

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.

2.5M VISITORS



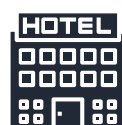
£130M VALUE



3,652 JOBS



PURPOSE OF TRIP TO TUNBRIDGE WELLS



HOLIDAY 47%
THOSE ON HOLIDAY
STAY 3.4 NIGHTS
IN THE AREA AND
SPEND £220.57
FOR THE DURATION
OF THE TRIP



BUSINESS 2%
THOSE ON BUSINESS
STAY 2.5 NIGHTS
IN THE AREA AND
SPEND £243.61
FOR THE DURATION
OF THE TRIP



VFR 48%
THOSE VISITING
FRIENDS AND RELATIVES
STAY 2.3 NIGHTS
IN THE AREA AND
SPEND £78.40
FOR THE DURATION OF
THE TRIP

OTHER PURPOSES 3%
INCLUDING OVERSEAS STUDY VISITS

DIRECT EXPENDITURE

ACCOMMODATION

£7m

ENTERTAINMENT £10m

RETAIL

£35m

TRANSPORT £12m

FOOD & DRINK

£36m

2019

2020



-48.6% **DECREASE
IN TRIPS**



-56.0% **DECREASE
IN VALUE**



-34.4% **DECREASE
IN JOBS**

VISITOR BREAKDOWN



OVERNIGHT VISITORS
144,600 VISITORS

0.4 MILLION NIGHTS

£23 MILLION VALUE



DOMESTIC VISITORS
123,000 VISITORS

0.3 MILLION NIGHTS

£17 MILLION VALUE



OVERSEAS VISITORS
22,000 VISITORS

0.1 MILLION NIGHTS

£6.2 MILLION VALUE



DAY VISITORS
2.3 MILLION VISITORS

£77 MILLION VALUE

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33.4M VISITORS



£1.6BN VALUE

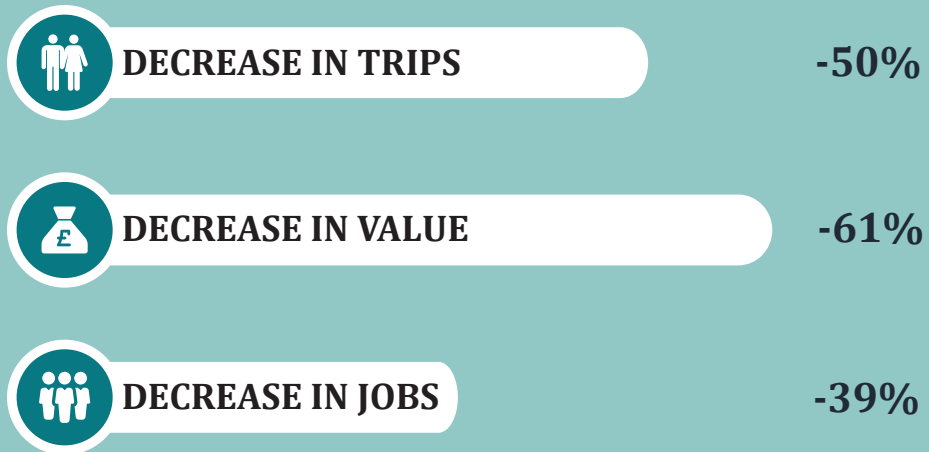


50,026 JOBS



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

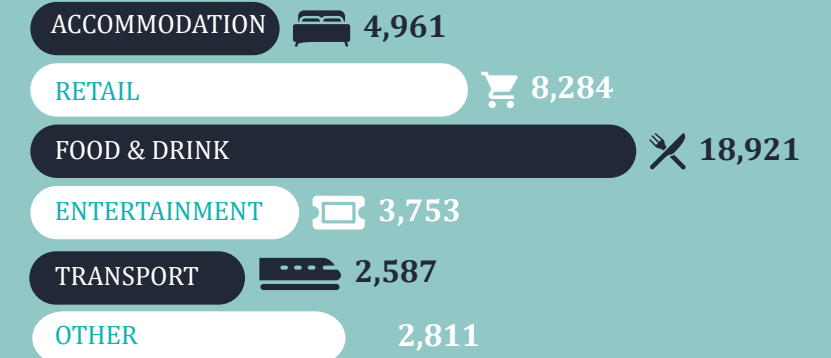
BUSINESS 2%
 THOSE ON BUSINESS STAY 2.7 NIGHTS IN THE AREA AND SPEND £263.00 FOR THE DURATION OF THE TRIP

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

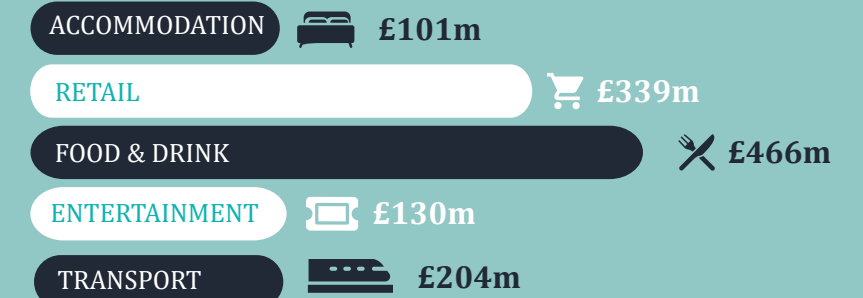
3%
 OTHER PURPOSES INCLUDING OVERSEAS STUDY VISITS

VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN

