

## 2.0 SUMMARY OF CONCLUSIONS

- In the region of **319,000** staying trips were undertaken by tourists in Tunbridge Wells Borough in 2000, equating to around 6% of total staying trips for Kent.
- In total, the model estimated that staying visitors spend approximately **1.39 million** nights, with these visitor nights generating in the region of **£44.20 million** of direct tourist expenditure into the local economy.
- The model's outputs demonstrate the high value, low volume characteristics of overseas visitor markets. In total, it was estimated that in 2000, overseas staying visitors accounted for 17% of trips but 31% of staying visitor expenditure.
- In addition to staying visitors, the model also estimated that Tunbridge Wells Borough received **3.78 million** day visitors during 2000, which contributed a further **£80.6 million** to the local economy.
- Through combining day visitor and staying visitor expenditure, the model placed total tourist expenditure in Tunbridge Wells Borough at **£124.8 million**. Staying visitors accounted for 35% of this spend, despite only accounting for 8% of visitor trips in Tunbridge Wells Borough.
- Overall, the model estimated that the retail and catering sectors were the greatest recipients of tourist expenditure, accruing in the region of £38.3 million and £39.5 million respectively.
- In terms of employment generation, the model estimated that 1,745 FTE jobs are directly supported through tourist expenditure, rising to 2,417 FTE jobs when linkage and multiplier effects are taken into account. Through taking into account the effective of seasonality and part-time working, these were estimated to translate into **3,340 actual jobs**, with 2,573 being generated through direct tourist expenditure. The remaining 767 jobs are dispersed across the local economy and will include support services such as accountants, builders, as well as other consumer and business purchases.