

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.

**3.6M VISITORS**



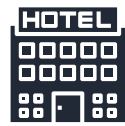
**£191M VALUE**



**4,505 JOBS**



## PURPOSE OF TRIP TO TUNBRIDGE WELLS



**HOLIDAY 57%**  
THOSE ON HOLIDAY  
STAY 3.5 NIGHTS  
IN THE AREA AND  
SPEND £224.11  
FOR THE DURATION  
OF THE TRIP



**BUSINESS 2%**  
THOSE ON BUSINESS  
STAY 2.5 NIGHTS  
IN THE AREA AND  
SPEND £347.88  
FOR THE DURATION  
OF THE TRIP



**VFR 39%**  
THOSE VISITING  
FRIENDS AND RELATIVES  
STAY 2.5 NIGHTS  
IN THE AREA AND  
SPEND £94.91  
FOR THE DURATION OF  
THE TRIP

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

## DIRECT EXPENDITURE

ACCOMMODATION

£12m

ENTERTAINMENT

£17m

RETAIL

£50m

TRANSPORT

£15m

FOOD & DRINK

£49m

## VISITOR BREAKDOWN



OVERNIGHT VISITORS  
**217,700 VISITORS**

**0.7 MILLION NIGHTS**

**£38 MILLION VALUE**



DOMESTIC VISITORS  
**196,000 VISITORS**

**0.6 MILLION NIGHTS**

**£32 MILLION VALUE**



OVERSEAS VISITORS  
**21,700 VISITORS**

**0.1 MILLION NIGHTS**

**£6.0 MILLION VALUE**



DAY VISITORS  
**3.3 MILLION VISITORS**

**£115 MILLION VALUE**



**44.4%**

**INCREASE IN TRIPS**



**47.1%**

**INCREASE IN VALUE**



**23.4%**

**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

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

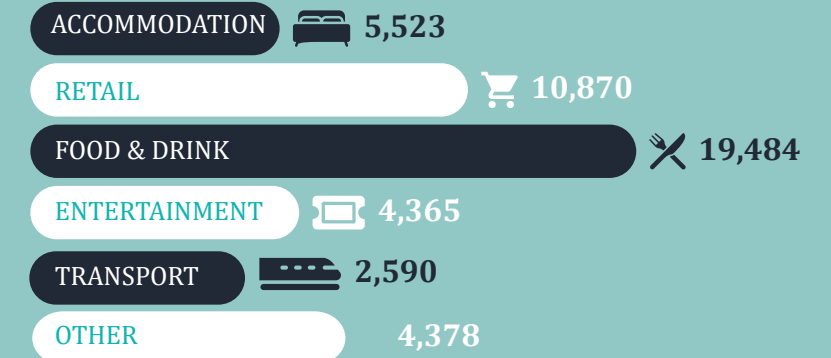
**BUSINESS 2%**  
 THOSE ON BUSINESS STAY 2.8 NIGHTS IN THE AREA AND SPEND £238.23 FOR THE DURATION OF THE TRIP

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

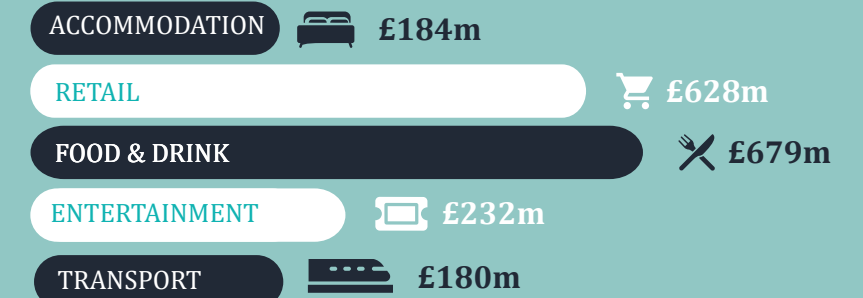
**2%**  
 OTHER PURPOSES INCLUDING OVERSEAS STUDY VISITS

### VALUE AND VOLUME

#### TOURISM JOBS



#### DIRECT EXPENDITURE



### VISITOR BREAKDOWN

