

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.

33.4M VISITORS

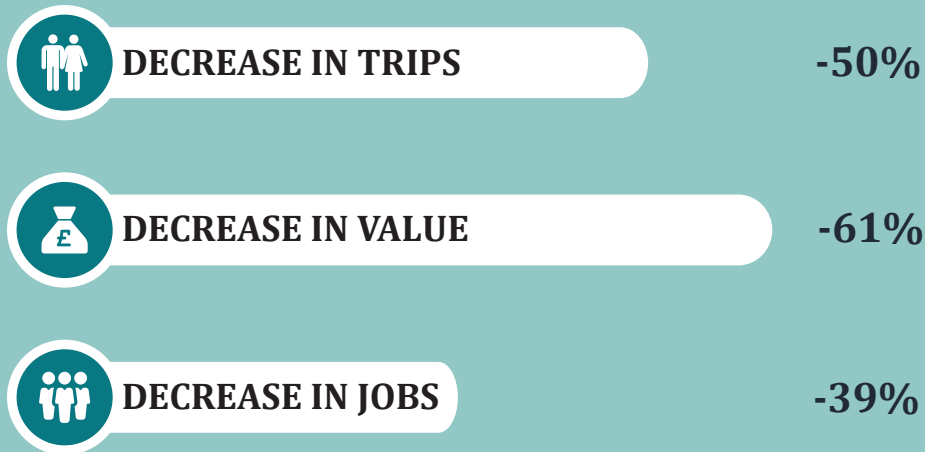


£1.6BN VALUE 50,026 JOBS



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

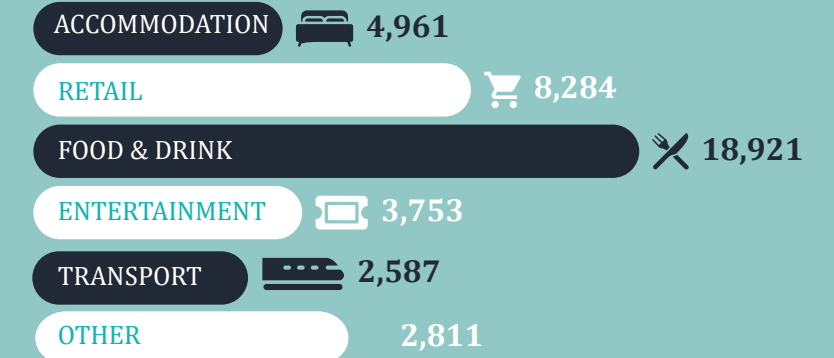
BUSINESS 2%
 THOSE ON BUSINESS STAY 2.7 NIGHTS IN THE AREA AND SPEND £263.00 FOR THE DURATION OF THE TRIP

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

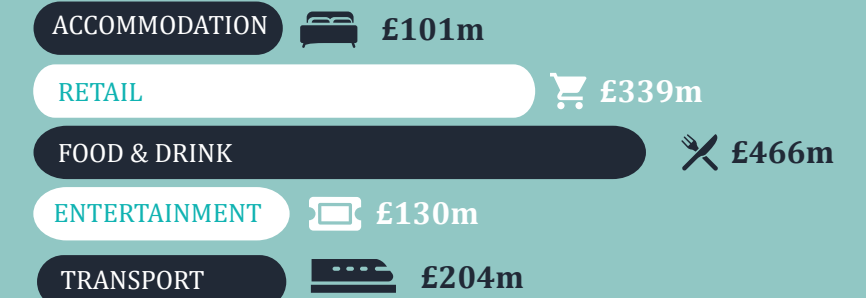
3%
 OTHER PURPOSES INCLUDING OVERSEAS STUDY VISITS

VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN



DARTFORD (*)

4.6 MILLION VISITORS
£223 MILLION VALUE
6,186 JOBS

SEVENOAKS

2.0 MILLION VISITORS
£105 MILLION VALUE
2,426 JOBS

TONBRIDGE & MALLING

1.6 MILLION VISITORS
£81 MILLION VALUE
2,412 JOBS

TUNBRIDGE WELLS

2.5 MILLION VISITORS
£130 MILLION VALUE
3,652 JOBS

MAIDSTONE

2.1 MILLION VISITORS
£129 MILLION VALUE
4,101 JOBS

ASHFORD

2.2 MILLION VISITORS
£129 MILLION VALUE
3,937 JOBS

GRAVESHAM

1.0 MILLION VISITORS
£47 MILLION VALUE
1,608 JOBS

MEDWAY

2.3 MILLION VISITORS
£128 MILLION VALUE
3,831 JOBS

SWALE

3.3 MILLION VISITORS
£102 MILLION VALUE
3,264 JOBS

THANET

2.3 MILLION VISITORS
£124 MILLION VALUE
5,036 JOBS

CANTERBURY

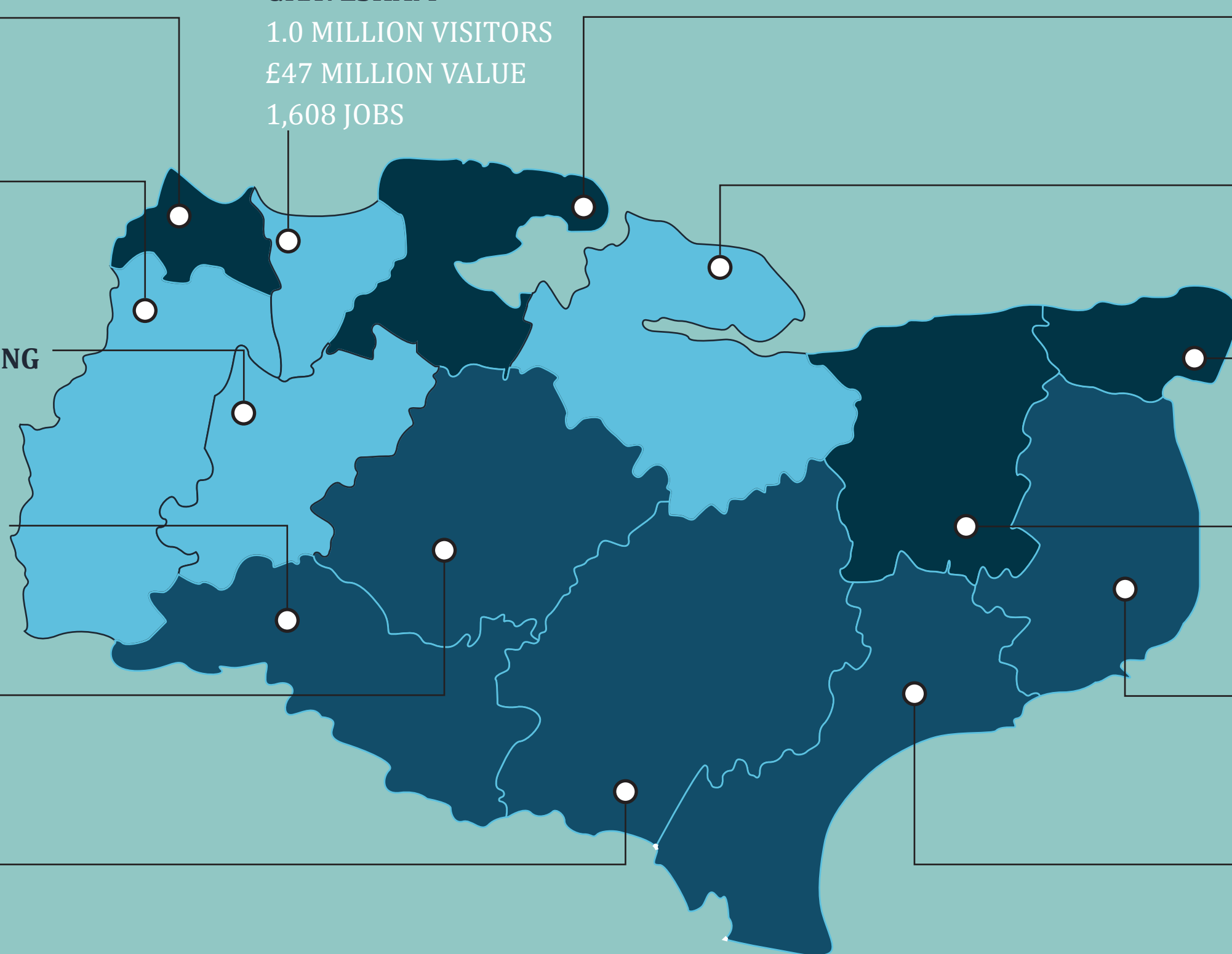
4.1 MILLION VISITORS
£194 MILLION VALUE
6,429 JOBS

DOVER

2.6 MILLION VISITORS
£112 MILLION VALUE
3,419 JOBS

FOLKESTONE & HYTHE

2.8 MILLION VISITORS
£110 MILLION VALUE
3,484 JOBS



(*includes a proportion of tourism related jobs at Bluewater)