

Tourism Industry in Kent

This report uses data from the Business Register & Employment Survey 2023, the UK Business Counts dataset 2024 and ONS Estimates of GVA 2022.

NOTE: within this bulletin “Kent” refers to the Kent County Council area which excludes Medway

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[Kent facts and figures](#)

The tourism industry is an important sector providing more than 76,000 jobs and contributing over £4.1 billion to the Kent economy.

This report looks at the number of tourism enterprises in Kent. It also looks at the number of jobs in tourism and the financial contribution to the Kent economy.

Summary

- There were 5,875 tourism related enterprises in Kent in 2024 accounting for 9.1% of all enterprises.
- The highest proportion of tourism enterprises can be found in the coastal areas of Thanet, Dover, and Folkestone & Hythe.
- 76,000 tourism jobs in Kent account for 11.7% of all jobs in 2023.
- 3 in every 5 tourism jobs is in food & beverage serving activities.
- Accommodation & food service activities and arts, entertainment & recreation jointly generated over £1.9m to the Kent economy in 2022.
- GVA generated by tourism related industries rose greatly in 2021 after a large decrease in 2020 because of the impact of the Coronavirus pandemic. It has continued to rise in 2022.

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Introduction

The tourism industry is an important sector providing more than 76,000 jobs and contributing over £4.1 billion¹ to the Kent economy.

High speed rail and passenger ferry ports link Kent with Europe and the rest of Britain.

This report looks at the tourism industry in Kent. The tourism industry, as defined by the Office for National Statistics, is based on Standard Industry Classification (SIC) codes (SIC 2007). This is the main classification system used for EU industrial statistics. Tables showing the individual industries that make up the tourism industry can be found in the annex at the end of this report.

This report looks at the number of tourism enterprises, employee jobs and the amount of GVA generated by sectors within tourism.

Enterprises

The number of tourism enterprises comes from information from the UK Business Counts dataset produced by the Office for National Statistics (ONS). The UK Business Counts dataset is an extract compiled from the Inter Departmental Business Register (IDBR) which contains information on VAT traders and PAYE employers. The UK Business Counts dataset records the number of enterprises that were live at a reference date in March each year giving a snapshot of businesses that were live at that time. It is broken down by size band, industry, and turnover. Further information about the methodology used for producing these data is available from the [Office for National Statistics](https://www.ons.gov.uk) website.

Employee jobs

The number of employee jobs in the tourism sector comes from information from the Business Register and Employment Survey (BRES) produced by the ONS. The BRES is a sample survey which collects employment information from businesses across the whole of the Great Britain economy for each site that they operate. The survey covers all businesses in Great Britain registered for VAT and/or PAYE. BRES does not cover the very small businesses neither registered for VAT nor PAYE, neither does it include self-employed workers unless they are registered for VAT or PAYE.

¹ [Visit Kent: The Cambridge Model results 2023](#)

The data provides us with an estimate of employee jobs and total employment (number of employees plus the number of working owners).

The BRES is a sample survey of approximately 80,000 businesses and may be subject to sampling errors. The estimates are of a good quality at higher levels of geography (for example region); however, the quality of the estimates deteriorates as the geographies get smaller. This should be taken into account when considering the quality of county and district estimates.

In accordance with official guidelines the data is rounded to the nearest 100 prior to publication. Percentages are calculated using unrounded data.

Data is available for the years 2015 to 2023. Data for 2024 is due to be released in the Autumn/Winter of 2025.

The coronavirus pandemic had an effect on the production of BRES estimates for 2020 resulting in lower levels of precision than in other years. For this reason, figures for 2020 should be considered with caution.

GVA

Gross Value Added (GVA) is a measure of Output i.e., the value of the goods and services produced in the economy. It is primarily used to monitor the performance of the national economy and is now the measure preferred by the Office for National Statistics (ONS) to measure the overall economic well-being of an area. GVA estimates are available by broad industrial group down to local authority district level and are available for the years 2000 to 2022.

More information is available about GVA estimates from the [Office for National Statistics](#).

In addition to the information available in this bulletin the [Visit Kent Business](#) website provides further information on Kent tourism statistics and research. This includes research and insights around the [impact of Covid 19 on the tourism industry](#).

Analysis

Tourism enterprises in Kent

The UK Business Counts dataset records the number of enterprises that were live as of March each year, giving a snapshot of businesses that were operating at this point in time. It is broken down by size band, industry, and turnover.

All numbers are rounded at source. Values may be rounded down to zero, so all zeros are not necessarily true zeros. Totals across tables may differ by minor amounts due to the rounding methods used. Percentages are rounded to one decimal place.

9.3% of enterprises nationally are concerned with tourism. The London region has the highest number of tourism enterprises (52,685), and the North East has the highest proportion (11.8%). The South East has the second highest number (34,890) but the fourth lowest proportion of tourism enterprises (8.6%).

Over the last five years the London region has seen the largest growth in the number and percentage of tourism enterprises (5,610, +11.9%). The South East has seen an increase of 2,670 tourism enterprises and this equates to the third lowest percentage increase in the country (+8.3%).

Table 1: Tourism enterprises by region

2024	Number of tourism enterprises	% tourism enterprises	1 year change	1 year % change	5 year change	5 year % change
England	221,310	9.3%	1,220	0.6%	19,695	9.8%
North East	8,515	11.8%	-95	-1.1%	550	6.9%
Yorkshire and The Humber	19,365	10.2%	-350	-1.8%	1,695	9.6%
South West	23,720	10.0%	-115	-0.5%	1,630	7.4%
London	52,685	9.9%	1,660	3.3%	5,610	11.9%
North West	25,965	9.8%	-100	-0.4%	2,685	11.5%
South East	34,890	8.6%	420	1.2%	2,670	8.3%
East Midlands	15,655	8.6%	-135	-0.9%	1,220	8.5%
West Midlands	18,290	8.5%	-235	-1.3%	1,715	10.3%
East	22,215	8.2%	160	0.7%	1,910	9.4%

Sorted by %

Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

Chart 1 shows the proportion of tourism enterprises in local authorities in England. The coastal districts of Thanet, Folkestone & Hythe, Dover, and Canterbury are all within the top

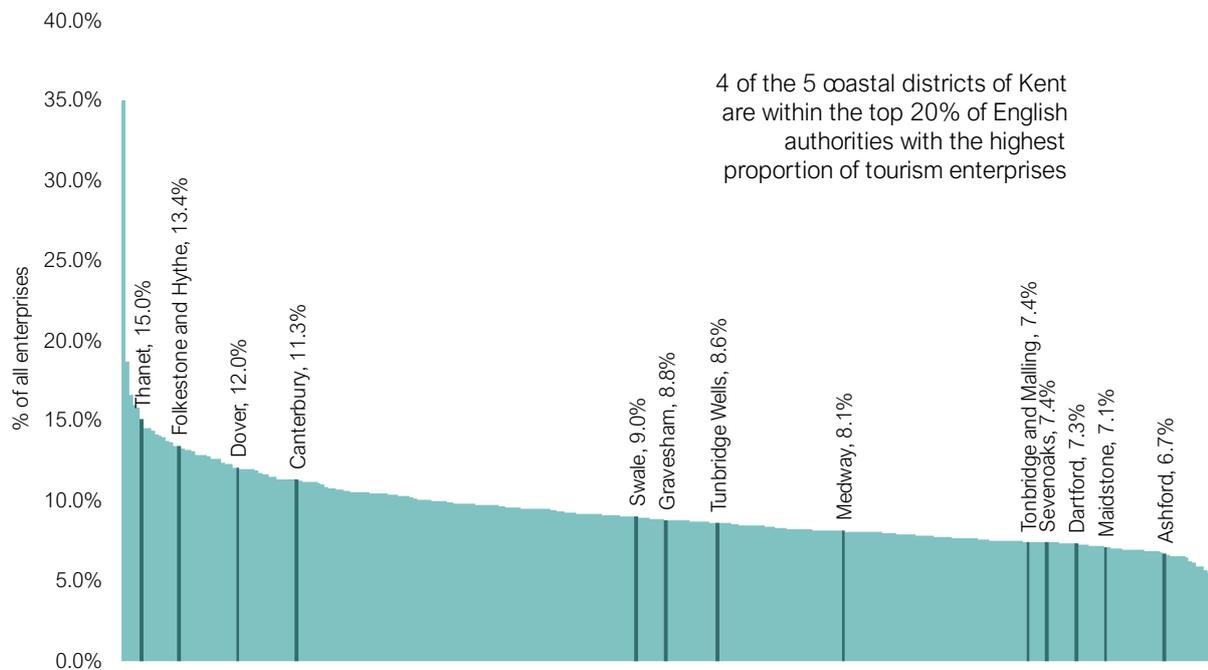
20% of all English local authorities with the highest proportion of tourism enterprises (10.7% or more). Out of the 296 local authorities in England, Thanet had the 6th highest proportion with 15.0% of enterprises being tourism related.

Ashford, Maidstone, Dartford, Sevenoaks and Tonbridge & Malling were all within the 20% of local authorities with the lowest proportion of tourism enterprises (7.5% or less).

Table 19 in the annex at the end of this bulletin presents the percentage of tourism enterprises in all 296 local authorities in England, along with the percentage of tourism jobs in each English local authority. The table is ordered from the local authority with the highest proportion of tourism enterprises through to the authority with the least.

Chart 1: Tourism enterprises in England

Proportion of tourism enterprises in local authorities in England, 2024



Source: UK Business Counts, ONS
Presented by: Kent Analytics, Kent County Council

9.1% of enterprises in Kent are concerned with tourism as of 2024, just below the national average (9.3%) but higher than the regional average of 8.6%.

Kent has seen an increase of 530 tourism-based enterprises over the last five years. This equates to an increase of 9.9%.

Coastal areas of Kent have the highest proportion of tourism enterprises. Thanet district has the highest number (680) and proportion (15.0%) and has seen the largest growth over the last five years.

Table 2: Tourism enterprises in Kent districts

2024	Number of tourism enterprises	% tourism enterprises	1 year change	1 year % change	5 year change	5 year % change
Ashford	435	6.7%	5	1.2%	40	10.1%
Canterbury	635	11.3%	-15	-2.3%	55	9.5%
Dartford	335	7.3%	-15	-4.3%	35	11.7%
Dover	445	12.0%	25	6.0%	80	21.9%
Folkestone & Hythe	500	13.4%	10	2.0%	20	4.2%
Gravesham	355	8.8%	-20	-5.3%	20	6.0%
Maidstone	560	7.1%	5	0.9%	50	9.8%
Sevenoaks	485	7.4%	10	2.1%	20	4.3%
Swale	465	9.0%	-10	-2.1%	15	3.3%
Thanet	680	15.0%	0	0.0%	125	22.5%
Tonbridge & Malling	450	7.4%	30	7.1%	40	9.8%
Tunbridge Wells	525	8.6%	-10	-1.9%	30	6.1%
Kent	5,875	9.1%	20	0.3%	530	9.9%
Medway	720	8.1%	10	1.4%	65	9.9%
Kent + Medway	6,595	9.0%	30	0.5%	600	10.0%
South East	34,890	8.6%	420	1.2%	2,670	8.3%
England	221,310	9.3%	1,220	0.6%	19,695	9.8%

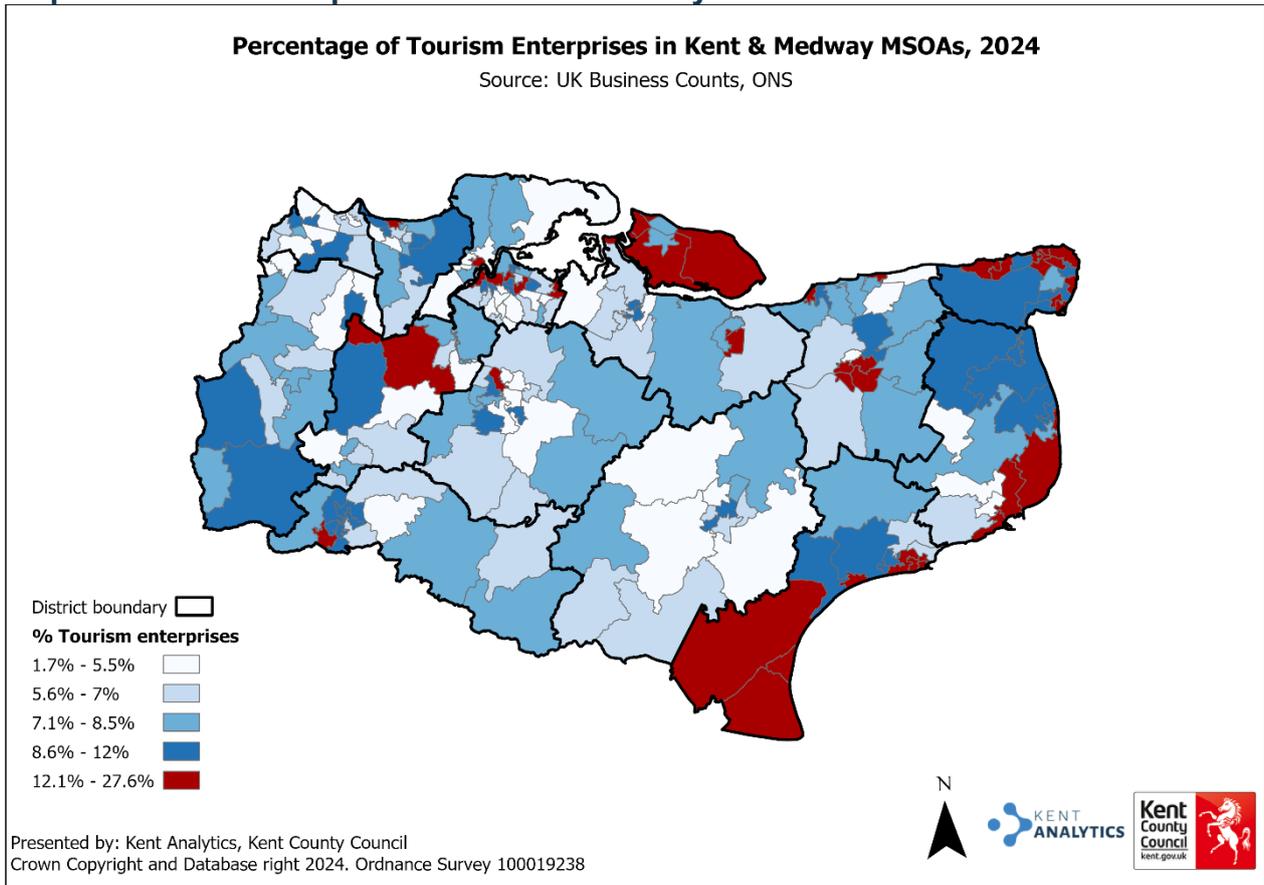
Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

The distribution of tourism enterprises in Kent and Medway middle super output areas (MSOAs) is shown in map 1 (overleaf). MSOAs are small geographical areas that enable the production of small area statistics in England and Wales.

The map shows high proportions of tourism enterprises in coastal areas in Thanet, Swale, Dover and Folkestone & Hythe and within the area around the city of Canterbury. There is also high proportions of tourism enterprises in Tonbridge & Malling.

Map 1: Tourism enterprises in Kent & Medway



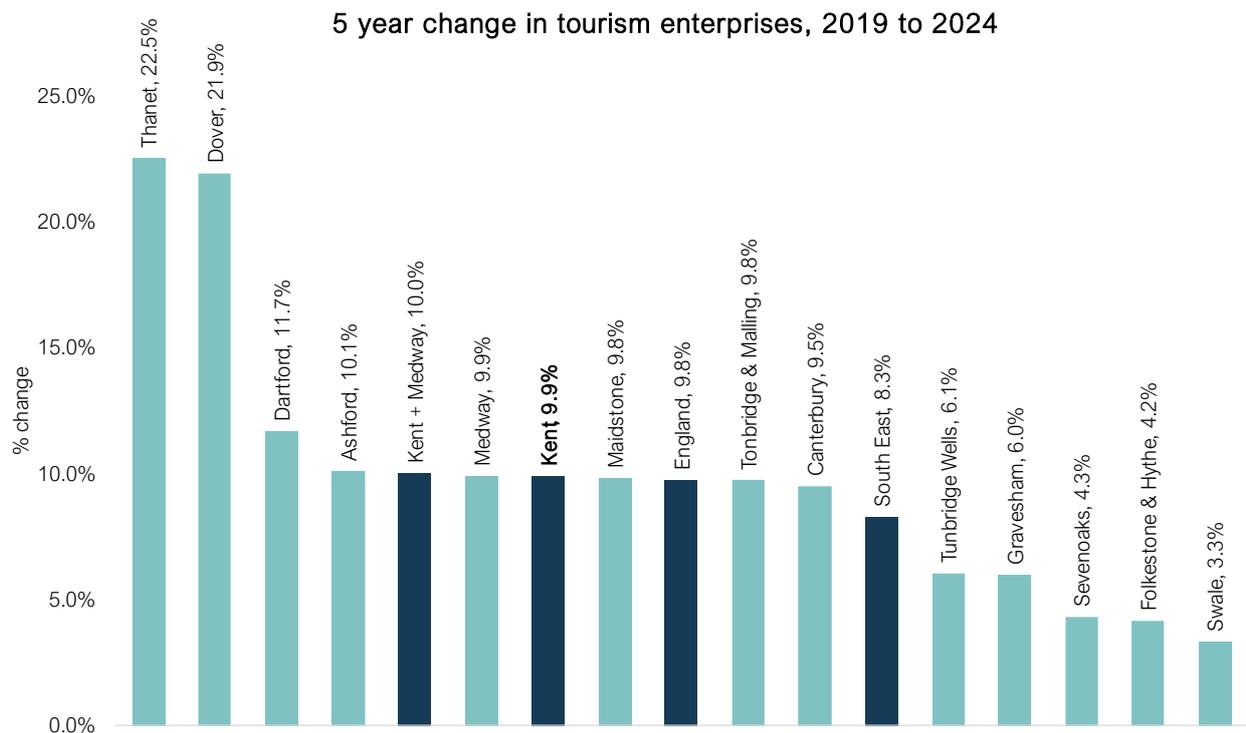
Over the last five years the number of tourism enterprises has grown in all local authorities in Kent.

Thanet has seen the biggest number and percentage growth of tourism enterprises over the last five years (+125 enterprises equivalent to a 22.5% increase).

Swale saw the smallest increase in tourism enterprises (+15) equating to a 3.3% increase over five years.

The five-year change in tourism enterprises can be seen in chart 2.

Chart 2: Five-year change in tourism enterprises



Source: UK Business Counts, ONS
Presented by: Kent Analytics, Kent County Council

The tourism sector is made up of four main subsectors: accommodation for visitors; food and beverage serving activities; passenger transport, vehicle hire and travel agencies; cultural, sports, recreational and conference activities.

Tables 3 and 4 show the subsectors of tourism enterprises in Kent local authorities.

In Kent there are 3,555 food and beverage serving enterprises, accounting for 60.5% of all tourism enterprises in the county. Food and beverage serving activities account for the largest proportion of tourism enterprises in all Kent districts, accounting for anywhere between a half (49.5% in Sevenoaks) to more than two thirds (Gravesham 69.0%) of tourism enterprises.

Sevenoaks, Tunbridge Wells and Tonbridge & Malling have a particularly high proportion of cultural, sports, recreational and conference activity enterprises.

Ashford, Canterbury, Folkestone & Hythe, and Swale have a higher proportion of accommodation for visitors enterprises than the national average (7.1%).

Table 3: Number of tourism enterprises by subsector

2024	Total tourism enterprises	Accommodation for visitors	Food and beverage serving activities	Passenger transport, vehicle hire, travel agencies etc.	Cultural, sports, recreational and conference etc. activities
Ashford	435	35	245	45	110
Canterbury	635	60	390	75	115
Dartford	335	10	205	55	65
Dover	445	30	300	35	75
Folkestone & Hythe	500	50	325	30	95
Gravesham	355	10	245	45	60
Maidstone	560	25	335	55	145
Sevenoaks	485	20	240	60	165
Swale	465	35	300	45	90
Thanet	680	35	440	50	155
Tonbridge & Malling	450	15	270	45	125
Tunbridge Wells	525	30	270	60	165
Kent	5,875	350	3,555	605	1,365
Medway	720	20	495	75	130
Kent + Medway	6,595	370	4,045	680	1,500
South East	34,890	2,235	19,075	4,000	9,585
England	221,310	15,740	128,960	22,930	53,680

Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

Table 4: Percentage of tourism enterprises by subsector

2024	Total tourism enterprises	Accommodation for visitors %	Food and beverage serving activities %	Passenger transport, vehicle hire, travel agencies etc. %	Cultural, sports, recreational and conference etc. activities %
Ashford	435	8.0%	56.3%	10.3%	25.3%
Canterbury	635	9.4%	61.4%	11.8%	18.1%
Dartford	335	3.0%	61.2%	16.4%	19.4%
Dover	445	6.7%	67.4%	7.9%	16.9%
Folkestone & Hythe	500	10.0%	65.0%	6.0%	19.0%
Gravesham	355	2.8%	69.0%	12.7%	16.9%
Maidstone	560	4.5%	59.8%	9.8%	25.9%
Sevenoaks	485	4.1%	49.5%	12.4%	34.0%
Swale	465	7.5%	64.5%	9.7%	19.4%
Thanet	680	5.1%	64.7%	7.4%	22.8%
Tonbridge & Malling	450	3.3%	60.0%	10.0%	27.8%
Tunbridge Wells	525	5.7%	51.4%	11.4%	31.4%
Kent	5,875	6.0%	60.5%	10.3%	23.2%
Medway	720	2.8%	68.8%	10.4%	18.1%
Kent + Medway	6,595	5.6%	61.3%	10.3%	22.7%
South East	34,890	6.4%	54.7%	11.5%	27.5%
England	221,310	7.1%	58.3%	10.4%	24.3%

Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

Table 5 shows the tourism subsectors in greater detail in Kent, Medway, the South East and England.

The proportion of Kent tourism enterprises within each category is very similar to that seen nationally. Medway, however, has a much smaller proportion of enterprises within the accommodation for visitors sector and a much higher proportion within food & beverage serving activities, and take away food shops and mobile food stands.

Please note that all data is rounded at source so values may be rounded down to zero, however all zeros are not necessarily true zeros. This is particularly true for detailed industrial breakdowns. Percentages are based on rounded data and therefore may not sum to 100%.

Table 5: Proportion of tourism enterprises by detailed subsector

2024	Kent	Medway	South East	England
Total Tourism	5,875	720	34,890	221,310
Accommodation for visitors	6.0%	2.8%	6.4%	7.1%
Hotels & similar accommodation	2.6%	1.4%	3.1%	3.3%
Holiday centres & villages	0.4%	0.0%	0.4%	0.4%
Youth hostels	0.0%	0.0%	0.0%	0.0%
Other holiday & other short-stay accommodation	1.4%	0.7%	1.7%	2.0%
Camping grounds, recreational vehicle parks & trailer parks	1.2%	0.0%	0.8%	0.8%
Other accommodation	0.4%	0.7%	0.3%	0.5%
Food & beverage serving activities	60.5%	68.8%	54.7%	58.3%
Licensed restaurants	12.4%	11.1%	11.9%	12.0%
Unlicensed restaurants & cafes	11.2%	13.2%	9.7%	10.4%
Take away food shops and mobile food stands	15.3%	24.3%	13.9%	16.5%
Event catering activities	4.0%	4.9%	4.3%	4.1%
Other food service activities	1.4%	1.4%	1.4%	1.5%
Licensed clubs	1.9%	4.2%	2.2%	2.4%
Public houses & bars	14.3%	9.0%	11.2%	11.4%
Passenger transport, vehicle hire, travel agencies etc.	10.3%	10.4%	11.5%	10.4%
Passenger rail transport, interurban	0.1%	0.0%	0.0%	0.0%
Taxi operation	4.0%	4.2%	3.9%	3.5%
Other passenger land transport	1.2%	2.1%	1.4%	1.3%
Sea & coastal passenger water transport	0.3%	0.7%	0.3%	0.2%
Inl& passenger water transport	0.1%	0.0%	0.1%	0.1%
Scheduled passenger air transport	0.0%	0.0%	0.1%	0.1%
Non-scheduled passenger air transport	0.2%	0.0%	0.3%	0.1%
Renting & leasing of cars & light motor vehicles	1.0%	1.4%	1.3%	1.4%
Renting & leasing of passenger water transport equipment	0.0%	0.0%	0.1%	0.1%
Renting & leasing of passenger air transport equipment	0.1%	0.0%	0.2%	0.1%
Travel agency activities	1.8%	0.7%	2.0%	2.1%
Tour operator activities	0.9%	0.0%	0.9%	0.8%
Activities of tourist guides	0.3%	0.7%	0.2%	0.2%
Other reservation service activities	0.4%	0.0%	0.5%	0.4%

2024	Kent	Medway	South East	England
Cultural, sports, recreational & conference etc. activities	23.2%	18.1%	27.5%	24.3%
Performing arts	3.5%	4.2%	4.2%	4.6%
Support activities to performing arts	1.9%	0.7%	2.5%	2.2%
Artistic creation	6.3%	3.5%	7.2%	6.3%
Operation of arts facilities	0.4%	0.0%	0.3%	0.4%
Museum activities	0.2%	0.0%	0.3%	0.3%
Operation of historical sites & buildings & similar attractions	0.2%	0.7%	0.2%	0.2%
Botanical & zoological gardens & nature reserve activities	0.3%	0.0%	0.2%	0.2%
Gambling & betting activities	0.3%	0.0%	0.3%	0.3%
Operation of sports facilities	2.1%	1.4%	2.4%	1.9%
Other sports activities	2.6%	2.1%	3.6%	2.8%
Activities of amusement parks & theme parks	0.1%	0.0%	0.2%	0.2%
Other amusement & recreation activities	2.7%	2.8%	3.1%	2.8%
Renting & leasing of recreational & sports goods	0.6%	0.7%	0.6%	0.4%
Activities of exhibition & fair organizers	1.0%	1.4%	1.1%	0.8%
Activities of conference organizers	1.0%	0.7%	1.2%	0.8%
Letting & operating of conference & exhibition centres	0.1%	0.0%	0.1%	0.1%

Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

The size of an enterprise can be classified as micro, small, medium, or large depending upon the number of workers it employs. The following table shows how the enterprise sizes are defined.

Table 6: Enterprise size definition

Enterprise size	Number of employees
Micro	0 to 9
Small	10 to 49
Medium	50 to 249
Large	250+

The proportion of tourism enterprises by employment size band in Kent is shown in table 7. This compares the size bands of tourism enterprises to all enterprises.

Table 7: Tourism enterprises in Kent by size band

2024	Total number of enterprises	% of total enterprises	Number of tourism enterprises	% of tourism enterprises
Total	64,575	100%	5,875	100%
Micro (0 to 9)	58,035	89.9%	4,750	80.9%
Small (10 to 49)	5,380	8.3%	1,000	17.0%
Medium-sized (50 to 249)	950	1.5%	100	1.7%
Large (250+)	210	0.3%	20	0.3%

Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

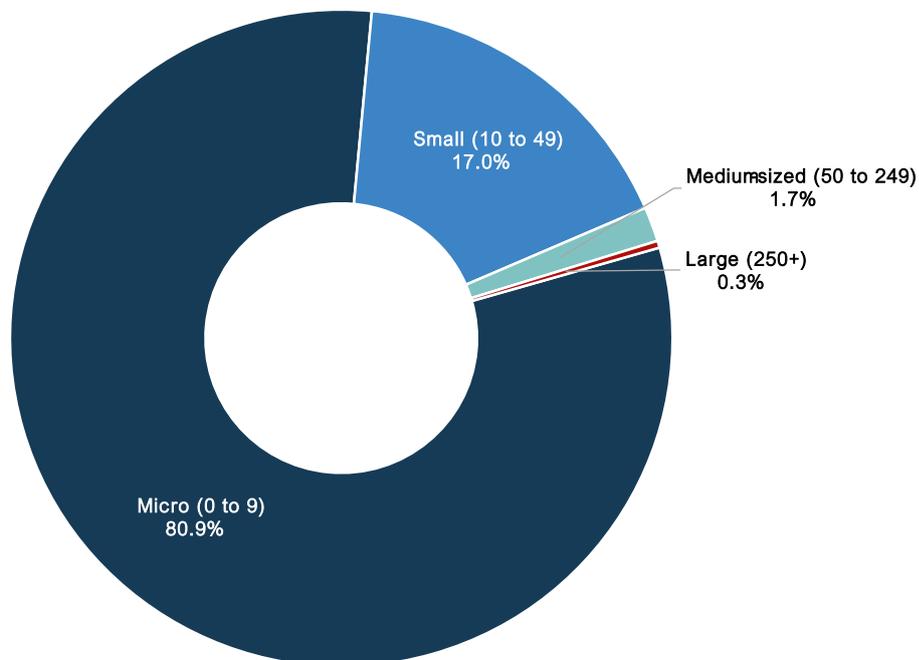
Data rounded to nearest 5 at source therefore 0 may not be true 0

In Kent 89.9% of all enterprises are micro enterprises and 8.3% are small. Tourism enterprises tend to be slightly larger with a lower proportion being micro (80.9%) and a larger proportion being small (17.0%). Very few tourism enterprises in Kent are classed as medium or large enterprises (those employing 50 people or more).

Chart 3 shows tourism enterprises in Kent by employment size band.

Chart 3: Tourism enterprises in Kent by employment size band

Tourism enterprises in Kent by employment size band 2024



Source: UK Business Counts, ONS

Presented by: Kent Analytics, Kent County Council

Thanet has the highest number of tourism enterprises that are defined as micro businesses (565). Canterbury has the highest number of small tourism enterprises accounting for over one in five (22.8%) tourism enterprises in the district. Folkestone & Hythe, Sevenoaks and Tonbridge & Malling are the only local authorities to have large tourism related enterprises.

Table 8 shows the number of tourism enterprises in Kent local authorities by employment size band.

Table 8: Tourism enterprises – size bands

2024	Total	Micro (0 to 9)	Small (10 to 49)	Medium (50 to 249)	Large (250+)
Ashford	435	350	80	5	0
Canterbury	635	480	145	10	0
Dartford	335	290	40	0	0
Dover	445	375	60	5	0
Folkestone & Hythe	500	405	85	5	5
Gravesham	355	305	45	5	0
Maidstone	560	445	100	15	0
Sevenoaks	485	405	65	10	5
Swale	465	380	80	10	0
Thanet	680	565	105	5	0
Tonbridge & Malling	450	325	105	20	5
Tunbridge Wells	525	430	90	10	0
Kent	5,875	4,750	1,000	100	20
Medway	720	620	90	10	0
Kent + Medway	6,595	5,370	1,090	110	20
South East	34,890	28,015	6,035	685	160
England	221,310	178,945	37,265	4,175	925

Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

15.8% of Kent tourism enterprises have an annual turnover of £500,000 or more, lower than the national average of 17.6%.

Table 9: Tourism enterprise - turnover

2024	Kent	Medway	South East	England
Total	5,875	720	34,890	221,310
0 to 49 (£ thousand)	525	60	3,500	22,105
50 to 99 (£ thousand)	1,115	140	6,255	41,245
100 to 249 (£ thousand)	2,290	295	12,820	82,275
250 to 499 (£ thousand)	1,010	135	6,105	36,645
500 to 999 (£ thousand)	525	60	3,350	20,145
1000 to 1999 (£ thousand)	220	15	1,490	9,675
2000 to 4999 (£ thousand)	120	10	800	5,315
5000 to 9999 (£ thousand)	35	0	270	1,885
10000 to 49999 (£ thousand)	25	0	220	1,545
50000+ (£ thousand)	5	0	80	470

Source: UK Business Counts

Presented by: Kent Analytics, Kent County Council

Employee jobs in Tourism

The Business Register and Employment Survey (BRES) provides us with estimates of the number of employee jobs by industrial sector. The tourism sector used in this bulletin is defined using the 2007 Standard Industrial Classification (2007SIC). All numbers are rounded. Values may be rounded down to zero, so all zeros are not necessarily true zeros. Percentages are based on unrounded data and are rounded to one decimal place. The latest data is for 2003.

10.8% of employee jobs in England are in tourism. This has grown by 8.3% (+229,000 jobs) over the last five years.

The London region has the highest number of tourism jobs (658,500). The South West region has the highest proportion of tourism jobs (12.3%). The South East region has the second highest number (511,500) and second highest proportion of tourism jobs (11.8%).

The South East region has seen the biggest increase in number of tourism jobs over the last five years (+67,000). The West Midlands has seen the largest percentage increase (+31.4%).

Table 10: Tourism employee jobs by region

2023	Number of tourism jobs	% of tourism jobs	1 year change in tourism jobs	1 year % change in tourism jobs	5 year change in tourism jobs	5 year % change in tourism jobs
England	2,980,500	10.8%	73,000	2.5%	229,000	8.3%
South West	319,000	12.3%	-5,500	-1.7%	4,500	1.4%
South East	511,500	11.8%	53,500	11.7%	67,000	15.1%
London	658,500	11.6%	-22,000	-3.2%	15,500	2.4%
North East	113,500	10.3%	1,000	0.9%	10,000	9.7%
East	294,500	10.2%	0	0.0%	33,000	12.6%
North West	361,000	10.2%	-6,000	-1.6%	24,000	7.1%
West Midlands	274,000	10.1%	46,000	20.2%	65,500	31.4%
Yorkshire and The Humber	248,500	10.0%	11,000	4.6%	11,000	4.6%
East Midlands	200,500	9.4%	-4,500	-2.2%	-1,000	-0.5%

All data rounded to nearest 100

Ranked by 2023%

Source: BRES

Presented by: Kent Analytics, Kent County Council

11.7% of all jobs in Kent are within the tourism industry, which is slightly below the regional average (11.8%) though higher than the national average (10.8%). As of 2023 there were 76,000 employee jobs in tourism in Kent.

Canterbury has the highest number of tourism jobs in Kent (9,000). Sevenoaks has the highest proportion with 19.2% of local jobs in tourism related industries.

Eleven Kent local authorities have seen an increase in tourism jobs over the last five years, the biggest increases being in Gravesham and Tunbridge Wells which each saw 1,500 more jobs. Sevenoaks saw no 5-year change.

Table 11: Tourism employee jobs

2023	Number of tourism jobs	% of tourism jobs	1 year change in tourism jobs	1 year % change in tourism jobs	5 year change in tourism jobs	5 year % change in tourism jobs
Ashford	5,500	8.9%	500	10.0%	500	10.0%
Canterbury	9,000	12.9%	1,000	12.5%	1000	12.5%
Dartford	6,000	8.7%	500	9.1%	1000	20.0%
Dover	5,500	14.7%	500	10.0%	800	15.8%
Folkestone & Hythe	7,000	14.2%	0	0.0%	500	7.7%
Gravesham	4,800	9.7%	300	5.6%	1500	46.2%
Maidstone	7,500	11.0%	500	7.1%	500	7.1%
Sevenoaks	5,500	19.2%	0	0.0%	0	0.0%
Swale	5,500	10.3%	500	10.0%	1000	22.2%
Thanet	7,000	16.5%	500	7.7%	500	7.7%
Tonbridge & Malling	6,000	9.2%	1,000	20.0%	1000	20.0%
Tunbridge Wells	6,000	11.3%	1,000	20.0%	1500	33.3%
Kent	76,000	11.7%	7,000	10.1%	10500	16.0%
Medway	9,500	9.8%	1,000	11.8%	1500	18.8%
Kent + Medway	85,000	11.4%	7,500	9.7%	11500	15.6%
South East	511,500	11.8%	53,500	11.7%	67000	15.1%
England	2,980,500	10.8%	73,000	2.5%	229000	8.3%

Source: BRES

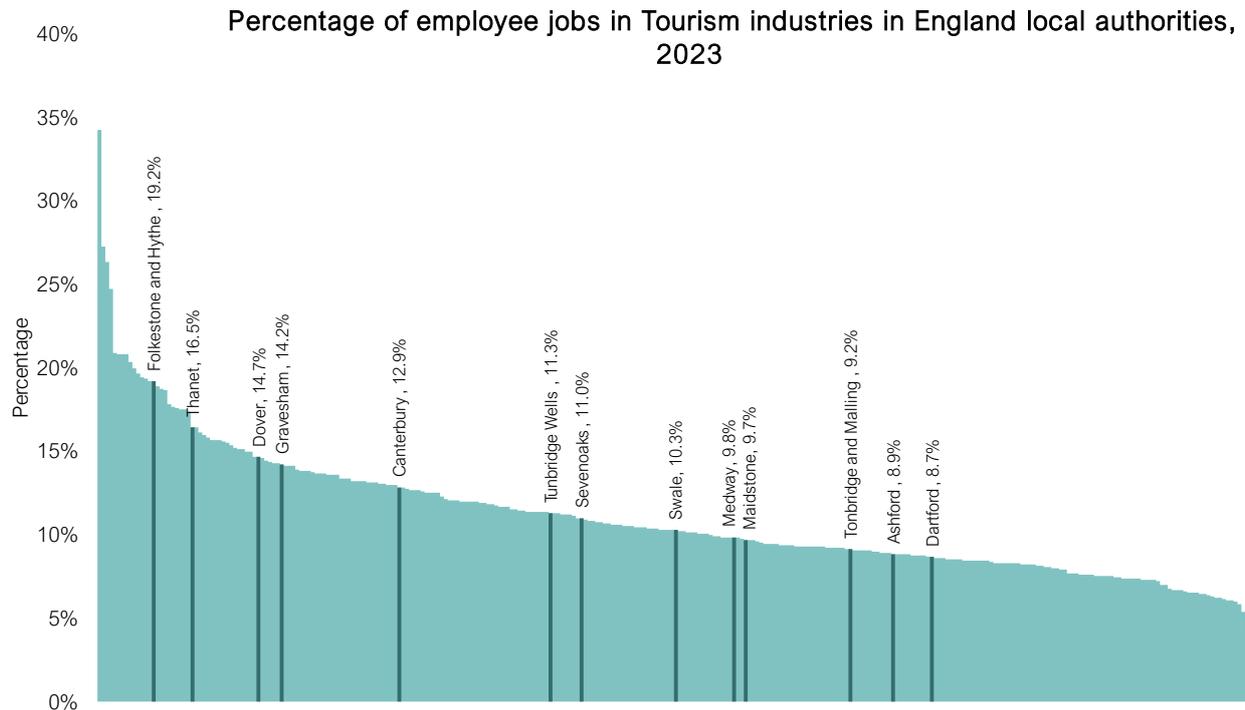
Presented by: Kent Analytics, Kent County Council

When compared to other authorities in England, four Kent authorities (Folkestone & Hythe, Thanet, Dover and Gravesham) are within the top 20% of local authorities with the highest proportion of employee jobs in the tourism industry in the country (those with 13.7% or more).

No Kent local authorities are within the 20% with the lowest proportion of tourism employee jobs (those with 8.2% or less). This is shown in chart 4 overleaf.

Table 19 in the annex at the end of this bulletin presents the percentage of employee jobs in tourism industries in all 296 local authorities in England, along with the percentage of tourism enterprises in each English local authority. The table is ordered from the local authority with the highest proportion of tourism enterprises through to the authority with the least.

Chart 4: Employee jobs in tourism in English authorities



Source: BRES
Presented by: Kent Analytics, Kent County Council

Table 12 shows the number of jobs in those industries which make up the tourism sector and table 13 shows what proportion of tourism jobs are within each subsector.

The biggest tourism sector is involved with food and beverage serving activities accounting for 63.2% of tourism jobs in Kent. This sector accounts for more than half of all tourism jobs in all Kent districts except Folkestone & Hythe.

Dover and Folkestone & Hythe have a higher proportion of jobs in passenger transport, vehicle hire and travel agency activities while Sevenoaks has a much higher proportion in cultural, sports, recreational and conference activities.

Table 12: Number of tourism jobs by subsector

2023	Total Tourism	Accommodation for visitors	Food and beverage serving activities	Passenger transport, vehicle hire, travel agencies	Cultural, sports, recreational and conference activities
Ashford	5,500	800	3,300	700	800
Canterbury	9,000	1,300	6,000	300	1,400
Dartford	6,000	500	4,300	500	600
Dover	5,500	600	3,000	1,000	900
Folkestone & Hythe	7,000	1,100	3,300	1,600	1,000
Gravesham	4,800	200	4,000	200	500
Maidstone	7,500	900	4,800	600	1,400
Sevenoaks	5,500	600	3,300	300	1,600
Swale	5,500	900	3,500	500	700
Thanet	7,000	600	4,500	900	1,100
Tonbridge & Malling	6,000	500	3,800	800	1,100
Tunbridge Wells	6,000	800	4,300	400	600
Kent	76,000	8,500	48,000	7,500	11,500
Medway	9,500	900	6,000	1,000	1,400
Kent + Medway	85,000	9,500	54,000	8,500	13,000
South East	511,500	67,000	304,500	51,500	88,500
England	2,980,500	399,500	1,756,500	313,000	511,500

Source: BRES

Presented by: Kent Analytics, Kent County Council

Table 13: Proportion of tourism jobs by sub sector

2023	Total Tourism	Accommodation for visitors	Food and beverage serving activities	Passenger transport, vehicle hire, travel agencies	Cultural, sports, recreational and conference activities
Ashford	100.0%	14.5%	59.1%	11.8%	14.5%
Canterbury	100.0%	13.9%	66.7%	3.6%	15.3%
Dartford	100.0%	7.9%	70.8%	8.3%	9.2%
Dover	100.0%	10.9%	54.5%	18.2%	16.4%
Folkestone & Hythe	100.0%	16.1%	46.4%	23.2%	14.3%
Gravesham	100.0%	4.2%	84.2%	4.4%	10.5%
Maidstone	100.0%	12.0%	63.3%	8.0%	18.3%
Sevenoaks	100.0%	10.0%	59.1%	5.5%	29.5%
Swale	100.0%	15.5%	63.6%	8.2%	11.8%
Thanet	100.0%	8.6%	64.3%	12.1%	16.1%
Tonbridge & Malling	100.0%	7.9%	62.5%	12.5%	18.8%
Tunbridge Wells	100.0%	13.3%	70.8%	6.3%	9.2%
Kent	100.0%	11.2%	63.2%	9.9%	15.1%
Medway	100.0%	9.5%	63.2%	10.5%	14.5%
Kent + Medway	100.0%	11.2%	63.5%	10.0%	15.3%
South East	100.0%	13.1%	59.5%	10.1%	17.3%
England	100.0%	13.4%	58.9%	10.5%	17.2%

Source: BRES

Presented by: Kent Analytics, Kent County Council

Table 14 shows more detailed information about the number of jobs within each of the industries within the tourism sector in Kent, Medway, the South East and England.

Kent has a higher proportion of tourism jobs within food & beverage serving activities than the national average, in particular in public houses and bars. There are a lower proportion of tourism jobs in Kent in accommodation for visitors; passenger transport, vehicle hire and travel agencies, and cultural, sports, recreational and conference activities.

Table 14: Detailed tourism industry employees

2023	Kent	Medway	South East	England
Total Tourism	76,000	9,500	511,500	2,980,500
Accommodation for visitors	11.2%	9.5%	13.1%	13.4%
Hotels and similar accommodation	8.6%	4.7%	10.2%	10.2%
Holiday centres and villages	0.1%	0.1%	0.8%	1.0%
Youth hostels	0.0%	0.0%	0.0%	0.1%
Other holiday and other short-stay accommodation	0.4%	0.1%	0.4%	0.5%
Camping grounds, recreational vehicle parks and trailer parks	1.8%	3.7%	1.4%	1.3%
Other accommodation	0.2%	0.5%	0.3%	0.4%
Food and beverage serving activities	63.2%	63.2%	59.5%	58.9%
Licensed restaurants	15.1%	11.8%	14.9%	15.6%
Unlicensed restaurants and cafes	14.5%	19.7%	12.3%	12.1%
Take away food shops and mobile food stands	8.6%	10.5%	7.9%	7.1%
Event catering activities	3.6%	2.2%	3.1%	4.5%
Other food service activities	3.3%	4.7%	4.8%	4.1%
Licensed clubs	1.2%	3.4%	1.7%	1.8%
Public houses and bars	16.4%	11.8%	15.0%	13.7%
Passenger transport, vehicle hire, travel agencies etc.	9.9%	10.5%	10.1%	10.5%
Passenger rail transport, interurban	3.9%	4.2%	1.9%	1.6%
Taxi operation	1.3%	1.4%	0.9%	0.9%
Other passenger land transport nec	1.2%	3.2%	1.2%	1.5%
Sea and coastal passenger water transport	0.7%	0.1%	0.8%	0.2%
Inland passenger water transport	0.0%	0.0%	0.1%	0.0%
Scheduled passenger air transport	0.0%	0.0%	1.4%	2.1%
Non-scheduled passenger air transport	0.1%	0.0%	0.3%	0.2%
Renting and leasing of cars and light motor vehicles	0.6%	1.8%	1.4%	1.1%
Renting and leasing of passenger water transport equipment	0.0%	0.1%	0.0%	0.0%
Renting and leasing of passenger air transport equipment	0.0%	0.0%	0.0%	0.1%
Travel agency activities	1.5%	0.5%	1.3%	1.6%
Tour operator activities	0.7%	0.0%	0.9%	0.9%
Activities of tourist guides	0.0%	0.0%	0.0%	0.0%
Other reservation service activities	0.1%	0.1%	0.1%	0.2%
Cultural, sports, recreational and conference etc. activities	15.1%	14.5%	17.3%	17.2%
Performing arts	0.5%	0.3%	0.7%	1.2%
Support activities to performing arts	0.2%	0.1%	0.3%	0.4%

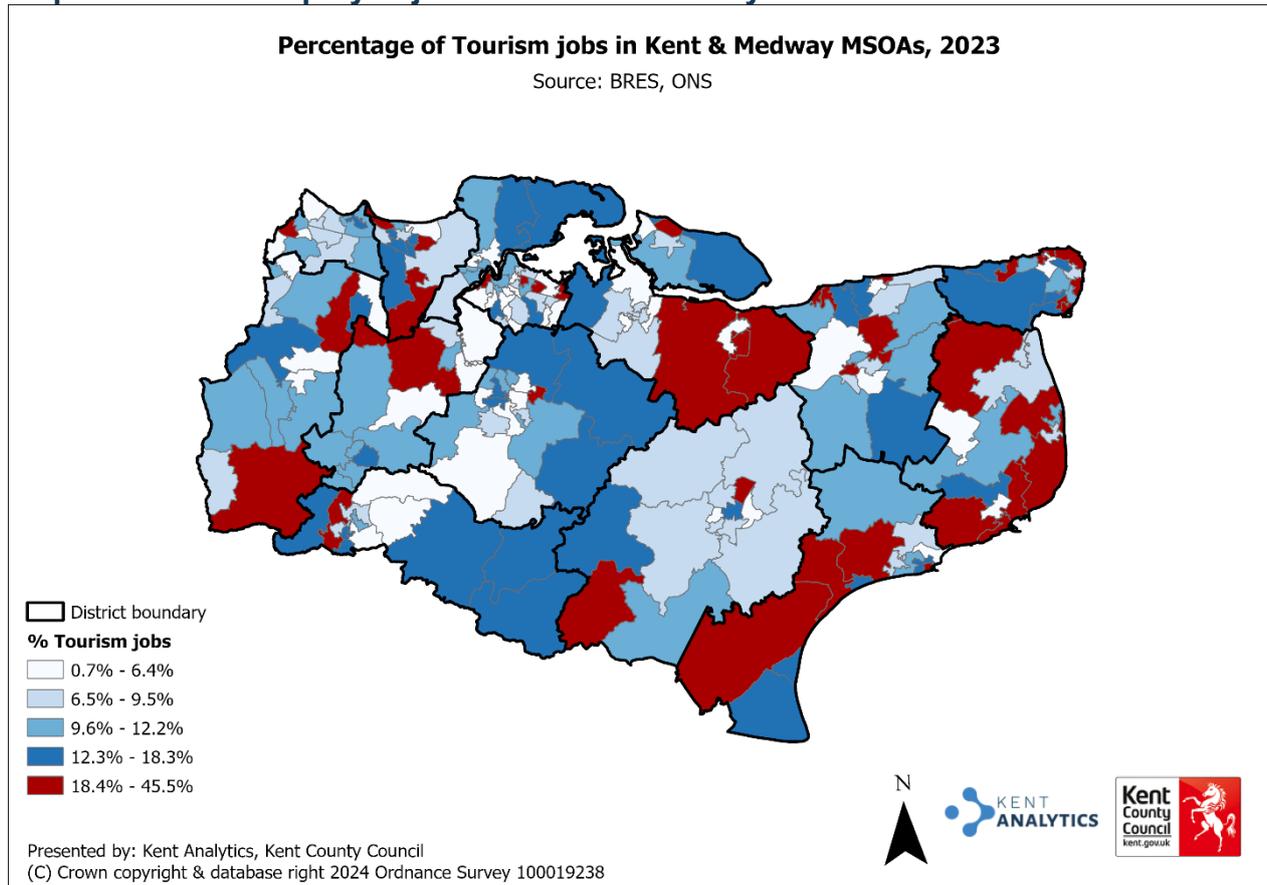
2023	Kent	Medway	South East	England
Artistic creation	0.5%	0.3%	0.5%	0.8%
Operation of arts facilities	0.5%	0.8%	0.4%	0.5%
Museum activities	0.5%	0.8%	0.8%	0.9%
Operation of historical sites and buildings and similar visitor attractions	0.8%	2.0%	0.8%	0.5%
Botanical and zoological gardens and nature reserve activities	2.1%	0.2%	1.1%	0.8%
Gambling and betting activities	1.2%	1.9%	1.2%	2.3%
Operation of sports facilities	5.6%	4.7%	6.2%	4.9%
Other sports activities (not including activities of racehorse owners)	1.3%	0.6%	2.2%	1.4%
Activities of amusement parks and theme parks	0.3%	1.1%	0.9%	0.7%
Other amusement and recreation activities	1.3%	1.2%	1.8%	1.6%
Renting and leasing of recreational and sports goods	0.1%	0.1%	0.1%	0.1%
Activities of exhibition and fair organizers	0.2%	0.1%	0.2%	0.3%
Activities of conference organizers	0.2%	0.8%	0.3%	0.4%
Letting and operating of conference and exhibition centres	0.1%	0.0%	0.1%	0.2%

Source: BRES

Presented by: Kent Analytics, Kent County Council

Map 2 shows the distribution of tourism employees in Kent and Medway middle super output areas (MSOAs). The map shows areas with high proportions of tourism employees in all Kent districts. Folkestone & Hythe, Dover and Swale have the largest amount of these areas.

Map 2: Tourism employee jobs in Kent & Medway



Tourism GVA

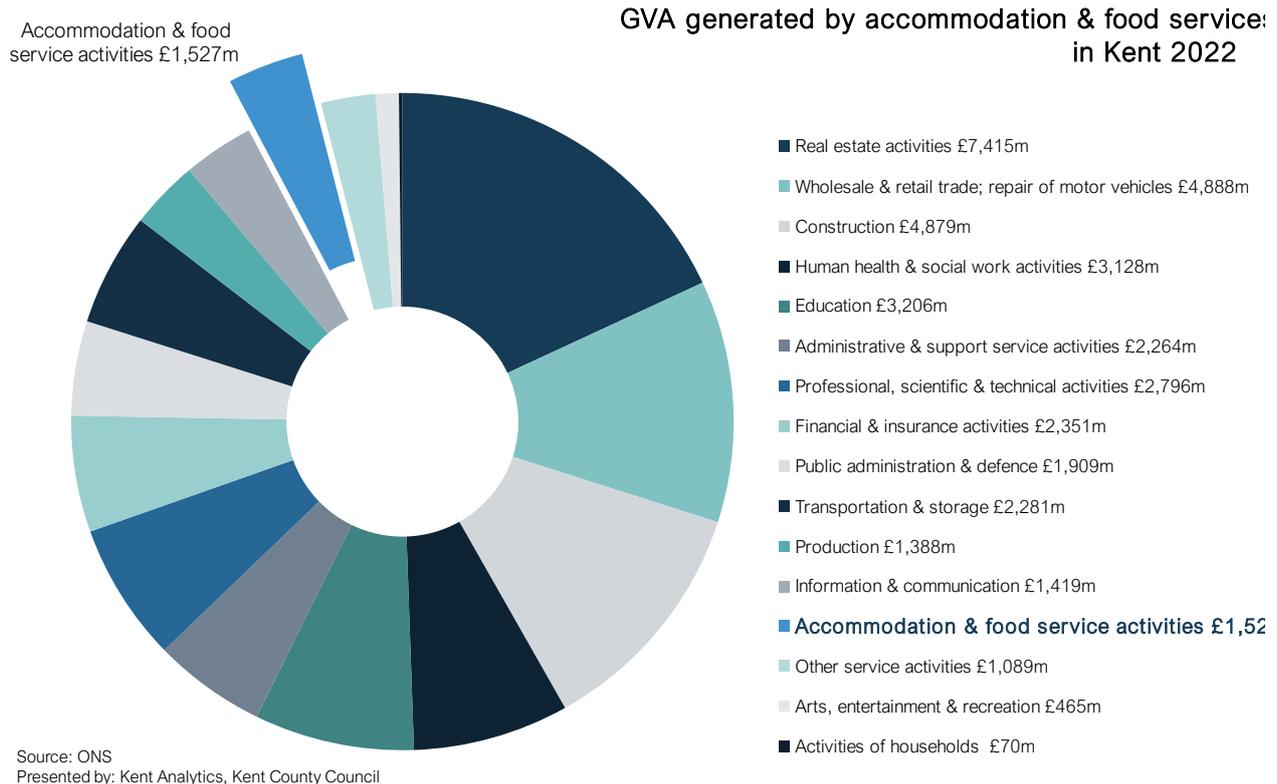
Gross Value Added (GVA) is a measure of Output i.e., the value of the goods and services produced in the economy. It is primarily used to monitor the performance of the national economy and is now the measure preferred by the Office for National Statistics (ONS) to measure the overall economic well-being of an area. GVA estimates are available by broad industrial group down to local authority district level. The latest estimates are for 2022.

Because GVA is only available for broad industrial groups it is not possible to see the total contribution for the whole tourism industry to the Kent economy. Estimates are available for accommodation and food services and arts and recreation so estimates for these sectors are presented here. The overall contribution of tourism to the economy is likely to be significantly higher than the figures presented in this bulletin.

Accommodation & food service activities

It is estimated that the GVA generated by accommodation and food services (£1,527m) accounted for 3.5% of the total GVA in Kent in 2022. This is equivalent to £958 per head of population which is slightly lower than seen regionally (£1,131 per head) and nationally (£1,066 per head).

Chart 5: Tourism GVA – Accommodation & food services



A quarter (25.0%) of the GVA generated in Kent from accommodation and food services was from Canterbury and Maidstone. Canterbury generated £194m and Maidstone generated £187m, equivalent to £1,226 and £1,036 per head respectively.

Dover generated the least GVA (£91m) from accommodation and food services.

Canterbury generated the highest accommodation and food services GVA per head (£1,226 per person).

In Thanet, 5.5% of the total GVA generated in the district was from accommodation and food services. This was the highest proportion in Kent and above the national (3.1%) and regional (3.2%) average.

Table 15 shows the amount of GVA generated by accommodation & food service activities in Kent in 2022.

Table 15: Accommodation & Food services GVA

2022	Total GVA (£m)	Total GVA per head (£)	Accommodation & food services activities (£m)	Accommodation & food services activities GVA per head (£)	% of district total GVA
Ashford	3,536	26,050	120	884	3.4%
Canterbury	4,009	25,328	194	1,226	4.8%
Dartford	4,007	33,726	123	1,035	3.1%
Dover	2,901	24,680	91	774	3.1%
Folkestone & Hythe	2,473	22,409	118	1,069	4.8%
Gravesham	2,156	20,174	96	898	4.5%
Maidstone	5,190	28,742	187	1,036	3.6%
Sevenoaks	4,548	37,533	100	825	2.2%
Swale	3,360	21,734	129	834	3.8%
Thanet	2,458	17,472	136	967	5.5%
Tonbridge and Malling	5,328	39,861	111	830	2.1%
Tunbridge Wells	4,010	34,517	122	1,050	3.0%
Kent	43,976	27,580	1,527	958	3.5%
Medway	6,715	23,758	201	711	3.0%
Kent & Medway	53,657	28,585	1,328	707	2.5%
South East	336,218	35,816	10,615	1,131	3.2%
England	1,940,267	33,973	60,892	1,066	3.1%

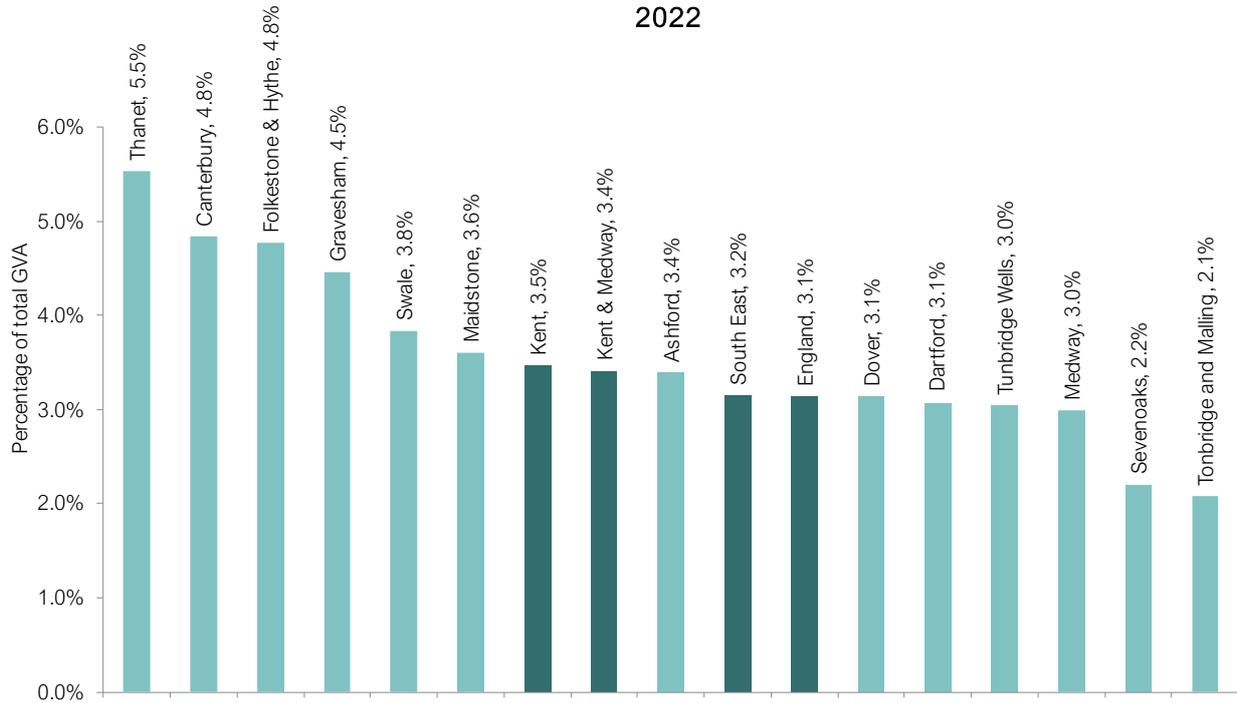
Source: ONS

Presented by: Kent Analytics, Kent County Council

Chart 6 overleaf shows the proportion of GVA in each district generated by accommodation & food service activities. The chart shows that seven of Kent's districts have a higher Accommodation & Food Service GVA percentage (when compared against all the GVA for that district) than seen nationally.

Chart 6: Proportion of GVA – Accommodation & Food Services

Proportion of GVA generated by accommodation & food services activities in Kent, 2022



Source: ONS
Presented by: Kent Analytics, Kent County Council

Chart 7 overleaf shows the amount of GVA generated by accommodation & food service activities in local authorities in the South East region.

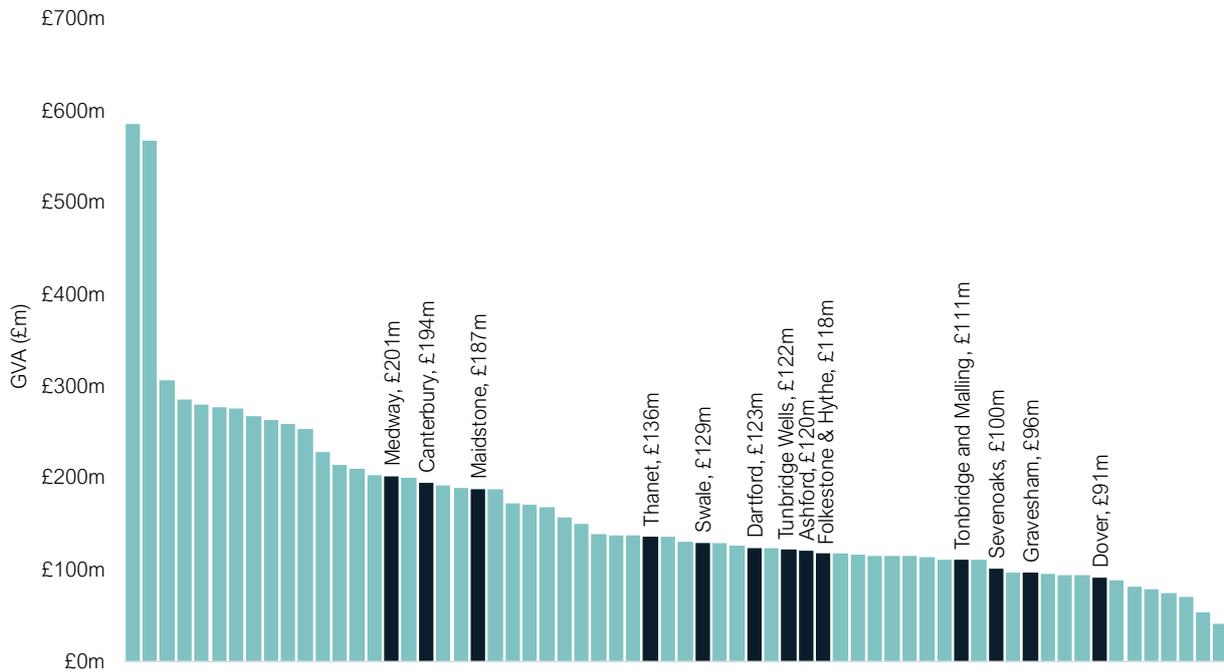
Table 20 in the annex at the end of this bulletin provides the GVA generated by accommodation & food service activities in each South East local authority along with the GVA generated by arts, entertainment & recreation in each authority.

The top 20% of authorities in the region are those that generated at least £214m GVA in 2022 from accommodation and food services. None of the authorities in Kent generated that amount or higher.

Gravesham district generated the twelfth lowest in the region and Dover generated the eighth lowest. Both districts were within the 20% of local authorities which generated the least GVA from accommodation & food service activities (those generating £96m or less).

Chart 7: Tourism GVA in the South East

Accommodation & food services activities GVA in South East local authorities, 2022



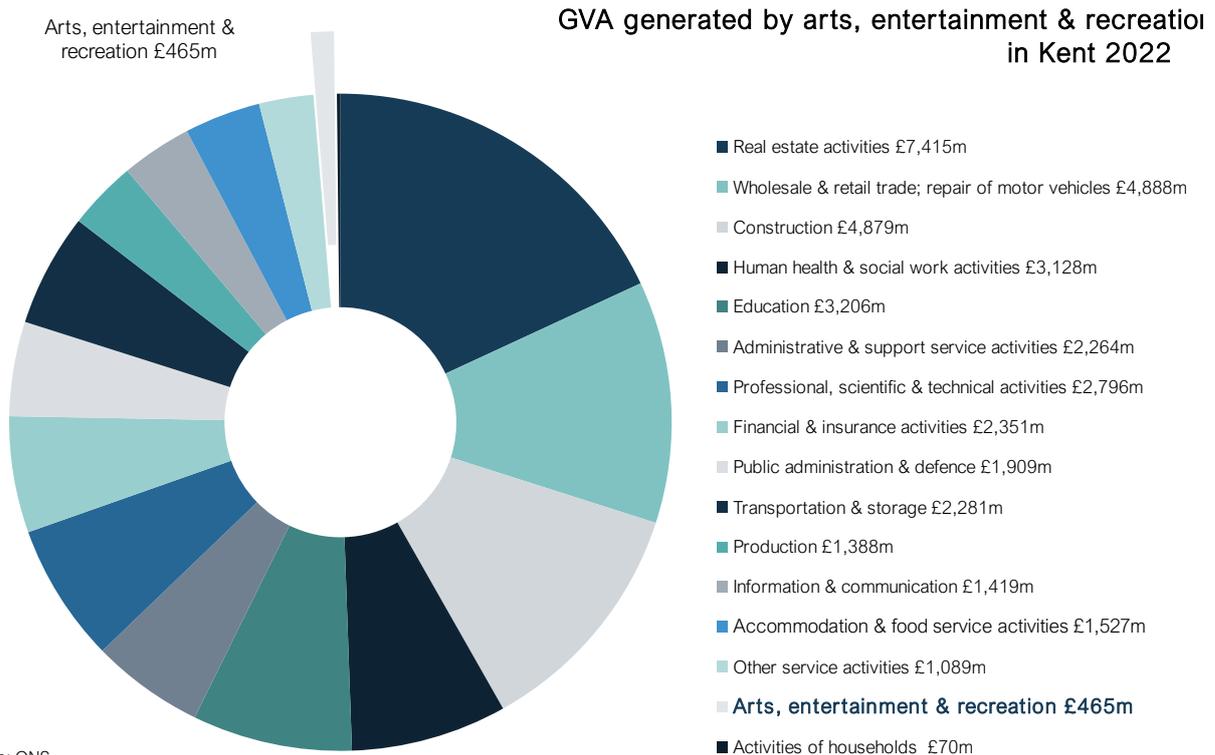
Source: ONS
Presented by: Kent Analytics, Kent County Council

Arts, entertainment & recreation

Arts, entertainment, and recreation generated £465m GVA in Kent in 2022 accounting for 1.1% of the total GVA generated in the county. This is equivalent to £292 per head of population.

Chart 8 shows the proportion of GVA in Kent generated by arts, entertainment & recreation in 2022.

Chart 8: GVA – Arts, entertainment & recreation



Source: ONS
Presented by: Kent Analytics, Kent County Council

Canterbury district generated the most GVA from arts, entertainment, & recreation industries in 2022 (£52m). Per head this equates to £329 per person.

The highest GVA per head generated by arts, entertainment & recreation was in Sevenoaks (£388 per person).

1.8% of the GVA generated in Thanet came from arts, entertainment, and recreation. This was the highest proportion seen in Kent and above the county (1.1%), regional (1.4%) and national (1.4%) average.

Gravesham generated the least GVA from arts, entertainment, and recreation (£24m).

Table 16 (overleaf) shows the GVA generated by arts, entertainment, & recreation in Kent authorities in 2022.

Table 16: Arts, entertainment & recreation GVA

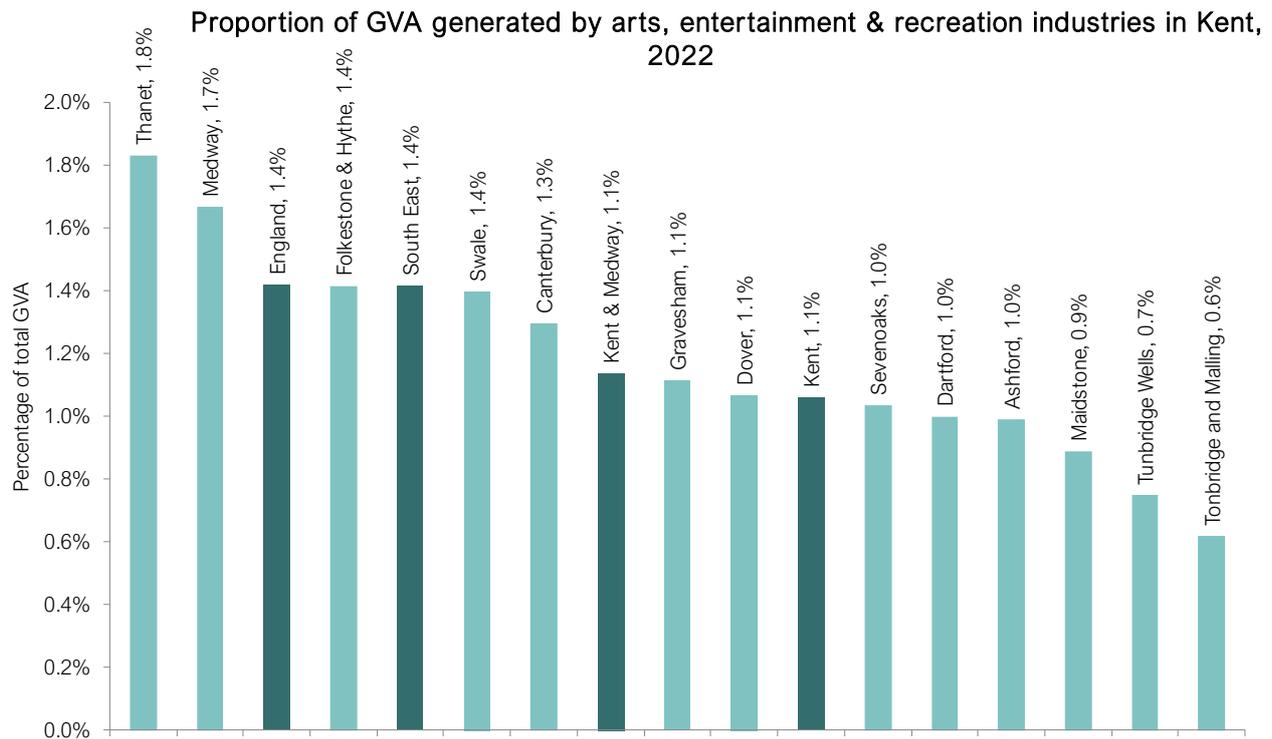
2022	Total GVA (£m)	Total GVA per head (£)	Arts, entertainment & recreation (£m)	Arts, entertainment & recreation GVA per head (£)	% of district total GVA
Ashford	3,536	26,050	35	258	1.0%
Canterbury	4,009	25,328	52	329	1.3%
Dartford	4,007	33,726	40	337	1.0%
Dover	2,901	24,680	31	264	1.1%
Folkestone & Hythe	2,473	22,409	35	317	1.4%
Gravesham	2,156	20,174	24	225	1.1%
Maidstone	5,190	28,742	46	255	0.9%
Sevenoaks	4,548	37,533	47	388	1.0%
Swale	3,360	21,734	47	304	1.4%
Thanet	2,458	17,472	45	320	1.8%
Tonbridge and Malling	5,328	39,861	33	247	0.6%
Tunbridge Wells	4,010	34,517	30	258	0.7%
Kent	43,976	27,580	465	292	1.1%
Medway	6,715	23,758	112	396	1.7%
Kent & Medway	53,657	28,585	649	346	1.2%
South East	336,218	35,816	4,748	506	1.4%
England	1,940,267	33,973	27,512	482	1.4%

Source: ONS

Presented by: Kent Analytics, Kent County Council

Chart 9 (overleaf) shows the proportion of each area's GVA that is generated by the arts, entertainment, & recreation industry. The chart shows that only one Kent district (Thanet) and Medway have a higher proportion of GVA generated by arts, entertainment & recreation than the national and regional figure (both 1.4%).

Chart 9: Proportion of GVA – Arts, entertainment & recreation



Source: ONS
Presented by: Kent Analytics, Kent County Council

Chart 10 shows GVA generated by the arts, entertainment, & recreation industry in local authorities in the South East region in 2022.

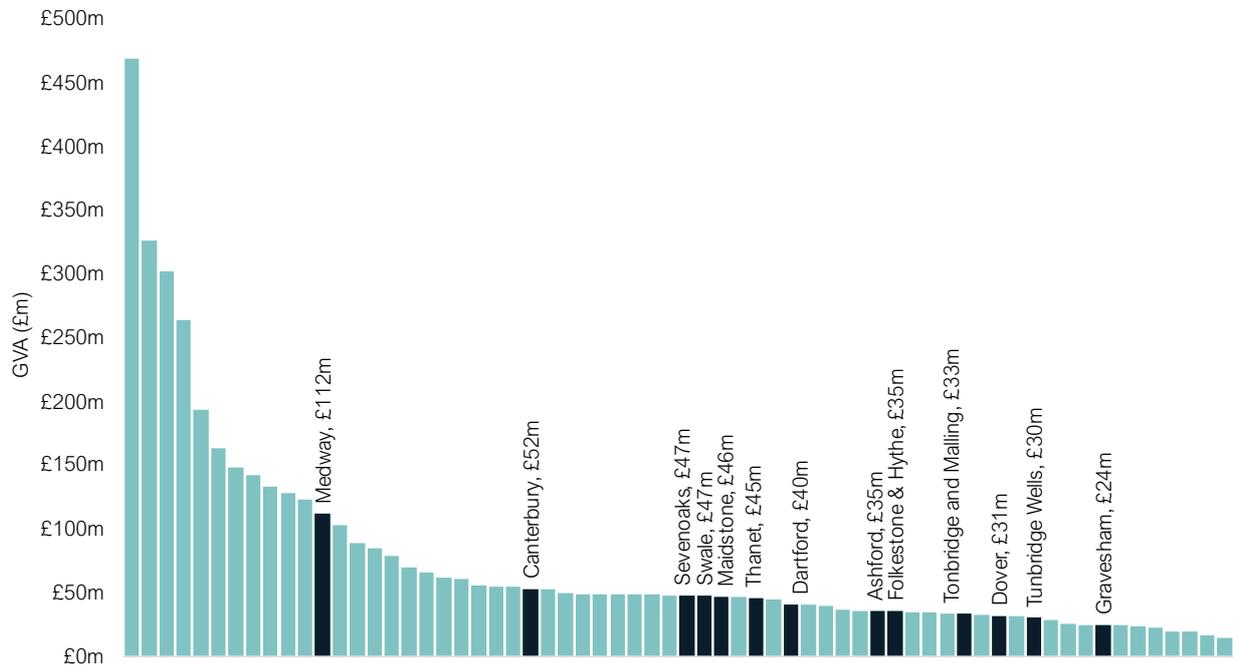
Table 20 in the annex at the end of this bulletin provides the GVA generated by accommodation & food service activities in each South East local authority along with the GVA generated by arts, entertainment & recreation in each authority.

The top 20% of authorities in the region are those that generated at least £103m from arts, entertainment, & recreation. None of the authorities in Kent generated that amount however Medway unitary authority is within the top 20%, generating the twelfth highest GVA from arts, entertainment, & recreation in the region (£112m).

Gravesham district generated the eighth lowest GVA from the arts, entertainment, & recreation industry in the region. Dover, Tunbridge Wells and Gravesham are all within the 20% of authorities in the region creating the least GVA from arts, entertainment and recreation (£31m or less).

Chart 10: Proportion of GVA – Arts, entertainment & recreation

Arts, entertainment & recreation GVA in South East local authorities, 2022



Source: ONS
Presented by: Kent Analytics, Kent County Council

Growth

Historically there had been strong growth in the GVA generated by both the accommodation & food services and the arts, entertainment, & recreation industries in Kent, growing by 133.6% and 191.4% respectively between 2000 and 2019. This is higher than the growth seen for total GVA (105.5%).

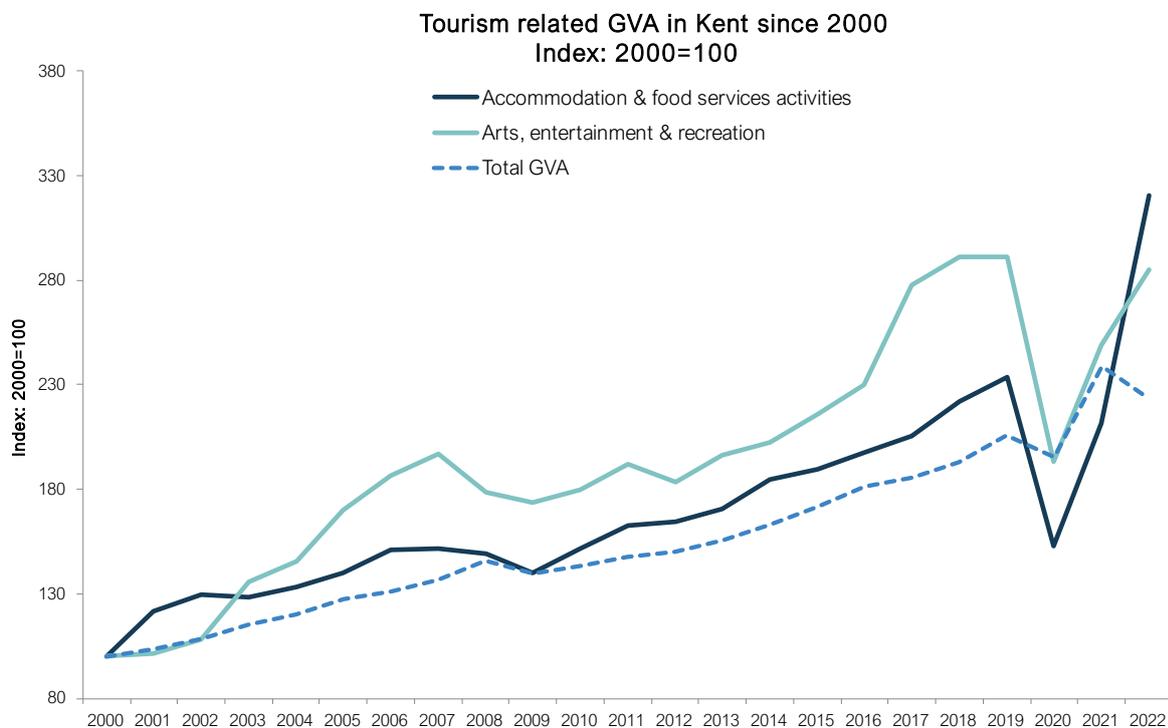
However, while the coronavirus pandemic had a huge impact on many industrial sectors, industries within tourism were among those to have the most limiting restrictions and for the longest duration.

Chart 11 shows the growth in tourism related GVA compared to the growth in total GVA. By setting the same starting point for accommodation & food services, arts, entertainment, & recreation and total GVA (2000=100) we can see the differences in growth and much more the severe impacts on tourism related GVA than experienced by total GVA. However, we can see that in 2021, the growth began to rise again.

GVA generated by the arts, entertainment, & recreation industries in Kent has gradually risen from 2000 to its highest level in 2019. In 2022 the GVA generated is at its second highest level since 2000, recovering from the drop as a result of the impact of the coronavirus pandemic. While it has yet to reach its pre pandemic level, GVA generated by arts, entertainment & recreation in Kent has increased by 47.6% between 2020 and 2022.

A similar pattern can be seen where accommodation & food services GVA rose steadily between 2000 to 2019. Following the pandemic, GVA generated by accommodation & food services more than doubled (+109.5% between 2020 and 2022) and in 2022 reached its highest ever level.

Chart 11: Growth in tourism related GVA in Kent



Source: ONS
Presented by: Kent Analytics, Kent County Council

Tables 17 and 18 show the change in the GVA generated by accommodation & food service activities and arts, entertainment & recreation.

The tables show the change between 2020 and 2022 and how both accommodation & food service activities and arts, entertainment & recreation recovered following the coronavirus pandemic.

All Kent districts saw an increase between 2020 and 2022 in GVA generated by accommodation & food service activities and by arts, entertainment & recreation.

GVA generated by accommodation & food service activities increased by at least 78.3% (in Dartford) which is an increase of £54m. Gravesham saw the largest percentage increase (123.3%) which equates to an increase of £53m.

Table 17: Change in accommodation & food services GVA

2020 to 2022 change	Total GVA change (£m)	Total GVA change (%)	Accommodation & food services activities GVA change (£m)	Accommodation & food services activities GVA change (%)
Ashford	424	13.6%	64	114.3%
Canterbury	690	20.8%	106	120.5%
Dartford	316	8.6%	54	78.3%
Dover	346	13.5%	46	102.2%
Folkestone & Hythe	314	14.5%	59	100.0%
Gravesham	331	18.1%	53	123.3%
Maidstone	738	16.6%	100	114.9%
Sevenoaks	694	18.0%	51	104.1%
Swale	298	9.7%	68	111.5%
Thanet	313	14.6%	73	115.9%
Tonbridge and Malling	464	9.5%	58	109.4%
Tunbridge Wells	607	17.8%	66	117.9%
Kent	5,535	14.4%	798	109.5%
Medway	811	13.7%	124	161.0%
Kent & Medway	6,346	14.3%	922	114.4%
South East	48,859	17.0%	5,681	115.1%
England	257,515	15.3%	30,460	100.1%

Source: ONS

Presented by: Kent Analytics, Kent County Council

The GVA generated in arts, entertainment & recreation in Dartford doubled between 2020 and 2022 (+100.0%) which is the highest percentage increase compared with all other Kent districts. This is an increase of £20m which is also the largest increase in terms of GVA change in £m.

Dover saw the lowest percentage increase and change in £m (+24.0%, +£6m).

Table 18: Change in arts, entertainment & recreation GVA

2020 to 2022 change	Total GVA (£m)	Total GVA per head (£)	Arts, entertainment & recreation GVA change (£m)	Arts, entertainment & recreation GVA change (%)
Ashford	424	13.6%	9	34.6%
Canterbury	690	20.8%	15	40.5%
Dartford	316	8.6%	20	100.0%
Dover	346	13.5%	6	24.0%
Folkestone & Hythe	314	14.5%	15	75.0%
Gravesham	331	18.1%	7	41.2%
Maidstone	738	16.6%	15	48.4%
Sevenoaks	694	18.0%	11	30.6%
Swale	298	9.7%	16	51.6%
Thanet	313	14.6%	15	50.0%
Tonbridge and Malling	464	9.5%	10	43.5%
Tunbridge Wells	607	17.8%	11	57.9%
Kent	5,535	14.4%	150	47.6%
Medway	811	13.7%	7	6.7%
Kent & Medway	6,346	14.3%	157	37.4%
South East	48,859	17.0%	1,301	37.7%
England	257,515	15.3%	5,376	24.3%

Source: ONS

Presented by: Kent Analytics, Kent County Council

Annexe

Tourism definition

Accommodation for visitors

SIC code	SIC name
55100	Hotels and similar accommodation
55202	Youth hostels
55300	Recreational vehicle parks, trailer parks and camping grounds
55201	Holiday centres and villages
55209	Other holiday and other collective accommodation
55900	Other accommodation

Cultural, sports, recreational and conference etc. activities

SIC code	SIC name
90010	Performing arts
90020	Support Activities for the performing arts
90030	Artistic creation
90040	Operation of arts facilities
91020	Museums activities
91030	Operation of historical sites and buildings and similar attractions
91040	Botanical and zoological gardens and nature reserves activities
92000	Gambling and betting activities
93110	Operation of sports facilities
93199	Other sports activities
93210	Activities of amusement parks and theme parks
93290	Other amusement and recreation activities n.e.c.
77210	Renting and leasing of recreational and sports goods
82301	Activities of exhibition and fair organisers
82302	Activities of conference organisers
68202	Letting and operating of conference and exhibition centres

Food and beverage serving activities

SIC code	SIC name
56101	Licensed restaurants
56102	Unlicensed restaurants and cafes
56103	Take-away food shops and mobile food stands
56290	Other food services
56210	Event Catering Activities
56301	Licensed clubs
56302	Public houses and bars

Passenger transport, vehicle hire, travel agencies etc.

SIC code	SIC name
49100	Passenger rail transport, interurban
49320	Taxi Operation
49390	Other passenger land transport
50100	Sea and coastal passenger water transport
50300	Inland passenger water transport
51101	Scheduled passenger air transport
51102	Non-scheduled passenger air transport
77110	Renting and leasing of cars and light motor vehicles
77341	Renting and leasing of passenger water transport equipment
77351	Renting and leasing of passenger air transport equipment
79110	Travel agency activities
79120	Tour operator activities
79901	Activities of tour guides
79909	Other reservation service activities n.e.c.

Table 19: Proportion of tourism enterprises and employee jobs in English local authorities

Local authority name	Local authority code	% tourism enterprises 2024	% tourism employee jobs 2023
Isles of Scilly	E06000053	35.0%	34.2%
Blackpool	E06000009	18.7%	19.4%
Great Yarmouth	E07000145	16.6%	20.8%
Torbay	E06000027	16.0%	19.2%
Isle of Wight	E06000046	15.8%	18.9%
Thanet	E07000114	15.0%	16.5%
North Norfolk	E07000147	14.5%	20.9%
Hastings	E07000062	14.5%	13.6%
Brighton and Hove	E06000043	14.4%	17.5%
Eastbourne	E07000061	14.1%	13.9%
Lewisham	E09000023	14.1%	13.2%
East Lindsey	E07000137	13.9%	26.4%
Newcastle upon Tyne	E08000021	13.7%	13.0%
Lambeth	E09000022	13.6%	15.1%
Sunderland	E08000024	13.4%	9.4%
Folkestone and Hythe	E07000112	13.4%	19.2%
York	E06000014	13.2%	14.3%
South Tyneside	E08000023	13.2%	10.7%
Cornwall	E06000052	13.2%	18.7%
Liverpool	E08000012	13.1%	12.0%
Norwich	E07000148	12.8%	11.6%

Local authority name	Local authority code	% tourism enterprises 2024	% tourism employee jobs 2023
Oxford	E07000178	12.8%	8.7%
Southwark	E09000028	12.8%	10.7%
Tower Hamlets	E09000030	12.8%	7.0%
North Tyneside	E08000022	12.6%	10.2%
Westmorland and Furness	E06000064	12.6%	18.7%
Lancaster	E07000121	12.6%	12.1%
Portsmouth	E06000044	12.4%	13.1%
Hartlepool	E06000001	12.3%	10.2%
Redcar and Cleveland	E06000003	12.3%	11.9%
Derbyshire Dales	E07000035	12.0%	20.0%
Dover	E07000108	12.0%	14.7%
Westminster	E09000033	12.0%	15.6%
Northumberland	E06000057	11.9%	13.8%
Plymouth	E06000026	11.9%	11.1%
Haringey	E09000014	11.9%	15.6%
Cambridge	E07000008	11.9%	10.3%
Gosport	E07000088	11.7%	14.5%
Hammersmith and Fulham	E09000013	11.7%	14.6%
Sheffield	E08000019	11.6%	9.4%
Kingston upon Hull, City of	E06000010	11.5%	7.4%
Lincoln	E07000138	11.4%	11.7%
Hyndburn	E07000120	11.3%	7.0%
North Devon	E07000043	11.3%	16.5%
County Durham	E06000047	11.3%	9.3%
Manchester	E08000003	11.3%	13.1%
Wandsworth	E09000032	11.3%	13.8%
Canterbury	E07000106	11.3%	12.9%
Cumberland	E06000063	11.2%	12.0%
High Peak	E07000037	11.2%	13.7%
Rother	E07000064	11.2%	27.3%
Kensington and Chelsea	E09000020	11.1%	20.8%
Bristol, City of	E06000023	11.1%	8.9%
Worthing	E07000229	11.0%	9.6%
Sefton	E08000014	11.0%	13.0%
Waltham Forest	E09000031	10.8%	8.2%
South Hams	E07000044	10.8%	14.3%
Dorset	E06000059	10.7%	14.7%
Brent	E09000005	10.7%	12.7%
North Yorkshire	E06000065	10.7%	15.7%
Bradford	E08000032	10.6%	8.8%
Worcester	E07000237	10.6%	11.7%
East Suffolk	E07000244	10.5%	13.2%

Local authority name	Local authority code	% tourism enterprises 2024	% tourism employee jobs 2023
Bath and North East Somerset	E06000022	10.5%	12.6%
Teignbridge	E07000045	10.5%	15.6%
Wyre	E07000128	10.5%	12.3%
Oldham	E08000004	10.5%	8.3%
Greenwich	E09000011	10.5%	12.2%
Cotswold	E07000079	10.5%	17.6%
Fylde	E07000119	10.4%	13.6%
Middlesbrough	E06000002	10.4%	6.2%
Islington	E09000019	10.4%	9.9%
Gateshead	E08000037	10.4%	8.0%
Calderdale	E08000033	10.4%	8.2%
Wakefield	E08000036	10.3%	7.5%
Barnsley	E08000016	10.3%	9.2%
Nottingham	E06000018	10.3%	9.3%
Rutland	E06000017	10.2%	16.1%
Wirral	E08000015	10.2%	9.3%
North East Lincolnshire	E06000012	10.1%	9.0%
Tendring	E07000076	10.1%	15.0%
Southend-on-Sea	E06000033	10.1%	13.4%
Camden	E09000007	10.0%	11.2%
Amber Valley	E07000032	10.0%	10.4%
Gloucester	E07000081	10.0%	8.1%
Lewes	E07000063	10.0%	13.6%
Southampton	E06000045	9.9%	11.7%
Stockton-on-Tees	E06000004	9.9%	9.3%
Chesterfield	E07000034	9.9%	6.4%
Richmond upon Thames	E09000027	9.8%	17.5%
Blackburn with Darwen	E06000008	9.8%	6.1%
King's Lynn and West Norfolk	E07000146	9.8%	11.9%
West Devon	E07000047	9.8%	17.6%
Wyre Forest	E07000239	9.8%	12.7%
Hounslow	E09000018	9.8%	24.7%
Hackney	E09000012	9.8%	10.5%
Stoke-on-Trent	E06000021	9.7%	9.3%
Tameside	E08000008	9.7%	8.6%
Newham	E09000025	9.7%	10.8%
Exeter	E07000041	9.7%	8.3%
Merton	E09000024	9.7%	14.1%
Pendle	E07000122	9.7%	8.3%
Darlington	E06000005	9.6%	7.3%
Bolsover	E07000033	9.6%	8.5%
Derby	E06000015	9.6%	7.7%

Local authority name	Local authority code	% tourism enterprises 2024	% tourism employee jobs 2023
Ealing	E09000009	9.5%	10.0%
Ipswich	E07000202	9.5%	8.3%
Kirklees	E08000034	9.5%	8.5%
Wigan	E08000010	9.5%	8.2%
East Riding of Yorkshire	E06000011	9.5%	11.4%
Kingston upon Thames	E09000021	9.5%	11.5%
Burnley	E07000117	9.5%	8.6%
East Devon	E07000040	9.5%	15.4%
Arun	E07000224	9.4%	19.4%
Rochdale	E08000005	9.4%	6.7%
Croydon	E09000008	9.4%	8.7%
Newcastle-under-Lyme	E07000195	9.4%	8.5%
Bournemouth, Christchurch and Poole	E06000058	9.4%	13.2%
Cheltenham	E07000078	9.3%	11.8%
Rushmoor	E07000092	9.3%	9.3%
Leicester	E06000016	9.2%	6.8%
Chichester	E07000225	9.2%	14.2%
Ashfield	E07000170	9.2%	6.6%
St. Helens	E08000013	9.2%	8.5%
Somerset	E06000066	9.2%	11.3%
Ribble Valley	E07000124	9.2%	12.7%
Boston	E07000136	9.1%	5.9%
Staffordshire Moorlands	E07000198	9.1%	19.7%
Leeds	E08000035	9.1%	9.4%
Forest of Dean	E07000080	9.1%	10.4%
New Forest	E07000091	9.1%	17.4%
Rotherham	E08000018	9.1%	9.3%
Birmingham	E08000025	9.1%	12.5%
Warwick	E07000222	9.1%	9.5%
Luton	E06000032	9.1%	13.4%
West Suffolk	E07000245	9.0%	10.3%
West Oxfordshire	E07000181	9.0%	15.8%
Chorley	E07000118	9.0%	10.7%
Newark and Sherwood	E07000175	9.0%	16.0%
Swale	E07000113	9.0%	10.3%
Bassetlaw	E07000171	8.9%	9.1%
Coventry	E08000026	8.9%	7.5%
Wiltshire	E06000054	8.9%	12.0%
Rossendale	E07000125	8.9%	8.3%
Erewash	E07000036	8.8%	14.1%
Hillingdon	E09000017	8.8%	14.9%
Doncaster	E08000017	8.8%	9.2%

Local authority name	Local authority code	% tourism enterprises 2024	% tourism employee jobs 2023
Gravesham	E07000109	8.8%	14.2%
Charnwood	E07000130	8.8%	10.6%
South Ribble	E07000126	8.8%	8.4%
Cheshire West and Chester	E06000050	8.8%	13.0%
Crawley	E07000226	8.7%	20.3%
Gedling	E07000173	8.7%	11.4%
Adur	E07000223	8.7%	14.3%
Shropshire	E06000051	8.7%	11.9%
Bromley	E09000006	8.7%	11.0%
Windsor and Maidenhead	E06000040	8.7%	13.7%
Bolton	E08000001	8.7%	6.5%
South Oxfordshire	E07000179	8.6%	13.2%
Broxtowe	E07000172	8.6%	9.5%
Stratford-on-Avon	E07000221	8.6%	15.2%
Tunbridge Wells	E07000116	8.6%	11.3%
Cherwell	E07000177	8.6%	10.2%
North Lincolnshire	E06000013	8.6%	7.3%
Tamworth	E07000199	8.6%	8.5%
Nuneaton and Bedworth	E07000219	8.5%	8.2%
Sandwell	E08000028	8.5%	6.3%
Stockport	E08000007	8.5%	7.6%
Enfield	E09000010	8.5%	9.3%
Preston	E07000123	8.4%	6.7%
Redbridge	E09000026	8.4%	10.4%
Walsall	E08000030	8.4%	6.6%
Wolverhampton	E08000031	8.4%	7.3%
Bury	E08000002	8.4%	8.2%
North Somerset	E06000024	8.4%	13.4%
Babergh	E07000200	8.4%	10.6%
Swindon	E06000030	8.3%	8.6%
Stroud	E07000082	8.3%	11.3%
Torridge	E07000046	8.3%	17.9%
Breckland	E07000143	8.3%	9.1%
Hertsmere	E07000098	8.2%	12.8%
East Staffordshire	E07000193	8.2%	9.7%
South Derbyshire	E07000039	8.2%	10.3%
Knowsley	E08000011	8.2%	6.6%
Bexley	E09000004	8.2%	10.1%
Spelthorne	E07000213	8.2%	11.5%
North Warwickshire	E07000218	8.2%	8.8%
North West Leicestershire	E07000134	8.1%	8.9%
Herefordshire, County of	E06000019	8.1%	10.8%

Local authority name	Local authority code	% tourism enterprises 2024	% tourism employee jobs 2023
Epsom and Ewell	E07000208	8.1%	11.4%
Dudley	E08000027	8.1%	7.7%
North Hertfordshire	E07000099	8.1%	12.5%
Watford	E07000103	8.1%	9.3%
South Kesteven	E07000141	8.1%	9.9%
Lichfield	E07000194	8.1%	9.4%
Medway	E06000035	8.1%	9.8%
Bromsgrove	E07000234	8.1%	11.3%
Elmbridge	E07000207	8.1%	15.2%
Sutton	E09000029	8.1%	8.5%
Halton	E06000006	8.0%	7.4%
Cheshire East	E06000049	8.0%	9.5%
Woking	E07000217	8.0%	13.7%
Mansfield	E07000174	8.0%	7.5%
Stafford	E07000197	8.0%	10.1%
Vale of White Horse	E07000180	8.0%	7.7%
Hinckley and Bosworth	E07000132	8.0%	10.1%
North Kesteven	E07000139	8.0%	8.4%
Dacorum	E07000096	8.0%	5.4%
Bedford	E06000055	7.9%	9.1%
Reigate and Banstead	E07000211	7.9%	9.2%
Cannock Chase	E07000192	7.9%	9.9%
East Hertfordshire	E07000242	7.9%	11.2%
East Cambridgeshire	E07000009	7.9%	9.8%
Colchester	E07000071	7.8%	10.5%
Wychavon	E07000238	7.8%	12.0%
Broadland	E07000144	7.8%	9.8%
Maldon	E07000074	7.8%	13.1%
Wealden	E07000065	7.8%	13.7%
Melton	E07000133	7.8%	10.6%
Runnymede	E07000212	7.8%	11.5%
West Lancashire	E07000127	7.8%	11.8%
Horsham	E07000227	7.7%	12.0%
Malvern Hills	E07000235	7.7%	12.5%
St Albans	E07000240	7.7%	11.0%
Barnet	E09000003	7.7%	11.4%
Trafford	E08000009	7.7%	7.4%
Telford and Wrekin	E06000020	7.7%	7.5%
Uttlesford	E07000077	7.6%	20.8%
Surrey Heath	E07000214	7.6%	8.7%
Braintree	E07000067	7.6%	8.6%
Guildford	E07000209	7.6%	11.4%

Local authority name	Local authority code	% tourism enterprises 2024	% tourism employee jobs 2023
Reading	E06000038	7.6%	8.3%
Warrington	E06000007	7.6%	7.4%
Mid Sussex	E07000228	7.6%	13.1%
Stevenage	E07000243	7.5%	7.5%
Slough	E06000039	7.5%	7.9%
Havering	E09000016	7.5%	8.8%
Broxbourne	E07000095	7.5%	9.0%
Central Bedfordshire	E06000056	7.5%	12.0%
Buckinghamshire	E06000060	7.5%	11.2%
West Northamptonshire	E06000062	7.5%	8.6%
Fenland	E07000010	7.5%	6.3%
West Lindsey	E07000142	7.5%	8.0%
Huntingdonshire	E07000011	7.5%	9.3%
Epping Forest	E07000072	7.4%	10.0%
Tonbridge and Malling	E07000115	7.4%	9.2%
Tewkesbury	E07000083	7.4%	7.7%
North East Derbyshire	E07000038	7.4%	9.6%
Peterborough	E06000031	7.4%	8.9%
West Berkshire	E06000037	7.4%	9.2%
Sevenoaks	E07000111	7.4%	11.0%
Castle Point	E07000069	7.4%	12.8%
Milton Keynes	E06000042	7.4%	9.1%
Havant	E07000090	7.4%	10.4%
East Hampshire	E07000085	7.3%	12.5%
Mole Valley	E07000210	7.3%	8.1%
South Norfolk	E07000149	7.3%	7.6%
Tandridge	E07000215	7.3%	13.8%
Dartford	E07000107	7.3%	8.7%
Barking and Dagenham	E09000002	7.2%	7.6%
South Staffordshire	E07000196	7.2%	10.1%
Redditch	E07000236	7.2%	7.9%
Welwyn Hatfield	E07000241	7.2%	6.5%
Eastleigh	E07000086	7.2%	8.5%
Waverley	E07000216	7.1%	13.0%
Harborough	E07000131	7.1%	9.9%
Maidstone	E07000110	7.1%	9.7%
Brentwood	E07000068	7.1%	10.3%
South Gloucestershire	E06000025	7.0%	8.9%
Rugby	E07000220	7.0%	9.5%
Salford	E08000006	7.0%	7.4%
Mid Suffolk	E07000203	7.0%	7.5%
Rochford	E07000075	6.9%	12.0%

Local authority name	Local authority code	% tourism enterprises 2024	% tourism employee jobs 2023
Test Valley	E07000093	6.9%	9.8%
Mid Devon	E07000042	6.9%	9.1%
Fareham	E07000087	6.9%	7.6%
South Holland	E07000140	6.9%	6.0%
Chelmsford	E07000070	6.9%	8.8%
Harrow	E09000015	6.9%	10.4%
Harlow	E07000073	6.9%	6.5%
Three Rivers	E07000102	6.8%	10.8%
Bracknell Forest	E06000036	6.8%	8.5%
Ashford	E07000105	6.7%	8.9%
Rushcliffe	E07000176	6.6%	8.3%
Solihull	E08000029	6.5%	10.6%
Hart	E07000089	6.5%	15.5%
Winchester	E07000094	6.5%	10.3%
South Cambridgeshire	E07000012	6.5%	6.1%
North Northamptonshire	E06000061	6.4%	7.2%
Basingstoke and Deane	E07000084	6.2%	9.3%
Thurrock	E06000034	6.1%	7.3%
Oadby and Wigston	E07000135	5.9%	8.8%
Basildon	E07000066	5.8%	6.7%
Blaby	E07000129	5.6%	6.2%
Wokingham	E06000041	5.5%	8.2%
City of London	E09000001	4.2%	4.1%

Source: UK Business Counts (Enterprises); BRES (Employee jobs)

Presented by: Kent Analytics, Kent County Council

Table 20: GVA generated (£m) by accommodation & food service activities, and arts, entertainment & recreation in South East local authorities 2022

Local authority name (2022)	GVA generated (£m) by accommodation & food service activities	GVA generated (£m) by arts, entertainment & recreation
Adur	41	35
Arun	228	48
Ashford	120	35
Basingstoke and Deane	157	128
Bracknell Forest	96	23
Brighton and Hove	567	326
Buckinghamshire	585	302
Canterbury	194	52
Cherwell	172	89
Chichester	214	78
Crawley	267	36
Dartford	123	40

Local authority name (2022)	GVA generated (£m) by accommodation & food service activities	GVA generated (£m) by arts, entertainment & recreation
Dover	91	31
East Hampshire	95	28
Eastbourne	110	39
Eastleigh	123	48
Elmbridge	209	142
Epsom and Ewell	74	52
Fareham	94	24
Folkestone and Hythe	118	35
Gosport	53	16
Gravesham	96	24
Guildford	188	85
Hart	203	14
Hastings	81	22
Havant	115	19
Horsham	137	48
Isle of Wight	276	61
Lewes	70	47
Maidstone	187	46
Mid Sussex	187	48
Milton Keynes	285	469
Mole Valley	79	32
New Forest	280	123
Oxford	262	60
Portsmouth	306	103
Reading	191	48
Reigate and Banstead	130	25
Rother	115	19
Runnymede	171	263
Rushmoor	116	31
Sevenoaks	100	47
Slough	126	24
South Oxfordshire	168	54
Southampton	259	148
Spelthorne	113	44
Surrey Heath	118	40
Swale	129	47
Tandridge	111	33
Test Valley	139	34
Thanet	136	45
Tonbridge and Malling	111	33
Tunbridge Wells	122	30
Vale of White Horse	93	54

Local authority name (2022)	GVA generated (£m) by accommodation & food service activities	GVA generated (£m) by arts, entertainment & recreation
Waverley	115	69
Wealden	136	55
West Berkshire	200	65
West Oxfordshire	128	133
Winchester	275	49
Windsor and Maidenhead	253	163
Woking	137	193
Wokingham	149	46
Worthing	88	34
Medway	201	112

Source: ONS

Presented by: Kent Analytics, Kent County Council

Related documents

Further information about other industrial sectors can be found on our [Business in Kent](#) webpages.

Counts of employee jobs in Kent by industrial sector can be found in the [Employment](#) section of our website.