

# DOVER'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!

**4.6M VISITORS**



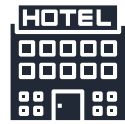
**£282M VALUE**



**5,796 JOBS**



## PURPOSE OF TRIP TO DOVER



**HOLIDAY 59%**  
THOSE ON HOLIDAY  
STAY 3.5 NIGHTS  
IN THE AREA AND  
SPEND £197.03  
FOR THE DURATION  
OF THE TRIP



**BUSINESS 12%**  
THOSE ON BUSINESS  
STAY 2.8 NIGHTS  
IN THE AREA AND  
SPEND £455.12  
FOR THE DURATION  
OF THE TRIP



**VFR 27%**  
THOSE VISITING  
FRIENDS AND RELATIVES  
STAY 3.2 NIGHTS  
IN THE AREA AND  
SPEND £121.24  
FOR THE DURATION OF  
THE TRIP

**OTHER PURPOSES 2%**  
INCLUDING OVERSEAS STUDY VISITS

## DIRECT EXPENDITURE

ACCOMMODATION



£31m

ENTERTAINMENT



£21m

RETAIL



£72m

TRANSPORT



£27m

FOOD & DRINK



£64m

## VISITOR BREAKDOWN



OVERNIGHT VISITORS

**422,000 VISITORS**

**1.4 MILLION NIGHTS**

**£89 MILLION VALUE**



DOMESTIC VISITORS

**336,000 VISITORS**

**1.0 MILLION NIGHTS**

**£63 MILLION VALUE**



OVERSEAS VISITORS

**86,000 VISITORS**

**0.5 MILLION NIGHTS**

**£26 MILLION VALUE**



DAY VISITORS

**4.2 MILLION VISITORS**

**£127 MILLION VALUE**



**6.5%**

**INCREASE  
IN TRIPS**



**6.5%**

**INCREASE  
IN VALUE**



**4.2%**

**INCREASE  
IN JOBS**

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



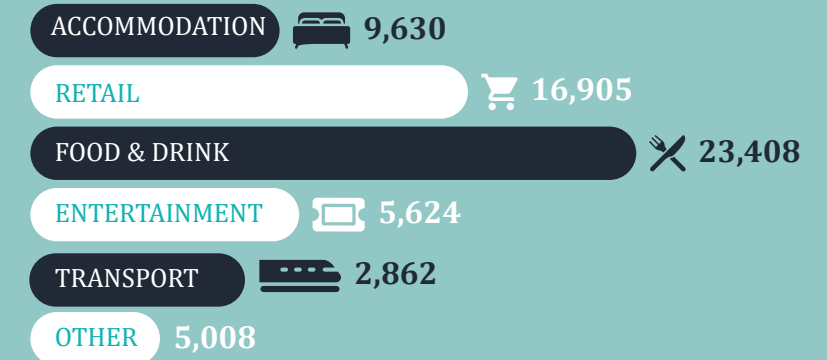
**VFR 39%**  
THOSE VISITING FRIENDS AND RELATIVES  
STAY 3.3 NIGHTS  
IN THE AREA AND  
SPEND £108  
FOR THE DURATION OF THE TRIP



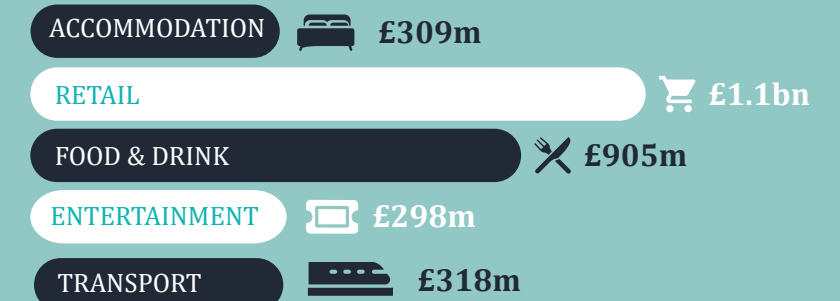
**4%**  
OTHER PURPOSES  
INCLUDING OVERSEAS  
STUDY VISITS

### VALUE AND VOLUME

#### TOURISM JOBS



#### DIRECT EXPENDITURE



### VISITOR BREAKDOWN

