

FOLKESTONE & HYTHE'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!

4.7M VISITORS



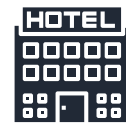
£252M VALUE



4,982 JOBS



PURPOSE OF TRIP TO FOLKESTONE & HYTHE



HOLIDAY 66%
THOSE ON HOLIDAY STAY 2.9 NIGHTS IN THE AREA AND SPEND £140.51 FOR THE DURATION OF THE TRIP



BUSINESS 8%
THOSE ON BUSINESS STAY 2.5 NIGHTS IN THE AREA AND SPEND £524.96 FOR THE DURATION OF THE TRIP

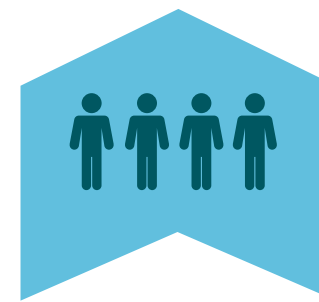


VFR 21%
THOSE VISITING FRIENDS AND RELATIVES STAY 2.5 NIGHTS IN THE AREA AND SPEND £111.82 FOR THE DURATION OF THE TRIP

OTHER PURPOSES 5%
INCLUDING OVERSEAS STUDY VISITS

2015

2017



3.5% INCREASE IN TRIPS



3.9% INCREASE IN VALUE



3.9% INCREASE IN JOBS

DIRECT EXPENDITURE

ACCOMMODATION

£29m

ENTERTAINMENT

£21m

RETAIL

£71m

TRANSPORT

£26m

FOOD & DRINK

£62m

VISITOR BREAKDOWN



OVERNIGHT VISITORS
470,000 VISITORS

1.4 MILLION NIGHTS

£82 MILLION VALUE



DOMESTIC VISITORS
395,000 VISITORS

1.0 MILLION NIGHTS

£62 MILLION VALUE



OVERSEAS VISITORS
75,000 VISITORS

0.4 MILLION NIGHTS

£20 MILLION VALUE



DAY VISITORS
4.3 MILLION VISITORS

£128 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



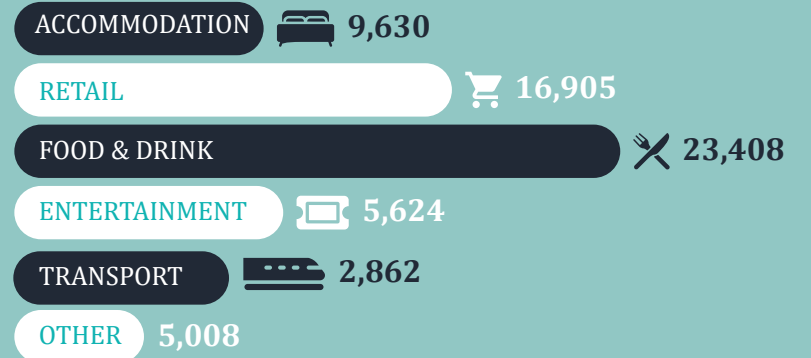
THOSE VISITING FRIENDS AND RELATIVES
STAY 3.3 NIGHTS
IN THE AREA AND
SPEND £108
FOR THE DURATION OF THE TRIP



OTHER PURPOSES
INCLUDING OVERSEAS
STUDY VISITS

VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN

