

# MEDWAY'S VISITOR ECONOMY

This infographic summarises the volume and value of tourism and the impact of visitor expenditure on the local economy in 2019. The results are derived using the Cambridge Economic Impact Model under licence by Destination Research Ltd.

WE HOPE YOU ENJOY THE NUMBERS!

**5.0M VISITORS**



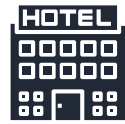
**£358M VALUE**



**6,972 JOBS**



## PURPOSE OF TRIP TO MEDWAY



**HOLIDAY 28%**  
THOSE ON HOLIDAY  
STAY 4.0 NIGHTS  
IN THE AREA AND  
SPEND £292.55  
FOR THE DURATION  
OF THE TRIP



**BUSINESS 8%**  
THOSE ON BUSINESS  
STAY 3.0 NIGHTS  
IN THE AREA AND  
SPEND £369.95  
FOR THE DURATION  
OF THE TRIP



**VFR 62%**  
THOSE VISITING  
FRIENDS AND RELATIVES  
STAY 3.4 NIGHTS  
IN THE AREA AND  
SPEND £73.82  
FOR THE DURATION OF  
THE TRIP

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

## 2017 → 2019



**1.9%** INCREASE  
IN TRIPS



**7.5%** INCREASE  
IN VALUE



**7.5%** INCREASE  
IN JOBS

## DIRECT EXPENDITURE



## VISITOR BREAKDOWN



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**66.5M VISITORS**

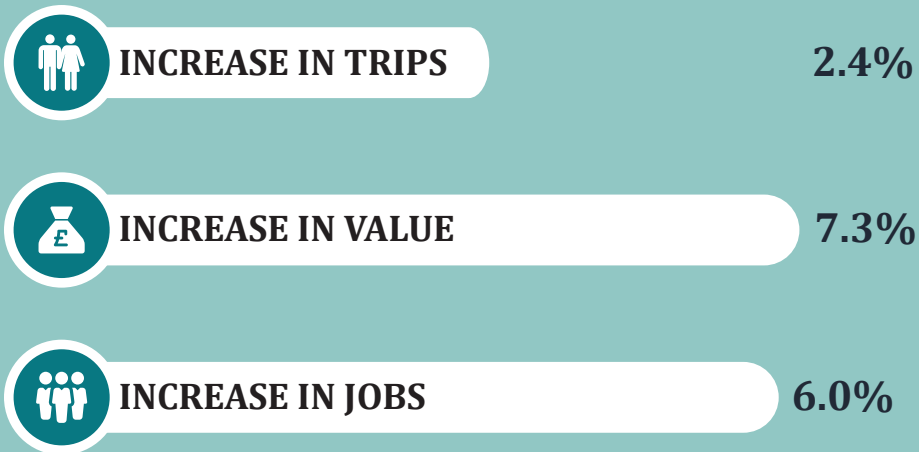


**£4.1BN VALUE** **81,458 JOBS**

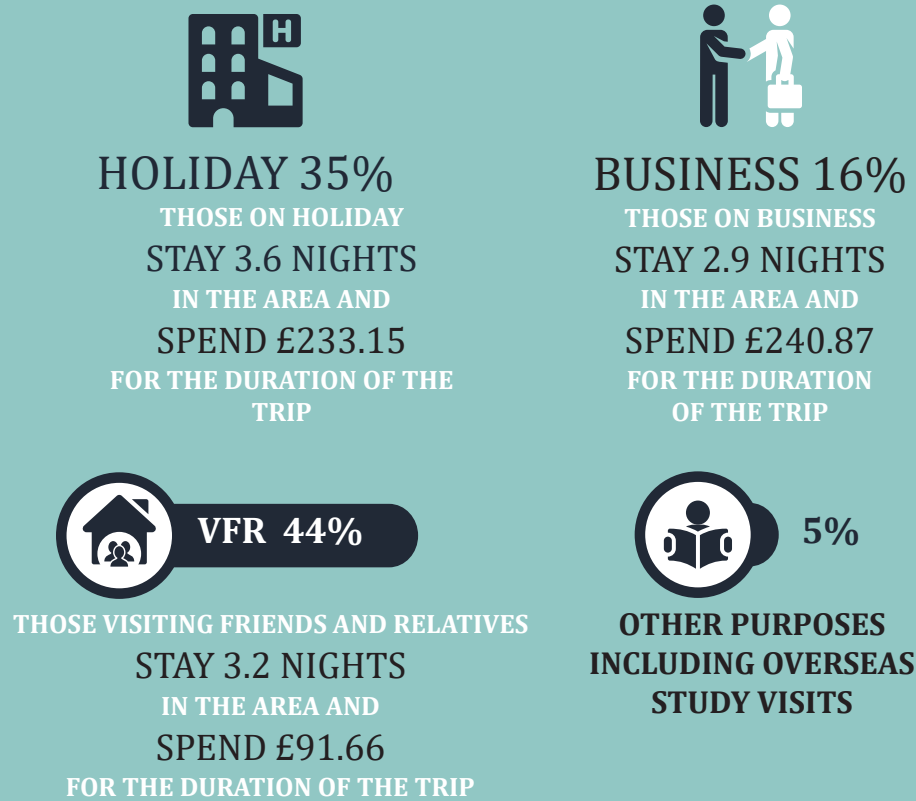


## KENT'S PERFORMANCE

2017 → 2019



## PURPOSE OF TRIP TO KENT



## VALUE AND VOLUME



## VISITOR BREAKDOWN

