

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



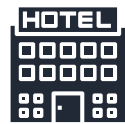
£302M VALUE



6,071 JOBS



PURPOSE OF TRIP TO DOVER



HOLIDAY 53%
THOSE ON HOLIDAY
STAY 3.4 NIGHTS
IN THE AREA AND
SPEND £203.94
FOR THE DURATION
OF THE TRIP



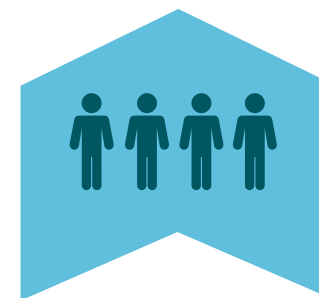
BUSINESS 13%
THOSE ON BUSINESS
STAY 2.8 NIGHTS
IN THE AREA AND
SPEND £342.74
FOR THE DURATION
OF THE TRIP



VFR 32%
THOSE VISITING
FRIENDS AND RELATIVES
STAY 3.0 NIGHTS
IN THE AREA AND
SPEND £119.32
FOR THE DURATION OF
THE TRIP

OTHER PURPOSES 2%
INCLUDING OVERSEAS STUDY VISITS

2017 → 2019



2.1%

**INCREASE
IN TRIPS**



7.3%

**INCREASE
IN VALUE**



4.7%

**INCREASE
IN JOBS**

DIRECT EXPENDITURE

ACCOMMODATION



£29m

ENTERTAINMENT



£27m

RETAIL



£76m

TRANSPORT



£29m

FOOD & DRINK



£67m

VISITOR BREAKDOWN



OVERNIGHT VISITORS

424,000 VISITORS

1.4 MILLION NIGHTS

£87 MILLION VALUE



DOMESTIC VISITORS

334,000 VISITORS

0.9 MILLION NIGHTS

£62 MILLION VALUE



OVERSEAS VISITORS

90,000 VISITORS

0.5 MILLION NIGHTS

£25 MILLION VALUE



DAY VISITORS

4.3 MILLION VISITORS

£141 MILLION VALUE

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.

66.5M VISITORS

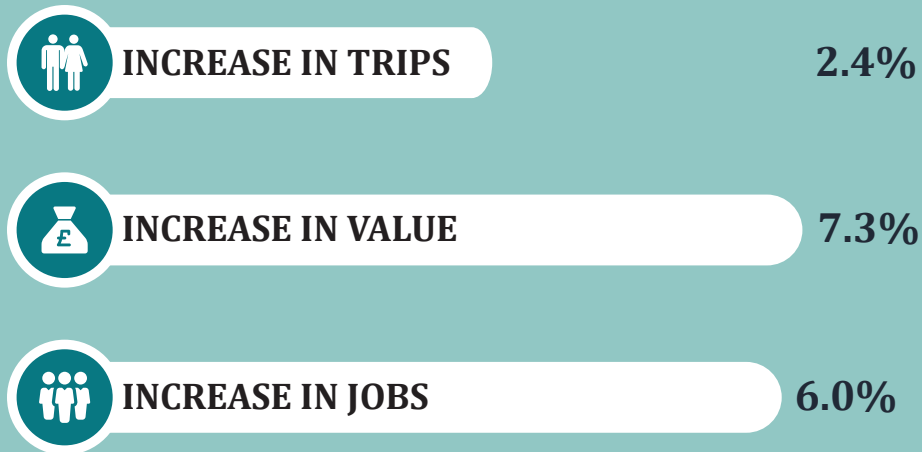


£4.1BN VALUE **81,458 JOBS**



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

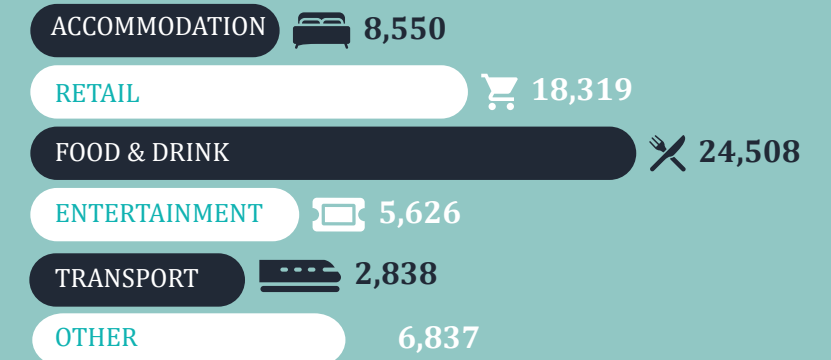
BUSINESS 16%
 THOSE ON BUSINESS STAY 2.9 NIGHTS IN THE AREA AND SPEND £240.87 FOR THE DURATION OF THE TRIP

VFR 44%
 THOSE VISITING FRIENDS AND RELATIVES STAY 3.2 NIGHTS IN THE AREA AND SPEND £91.66 FOR THE DURATION OF THE TRIP

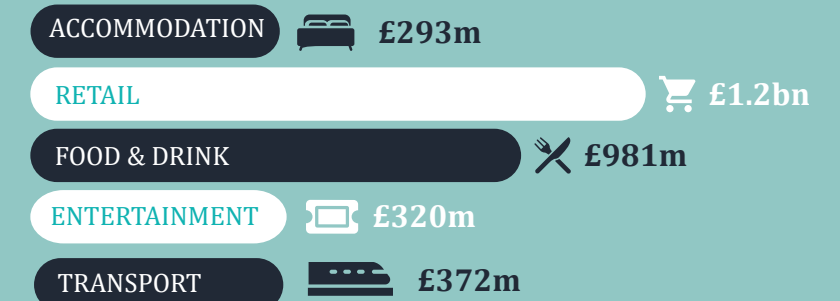
5%
 OTHER PURPOSES INCLUDING OVERSEAS STUDY VISITS

VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN

