

GRAVESHAM'S VISITOR ECONOMY

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.

WE HOPE YOU ENJOY THE NUMBERS!

2.1M VISITORS



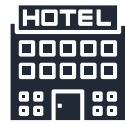
£124M VALUE



2,793 JOBS



PURPOSE OF TRIP TO GRAVESHAM



HOLIDAY 13%
THOSE ON HOLIDAY
STAY 3.5 NIGHTS
IN THE AREA AND
SPEND
£368.72.00
FOR THE DURATION
OF THE TRIP



BUSINESS 16%
THOSE ON BUSINESS
STAY 3.0 NIGHTS
IN THE AREA AND
SPEND **£197**
FOR THE DURATION
OF THE TRIP



VFR 67%
THOSE VISITING
FRIENDS AND RELATIVES
STAY 3.1 NIGHTS
IN THE AREA AND
SPEND **£63.65**
FOR THE DURATION OF
THE TRIP

OTHER PURPOSES 4%
INCLUDING OVERSEAS STUDY VISITS

2017

2019



2.2% **INCREASE**
IN TRIPS



9.3% **INCREASE**
IN VALUE



8.8% **INCREASE**
IN JOBS

DIRECT EXPENDITURE

ACCOMMODATION

 **£8m**

ENTERTAINMENT

 **£8m**

RETAIL

 **£30m**

TRANSPORT

 **£10m**

FOOD & DRINK

 **£27m**

VISITOR BREAKDOWN



OVERNIGHT VISITORS
186,000 VISITORS

0.6 MILLION NIGHTS

£24 MILLION VALUE



DOMESTIC VISITORS
147,000 VISITORS

0.4 MILLION NIGHTS

£15 MILLION VALUE



OVERSEAS VISITORS
39,000 VISITORS

0.2 MILLION NIGHTS

£9 MILLION VALUE



DAY VISITORS
1.9 MILLION VISITORS

£59 MILLION VALUE

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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



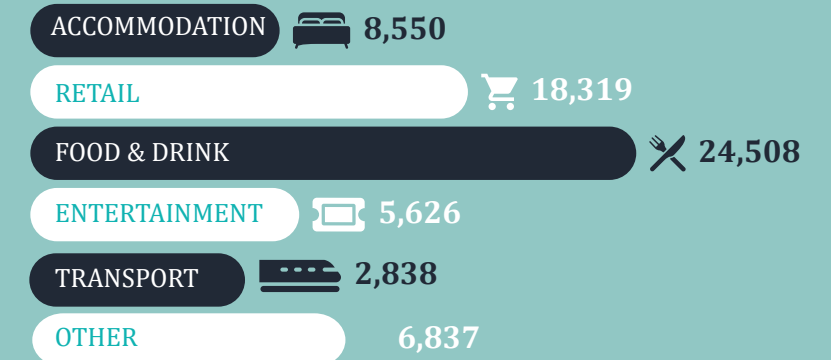
THOSE VISITING FRIENDS AND RELATIVES
STAY 3.2 NIGHTS
IN THE AREA AND
SPEND £91.66
FOR THE DURATION OF THE TRIP



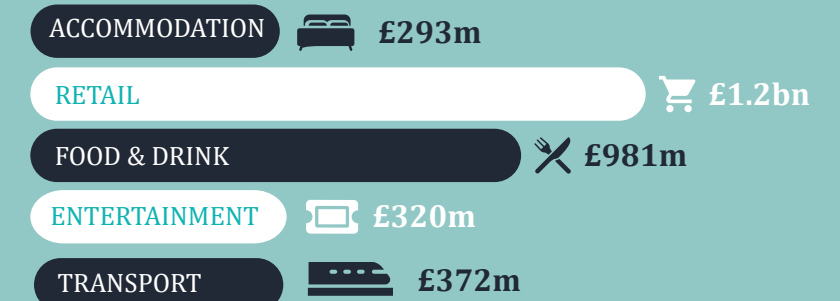
OTHER PURPOSES
INCLUDING OVERSEAS
STUDY VISITS

VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN

