

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!

**7.8M VISITORS**



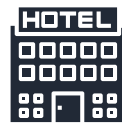
**£523M VALUE**



**10,707**



## PURPOSE OF TRIP TO CANTERBURY



**HOLIDAY 46%**  
THOSE ON HOLIDAY  
STAY 4.0 NIGHTS  
IN THE AREA AND  
SPEND £238.94  
FOR THE DURATION  
OF THE TRIP



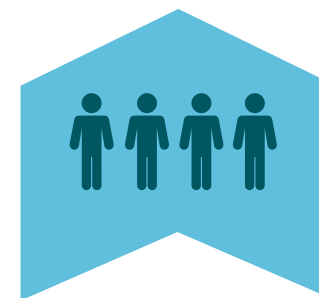
**BUSINESS 21%**  
THOSE ON BUSINESS  
STAY 3.4 NIGHTS  
IN THE AREA AND  
SPEND £241.60  
FOR THE DURATION  
OF THE TRIP



**VFR 30%**  
THOSE VISITING  
FRIENDS AND RELATIVES  
STAY 3.5 NIGHTS  
IN THE AREA AND  
SPEND £128.06  
FOR THE DURATION OF  
THE TRIP

**OTHER PURPOSES 3%**  
INCLUDING OVERSEAS STUDY VISITS

## 2017 → 2019



**0.5%** INCREASE  
IN TRIPS



**6.6%** INCREASE  
IN VALUE



**5.9%** INCREASE  
IN JOBS

## DIRECT EXPENDITURE

ACCOMMODATION

£49m

ENTERTAINMENT

£49m

RETAIL

£140m

TRANSPORT

£47m

FOOD & DRINK

£120m

## VISITOR BREAKDOWN



OVERNIGHT VISITORS  
**650,000 VISITORS**

**2.6 MILLION NIGHTS**

**£144 MILLION VALUE**



DOMESTIC VISITORS  
**456,000 VISITORS**

**1.4 MILLION NIGHTS**

**£75 MILLION VALUE**



OVERSEAS VISITORS  
**194,000 VISITORS**

**1.2 MILLION NIGHTS**

**£69 MILLION VALUE**



DAY VISITORS  
**7.2 MILLION VISITORS**

**£261 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



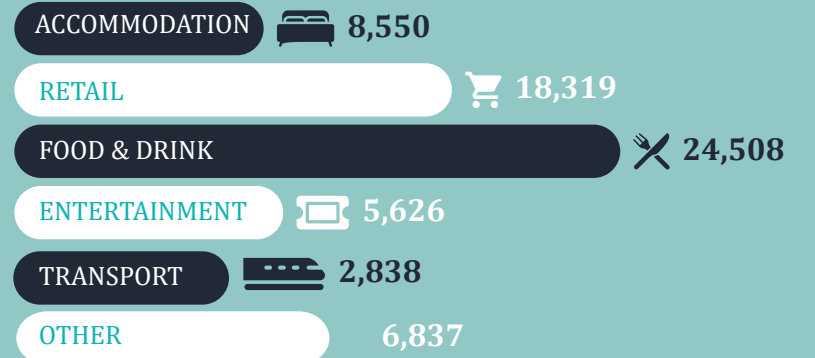
THOSE VISITING FRIENDS AND RELATIVES  
STAY 3.2 NIGHTS  
IN THE AREA AND  
SPEND £91.66  
FOR THE DURATION OF THE TRIP



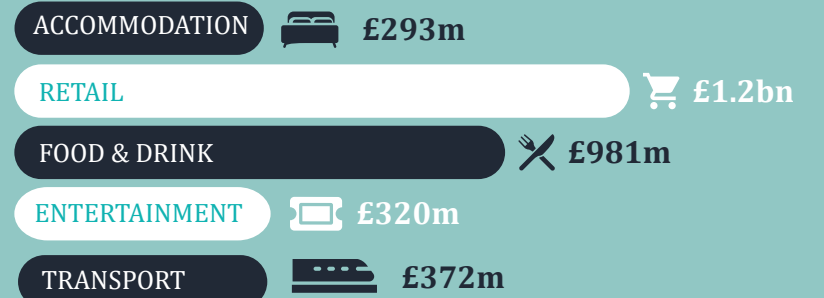
OTHER PURPOSES  
INCLUDING OVERSEAS  
STUDY VISITS

## VALUE AND VOLUME

### TOURISM JOBS



### DIRECT EXPENDITURE



## VISITOR BREAKDOWN

