

Tourism Industries in Kent

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NOTE: *within this bulletin 'Kent' refers to the Kent County Council (KCC) area which excludes Medway*

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The tourism industry is an important sector providing 67,000 jobs and contributing over £1.4 billion to the Kent economy

This bulletin 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 economy.

Summary

- Kent has 5,345 tourism enterprises as at 2019. This has grown by 14.6% over the last five years.
- Seven Kent districts have a higher proportion of tourism enterprises than the national average of 8.5%
- 60% of tourism enterprises are involved with food and beverage serving activities.
- There are an estimated 67,000 employee jobs in tourism in Kent making up 11% of all jobs
- Canterbury district has the highest number of tourism jobs in Kent (8,000) the majority of which are in food and beverage serving industries
- Accommodation and food services generated £949m GVA in 2018 almost a quarter of which was generated in Canterbury and Maidstone districts.
- Arts, entertainment and recreation industries in Kent generated £447m GVA in 2018

Introduction

The tourism industry is an important sector providing 67,000 jobs and contributing over £1.4 billion to the Kent economy.

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

This bulletin 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.

2007 Sic	Total Tourism	2007 Sic	
	Accommodation for visitors		Food and beverage serving activities
55100	<i>Hotels and similar accommodation</i>	56101	<i>Licensed restaurants</i>
55202	<i>Youth hostels</i>	56102	<i>Unlicensed restaurants and cafes</i>
55300	<i>Recreational vehicle parks, trailer parks and camping grounds</i>	56103	<i>Take-away food shops and mobile food stands</i>
55201	<i>Holiday centres and villages</i>	56290	<i>Other food services</i>
55209	<i>Other holiday and other collective accommodation</i>	56210	<i>Event Catering Activities</i>
55900	<i>Other accommodation</i>	56301	<i>Licensed clubs</i>
		56302	<i>Public houses and bars</i>
	Cultural, sports, recreational and conference etc. activities		Passenger transport, vehicle hire, travel agencies etc.
90010	<i>Performing arts</i>	49100	<i>Passenger rail transport, interurban</i>
90020	<i>Support Activities for the performing arts</i>	49320	<i>Taxi Operation</i>
90030	<i>Artistic creation</i>	49390	<i>Other passenger land transport</i>
90040	<i>Operation of arts facilities</i>	50100	<i>Sea and coastal passenger water transport</i>
91020	<i>Museums activities</i>	50300	<i>Inland passenger water transport</i>
91030	<i>Operation of historical sites and buildings and similar attractions</i>	51101	<i>Scheduled passenger air transport</i>
91040	<i>Botanical and zoological gardens and nature reserves activities</i>	51102	<i>Non-scheduled passenger air transport</i>
92000	<i>Gambling and betting activities</i>	77110	<i>Renting and leasing of cars and light motor vehicles</i>
93110	<i>Operation of sports facilities</i>	77341	<i>Renting and leasing of passenger water transport equipment</i>
93199	<i>Other sports activities</i>	77351	<i>Renting and leasing of passenger air transport equipment</i>
93210	<i>Activities of amusement parks and theme parks</i>	79110	<i>Travel agency activities</i>
93290	<i>Other amusement and recreation activities nec</i>	79120	<i>Tour operator activities</i>
77210	<i>Renting and leasing of recreational and sports goods</i>	79901	<i>Activities of tour guides</i>
82301	<i>Activities of exhibition and fair organisers</i>	79909	<i>Other reservation service activities n.e.c.</i>
82302	<i>Activities of conference organisers</i>		
68202	<i>Letting and operating of conference and exhibition centres</i>		

The bulletin looks at the number of tourism enterprises using information from the UK Business Counts dataset from 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 this point in time. It is broken down by size band, industry and turnover.

Additionally, this bulletin also looks at the number of employee jobs in the tourism sector using information from the Business Register and Employment Survey (BRES) from 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.

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

BRES is a sample survey and produces estimated employment figures. These 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.

The survey provides us with estimates of employees by industrial sector.

Lastly, this bulletin looks at GVA generated by tourism related industries.

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 2018.

More information is available about GVA estimates is available 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 a monthly [Business Barometer](#) which contains monthly feedback from tourism businesses on their performance, and the [Kent Economic Impact of Tourism Study](#) which presents the volume and value of tourism in Kent, essential for developing policies for managing tourism.

Tourism Enterprises in Kent

The UK Business Counts dataset records the number of enterprises that were live as at 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.

8.5% of enterprises nationally are concerned with tourism. The London region has the highest number of tourism enterprises and the North East has the highest proportion. The South East has the second highest number but the third lowest proportion of tourism enterprises.

Over the last five years the London region has seen the largest growth in the number of tourism enterprises and the North East has seen the biggest percentage change. The South East has seen an increase of 3,140 tourism enterprises however this equates to the lowest percentage increase in the country.

Table 1: Tourism enterprises by region

Tourism enterprises			Change since last year		5 year change	
2019	Number	%	Number	%	Number	%
England	201,615	8.5%	4,500	2.3%	29,495	17.1%
North East	7,965	11.3%	250	3.2%	1,595	25.0%
Yorkshire and The Humber	17,670	9.5%	420	2.4%	3,215	22.2%
South West	22,090	9.4%	290	1.3%	2,325	11.8%
London	47,075	9.0%	1,280	2.8%	7,445	18.8%
North West	23,280	8.7%	840	3.7%	4,425	23.5%
East Midlands	14,435	8.0%	425	3.0%	2,290	18.9%
South East	32,220	7.8%	525	1.7%	3,140	10.8%
West Midlands	16,575	7.7%	35	0.2%	2,650	19.0%
East	20,305	7.5%	435	2.2%	2,400	13.4%

Sorted by %

Source: UK Business Counts

Presented by: Strategic Commissioning - Analytics, Kent County Council

8.5% of enterprises in Kent are concerned with tourism as at 2019, the same as the national average but higher than the regional average of 7.8%.

Kent has seen an increase of 680 tourism based enterprises over the last five years. This equates to an increase of 14.6%.

Coastal areas of Kent have the highest number of tourism enterprises. Canterbury district has the highest number. It benefits not only from having a

coastline but also from Canterbury Cathedral, home to the head of the Church of England, attracting British and overseas visitors.

Thanet has the highest proportion of tourism enterprises, and over the last five years has seen the biggest increase in enterprises.

Table 2: Tourism enterprises – Kent districts

2019	Total enterprises	Tourism enterprises		Change since last year		5 year change	
	Number	Number	%	Number	%	Number	%
Ashford	6,445	395	6.1%	10	2.6%	15	3.9%
Canterbury	5,350	580	10.8%	5	0.9%	65	12.6%
Dartford	4,450	300	6.7%	15	5.3%	80	36.4%
Dover	3,480	365	10.5%	-10	-2.7%	0	0.0%
Folkestone & Hythe	3,750	480	12.8%	20	4.3%	90	23.1%
Gravesham	3,910	335	8.6%	0	0.0%	60	21.8%
Maidstone	7,490	510	6.8%	20	4.1%	65	14.6%
Sevenoaks	6,770	465	6.9%	10	2.2%	30	6.9%
Swale	4,955	450	9.1%	20	4.7%	55	13.9%
Thanet	3,955	555	14.0%	15	2.8%	155	38.8%
Tonbridge & Malling	5,935	410	6.9%	0	0.0%	50	13.9%
Tunbridge Wells	6,420	495	7.7%	10	2.1%	5	1.0%
Kent	62,920	5,345	8.5%	110	2.1%	680	14.6%
Medway	8,515	655	7.7%	-5	-0.8%	65	11.0%
Kent + Medway	71,435	5,995	8.4%	105	1.8%	740	14.1%
South East Region	414,975	32,220	7.8%	525	1.7%	3,140	10.8%
England	2,360,780	201,615	8.5%	4,500	2.3%	29,495	17.1%

Source: UK Business Counts

Presented by: Strategic Commissioning - 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 a geographical hierarchy designed to improve the bulletining of small area statistics in England and Wales.

Map 1: Tourism enterprises in Kent & Medway

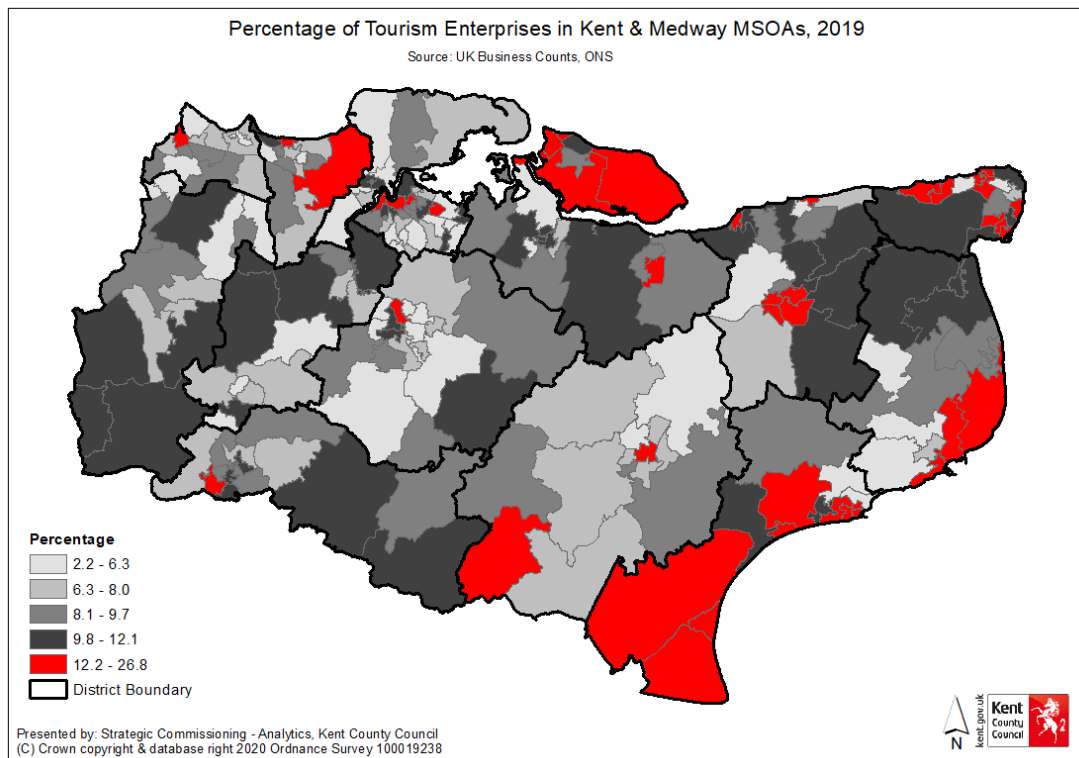
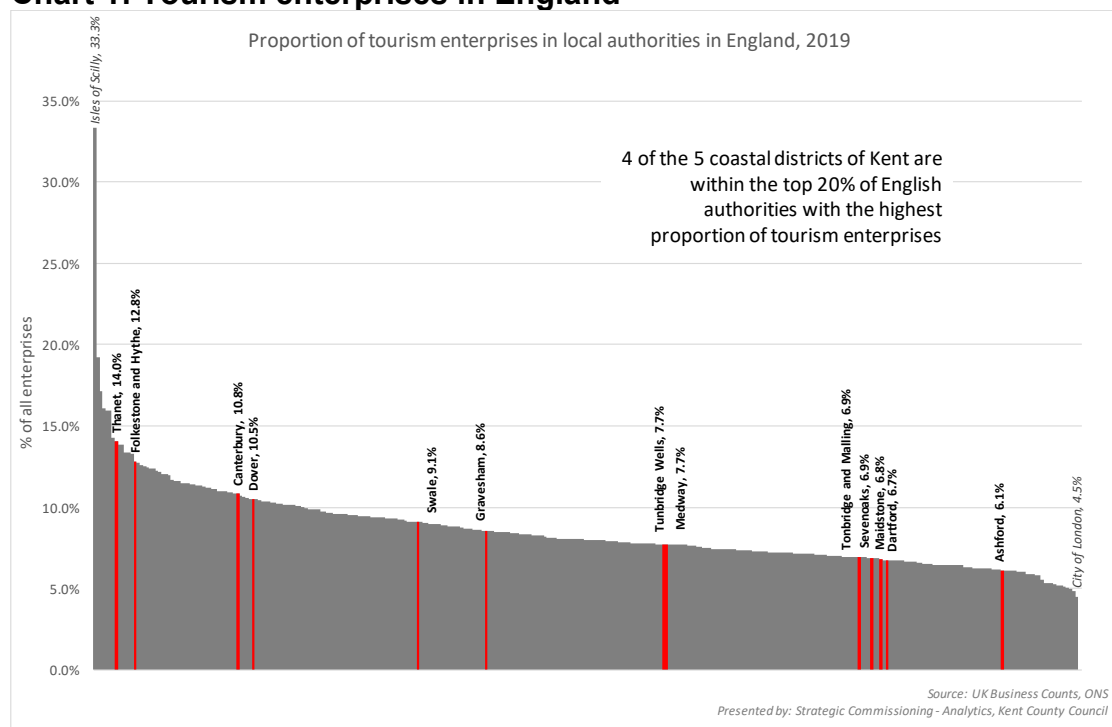


Chart 1 shows the proportion of tourism enterprises in local authorities in England. The coastal districts of Thanet, Folkestone & Hythe, Canterbury and Dover are all within the top 20% of English local authorities with the highest proportion of tourism enterprises.

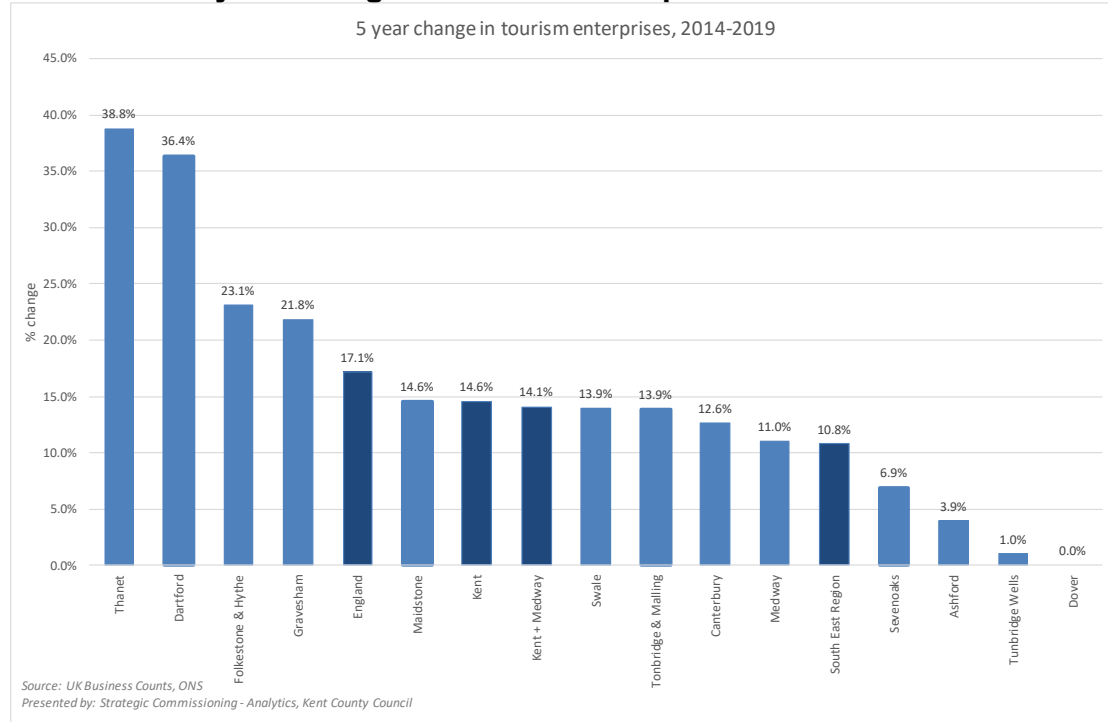
Chart 1: Tourism enterprises in England



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 over the last five years (+155 enterprises equivalent to a 38.8% increase).

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

Chart 2: Five-year change in Tourism enterprises



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 overleaf show the subsectors of tourism enterprises in Kent local authorities.

Food and beverage serving activities account for the largest proportion of tourism enterprises. They account from anywhere between a half and two thirds of tourism enterprises. In Kent there are 3,245 food and beverage serving enterprises, accounting for 60.7% of all tourism enterprises in the county.

Districts within the west of Kent (Sevenoaks, Tonbridge & Malling and Tunbridge Wells) have a particularly high proportion of cultural, sports, recreational and conference activity enterprises.

Ashford, Dover, Folkestone & Hythe and Swale have a higher than average proportion of accommodation for visitors enterprises.

Table 3: Subsectors of Tourism enterprises - number

2019	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	395	35	215	50	95
Canterbury	580	45	365	55	115
Dartford	300	5	200	45	55
Dover	365	30	245	25	65
Folkestone & Hythe	480	45	315	30	95
Gravesham	335	10	220	45	60
Maidstone	510	20	325	40	125
Sevenoaks	465	25	235	60	150
Swale	450	40	290	50	75
Thanet	555	30	370	40	115
Tonbridge & Malling	410	15	215	50	125
Tunbridge Wells	495	25	250	55	160
Kent	5,345	325	3,245	540	1,230
Medway	655	10	460	65	115
Kent + Medway	5,995	340	3,705	605	1,345
South East	32,220	2,010	17,380	3,780	9,050
England	201,615	13,350	116,725	21,800	49,740

Source: UK Business Counts

Presented by: Strategic Commissioning - Analytics, Kent County Council

Table 4: Subsectors of Tourism enterprises - percentage

2019	Total transportation & storage	Accommodation for visitors	Food and beverage serving activities	Passenger transport, vehicle hire, travel agencies etc.	Cultural, sports, recreational and conference etc. activities
Ashford	100%	8.9%	54.4%	12.7%	24.1%
Canterbury	100%	7.8%	62.9%	9.5%	19.8%
Dartford	100%	1.7%	66.7%	15.0%	18.3%
Dover	100%	8.2%	67.1%	6.8%	17.8%
Folkestone & Hythe	100%	9.4%	65.6%	6.3%	19.8%
Gravesham	100%	3.0%	65.7%	13.4%	17.9%
Maidstone	100%	3.9%	63.7%	7.8%	24.5%
Sevenoaks	100%	5.4%	50.5%	12.9%	32.3%
Swale	100%	8.9%	64.4%	11.1%	16.7%
Thanet	100%	5.4%	66.7%	7.2%	20.7%
Tonbridge & Malling	100%	3.7%	52.4%	12.2%	30.5%
Tunbridge Wells	100%	5.1%	50.5%	11.1%	32.3%
Kent	100%	6.1%	60.7%	10.1%	23.0%
Medway	100%	1.5%	70.2%	9.9%	17.6%
Kent + Medway	100%	5.7%	61.8%	10.1%	22.4%
South East	100%	6.2%	53.9%	11.7%	28.1%
England	100%	6.6%	57.9%	10.8%	24.7%

Source: UK Business Counts

Presented by: Strategic Commissioning - Analytics, Kent County Council

Table 5 shows the tourism subsectors in greater detail.

Table 5: Detailed Tourism enterprises

2019	Kent	Medway	South East	England
Total Tourism	5,345	655	32,220	201,615
Accommodation for visitors	6.1%	1.5%	6.2%	6.6%
<i>Hotels and similar accommodation</i>	2.8%	0.8%	3.5%	3.7%
<i>Youth hostels</i>	0.1%	0.0%	0.0%	0.0%
<i>Recreational vehicle parks, trailer parks and camping grounds</i>	1.1%	0.0%	0.7%	0.7%
<i>Holiday centres and villages</i>	0.5%	0.0%	0.3%	0.3%
<i>Other holiday and other collective accommodation</i>	1.1%	0.8%	1.3%	1.4%
<i>Other accommodation</i>	0.5%	0.8%	0.4%	0.5%
Food and beverage serving activities	60.7%	70.2%	53.9%	57.9%
<i>Licensed restaurants</i>	12.6%	11.5%	12.0%	12.2%
<i>Unlicensed restaurants and cafes</i>	10.3%	9.9%	8.6%	9.4%
<i>Take-away food shops and mobile food stands</i>	14.2%	26.0%	12.8%	15.3%
<i>Other food services</i>	0.7%	0.8%	1.0%	1.1%
<i>Event Catering Activities</i>	3.9%	4.6%	4.1%	4.1%
<i>Licensed clubs</i>	2.3%	4.6%	2.5%	2.9%
<i>Public houses and bars</i>	16.5%	13.0%	12.8%	12.9%
Passenger transport, vehicle hire, travel agencies etc.	10.1%	9.9%	11.7%	10.8%
<i>Passenger rail transport, interurban</i>	0.1%	0.0%	0.0%	0.0%
<i>Taxi Operation</i>	3.4%	3.8%	3.6%	3.4%
<i>Other passenger land transport</i>	1.4%	2.3%	1.4%	1.4%
<i>Sea and coastal passenger water transport</i>	0.4%	0.8%	0.4%	0.2%
<i>Inland passenger water transport</i>	0.1%	0.0%	0.1%	0.1%
<i>Scheduled passenger air transport</i>	0.0%	0.0%	0.1%	0.1%
<i>Non-scheduled passenger air transport</i>	0.2%	0.0%	0.3%	0.2%
<i>Renting and leasing of cars and light motor vehicles</i>	1.1%	1.5%	1.5%	1.5%
<i>Renting and leasing of passenger water transport equipment</i>	0.0%	0.0%	0.1%	0.1%
<i>Renting and leasing of passenger air transport equipment</i>	0.1%	0.0%	0.2%	0.1%
<i>Travel agency activities</i>	1.6%	1.5%	2.1%	2.2%
<i>Tour operator activities</i>	0.9%	0.0%	1.1%	0.9%
<i>Activities of tour guides</i>	0.2%	0.0%	0.2%	0.2%
<i>Other reservation service activities n.e.c.</i>	0.6%	0.0%	0.6%	0.5%
Cultural, sports, recreational and conference etc. activities	23.0%	17.6%	28.1%	24.7%
<i>Performing arts</i>	3.4%	3.8%	4.2%	4.6%
<i>Support Activities for the performing arts</i>	1.4%	0.8%	1.9%	1.7%
<i>Artistic creation</i>	6.7%	3.8%	8.2%	7.1%
<i>Operation of arts facilities</i>	0.4%	0.0%	0.4%	0.4%
<i>Museums activities</i>	0.2%	0.0%	0.3%	0.3%
<i>Operation of historical sites and buildings and similar attractions</i>	0.2%	0.0%	0.2%	0.2%
<i>Botanical and zoological gardens and nature reserves activities</i>	0.3%	0.0%	0.2%	0.2%
<i>Gambling and betting activities</i>	0.6%	0.0%	0.4%	0.4%
<i>Operation of sports facilities</i>	2.2%	2.3%	2.4%	2.0%
<i>Other sports activities</i>	2.1%	1.5%	3.2%	2.5%
<i>Activities of amusement parks and theme parks</i>	0.1%	0.0%	0.2%	0.2%
<i>Other amusement and recreation activities nec</i>	2.6%	2.3%	3.1%	2.7%
<i>Renting and leasing of recreational and sports goods</i>	0.6%	0.8%	0.7%	0.5%
<i>Activities of exhibition and fair organisers</i>	1.1%	0.8%	1.3%	0.9%
<i>Activities of conference organisers</i>	0.8%	0.8%	1.4%	0.9%
<i>Letting and operating of conference and exhibition centres</i>	0.2%	0.0%	0.1%	0.1%

Source: UK Business Counts

Presented by: Strategic Commissioning - Analytics, Kent County Council

Tourism enterprises by employment sizeband are shown in table 6 overleaf. 80.5% of tourism enterprises in Kent are micro enterprises (employing 0-9 people). Very few tourism enterprises in Kent are classed as medium or large enterprises (those employing 50 people or more). Compared to other areas in

Kent, Canterbury and Folkestone and Hythe have a higher proportion of small tourism enterprises employing ten to forty-nine workers (19% and 18.8% respectively) and Gravesham has a higher proportion of medium sized enterprises (3%) employing fifty to two hundred and forty-nine.

Table 6: Tourism enterprises - sizebands

2019	Employment sizeband - tourism enterprises					Percentage of all enterprises			
	Total	Micro (0 to 9)	Small (10 to 49)	Medium-sized (50 to 249)	Large (250+)	Micro (0 to 9)	Small (10 to 49)	Medium-sized (50 to 249)	Large (250+)
Ashford	395	315	70	5	0	79.7%	17.7%	1.3%	0.0%
Canterbury	580	455	110	10	0	78.4%	19.0%	1.7%	0.0%
Dartford	300	260	35	5	0	86.7%	11.7%	1.7%	0.0%
Dover	365	305	60	5	0	83.6%	16.4%	1.4%	0.0%
Folkestone & Hythe	480	385	90	5	5	80.2%	18.8%	1.0%	1.0%
Gravesham	335	275	50	10	0	82.1%	14.9%	3.0%	0.0%
Maidstone	510	415	80	15	5	81.4%	15.7%	2.9%	1.0%
Sevenoaks	465	375	70	10	5	80.6%	15.1%	2.2%	1.1%
Swale	450	370	70	10	0	82.2%	15.6%	2.2%	0.0%
Thanet	555	470	75	5	5	84.7%	13.5%	0.9%	0.9%
Tonbridge & Malling	410	330	70	10	0	80.5%	17.1%	2.4%	0.0%
Tunbridge Wells	495	410	75	10	0	82.8%	15.2%	2.0%	0.0%
Kent	5,345	4,365	855	100	25	81.7%	16.0%	1.9%	0.5%
Medway	655	560	80	10	0	85.5%	12.2%	1.5%	0.0%
Kent + Medway	5,995	4,925	935	110	25	82.2%	15.6%	1.8%	0.4%
South East	32,220	25,900	5,515	640	165	80.4%	17.1%	2.0%	0.5%
England	201,615	162,255	34,380	4,035	945	80.5%	17.1%	2.0%	0.5%

Source: UK Business Counts

Presented by: Strategic Commissioning - Analytics, Kent County Council

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

13.3% of Kent tourism enterprises have an annual turnover of £500,000 or more, lower than the national and regional average of 15.2%.

Table 7: Tourism enterprises - turnover

2019	Number of tourism enterprises				% of total tourism enterprises			
	Kent	Medway	South East	England	Kent	Medway	South East	England
Total	5,345	655	32,220	201,615	100%	100%	100%	100%
0 to 49 (thousand)	510	55	3,615	20,910	9.5%	8.4%	11.2%	10.4%
50 to 99 (thousand)	1,195	165	6,680	45,085	22.4%	25.2%	20.7%	22.4%
100 to 199 (thousand)	2,060	290	11,840	74,675	38.5%	44.3%	36.7%	37.0%
200 to 499 (thousand)	865	80	5,185	30,275	16.2%	12.2%	16.1%	15.0%
500 to 999 (thousand)	390	40	2,620	15,730	7.3%	6.1%	8.1%	7.8%
1000 to 1999 (thousand)	180	10	1,175	7,355	3.4%	1.5%	3.6%	3.6%
2000 to 4999 (thousand)	85	10	595	4,230	1.6%	1.5%	1.8%	2.1%
5000 to 9999 (thousand)	30	0	245	1,525	0.6%	0.0%	0.8%	0.8%
10000 to 49999 (thousand)	15	0	185	1,375	0.3%	0.0%	0.6%	0.7%
50000+ (thousand)	10	0	85	460	0.2%	0.0%	0.3%	0.2%

Source: UK Business Counts

Presented by: Strategic Commissioning - Analytics, Kent County Council

Employee Jobs in Tourism

The Business Register and Employment Survey (BRES) provides estimates of the number of employee jobs by industrial sector. All numbers are rounded at source. Values may be rounded down to zero, so all zeros are not necessarily true zeros. Percentages are calculated using rounded data.

11% of employee jobs in England are in tourism. This has grown by 8.3% (+218,000 jobs) since 2015.

The London region has the highest number of tourism jobs (675,500) and has seen the biggest increase in number of jobs since 2015. The South West region has the highest proportion of tourism jobs (13.1%). The South East region has the second highest number (455,500) and third highest proportion of tourism jobs (11%).

Table 8: Tourism employee jobs by region

	Number of employee jobs in Tourism				Percentage of employee jobs in Tourism				Change 2015-2018	
	2015	2016	2017	2018	2015	2016	2017	2018	No.	%
England	2,639,500	2,776,500	2,820,000	2,857,500	10.5%	10.9%	10.9%	11.0%	218,000	8.3%
South West	269,500	285,500	320,500	323,500	11.3%	11.8%	13.1%	13.1%	54,000	20.0%
London	604,000	635,000	632,000	675,500	12.3%	12.7%	12.3%	13.1%	71,500	11.8%
South East	438,500	446,000	450,500	455,500	10.8%	10.8%	11.0%	11.0%	17,000	3.9%
North West	338,500	365,500	336,000	348,000	10.7%	11.3%	10.2%	10.5%	9,500	2.8%
Yorkshire and The Humber	227,500	218,000	237,000	247,500	9.8%	9.3%	10.0%	10.3%	20,000	8.8%
North East	112,000	117,000	123,000	107,500	10.5%	11.3%	11.6%	10.2%	-4,500	-4.0%
East Midlands	170,000	205,000	190,500	208,500	8.5%	9.9%	9.2%	10.1%	38,500	22.6%
East	246,500	265,500	279,500	272,000	9.4%	9.8%	10.1%	9.8%	25,500	10.3%
West Midlands	233,000	238,000	251,000	220,000	9.5%	9.5%	9.7%	8.6%	-13,000	-5.6%

Ranked by 2018 %

Source: BRES

Presented by: Strategic Commissioning - Analytics, Kent County Council

11% of all jobs in Kent are within the tourism industry, equal to the national average. As at 2018 there were 67,000 employee jobs in tourism in Kent.

Canterbury has the highest number of tourism jobs in Kent (8,000). Folkestone and Hythe has the highest proportion with almost a fifth of local jobs in tourism related industries (18.1%).

Seven local authorities have seen an increase in tourism jobs since 2015, the biggest increase being in Maidstone and Thanet which both saw 1,000 more jobs in each district. Only one district saw a reduction in tourism jobs. Ashford saw a reduction of 500 jobs when compared with 2015, a fall of 9.1%.

Tourism employee jobs in Kent districts is shown in table 9 overleaf.

Table 9: Tourism employee jobs

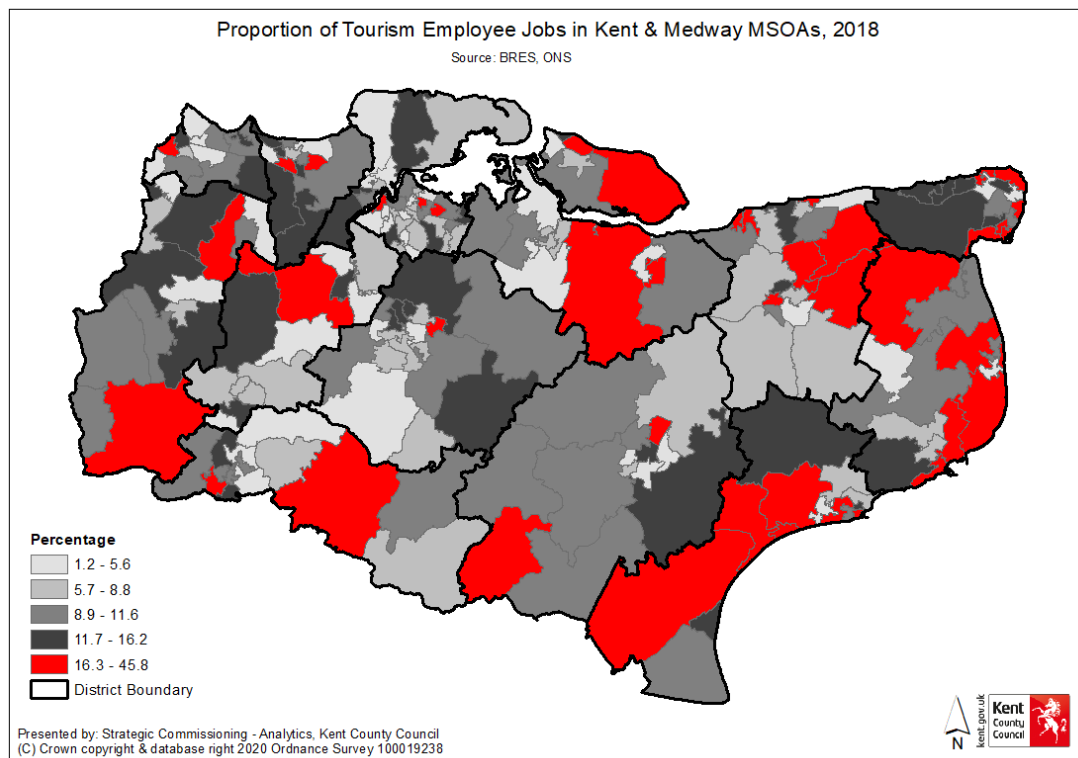
	Number of employee jobs in Tourism				Percentage of employee jobs in Tourism				Change 2015-2018	
	2015	2016	2017	2018	2015	2016	2017	2018	No.	%
Ashford	5,500	5,500	5,500	5,000	10.1%	9.8%	9.7%	9.0%	-500	-9.1%
Canterbury	7,500	7,500	8,000	8,000	11.9%	11.5%	11.9%	12.1%	500	6.7%
Dartford	4,800	5,000	5,000	5,000	7.6%	8.0%	8.7%	8.3%	300	5.3%
Dover	4,800	4,500	4,800	4,800	13.8%	13.6%	14.0%	14.2%	0	0.0%
Folkestone & Hythe	6,500	6,500	6,500	6,500	17.6%	17.8%	18.3%	18.1%	0	0.0%
Gravesham	2,800	3,000	3,300	3,300	9.5%	9.8%	10.2%	10.0%	500	18.2%
Maidstone	6,500	7,000	7,000	7,500	8.6%	9.3%	9.3%	10.0%	1,000	15.4%
Sevenoaks	5,500	6,000	6,000	6,000	10.9%	11.9%	11.1%	12.0%	500	9.1%
Swale	4,500	4,800	4,500	4,500	9.1%	9.4%	8.9%	8.9%	0	0.0%
Thanet	5,500	6,000	6,500	6,500	13.3%	14.6%	15.5%	15.7%	1,000	18.2%
Tonbridge & Malling	4,800	5,000	5,000	5,000	8.3%	8.5%	8.6%	8.5%	300	5.3%
Tunbridge Wells	4,800	4,800	4,800	4,800	7.7%	8.9%	9.2%	9.3%	0	0.0%
Kent	64,000	65,500	66,500	67,000	10.4%	10.7%	10.8%	11.0%	3,000	4.7%
Medway	8,000	8,500	8,000	8,000	9.1%	9.2%	8.8%	8.6%	0	0.0%
Kent + Medway	72,000	74,000	74,500	75,000	10.2%	10.5%	10.6%	10.7%	3,000	4.2%
South East	438,500	446,000	450,500	455,500	10.8%	10.8%	11.0%	11.0%	17,000	3.9%
England	2,639,500	2,776,500	2,820,000	2,857,500	10.5%	10.9%	10.9%	11.0%	218,000	8.3%

Source: BRES

Presented by: Strategic Commissioning - Analytics, Kent County Council

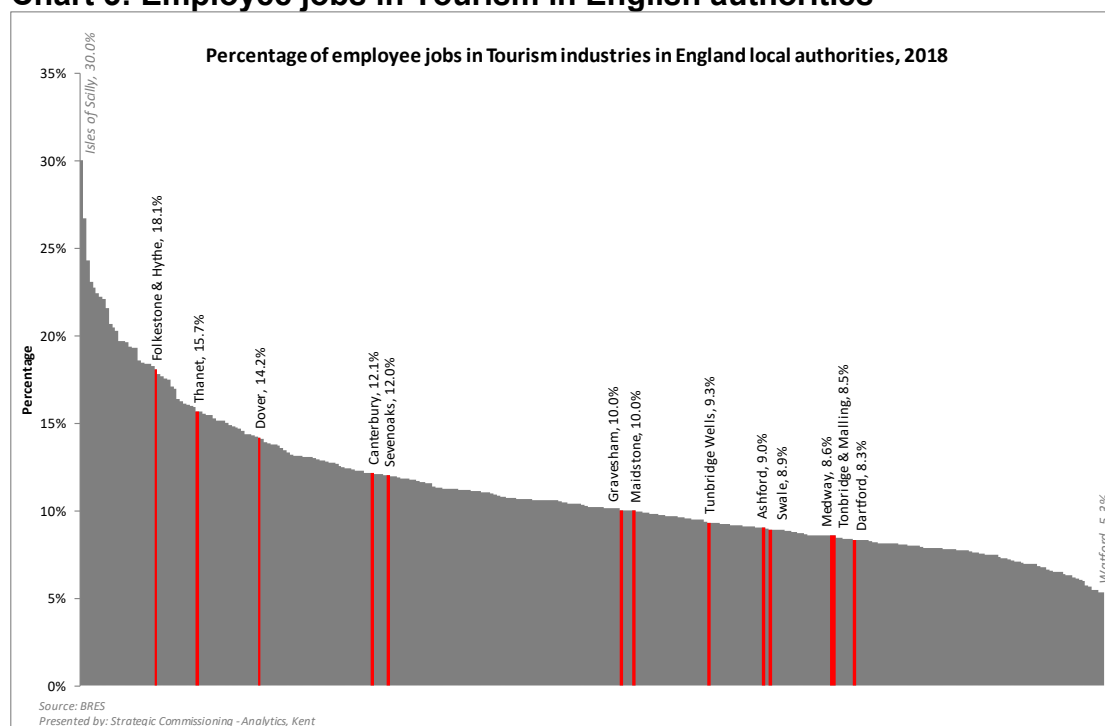
Map 2 shows the proportion of tourism jobs in Kent and Medway.

Map 2: Percentage of tourism jobs in Kent & Medway



When compared to other authorities in England, three Kent authorities are within the top 20% of local authorities with the highest proportion of employee jobs in the tourism industry in the country (those with 13.5% or more). All three of these districts (Folkestone and Hythe, Thanet and Dover) are coastal districts. This is shown in chart 3 overleaf.

Chart 3: Employee jobs in Tourism in English authorities



Tables 10 and 11 show the number and percentage of jobs in those industries which make up the tourism sector.

Table 10: Subsectors of Tourism employee jobs

2018	Total Tourism	Accommodation	Food and beverage	Passenger	Cultural, sports, recreational
		for visitors	serving activities	transport, vehicle hire, travel agencies	and conference activities
Ashford	5,000	700	2,800	900	800
Canterbury	8,000	900	5,000	300	1,500
Dartford	5,000	400	3,500	600	600
Dover	4,800	600	2,300	1,300	800
Folkestone & Hythe	6,500	900	2,500	2,100	900
Gravesham	3,300	200	2,300	200	600
Maidstone	7,500	800	4,500	700	1,100
Sevenoaks	6,000	800	2,800	300	1,800
Swale	4,500	600	2,800	600	600
Thanet	6,500	700	3,500	900	1,400
Tonbridge & Malling	5,000	400	2,800	900	1,000
Tunbridge Wells	4,800	700	3,000	300	600
Kent	67,000	7,500	37,500	9,000	11,500
Medway	8,000	700	5,000	1,000	1,300
Kent + Medway	75,000	8,000	42,500	10,000	12,500
South East	455,500	58,000	246,000	57,000	83,500
England	2,857,500	372,500	1,563,500	329,000	486,500

Source: BRES

Presented by: Strategic Commissioning - Analytics, Kent County Council

Table 11: Subsectors of Tourism employee jobs

2018	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%	13.0%	55.0%	17.0%	15.0%
Canterbury	100.0%	10.6%	62.5%	4.1%	18.8%
Dartford	100.0%	7.5%	70.0%	11.0%	12.0%
Dover	100.0%	11.6%	47.4%	26.3%	16.8%
Folkestone & Hythe	100.0%	13.8%	38.5%	32.7%	13.8%
Gravesham	100.0%	6.8%	69.2%	7.4%	18.5%
Maidstone	100.0%	10.7%	60.0%	8.7%	15.0%
Sevenoaks	100.0%	12.5%	45.8%	5.4%	29.2%
Swale	100.0%	13.3%	61.1%	13.3%	12.2%
Thanet	100.0%	10.8%	53.8%	13.1%	21.2%
Tonbridge & Malling	100.0%	7.0%	55.0%	17.0%	19.0%
Tunbridge Wells	100.0%	13.7%	63.2%	5.8%	12.6%
Kent	100.0%	11.2%	56.0%	13.4%	17.2%
Medway	100.0%	8.1%	62.5%	11.9%	15.6%
Kent + Medway	100.0%	10.7%	56.7%	13.3%	16.7%
South East	100.0%	12.7%	54.0%	12.5%	18.3%
England	100.0%	13.0%	54.7%	11.5%	17.0%

Source: BRES

Presented by: Strategic Commissioning - Analytics, Kent County Council

The biggest tourism sector is involved with food and beverage serving activities. This sector accounts for at least half of all tourism jobs in all areas except Dover, Folkestone and Hythe and Sevenoaks.

Dover and Folkestone and 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 (overleaf) shows more detailed information about the number of jobs within each of the industries within the tourism sector.

The spread of tourism jobs across most industries in Kent largely reflects the national picture with one small exception. There is a higher proportion of inter-urban passenger rail transport jobs in both Kent and Medway than the average for the South East and England as a whole.

Table 12: Detailed Tourism industry employees

2018	Kent	Medway	South East	England
Total Tourism	67,000	8,000	455,500	2,857,500
Accommodation for visitors	11.2%	8.1%	12.7%	13.0%
<i>Hotels and similar accommodation</i>	9.0%	5.9%	10.4%	10.4%
<i>Youth hostels</i>	0.0%	0.1%	0.0%	0.1%
<i>Recreational vehicle parks, trailer parks and camping grounds</i>	1.7%	1.9%	1.0%	1.0%
<i>Holiday centres and villages</i>	0.2%	0.1%	0.7%	0.8%
<i>Other holiday and other collective accommodation</i>	0.2%	0.2%	0.3%	0.4%
<i>Other accommodation</i>	0.1%	0.1%	0.2%	0.3%
Food and beverage serving activities	56.0%	62.5%	54.0%	54.7%
<i>Licensed restaurants</i>	14.2%	12.5%	13.2%	14.7%
<i>Unlicensed restaurants and cafes</i>	12.7%	15.6%	10.0%	10.2%
<i>Take-away food shops and mobile food stands</i>	6.0%	9.4%	5.6%	6.1%
<i>Other food services</i>	4.1%	7.5%	6.1%	4.3%
<i>Event Catering Activities</i>	3.0%	1.8%	3.6%	4.2%
<i>Licensed clubs</i>	1.3%	2.6%	1.6%	2.0%
<i>Public houses and bars</i>	15.7%	12.5%	13.8%	13.1%
Passenger transport, vehicle hire, travel agencies etc.	13.4%	11.9%	12.5%	11.5%
<i>Passenger rail transport, interurban</i>	4.5%	4.4%	1.9%	1.6%
<i>Taxi Operation</i>	1.7%	1.5%	1.3%	1.2%
<i>Other passenger land transport</i>	1.5%	4.1%	1.5%	1.8%
<i>Sea and coastal passenger water transport</i>	1.1%	0.1%	0.8%	0.2%
<i>Inland passenger water transport</i>	0.0%	0.1%	0.0%	0.0%
<i>Scheduled passenger air transport</i>	0.0%	0.0%	1.9%	2.1%
<i>Non-scheduled passenger air transport</i>	0.1%	0.0%	0.5%	0.4%
<i>Renting and leasing of cars and light motor vehicles</i>	0.9%	0.4%	1.5%	1.5%
<i>Renting and leasing of passenger water transport equipment</i>	0.0%	0.3%	0.0%	0.0%
<i>Renting and leasing of passenger air transport equipment</i>	0.0%	0.0%	0.0%	0.0%
<i>Travel agency activities</i>	1.7%	1.0%	1.8%	1.7%
<i>Tour operator activities</i>	1.5%	0.0%	1.1%	0.8%
<i>Activities of tour guides</i>	0.0%	0.0%	0.0%	0.0%
<i>Other reservation service activities n.e.c.</i>	0.0%	0.1%	0.0%	0.2%
Cultural, sports, recreational and conference etc. activities	17.2%	15.6%	18.3%	17.0%
<i>Performing arts</i>	1.2%	0.8%	1.2%	1.3%
<i>Support Activities for the performing arts</i>	0.2%	0.2%	0.4%	0.3%
<i>Artistic creation</i>	0.8%	0.8%	1.1%	0.8%
<i>Operation of arts facilities</i>	0.3%	0.9%	0.5%	0.5%
<i>Museums activities</i>	0.6%	0.4%	0.5%	0.8%
<i>Operation of historical sites and buildings and similar attractions</i>	0.9%	2.2%	0.7%	0.5%
<i>Botanical and zoological gardens and nature reserves activities</i>	1.3%	0.1%	0.7%	0.7%
<i>Gambling and betting activities</i>	2.1%	2.8%	1.8%	2.7%
<i>Operation of sports facilities</i>	5.6%	4.4%	5.7%	4.7%
<i>Other sports activities</i>	1.1%	0.4%	1.4%	1.1%
<i>Activities of amusement parks and theme parks</i>	0.6%	0.9%	1.2%	0.6%
<i>Other amusement and recreation activities nec</i>	1.5%	1.6%	2.0%	1.8%
<i>Renting and leasing of recreational and sports goods</i>	0.3%	0.1%	0.2%	0.3%
<i>Activities of exhibition and fair organisers</i>	0.2%	0.1%	0.3%	0.4%
<i>Activities of conference organisers</i>	0.3%	0.6%	0.5%	0.4%
<i>Letting and operating of conference and exhibition centres</i>	0.1%	0.0%	0.2%	0.2%

Source: BRES

Presented by: Strategic Commissioning - Analytics, Kent County Council

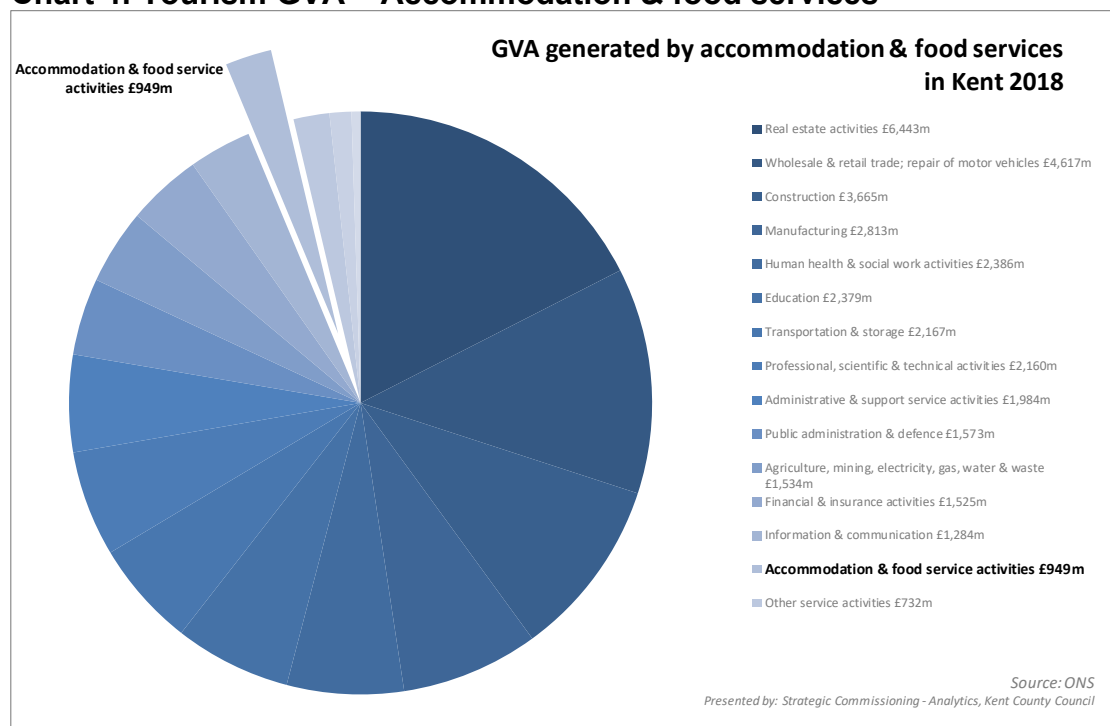
Tourism GVA

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 2018.

Because GVA is only available for broad industrial groups it is not possible to see the total contribution of the 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.

It is estimated that GVA generated by accommodation and food services (£949m) accounted for 3% of the total GVA in Kent in 2018. This is equivalent to £605 per head of population which is lower than seen regionally (£778 per head) and nationally (£812 per head).

Chart 4: Tourism GVA – Accommodation & food services



Almost a quarter (23.8%) of the GVA generated in Kent from accommodation and food services was generated in Canterbury and Maidstone. Canterbury generated £116m and Maidstone generated £110m, equivalent to £705 and £647 per head respectively.

Gravesham generated the least GVA (£46m) from accommodation and food services.

Dartford generated the highest accommodation and food services GVA per head (£776 per person).

In Thanet 4.3% of the GVA generated was from accommodation and food services. This was the highest proportion in Kent and above the national and regional average.

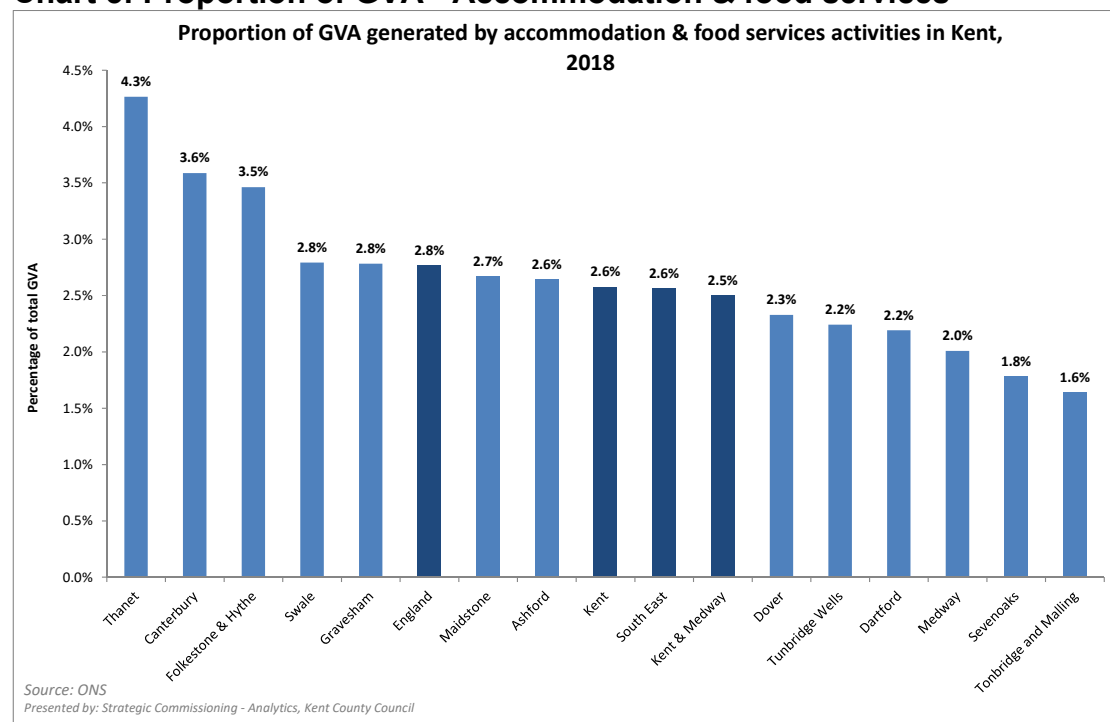
Table 13: Accommodation & food services GVA

2018	Total GVA (£m)	Total GVA per head (£)	Accommodation & food services activities (£m)	Accommodation & food services activities GVA per head (£)	% of district total GVA
Ashford	2,989	23,120	79	611	2.6%
Canterbury	3,234	19,653	116	705	3.6%
Dartford	3,833	34,938	84	766	2.2%
Dover	2,449	20,937	57	487	2.3%
Folkestone & Hythe	2,224	19,755	77	684	3.5%
Gravesham	1,653	15,538	46	432	2.8%
Maidstone	4,122	24,253	110	647	2.7%
Sevenoaks	3,935	32,712	70	582	1.8%
Swale	2,686	18,085	75	505	2.8%
Thanet	2,087	14,716	89	628	4.3%
Tonbridge and Malling	4,150	31,799	68	521	1.6%
Tunbridge Wells	3,480	29,478	78	661	2.2%
Kent	36,842	23,487	949	605	2.6%
Medway	5,576	20,068	112	403	2.0%
Kent & Medway	42,418	22,972	1,061	575	2.5%
South East	277,256	30,356	7,106	778	2.6%
England	1,643,271	29,356	45,466	812	2.8%

Source: ONS

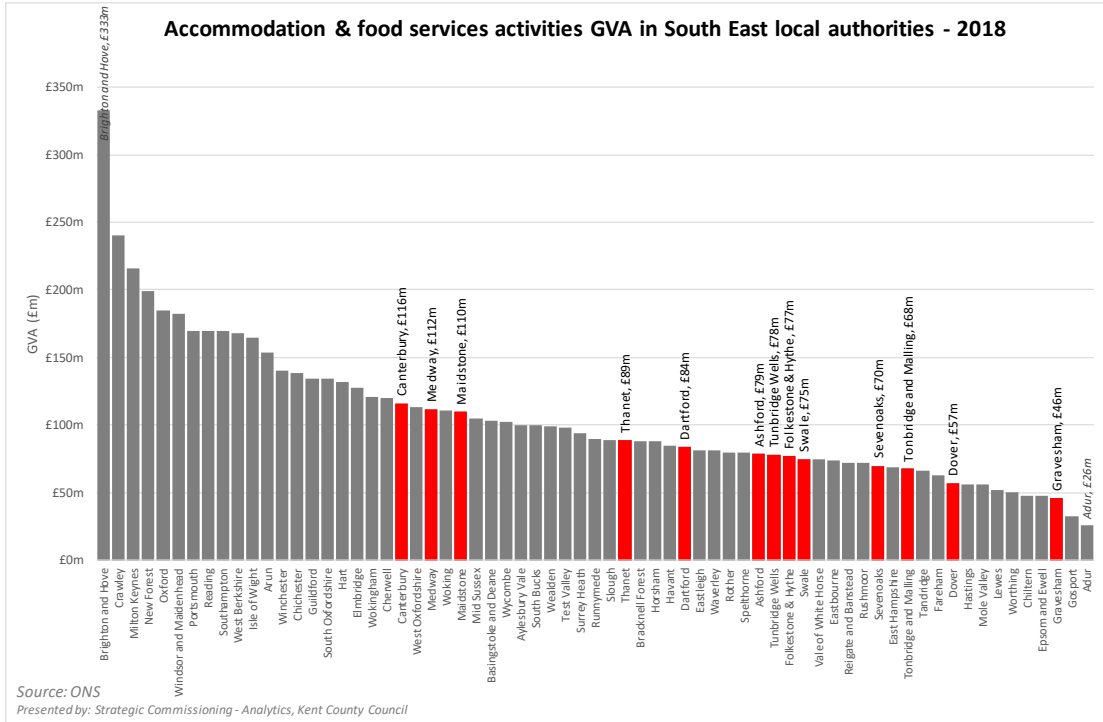
Presented by: Strategic Commissioning - Analytics, Kent County Council

Chart 5: Proportion of GVA - Accommodation & food services



The top 20% of authorities in the region are those that generated at least £139m GVA from accommodation and food services. None of the authorities in Kent generated that amount. Gravesham district generated the third lowest in the region. This is shown in chart 6 overleaf.

Chart 6: Tourism GVA in the South East



Arts, entertainment and recreation generated £447m GVA in Kent in 2018 accounting for 1% of the total GVA generated in the county. This is equivalent to £285 per head of population.

Chart 7: GVA – Arts, entertainment & recreation

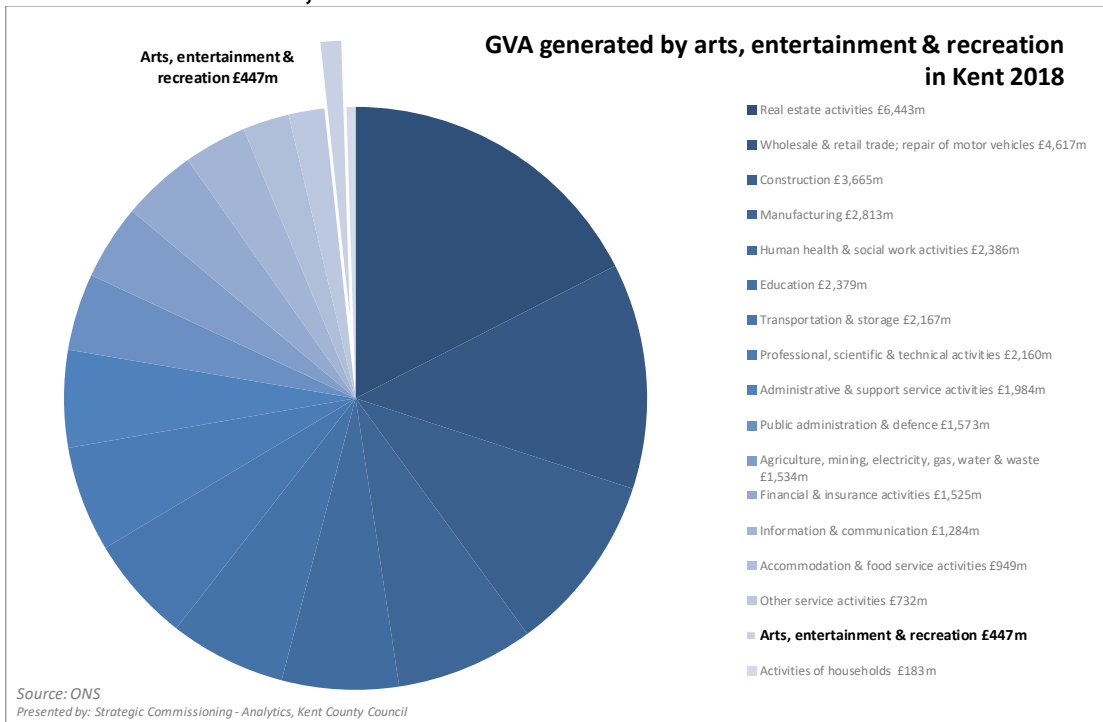


Table 14 (overleaf) shows the GVA generated by arts, entertainment and recreation in Kent authorities in 2018.

Table 14: Arts, entertainment & recreation GVA

2018	Total GVA (£m)	Total GVA per head (£)	Arts, entertainment & recreation (£m)	Arts, entertainment & recreation GVA per head (£)	% of district total GVA
Ashford	2,989	23,120	38	294	1.3%
Canterbury	3,234	19,653	49	298	1.5%
Dartford	3,833	34,938	29	264	0.8%
Dover	2,449	20,937	37	316	1.5%
Folkestone & Hythe	2,224	19,755	27	240	1.2%
Gravesham	1,653	15,538	23	216	1.4%
Maidstone	4,122	24,253	46	271	1.1%
Sevenoaks	3,935	32,712	56	466	1.4%
Swale	2,686	18,085	32	215	1.2%
Thanet	2,087	14,716	46	324	2.2%
Tonbridge and Malling	4,150	31,799	38	291	0.9%
Tunbridge Wells	3,480	29,478	26	220	0.7%
Kent	36,842	23,487	447	285	1.2%
Medway	5,576	20,068	218	785	3.9%
Kent & Medway	42,418	22,972	665	360	1.6%
South East	277,256	30,356	4,455	488	1.6%
England	1,643,271	29,356	27,277	487	1.7%

Source: ONS

Presented by: Strategic Commissioning - Analytics, Kent County Council

Sevenoaks district generated the most GVA from arts, entertainment and recreation industries in 2018 (£56m). Per head this equates to £466 per person.

Overall Medway generated almost half as much GVA from arts, entertainment and recreation as Kent. Generating a total of £218m this equates to £785 per person resident in the area, notably higher than the national average.

2.2% of the GVA generated in Thanet came from arts, entertainment and recreation. This was the highest proportion seen in Kent

Gravesham generated the least GVA from arts, entertainment and recreation (£23m).

Chart 8 (overleaf) shows the proportion of each area's GVA that is generated by the arts, entertainment and recreation industry.

Chart 8: Proportion of GVA – Arts, entertainment & recreation

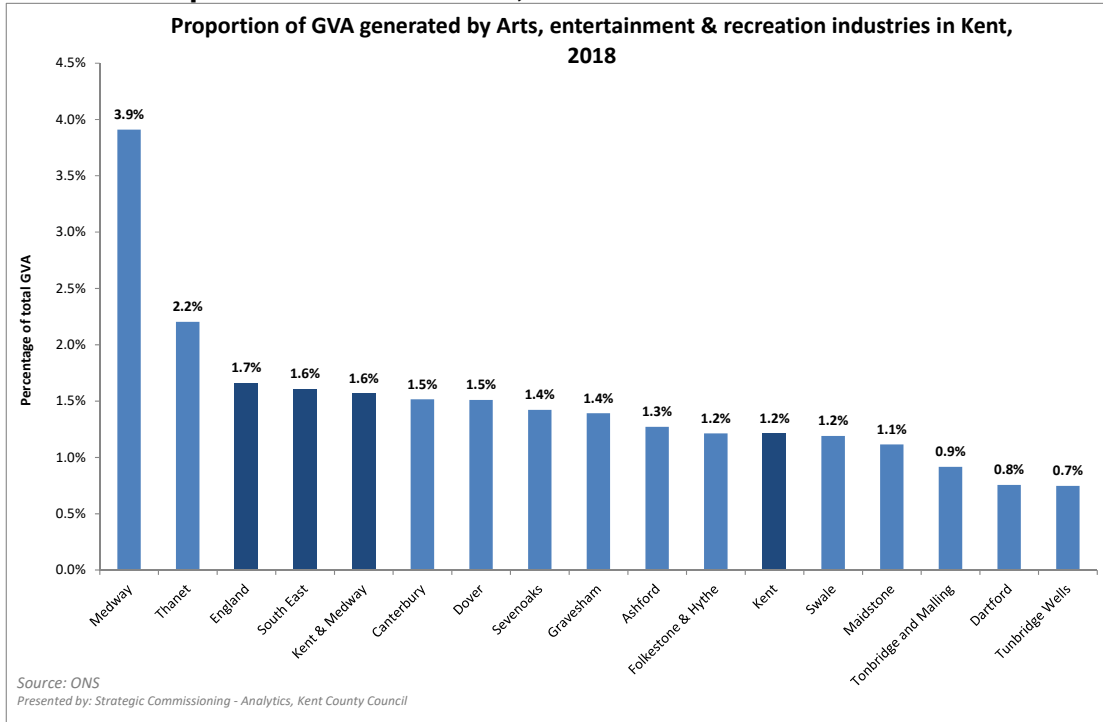
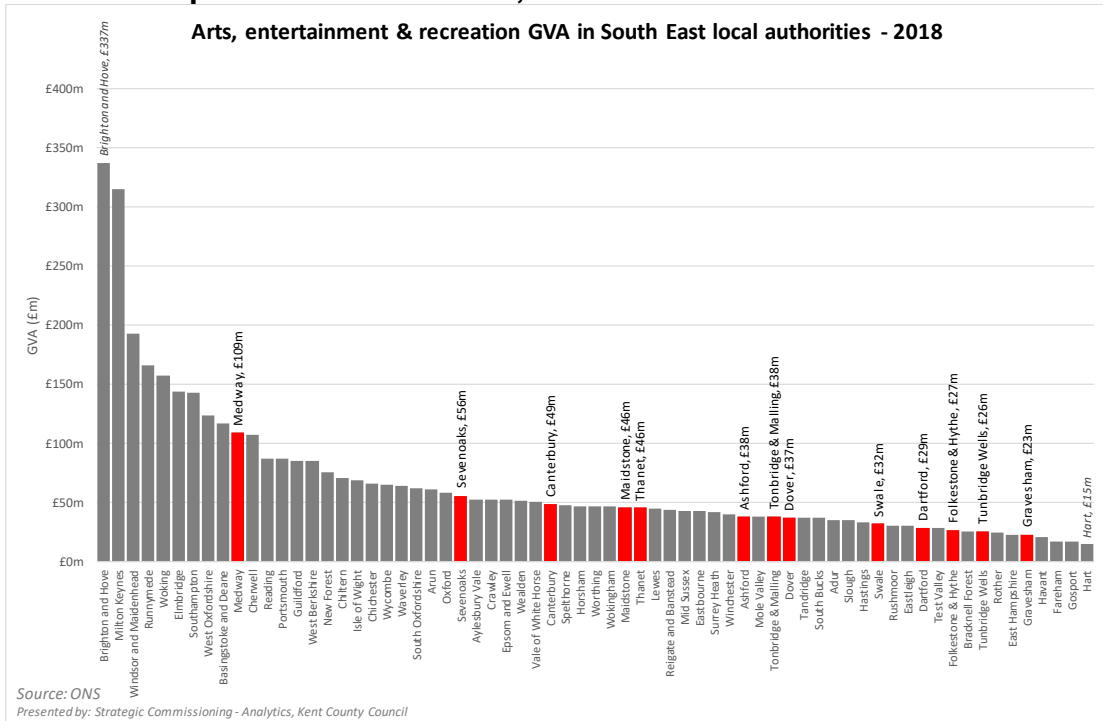


Chart 9 shows GVA generated by the arts, entertainment and recreation industry in local authorities in the South East region.

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



The top 20% of authorities in the region are those that generated at least £87m from arts, entertainment and recreation. None of the authorities in Kent generated that amount however Medway unitary authority is within the top

20%, generating the tenth highest GVA from arts, entertainment and recreation in the region.

There has been strong growth in the GVA generated by both the accommodation and food services and the arts, entertainment and recreation industries in Kent. They have grown by 116% and 95% respectively since 2000. This is higher growth than was seen for total GVA (83%).

By setting the same starting point for accommodation and food services, arts, entertainment and recreation and total GVA (2000=100) we can more clearly see the differences in growth.

Chart 10: Growth in transportation and storage GVA in Kent

