

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.

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



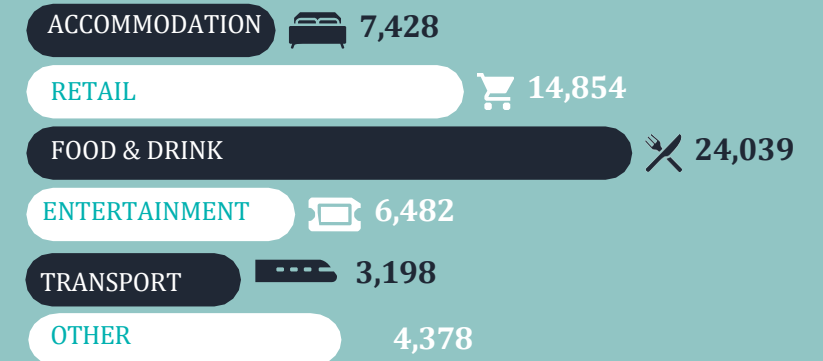
VFR 42%
THOSE VISITING FRIENDS AND RELATIVES
STAY 3.1 NIGHTS
IN THE AREA AND
SPEND £112.58
FOR THE DURATION OF THE TRIP



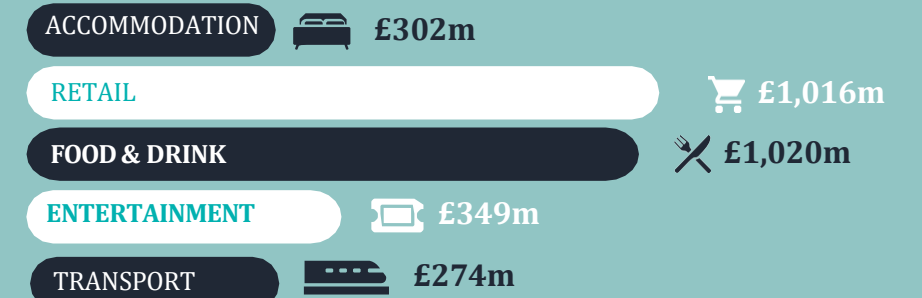
4%
OTHER PURPOSES
INCLUDING OVERSEAS
STUDY VISITS

VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN



DARTFORD (*)

10.5 MILLION VISITORS
£575 MILLION VALUE
11,598 JOBS

SEVENOAKS

4.3 MILLION VISITORS
£261 MILLION VALUE
4,264 JOBS

TONBRIDGE & MALLING

3.1 MILLION VISITORS
£186 MILLION VALUE
3,501 JOBS

TUNBRIDGE WELLS

4.7 MILLION VISITORS
£289 MILLION VALUE
5,109 JOBS

MAIDSTONE

4.6 MILLION VISITORS
£304 MILLION VALUE
6,060 JOBS

ASHFORD

4.5 MILLION VISITORS
£304 MILLION VALUE
5,722 JOBS

GRAVESHAM

2.2 MILLION VISITORS
£122 MILLION VALUE
2,643 JOBS

MEDWAY

4.8 MILLION VISITORS
£345 MILLION VALUE
6,403 JOBS

SWALE

5.3 MILLION VISITOR
£261 MILLION VALUE
5,009 JOBS

THANET

4.6 MILLION VISITORS
£349 MILLION VALUE
8,257 JOBS

CANTERBURY

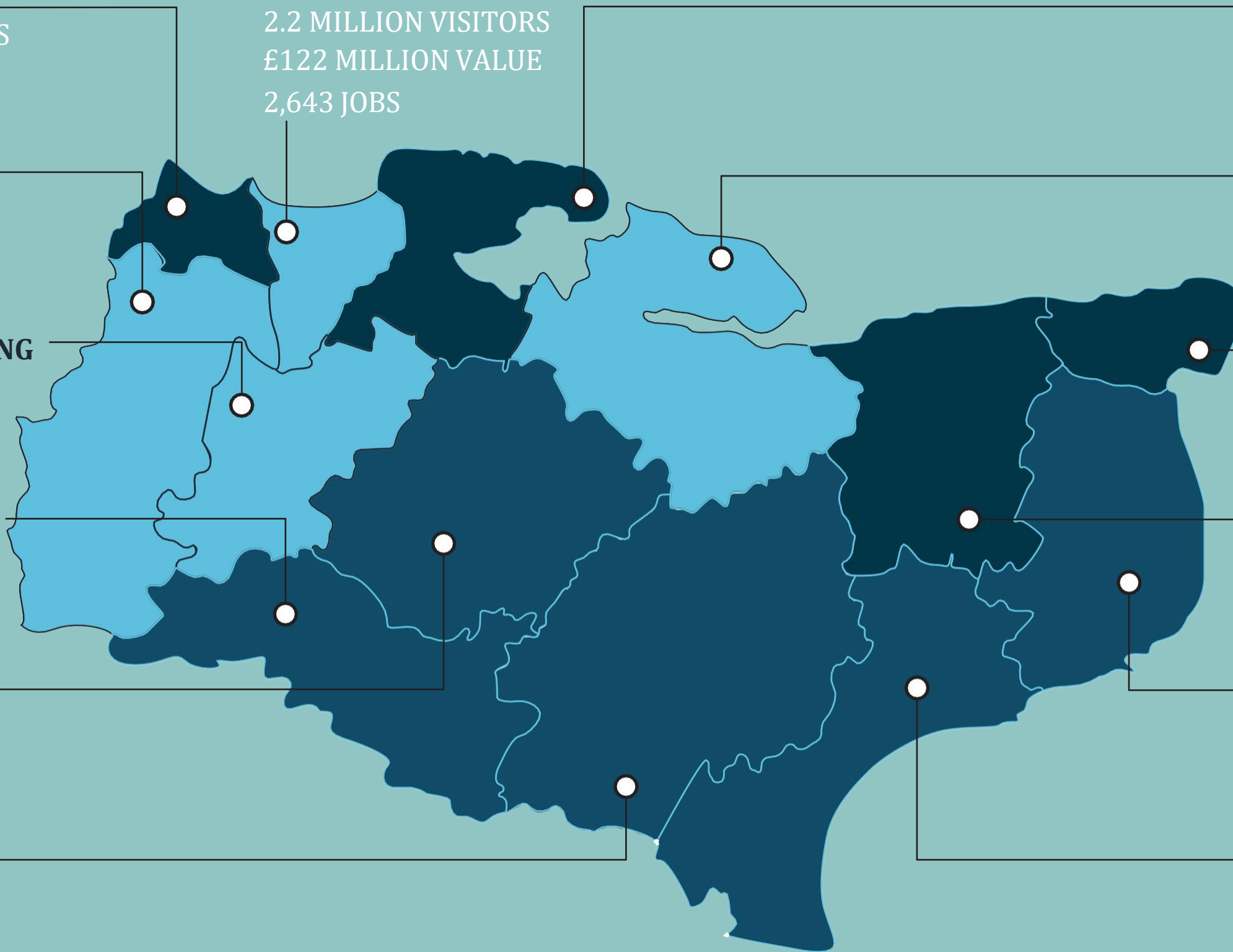
8.1 MILLION VISITORS
£520 MILLION VALUE
10,235 JOBS

DOVER

4.5 MILLION VISITORS
£295 MILLION VALUE
5,633 JOBS

FOLKESTONE & HYTHE

4.7 MILLION VISITORS
£269 MILLION VALUE
5,046 JOBS



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