

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.

**8.1M VISITORS**



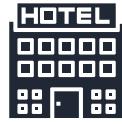
**£520M VALUE**



**10,235 JOBS**



## PURPOSE OF TRIP TO CANTERBURY



**HOLIDAY 55%**  
THOSE ON HOLIDAY  
STAY 3.9 NIGHTS  
IN THE AREA AND  
SPEND £239.76  
FOR THE DURATION  
OF THE TRIP



**BUSINESS 12%**  
THOSE ON BUSINESS  
STAY 3.1 NIGHTS  
IN THE AREA AND  
SPEND £222.06  
FOR THE DURATION  
OF THE TRIP



**VFR 30%**  
THOSE VISITING  
FRIENDS AND RELATIVES  
STAY 3.3 NIGHTS  
IN THE AREA AND  
SPEND £117.25  
FOR THE DURATION OF  
THE TRIP

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

## 2021 → 2023



**13%**

**INCREASE  
IN TRIPS**



**57%**

**INCREASE  
IN VALUE**



**35%**

**INCREASE  
IN JOBS**

## DIRECT EXPENDITURE

ACCOMMODATION



£46m

ENTERTAINMENT



£45m

RETAIL



£127m

TRANSPORT



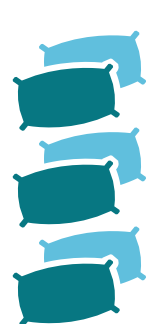
£33m

FOOD & DRINK



£130m

## VISITOR BREAKDOWN



OVERNIGHT VISITORS

**634,000 VISITORS**

**2.4 MILLION NIGHTS**

**£132.8 MILLION VALUE**



DOMESTIC VISITORS

**422,000 VISITORS**

**1.2 MILLION NIGHTS**

**£68.4 MILLION VALUE**



OVERSEAS VISITORS

**212,000 VISITORS**

**1.2 MILLION NIGHTS**

**£64.4 MILLION VALUE**



DAY VISITORS

**7.5 MILLION VISITORS**

**£269 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



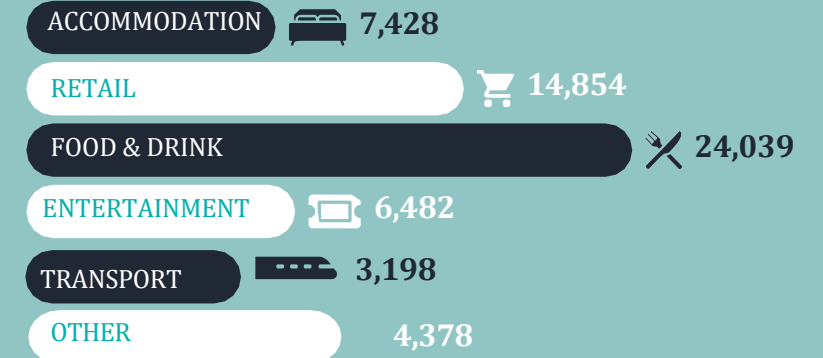
**VFR 42%**  
THOSE VISITING FRIENDS AND RELATIVES  
STAY 3.1 NIGHTS  
IN THE AREA AND  
SPEND £112.58  
FOR THE DURATION OF THE TRIP



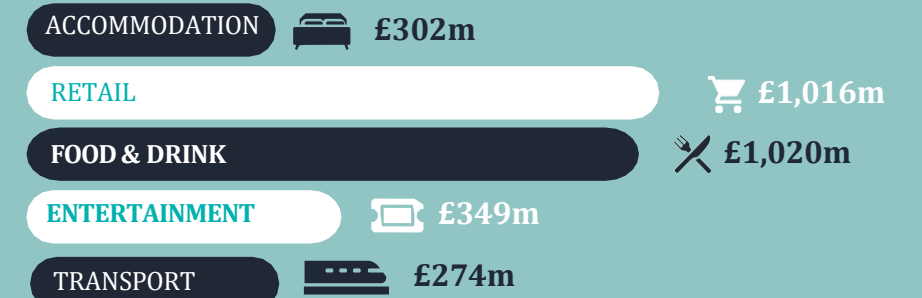
**4%**  
OTHER PURPOSES  
INCLUDING OVERSEAS  
STUDY VISITS

VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN

