



Economic Development- Visitor Economy Update

Visit
tunbridgewells

25 MAY 2023

Our Team



Economic Development, Tunbridge Wells Borough Council



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The Tourism Economy in Tunbridge Wells

Our Attractions



The Tourism Economy in Tunbridge Wells

Visitor Groups



Social Contemporary
Buzz Seekers



Green Spacers



Historians

Tourist Information

The Pantiles Corn Exchange | The Amelia Scott | Hotels | Retailers
| Official Tourist Information Points



Online Information:



@OfficialVisitTunbridgeWells



@Visit Tunbridge Wells



@TwellsTourism

Visit
tunbridgewells

VisitTunbridgeWells.com

Visit Tunbridge Wells Miniguide

Visit tunbridgewells

visittunbridgewells.com



Official Visit Tunbridge Wells
Visit Tunbridge Wells
Tweels Tourism

Get here

- 1 hour London
- 45 min Hastings
- 40 min Ostwest
- 1 hour Heathrow

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Golf

There are four courses in the area. The 18-hole Newell Golf Club welcomes visitors, and for beginners we recommend Villa Golf a family-run 9-hole course, both within 10 minutes' drive of Royal Tunbridge Wells. In the picturesque village of Lambenhurst visitors are welcomed at the 18-hole parkland golf course that straddles the river Teise. There are also 18- and 9-hole courses at Hever Castle.

Walking

The area around Royal Tunbridge Wells has an extensive network of footpaths and bridleways. Long distance routes include the Tunbridge Wells Circular, the Weald Way, the North Downs Way, the Pilgrims Way and the Sussex Border Path. There are many delightful shorter walks in the woods and nature reserves that are scattered around the area. For a leisurely stroll, the Tunbridge Wells, Rushall or Southborough Commons are the perfect spots for people watching and dog walking.

Cycling

From strenuous mountain biking to family friendly routes, Tunbridge Wells offers a wealth of natural beauty to enhance any bike ride. Bedjebury National Park and Forest has tracks for all ages and abilities. Bee Water provides another great background for mountain biking around the lake shore. There are several bike rental options in the area. Details of other National Cycle Routes through the Wealden countryside can be found at explorantour.org.



Castles & Historic Houses

- Chiddingfold Castle (National Trust)
- Huddington Castle
- Hever Castle
- Waver Castle (National Trust)
- Syham Mole (National Trust)

Gardens

- Greenbridge Place (Enchanted Gardens)
- Sissinghurst Castle Garden (National Trust)
- Walden Manor Garden
- Hole Park Gardens
- Water Lane - Walled Garden

Theatres & Cinema

- Arno Theatre
- The Arno Theatre
- Arno Theatre
- Arno Theatre

Museums

- The Arno Theatre
- Arno Theatre
- Arno Theatre

Golf Courses

- Arno Golf Club
- Lambenhurst Golf Course
- Arno Golf Club

Vineyards & Breweries

- Arno Vineyard
- Arno Vineyard
- Arno Vineyard

Nature Reserves & Woodlands

- Arno Forest
- Arno Forest
- Arno Forest

Other Attractions

- Arno Hill
- Arno Hill
- Arno Hill

Visit tunbridgewells

Historic spa town in an area of outstanding natural beauty in Kent



Historic houses • Gardens • Walking
Cycling • Boutique Shopping • Restaurants

More places to visit

The interior of Bee Water, the largest area of inland water in the South East, with 21 km of shoreline, and Ashdown Forest, the setting and inspiration for AA Milne's Winnie the Pooh books, are both perfect for walking and exploring.

For a fun-filled day out for the family, why not hop on the Spa Valley Railway and travel by steam train between Royal Tunbridge Wells and Erith, stopping at High Rocks and Greenbridge on the way.

The striking remains of Bayham Abbey, dating from 1200, stand in a beautifully peaceful setting alongside the River Teise next to a Georgian gothic house.

Churches

The area is dotted with many intriguing churches including King Charles the Martyr, in Chapel Royal, Royal Tunbridge Wells which was built almost 300 years ago. St Dunstan's Cranbrook, known locally as the 'Cathedral of the Weald', St Mary's Speldhurst with stained-glass windows by William Morris and Sir Edward Burne Jones, and All Saints Church, Tunbridge famous for its Mass Chagall windows. Don't miss St. Mary's Goudhurst, known to be the location of the Battle of Goudhurst where the infamous Hawkswart Smugglers Gang was defeated.

Charming & Forest has a network of scenic walking routes, an imaginative adventure play area, and Go Ape, a tree top adventure course, all set amongst 2000 acres of forest.

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Tourist Information

The Amelio Scott Mount Pleasant Road Royal Tunbridge Wells Kent, TN11 1AW

info@tunbridgewells.gov.uk
+44 (0)1892 52621
visitTunbridgeWells.com

MAPS INCLUDED

Town & country at its best

Royal Tunbridge Wells

The town lies at the heart of the unspoilt beauty of the High Weald Area of Outstanding Natural Beauty. Retaining much of the charm of its Georgian heyday, Royal Tunbridge Wells and the surrounding area remains a favoured destination for those who want to enjoy excellent surroundings and easy access to the countryside within an hour's drive or walk from the hustle and bustle of London.

The Pantiles, the famous white colonnaded walkway, once the central meeting place for visiting gentry in the historic heart of Royal Tunbridge Wells and today is buzzing with shops and cafes.

This is also the site of the original **Chalkdale Spring**, discovered in 1666. Its regulations for health-giving properties was the reason for the growth of the town as a fashionable place to visit and live in. The town's historic past is very much reflected in its architecture - from Regency villas and large Victorian houses, many designed by Decimus Burton, to pretty clapboard cottages in Endborough, the 'village' area situated behind the old High Street, in Mount Ephraim, Colverley Park and Colverley Park Crescent.

At the centre of the town, the **Commons** has been a place of diversion for residents and visitors alike for several thousand years. Its large open green spaces have survived the test of time and nowadays it is a lovely place to walk and for children to play, especially as the popular children's playground of sandstone rock, known locally as Wallington Rocks.

The Amelio Scott

This newly restored building is situated in the heart of the town and houses a museum, art gallery, library and visitor information. Discover Amelio's story and the story of the Wells.

Audio Trail

FREE

Self-Guided trails

The Heritage Walking Trail links together a series of plaques commemorating famous residents and visitors to Royal Tunbridge Wells over the past four centuries. It is a wonderful way of discovering more about the historic buildings and streets of the town and its famous visitors, such as Frances (later Queen) Victoria, William Makepeace Thackeray and artists, Benay Nash and Eda Corson. Copies of the Trail are available online and from the Amelio Scott.

Download our **audio walking app** 'Tales of Tunbridge Wells'. The 'Town' is a 30-minute self-led tour of Royal Tunbridge Wells. Listen as local historians, business owners, residents, and even a fireman share their anecdotes and unveil the secrets and rich history hiding within the elegant Georgian and Victorian buildings in the town.

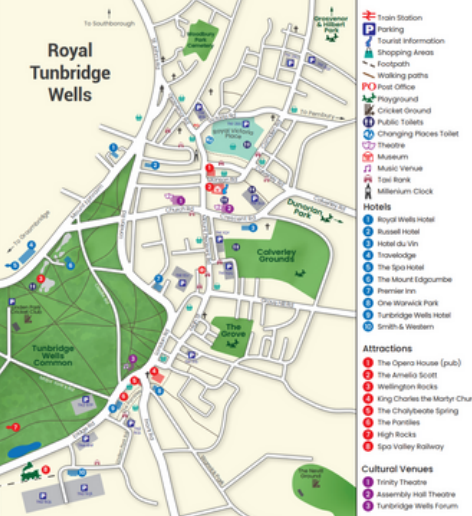
Use this QR code to download it now or go to tunbridgewells.com

Shopping

Royal Tunbridge Wells offers a unique shopping experience in south east England with its unrivalled combination of small specialist shops, designer boutiques and high street names. The Pantiles is home to a variety of delightful shops, galleries and lovely cafes. Many of the shops in **Chapel Place** and in the old High Street still retain their original Victorian frontages and new self-designer clothing, home furnishings, gifts and jewellery.

Mount Pleasant leads into the 'modern' part of the town and to **Colverley Road**, a busy party presentation centre which has various major high street names to hand. The main entrance to **Royal Victoria Place** shopping centre is also found here. Nearby, on **Messnes Road** and **Camden Road** you will find even more independent shops.

Royal Tunbridge Wells



Attractions

- Arno Hill
- Arno Hill
- Arno Hill

Cultural Venues

- Arno Theatre
- Arno Theatre
- Arno Theatre

Food & drink

It is no surprise that Kent is known as the 'Garden of England' because we have an abundance of orchards, hop gardens and now vineyards in the area near Paddock Wood, you will spot the very recognizable red hop gardens which were once used to dry hops. Tunbridge Wells has developed a reputation as one of the best places to find good food and drink in the south-east. Royal Tunbridge Wells and its surrounding area boasts a wide range of excellent traditional English pubs, brasseries, and fine dining restaurants, serving local produce. Visitors can also find local produce to buy at farm shops and markets.

Events & entertainment

The Assembly Hall Theatre, Trinity Theatre and The Arno Theatre in Royal Tunbridge Wells offer a range of entertainment from opera to musicals, comedy, music and drama, and there are many other smaller venues. There are a number of music events and festivals such as Jazz on the Pantiles, Black Deer Festival, Pub in the Park and the Puppets Festival alongside live pop gigs.

Pictureque towns and villages

The landscape is a patchwork of rolling hills, ancient woods and open heath. Home to hop gardens, orchards and vineyards, covering this part of the Garden of England in beautiful blossom in spring, cool, calm and vibrant colours in autumn.

The borough's many small towns and villages still retain the true flavour of the English countryside - take time to visit **Chiddingfold**, **Lambenhurst**, **Benching**, **Walden** and **Benenden**. **Cranbrook**, known as the Capital of the Weald, was once the business centre of the region's woolen cloth industry. Today the original, still working, Union Mill stands as an important part of the region's industrial past as it overlooks this pretty country town full of independent shops and waters. The **Cranbrook Museum** reveals more about the area's history, trade and industry.

Hole Park Gardens and Merriments are one of the most romantic gardens in the world, both provide a profusion of colour in the spring, summer and autumn months.

Greenbridge Place Gardens has much to offer from award winning formal terraced gardens and beyond to the faraway wilderness of the Enchanted Forest.

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TUNBRIDGE WELLS' VISITOR ECONOMY

The COVID-19 pandemic has caused global disruption to the visitor economy. The 2021 economic impact results show a significant recovery in volume of trips and related expenditure, compared to 2020 but still below the levels seen in 2019.

In order to reflect the impact of the pandemic, the Cambridge Model results for 2021 are based on a range of administrative sources, local-level data and modelling work.

3.6M VISITORS



£191M VALUE



4,505 JOBS



PURPOSE OF TRIP TO TUNBRIDGE WELLS



HOLIDAY 57%
THOSE ON HOLIDAY
STAY 3.5 NIGHTS
IN THE AREA AND
SPEND **£224.11**
FOR THE DURATION
OF THE TRIP



BUSINESS 2%
THOSE ON BUSINESS
STAY 2.5 NIGHTS
IN THE AREA AND
SPEND **£347.88**
FOR THE DURATION
OF THE TRIP



VFR 39%
THOSE VISITING
FRIENDS AND RELATIVES
STAY 2.5 NIGHTS
IN THE AREA AND
SPEND **£94.91**
FOR THE DURATION OF
THE TRIP

OTHER PURPOSES 2%
INCLUDING OVERSEAS STUDY VISITS

DIRECT EXPENDITURE

ACCOMMODATION



£12m

ENTERTAINMENT



£17m

RETAIL



£50m

TRANSPORT



£15m

FOOD & DRINK



£49m

VISITOR BREAKDOWN



OVERNIGHT VISITORS

217,700 VISITORS

0.7 MILLION NIGHTS

£38 MILLION VALUE



DOMESTIC VISITORS

196,000 VISITORS

0.6 MILLION NIGHTS

£32 MILLION VALUE



OVERSEAS VISITORS

21,700 VISITORS

0.1 MILLION NIGHTS

£6.0 MILLION VALUE



DAY VISITORS

3.3 MILLION VISITORS

£115 MILLION VALUE

2020

2021



44.4%

**INCREASE
IN TRIPS**



47.1%

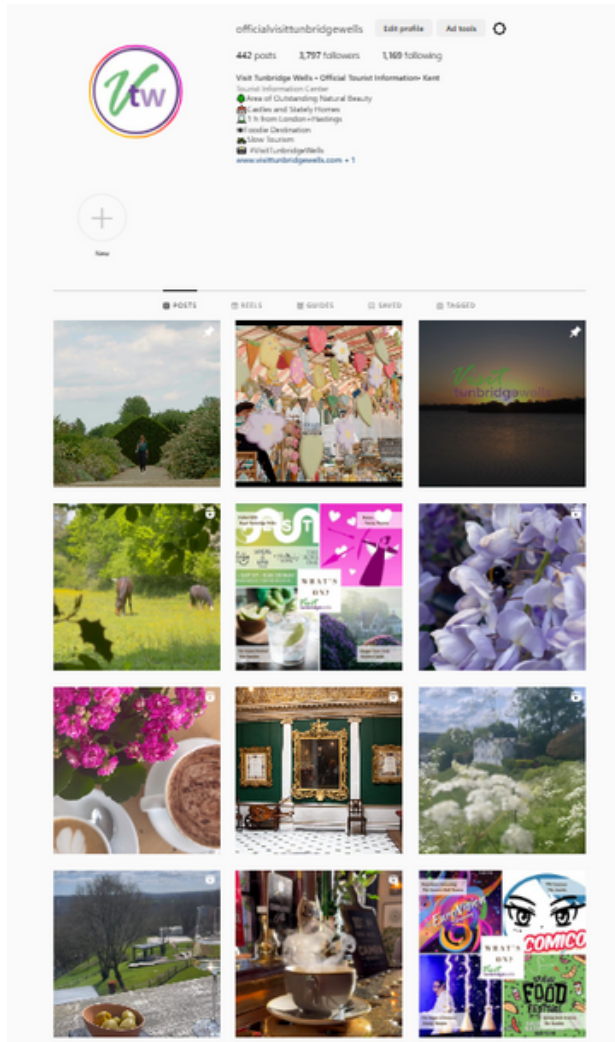
**INCREASE
IN VALUE**



23.4%

**INCREASE
IN JOBS**

Social media



@OfficialVisitTunbridgeWells



@Visit Tunbridge Wells



@TwellsTourism

#VisitTunbridgeWells

2 Films | Networking Events | Travel Trade | Collaborating with RTW Together BID | Pub in The Park



Coronation| Bus Wraps | Visit Kent - USA + Residents Campaign | JCDecaux train station Campaign



An aerial view of Royal Tunbridge Wells at sunset. The sun is low on the horizon, casting a warm glow over the town. The buildings are silhouetted against the bright sky. The text 'Visit tunbridgewells' is overlaid on the image.

Visit tunbridgewells

A day in Royal Tunbridge Wells

Click to Play



Ongoing Goals:

- Develop our relationship with partners such as RTWTogether BID, Visit Kent and Visit Britain
- Collaborating with the hospitality sector to offer effective tourist information
- Setup official tourist information points across the town and borough e.g RVP
- Build awareness of Tunbridge Wells to the younger audience of travellers
- Develop our international market (Germany, Nordic, France and USA)
- Connect businesses with the travel trade (Tour Operators, DMC etc)



LoveLocal_TW



Tunbridge Wells Borough Council



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