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Visit Kent



Economic Impact of Tourism

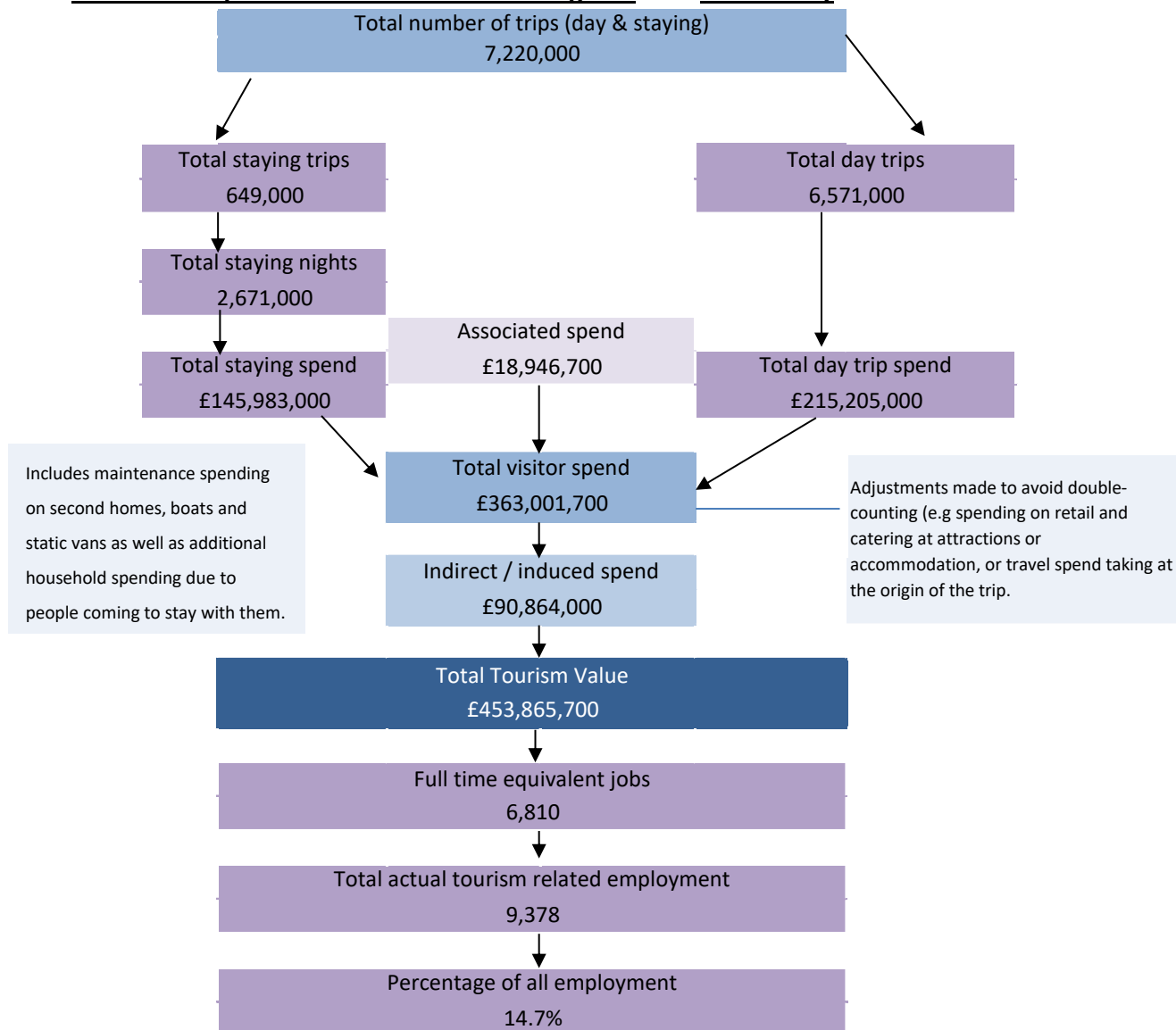
Canterbury - 2015 Results

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November 2016

## Economic Impact of Tourism – Headline Figures Canterbury



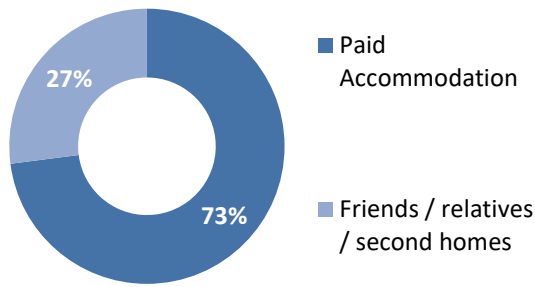
## Economic Impact of Tourism – Headline Figures Canterbury

### Economic Impact of Tourism – Year on year comparisons

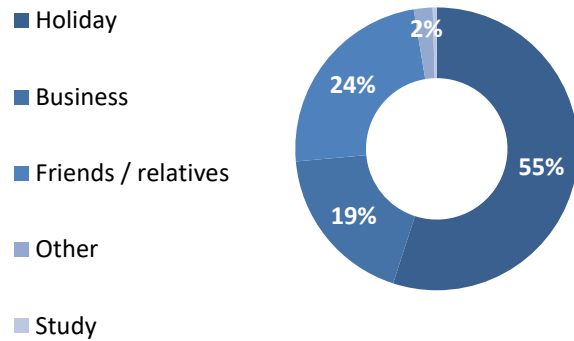
Day Trips	2013	2015	Annual variation
Day trips Volume	6,380,000	6,571,000	3.0%
Day trips Value	£213,794,000	£215,205,000	0.7%
<b>Overnight trips</b>			
Number of trip	635,000	649,000	2.2%
Number of nights	2,610,000	2,671,000	2.3%
Trip value	£142,589,000	£145,983,000	2.4%
<b>Total Value</b>	<b>£446,709,000</b>	<b>£453,865,700</b>	<b>1.6%</b>
<b>Actual Jobs</b>	<b>8,833</b>	<b>9,378</b>	<b>6.2%</b>

	2013	2015	Variation
Average length stay (nights x trip)	4.11	4.12	0.1%
Spend x overnight trip	£ 224.55	£ 224.94	0.2%
Spend x night	£ 54.63	£ 54.65	0.0%
Spend x day trip	£ 33.51	£ 32.75	-2.3%

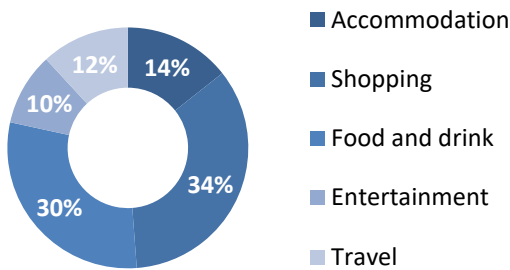
### Type of Accommodation



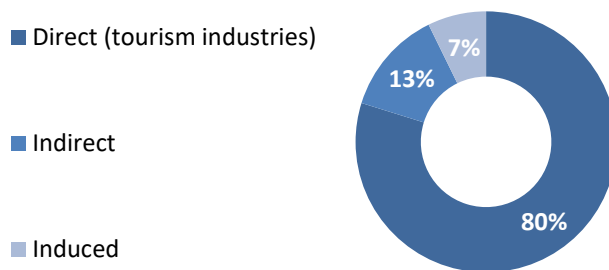
### Trips by Purpose



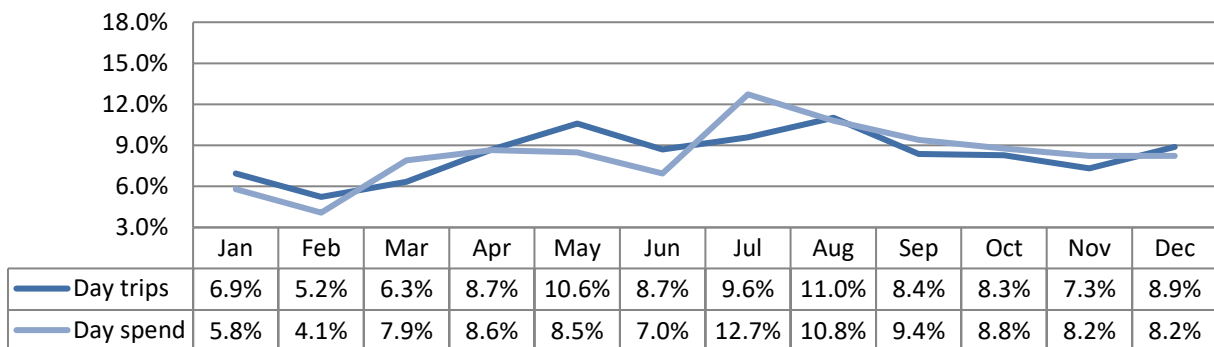
### Breakdown of expenditure



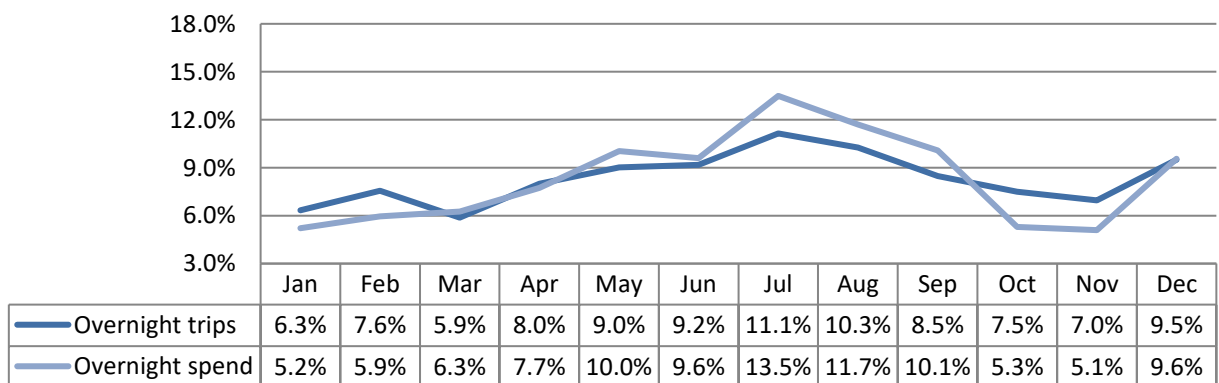
### Type of employment



### Seasonality - Day visitors



### Seasonality - Overnight visitors



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