

# THANET'S VISITOR ECONOMY

WE HOPE YOU ENJOY THE NUMBERS!

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

**4.2M VISITORS**



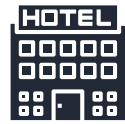
**£320M VALUE**



**7,950 JOBS**



## PURPOSE OF TRIP TO THANET



**HOLIDAY 44%**  
THOSE ON HOLIDAY  
STAY 3.9 NIGHTS  
IN THE AREA AND  
SPEND £211.93  
FOR THE DURATION  
OF THE TRIP



**BUSINESS 15%**  
THOSE ON BUSINESS  
STAY 3.1 NIGHTS  
IN THE AREA AND  
SPEND £279.96  
FOR THE DURATION  
OF THE TRIP

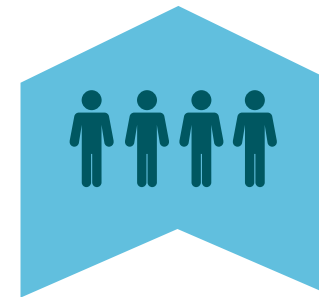


**VFR 30%**  
THOSE VISITING  
FRIENDS AND RELATIVES  
STAY 3.2 NIGHTS  
IN THE AREA AND  
SPEND £107.69  
FOR THE DURATION OF  
THE TRIP

**OTHER PURPOSES 11%**  
INCLUDING OVERSEAS STUDY VISITS

2015

2017



**8.6% INCREASE  
IN TRIPS**



**9.2% INCREASE  
IN VALUE**



**8.7% INCREASE  
IN JOBS**

## DIRECT EXPENDITURE

ACCOMMODATION



£40m

ENTERTAINMENT



£30m

RETAIL



£89m

TRANSPORT



£29m

FOOD & DRINK



£72m

## VISITOR BREAKDOWN



OVERNIGHT VISITORS

**493,000 VISITORS**

**2.2 MILLION NIGHTS**

**£125 MILLION VALUE**



DOMESTIC VISITORS

**345,000 VISITORS**

**1.0 MILLION NIGHTS**

**£54 MILLION VALUE**



OVERSEAS VISITORS

**148,000 VISITORS**

**1.1 MILLION NIGHTS**

**£70 MILLION VALUE**



DAY VISITORS

**3.7 MILLION VISITORS**

**£136 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

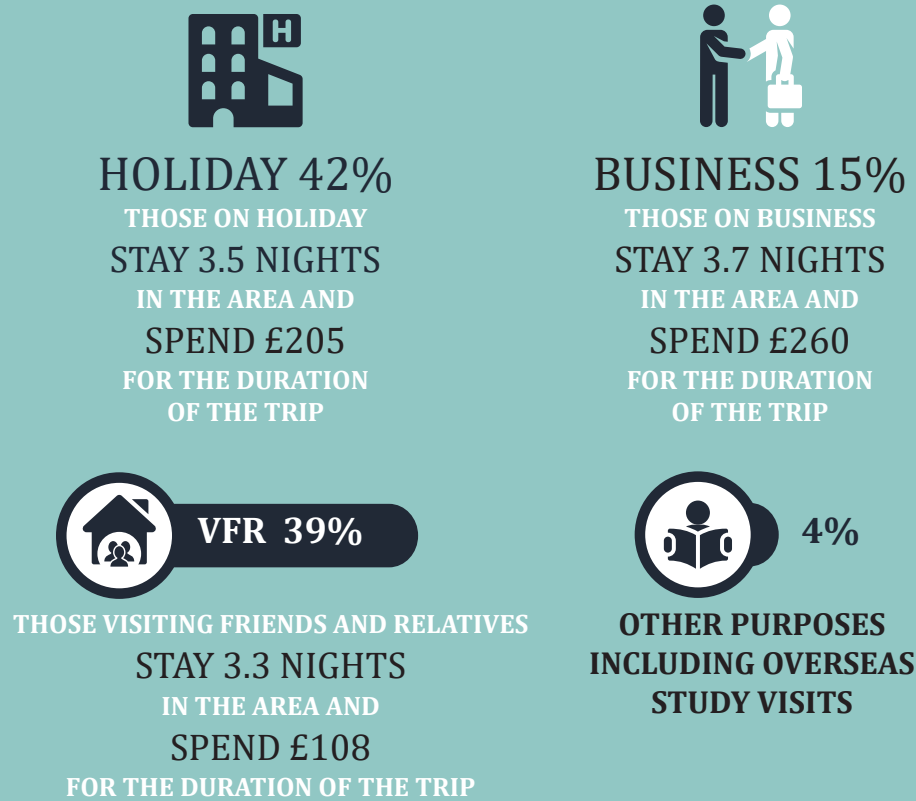


### KENT'S PERFORMANCE

2015 → 2017



### PURPOSE OF TRIP TO KENT



### VALUE AND VOLUME



### VISITOR BREAKDOWN

