

The COVID-19 pandemic has caused global disruption to the visitor economy. The 2021 economic impact results show a significant recovery in volume of trips and related expenditure, compared to 2020 but still below the levels seen in 2019.

In order to reflect the impact of the pandemic, the Cambridge Model results for 2021 are based on a range of administrative sources, local-level data and modelling work.

3.4M VISITORS



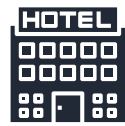
£199M VALUE



4,372 JOBS



PURPOSE OF TRIP TO ASHFORD



HOLIDAY 57%
THOSE ON HOLIDAY
STAY 3.3 NIGHTS
IN THE AREA AND
SPEND £220.37
FOR THE DURATION
OF THE TRIP



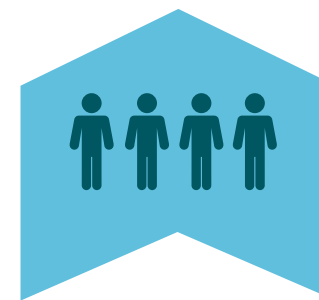
BUSINESS 2%
THOSE ON BUSINESS
STAY 3.0 NIGHTS
IN THE AREA AND
SPEND £271.79
FOR THE DURATION
OF THE TRIP



VFR 39%
THOSE VISITING
FRIENDS AND RELATIVES
STAY 2.7 NIGHTS
IN THE AREA AND
SPEND £100.13
FOR THE DURATION OF
THE TRIP

OTHER PURPOSES 2%
INCLUDING OVERSEAS STUDY VISITS

2020 → 2021



49.9%

**INCREASE
IN TRIPS**



53.9%

**INCREASE
IN VALUE**



11.0%

**INCREASE
IN JOBS**

DIRECT EXPENDITURE

ACCOMMODATION



£15m

ENTERTAINMENT



£16m

RETAIL



£48m

TRANSPORT



£12m

FOOD & DRINK



£47m

VISITOR BREAKDOWN



OVERNIGHT VISITORS
263,500 VISITORS

0.8 MILLION NIGHTS

£47.6 MILLION VALUE



DOMESTIC VISITORS
236,000 VISITORS

0.7 MILLION NIGHTS

£42.1 MILLION VALUE



OVERSEAS VISITORS
27,500 VISITORS

0.1 MILLION NIGHTS

£5.4 MILLION VALUE



DAY VISITORS
3.1 MILLION VISITORS

£99 MILLION VALUE

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51.5M VISITORS



£2.6BN VALUE

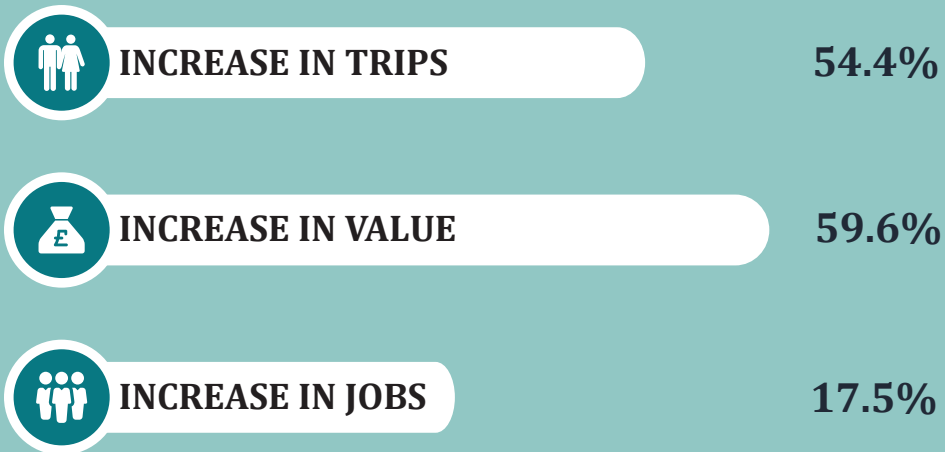


58,791 JOBS

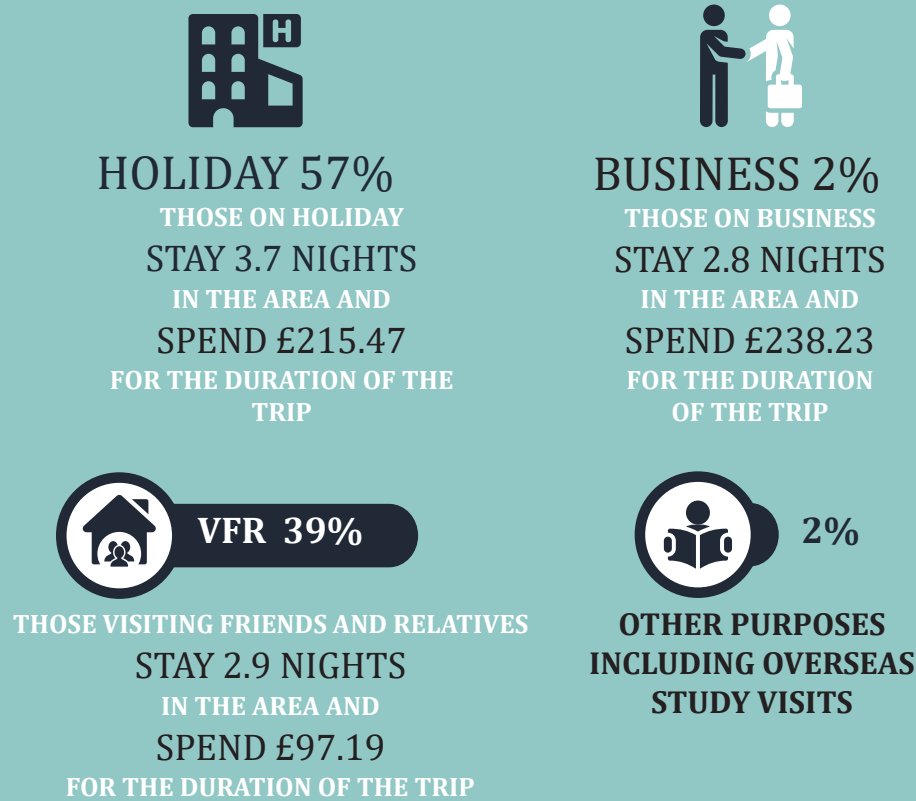


KENT'S PERFORMANCE

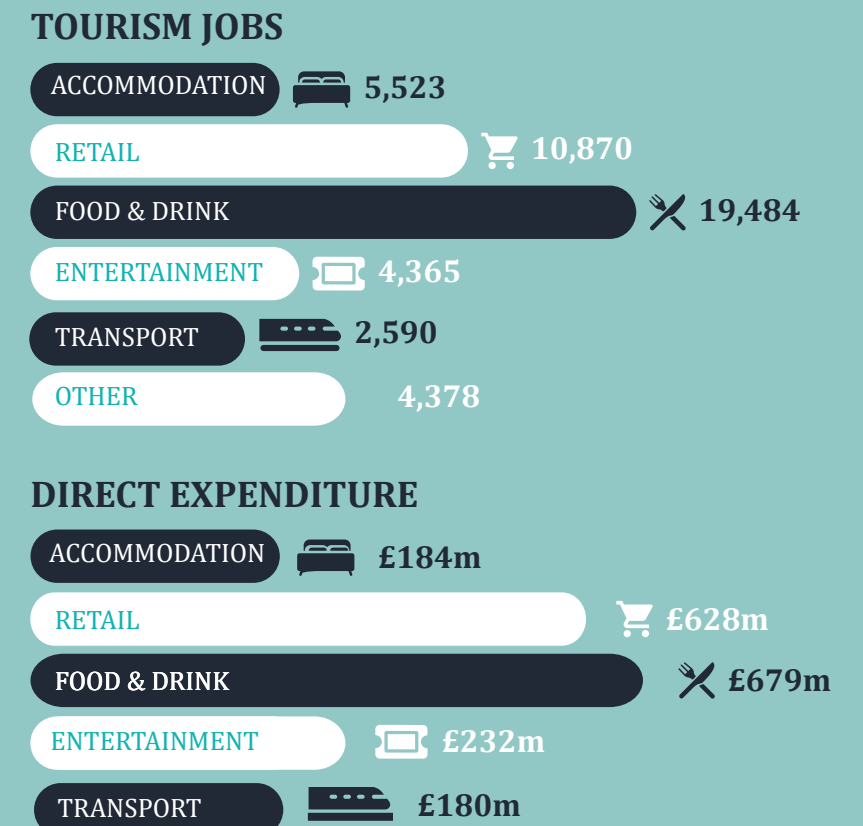
2020 → 2021



PURPOSE OF TRIP TO KENT



VALUE AND VOLUME



VISITOR BREAKDOWN

