

The ongoing COVID-19 pandemic has caused global disruption to the visitor economy. The 2020 economic impact results show a significant drop in volume of trips and related expenditure, compared to 2019. To reflect the impact of the pandemic, the results for 2020 are based on a range of administrative sources and modelling work. The results also consider the impact of interventions such as the 'Eat Out to Help Out' scheme, the 'We're Good to Go' assurance scheme and the Job Retention Scheme, known as furlough.

**4.1M VISITORS**



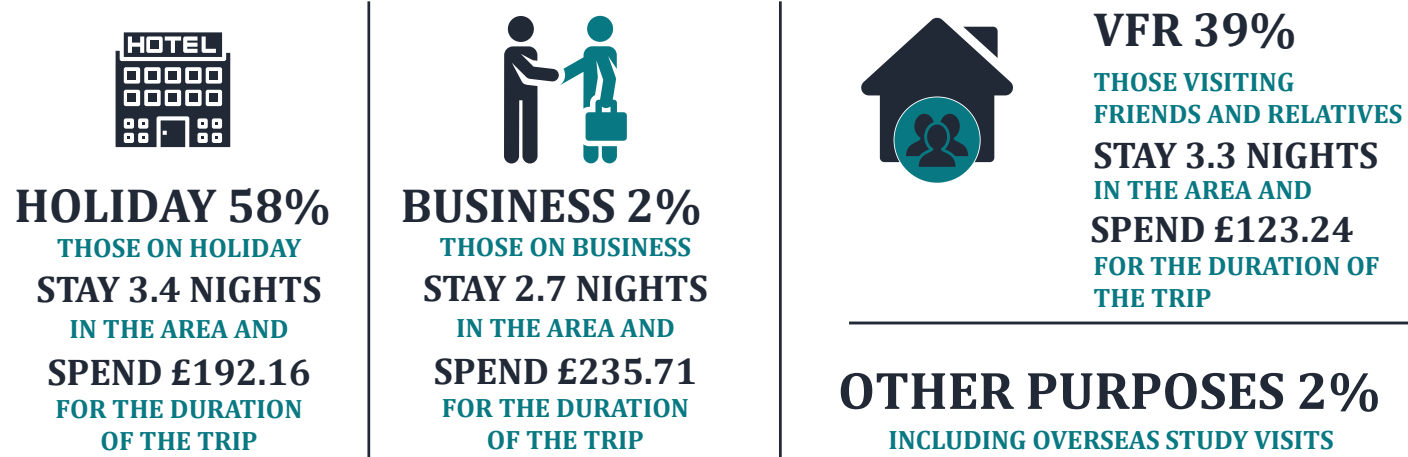
**£194M VALUE**



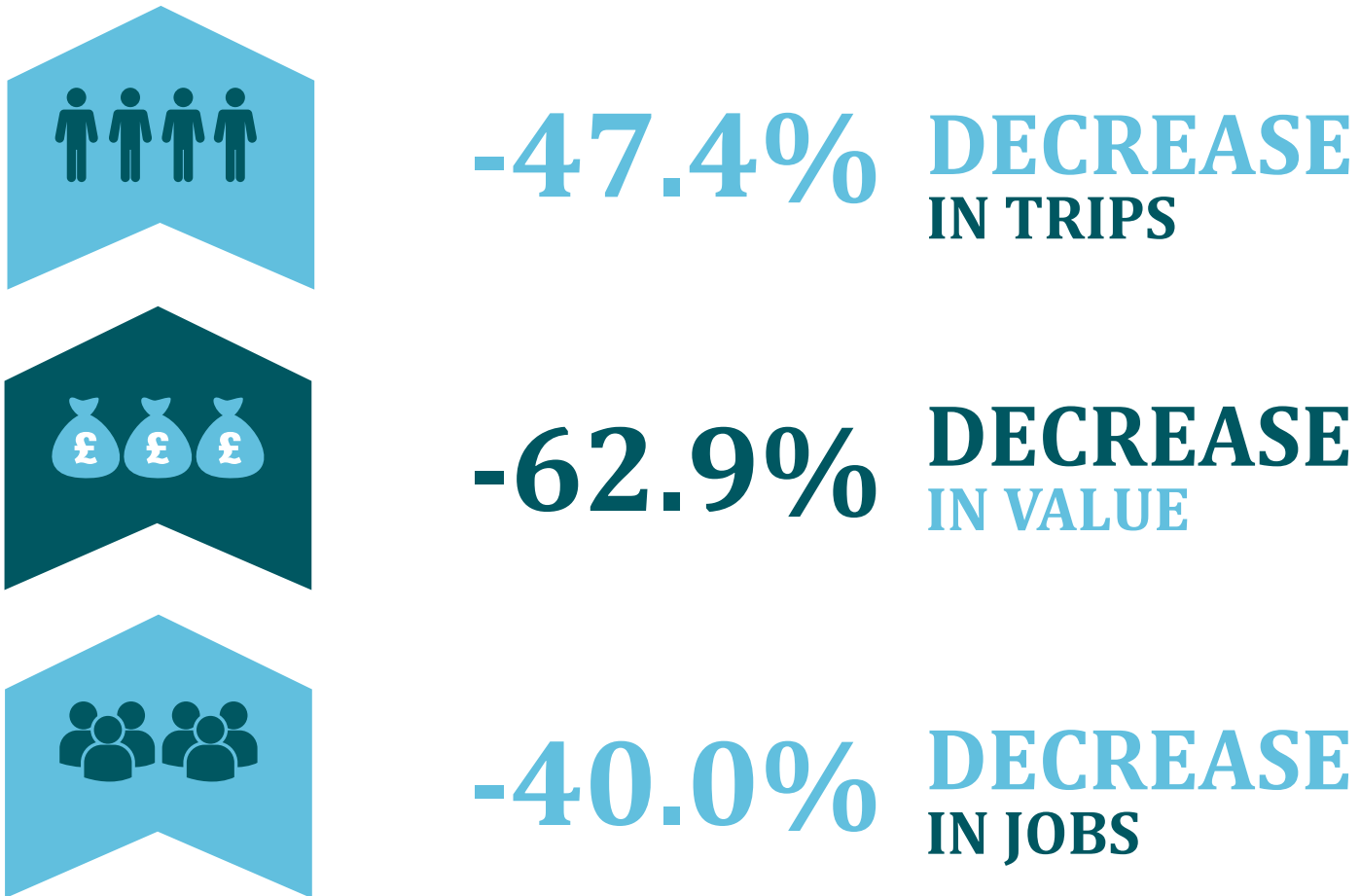
**6,429 JOBS**



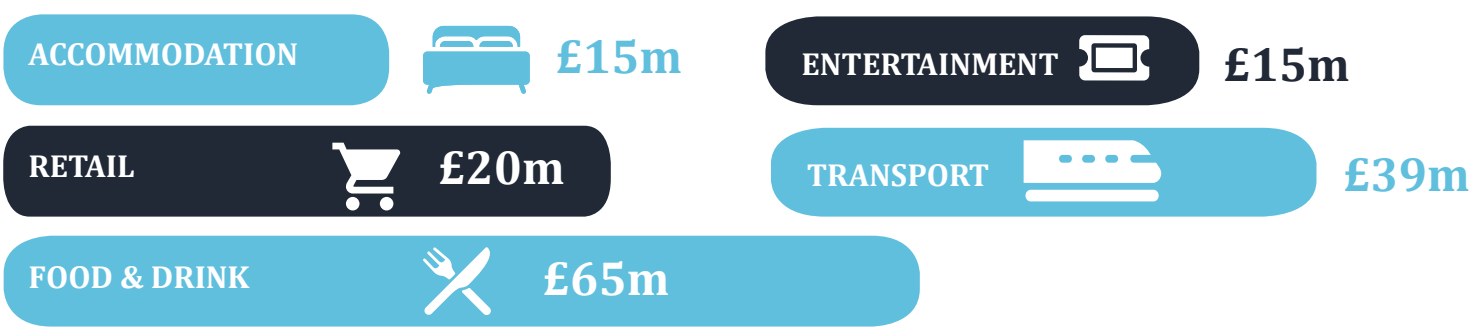
## PURPOSE OF TRIP TO CANTERBURY



## 2019 → 2020



## DIRECT EXPENDITURE



## VISITOR BREAKDOWN



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## 33.4M VISITORS

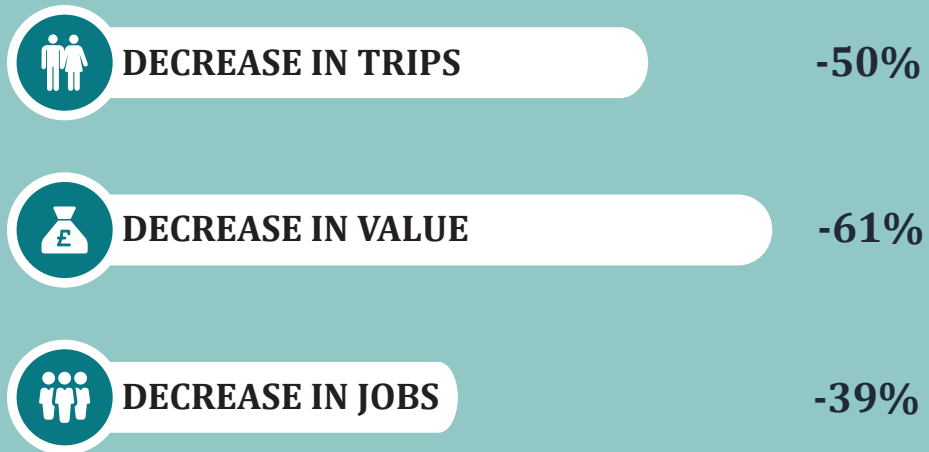


## £1.6BN VALUE 50,026 JOBS



### KENT'S PERFORMANCE

2019 → 2020



### PURPOSE OF TRIP TO KENT

**HOLIDAY 46%**  
 THOSE ON HOLIDAY STAY 3.5 NIGHTS IN THE AREA AND SPEND £216.72 FOR THE DURATION OF THE TRIP

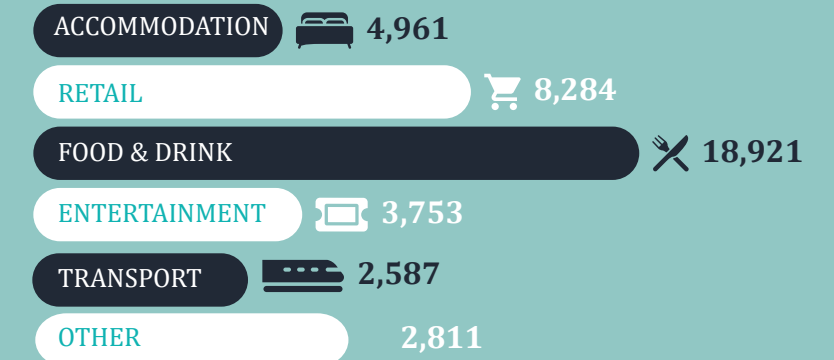
**BUSINESS 2%**  
 THOSE ON BUSINESS STAY 2.7 NIGHTS IN THE AREA AND SPEND £263.00 FOR THE DURATION OF THE TRIP

**VFR 49%**  
 THOSE VISITING FRIENDS AND RELATIVES STAY 3.1 NIGHTS IN THE AREA AND SPEND £98.14 FOR THE DURATION OF THE TRIP

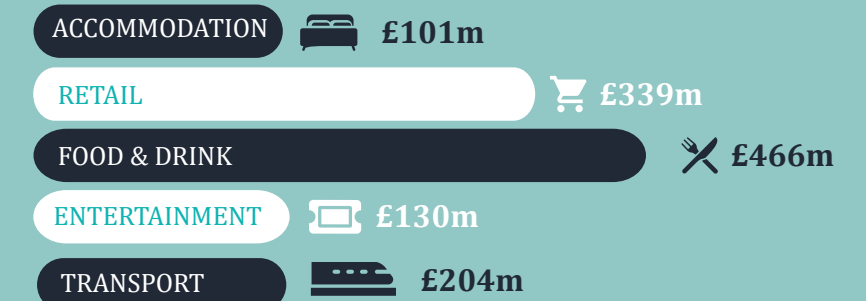
**3%**  
 OTHER PURPOSES INCLUDING OVERSEAS STUDY VISITS

### VALUE AND VOLUME

#### TOURISM JOBS



#### DIRECT EXPENDITURE



### VISITOR BREAKDOWN

