

This infographic summarises the volume and value of tourism and the impact of visitor expenditure on the local economy in 2023. It provides comparative data against previously published data. The results are derived using the Cambridge Economic Model under licence by Destination Research Ltd. The 2023 economic impact results show a significant recovery in volume of trips and related expenditure, compared to 2021.

**4.5M VISITORS**



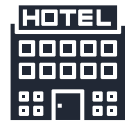
**£304M VALUE**



**5,722 JOBS**



## PURPOSE OF TRIP TO ASHFORD



**HOLIDAY 41%**  
THOSE ON HOLIDAY  
STAY 2.9 NIGHTS  
IN THE AREA AND  
SPEND £221.64  
FOR THE DURATION  
OF THE TRIP



**BUSINESS 17%**  
THOSE ON BUSINESS  
STAY 2.2 NIGHTS  
IN THE AREA AND  
SPEND £214.98  
FOR THE DURATION  
OF THE TRIP



**VFR 38%**  
THOSE VISITING  
FRIENDS AND RELATIVES  
STAY 2.5 NIGHTS  
IN THE AREA AND  
SPEND £109.74  
FOR THE DURATION OF  
THE TRIP

**OTHER PURPOSES 4%**  
INCLUDING OVERSEAS STUDY VISITS

## DIRECT EXPENDITURE

ACCOMMODATION



£26m

ENTERTAINMENT



£24m

RETAIL



£77m

TRANSPORT



£19m

FOOD & DRINK



£70m

2021

2023



**33%**

**INCREASE  
IN TRIPS**



**53%**

**INCREASE  
IN VALUE**



**31%**

**INCREASE  
IN JOBS**

## VISITOR BREAKDOWN



OVERNIGHT VISITORS  
**393,500 VISITORS**

**1.1 MILLION NIGHTS**

**£74.8 MILLION VALUE**



DOMESTIC VISITORS  
**269,000 VISITORS**

**0.6 MILLION NIGHTS**

**£44.7 MILLION VALUE**



OVERSEAS VISITORS  
**124,500 VISITORS**

**0.5 MILLION NIGHTS**

**£30.1 MILLION VALUE**



DAY VISITORS  
**4.1 MILLION VISITORS**

**£152 MILLION VALUE**

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66M VISITORS



£4.1BN VALUE



77,854 JOBS



KENT'S PERFORMANCE

2021 → 2023



PURPOSE OF TRIP TO KENT



**HOLIDAY 43%**

THOSE ON HOLIDAY  
STAY 3.6 NIGHTS  
IN THE AREA AND  
SPEND £236.26  
FOR THE DURATION OF THE  
TRIP



**BUSINESS 11%**

THOSE ON BUSINESS  
STAY 2.9 NIGHTS  
IN THE AREA AND  
SPEND £273.17  
FOR THE DURATION OF THE  
TRIP



**VFR 42%**

THOSE VISITING FRIENDS AND RELATIVES  
STAY 3.1 NIGHTS  
IN THE AREA AND  
SPEND £112.58  
FOR THE DURATION OF THE TRIP

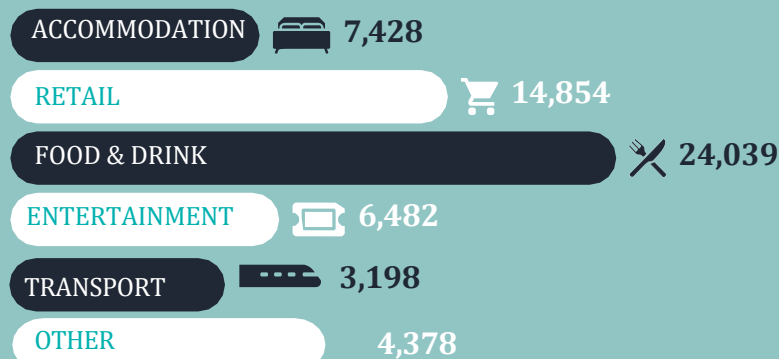


**4%**

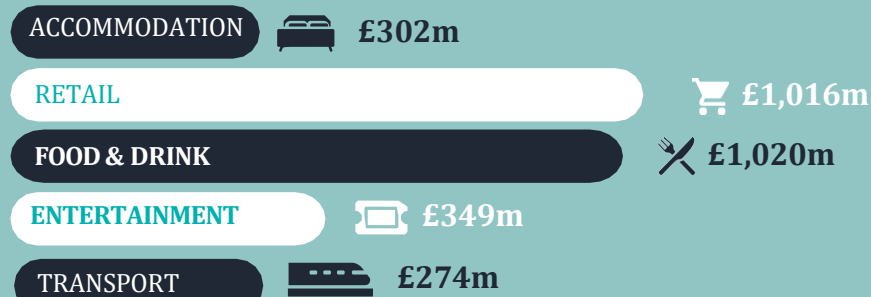
OTHER PURPOSES  
INCLUDING OVERSEAS  
STUDY VISITS

VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN

