

# COOL Activity 1.2

## Economic Impact Research



## The Economic Impact of the Kent Visitor Economy 2013

### Thanet district

Produced on behalf of the COOL programme partners  
by  
The South West Research Company Ltd.



March 2015



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# Introduction

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This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in Thanet district in 2013 using two approaches. The first approach provides comparability with previous years economic impact studies carried out for the district with the second using a similar style of approach, but building in additional data gathered by the district in 2013 to fully understand the impact of language schools in the area.

The main basis for all figures was the Cambridge Economic Impact Model with modelling undertaken by Tourism South East (TSE) and the report compiled by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. It distributes regional activity as measured in those surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level.

In 2013, British residents took 102 million overnight trips in England, totalling 297 million nights away from home, with expenditure of £18.7 billion. £184 was spent per trip, and with an average trip length of 2.9 nights, the average spend per night was £63. The number of domestic trips was -3% lower than in 2012 and the amount spent fell by -4% (in nominal terms). At a regional level domestic trips in the South East remained at a similar level to 2012, domestic visitor nights increased by 2% although domestic visitor spend decreased by -10%.

In 2013, a record 32.8 million overseas visitors came to the UK in 2013 spent a record £21.0 billion. These figures represent a 5.6% increase in volume and 12.7% (nominal) increase in value compared with 2012. At a regional level overseas trips in the South East increased by 6% compared to 2012, overseas visitor nights increased by 3% and overseas visitor spend increased by 5%.

GB residents took a total of 1,588 million Tourism Day Visits with around £54 billion being spent during these trips in GB. The 1,588 million Tourism Day Visits that were taken during 2013 represented a decline of 7% when compared to 2012 (1,712 million Tourism Day Visits). The value of visits also fell year on year, showing a decrease of 5% from £57.1 billion in 2012 to £53.9 billion in 2013. Declines were seen across each of the GB nations when comparing the volume of Tourism Day Visits taken in 2013 to those taken in 2012. England saw a decline of -7% in line with the GB total, while Scotland and Wales saw larger decreases (-13% and -12% respectively). At a regional level day visits in the South East decreased by -11% whilst day visitor spend decreased by -6%.

For further information on the Cambridge Model and the terms used in this report please see Appendix 1 which accompanies this report.

For a full overview of 2013, including key facts about the economy, weather and key events please see Appendix 2 of this report.

## Thanet 2013 - Comparable data

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The following pages present data for the district of Thanet which was calculated using a methodology that is comparable to previous years economic impact studies undertaken in the district and other districts within the county of Kent.

# Value of Tourism 2013

## Thanet

Key Facts	
458,000	Staying visitor trips
1,667,000	Staying visitor nights
£95,001,000	Staying visitor spend
2,900,000	Day visits
£106,430,000	Day visitor spend
£201,431,000	Direct visitor spend
£15,159,000	Other related spend
£216,590,000	TOTAL VISITOR RELATED SPEND
£206,869,000	*ADJUSTED VISITOR RELATED SPEND
£38,331,000	Supplier and income induced spend
<b>£245,200,000</b>	<b>TOTAL VALUE OF TOURISM</b>
5,932	Estimated actual employment
4,193	FTE employment
15%	Proportion of all employment

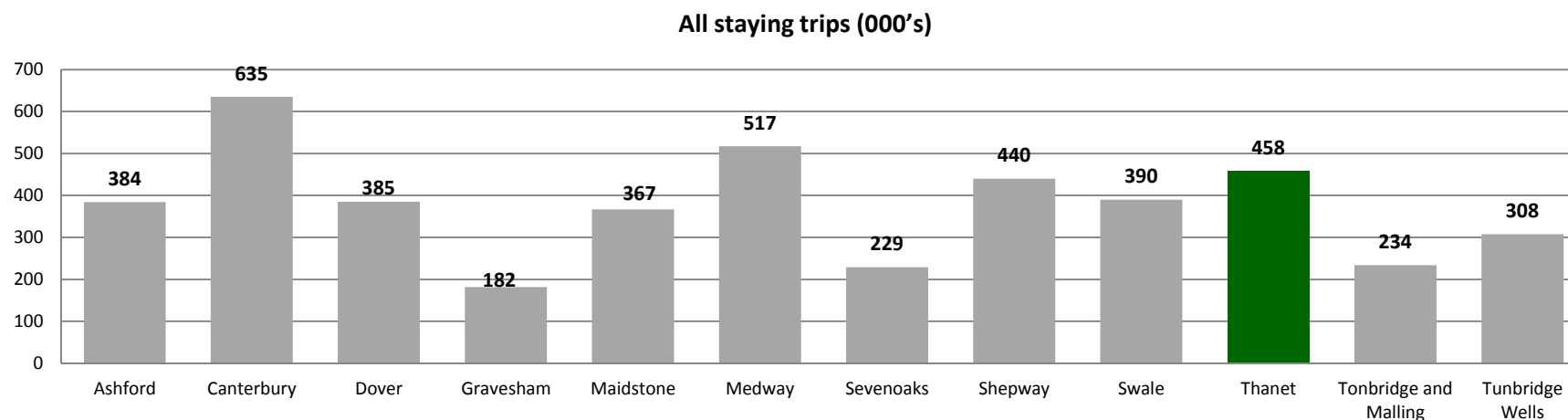
\* It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

## Thanet – 2013 v 2012 comparisons

Visitors	2013	2012	% Change
<u>Staying visitors</u>			
UK Trips	340,000	322,000	6%
UK Nights	998,000	986,000	1%
UK Spend	£54,488,000	£49,079,000	11%
Overseas Trips	118,000	107,000	10%
Overseas Nights	669,000	698,000	-4%
Overseas Spend	£40,513,000	£41,497,000	-2%
<u>Day visitors</u>			
Day Visits	2,900,000	2,700,000	7%
Day Visit Spend	£106,430,000	£100,100,000	6%

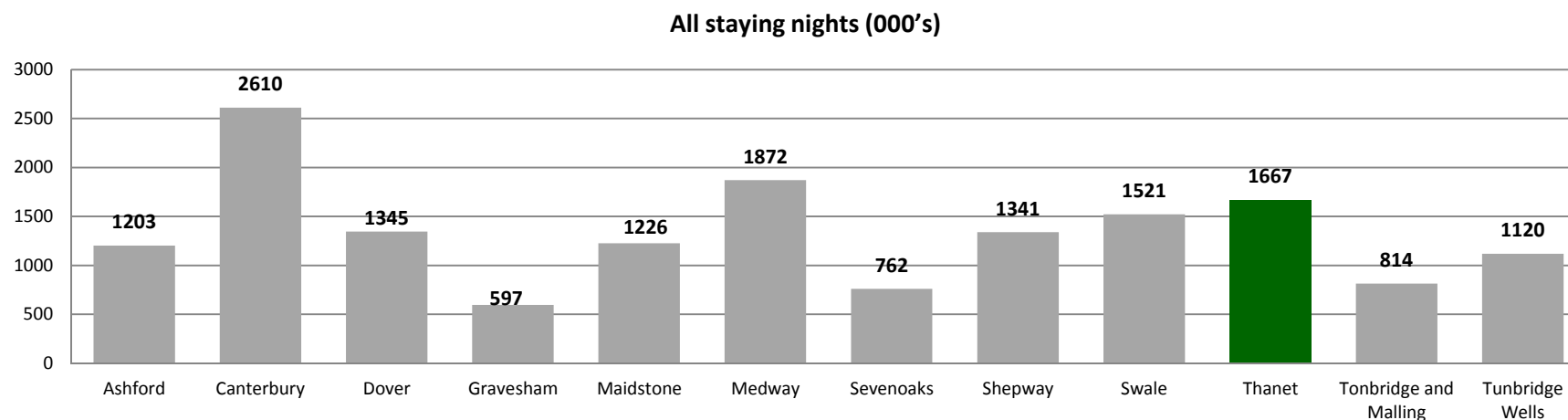
Visit characteristics	2013	2012	% Change
UK Average length of stay	2.94	3.06	-4%
UK Spend per trip	£160.26	£152.42	5%
UK Spend per night	£54.60	£49.78	10%
Overseas Average length of stay	5.67	6.52	-13%
Overseas Spend per trip	£343.33	£387.82	-11%
Overseas Spend per night	£60.56	£59.45	2%
Day visit spend per visit	£36.70	£37.07	-1%

## Thanet - Staying trips in the county context



Area	Domestic trips (000's)	Overseas trips (000's)
Ashford	283	101
Canterbury	466	169
Dover	311	74
Gravesham	147	35
Maidstone	291	76
Medway	425	92
Sevenoaks	170	59
Shepway	374	66
Swale	351	39
Thanet	340	118
Tonbridge and Malling	191	43
Tunbridge Wells	250	58

## Thanet - Staying nights in the county context

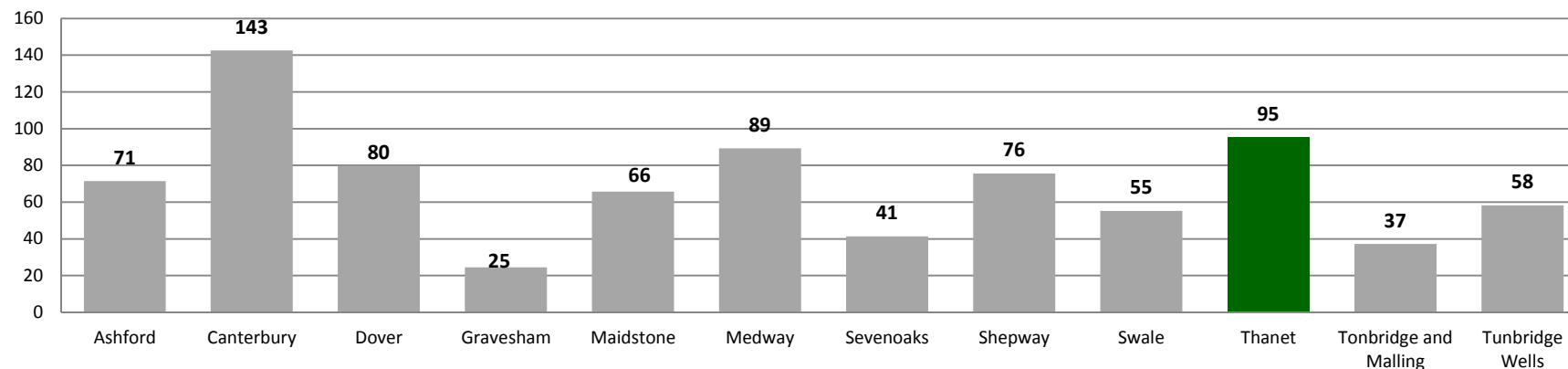


Area	Domestic nights (000's)	Overseas nights (000's)
Ashford	770	433
Canterbury	1,439	1,171
Dover	942	403
Gravesham	398	199
Maidstone	780	446
Medway	1,290	582
Sevenoaks	455	307
Shepway	975	366
Swale	1,251	270
Thanet	998	669
Tonbridge and Malling	553	261
Tunbridge Wells	750	370



## Thanet - Staying spend in the county context

All staying spend (£mn)



Area	Domestic spend (millions)	Overseas spend (millions)
Ashford	£44	£27
Canterbury	£76	£66
Dover	£57	£23
Gravesham	£16	£8
Maidstone	£39	£26
Medway	£61	£28
Sevenoaks	£24	£18
Shepway	£57	£18
Swale	£44	£11
Thanet	<b>£54</b>	<b>£41</b>
Tonbridge and Malling	£25	£12
Tunbridge Wells	£39	£19

## Thanet - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	129,000	297,000	£29,418,000
Self catering	8,000	43,000	£2,292,000
Touring caravans /tents	23,000	85,000	£2,180,000
Static vans/holiday centres	28,000	124,000	£3,287,000
Group/campus	1,000	5,000	£49,000
Second homes	13,000	44,000	£798,000
Boat moorings	3,000	14,000	£254,000
Other	6,000	37,000	£2,046,000
Staying with friends and relatives	131,000	348,000	£14,163,000
<b>Total</b>	<b>340,000</b>	<b>998,000</b>	<b>£54,488,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	41,000	124,000	£14,619,000
Self catering	6,000	80,000	£3,249,000
Touring caravans /tents	4,000	17,000	£753,000
Static vans/holiday centres	2,000	4,000	£182,000
Group/campus	2,000	27,000	£1,581,000
Second homes	3,000	30,000	£1,130,000
Other	9,000	12,000	£289,000
Paying guests in private houses	27,000	163,000	£11,077,000
Staying with friends and relatives	25,000	210,000	£7,634,000
<b>Total</b>	<b>118,000</b>	<b>669,000</b>	<b>£40,513,000</b>

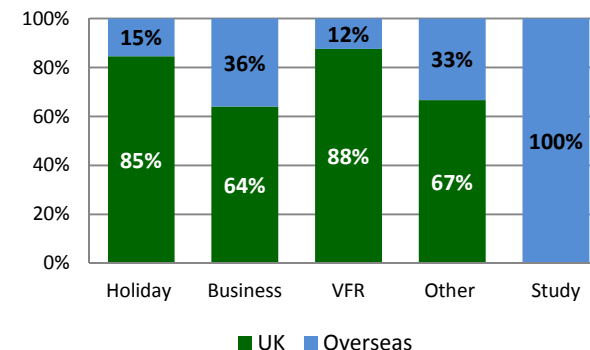
# Thanet - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	181,000	624,000	£31,029,000
Business	41,000	130,000	£15,953,000
Visits to friends and relatives	113,000	225,000	£7,108,000
Other	6,000	18,000	£399,000
Study	0	0	£0
<b>Total</b>	<b>340,000</b>	<b>998,000</b>	<b>£54,488,000</b>

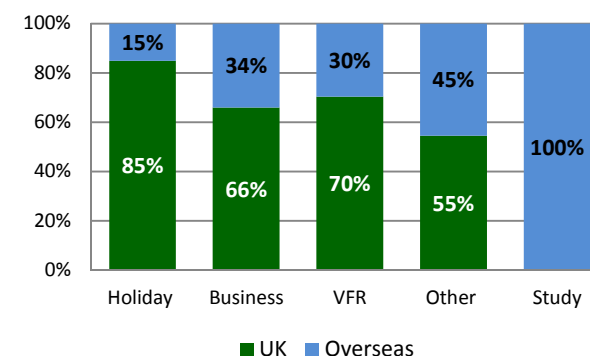
Overseas tourists	Trips	Nights	Spend
Holiday	33,000	111,000	£8,220,000
Business	23,000	67,000	£5,158,000
Visits to friends and relatives	16,000	95,000	£5,222,000
Other	3,000	15,000	£1,456,000
*Study	43,000	381,000	£20,458,000
<b>Total</b>	<b>118,000</b>	<b>669,000</b>	<b>£40,513,000</b>

\* For an alternative estimate of the value of the overseas study sector please refer to the second part of this report (page 17).

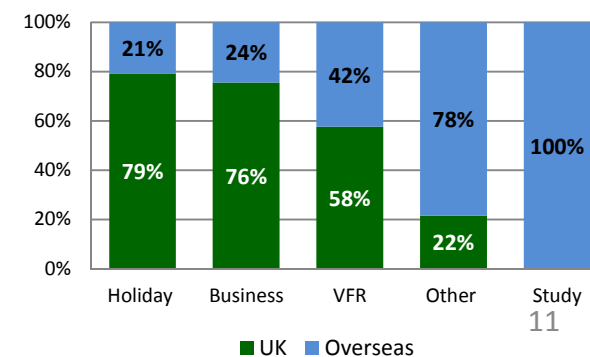
### Trips



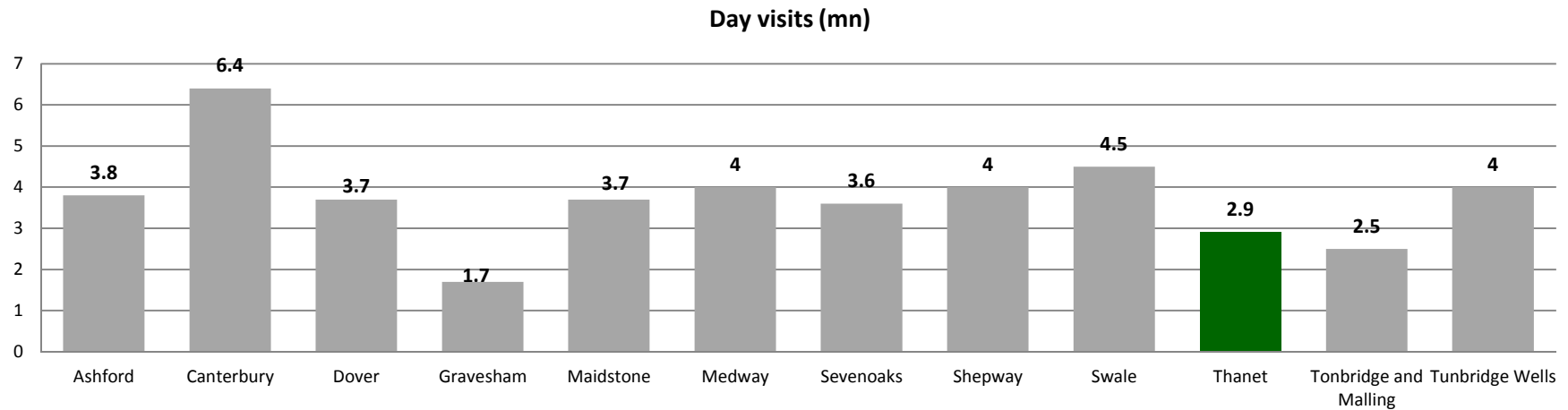
### Nights



### Spend

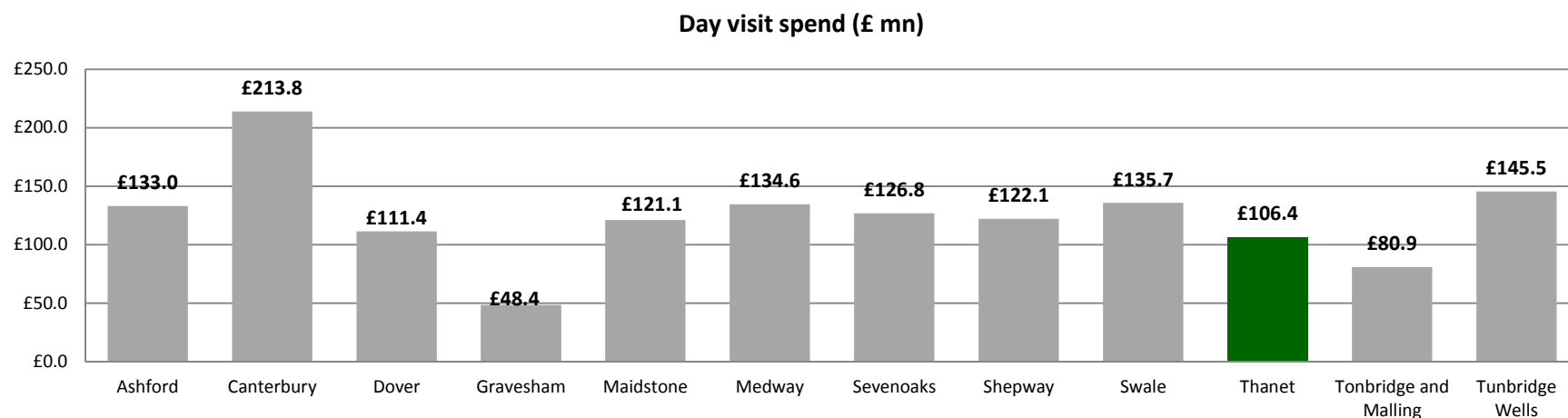


# Thanet – Day visits in the county context



Area	Day visits (mn)
Ashford	3.8
Canterbury	6.4
Dover	3.7
Gravesham	1.7
Maidstone	3.7
Medway	4.0
Sevenoaks	3.6
Shepway	4.0
Swale	4.5
Thanet	2.9
Tonbridge and Malling	2.5
Tunbridge Wells	4.0

## Thanet – Day visit spend in the county context



Area	Day visit spend (£mn)
Ashford	£133.0
Canterbury	£213.8
Dover	£111.4
Gravesham	£48.4
Maidstone	£121.1
Medway	£134.6
Sevenoaks	£126.8
Shepway	£122.1
Swale	£135.7
Thanet	£106.4
Tonbridge and Malling	£80.9
Tunbridge Wells	£145.5

# Thanet – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £19,976,000
- Overseas staying visitors £11,813,000



## Shopping

- UK staying visitors £6,692,000
- Overseas staying visitors £12,011,000
- Day visitors £48,000,000



## Food & drink

- UK staying visitors £11,789,000
- Overseas staying visitors £7,209,000
- Day visitors £37,463,000



## Attractions/entertainment

- UK staying visitors £5,508,000
- Overseas staying visitors £6,347,000
- Day visitors £10,324,000



## Travel

- UK staying visitors £10,524,000
- Overseas staying visitors £3,133,000
- Day visitors £10,643,000

## Thanet – Other visitor related expenditure by category

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Second Homes  
£684,000



Boats  
£1,600,000



Visiting friends and relatives (non-visitor spend)  
£12,875,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

# Thanet – Tourism related employment

## Estimated actual employment



## Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	752	18	769
Retailing	245	628	872
Catering	408	805	1,213
Attractions/entertainment	181	165	346
Transport	95	74	169
Arising from non trip spend	233	0	233
<b>Total Direct</b>	<b>1,914</b>	<b>1,690</b>	<b>3,603</b>



## Thanet 2013 – Study visits adjusted data

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Thanet District Council is fortunate to have been supported by Visit Kent and its Interreg projects (European funding) to deliver economic impact reports on the volume and value of Tourism to the local economy in recent years. Even though the value of the EFL sector (English as Foreign Language) was considered in the calculations for these reports both the district council and the sector felt that it could have been underestimated. In 2011 the sector themselves estimated the value as being £30 million to the local economy annually.

As a result, Thanet District Council's Tourism Service wished to conduct research into the economic impact of EFL providers to the local economy both directly and indirectly for the calendar year 2013 using an independent consultant and commissioned The South West Research Company Ltd for this purpose.

The report examined the characteristics and numbers of overseas students to the district in 2013 and the subsequent impacts of their expenditure in terms of business turnover, direct, indirect and induced employment. The report also provided an insight into the wider benefits of language students visits in the longer term and offered suggestions for improvements as to how the sector and its promotion could be better co-ordinated in the future.

Information was gathered for the project through an online survey distributed to known language schools in Thanet by the district council's Tourism Service. The questionnaire collected details that included the numbers of students, student origins, host families, language schools employee and turnover details as well as opinions on the wider benefits of language schools to the district. It should be noted that not all schools responded to the survey and survey findings have been applied to non-responding schools to provide overall figures. As a result the findings should be viewed as indicative rather than definitive figures.

The following pages present data for the district of Thanet based upon the same methodology that has been used in previous years in the area. However, further to this, data collected locally in 2013 regarding the economic impact of language schools in the district has then been built into the outputs. As a result, study visits data in this section will not match the data previously displayed in this report derived from the more traditional modelling approach used in the district.

Whilst this is likely to present a more robust indication of the true value of the tourism industry in Thanet it should be noted that the figures are not comparable with previous years' outputs for the district or with other districts in Kent.

# Value of Tourism 2013

## Thanet (study visits adjusted)

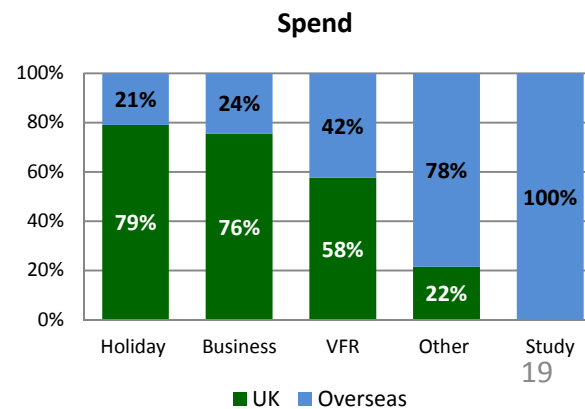
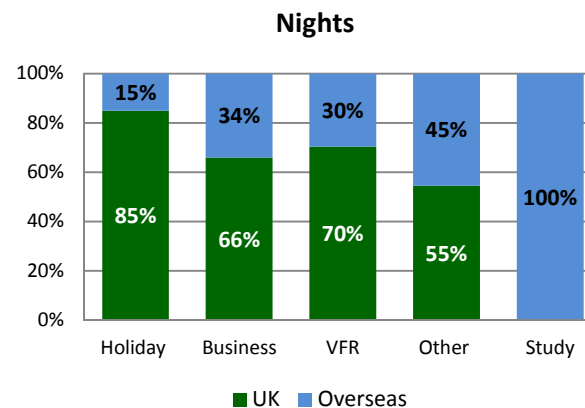
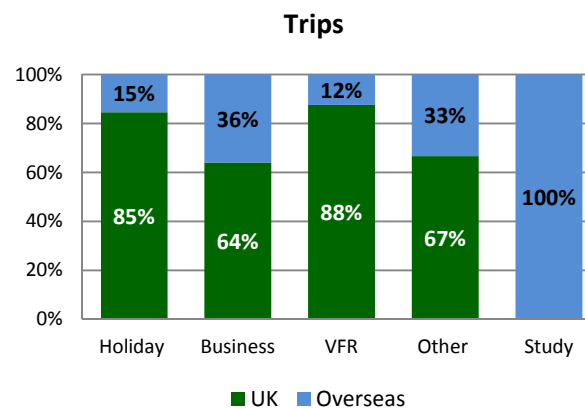
Key Facts	
458,000	Staying visitor trips
1,781,000	Staying visitor nights
£108,181,000	Staying visitor spend
2,900,000	Day visits
£106,430,000	Day visitor spend
£214,611,000	Direct visitor spend
£15,159,000	Other related spend
£229,770,000	TOTAL VISITOR RELATED SPEND
£219,709,000	*ADJUSTED VISITOR RELATED SPEND
£66,250,000	Supplier and income induced spend
<b>£285,959,000</b>	<b>TOTAL VALUE OF TOURISM</b>
6,418	Estimated actual employment
4,521	FTE employment
17%	Proportion of all employment

\* It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

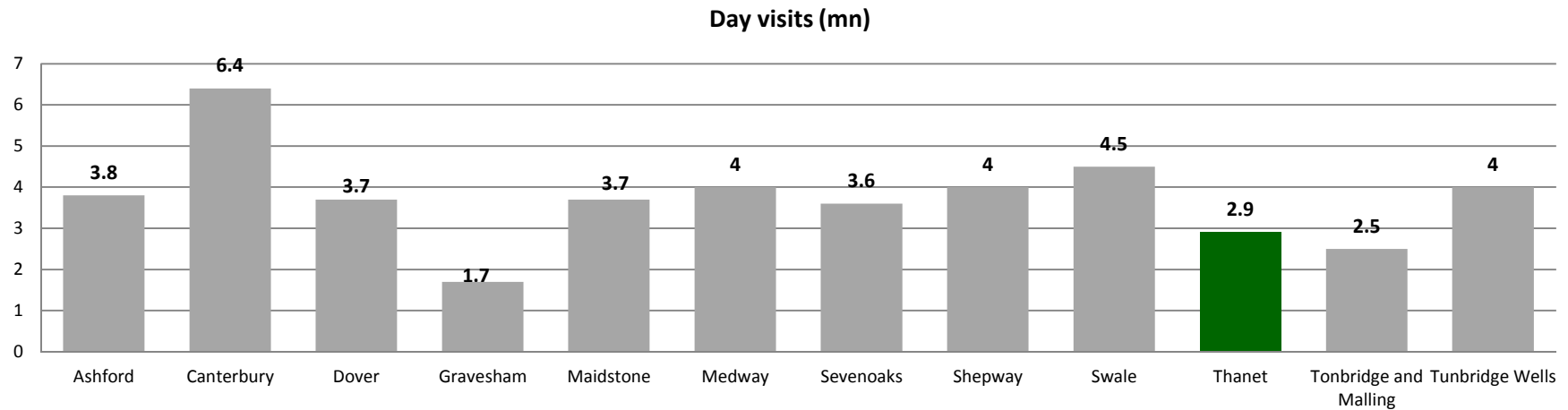
# Thanet - Staying visits by purpose (study visits adjusted)

Domestic tourists	Trips	Nights	Spend
Holiday	181,000	624,000	£31,029,000
Business	41,000	130,000	£15,953,000
Visits to friends and relatives	113,000	225,000	£7,108,000
Other	6,000	18,000	£399,000
Study	0	0	£0
<b>Total</b>	<b>340,000</b>	<b>998,000</b>	<b>£54,488,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	33,000	111,000	£8,220,000
Business	23,000	67,000	£5,158,000
Visits to friends and relatives	16,000	95,000	£5,222,000
Other	3,000	15,000	£1,456,000
Study	43,000	495,000	£33,637,000
<b>Total</b>	<b>118,000</b>	<b>783,000</b>	<b>£53,693,000</b>

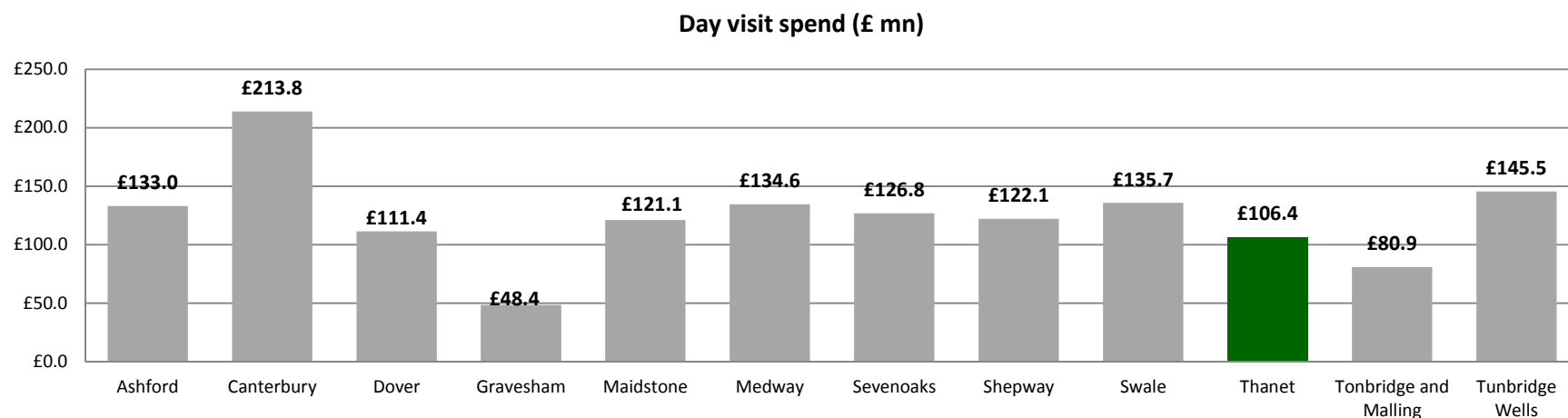


# Thanet – Day visits in the county context



Area	Day visits (mn)
Ashford	3.8
Canterbury	6.4
Dover	3.7
Gravesham	1.7
Maidstone	3.7
Medway	4.0
Sevenoaks	3.6
Shepway	4.0
Swale	4.5
Thanet	2.9
Tonbridge and Malling	2.5
Tunbridge Wells	4.0

## Thanet – Day visit spend in the county context



Area	Day visit spend (£mn)
Ashford	£133.0
Canterbury	£213.8
Dover	£111.4
Gravesham	£48.4
Maidstone	£121.1
Medway	£134.6
Sevenoaks	£126.8
Shepway	£122.1
Swale	£135.7
Thanet	£106.4
Tonbridge and Malling	£80.9
Tunbridge Wells	£145.5

# Thanet – Direct visitor expenditure by category (study visits adjusted)



## Accommodation

- UK staying visitors £19,976,000
- Overseas staying visitors £7,858,000



## Shopping

- UK staying visitors £6,692,000
- Overseas staying visitors £11,879,000
- Day visitors £48,000,000



## Food & drink

- UK staying visitors £11,789,000
- Overseas staying visitors £7,520,000
- Day visitors £37,463,000



## Attractions/entertainment

- UK staying visitors £5,508,000
- Overseas staying visitors £2,710,000
- Day visitors £10,324,000



## Travel

- UK staying visitors £10,524,000
- Overseas staying visitors £3,986,000
- Day visitors £10,643,000



## Language schools payments

- Overseas staying visitors £19,740,000

## Thanet – Other visitor related expenditure by category (study visits adjusted)



Second Homes  
£684,000



Boats  
£1,600,000



Host Family expenditure  
£6,317,000



Visiting friends and relatives (non-visitor spend)  
£12,875,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Payments to host families from language schools which are then subsequently spent by the host family.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

# Thanet – Tourism related employment (study visits adjusted)

## Estimated actual employment



## Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	540	18	557
Retailing	171	628	798
Catering	336	805	1,141
Attractions/entertainment	151	165	316
Transport	65	74	140
Arising from non trip spend	241	0	241
<b>Total Direct</b>	<b>354</b>	<b>0</b>	<b>354</b>