

WE HOPE YOU ENJOY THE NUMBERS!

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

7.8M VISITORS



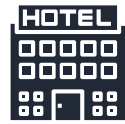
£491M VALUE



10,115



PURPOSE OF TRIP TO CANTERBURY



HOLIDAY 49%
THOSE ON HOLIDAY
STAY 4.5 NIGHTS
IN THE AREA AND
SPEND £245.92
FOR THE DURATION
OF THE TRIP



BUSINESS 22%
THOSE ON BUSINESS
STAY 3.4 NIGHTS
IN THE AREA AND
SPEND £273.92
FOR THE DURATION
OF THE TRIP

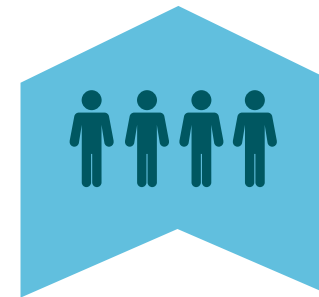


VFR 27%
THOSE VISITING
FRIENDS AND RELATIVES
STAY 3.6 NIGHTS
IN THE AREA AND
SPEND £125.99
FOR THE DURATION OF
THE TRIP

OTHER PURPOSES 2%
INCLUDING OVERSEAS STUDY VISITS

2015

2017



7.5%

**INCREASE
IN TRIPS**



8.1%

**INCREASE
IN VALUE**



7.9%

**INCREASE
IN JOBS**

DIRECT EXPENDITURE

ACCOMMODATION

£52m

ENTERTAINMENT £38m

RETAIL

£136m

TRANSPORT £45m

FOOD & DRINK

£116m

VISITOR BREAKDOWN

OVERNIGHT VISITORS
647,000 VISITORS
2.7 MILLION NIGHTS
£149 MILLION VALUE

DOMESTIC VISITORS
461,000 VISITORS
1.4 MILLION NIGHTS
£76 MILLION VALUE

OVERSEAS VISITORS
186,000 VISITORS
1.3 MILLION NIGHTS
£73 MILLION VALUE

DAY VISITORS
7.1 MILLION VISITORS
£238 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



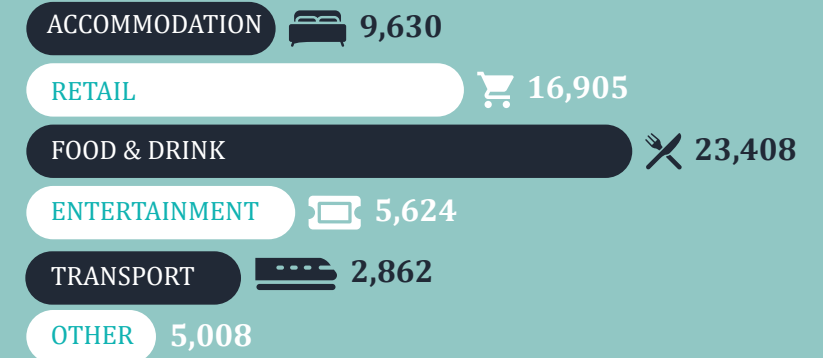
VFR 39%
THOSE VISITING FRIENDS AND RELATIVES
STAY 3.3 NIGHTS
IN THE AREA AND
SPEND £108
FOR THE DURATION OF THE TRIP



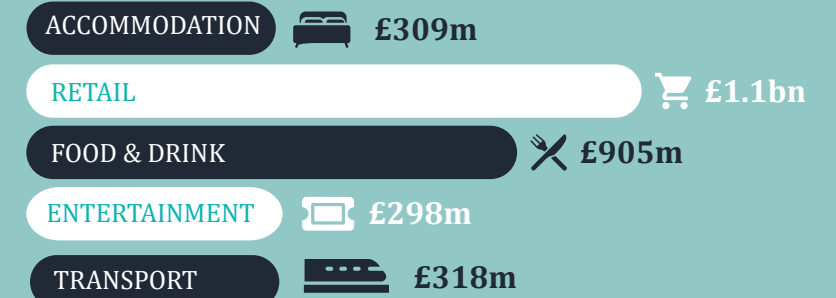
4%
OTHER PURPOSES
INCLUDING OVERSEAS
STUDY VISITS

VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN

