

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**



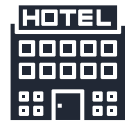
**£289M VALUE**



**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

ENTERTAINMENT



£25m

RETAIL



£79m

TRANSPORT



£21m

FOOD & DRINK



£75m

## 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**

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66M VISITORS



£4.1BN VALUE



77,854 JOBS

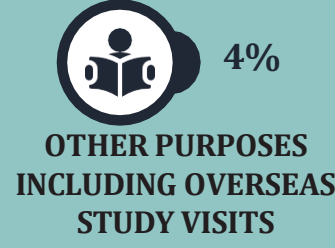
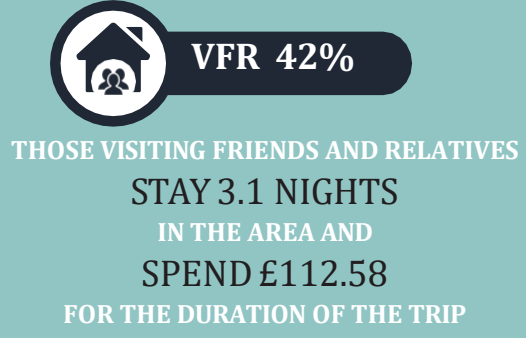


KENT'S PERFORMANCE

2021 → 2023

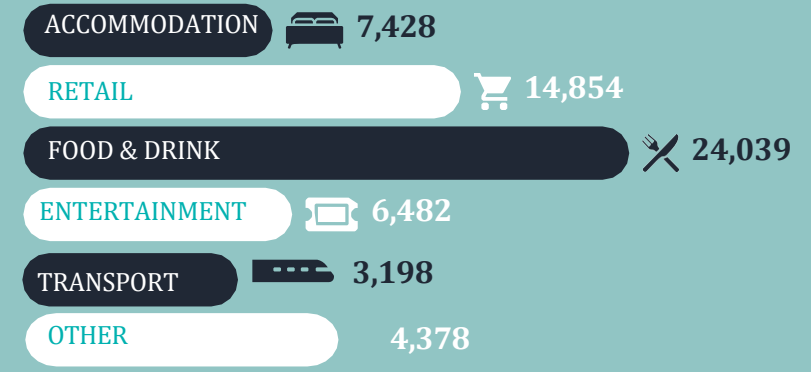


PURPOSE OF TRIP TO KENT

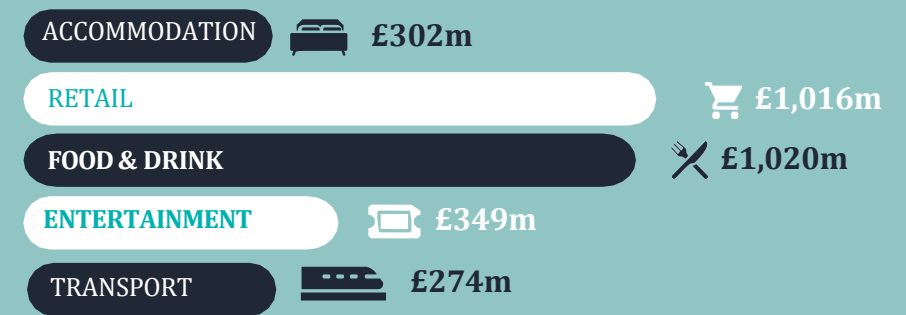


VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN

