

SWALE'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!

5.4M VISITORS



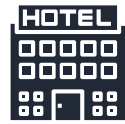
£263M VALUE



5,307 JOBS



PURPOSE OF TRIP TO SWALE



HOLIDAY 50%
THOSE ON HOLIDAY
STAY 4.1 NIGHTS
IN THE AREA AND
SPEND £138.52
FOR THE DURATION
OF THE TRIP



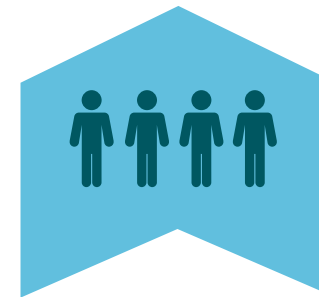
BUSINESS 3%
THOSE ON BUSINESS
STAY 3.2 NIGHTS
IN THE AREA AND
SPEND £812.54
FOR THE DURATION
OF THE TRIP



VFR 44%
THOSE VISITING
FRIENDS AND RELATIVES
STAY 3.6 NIGHTS
IN THE AREA AND
SPEND £78.85
FOR THE DURATION OF
THE TRIP

OTHER PURPOSES 3%
INCLUDING OVERSEAS STUDY VISITS

2017 → 2019



5.0%

**INCREASE
IN TRIPS**



10.9%

**INCREASE
IN VALUE**



12.0%

**INCREASE
IN JOBS**

DIRECT EXPENDITURE

ACCOMMODATION

£18m

ENTERTAINMENT

£23m

RETAIL

£72m

TRANSPORT

£24m

FOOD & DRINK

£75m

VISITOR BREAKDOWN



OVERNIGHT VISITORS
395,000 VISITORS

1.5 MILLION NIGHTS

£56 MILLION VALUE



DOMESTIC VISITORS
351,000 VISITORS

1.2 MILLION NIGHTS

£45 MILLION VALUE



OVERSEAS VISITORS
44,000 VISITORS

0.3 MILLION NIGHTS

£11 MILLION VALUE



DAY VISITORS
5.0 MILLION VISITORS

£157 MILLION VALUE

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66.5M VISITORS

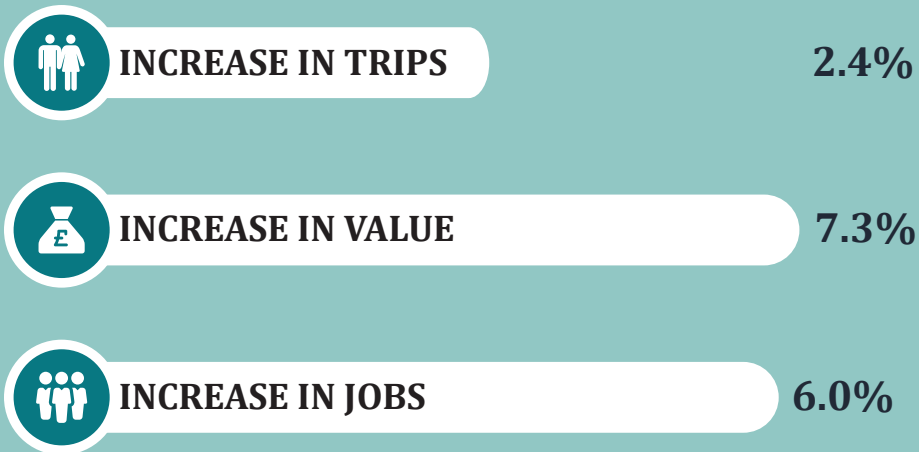


£4.1BN VALUE **81,458 JOBS**

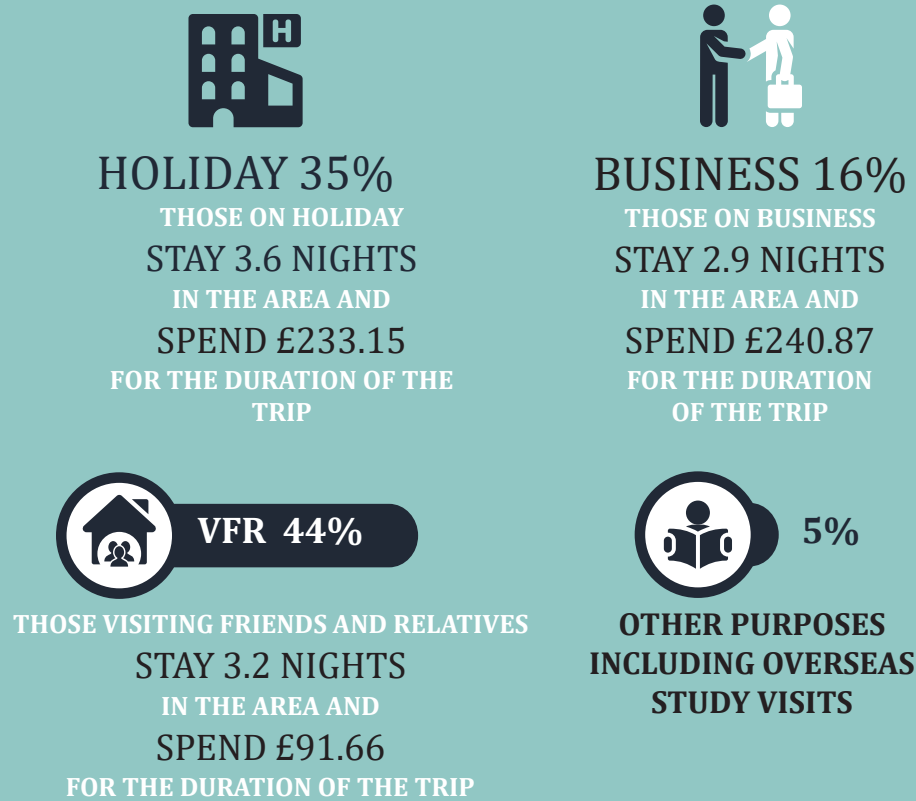


KENT'S PERFORMANCE

2017 → 2019



PURPOSE OF TRIP TO KENT



VALUE AND VOLUME



VISITOR BREAKDOWN

