

TUNBRIDGE WELLS' VISITOR ECONOMY—GARDEN & ENGLAND

KENT

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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.

4.7M VISITORS

£289M VALUE

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5,109 JOBS

PURPOSE OF TRIP TO TUNBRIDGE WELLS



HOLIDAY 36%

THOSE ON HOLIDAY STAY 3.5 NIGHTS IN THE AREA AND

SPEND £290.05 FOR THE DURATION **OF THE TRIP**



BUSINESS 12%

THOSE ON BUSINESS STAY 2.6 NIGHTS IN THE AREA AND SPEND £290.29 FOR THE DURATION OF

THE TRIP



VFR 49%

THOSE VISITING FRIENDS AND RELATIVES STAY 2.7 NIGHTS IN THE AREA AND SPEND £118.59

FOR THE DURATION OF THE TRIP

OTHER PURPOSES 3%

INCLUDING OVERSEAS STUDY VISITS

2021

2023



31%

INCREASE **IN TRIPS**



51%

INCREASE IN VALUE



13%

INCREASE **IN JOBS**

DIRECT EXPENDITURE

ACCOMMODATION



£20m



£25m

RETAIL



£79m

£75m

TRANSPORT



£21m

FOOD & DRINK

VISITOR BREAKDOWN



OVERNIGHT VISITORS

281,400 VISITORS

0.9 MILLION NIGHTS

£58.5 MILLION VALUE



DOMESTIC VISITORS

221,000 VISITORS

0.6 MILLION NIGHTS



£37 MILLION VALUE



OVERSEAS VISITORS

60,400 VISITORS

0.3 MILLION NIGHTS



£21.5 MILLION VALUE

DAY VISITORS



4.4 MILLION VISITORS



£176 MILLION VALUE

KENT GARDEN of ENGLAND —

KENT'S VISITOR ECONOMY



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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