

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.

3.5M VISITORS



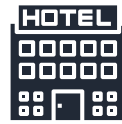
£202M VALUE



4,345 JOBS



PURPOSE OF TRIP TO MEDWAY



HOLIDAY 62%
THOSE ON HOLIDAY
STAY 3.9 NIGHTS
IN THE AREA AND
SPEND £176.07
FOR THE DURATION
OF THE TRIP



BUSINESS 1%
THOSE ON BUSINESS
STAY 3.5 NIGHTS
IN THE AREA AND
SPEND £251.79
FOR THE DURATION
OF THE TRIP



VFR 35%
THOSE VISITING
FRIENDS AND RELATIVES
STAY 3.3 NIGHTS
IN THE AREA AND
SPEND £95.07 FOR
THE DURATION OF THE
TRIP

OTHER PURPOSES 2%
INCLUDING OVERSEAS STUDY VISITS

DIRECT EXPENDITURE

ACCOMMODATION



£15m

ENTERTAINMENT



£17m

RETAIL



£50m

TRANSPORT



£13m

FOOD & DRINK



£49m

VISITOR BREAKDOWN



OVERNIGHT VISITORS

317,700 VISITORS

1.2 MILLION NIGHTS

£49.1 MILLION VALUE



DOMESTIC VISITORS

286,000 VISITORS

1.0 MILLION NIGHTS

£40.8 MILLION VALUE



OVERSEAS VISITORS

31,700 VISITORS

0.2 MILLION NIGHTS

£8.3 MILLION VALUE

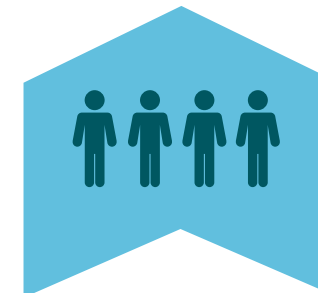


DAY VISITORS

3.2 MILLION VISITORS

£103 MILLION VALUE

2020 → 2021



51.6%

INCREASE IN TRIPS



57.4%

INCREASE IN VALUE



13.4%

INCREASE IN JOBS

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51.5M VISITORS



£2.6BN VALUE



58,791 JOBS

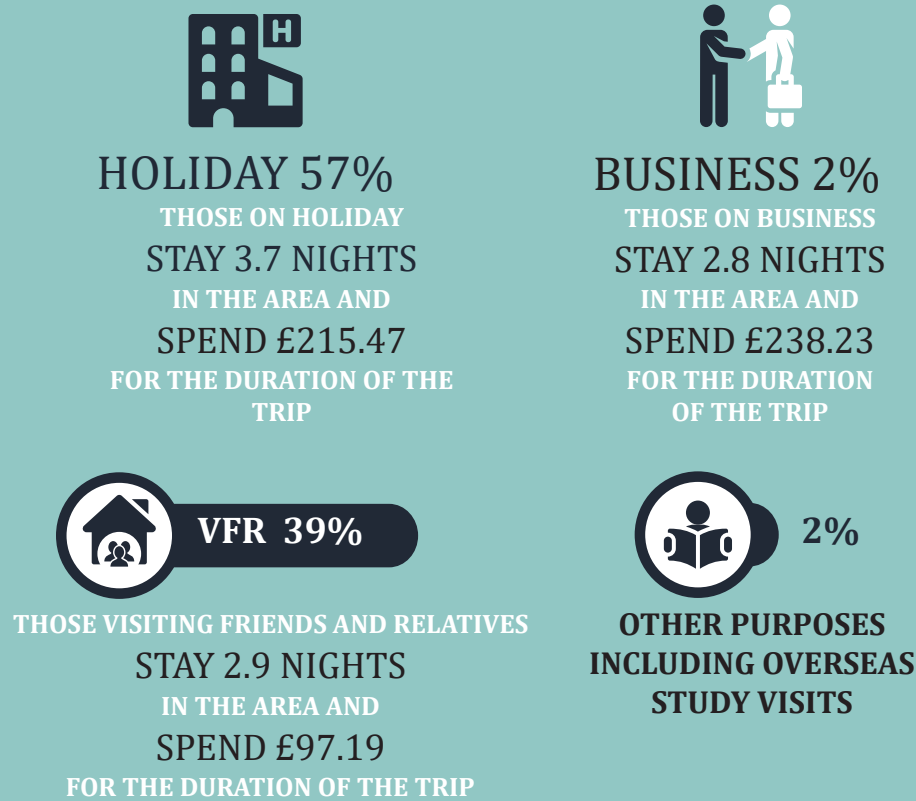


KENT'S PERFORMANCE

2020 → 2021

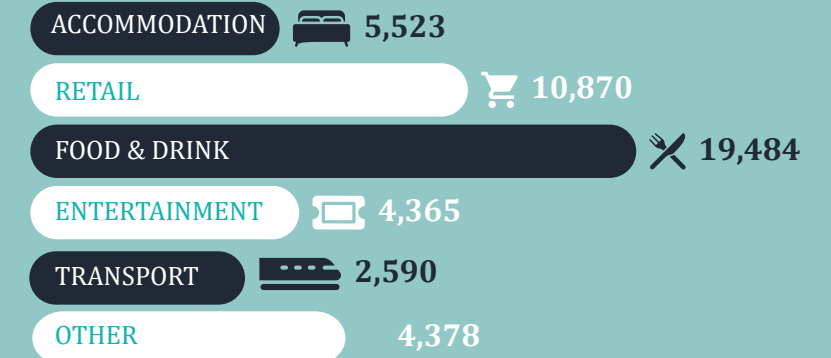


PURPOSE OF TRIP TO KENT

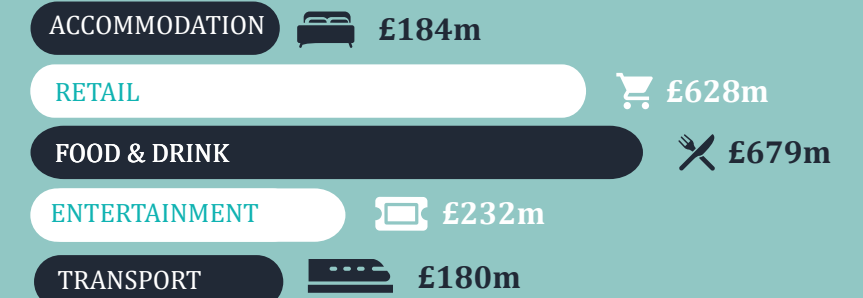


VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN

