



Commissioned by:

Visit Kent



Economic Impact of Tourism

Maidstone - 2019 Results

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## **Introduction**

This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in 2019 and provides comparative data against the previously published data for Kent (2017).

Part of the Interreg Channel EXPERIENCE project, Destination Research was commissioned by Visit Kent to produce 2019 results based on the latest data from national tourism surveys and regionally/locally based data. The results are derived using the Cambridge Economic Impact Model.

In its basic form, the model distributes regional activity as measured in national surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level. Whenever possible, results have been enhanced by building in additional local-level data gathered by the district (e.g. local attractions data, boat moorings, language schools in the area, accommodation stock, etc.). See Appendix I for further details.

### **Contextual analysis**

#### **Domestic tourism**

In 2019, British residents took 99.7 million overnight trips in England (down from 100.6 million overnight trips in 2017), totalling 290 million nights away from home (down from 299 million nights in 2017). Expenditure reached £19.40 billion (up from £19.05 billion in 2017). The spend per trip was £194.58 and with an average trip length of stay of 2.9 nights, the average spend per night was £66.89.

The South East region experienced a -3% decrease in overnight trips between 2017 and 2019. Bednights were down -2% on 2017 and expenditure was unchanged since 2017. The region received slightly less visitors in 2019 than in 2017 but visitors spent slightly more per night than in 2017. The average spend per trip was £161.37 and with an average length of stay of 2.66 nights, the average spend per night was £60.56.

The GB Tourism Survey data is a key driver for the Cambridge model. However, it is not specifically designed to produce highly accurate results at sub-regional level. In order to improve the accuracy of results we have applied a 3-year rolling average to this data to help smooth out short term market fluctuations and highlight longer-term trends. As such, county and district level results relating to 2019 are an average of 2017, 2018 and 2019.

The domestic tourism results for Kent used in this model combine a mixture of supply and demand data. We do this because extracting county level data from national surveys can lead to inaccurate results due to low sample sizes. Our results show a 1% decrease in the volume of trips between 2017 and 2019. Nights were down by 2% and expenditure was also down by 1%.

## Visits from overseas

The International Passenger Survey (IPS) data is a key driver for the Cambridge model. However, as with the GBTS, it is not specifically designed to produce highly accurate results at sub-regional level. In order to improve the accuracy of results we have applied a 3-year rolling average to this data to highlight longer-term trends, whilst helping smooth out short-term market fluctuations and reducing the impact of any methodological changes affecting the survey. As such, county and district level results relating to 2019 are an average of 2017, 2018 and 2019 results.

At national level, the number of visits in 2019 was 36.1 million (33.0 in 2017). The number of visitor nights spent in England was 252.4 million (245.7 million in 2017), with the average number of nights per visit standing at 7.99 in 2019 (from 7.45 in 2017). Expenditure in 2019 was £24.78 billion, slightly below the £24.94 billion achieved in 2017.

Overseas trips to the South England region were down by 1% compared to 2017 at 5.4 million overnight trips. The total number of nights was 36.8 million, down slightly from the 37.4 million nights in 2017. Expenditure in 2019 was £2.58 billion, up 11% from 2.32 billion in 2017.

Kent experienced a 3% increase in the volume of trips between 2017 and 2019. Nights were down by 7% and expenditure was also down by 6%.

The International Passenger Survey is conducted by the Office for National Statistics and is based on face to face interviews with a sample of passengers travelling via the principal airports, sea routes and the Channel Tunnel, together with visitors crossing the land border into Northern Ireland. The number of interviews conducted in England in 2019 was 25,147.

**Day visitors**

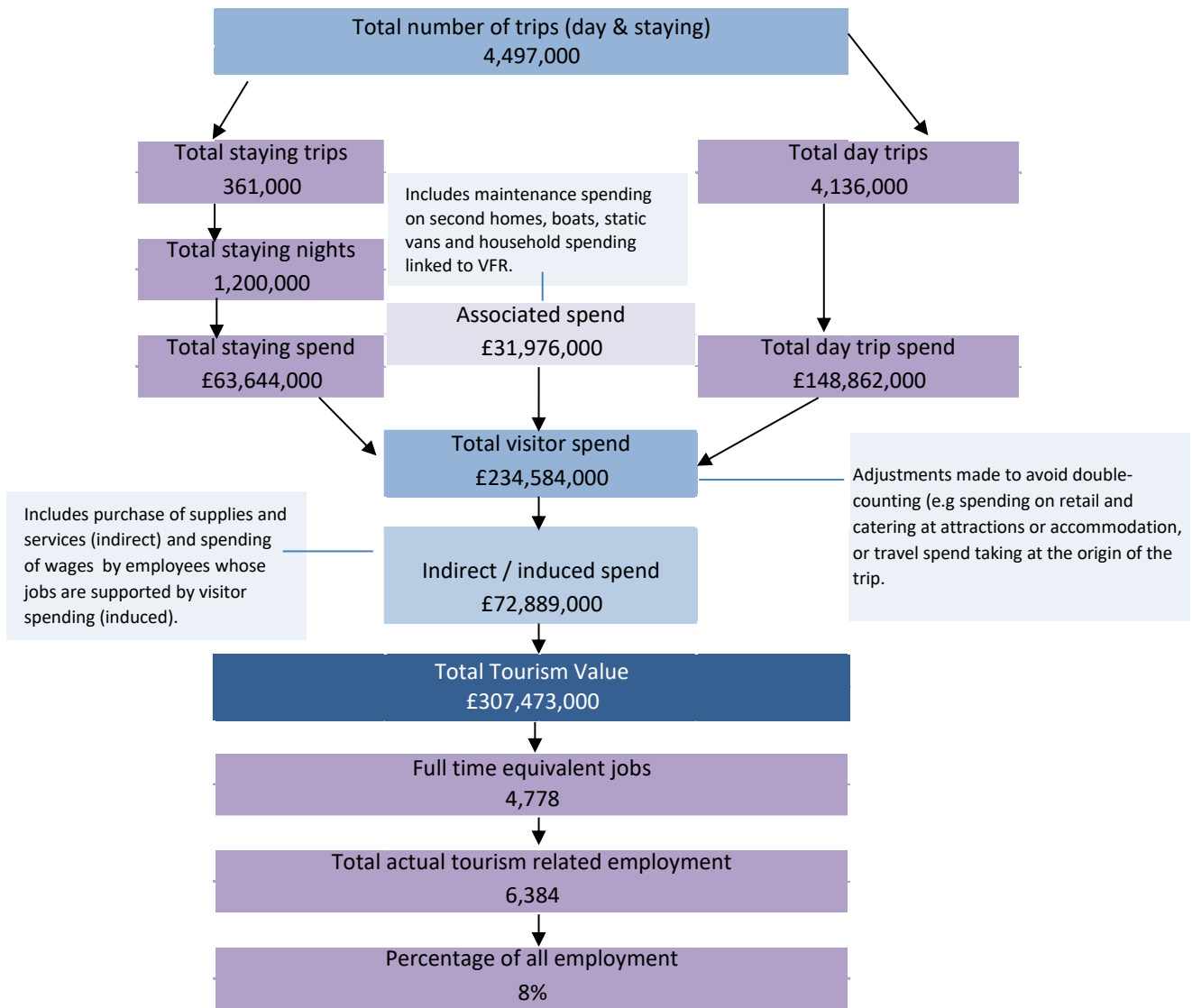
During 2019, UK residents took a total of 1,390 million Tourism Day Visits in England (down from 1,505 in 2017). Around £56.5 billion were spent during these trips, up from £50.9 billion in 2017.

The volume and value of tourism day visits in the South East of England decreased by 5% between 2017 and 2019, from 230 million down to 218 million. Expenditure levels were up by 7% to £7.9 billion in 2019.

The results for Kent are based on a combination of results from the GB Day Visitor Survey, visits to visitor attractions from the Visit Kent Business Barometer and other relevant local level data including visits to local information centres (VICs) and growth in off-peak rail journeys to Kent between 2017 and 2019. Based on these results the model assumes that the volume of day trips was up by 3% between 2017 and 2019 and expenditure for the same period was up by 10%.

## Economic Impact of Tourism – Headline Figures

## Maidstone - 2019 Results



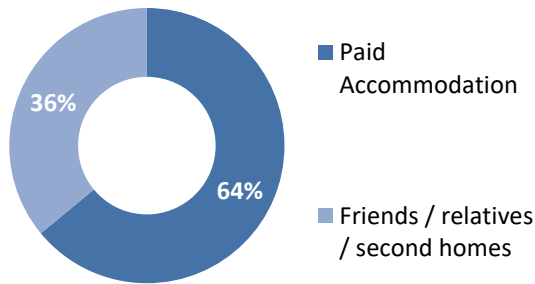
Economic Impact of Tourism – Year on year comparisons			Maidstone	
	2017	2019	Annual variation	
<b>Day Trips</b>				
Day trips Volume	4,144,000	4,136,000	-0.2%	
Day trips Value	£135,675,000	£148,862,000	9.7%	
<b>Overnight trips</b>				
Number of trips	371,000	361,000	-2.7%	
Number of nights	1,271,000	1,200,000	-5.6%	
Trip value	£66,278,000	£63,644,000	-4.0%	
<b>Total Value</b>	<b>£283,765,300</b>	<b>£307,473,000</b>	<b>8.4%</b>	
<b>Actual Jobs</b>	<b>5,909</b>	<b>6,384</b>	<b>8.0%</b>	

Maidstone	2017	2019	Variation	
Average length stay (nights x trip)	3.43	3.32	-3.0%	
Spend x overnight trip	£ 178.65	£ 176.30	-1.3%	
Spend x night	£ 52.15	£ 53.04	1.7%	
Spend x day trip	£ 32.74	£ 35.99	9.9%	

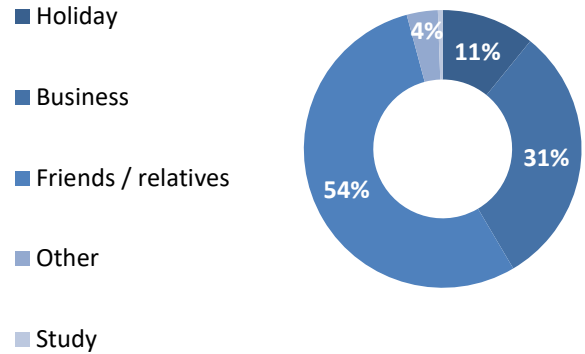
**Economic Impact of Tourism – Headline Figures**

**Maidstone - 2019 Results**

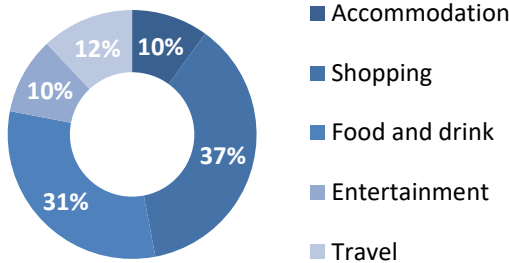
**Trips by type of accommodation**



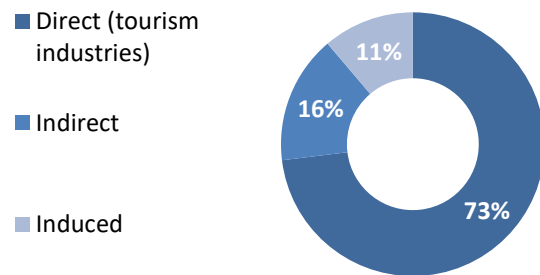
**Trips by Purpose**



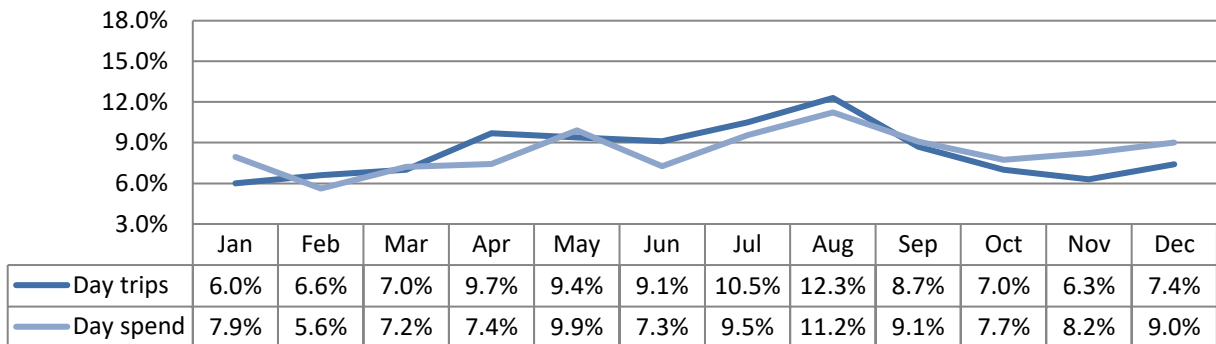
**Breakdown of expenditure**



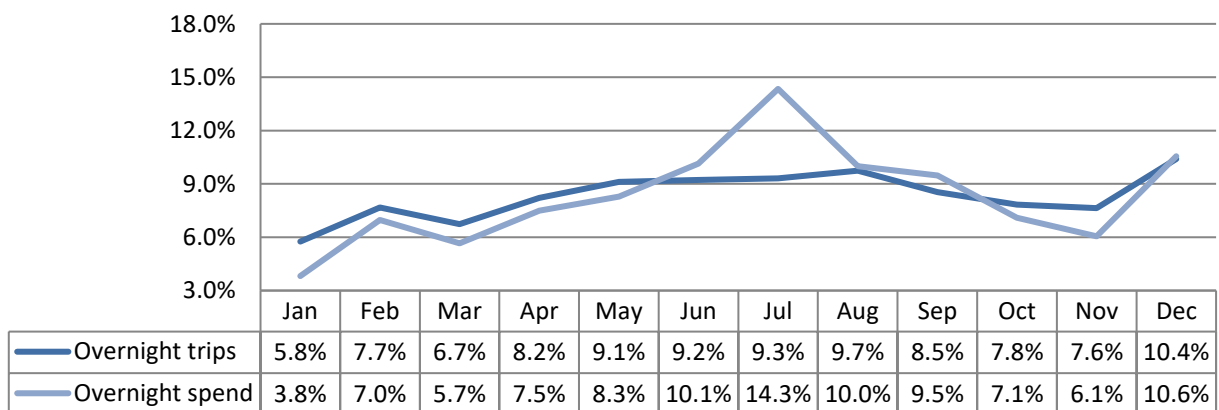
**Type of employment**



**Seasonality - Day visitors (County level)**



**Seasonality - Overnight visitors (County level)**



## Volume of Tourism



## Staying visits in the county context

## Maidstone - 2019 Results

Staying trips in the county context	Domestic trips ('000)	Overseas trips ('000)
Ashford	279	116
Canterbury	456	194
Dartford	132	45
Dover	334	90
Folkestone and Hythe	392	79
Gravesham	147	39
Maidstone	275	86
Medway	419	105
Sevenoaks	167	66
Swale	351	44
Thanet	342	153
Tonbridge and Malling	191	48
Tunbridge Wells	244	68
<b>Kent</b>	<b>3,729</b>	<b>1,133</b>

Staying nights in the county context	Domestic nights ('000)	Overseas nights ('000)
Ashford	739	472
Canterbury	1,387	1,234
Dartford	377	205
Dover	936	457
Folkestone and Hythe	974	407
Gravesham	379	210
Maidstone	708	492
Medway	1,230	643
Sevenoaks	427	330
Swale	1,224	302
Thanet	1,022	1,050
Tonbridge and Malling	541	258
Tunbridge Wells	735	417
<b>Kent</b>	<b>10,679</b>	<b>6,477</b>

Expenditure in the county context	Domestic spend (millions)	Overseas spend (millions)
Ashford	£43	£27
Canterbury	£75	£69
Dartford	£19	£10
Dover	£62	£25
Folkestone and Hythe	£61	£19
Gravesham	£15	£9
Maidstone	£37	£26
Medway	£60	£28
Sevenoaks	£23	£17
Swale	£45	£11
Thanet	£53	£67
Tonbridge and Malling	£26	£11
Tunbridge Wells	£40	£20
<b>Kent</b>	<b>£560</b>	<b>£340</b>

## Staying Visitors - Accommodation Type

## Maidstone - 2019 Results

### Trips by Accommodation

	UK		Overseas		Total	
Serviced	110,000	40%	44,000	51%	154,000	43%
Self catering	10,000	4%	11,000	13%	21,000	6%
Camping	22,000	8%	2,000	2%	24,000	7%
Static caravans	0	0%	0	0%	0	0%
Group/campus	1,000	0%	6,000	7%	7,000	2%
Paying guest	0	0%	0	0%	0	0%
Second homes	2,000	1%	0	0%	2,000	1%
Boat moorings	0	0%	0	0%	0	0%
Other	11,000	4%	14,000	16%	25,000	7%
Friends & relatives	119,000	43%	9,000	10%	128,000	35%
<b>Total 2019</b>	<b>275,000</b>		<b>86,000</b>		<b>361,000</b>	
<b>Comparison 2017</b>	<b>288,000</b>		<b>83,000</b>		<b>371,000</b>	
<b>Difference</b>	<b>-5%</b>		<b>4%</b>		<b>-3%</b>	

### Nights by Accommodation

	UK		Overseas		Total	
Serviced	209,000	29%	216,000	44%	425,000	35%
Self catering	40,000	6%	37,000	8%	77,000	6%
Camping	129,000	18%	21,000	4%	150,000	13%
Static caravans	0	0%	0	0%	0	0%
Group/campus	3,000	0%	30,000	6%	33,000	3%
Paying guest	0	0%	0	0%	0	0%
Second homes	6,000	1%	0	0%	6,000	1%
Boat moorings	0	0%	0	0%	0	0%
Other	54,000	8%	45,000	9%	99,000	8%
Friends & relatives	267,000	38%	143,000	29%	410,000	34%
<b>Total 2019</b>	<b>708,000</b>		<b>492,000</b>		<b>1,200,000</b>	
<b>Comparison 2017</b>	<b>746,000</b>		<b>525,000</b>		<b>1,271,000</b>	
<b>Difference</b>	<b>-5%</b>		<b>-6%</b>		<b>-6%</b>	

### Spend by Accommodation Type

	UK		Overseas		Total	
Serviced	£21,548,000	58%	£18,987,000	72%	£40,535,000	64%
Self catering	£2,409,000	7%	£1,117,000	4%	£3,526,000	5%
Camping	£3,501,000	9%	£681,000	3%	£4,182,000	7%
Static caravans	£0	0%	£0	0%	£0	0%
Group/campus	£36,000	0%	£1,288,000	5%	£1,324,000	2%
Paying guest	£0	0%	£0	0%	£0	0%
Second homes	£111,000	0%	£5,000	0%	£116,000	0%
Boat moorings	£0	0%	£0	0%	£0	0%
Other	£2,683,000	7%	£453,000	2%	£3,136,000	5%
Friends & relatives	£6,987,000	19%	£3,838,000	14%	£10,825,000	17%
<b>Total 2019</b>	<b>£37,275,000</b>		<b>£26,369,000</b>		<b>£63,644,000</b>	
<b>Comparison 2017</b>	<b>£38,441,000</b>		<b>£27,837,000</b>		<b>£66,278,000</b>	
<b>Difference</b>	<b>-3%</b>		<b>-5%</b>		<b>-4%</b>	

Serviced accommodation includes hotels, guesthouses, inns, B&B and serviced farmhouse accommodation. Paying guest refers to overseas visitors staying in private houses, primarily language school students. Other trips includes nights spent in transit, in lorry cabs and other temporary accommodation.

## Staying Visitors - Purpose of Trip

## Maidstone - 2019 Results

### Trips by Purpose

	UK		Overseas		Total	
Holiday	32,000	12%	7,000	8%	39,000	11%
Business	70,000	25%	40,000	47%	110,000	30%
Friends & relatives	164,000	60%	33,000	38%	197,000	54%
Other	9,000	3%	4,000	5%	13,000	4%
Study	0	0%	2,000	2%	2,000	1%
<b>Total 2019</b>	<b>275,000</b>		<b>86,000</b>		<b>361,000</b>	
Comparison 2017	288,000		83,000		371,000	
Difference	-5%		4%		-3%	

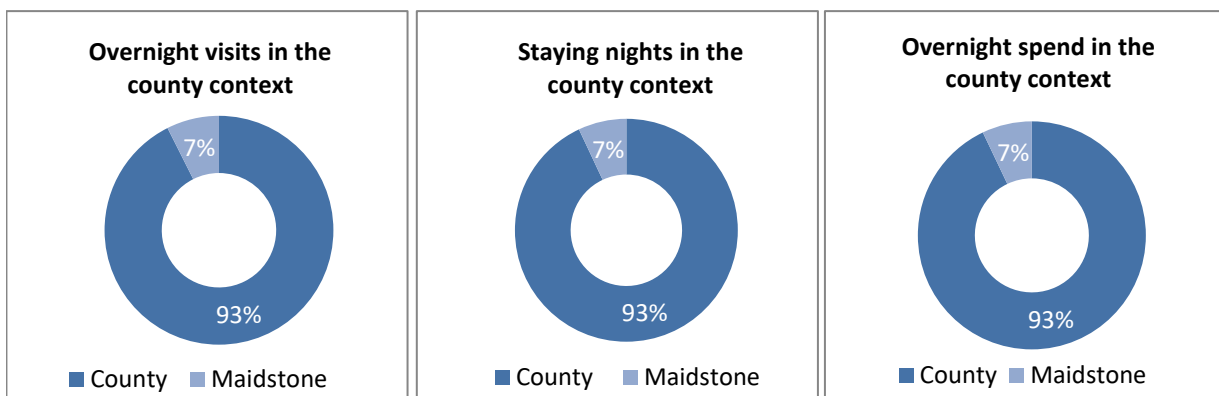
### Nights by Purpose

	UK		Overseas		Total	
Holiday	113,000	16%	31,000	6%	144,000	12%
Business	188,000	27%	140,000	28%	328,000	27%
Friends & relatives	385,000	54%	249,000	51%	634,000	53%
Other	22,000	3%	37,000	8%	59,000	5%
Study	0	0%	35,000	7%	35,000	3%
<b>Total 2019</b>	<b>708,000</b>		<b>492,000</b>		<b>1,200,000</b>	
Comparison 2017	746,000		525,000		1,271,000	
Difference	-5%		-6%		-6%	

### Spend by Purpose

	UK		Overseas		Total	
Holiday	£21,270,000	57%	£2,165,000	8%	£23,435,000	37%
Business	£8,566,000	23%	£7,985,000	30%	£16,551,000	26%
Friends & relatives	£5,369,000	14%	£12,066,000	46%	£17,435,000	27%
Other	£2,070,000	6%	£2,930,000	11%	£5,000,000	8%
Study	£0	0%	£1,223,000	5%	£1,223,000	2%
<b>Total 2019</b>	<b>£37,275,000</b>		<b>£26,369,000</b>		<b>£63,644,000</b>	
Comparison 2017	£38,441,000		£27,837,000		£66,278,000	
Difference	-3%		-5%		-4%	

### Proportion of staying visits in the county context

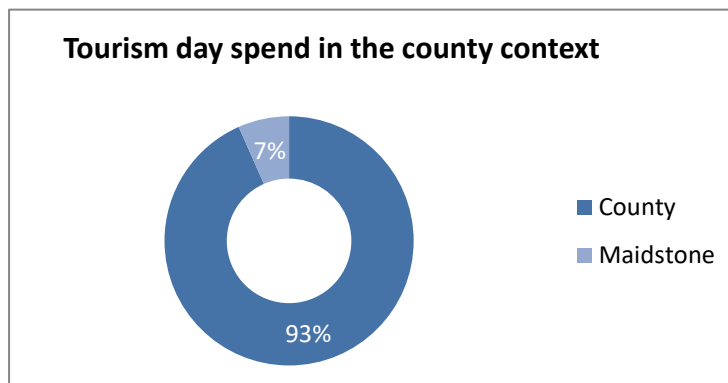
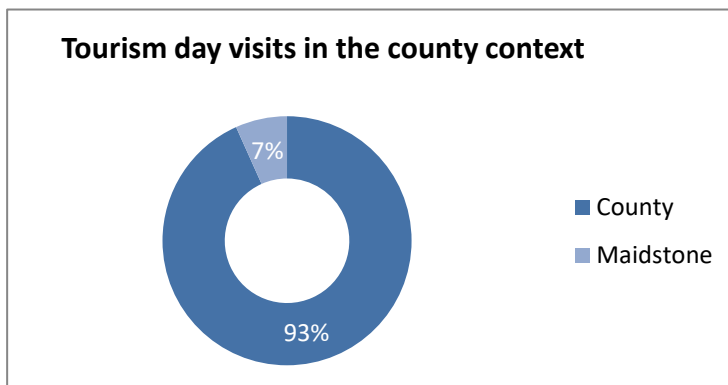


**Total Volume and Value of Day Trips**

		Trips	Spend
Total	2019	4,136,000	£148,862,000
Comparison	2017	4,144,000	£135,675,000
Difference		0%	10%

**Day Visitors in the county context**

District	Day Visits (millions)	Day visits Spend (millions)
Ashford	4.3	£155.30
Canterbury	7.2	£261.05
Dartford	10.6	£434.85
Dover	4.3	£141.09
Folkestone and Hythe	4.4	£141.78
Gravesham	1.9	£58.82
Maidstone	4.1	£148.86
Medway	4.4	£158.94
Sevenoaks	4.1	£153.12
Swale	5.0	£156.79
Thanet	4.1	£165.76
Tonbridge and Malling	2.8	£98.75
Tunbridge Wells	4.5	£174.02
<b>Kent</b>	<b>61.7</b>	<b>£2,249.15</b>



## Value of Tourism

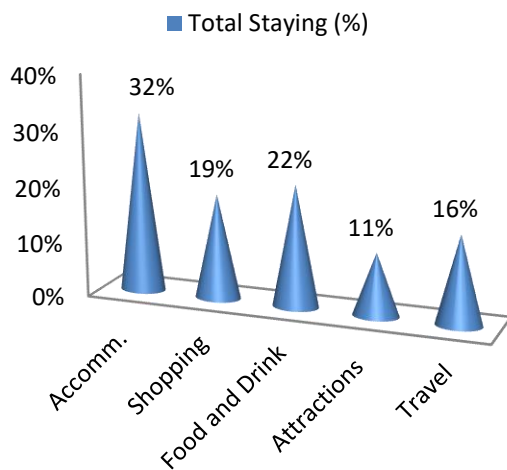
## Expenditure Associated with Trips

## Maidstone - 2019 Results

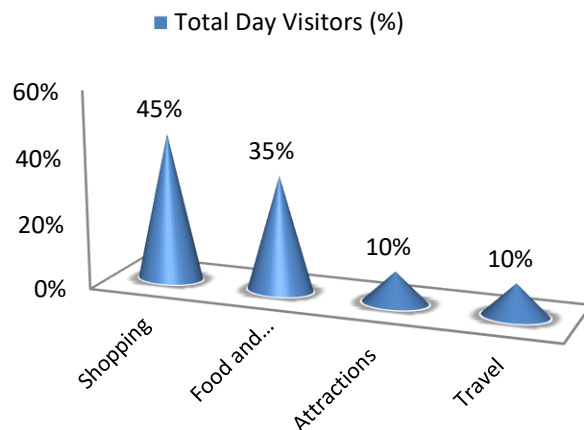
### Direct Expenditure Associated with Trips

	Accomm.	Shopping	Food and Drink	Attractions	Travel	Total
UK Tourists	£13,112,000	£4,831,000	£8,188,000	£3,917,000	£7,226,000	£37,274,000
Overseas tourists	£7,524,000	£7,204,000	£5,766,000	£3,245,000	£2,631,000	£26,370,000
<b>Total Staying</b>	<b>£20,636,000</b>	<b>£12,035,000</b>	<b>£13,954,000</b>	<b>£7,162,000</b>	<b>£9,857,000</b>	<b>£63,644,000</b>
<b>Total Staying (%)</b>	<b>32%</b>	<b>19%</b>	<b>22%</b>	<b>11%</b>	<b>16%</b>	<b>100%</b>
<b>Total Day Visitors</b>	<b>£0</b>	<b>£67,136,000</b>	<b>£52,399,000</b>	<b>£14,440,000</b>	<b>£14,886,000</b>	<b>£148,861,000</b>
<b>Total Day Visitors (%)</b>	<b>0%</b>	<b>45%</b>	<b>35%</b>	<b>10%</b>	<b>10%</b>	<b>100%</b>
<b>Total 2019</b>	<b>£20,636,000</b>	<b>£79,171,000</b>	<b>£66,353,000</b>	<b>£21,602,000</b>	<b>£24,743,000</b>	<b>£212,505,000</b>
<b>%</b>	<b>10%</b>	<b>37%</b>	<b>31%</b>	<b>10%</b>	<b>12%</b>	<b>100%</b>
Comparison 2017	£22,879,000	£72,920,000	£61,939,000	£20,484,000	£23,734,000	£201,956,000
Difference	-10%	9%	7%	5%	4%	5%

### Breakdown of expenditure



### Breakdown of expenditure



### Other expenditure associated with tourism activity

Other expenditure associated with tourism activity - Estimated spend				
Second homes	Boats	Static vans	Friends & relatives	Total
£201,000	£285,000	£8,000	£31,482,000	£31,976,000

Spend on second homes is assumed to be an average of £2,050 on rates, maintenance, and replacement of furniture and fittings. Spend on boats assumed to be an average of £2,050 on berthing charges, servicing and maintenance and upgrading of equipment. Static van spend arises in the case of vans purchased by the owner and used as a second home. Expenditure is incurred in site fees, utility charges and other spending and is estimated at £2,050. Additional spending is incurred by friends and relatives as a result of people coming to stay with them. A cost of £180 per visit has been assumed based on national research for social and personal visits.

## Direct Turnover Derived From Trip

## Maidstone - 2019 Results

Business turnover arises as a result of tourist spending, from the purchase of supplies and services locally by businesses in receipt of visitor spending and as a result of the spending of wages in businesses by employees whose jobs are directly or indirectly supported by tourism spending.

		<b>Staying Visitor</b>	<b>Day Visitors</b>	<b>Total</b>
Accommodation		£20,915,000	£1,048,000	£21,963,000
Retail		£11,915,000	£66,465,000	£78,380,000
Catering		£13,535,000	£50,827,000	£64,362,000
Attractions		£7,422,000	£15,635,000	£23,057,000
Transport		£5,914,000	£8,932,000	£14,846,000
Non-trip spend		£31,976,000	£0	£31,976,000
<b>Total Direct</b>	<b>2019</b>	<b>£91,677,000</b>	<b>£142,907,000</b>	<b>£234,584,000</b>
Comparison	<b>2017</b>	<b>£86,084,000</b>	<b>£130,249,000</b>	<b>£216,333,300</b>
Difference		6%	10%	8%

Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

## Supplier and Income Induced Turnover

		<b>Staying Visitor</b>	<b>Day Visitors</b>	<b>Total</b>
Indirect spend		£10,762,000	£23,695,000	£34,457,000
Non trip spending		£4,796,000	£0	£4,796,000
Income induced		£14,616,000	£19,020,000	£33,636,000
<b>Total</b>	<b>2019</b>	<b>£30,174,000</b>	<b>£42,715,000</b>	<b>£72,889,000</b>
Comparison	<b>2017</b>	<b>£28,501,000</b>	<b>£38,931,000</b>	<b>£67,432,000</b>
Difference		6%	10%	8%

Income induced spending arises from expenditure by employees whose jobs are supported by tourism spend.

## Total Local Business Turnover Supported by Tourism Activity – Value of Tourism

		<b>Staying Visitor</b>	<b>Day Visitors</b>	<b>Total</b>
Direct		£91,677,000	£142,907,000	£234,584,000
Indirect		£30,174,000	£42,715,000	£72,889,000
<b>Total Value</b>	<b>2019</b>	<b>£121,851,000</b>	<b>£185,622,000</b>	<b>£307,473,000</b>
Comparison	<b>2017</b>	<b>£114,585,300</b>	<b>£169,180,000</b>	<b>£283,765,300</b>
Difference		6%	10%	8%

## Employment



## Employment

## Maidstone - 2019 Results

The model generates estimates of full time equivalent jobs based on visitor spending. The total number of 'actual' jobs will be higher when part time and seasonal working is taken into account. Conversion of full time equivalent jobs into actual jobs relies on information from business surveys in the sectors receiving visitor spending. A new Full Time Equivalent tourism job is created with every £54,000 increase in tourism revenue.

### Direct employment

Full time equivalent (FTE)						
	Staying Visitor		Day Visitor		Total	
Accommodation	378	26%	19	1%	397	12%
Retailing	121	8%	677	37%	798	24%
Catering	231	16%	868	48%	1,099	33%
Entertainment	85	6%	178	10%	263	8%
Transport	53	4%	80	4%	133	4%
Non-trip spend	592	41%	0	0%	592	18%
<b>Total FTE</b>	<b>2019</b>	<b>1,460</b>	<b>1,822</b>		<b>3,282</b>	
Comparison	2017	1,352	1,660		3,012	
Difference		8%	10%		9%	

Estimated actual jobs						
	Staying Visitor		Day Visitor		Total	
Accommodation	557	29%	28	1%	585	13%
Retailing	182	9%	1,015	38%	1,197	26%
Catering	347	18%	1,302	48%	1,649	35%
Entertainment	119	6%	251	9%	370	8%
Transport	75	4%	113	4%	188	4%
Non-trip spend	675	34%	0	0%	675	14%
<b>Total Actual</b>	<b>2019</b>	<b>1,955</b>	<b>2,709</b>		<b>4,664</b>	
Comparison	2017	1,850	2,469		4,319	
Difference		6%	10%		8%	

### Indirect & Induced Employment

Full time equivalent (FTE)				
	Staying Visitor	Day Visitors	Total	
Indirect jobs	346	527	873	
Induced jobs	271	352	623	
<b>Total FTE</b>	<b>2019</b>	<b>616</b>	<b>879</b>	<b>1,496</b>
Comparison	2017	583	801	1,384
Difference		6%	10%	8%

Estimated actual jobs				
	Staying Visitor	Day Visitors	Total	
Indirect jobs	398	607	1,005	
Induced jobs	310	405	715	
<b>Total Actual</b>	<b>2019</b>	<b>708</b>	<b>1,012</b>	<b>1,720</b>
Comparison	2017	669	921	1,590
Difference		6%	10%	8%

## Total Tourism Jobs

## Maidstone - 2019 Results

Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

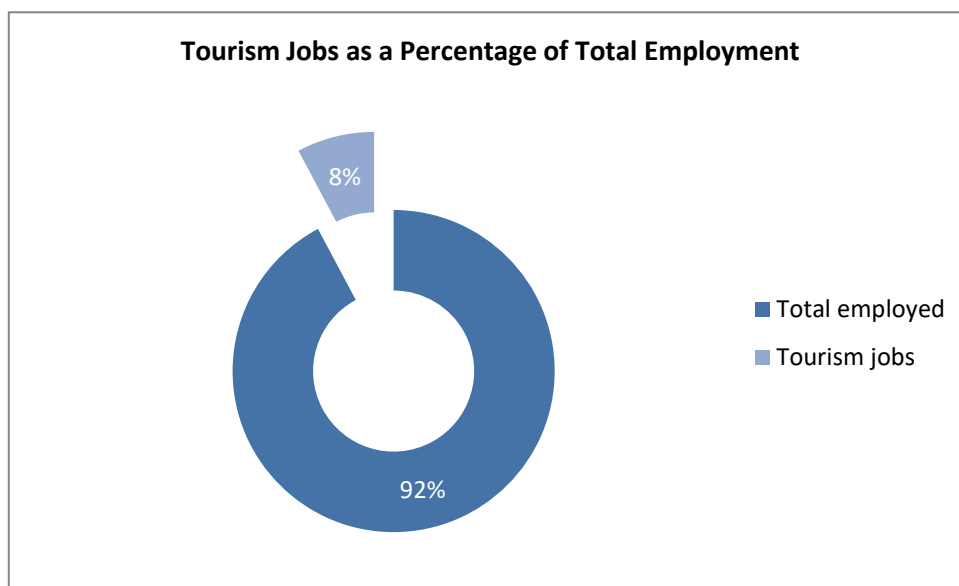
Full time equivalent (FTE)						
	Staying Visitor		Day Visitor		Total	
Direct	1,460	70%	1,822	67%	3,282	69%
Indirect	346	17%	527	20%	873	18%
Induced	271	13%	352	13%	623	13%
<b>Total FTE</b>	<b>2019</b>	<b>2,077</b>	<b>2,701</b>		<b>4,778</b>	
Comparison	<b>2017</b>	<b>1,935</b>	<b>2,461</b>		<b>4,396</b>	
Difference		7%	10%		9%	

Estimated actual jobs						
	Staying Visitor		Day Visitor		Total	
Direct	1,955	73%	2,709	73%	4,664	73%
Indirect	398	15%	607	16%	1,005	16%
Induced	310	12%	405	11%	715	11%
<b>Total Actual</b>	<b>2019</b>	<b>2,663</b>	<b>3,721</b>		<b>6,384</b>	
Comparison	<b>2017</b>	<b>2,519</b>	<b>3,390</b>		<b>5,909</b>	
Difference		6%	10%		8%	

### Tourism Jobs as a Percentage of Total Employment

	Staying Visitor	Day visitors	Total
Total employed	82,000	82,000	82,000
Tourism jobs	2,663	3,721	6,384
<b>Proportion all jobs</b>	<b>3%</b>	<b>5%</b>	<b>8%</b>
Comparison	<b>2017</b>	<b>3,390</b>	<b>5,909</b>
Difference	6%	10%	8%



**The key 2019 results of the Economic Impact Assessment are:**

**4.5 million trips** were undertaken in the area  
**4.1 million** day trips  
**0.4 million** overnight visits

**1.2 million** nights in the area as a result of overnight trips

**£235 million** spent by tourists during their visit to the area  
**£20 million** spent on average in the local economy each month.

**£64 million** generated by overnight visits  
**£149 million** generated from day trips.

**£307 million** spent in the local area as result of tourism, taking into account multiplier effects.

**6,384 jobs** supported, both for local residents from those living nearby.  
**4,664 tourism jobs** directly supported  
**1,720 non-tourism related jobs** supported linked to multiplier spend from tourism.

## **Appendix I - Introduction about Cambridge Model**

This report examines the volume and value of tourism and the impact of that expenditure on the local economy. The figures were derived using the Cambridge Economic Impact Model and the research was undertaken by Destination Research.

The model utilises information from national tourism surveys and regionally based data held by Destination Research. It distributes regional activity as measured in those surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level.

### **Limitations of the Model**

The methodology and accuracy of the above sources vary. The results of the model should therefore be regarded as estimates which are indicative of the scale and importance of visitor activity in the local area. It is important to note that in the national tourism surveys the sample sizes for each area changes year on year. This is as a result of the random probability nature of the methodology. As such, the results of the Cambridge Model are best viewed as a snapshot in time and we would caution against year-on-year comparisons.

It should be noted that the model cannot take into account any leakage of expenditure from tourists taking day trips out of the area in which they are staying. While it is assumed that these may broadly balance each other in many areas, in locations receiving significant numbers of day visitors from London, there is likely to be an underestimate in relation to the number of overseas day visitors staying in holiday accommodation in London.

Whilst it is important to be aware of these issues, we are confident that the estimates we have produced are as reliable as is practically possible within the constraints of the information available.

### **Rounding**

All figures used in this report have been rounded. Therefore, in some tables there may be a slight discrepancy between totals and sub totals.

### **Data sources**

The main national surveys used as data sources in stage one include:

- Great Britain Tourism Survey (GBTS) - information on tourism activity by GB residents;
- International Passenger Survey (IPS) information on overseas visitors to the United Kingdom;
- Day Visits in the annual Great Britain Day Visitor Survey using information on visits lasting more than 3 hours and taken on an irregular basis

These surveys provide information down to a regional level. In order to disaggregate data to a local level the following information sources are used:

- Records of known local accommodation stock held by Destination Research;
- VisitEngland's surveys of Visits to Attractions, which provide data on the number of visitors to individual tourist attractions;
- Mid- 2019 estimates of resident population as based on the 2011 Census of Population;
- Selected data from the 2011 Census of Employment;
- Selected data on the countryside and coast including national designations and length of the coastline.

### **Staying Visitors**

The GBTS provides information on the total number of trips to the region and the relative proportions using different types of accommodation. By matching these figures to the supply of such accommodation, the regional average number of trips per bedspace or unit of accommodation can be derived. The IPS provides information on the total number of trips by overseas visitors to the region. The model uses three year rolling averages to reduce extreme highs and lows which are due to small sample sizes, rather than being a reflection on drastic changes in demand year-on-year.

### **Day Visitors**

Information on day trips at the regional level is available from the Day Visits in Great Britain survey (GBDVS). A day visitor is defined as someone making a day trip to and from home for leisure purposes. The report excludes trips undertaken for business or study purposes. This report presents data on those who took trips of at least 3 hours duration on an irregular basis as defined by the GBDVS. These are identified as tourism day trips by the Department of Culture, Media and the Sport.

### **Impact of tourism expenditure**

This section examines the impact of the tourism expenditure in terms of the direct, indirect and induced expenditure as well as an estimate of the actual jobs (both direct and indirect) supported by tourism expenditure in the district.

The GBTS, IPS and Day Visits to Great Britain survey data on the breakdown of visitor spending. The impact of this initial round of expenditure will be subsequently increased by multiplier effects. These arise from the purchase of supplies and services by the businesses in receipt of visitor expenditure (indirect impacts), and by the income induced-effects arising from the spending of wages by employees in the first round of business and in subsequent expenditure in supplier business (induced impacts).

The New Earnings Survey which provides information on wage levels by industry sector and region; An internal business database which includes data on the structure of business expenditure, local linkages and multiplier ratios drawn from a wide range of business and economic studies carried out by Geoff Broom Associates, PA Cambridge Economic Consultants and others. By applying the breakdown to the estimates of visitor spending, the model generates estimates of total direct spending.

Evidence from national studies suggests that some minor adjustments are required to match visitor spend to business turnover – for example, some expenditure on food and drink actually takes place in inns and hotels that fall in the accommodation sector and within attractions. More significantly, expenditure on travel costs associated with individual trips is equally likely to take place at the origin of the trip as the destination. Therefore, the model assumes that only 40% of travel expenditure accrues to the destination area.

### **Number of full time job equivalents**

Having identified the value of turnover generated by visitor spending, it is possible to estimate the employment associated with that spending. Wages for staff and drawings for the proprietors will absorb a proportion of that turnover. By applying these proportions to the overall additional turnover in each sector, the amount of money absorbed by employment costs can be calculated. The New Earnings Survey provides data from which the average costs by business sector, adjusted to take account of regional differences, can be calculated.

After allowing for additional costs such as National Insurance and pension costs, an average employment cost per full time equivalent job can be estimated. The number of such jobs in the local area can then be estimated by dividing the amount of business expenditure on wages and drawings by the average employment cost per job.

### **Number of Actual Jobs**

The model generates estimates of full time equivalent jobs based on visitor spending. However, the total number of actual jobs will be higher when part time and seasonal working is taken into account. The full time equivalent jobs arising directly from visitor spending are converted into actual jobs using information from business surveys in the sectors receiving visitor spending (principally accommodation, food and drink, retail, attractions, transport). In general, the conversion factor between full time equivalent jobs and actual jobs varies around 1.5 in those sectors.

The indirect and induced jobs arise across a much wider range of employment sectors. Therefore, the average 1.16 for all sectors based on Census of Employment data has been used to convert full time equivalent jobs in this sector to actual jobs.

The employment estimates generated by the model include both self-employed and employed people supported by visitor expenditure. The model also includes an estimate of the additional jobs arising in the attractions sector, which are not related to visitor expenditure. However, the numbers do not include other tourism-related employment such as jobs in local authorities arising from their tourism functions, e.g. tourist information staff, additional public health, parks and gardens, public conveniences, maintenance sections and jobs arising from capital investment in tourism facilities.

### **Local level data for Kent EIA Reports 2019**

The Cambridge Model allows for the use of local visitor related data. Local data from visitor surveys and other sources is not always sufficiently detailed or available regularly enough to make the results consistent. We rely on partners to collect additional locally sourced data to feed into the model. We have also used data from Southeastern, data on Airbnb from the online booking platform AirDNA, and from Visit Kent's Business Barometer such as Accommodation occupancy, visits to visitor attractions and VIC footfall.

### **Ashford**

**New product in 2019:** Opening of Curious Brewery offering tours, shop, restaurant, in Ashford town centre part of the Chapel Down brand. (May 2019); Opening of new Travelodge in Ashford town centre, Elwick Place with 58 rooms (January 2019); Ashford Coachworks launched creating a new bar, dining and events space alongside co-working space next to Ashford International Rail Station (Autumn 2019)

### **Events**

Annual Create free music festival in Victoria Park, Ashford, 14,000 footfall throughout the day (July 2019). Illuminates, digital mapping illuminated projection celebrating the history of Ashford. 5% increase in footfall to town centre in the evening economy.

Tenterden Folk Festival, weekend event. Estimated footfall approx. 5,000. (October 2019).

Tenterden Christmas Market, estimated footfall over weekend 12,000-14,000 (Dec. 2019).

## Dartford

Bluewater Shopping Centre - Bluewater attracts up to 28 million visitors per year. Only about a quarter of these visits is accounted for in the Cambridge Model, equating to about 7.8 million visits.

## Dover

**Port of Dover** saw a total of 10,863,262 passengers in 2019, down from 11,723,411 in 2017. The number of cars was 2,000,966 (2,180,611 in 2017) and 73,856 coaches (down from 79,638 in 2017).

## Maidstone

**New product in 2019:** A new river boat tour to the privately owned Allington Castle. Every Tuesday afternoon for 6 months, always fully booked up to 80 people; New small art gallery (Process Gallery) in Lenham; New boats for hire half and full day, run by the owners of the Kentish Lady River boat; New Outdoor Adventure In Mote Park. High ropes, climbing wall, mini golf and segways. (Open April to October); Hush Heath Winery Estate opened new Visitor Centre – now offering tours, tasting and food.

New Glamping site – Rankins Farm with 6 pods for up to 4 people; New accommodation at the Potting Shed, Langley (6 x double rooms); Additional accommodation built at the Black Horse Inn

Leeds Castle added new Adventure Golf and Playground. They also expanded the offer around the Festival of Flowers to offer pre-bookable afternoon tea.

**Attraction Visitor Numbers:** The latest footfall data from Leeds Castle, Kent Life and Kent Event Centre have been cross checked with the Business Barometer and included in the model.

## Thanet

**Car Parks** - 2019 parking paid for via Ringo 183,205 (105,027 in 2017)

**Boat Moorings** – 4,142 visiting vessels and 7,500 visitor nights in 2019, up from 4,074 and 6,985 respectively in 2017.

The latest footfall data from Dreamland and Turner Contemporary (including the Turner Prize 2019 exhibition) have been cross checked with the Business Barometer and included in the model.

## Tunbridge Wells

Summer schools: 150 summer school students in June to August 2019, up from 100 summer school students over June – August 2017. Students generally staying with families in Tunbridge Wells for 2 to 3 weeks. There were 60 overseas students over the rest of the year (including au pairs and general workers in Tunbridge Wells), up from 50 students in 2017.

### **2019 closures in Royal Tunbridge Wells (RTW):**

Smart & Simple Hotel, Woods Restaurant, Gastronomica G restaurant, Burrswood Accommodation and Gardens, Rosemary Shrager Cookery School, Honnington Gardens B&B, Tunbridge Wells Golf Club, The TW Museum, Art Gallery and Library moved out of the building in RTW for major redevelopment works. The library and museum relocated to a little unit in Royal Victoria Place shopping centre, Apicius restaurant – fine dining, based in Cranbrook.

**2019 Openings:**

Richard Burnett Heritage Collection / Finchcocks Charity Collection of Harpsichords opened up in a smaller unit in RTW, Cellarhead Brewing company opened to visitors, based in Flimwell, Council stopped running the Farmers Market and it became independent so moved site within Town Centre of RTW, The Small Holding Kitchen opened up May Farm Accommodation in Kilndown, Lower Ladysden Farm opened up to visitors for 'pick your own' fruit near Cranbrook and, Central Market, foodie café /bar outdoor place in Royal Victoria Place shopping centre, RTW.

**Car Parks** – there were 1,752,360 transactions in 2019/20, up 14% from 1,536,526 in 2017/18.





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