

This infographic summarises the volume and value of tourism and the impact of visitor expenditure on the local economy in 2022. It provides comparative data against previously published data. The results are derived using the Cambridge Economic Model under licence by Destination Research Ltd.

The 2022 economic impact results show a significant recovery in volume of trips and related expenditure, compared to 2021 but still slightly below the levels seen in 2019.

## 60.8M VISITORS



## £3.8BN VALUE

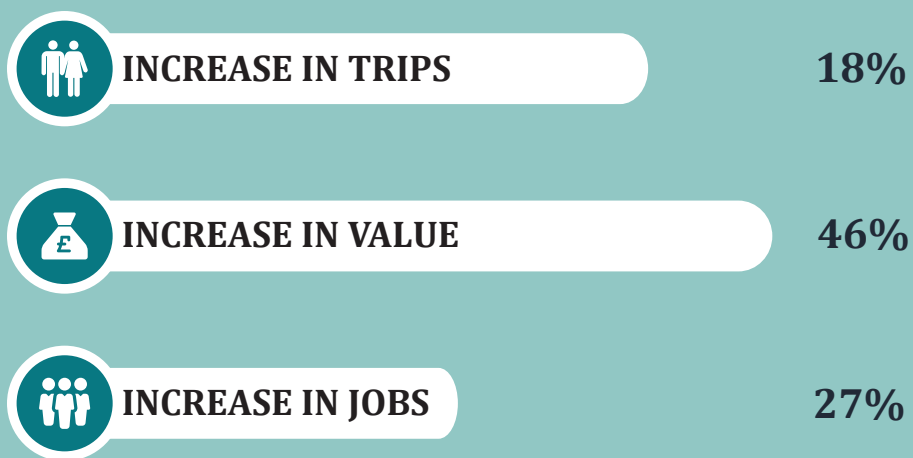


## 74,462 JOBS

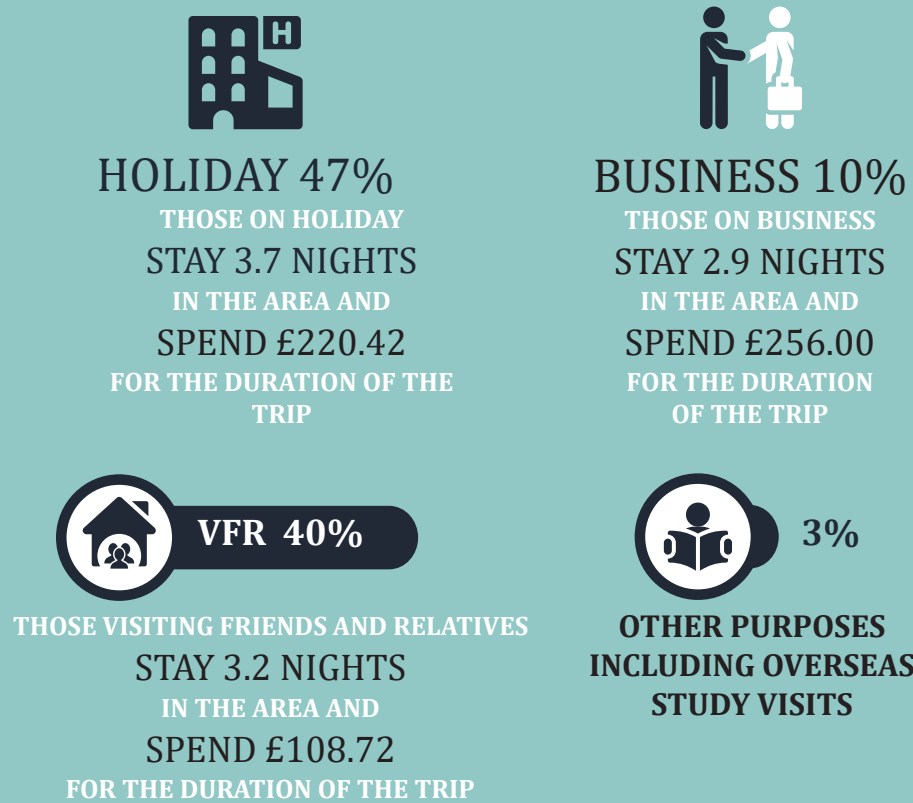


### KENT'S PERFORMANCE

2021 → 2022

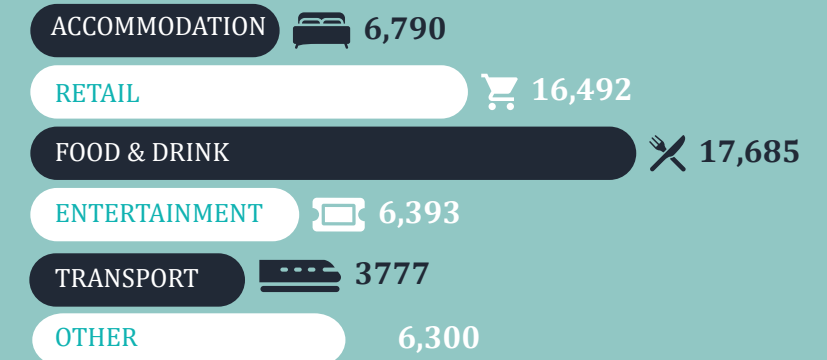


### PURPOSE OF TRIP TO KENT

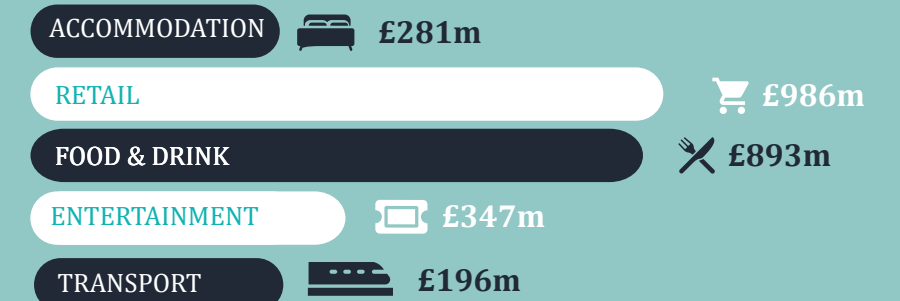


### VALUE AND VOLUME

#### TOURISM JOBS



#### DIRECT EXPENDITURE



### VISITOR BREAKDOWN



**DARTFORD (\*)**

8.9 MILLION VISITORS  
£468 MILLION VALUE  
9,451 JOBS

**SEVENOAKS**

3.9 MILLION VISITORS  
£238 MILLION VALUE  
3,887 JOBS

**TONBRIDGE & MALLING**

2.8 MILLION VISITORS  
£189 MILLION VALUE  
3,577 JOBS

**TUNBRIDGE WELLS**

4.3 MILLION VISITORS  
£256 MILLION VALUE  
5,416 JOBS

**MAIDSTONE**

4.3 MILLION VISITORS  
£306 MILLION VALUE  
6,119 JOBS

**ASHFORD**

4.2 MILLION VISITORS  
£283 MILLION VALUE  
5,324 JOBS

**GRAVESHAM**

2.1 MILLION VISITORS  
£115 MILLION VALUE  
2,475 JOBS

**MEDWAY**

4.5 MILLION VISITORS  
£312 MILLION VALUE  
5,782 JOBS

**SWALE**

5.1 MILLION VISITORS  
£265 MILLION VALUE  
5,067 JOBS

**THANET**

4.2 MILLION VISITORS  
£328 MILLION VALUE  
7,702 JOBS

**CANTERBURY**

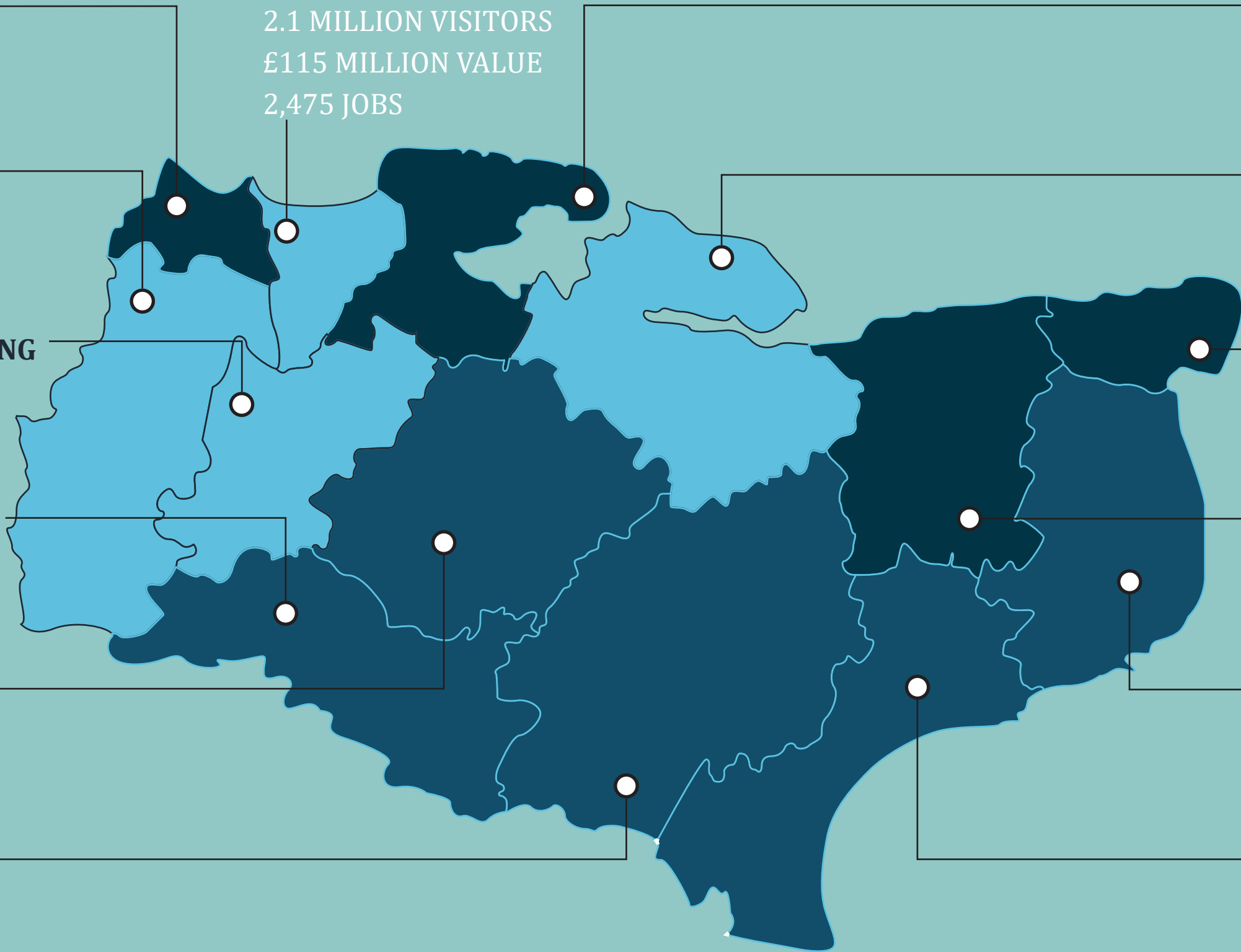
7.8 MILLION VISITORS  
£475 MILLION VALUE  
9,335 JOBS

**DOVER**

4.2 MILLION VISITORS  
£270 MILLION VALUE  
5,242 JOBS

**FOLKESTONE & HYTHE**

4.5 MILLION VISITORS  
£271 MILLION VALUE  
5,086 JOBS



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