

## canterbury — CANTERBURY'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.

£194M VALUE 6,429 JOBS

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### PURPOSE OF TRIP TO CANTERBURY



**HOLIDAY 58% THOSE ON HOLIDAY STAY 3.4 NIGHTS** IN THE AREA AND

> **SPEND £192.16** FOR THE DURATION OF THE TRIP



**BUSINESS 2% THOSE ON BUSINESS STAY 2.7 NIGHTS** IN THE AREA AND **SPEND £235.71** 

FOR THE DURATION

OF THE TRIP



**VFR 39%** 

**THOSE VISITING** FRIENDS AND RELATIVES **STAY 3.3 NIGHTS IN THE AREA AND** 

**SPEND £123.24** FOR THE DURATION OF THE TRIP

**OTHER PURPOSES 2%** 

**INCLUDING OVERSEAS STUDY VISITS** 

### 2019





-47.4% DECREASE IN TRIPS



-62.9% DECREASE IN VALUE



-40.0% DECREASE IN JOBS

### **DIRECT EXPENDITURE**

**ACCOMMODATION** 



£15m



£15m

TRANSPORT



£39m

**FOOD & DRINK** 

RETAIL



£65m

### **VISITOR BREAKDOWN**



**OVERNIGHT VISITORS 305,000 VISITORS** 

1.0 MILLION NIGHTS £52.2MILLION VALUE

**DOMESTIC VISITORS** 

**235,000 VISITORS** 

**0.6 MILLION NIGHTS** 



£31.3MILLION VALUE



**OVERSEAS VISITORS** 

**70,000 VISITORS** 

**0.4 MILLION NIGHTS** 

£20.9MILLION VALUE

DAY VISITORS



3.8 MILLION VISITORS



£102 MILLION VALUE



## 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