

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.

**1.5M VISITORS**



**£70M VALUE**



**1,825 JOBS**




## PURPOSE OF TRIP TO GRAVESHAM



**HOLIDAY 58%**  
THOSE ON HOLIDAY  
STAY 3.6 NIGHTS  
IN THE AREA AND  
SPEND  
**£184.98**  
FOR THE DURATION  
OF THE TRIP



**BUSINESS 2%**  
THOSE ON BUSINESS  
STAY 2.5 NIGHTS  
IN THE AREA AND  
SPEND **£190.00**  
FOR THE DURATION  
OF THE TRIP



**VFR 36%**  
THOSE VISITING  
FRIENDS AND RELATIVES  
STAY 3.0 NIGHTS  
IN THE AREA AND  
SPEND **£80.98**  
FOR THE DURATION OF  
THE TRIP

**OTHER PURPOSES 4%**  
INCLUDING OVERSEAS STUDY VISITS

## DIRECT EXPENDITURE

ACCOMMODATION



**£5m**

ENTERTAINMENT



**£6m**

RETAIL



**£17m**

TRANSPORT



**£5m**

FOOD & DRINK



**£18m**

## VISITOR BREAKDOWN



OVERNIGHT VISITORS  
**113,000 VISITORS**  
**0.4 MILLION NIGHTS**  
**£16.9MILLION VALUE**



DOMESTIC VISITORS  
**104,000 VISITORS**  
**0.3 MILLION NIGHTS**  
**£14.8MILLION VALUE**



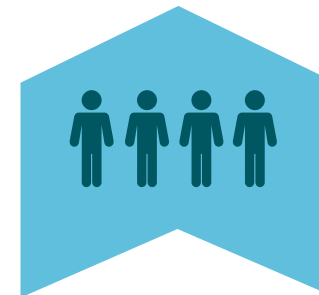
OVERSEAS VISITORS  
**9,000 VISITORS**  
**48,000 NIGHTS**  
**£2.1MILLION VALUE**



DAY VISITORS  
**1.4 MILLION VISITORS**  
**£37 MILLION VALUE**

2020

2021



**51.3%**

**INCREASE  
IN TRIPS**



**50.3%**

**INCREASE  
IN VALUE**



**13.5%**

**INCREASE  
IN JOBS**

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.

## 51.5M VISITORS



## £2.6BN VALUE 58,791 JOBS

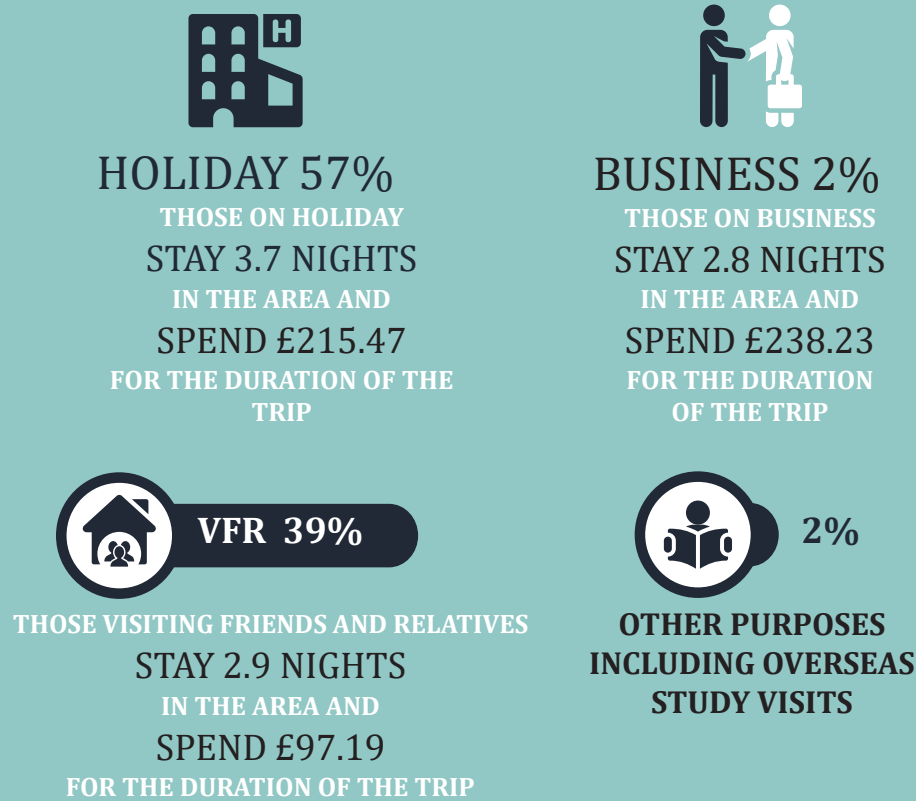


### KENT'S PERFORMANCE

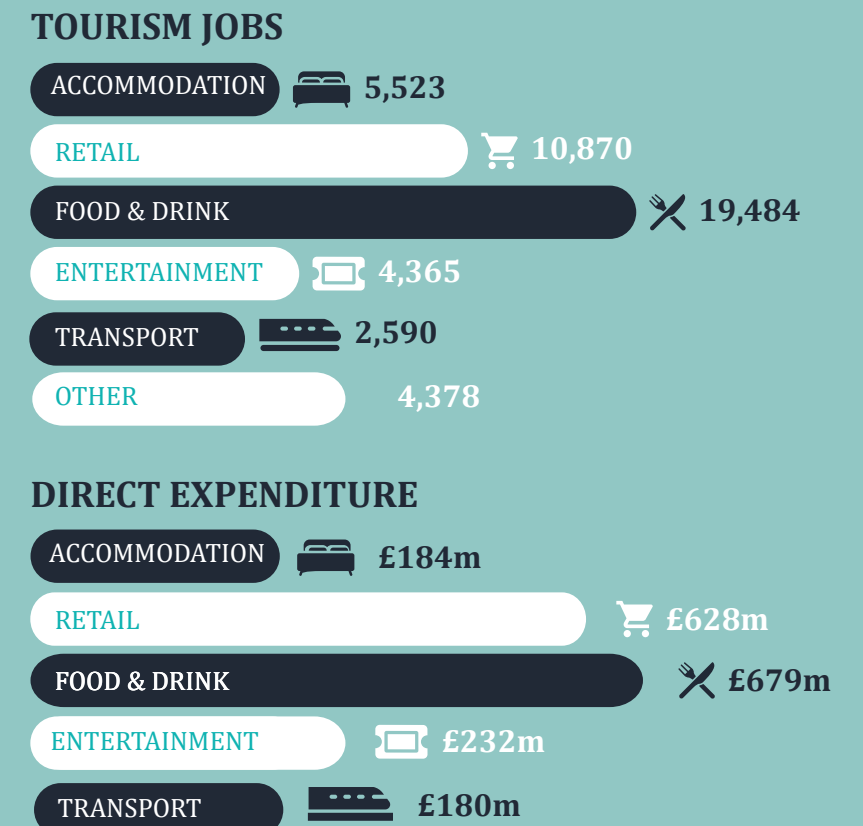
2020 → 2021



### PURPOSE OF TRIP TO KENT



### VALUE AND VOLUME



### VISITOR BREAKDOWN

