

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

WE HOPE YOU ENJOY THE NUMBERS!

**4.3M VISITORS**



**£243M VALUE**



**5,287 JOBS**



## PURPOSE OF TRIP TO SEVENOAKS



**HOLIDAY 28%**  
THOSE ON HOLIDAY  
STAY 3.4 NIGHTS  
IN THE AREA AND  
SPEND **£224.86**  
FOR THE DURATION  
OF THE TRIP



**BUSINESS 28%**  
THOSE ON BUSINESS  
STAY 2.9 NIGHTS  
IN THE AREA AND  
SPEND **£213.23**  
FOR THE DURATION  
OF THE TRIP



**VFR 41%**  
THOSE VISITING  
FRIENDS AND RELATIVES  
STAY 3.4 NIGHTS  
IN THE AREA AND  
SPEND **£102.93**  
FOR THE DURATION OF  
THE TRIP

**OTHER PURPOSES 3%**  
INCLUDING OVERSEAS STUDY VISITS

## DIRECT EXPENDITURE

ACCOMMODATION



**£14m**

ENTERTAINMENT



**£18m**

RETAIL



**£71m**

TRANSPORT



**£20m**

FOOD & DRINK



**£58m**

## VISITOR BREAKDOWN

OVERNIGHT VISITORS



**231,000 VISITORS**

**0.8 MILLION NIGHTS**

**£41 MILLION VALUE**



DOMESTIC VISITORS

**168,000 VISITORS**

**0.4 MILLION NIGHTS**

**£23 MILLION VALUE**



OVERSEAS VISITORS

**63,000 VISITORS**

**0.4 MILLION NIGHTS**

**£18 MILLION VALUE**

DAY VISITORS



**4.0 MILLION VISITORS**

**£140 MILLION VALUE**

2015

2017



**8.5%**

**INCREASE  
IN TRIPS**



**5.4%**

**INCREASE  
IN VALUE**



**5.1%**

**INCREASE  
IN JOBS**

TABLED

# KENT'S VISITOR ECONOMY

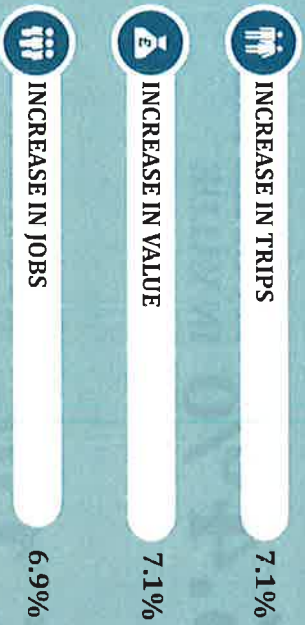
WE HOPE YOU ENJOY THE NUMBERS!

GO TO PLACES

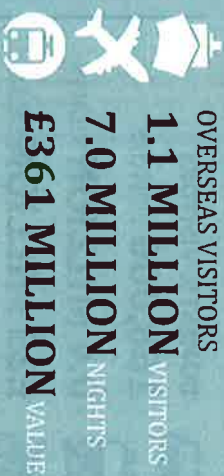
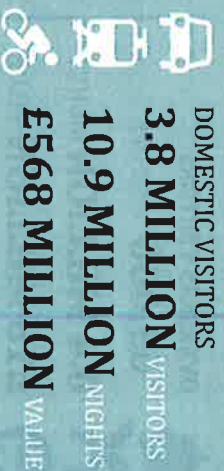
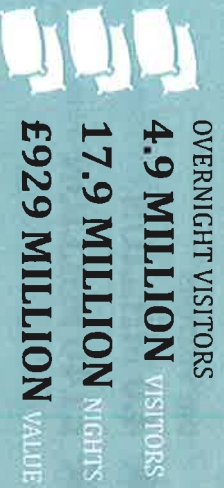
Kent's visitor economy continues to thrive. We are delighted to provide the highlights from our latest independent research. You will see that Kent is experiencing record numbers of visitors and generating economy boosting revenue.

## KENT'S PERFORMANCE

2015 → 2017



## VISITOR BREAKDOWN



## PURPOSE OF TRIP TO KENT



## VALUE AND VOLUME

