

SWALE'S 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.

5.3M VISITORS

£261M VALUE

5,009 JOBS

2023

PURPOSE OF TRIP TO SWALE



HOLIDAY 41%

THOSE ON HOLIDAY STAY 4.2 NIGHTS IN THE AREA AND

SPEND £214.17

FOR THE DURATION **OF THE TRIP**



BUSINESS 3% THOSE ON BUSINESS

STAY 3.2 NIGHTS IN THE AREA AND

SPEND £523.51 FOR THE DURATION **OF THE NIGHT**



VFR 53%

THOSE VISITING FRIENDS AND RELATIVES **STAY 3.4 NIGHTS IN THE AREA AND SPEND £104.47**

FOR THE DURATION OF THE TRIP

OTHER PURPOSES 3%

INCLUDING OVERSEAS STUDY VISITS



2021

17%

INCREASE **IN TRIPS**



50%

INCREASE IN VALUE



29%

INCREASE IN JOBS

DIRECT EXPENDITURE

ACCOMMODATION



£19m





£26m

RETAIL



£62m

TRANSPORT



£20m

FOOD & DRINK



£75m

VISITOR BREAKDOWN



OVERNIGHT VISITORS

327,500 VISITORS

1.2 MILLION NIGHTS

£55.4 MILLION VALUE



DOMESTIC VISITORS

287,000 VISITORS

1.0 MILLION NIGHTS



£44.4 MILLION VALUE



OVERSEAS VISITORS

40,500 VISITORS

0.2 MILLION NIGHTS

£11.0 MILLION VALUE

DAY VISITORS



5.0 MILLION VISITORS



£159 MILLION VALUE

KENT GARDEN of ENGLAND —

KENT'S VISITOR ECONOMY



visitkent.co.uk

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.



£4.1BN VALUE

22222222222 2 2 2 2 2 2 2 2 2 2 2



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