

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



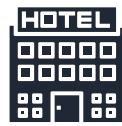
£261M VALUE



5,009 JOBS



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 → 2023



17%

**INCREASE
IN TRIPS**



50%

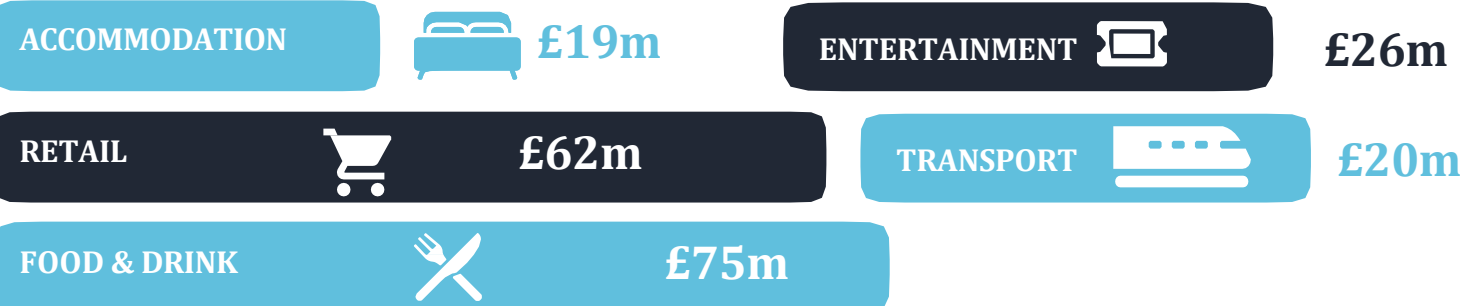
**INCREASE
IN VALUE**



29%

**INCREASE
IN JOBS**

DIRECT EXPENDITURE



VISITOR BREAKDOWN



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

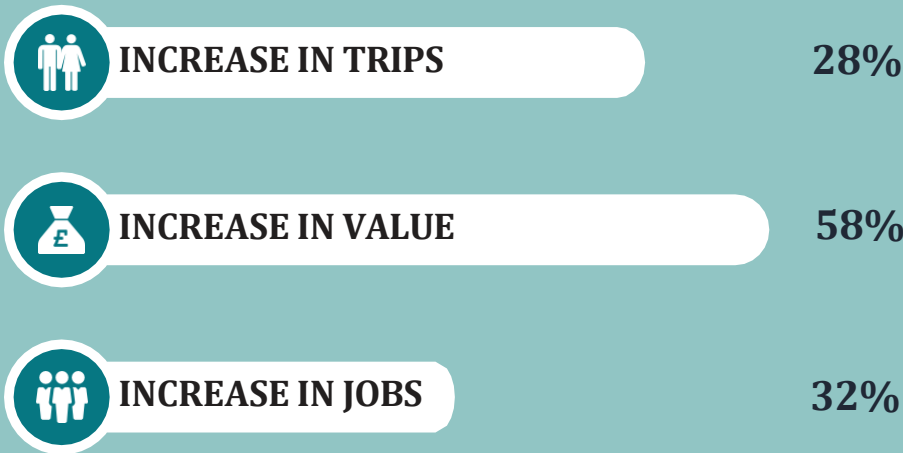


77,854 JOBS

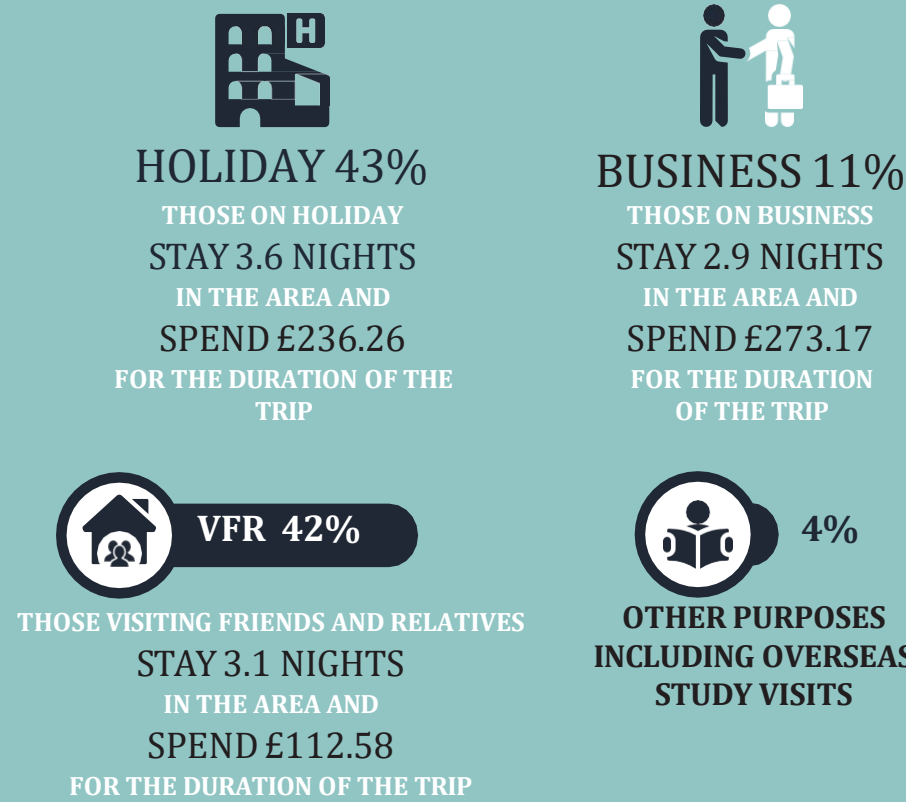


KENT'S PERFORMANCE

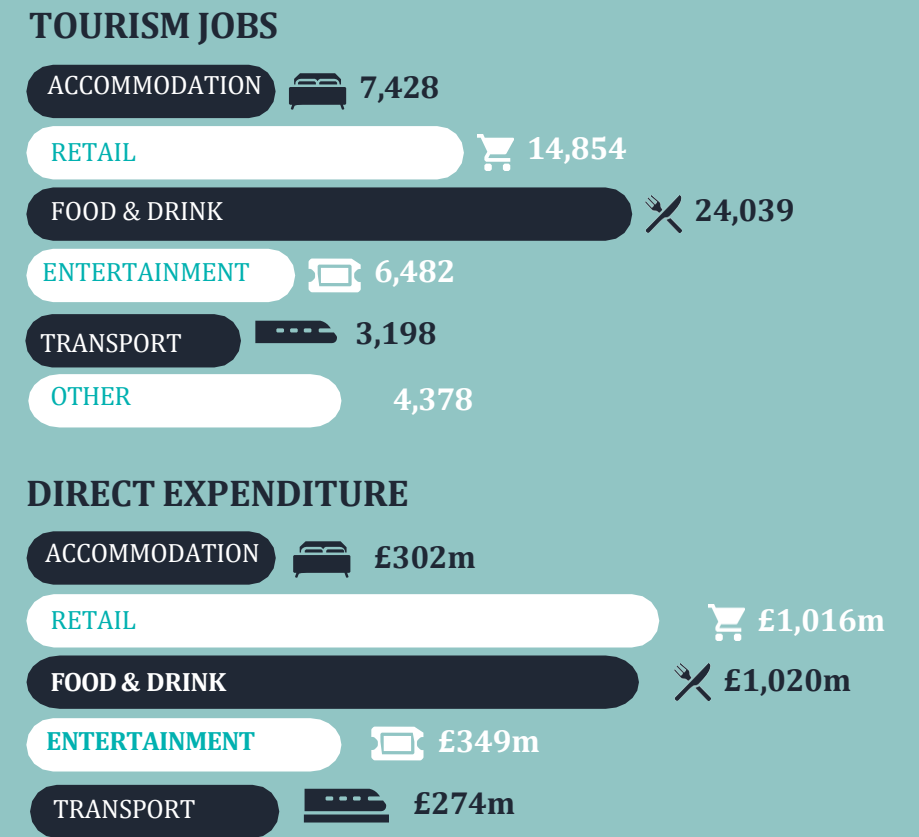
2021 → 2023



PURPOSE OF TRIP TO KENT



VALUE AND VOLUME



VISITOR BREAKDOWN

