

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.

**1.0M VISITORS**



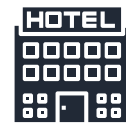
**£47M VALUE**



**1,608 JOBS**



## PURPOSE OF TRIP TO GRAVESHAM



**HOLIDAY 41%**  
THOSE ON HOLIDAY  
STAY 3.4 NIGHTS  
IN THE AREA AND  
SPEND  
**£185.50**  
FOR THE DURATION  
OF THE TRIP



**BUSINESS 1%**  
THOSE ON BUSINESS  
STAY 4.0 NIGHTS  
IN THE AREA AND  
SPEND **£364.00**  
FOR THE DURATION  
OF THE TRIP



**VFR 55%**  
THOSE VISITING  
FRIENDS AND RELATIVES  
STAY 3.1 NIGHTS  
IN THE AREA AND  
SPEND **£95.68**  
FOR THE DURATION OF  
THE TRIP

**OTHER PURPOSES 3%**  
INCLUDING OVERSEAS STUDY VISITS

2019

2020



**-51.9%** **DECREASE  
IN TRIPS**



**-62.5%** **DECREASE  
IN VALUE**



**-42.5%** **DECREASE  
IN JOBS**

## DIRECT EXPENDITURE

ACCOMMODATION

 **£3m**

ENTERTAINMENT

 **£3m**

RETAIL

 **£12m**

TRANSPORT

 **£4m**

FOOD & DRINK

 **£12m**

## VISITOR BREAKDOWN



OVERNIGHT VISITORS

**74,000** VISITORS

**0.2 MILLION** NIGHTS

**£10.3MILLION** VALUE



DOMESTIC VISITORS

**61,000** VISITORS

**0.2 MILLION** NIGHTS

**£7.2MILLION** VALUE



OVERSEAS VISITORS

**13,000** VISITORS

**0.1 MILLION** NIGHTS

**£3.1MILLION** VALUE



DAY VISITORS

**0.9 MILLION** VISITORS

**£25 MILLION** VALUE

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## 33.4M VISITORS



## £1.6BN VALUE 50,026 JOBS



### KENT'S PERFORMANCE

2019 → 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  
TRIP



**BUSINESS 2%**  
THOSE ON BUSINESS  
STAY 2.7 NIGHTS  
IN THE AREA AND  
SPEND £263.00  
FOR THE DURATION  
OF THE TRIP



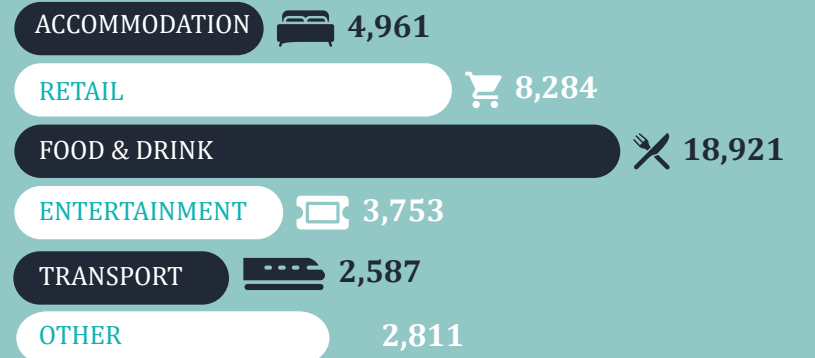
**VFR 49%**  
THOSE VISITING FRIENDS AND RELATIVES  
STAY 3.1 NIGHTS  
IN THE AREA AND  
SPEND £98.14  
FOR THE DURATION OF THE TRIP



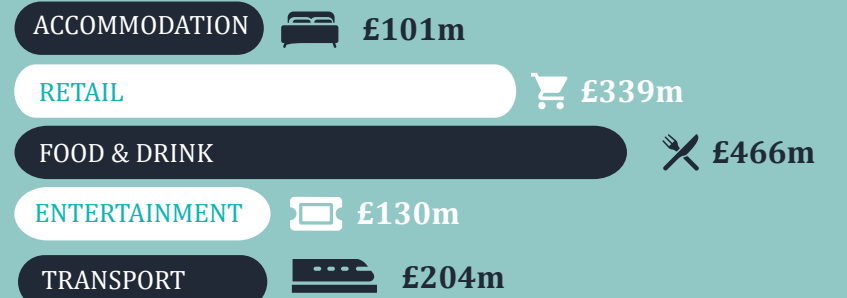
**3%**  
OTHER PURPOSES  
INCLUDING OVERSEAS  
STUDY VISITS

### VALUE AND VOLUME

#### TOURISM JOBS



#### DIRECT EXPENDITURE



### VISITOR BREAKDOWN

