



# The Impact of Brexit on the Visitor Economy of Kent

**David Curtis-Brignell**

Deputy Chief Executive

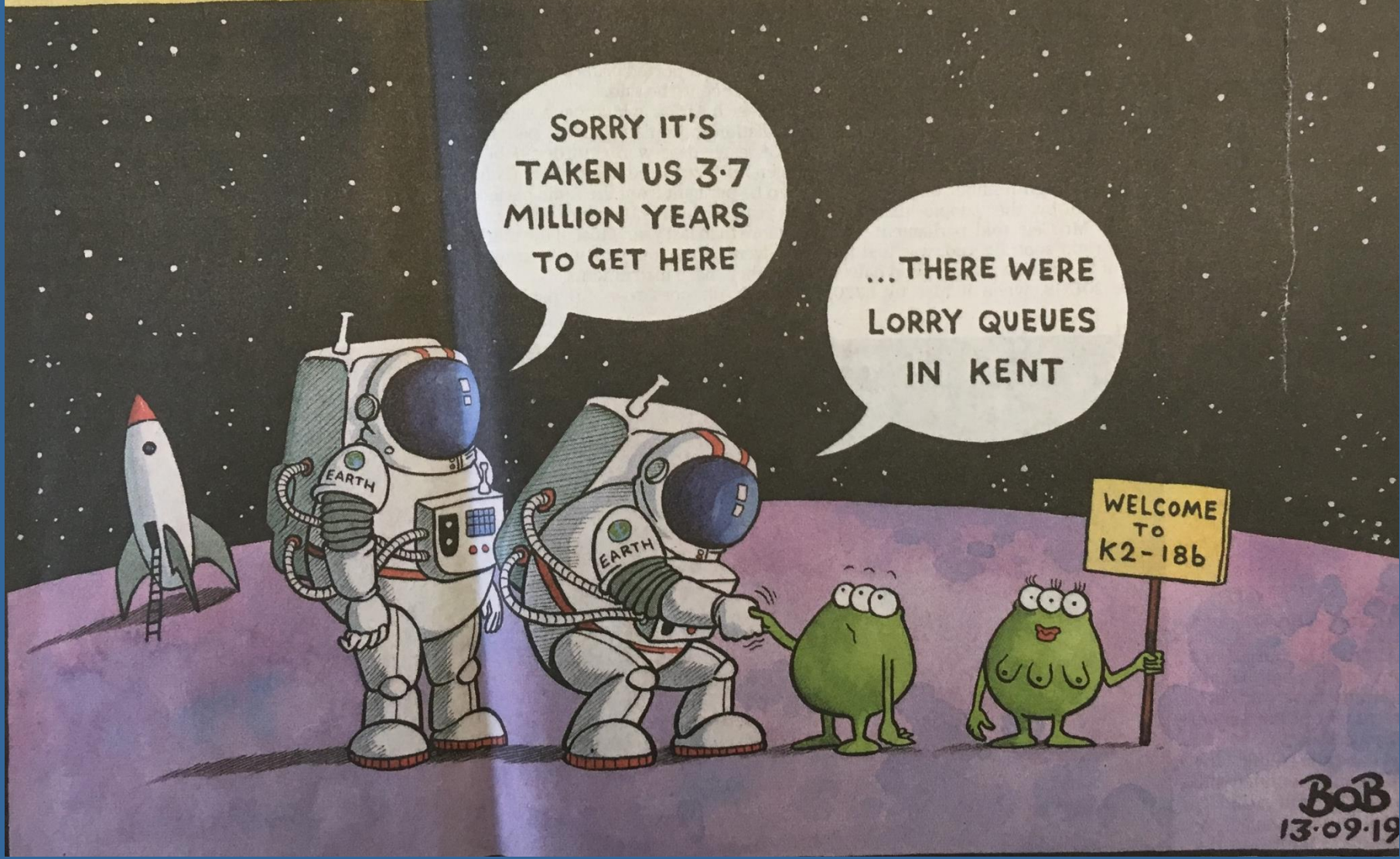
31 October 2019



- Visit Kent formed in 2002 as a not for profit, public/private sector partnership supporting Kent's visitor economy – a DMO
- Delivering Destination Management Plans, Partnership Campaigns and sector specific research and consultancy with destination partners across the UK
- The only organisation operating as the official county DMO in two places



HABITABLE PLANET DISCOVERED 660 TRILLION MILES AWAY





# The Unbelievable Truth

BBC  
RADIO



*“... the garden of  
England, or as it will  
soon be called the  
lorry park of England”*

David Mitchell  
The Unbelievable Truth  
BBC Radio 4 May 2019

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## No-deal Brexit could lead to increase in dogging in Kent lay-bys, cabinet minister warns

 KENT TRAVEL NEWS

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By Joe Wright [jwright@thekmgroup.co.uk](mailto:jwright@thekmgroup.co.uk)

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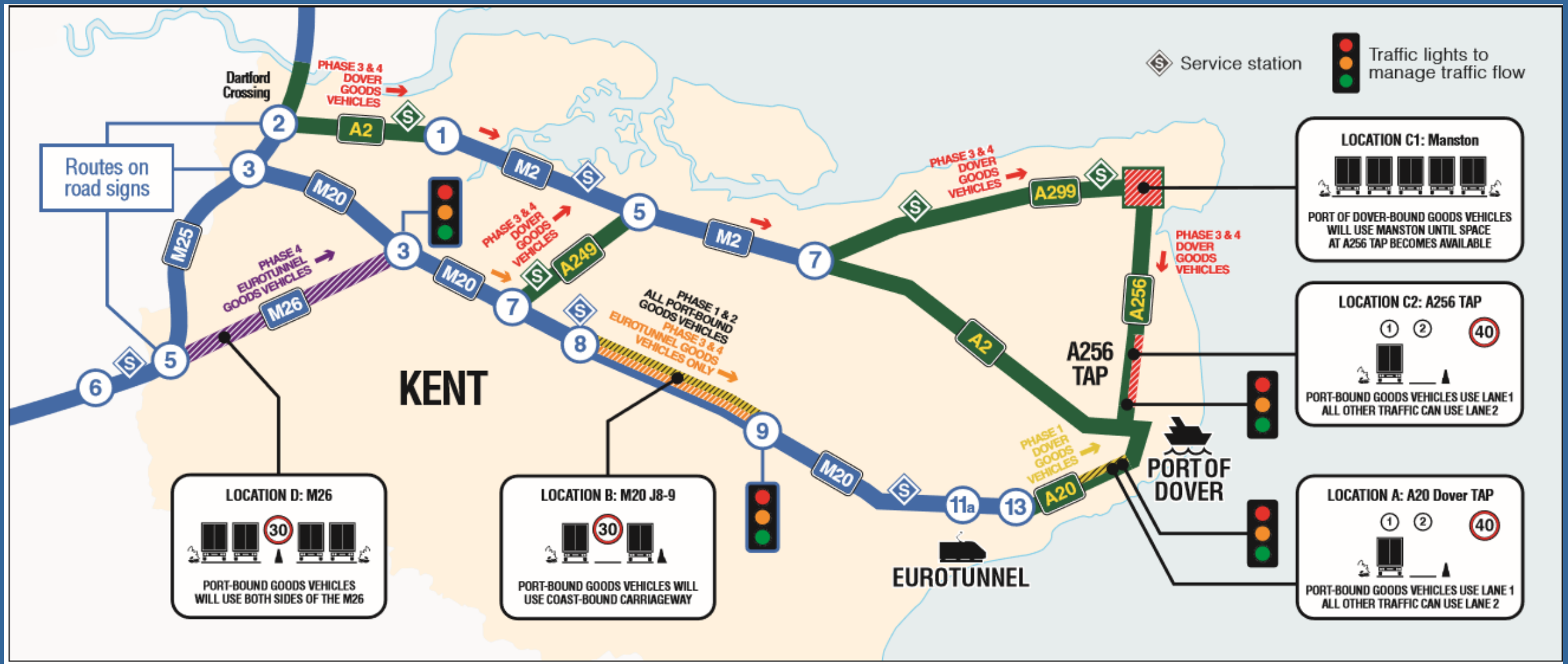


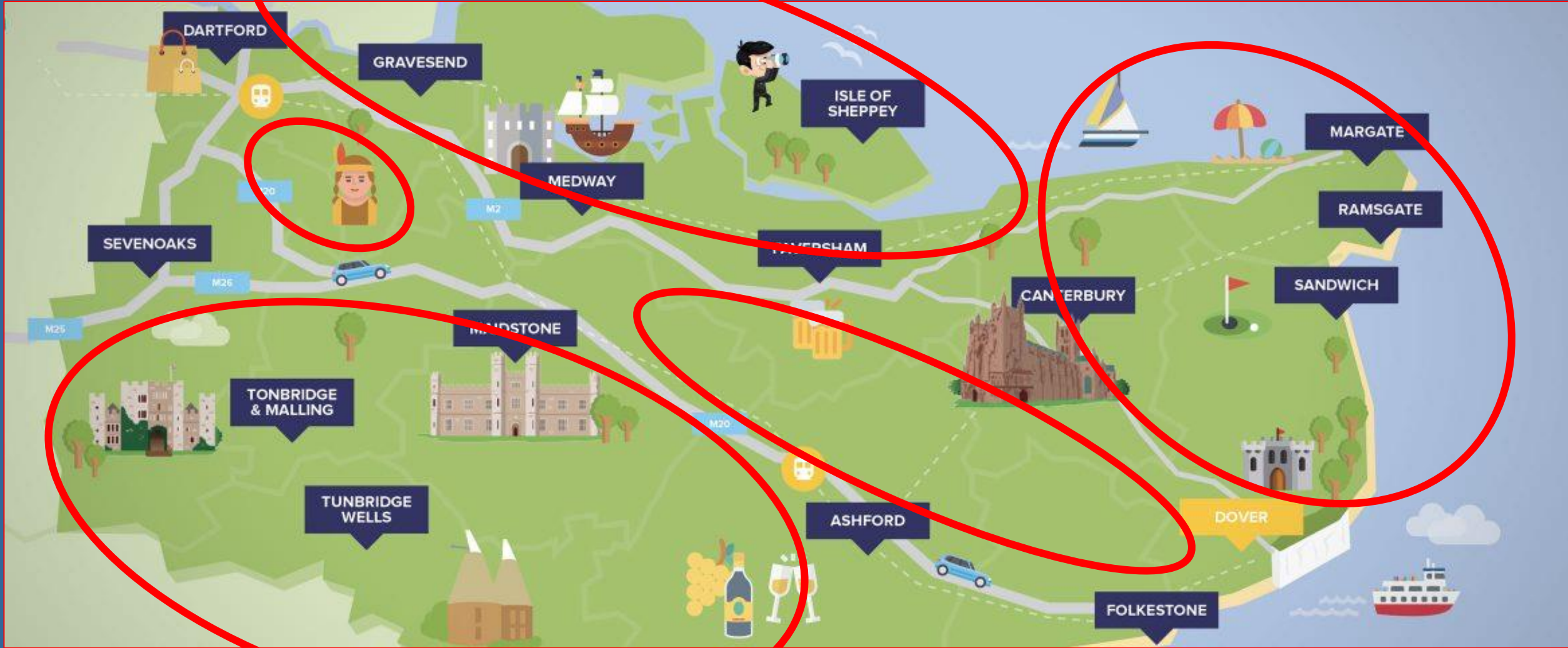
A government minister fears traffic jams sparked as a result of a no-deal **Brexit** could lead to an unlikely surge in... dogging.

The cabinet member is said to have confessed his worries for **Kent's** lay-bys and quiet car parks at last week's Conservative Party conference, The Sunday Times reports.













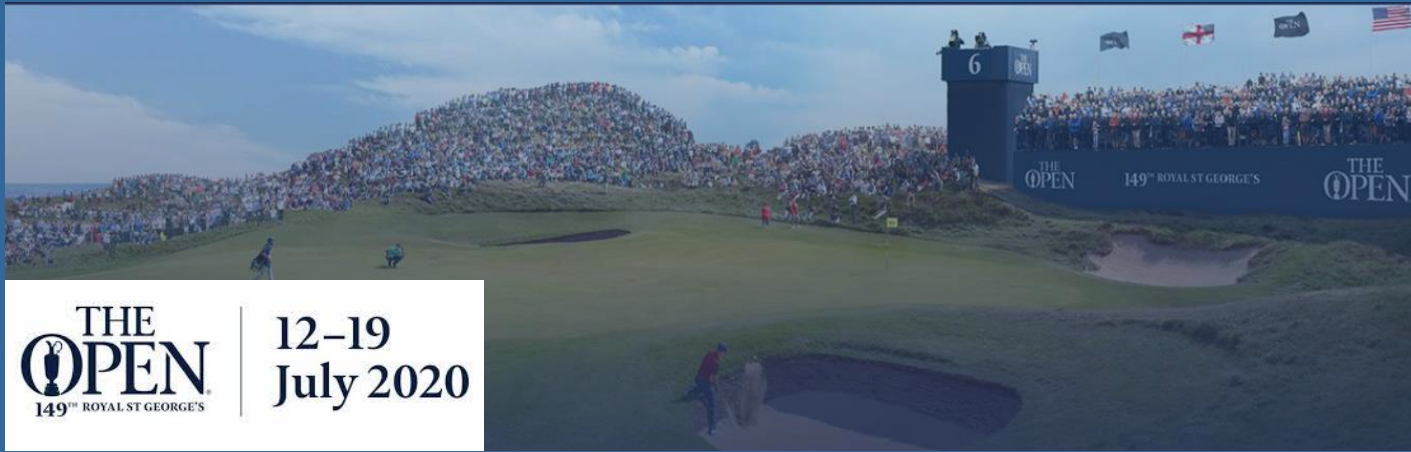












**THE OPEN**  
149<sup>th</sup> ROYAL ST GEORGE'S

12-19  
July 2020



**BECKET**  
2020











Mozzarella, brie, feta, halloumi and hundreds of other European cheeses may have become staples in British stores, but it's Irish cheddar that is the top import into the UK. More than £240m of Irish cheese comes into the UK each year.

**Danish bacon exports may be in decline but it's still the top exporter of bacon and ham to the UK, closely followed by the Netherlands, Germany and Italy.**

Frozen potato products, such as chips, are the largest category of UK potato imports, with 99% coming from the EU, particularly the Netherlands and Belgium

**Almost all of the spinach, chillies and tomatoes consumed in the UK are imported from the EU**

Britain imports more than £400m of fresh tomatoes every year. Many of them come from the Netherlands' super-efficient greenhouses, which produce more tomatoes per square mile than any other country.





Paperwork

Planning



**Thank you**

David Curtis-Brignell

October 2019

# Opportunities

- Tourism Sector Deal & Tourism Zones
- Improve our visa offering for workers and visitors
- New domestic funding streams to replace EU funding

Tourism is predicted to grow...



**+6%**

international demand growth p.a.

**+1.5%**

outbound demand growth p.a.

**+3%**

domestic demand growth p.a.

...and be worth

**£257.4bn**  
by 2025

providing...

