

Economic Impact of Tourism 2017: Sevenoaks Cambridge Model



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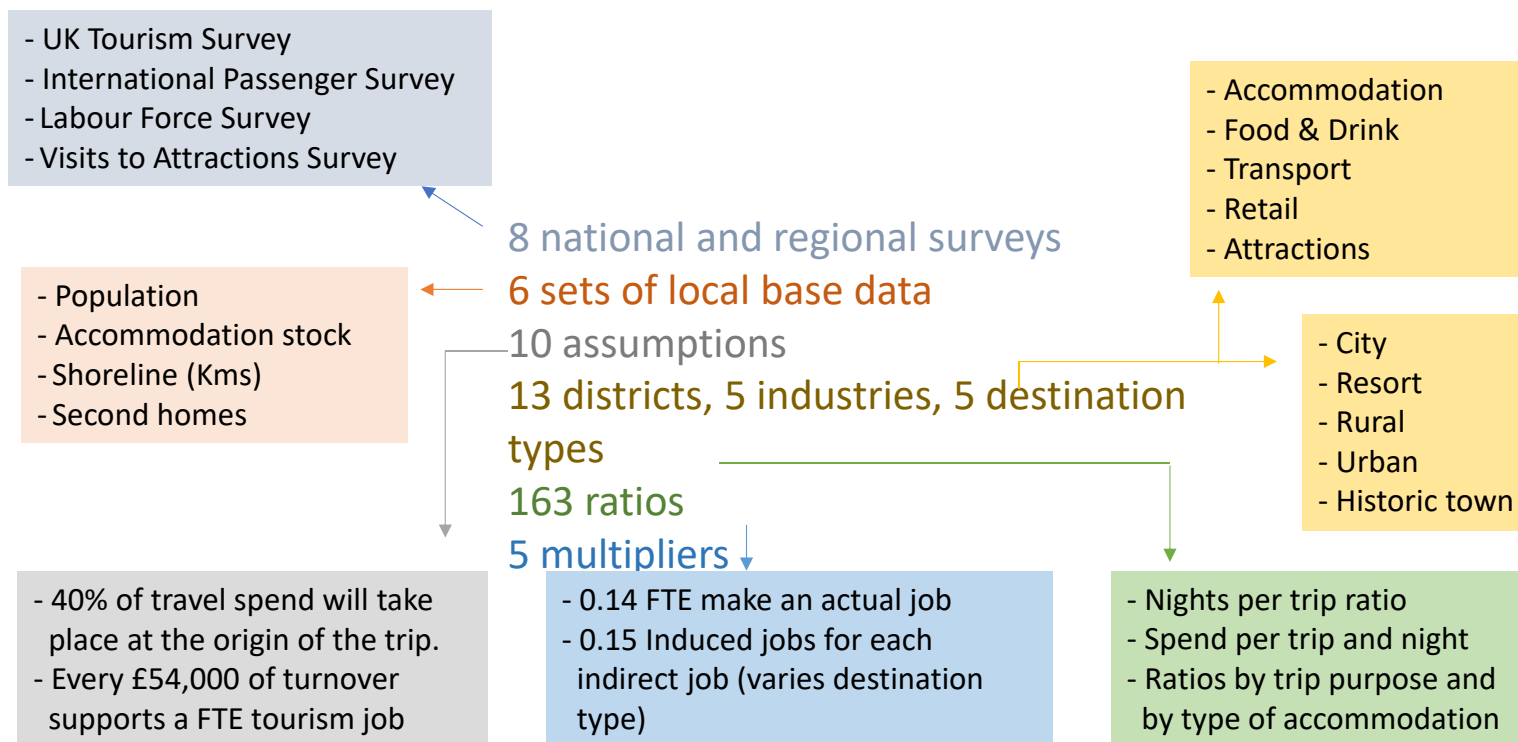
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Visitor Economic Impact Study 2017

Introduction

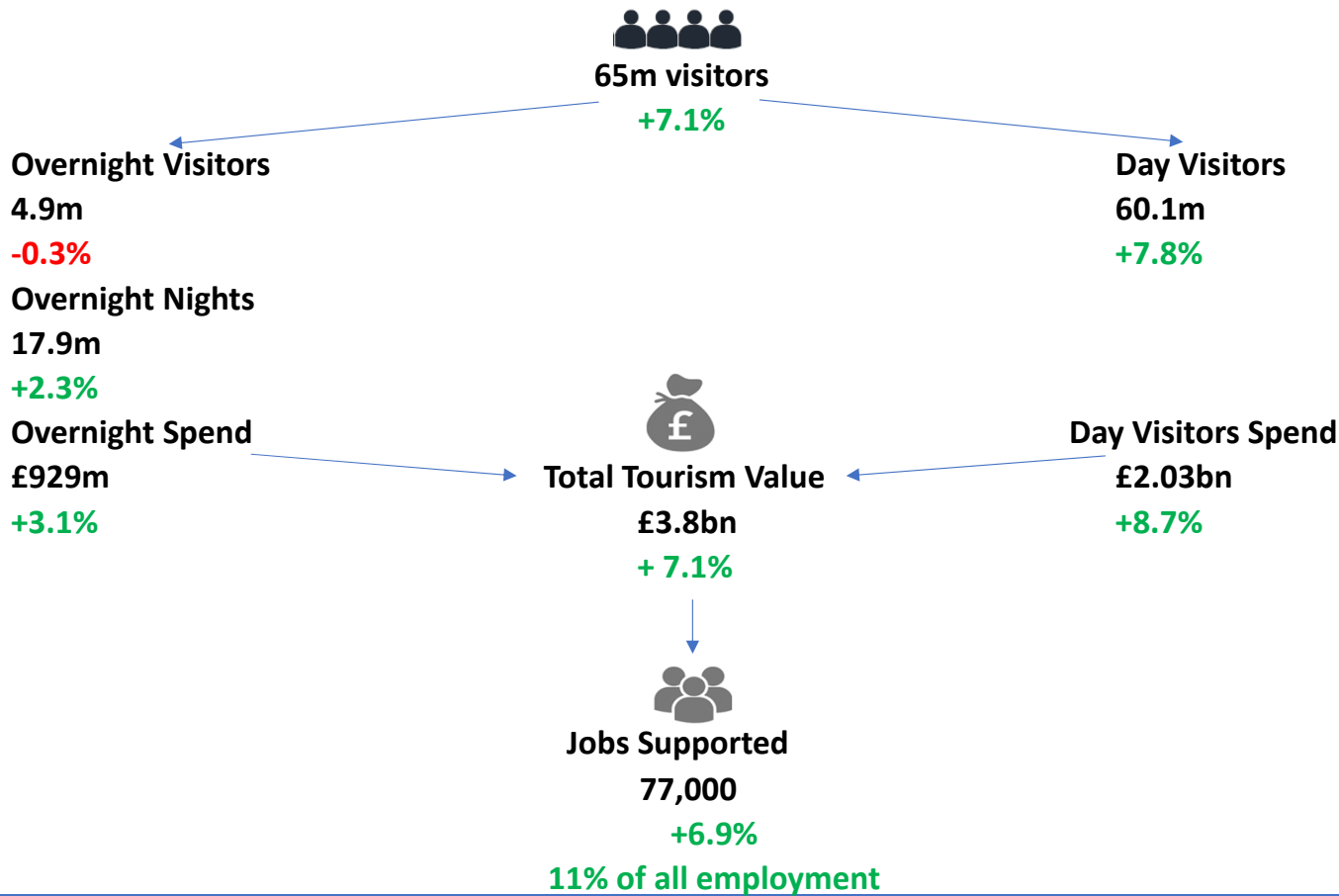
- The Cambridge Economic Impact Model is an industry respected tool for measuring the economic impact of tourism in a given area
- The model uses key surveys and data from accommodation occupancy and footfall to visitor attractions to measure the volume and expenditure from tourism trips



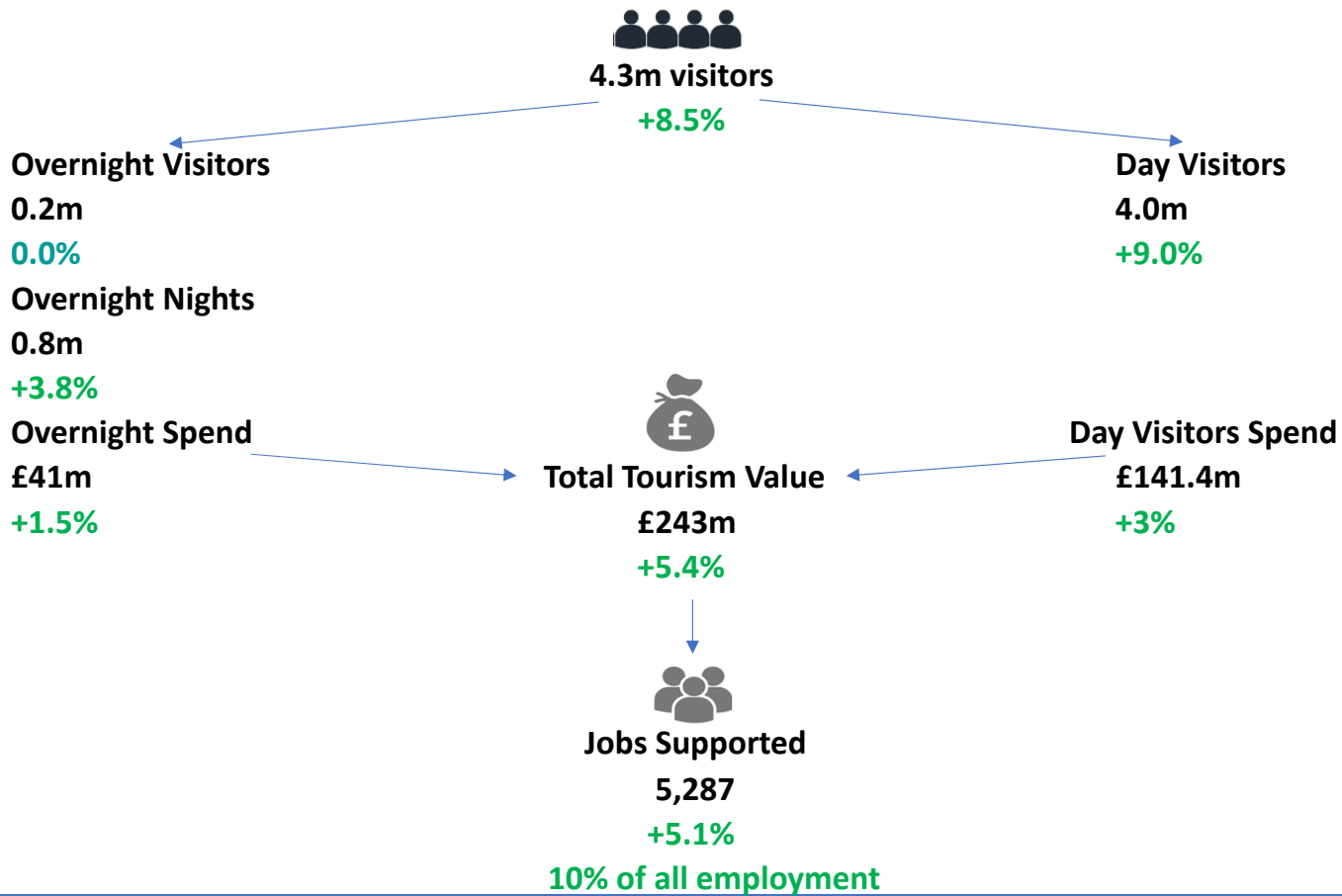
Cambridge Model Research Contributing Factors

POSITIVE	NEGATIVE
<i>Increased activity to promote Kent's visitor economy</i>	<i>Brexit</i>
<i>The continued rise of Thanet as 'Shoreditch-on-Sea'</i>	<i>Fluctuation of the British Pound</i>
<i>Kent is the gateway to Europe</i>	<i>Wet summer weather</i>
<i>HS1 makes day trips easier</i>	<i>International terror attacks</i>
<i>350th Anniversary of the Battle of Medway</i>	<i>Cash-conscious day trips vs expensive overnight breaks</i>

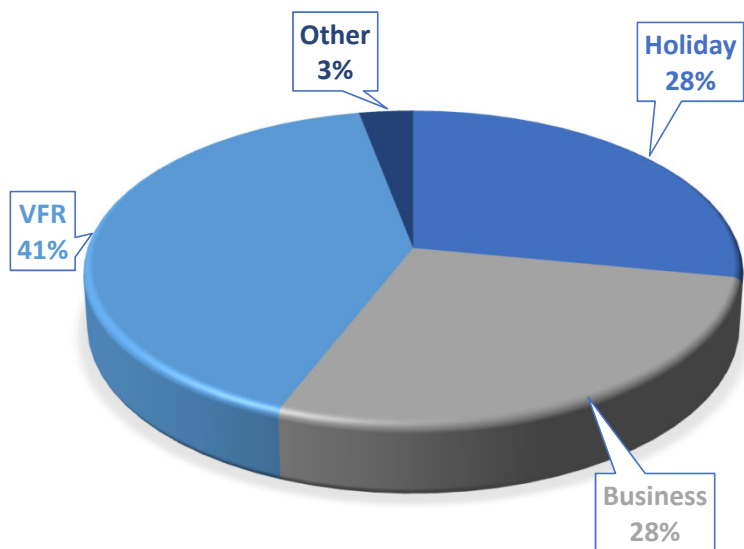
Visitor Economic Impact Study 2017, Kent



Visitor Economic Impact Study 2017, Sevenoaks



Purpose of Trip



Key stats

Sevenoaks saw a higher rate of growth in the number of nights compared to Kent

The district experienced a higher rate of growth in the average length of stay compared to the county

Spend per overnight trip grew at a higher rate compared to Kent



Average spend per day trip - £34.75
Average length of stay – 3.41
Spend per overnight trip - £178.95
Spend per night – £52.53

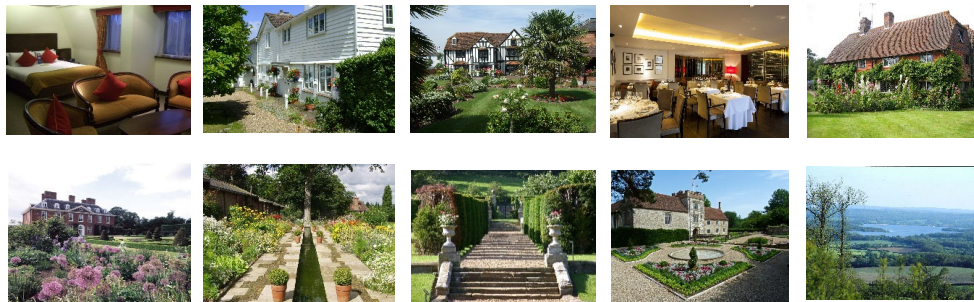
The district appeals to the business market, receiving a larger proportion of business visits compared to Kent. However, this also illustrates the need to work towards increasing leisure visits to the district.

Sevenoaks overnight visits of these...

168,000 WERE DOMESTIC OVERNIGHT VISITS

434,000 WERE DOMESTIC NIGHTS

£23.0 MILLION SPEND



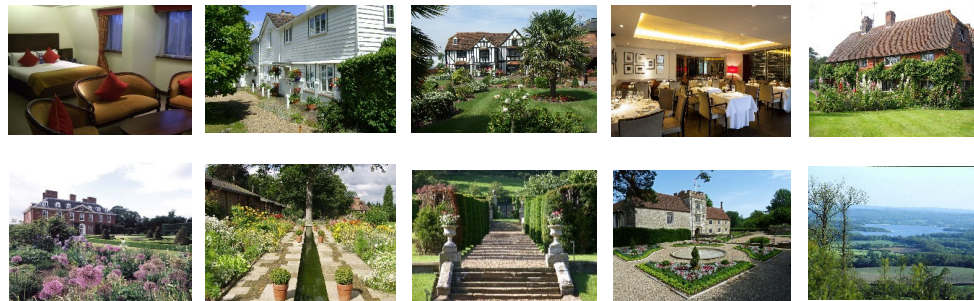
Source: Cambridge Economic Impact research published January 2019

Sevenoaks overnight visits of these...

63,000 WERE OVERSEAS OVERNIGHT VISITS

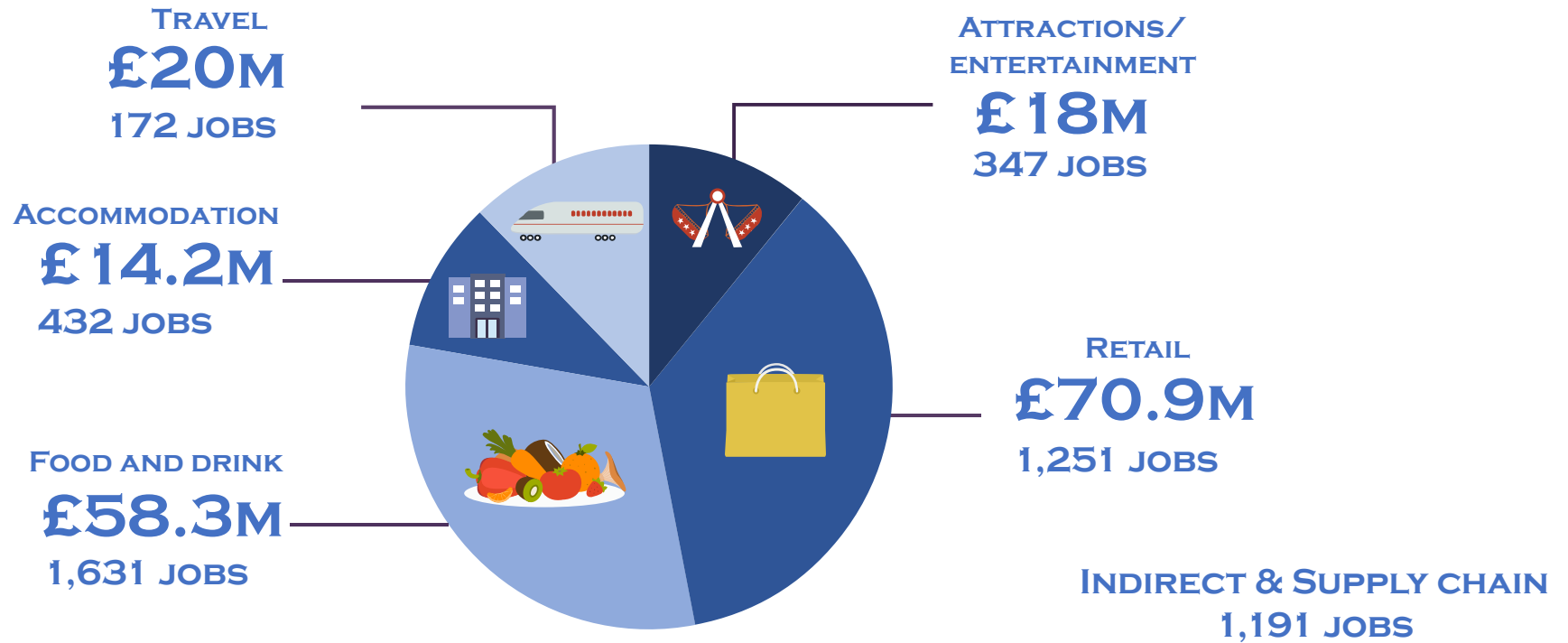
353,000 WERE OVERSEAS OVERNIGHT NIGHTS

£18.4 MILLION SPEND



Source: Cambridge Economic Impact research published January 2019

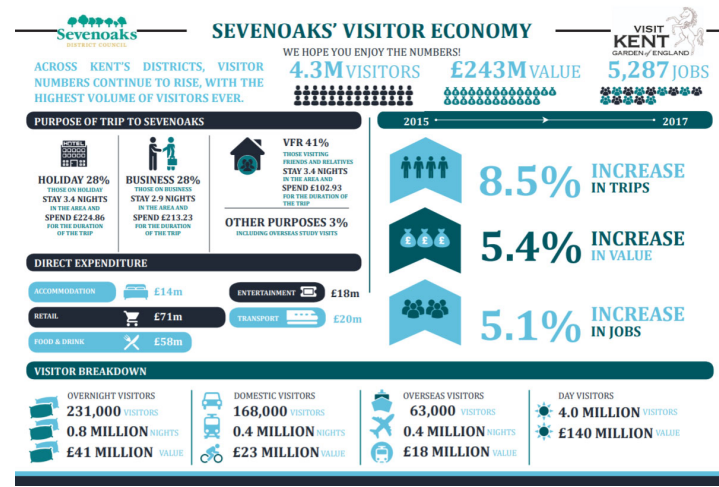
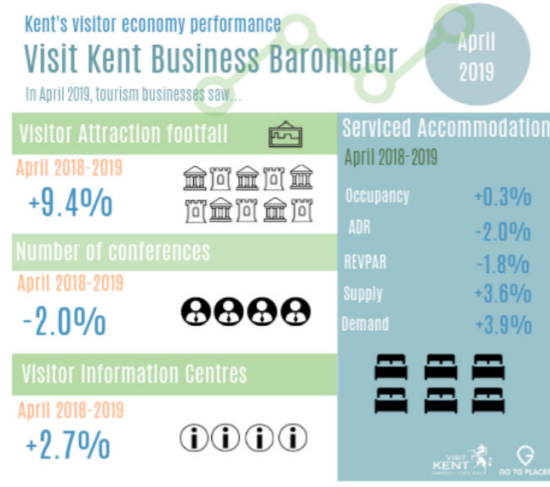
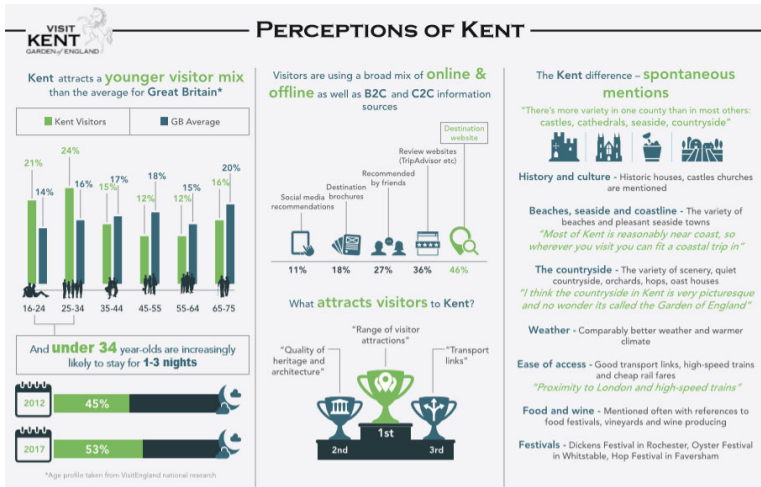
Impact on employment in Sevenoaks



Research in practice

How we use research...

- Monitoring and understanding destination performance
- Support businesses as well as B2C and C2C information sources
- Free to access business support tools
- Development of funding bids
- Development of Visit Kent marketing strategy and campaigns



Summer in Kent



Thank you!