

2009 CAMBRIDGE MODEL RESULTS – TONBRIDGE & MALLING

	2009 Results	2006 Results
Staying trips	248,000	234,976
Staying visitor nights	601,000	582,000
Spend by staying visitors on their trips	£35 million	£32 million
Tourism day trips	2.36 million	2.22 million
Spend by visitors on their trip	£77 million	£71 million
Total spent by all visitors on their trips	£112 million	£104 million
Additional expenditure by visitors on second homes/boats and by friends and relatives who visitors are staying with.	£12 million	£9 million
Number of jobs supported by tourism across the borough	2,211 FTE 2,988 Actual This represents 6.4% of all employee jobs in the borough.	2,095 FTE 2,865 Actual