

# MEDWAY'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!

**4.9M VISITORS**



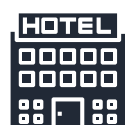
**£333M VALUE**



**6,488 JOBS**



## PURPOSE OF TRIP TO MEDWAY



**HOLIDAY 41%**  
THOSE ON HOLIDAY  
STAY 3.9 NIGHTS  
IN THE AREA AND  
SPEND £209.43  
FOR THE DURATION  
OF THE TRIP



**BUSINESS 11%**  
THOSE ON BUSINESS  
STAY 3.3 NIGHTS  
IN THE AREA AND  
SPEND £336.36  
FOR THE DURATION  
OF THE TRIP



**VFR 46%**  
THOSE VISITING  
FRIENDS AND RELATIVES  
STAY 3.5 NIGHTS  
IN THE AREA AND  
SPEND £95.10  
FOR THE DURATION OF  
THE TRIP

**OTHER PURPOSES 2%**  
INCLUDING OVERSEAS STUDY VISITS

## DIRECT EXPENDITURE

ACCOMMODATION



£30m

ENTERTAINMENT



£23m

RETAIL



£82m

TRANSPORT



£29m

FOOD & DRINK



£71m

## VISITOR BREAKDOWN



OVERNIGHT VISITORS  
**524,000 VISITORS**

**1.9 MILLION NIGHTS**

**£90 MILLION VALUE**



DOMESTIC VISITORS  
**423,000 VISITORS**

**1.3 MILLION NIGHTS**

**£60 MILLION VALUE**



OVERSEAS VISITORS  
**101,000 VISITORS**

**0.7 MILLION NIGHTS**

**£30 MILLION VALUE**



DAY VISITORS  
**4.4 MILLION VISITORS**

**£145 MILLION VALUE**

2015

2017



**5.5%** INCREASE  
IN TRIPS



**6.2%** INCREASE  
IN VALUE



**6.1%** 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



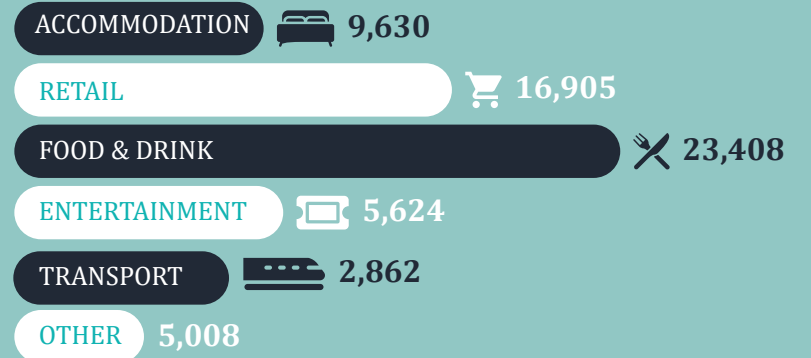
**VFR 39%**  
THOSE VISITING FRIENDS AND RELATIVES  
STAY 3.3 NIGHTS  
IN THE AREA AND  
SPEND £108  
FOR THE DURATION OF THE TRIP



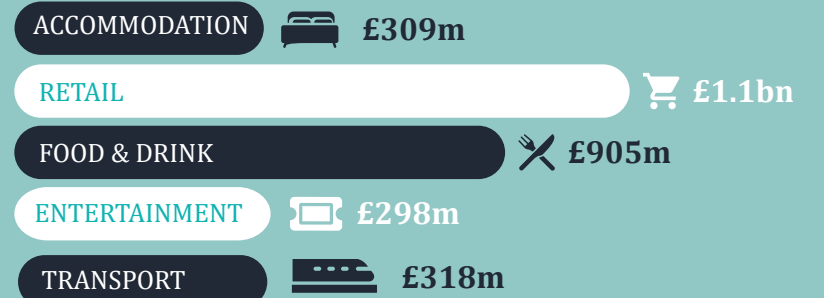
**4%**  
OTHER PURPOSES  
INCLUDING OVERSEAS  
STUDY VISITS

### VALUE AND VOLUME

#### TOURISM JOBS



#### DIRECT EXPENDITURE



### VISITOR BREAKDOWN

