



ECONOMIC IMPACT OF TOURISM 2015

SEVENOAKS CAMBRIDGE MODEL RESULTS

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GARDEN *of* ENGLAND

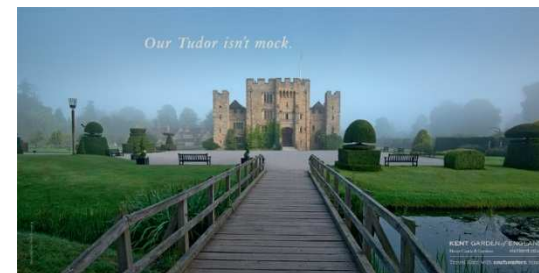
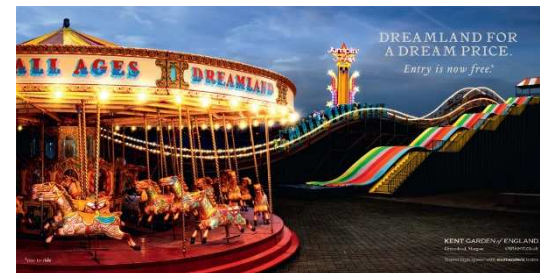
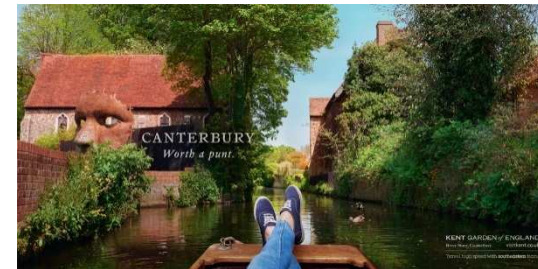
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KENT'S VISITOR ECONOMY VOLUME & VALUE 2015

**60 MILLION
VISITORS**

**£3.6 BILLION
VALUE**

**72,000
JOBS**



SEVENOAKS VISITOR ECONOMY VOLUME & VALUE 2015

**3.9 MILLION
VISITORS**

**£230 MILLION
VALUE**

**5,032
JOBS**



SEVENOAKS OVERNIGHT VISITS

231,000 VISITS

758,000 NIGHTS

£40.7 MILLION SPEND



Source: Cambridge Economic Impact research published November 2016

SEVENOAKS OVERNIGHT VISITS OF THESE...

170,000 WERE DOMESTIC OVERNIGHT VISITS

441,000 WERE DOMESTIC NIGHTS

£23.1 MILLION SPEND



Source: Cambridge Economic Impact research published November 2016

SEVENOAKS OVERNIGHT VISITS OF THESE...

61,000 WERE OVERSEAS OVERNIGHT VISITS

317,000 WERE OVERSEAS OVERNIGHT NIGHTS

£17.5 MILLION SPEND



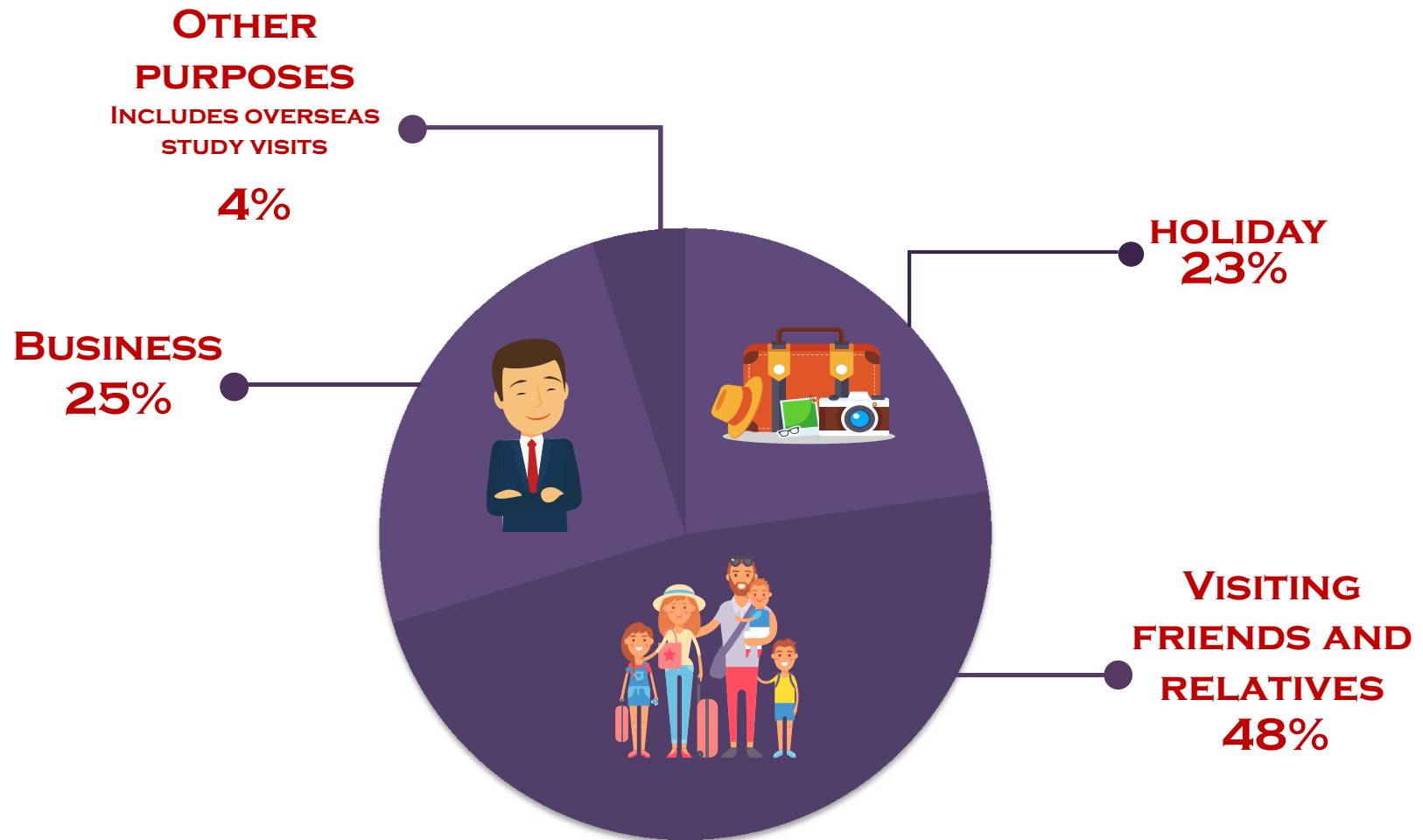
SEVENOAKS DAY VISITS

**THERE WERE 3.7 MILLION DAY TRIPS MADE
TO SEVENOAKS DURING 2015**

**GENERATING £134 MILLION IN DIRECT
EXPENDITURE**



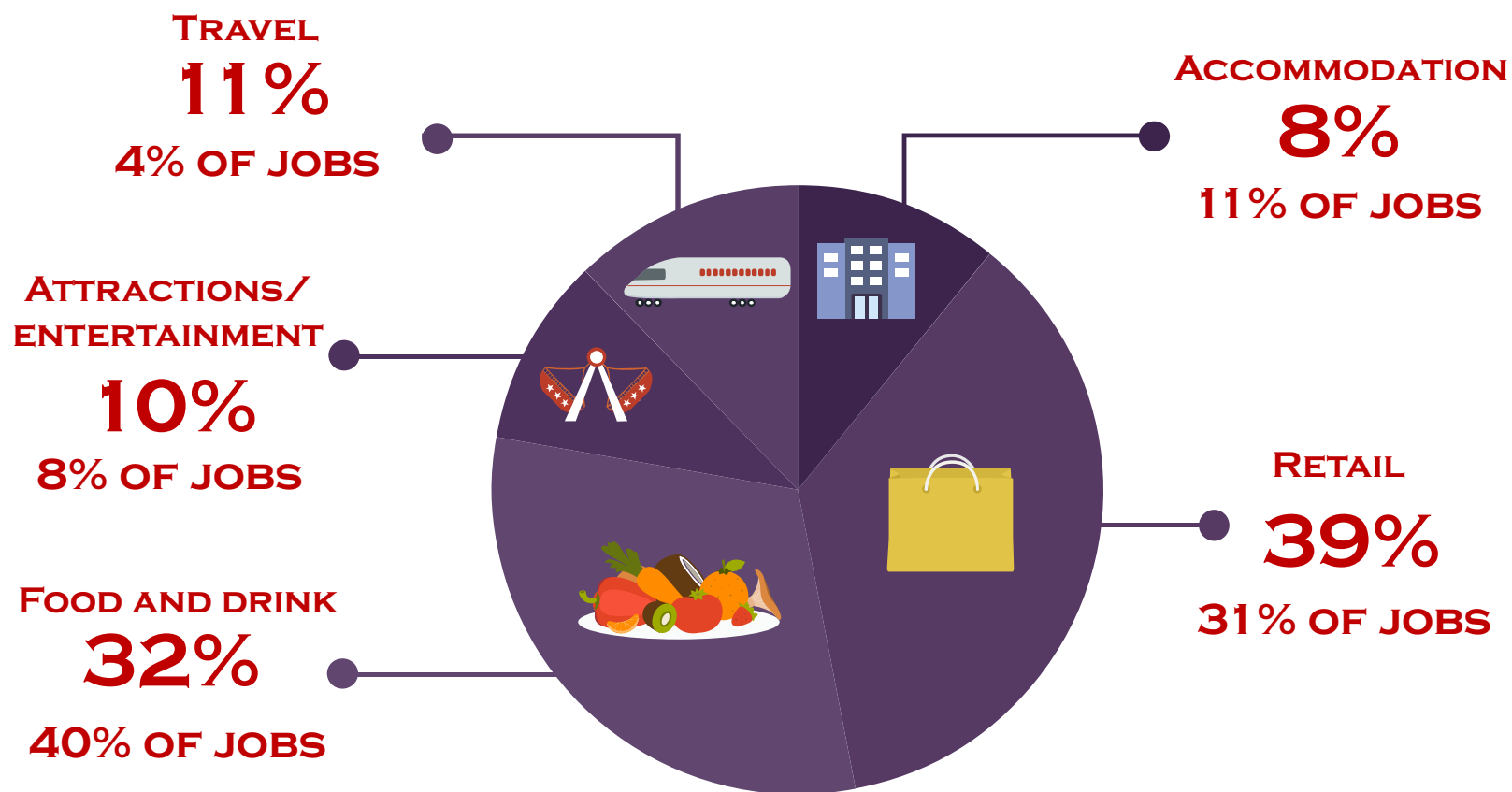
WHY DO THEY VISIT?



Source: Cambridge Economic Impact research published November 2016

WHERE DOES THE MONEY GO?

EMPLOYMENT BY SECTOR



Source: Cambridge Economic Impact research published November 2016

SEVENOAKS SUMMARY

COMPARED TO 2013...

- UP **2.8%** - TOTAL NUMBER OF TRIPS
- THE VALUE OF DAY VISITS HAS INCREASED AT A HIGHER RATE (**6%**) THAN THE VOLUME (**3%**), MEANING THAT VISITORS ARE SPENDING MORE
- THE NUMBERS OF JOBS GENERATED BY THE VISITOR ECONOMY HAS INCREASED BY **4%**

SEVENOAKS CAMBRIDGE MODEL RESULTS

THANK YOU!

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