

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.

**7.2M VISITORS**



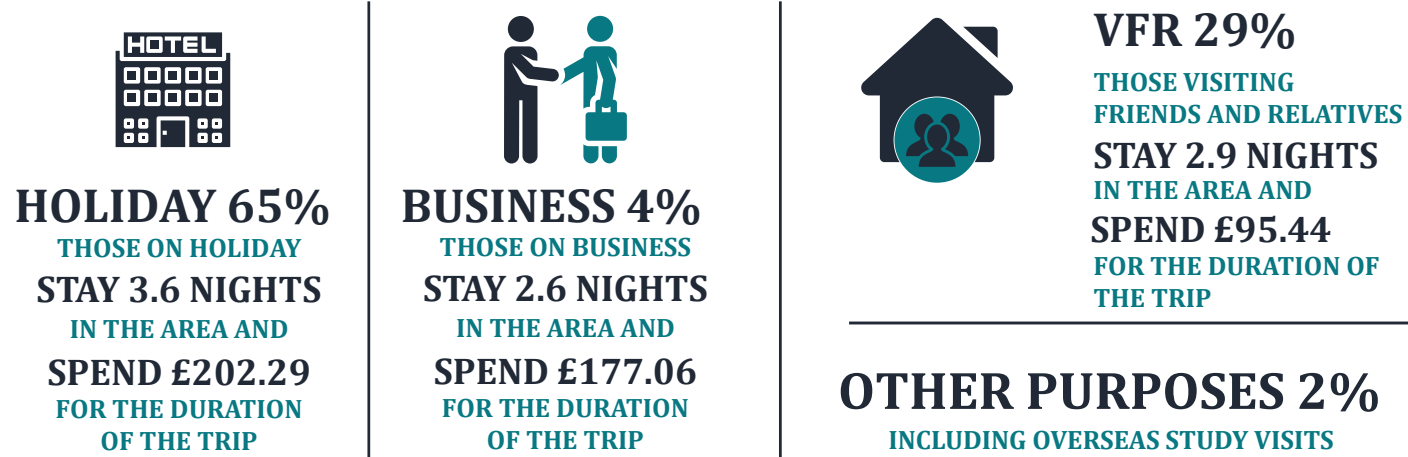
**£331M VALUE**



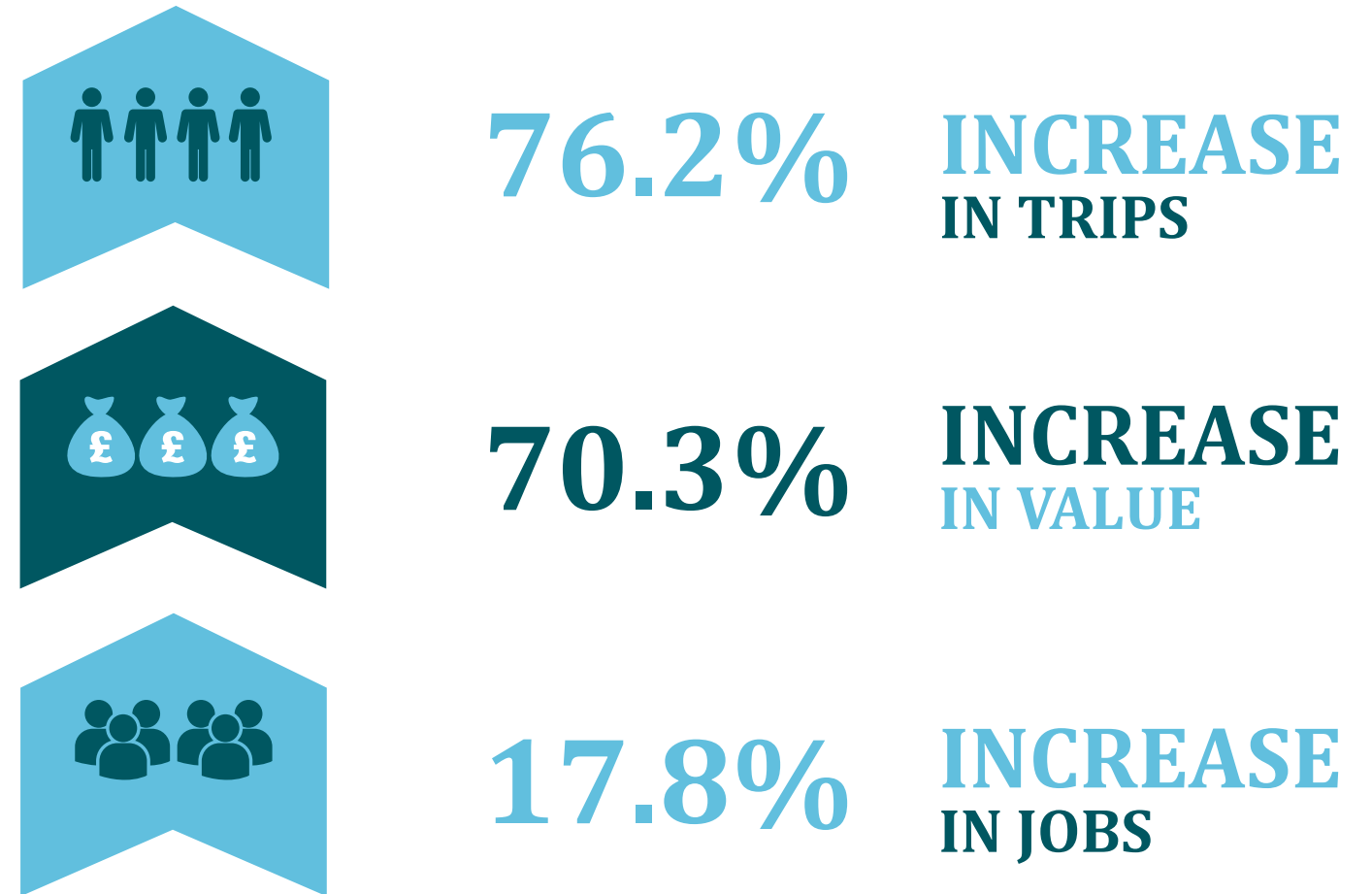
**7,572 JOBS**



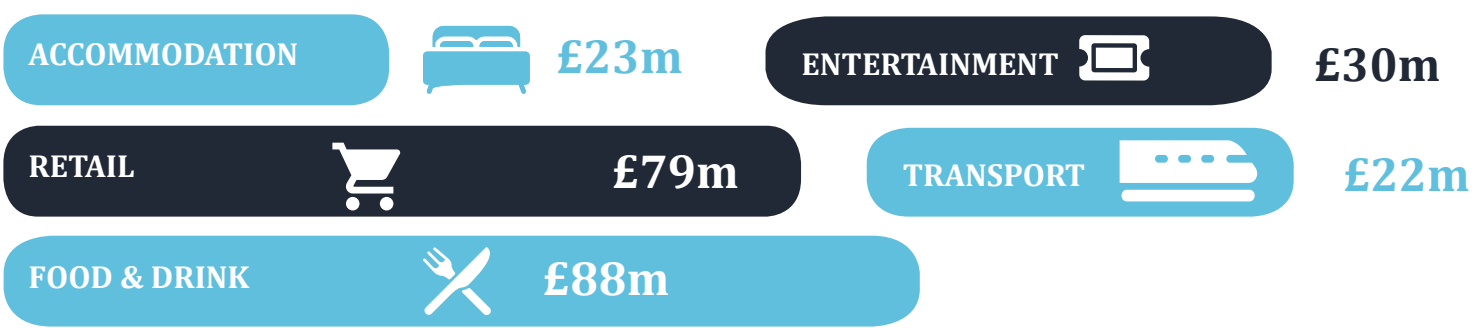
## PURPOSE OF TRIP TO CANTERBURY



## 2020 → 2021



## DIRECT EXPENDITURE



## VISITOR BREAKDOWN



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## 51.5M VISITORS



## £2.6BN VALUE



## 58,791 JOBS



### KENT'S PERFORMANCE

2020 → 2021



### PURPOSE OF TRIP TO KENT

**HOLIDAY 57%**  
 THOSE ON HOLIDAY STAY 3.7 NIGHTS IN THE AREA AND SPEND £215.47 FOR THE DURATION OF THE TRIP

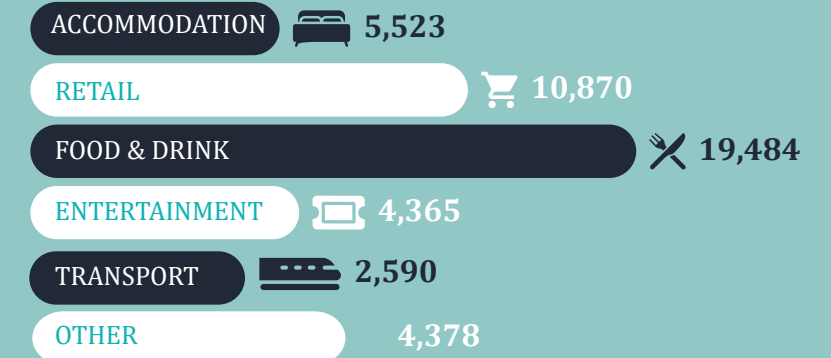
**BUSINESS 2%**  
 THOSE ON BUSINESS STAY 2.8 NIGHTS IN THE AREA AND SPEND £238.23 FOR THE DURATION OF THE TRIP

**VFR 39%**  
 THOSE VISITING FRIENDS AND RELATIVES STAY 2.9 NIGHTS IN THE AREA AND SPEND £97.19 FOR THE DURATION OF THE TRIP

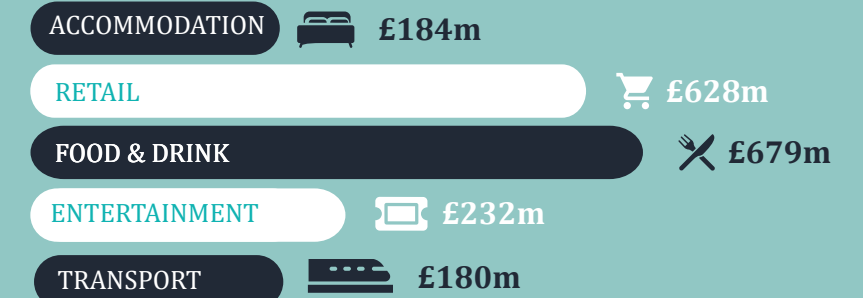
**2%**  
 OTHER PURPOSES INCLUDING OVERSEAS STUDY VISITS

### VALUE AND VOLUME

#### TOURISM JOBS



#### DIRECT EXPENDITURE



### VISITOR BREAKDOWN

