

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



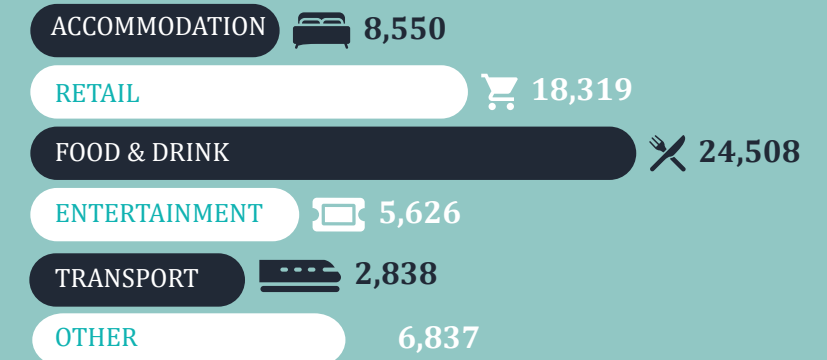
THOSE VISITING FRIENDS AND RELATIVES
STAY 3.2 NIGHTS
IN THE AREA AND
SPEND £91.66
FOR THE DURATION OF THE TRIP



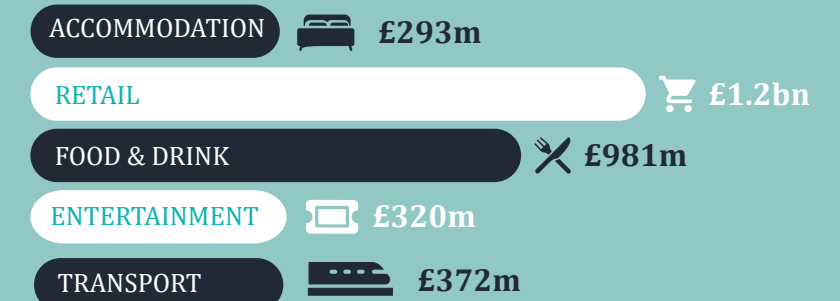
OTHER PURPOSES
INCLUDING OVERSEAS
STUDY VISITS

VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN



DARTFORD (*)

10.8 MILLION VISITORS
£591 MILLION VALUE
10,563 JOBS

SEVENOAKS

4.3 MILLION VISITORS
£265 MILLION VALUE
5,741 JOBS

TONBRIDGE & MALLING

3.1 MILLION VISITORS
£188 MILLION VALUE
3,700 JOBS

TUNBRIDGE WELLS

4.8 MILLION VISITORS
£296 MILLION VALUE
5,568 JOBS

MAIDSTONE

4.5 MILLION VISITORS
£307 MILLION VALUE
6,384 JOBS

ASHFORD

4.7 MILLION VISITORS
£311 MILLION VALUE
6,103 JOBS

GRAVESHAM

2.1 MILLION VISITORS
£124 MILLION VALUE
2,796 JOBS

MEDWAY

5.0 MILLION VISITORS
£358 MILLION VALUE
6,972 JOBS

SWALE

5.4 MILLION VISITORS
£263 MILLION VALUE
5,307 JOBS

THANET

4.6 MILLION VISITORS
£352 MILLION VALUE
8,664 JOBS

CANTERBURY

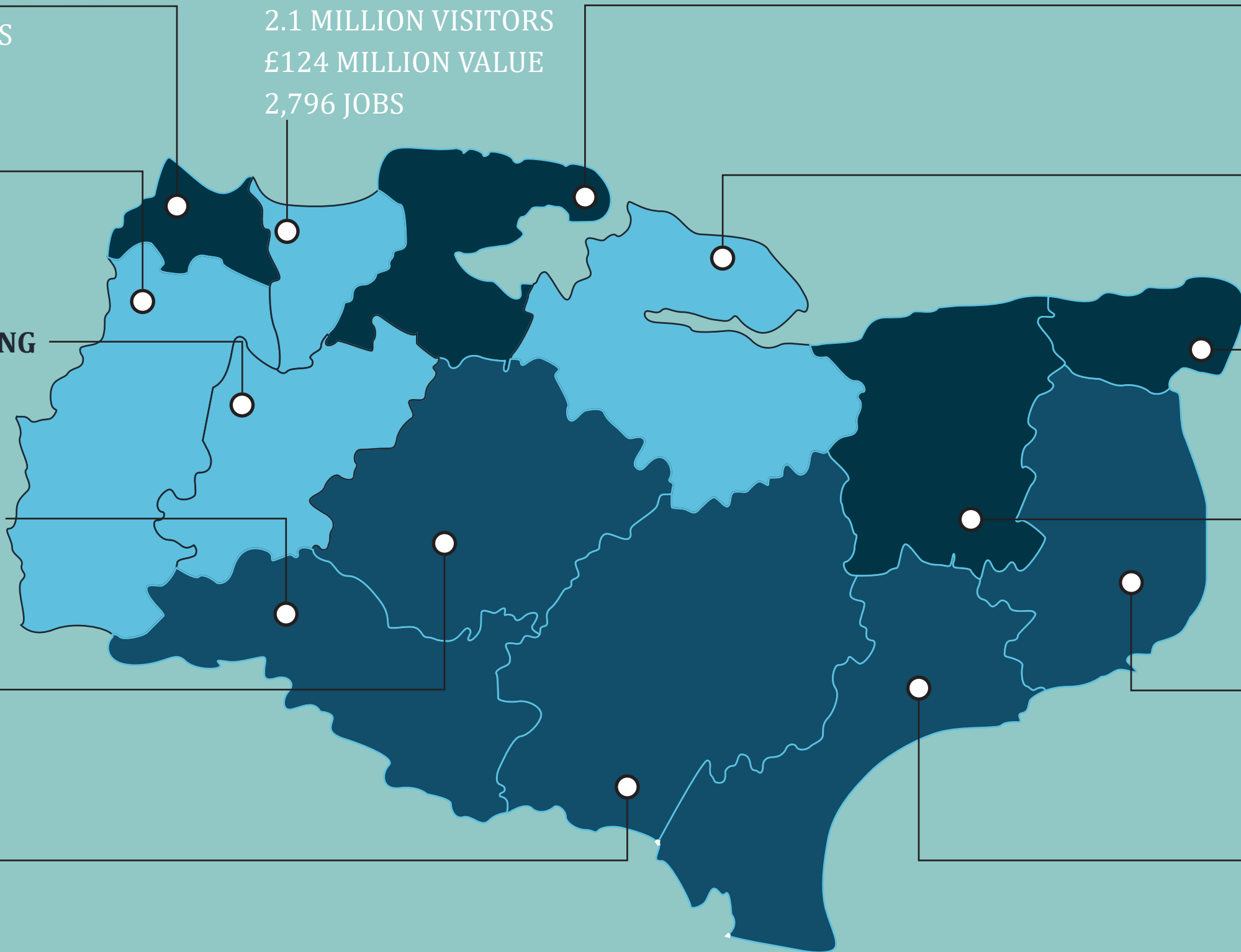
7.8 MILLION VISITORS
£523 MILLION VALUE
10,707 JOBS

DOVER

4.7 MILLION VISITORS
£302 MILLION VALUE
6,071 JOBS

FOLKESTONE & HYTHE

4.8 MILLION VISITORS
£271 MILLION VALUE
5,345 JOBS



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