

An introductory factsheet to Kent, Tourism and the London 2012 Games



Any modern Olympic Games and Paralympic Games is described as having a nine year tourism window for its host country – the four years leading up to the Games, the Games year itself, and the four subsequent years. For Kent this is predicted to create a 2% growth in tourism income, raising an additional £324 million 2008 – 2016.

Around 70% of the visitors to a London Games are expected to be British, around 30% from abroad.

- Tickets for the Games will not go on sale until 2011, but will include free public transport within London. Distribution of tickets will be via a public ballot – in Spring 2011 for Olympic tickets; Autumn 2011 for Paralympic tickets. Not every sporting discipline will be available in the first ballots.
- [Download a ticketing factsheet here](#)

Partners in the Kent Campaign for the 2012 Games [Tourism sectoral task group](#) have identified these priorities and are working with wider partners to deliver these to create a long term benefit to Kent tourism from the London 2012 Games.

For further information on any aspect of Kent, Tourism and the London 2012 Games, please contact enquires@visitkent.co.uk. To view more information on Kent's 'Welcome' including our fantastic accommodation and attractions [browse Kent 2012 Tourism](#) or log on to [Visit Kent](#).

(Last updated January 2010)



Kent Campaign for the 2012 Games: www.kentsport.org/london2012