

SEVENOAKS' VISITOR ECONOMY

KENT GARDEN of ENGLAND

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.

4.3M VISITORS £261M VALUE



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4,264 JOBS

PURPOSE OF TRIP TO SEVENOAKS



HOLIDAY 21%

THOSE ON HOLIDAY STAY 3.6 NIGHTS IN THE AREA AND **SPEND £451.94**

FOR THE DURATION **OF THE TRIP**



THOSE ON BUSINESS

STAY 2.8 NIGHTS IN THE AREA AND **SPEND £180.94** FOR THE DURATION OF

THE NIGHT



VFR 57%

THOSE VISITING FRIENDS AND RELATIVES **STAY 3.1 NIGHTS IN THE AREA AND SPEND £93.49**

FOR THE DURATION OF THE TRIP

OTHER PURPOSES 4%

INCLUDING OVERSEAS STUDY VISITS

2021



28%

INCREASE **IN TRIPS**

2023



50%

INCREASE IN VALUE



ACCOMMODATION

FOOD & DRINK



£14m

ENTERTAINMENT -



£21m

RETAIL



£67m

TRANSPORT



£18m



2%

INCREASE IN JOBS

VISITOR BREAKDOWN



OVERNIGHT VISITORS

205,100 VISITORS

0.7 MILLION NIGHTS

£40.1 MILLION VALUE



£66m

DOMESTIC VISITORS

141,000 VISITORS

0.3 MILLION NIGHTS



£22.8 MILLION VALUE



OVERSEAS VISITORS

64,100 VISITORS

0.3 MILLION NIGHTS

£17.3 MILLION VALUE

DAY VISITORS



4.1 MILLION VISITORS



£158 MILLION VALUE

KENT GARDEN of ENGLAND —

KENT'S VISITOR ECONOMY



visitkent.co.uk

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£4.1BN VALUE

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KENT'S PERFORMANCE



INCREASE IN VALUE

INCREASE IN JOBS

28%

58%

32%

HOLIDAY 43% THOSE ON HOLIDAY STAY 3.6 NIGHTS IN THE AREA AND SPEND £236.26



STAY 3.1 NIGHTS

SPEND £112.58







THOSE VISITING FRIENDS AND RELATIVES

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



OTHER PURPOSES INCLUDING OVERSEAS STUDY VISITS

VALUE AND VOLUME

TOURISM JOBS

ACCOMMODATION



7,428

3,198 TRANSPORT

OTHER 4,378

DIRECT EXPENDITURE

ACCOMMODATION \ £302m RETAIL **£1,016**m £1,020m **FOOD & DRINK** £349m **ENTERTAINMENT**

DAY VISITORS

£274m **TRANSPORT**

VISITOR BREAKDOWN



OVERNIGHT VISITORS

4.5 MILLION VISITORS

15.4 MILLION NIGHTS

£884 MILLION VALUE



DOMESTIC VISITORS

3.3 MILLION VISITORS

9.2 MILLION NIGHTS

£540 MILLION VALUE



OVERSEAS VISITORS

1.2 MILLION VISITORS

6.2 MILLION

NIGHTS

61.5 MILLION

£2.3 BILLION

VISITORS

VALUE



VALUE