

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



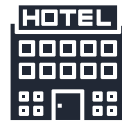
£295M VALUE



5,633 JOBS



PURPOSE OF VISIT TO DOVER



HOLIDAY 52%
THOSE ON HOLIDAY
STAY 3.3 NIGHTS
IN THE AREA AND
SPEND £238.85
FOR THE DURATION
OF THE TRIP



BUSINESS 8%
THOSE ON BUSINESS
STAY 2.5 NIGHTS
IN THE AREA AND
SPEND £382.59
FOR THE DURATION
OF THE TRIP



VFR 38%
THOSE VISITING
FRIENDS AND RELATIVES
STAY 3.1 NIGHTS
IN THE AREA AND
SPEND £135.11
FOR THE DURATION OF
THE TRIP

OTHER PURPOSES 2%
INCLUDING OVERSEAS STUDY VISITS

2021

2023



13%

**INCREASE
IN TRIPS**



47%

**INCREASE
IN VALUE**



25%

**INCREASE
IN JOBS**

DIRECT EXPENDITURE

ACCOMMODATION



£28m

ENTERTAINMENT



£26m

RETAIL



£64m

TRANSPORT



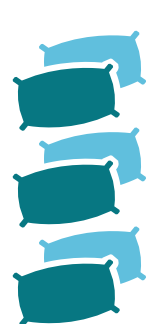
£20m

FOOD & DRINK



£71m

VISITOR BREAKDOWN



OVERNIGHT VISITORS

386,500 VISITORS

1.2 MILLION NIGHTS

£85.0 MILLION VALUE



DOMESTIC VISITORS

296,000 VISITORS

0.8 MILLION NIGHTS

£60.9 MILLION VALUE



OVERSEAS VISITORS

90,500 VISITORS

0.4 MILLION NIGHTS

£24.1 MILLION VALUE



DAY VISITORS

4.1 MILLION VISITORS

£138 MILLION VALUE

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66M VISITORS



£4.1BN VALUE



77,854 JOBS

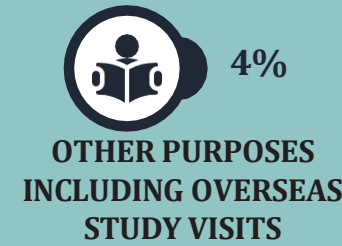
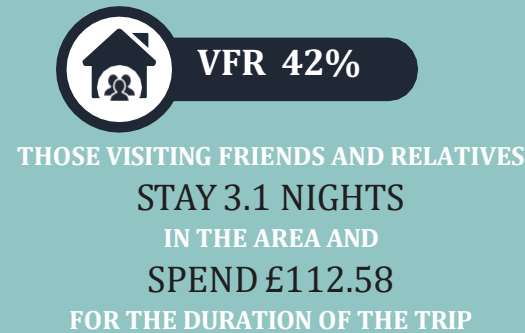


KENT'S PERFORMANCE

2021 → 2023

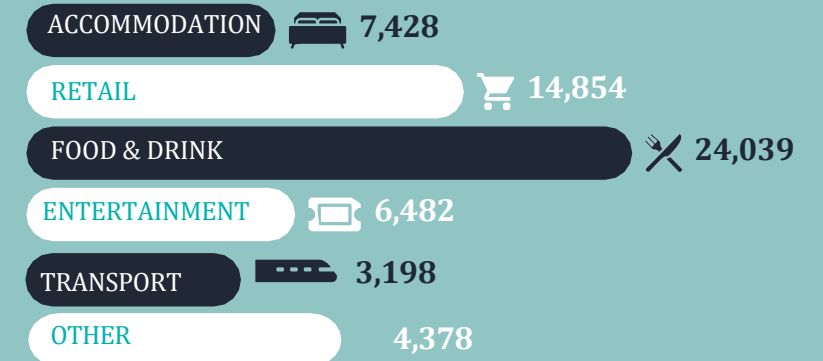


PURPOSE OF TRIP TO KENT

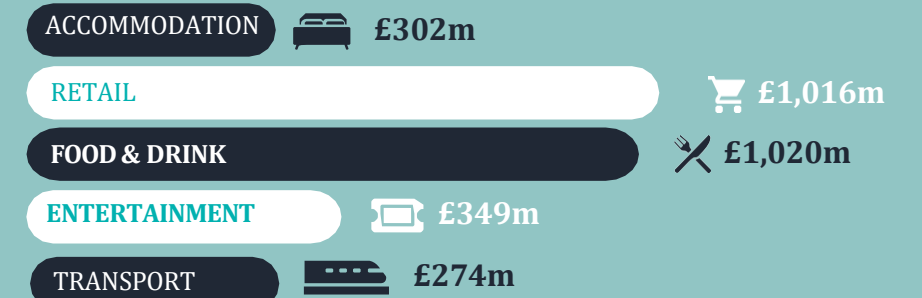


VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN

