

THE CURRENT OFFER

Kent East has 120 hotels offering over 4,685 rooms. The supply of 4 star hotels is currently limited, and includes a luxury country house hotel (Eastwell Manor). Many hotels are relatively small in size. Most of East Kent's budget hotels are typical 40 bedroom units, though some have been expanded and more recent investments at Canterbury and Dover have been in larger budget units.

Current East Kent Hotel Supply by Standard – July 2003

Standard of Hotel	Estabs	Rooms	% of Supply	Av. Size (Rooms)
4 star	4	437	9.3	109
3 star	26	1,170	25.0	45
2 star ¹	15	1,096	23.4	73
Budget	14	817	17.4	58
Country Inns ²	9	101	2.2	11
Lower grade ³	52	1,064	22.7	20
Total Hotel Supply	120	4,685	100	40

There are particular concentrations of hotel supply at Folkestone, Dover, Canterbury, Ashford and Margate.

Kent East - Hotel Supply by Location – July 2003

Location	Estabs	Rooms	% of Supply
Ashford	10	760	16.2
Tenterden	4	64	1.4
Ashford Rural	3	31	0.7
Ashford District	17	855	18.3
Canterbury	15	418	8.9
Whitstable/Herne Bay	4	109	2.3
Canterbury Rural	6	151	3.2
Canterbury City Council Area	25	678	14.5
Dover	12	531	11.3
Sandwich/Deal	9	157	3.4
Dover District	21	688	14.7
Folkestone	17	1,059	22.6
Hythe	4	160	3.4
New Romney	2	21	0.4
Shepway District	23	1,240	26.4
Sittingbourne	5	127	2.7
Isle of Sheppey	2	69	1.5
Faversham/Boughton	7	132	2.8
Swale District	14	328	7.0
Margate/Cliftonville	11	656	14.0
Broadstairs	4	88	1.9
Ramsgate	4	139	3.0

Thanet Rural	1	13	0.3
Thanet District	20	896	19.1
Total East Kent	120	4,685	100

A number of the leading UK 3 and 4 star brands are represented in Kent East including Holiday Inn, MacDonald, Marstons, Ramada Jarvis, Choice and Corus. Four of the main budget brands are also represented here – Premier Travel Inn, Travelodge, Innkeepers Lodge and Express by Holiday Inn. Regional brewer Shepherd Neame also operates 11 hotels and inns in East Kent.

A breakdown of hotels by standard, brand and location is detailed in the tables below.

Kent East - 4 Star Hotels

Hotel	Location	Rooms
Eastwell Manor (Marston)	Ashford	62
Ashford International	Ashford	201
County Hotel (MacDonald)	Canterbury	74
Imperial (Marston)	Hythe	100

Kent East – 3 Star Hotels

Hotel	Location	Rooms
Holiday Inn (Central)	Ashford	103
Holiday Inn (North)	Ashford	92
London Beach (Best Western)	Tenterden	24
Little Silver Country Hotel	Tenterden	10
Chaucer (MacDonald)	Canterbury	43
Falstaff (Corus)	Canterbury	48
Abbots Barton (Best Western)	Canterbury	48
Howfield Manor	Canterbury	15
Churchill (Best Western)	Dover	66
Ramada	Dover	68
County	Dover	72
Walleys Court Country House	Dover	16
Bell	Sandwich/Deal	33
Dunkerleys	Sandwich/Deal	16
Royal	Sandwich/Deal	22
Clifton	Folkestone	80
Quality (Burlington)	Folkestone	60
Stade Court	Hythe	42
Smiths Court	Margate/Cliftonville	50
Comfort Inn	Ramsgate	44
Ramada Jarvis	Ramsgate	58
Royal Albion	Broadstairs	19
Fayre Ness	Broadstairs	29
Coniston	Sittingbourne	52
Garden Hotel	Boughton	10
Abbey	Sheerness	50

Kent East - Budget Hotels

Hotel	Location	Rooms
Premier Travel Inn	Ashford	60
Premier Travel Inn (Central)	Ashford	60
Travelodge	Ashford	112
Innkeeper's Lodge	Canterbury	9
Premier Travel Inn	Whitstable	40
Express by Holiday Inn	Canterbury	89
Premier Travel Inn	Dover	100
Premier Travel Inn	Dover	40
Premier Travel Inn (West)	Dover	64
Premier Travel Inn	Folkestone	79
Premier Travel Inn	Margate	44
Travelodge (Canterbury North)	Faversham	40
Travelodge (Canterbury West)	Dunkirk	40
Premier Travel Inn	Sittingbourne	40