

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.

**4.6 VISITORS**



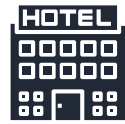
**£173M VALUE**



**3,884 JOBS**



## PURPOSE OF TRIP TO SWALE



**HOLIDAY 54%**  
THOSE ON HOLIDAY  
STAY 4.6 NIGHTS  
IN THE AREA AND  
SPEND £211.28  
FOR THE DURATION  
OF THE TRIP



**BUSINESS 1%**  
THOSE ON BUSINESS  
STAY 3.4 NIGHTS  
IN THE AREA AND  
SPEND £372.05  
FOR THE DURATION  
OF THE NIGHT



**VFR 43%**  
THOSE VISITING  
FRIENDS AND RELATIVES  
STAY 3.4 NIGHTS  
IN THE AREA AND  
SPEND £60.48  
FOR THE DURATION OF  
THE TRIP

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

## DIRECT EXPENDITURE

ACCOMMODATION

£13m

ENTERTAINMENT

£18m

RETAIL

£41m

TRANSPORT

£14m

FOOD & DRINK

£53m

2020

2021



**39.5%**

**INCREASE  
IN TRIPS**



**69.6%**

**INCREASE  
IN VALUE**



**19.0%**

**INCREASE  
IN JOBS**

## VISITOR BREAKDOWN



OVERNIGHT VISITORS  
**258,200 VISITORS**

**1.1 MILLION NIGHTS**

**£39.3 MILLION VALUE**



DOMESTIC VISITORS  
**239,000 VISITORS**

**1.0 MILLION NIGHTS**

**£35.1 MILLION VALUE**



OVERSEAS VISITORS  
**19,200 VISITORS**

**0.1 MILLION NIGHTS**

**£4.1 MILLION VALUE**



DAY VISITORS  
**4.3 MILLION VISITORS**

**£108 MILLION VALUE**

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## 51.5M VISITORS



## £2.6BN VALUE



## 58,791 JOBS

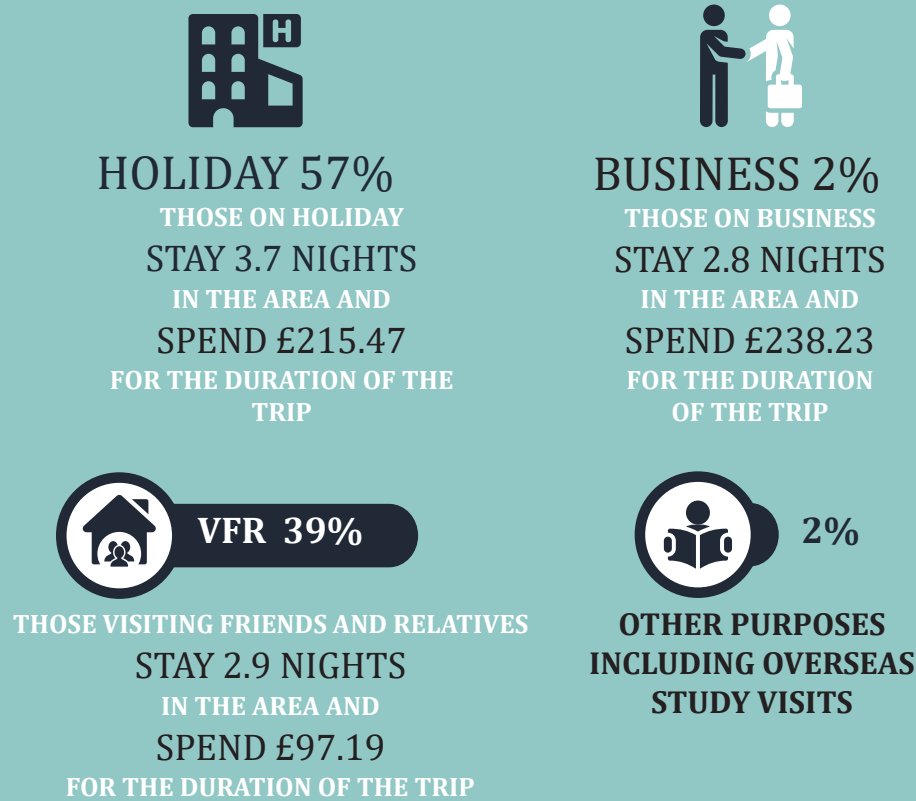


### KENT'S PERFORMANCE

2020 → 2021

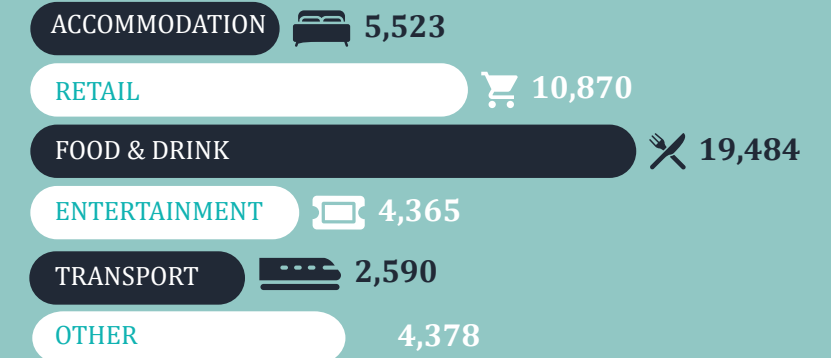


### PURPOSE OF TRIP TO KENT

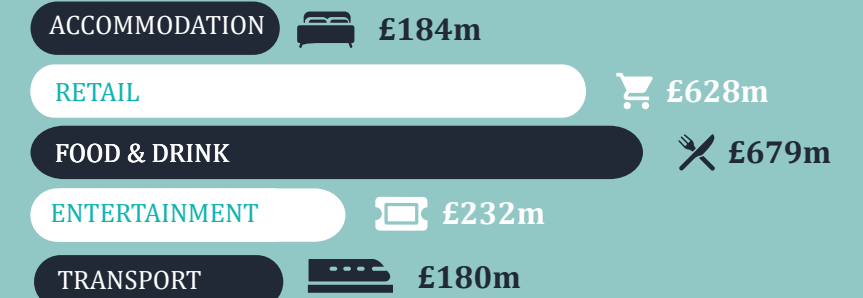


### VALUE AND VOLUME

#### TOURISM JOBS



#### DIRECT EXPENDITURE



### VISITOR BREAKDOWN

