

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.

2.1M VISITORS



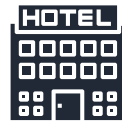
£129M VALUE



4,101 JOBS



PURPOSE OF TRIP TO MAIDSTONE



HOLIDAY 31%
THOSE ON HOLIDAY
STAY 3.7 NIGHTS
IN THE AREA AND
SPEND £313.77
FOR THE DURATION
OF THE TRIP



BUSINESS 4%
THOSE ON BUSINESS
STAY 2.9 NIGHTS
IN THE AREA AND
SPEND £145.14
FOR THE DURATION
OF THE TRIP



VFR 63%
THOSE VISITING
FRIENDS AND RELATIVES
STAY 3.1 NIGHTS
IN THE AREA AND
SPEND £75.22
FOR THE DURATION OF
THE TRIP

OTHER PURPOSES 2%
INCLUDING OVERSEAS STUDY VISITS

DIRECT EXPENDITURE

ACCOMMODATION

 £8m

ENTERTAINMENT  £9m

RETAIL

 £29m

TRANSPORT  £11m

FOOD & DRINK

 £32m

VISITOR BREAKDOWN



OVERNIGHT VISITORS
170,000 VISITORS

0.6 MILLION NIGHTS

£26.8MILLION VALUE



DOMESTIC VISITORS
142,000 VISITORS

0.4 MILLION NIGHTS

£18.8 MILLION VALUE



OVERSEAS VISITORS
28,000 VISITORS

0.2 MILLION NIGHTS

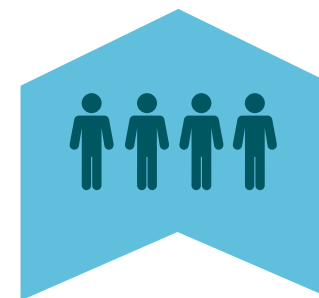
£8 MILLION VALUE



DAY VISITORS
2.0 MILLION VISITORS

£62 MILLION VALUE

2019 → 2020



-52.4% DECREASE IN TRIPS



-58.1% DECREASE IN VALUE



-35.8% DECREASE IN JOBS

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33.4M VISITORS



£1.6BN VALUE

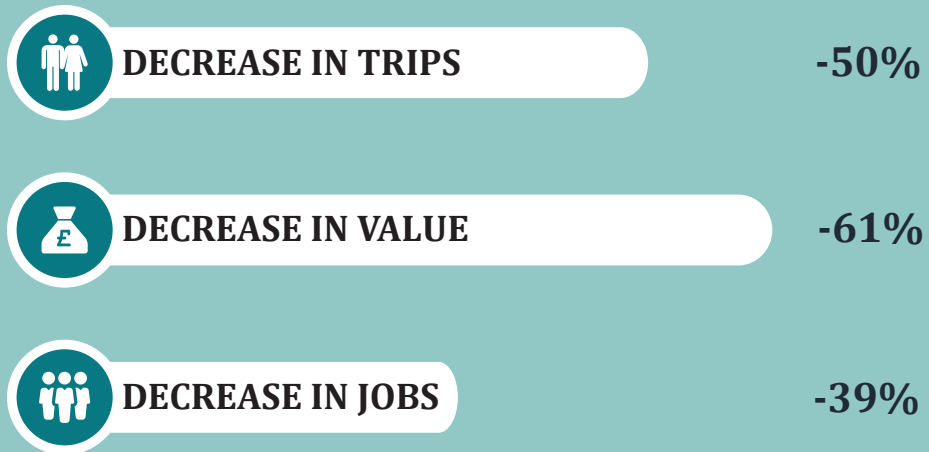


50,026 JOBS



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

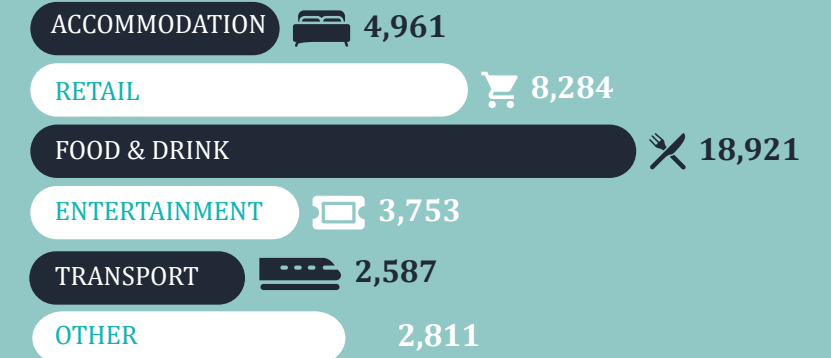
BUSINESS 2%
 THOSE ON BUSINESS STAY 2.7 NIGHTS IN THE AREA AND SPEND £263.00 FOR THE DURATION OF THE TRIP

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

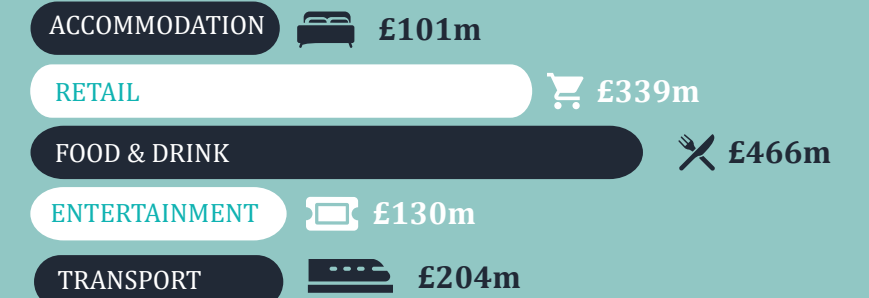
3%
 OTHER PURPOSES INCLUDING OVERSEAS STUDY VISITS

VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN

