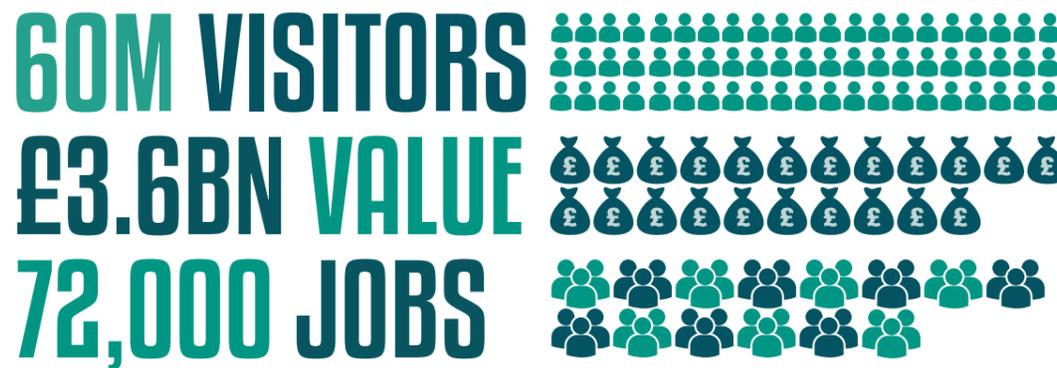


# THE IMPACT OF HS1 ON THE VISITOR ECONOMY IN KENT

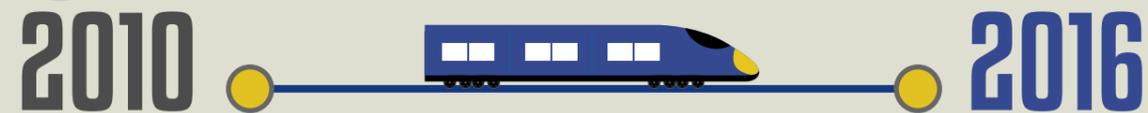
## HIGH SPEED 1



## KENT



### ECONOMIC PERFORMANCE FOR HS1 / 2010-2016



#### TRIPS



#### VALUE



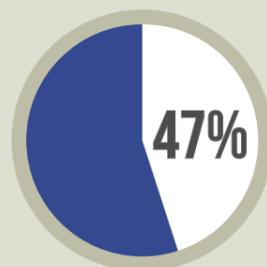
#### JOBS



32% OF ALL JOURNEYS MADE ON HS1 IN 2016 WERE LEISURE RELATED



+ **£81.65**  
ADDED TO KENT'S LOCAL ECONOMY FOR EVERY HS1 LEISURE JOURNEY MADE TO KENT IN 2016



ALMOST HALF OF ALL VISITORS TO KENT WHO TRAVELLED BY RAIL DID SO VIA THE HS1 SERVICE



73% OF TOURISM BUSINESSES IN KENT BELIEVE THAT LEISURE TOURISM HAS INCREASED AS A RESULT OF HS1



54% OF TOURISM BUSINESSES IN KENT BELIEVE THAT HS1 HAS SPECIFICALLY BENEFITTED THEIR OWN BUSINESS

+ **£311M**  
THE TOTAL ESTIMATED VALUE OF HS1 LEISURE JOURNEYS SINCE SERVICES BEGAN

### ECONOMIC PERFORMANCE FOR KENT / 2003-2015



#### 37% INCREASE IN TRIPS



#### 49% INCREASE IN VALUE



#### 45% INCREASE IN JOBS



THE IMPACT OF HS1 ON THE VISITOR ECONOMY IN KENT. REPORT COMMISSIONED BY HS1 LTD AND PRODUCED BY VISIT KENT AND DESTINATION RESEARCH, 2017. \*SOME OF THE STATISTICS HAVE BEEN ROUNDED. THE HS1 FIGURES ARE BASED ON LEISURE JOURNEYS ONLY. SOURCE: CAMBRIDGE ECONOMIC IMPACT RESEARCH PUBLISHED DECEMBER 2016. WWW.VISITKENTBUSINESS.CO.UK