

ASHFORD'S VISITOR ECONOMY



The ongoing COVID-19 pandemic has caused global disruption to the visitor economy. The 2020 economic impact results show a significant drop in volume of trips and related expenditure, compared to 2019. To reflect the impact of the pandemic, the results for 2020 are based on a range of administrative sources and modelling work. The results also consider the impact of interventions such as the 'Eat Out to Help Out' scheme, the 'We're Good to Go' assurance scheme and the Job Retention Scheme, known as furlough.

M VISITORS



£129M VALUE

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3,937 JOBS

2020

PURPOSE OF TRIP TO ASHFORD



HOLIDAY 46% THOSE ON HOLIDAY STAY 3.0 NIGHTS IN THE AREA AND

SPEND £195.67 FOR THE DURATION OF THE TRIP



BUSINESS 3% THOSE ON BUSINESS STAY 2.2 NIGHTS IN THE AREA AND **SPEND £229.00** FOR THE DURATION

OF THE TRIP



VFR 49%

THOSE VISITING FRIENDS AND RELATIVES **STAY 2.7 NIGHTS IN THE AREA AND**

FOR THE DURATION OF THE TRIP

OTHER PURPOSES 2%

INCLUDING OVERSEAS STUDY VISITS

2019

-52.0% DECREASE IN TRIPS



-58.4%



-35.5% DECREASE IN JOBS

DIRECT EXPENDITURE

ACCOMMODATION



£8m



£9m

TRANSPORT



£11m

FOOD & DRINK

RETAIL



£33m

£30m

VISITOR BREAKDOWN



OVERNIGHT VISITORS

188,000 VISITORS

0.5 MILLION NIGHTS

£29.4 MILLION VALUE

DOMESTIC VISITORS

147,000 VISITORS

0.4 MILLION NIGHTS

£21.4 MILLION VALUE



OVERSEAS VISITORS

41,000 VISITORS

0.2 MILLION NIGHTS

£8.0 MILLION

DAY VISITORS



2.1 MILLION VISITORS



£63 MILLION

VALUE

SPEND £104.01



KENT'S VISITOR ECONOMY



The ongoing COVID-19 pandemic has caused global disruption to the visitor economy. The 2020 economic impact results show a significant drop in volume of trips and related expenditure, compared to 2019. To reflect the impact of the pandemic, the results for 2020 are based on a range of administrative sources and modelling work. The results also consider the impact of interventions such as the 'Eat Out to Help Out' scheme, the 'We're Good to Go' assurance scheme and the Job Retention Scheme, known as furlough.

33.4MVISITORS

£1.6BN VALUE 50,026 JOBS





KENT'S PERFORMANCE

 $2019 \longrightarrow 2020$







PURPOSE OF TRIP TO KENT



HOLIDAY 46% THOSE ON HOLIDAY STAY 3.5 NIGHTS

IN THE AREA AND SPEND £216.72 FOR THE DURATION OF THE



THOSE VISITING FRIENDS AND RELATIVES
STAY 3.1 NIGHTS

SPEND £98.14
FOR THE DURATION OF THE TRIP



BUSINESS 2%
THOSE ON BUSINESS

STAY 2.7 NIGHTS
IN THE AREA AND
SPEND £263.00
FOR THE DURATION
OF THE TRIP



OTHER PURPOSES
INCLUDING OVERSEAS
STUDY VISITS

VALUE AND VOLUME



VISITOR BREAKDOWN



OVERNIGHT VISITORS

2.2 MILLION VISITORS

7.2 MILLION NIGHTS

£355 MILLION VALUE



DOMESTIC VISITORS

1.8 MILLION VISITORS

5.1 MILLION NIGHTS

£242 MILLION VALUE



OVERSEAS VISITORS

389,000 VISITORS

2.1 MILLION NIGHTS

£113 MILLION VALUE

DAY VISITORS

£204m



TRANSPORT

31.2 MILLION VISITORS



£884 MILLION VALUE