

SWALE'S VISITOR ECONOMY

ACROSS KENT'S DISTRICTS, VISITOR NUMBERS CONTINUE TO RISE, WITH THE HIGHEST VOLUME OF VISITORS EVER.

WE HOPE YOU ENJOY THE NUMBERS!

5.1M VISITORS



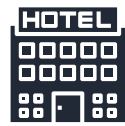
£237M VALUE



4,738 JOBS



PURPOSE OF TRIP TO SWALE



HOLIDAY 51%
THOSE ON HOLIDAY
STAY 4.2 NIGHTS
IN THE AREA AND
SPEND £133.40
FOR THE DURATION
OF THE TRIP



BUSINESS 9%
THOSE ON BUSINESS
STAY 3.9 NIGHTS
IN THE AREA AND
SPEND £389.58
FOR THE DURATION
OF THE TRIP



VFR 37%
THOSE VISITING
FRIENDS AND RELATIVES
STAY 3.5 NIGHTS
IN THE AREA AND
SPEND £91.79
FOR THE DURATION OF
THE TRIP

OTHER PURPOSES 3%
INCLUDING OVERSEAS STUDY VISITS

DIRECT EXPENDITURE

ACCOMMODATION

£19m

ENTERTAINMENT £20m

RETAIL

£73m

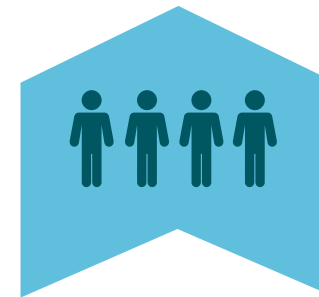
TRANSPORT £24m

FOOD & DRINK

£62m

2015

2017



2.2%

**INCREASE
IN TRIPS**



3.9%

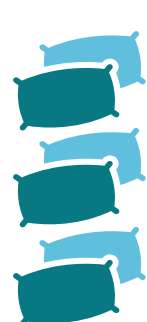
**INCREASE
IN VALUE**



3.9%

**INCREASE
IN JOBS**

VISITOR BREAKDOWN



OVERNIGHT VISITORS
398,000 VISITORS

1.6 MILLION NIGHTS

£57 MILLION VALUE



DOMESTIC VISITORS
355,000 VISITORS

1.2 MILLION NIGHTS

£45 MILLION VALUE



OVERSEAS VISITORS
43,000 VISITORS

0.3 MILLION NIGHTS

£12 MILLION VALUE



DAY VISITORS
4.7 MILLION VISITORS

£141 MILLION VALUE

Kent's visitor economy continues to thrive. We are delighted to provide the highlights from our latest independent research. You will see that Kent is experiencing record numbers of visitors and generating economy boosting revenue.

65M VISITORS



£3.8BN VALUE



77,000 JOBS



KENT'S PERFORMANCE

2015 → 2017



PURPOSE OF TRIP TO KENT



HOLIDAY 42%
THOSE ON HOLIDAY
STAY 3.5 NIGHTS
IN THE AREA AND
SPEND £205
FOR THE DURATION
OF THE TRIP



BUSINESS 15%
THOSE ON BUSINESS
STAY 3.7 NIGHTS
IN THE AREA AND
SPEND £260
FOR THE DURATION
OF THE TRIP



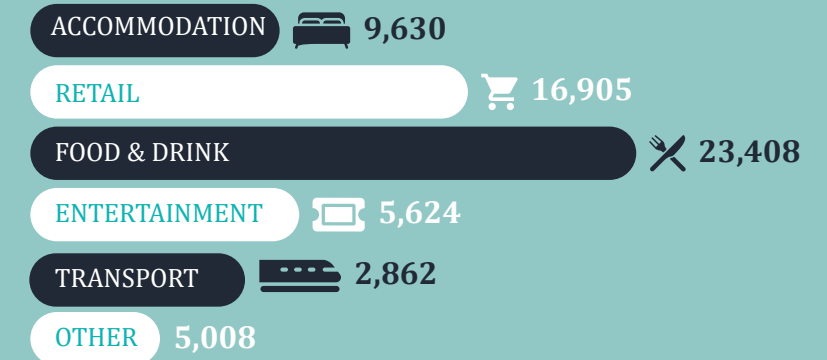
VFR 39%
THOSE VISITING FRIENDS AND RELATIVES
STAY 3.3 NIGHTS
IN THE AREA AND
SPEND £108
FOR THE DURATION OF THE TRIP



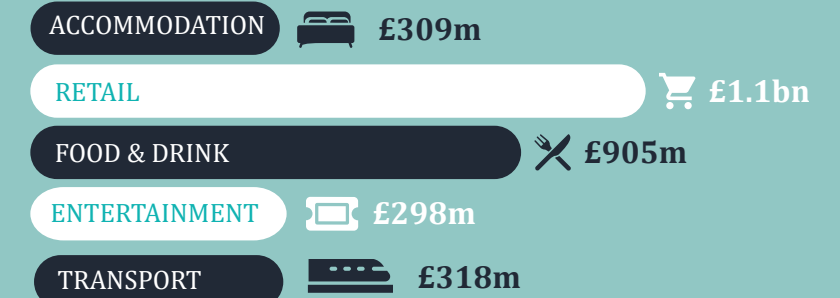
4%
OTHER PURPOSES
INCLUDING OVERSEAS
STUDY VISITS

VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN

