

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.

4.8M VISITORS



£345M VALUE



6,403 JOBS



PURPOSE OF TRIP TO MEDWAY

HOLIDAY 51%
THOSE ON HOLIDAY
STAY 3.7 NIGHTS
IN THE AREA AND
SPEND £176.27
FOR THE DURATION
OF THE TRIP

BUSINESS 7%
THOSE ON BUSINESS
STAY 2.7 NIGHTS
IN THE AREA AND
SPEND £318.13
FOR THE DURATION
OF THE TRIP

VFR 40%
THOSE VISITING
FRIENDS AND RELATIVES
STAY 3.8 NIGHTS
IN THE AREA AND
SPEND £126.16
FOR THE DURATION OF
THE TRIP

OTHER PURPOSES 2%
INCLUDING OVERSEAS STUDY VISITS

DIRECT EXPENDITURE

ACCOMMODATION

£27m

ENTERTAINMENT

£27m

RETAIL

£84m

TRANSPORT

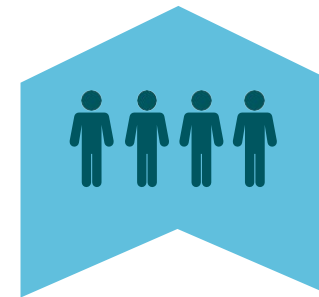
£21m

FOOD & DRINK

£77m

2021

2023



38%

**INCREASE
IN TRIPS**



71%

**INCREASE
IN VALUE**



47%

**INCREASE
IN JOBS**

VISITOR BREAKDOWN

OVERNIGHT VISITORS
473,500 VISITORS
1.8 MILLION NIGHTS
£82.1 MILLION VALUE

DOMESTIC VISITORS
359,000 VISITORS
1.1 MILLION NIGHTS
£52.4 MILLION VALUE

OVERSEAS VISITORS
114,500 VISITORS
0.6 MILLION NIGHTS
£29.7 MILLION VALUE

DAY VISITORS
4.4 MILLION VISITORS
£166 MILLION VALUE

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66M VISITORS



£4.1BN VALUE

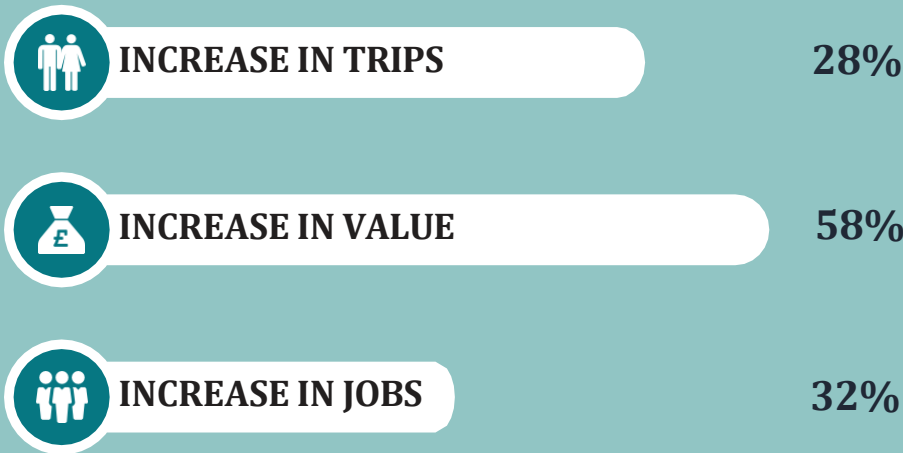


77,854 JOBS

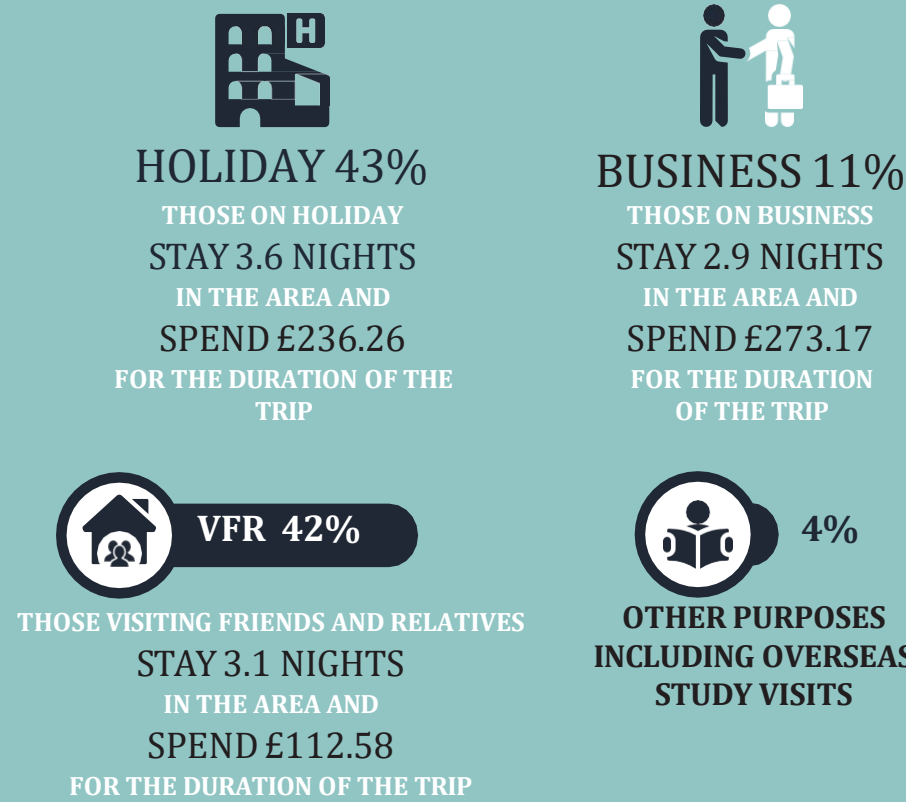


KENT'S PERFORMANCE

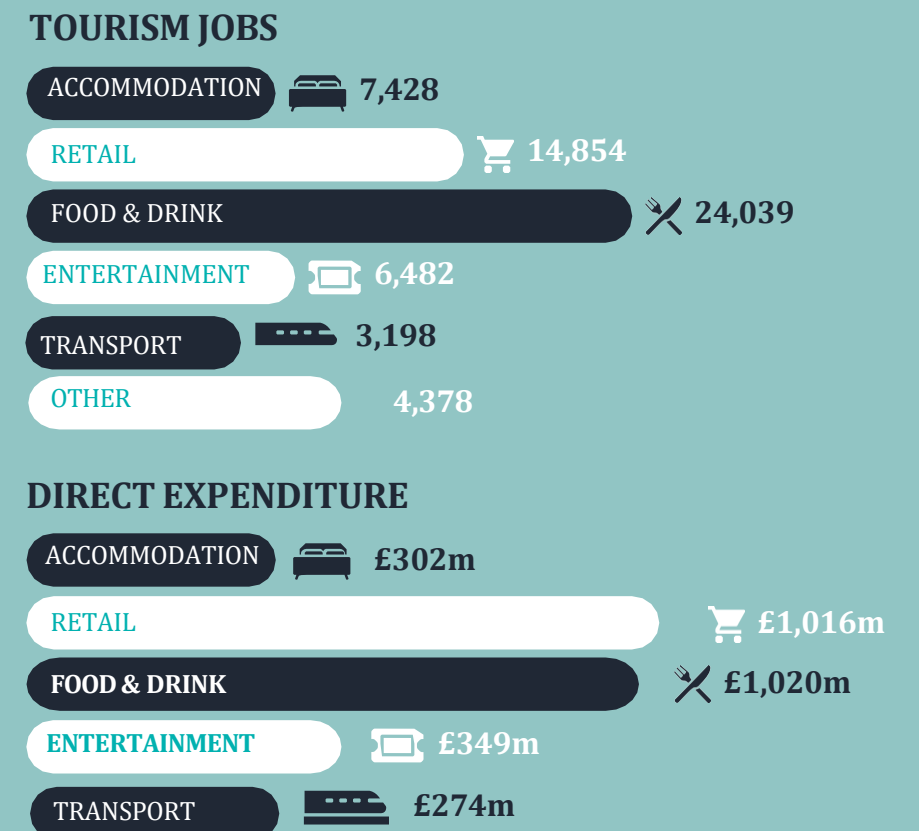
2021 → 2023



PURPOSE OF TRIP TO KENT



VALUE AND VOLUME



VISITOR BREAKDOWN

