

ASHFORD'S VISITOR ECONOMY

This infographic summarises the volume and value of tourism and the impact of visitor expenditure on the local economy in 2019. The results are derived using the Cambridge Economic Impact Model under licence by Destination Research Ltd.

WE HOPE YOU ENJOY THE NUMBERS!

4.7M VISITORS



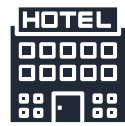
£311M VALUE



6,103 JOBS



PURPOSE OF TRIP TO ASHFORD



HOLIDAY 32%
THOSE ON HOLIDAY
STAY 3.1 NIGHTS
IN THE AREA AND
SPEND £195.64
FOR THE DURATION
OF THE TRIP



BUSINESS 22%
THOSE ON BUSINESS
STAY 2.1 NIGHTS
IN THE AREA AND
SPEND £190.14
FOR THE DURATION
OF THE TRIP



VFR 38%
THOSE VISITING
FRIENDS AND RELATIVES
STAY 2.5 NIGHTS
IN THE AREA AND
SPEND £96.47
FOR THE DURATION OF
THE TRIP

OTHER PURPOSES 8%
INCLUDING OVERSEAS STUDY VISITS

2017

2019



5.6%

**INCREASE
IN TRIPS**



6.1%

**INCREASE
IN VALUE**



5.8%

**INCREASE
IN JOBS**

DIRECT EXPENDITURE

ACCOMMODATION



£23m

ENTERTAINMENT



£23m

RETAIL



£83m

TRANSPORT



£26m

FOOD & DRINK



£69m

VISITOR BREAKDOWN



OVERNIGHT VISITORS

395,000 VISITORS

1.2 MILLION NIGHTS

£70.2 MILLION VALUE



DOMESTIC VISITORS

279,000 VISITORS

0.7 MILLION NIGHTS

£43.1 MILLION VALUE



OVERSEAS VISITORS

116,000 VISITORS

0.5 MILLION NIGHTS

£27.1 MILLION VALUE



DAY VISITORS

4.3 MILLION VISITORS

£155 MILLION VALUE

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66.5M VISITORS



£4.1BN VALUE **81,458 JOBS**



KENT'S PERFORMANCE

2017 → 2019



PURPOSE OF TRIP TO KENT



HOLIDAY 35%
THOSE ON HOLIDAY
STAY 3.6 NIGHTS
IN THE AREA AND
SPEND £233.15
FOR THE DURATION OF THE
TRIP



BUSINESS 16%
THOSE ON BUSINESS
STAY 2.9 NIGHTS
IN THE AREA AND
SPEND £240.87
FOR THE DURATION
OF THE TRIP



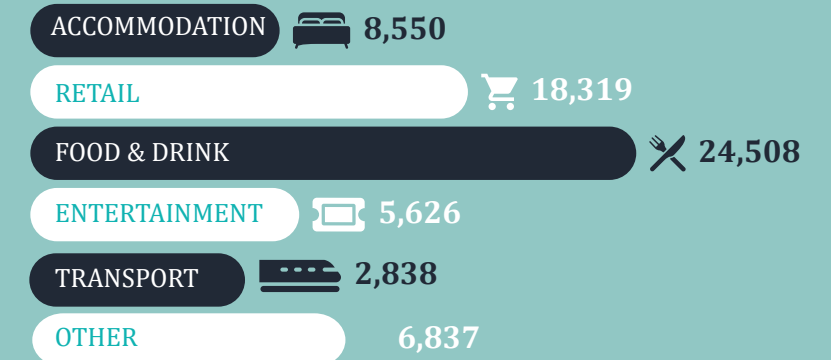
THOSE VISITING FRIENDS AND RELATIVES
STAY 3.2 NIGHTS
IN THE AREA AND
SPEND £91.66
FOR THE DURATION OF THE TRIP



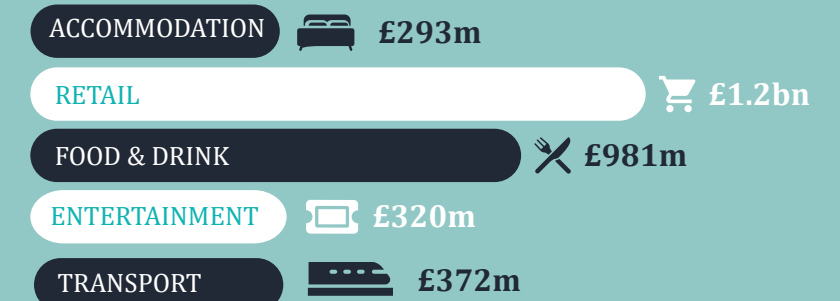
OTHER PURPOSES
INCLUDING OVERSEAS
STUDY VISITS

VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN

