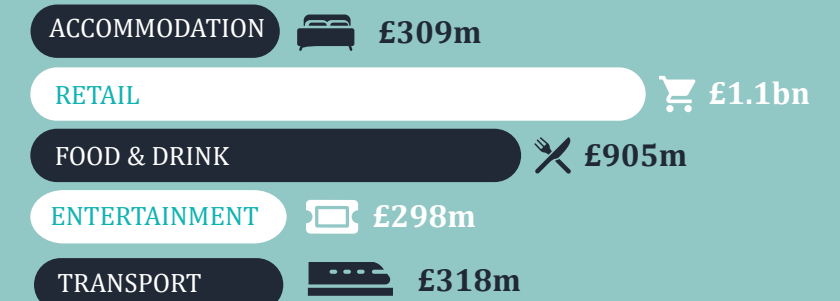
**4%**  
OTHER PURPOSES  
INCLUDING OVERSEAS  
STUDY VISITS

### VALUE AND VOLUME

#### TOURISM JOBS

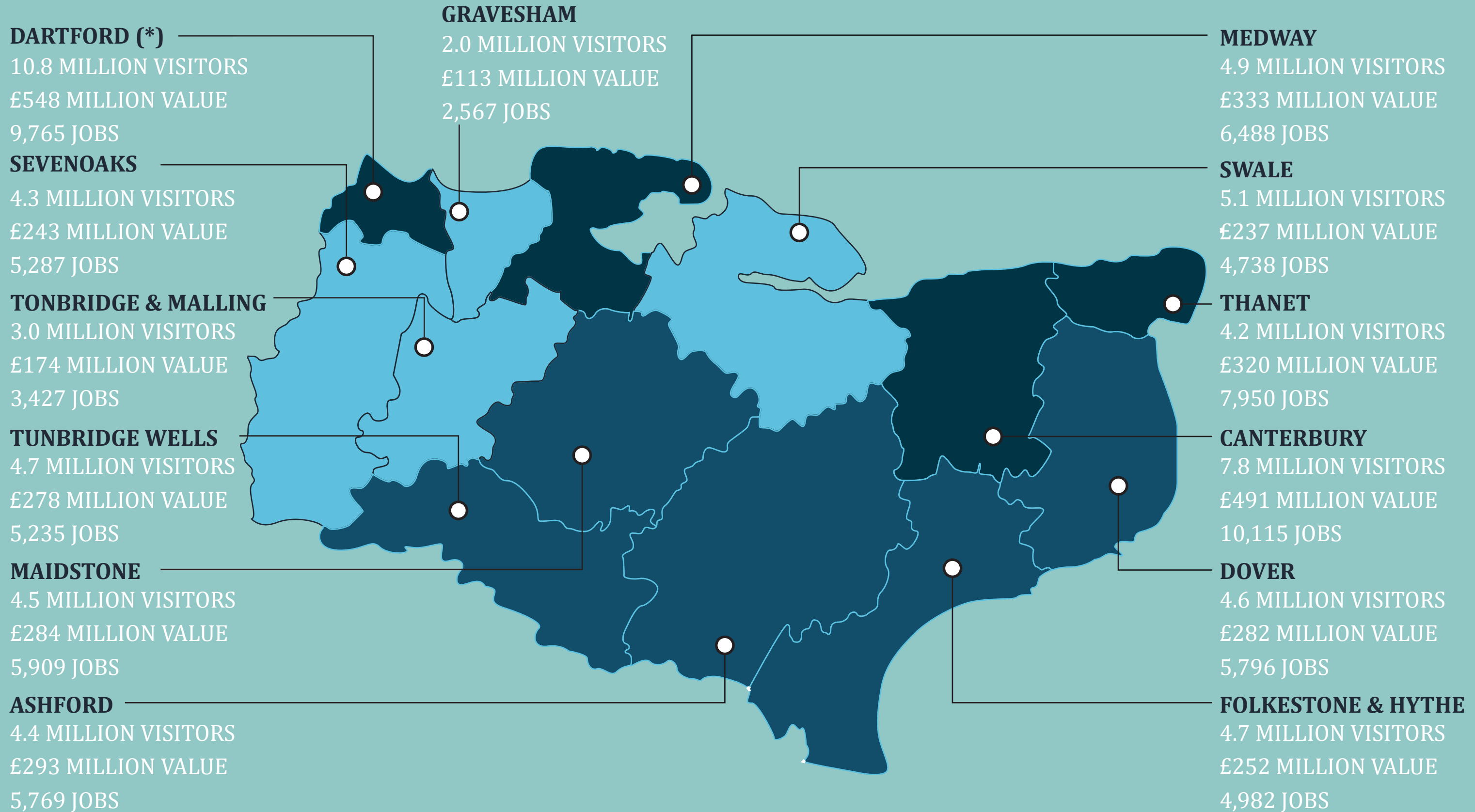


#### DIRECT EXPENDITURE



### VISITOR BREAKDOWN





(\*includes a proportion of tourism related jobs at Bluewater)