

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.

3.3M VISITORS

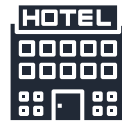
£202M VALUE

4,687 JOBS



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.

PURPOSE OF TRIP TO MAIDSTONE



HOLIDAY 46%
THOSE ON HOLIDAY
STAY 3.9 NIGHTS
IN THE AREA AND
SPEND £273.27
FOR THE DURATION
OF THE TRIP



BUSINESS 4%
THOSE ON BUSINESS
STAY 3.2 NIGHTS
IN THE AREA AND
SPEND £121.70
FOR THE DURATION
OF THE TRIP



VFR 47%
THOSE VISITING
FRIENDS AND RELATIVES
STAY 3.1 NIGHTS
IN THE AREA AND
SPEND £68.34
FOR THE DURATION OF
THE TRIP

OTHER PURPOSES 3%
INCLUDING OVERSEAS STUDY VISITS

2020

2021



53.1%

**INCREASE
IN TRIPS**



56.7%

**INCREASE
IN VALUE**



14.3%

**INCREASE
IN JOBS**

DIRECT EXPENDITURE

ACCOMMODATION



£14m

ENTERTAINMENT



£17m

RETAIL



£45m

TRANSPORT



£13m

FOOD & DRINK



£48m

VISITOR BREAKDOWN



OVERNIGHT VISITORS

256,900 VISITORS

0.9 MILLION NIGHTS

£44.7 MILLION VALUE



DOMESTIC VISITORS

229,000 VISITORS

0.7 MILLION NIGHTS

£36.7 MILLION VALUE



OVERSEAS VISITORS

27,900 VISITORS

0.2 MILLION NIGHTS

£8.1 MILLION VALUE



DAY VISITORS

3.0 MILLION VISITORS

£101 MILLION VALUE

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51.5M VISITORS



£2.6BN VALUE



58,791 JOBS

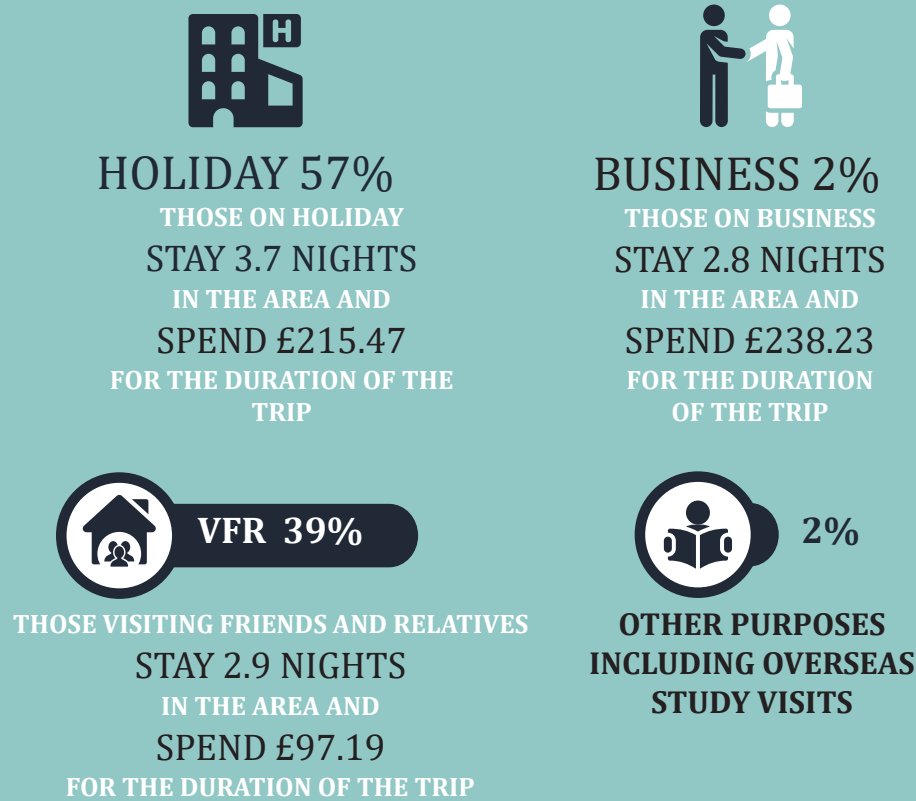


KENT'S PERFORMANCE

2020 → 2021

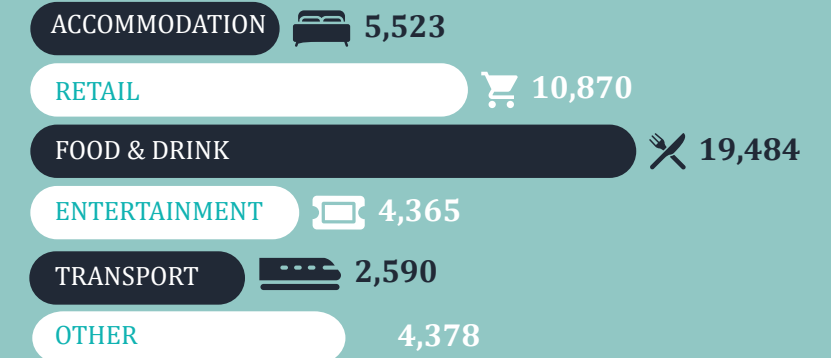


PURPOSE OF TRIP TO KENT

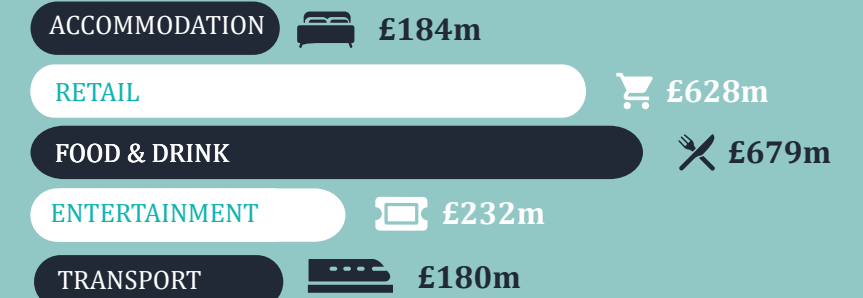


VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN

