

# KENT'S VISITOR ECONOMY

# VISITKENT

Garden of England

This infographic summarises the volume and value of tourism and the impact of visitor expenditure on the local economy in 2024. The results are derived using the Cambridge Economic Impact Model under licence by Destination Research Ltd.

## 66M VISITORS



## £4.1BN VALUE



## 82,265 JOBS

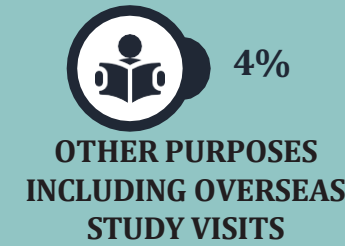


### KENT'S PERFORMANCE

2023 → 2024

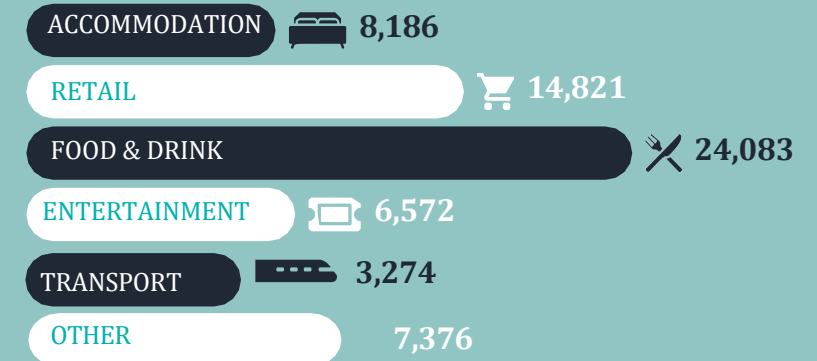


### PURPOSE OF TRIP TO KENT

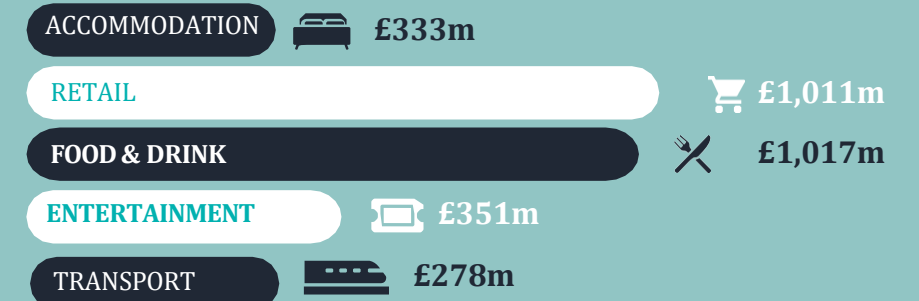


### VALUE AND VOLUME

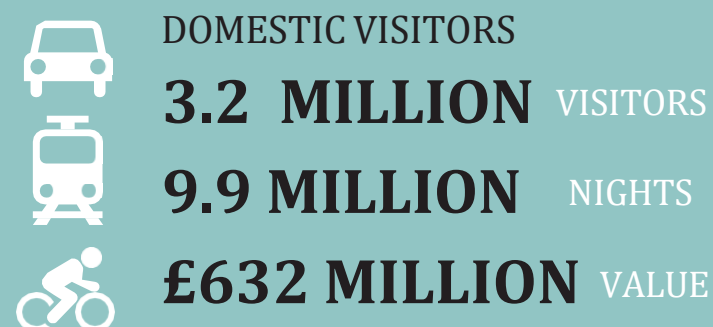
#### TOURISM JOBS



#### DIRECT EXPENDITURE



### VISITOR BREAKDOWN



# KENT'S VISITOR ECONOMY

# VISITKENT

Garden of England

## DARTFORD (\*)

10.6 MILLION VISITORS  
£580 MILLION VALUE  
11,699 JOBS

## SEVENOAKS

4.2 MILLION VISITORS  
£264 MILLION VALUE  
4,531 JOBS

## TONBRIDGE & MALLING

3.1 MILLION VISITORS  
£180 MILLION VALUE  
3,380 JOBS

## TUNBRIDGE WELLS

4.7 MILLION VISITORS  
£290 MILLION VALUE  
5,109 JOBS

## MAIDSTONE

4.7 MILLION VISITORS  
£309 MILLION VALUE  
6,192 JOBS

## ASHFORD

4.6 MILLION VISITORS  
£314 MILLION VALUE  
5,934 JOBS

## GRAVESHAM

2.3 MILLION VISITORS  
£128 MILLION VALUE  
2,759 JOBS

## MEDWAY

4.9 MILLION VISITORS  
£355 MILLION VALUE  
6,602 JOBS

## SWALE

5.3 MILLION VISITORS  
£266 MILLION VALUE  
5,136 JOBS

## THANET

4.5 MILLION VISITORS  
£346 MILLION VALUE  
8,138 JOBS

## CANTERBURY

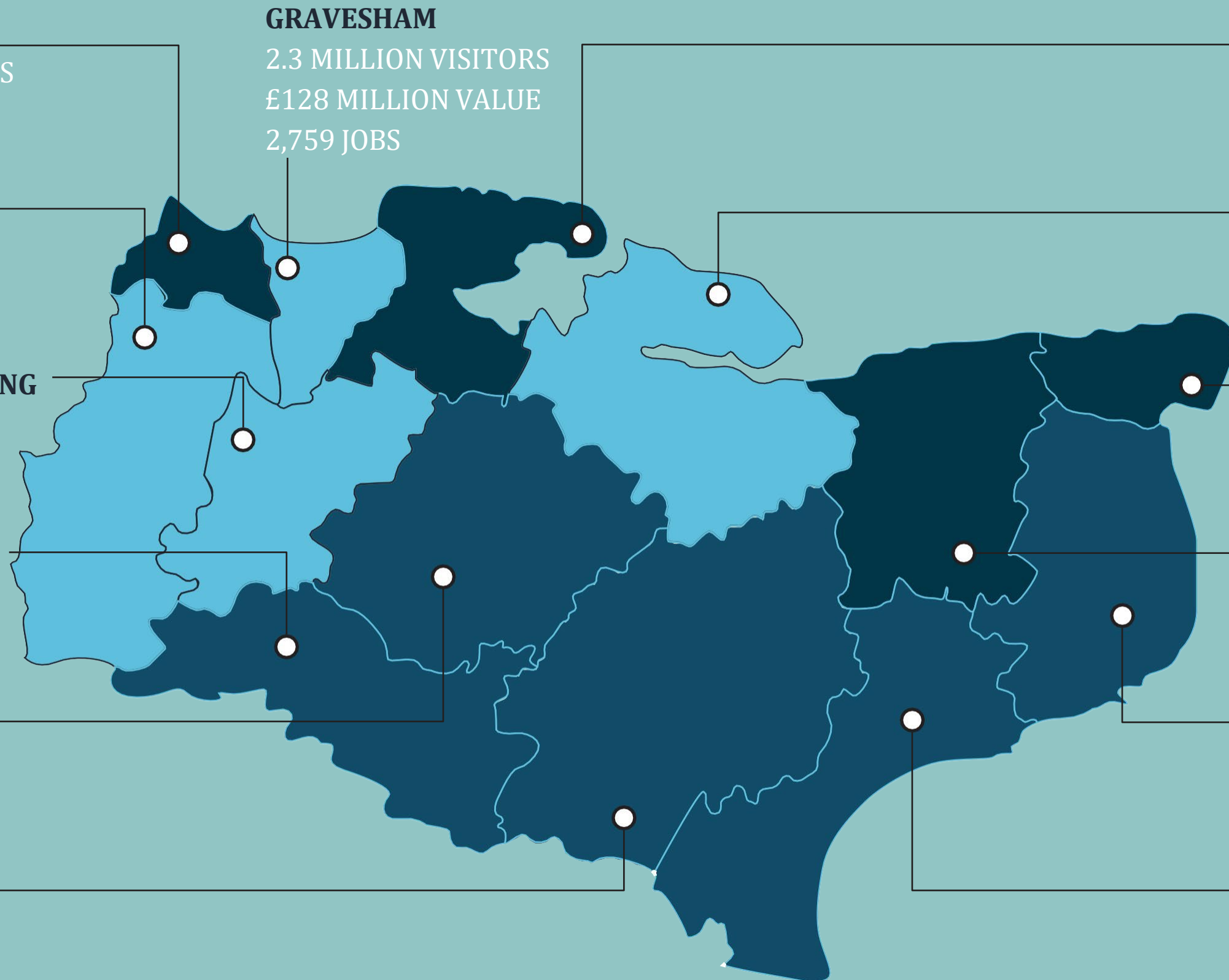
8.0 MILLION VISITORS  
£531 MILLION VALUE  
10,473 JOBS

## DOVER

4.4 MILLION VISITORS  
£304 MILLION VALUE  
5,909 JOBS

## FOLKESTONE & HYTHE

4.6 MILLION VISITORS  
£279 MILLION VALUE  
5,286 JOBS



(\*includes a proportion of tourism related jobs at Bluewater Shopping Centre)