

THANET'S VISITOR ECONOMY

WE HOPE YOU ENJOY THE NUMBERS!

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.

4.6M VISITORS



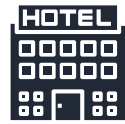
£352M VALUE



8,664 JOBS



PURPOSE OF TRIP TO THANET



HOLIDAY 43%
THOSE ON HOLIDAY
STAY 3.7 NIGHTS
IN THE AREA AND
SPEND £216.08
FOR THE DURATION
OF THE TRIP



BUSINESS 13%
THOSE ON BUSINESS
STAY 3.0 NIGHTS
IN THE AREA AND
SPEND £266.24
FOR THE DURATION
OF THE TRIP



VFR 33%
THOSE VISITING
FRIENDS AND RELATIVES
STAY 3.3 NIGHTS
IN THE AREA AND
SPEND £105.99
FOR THE DURATION OF
THE TRIP

OTHER PURPOSES 11%
INCLUDING OVERSEAS STUDY VISITS

DIRECT EXPENDITURE

ACCOMMODATION



£38m

ENTERTAINMENT



£38m

RETAIL



£98m

TRANSPORT



£32m

FOOD & DRINK



£80m

VISITOR BREAKDOWN



OVERNIGHT VISITORS

495,000 VISITORS

2.1 MILLION NIGHTS

£120 MILLION VALUE



DOMESTIC VISITORS

342,000 VISITORS

1.0 MILLION NIGHTS

£53 MILLION VALUE



OVERSEAS VISITORS

153,000 VISITORS

1.1 MILLION NIGHTS

£67 MILLION VALUE

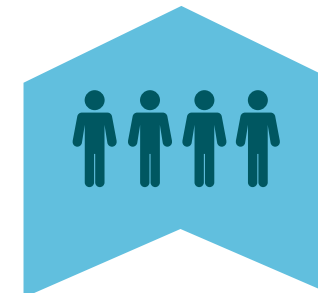


DAY VISITORS

4.1 MILLION VISITORS

£166 MILLION VALUE

2017 → 2019



9.9%

**INCREASE
IN TRIPS**



10.0%

**INCREASE
IN VALUE**



9.0%

**INCREASE
IN JOBS**

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66.5M VISITORS



£4.1BN VALUE **81,458 JOBS**



KENT'S PERFORMANCE

2017 → 2019



PURPOSE OF TRIP TO KENT



HOLIDAY 35%
THOSE ON HOLIDAY
STAY 3.6 NIGHTS
IN THE AREA AND
SPEND £233.15
FOR THE DURATION OF THE
TRIP



BUSINESS 16%
THOSE ON BUSINESS
STAY 2.9 NIGHTS
IN THE AREA AND
SPEND £240.87
FOR THE DURATION
OF THE TRIP



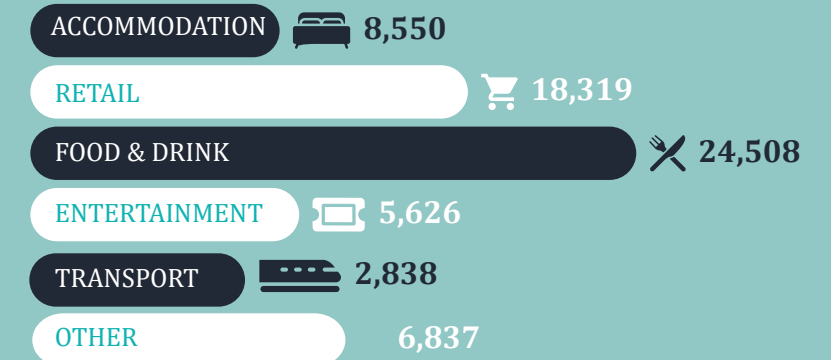
THOSE VISITING FRIENDS AND RELATIVES
STAY 3.2 NIGHTS
IN THE AREA AND
SPEND £91.66
FOR THE DURATION OF THE TRIP



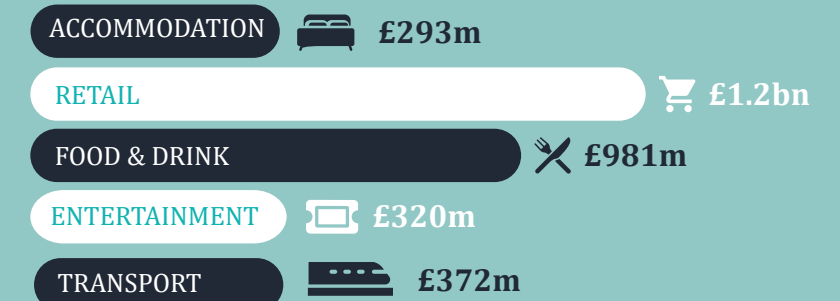
OTHER PURPOSES
INCLUDING OVERSEAS
STUDY VISITS

VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN

