

The ongoing COVID-19 pandemic has caused global disruption to the visitor economy. The 2020 economic impact results show a significant drop in volume of trips and related expenditure, compared to 2019. To reflect the impact of the pandemic, the results for 2020 are based on a range of administrative sources and modelling work. The results also consider the impact of interventions such as the 'Eat Out to Help Out' scheme, the 'We're Good to Go' assurance scheme and the Job Retention Scheme, known as furlough.

**3.3M VISITORS**



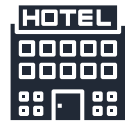
**£102M VALUE**



**3,264 JOBS**



## PURPOSE OF TRIP TO SWALE



**HOLIDAY 44%**  
THOSE ON HOLIDAY  
STAY 4.5 NIGHTS  
IN THE AREA AND  
SPEND £210.08  
FOR THE DURATION  
OF THE TRIP



**BUSINESS 1%**  
THOSE ON BUSINESS  
STAY 4.0 NIGHTS  
IN THE AREA AND  
SPEND £242.50  
FOR THE DURATION  
OF THE NIGHT



**VFR 53%**  
THOSE VISITING  
FRIENDS AND RELATIVES  
STAY 3.4 NIGHTS  
IN THE AREA AND  
SPEND £60.87  
FOR THE DURATION OF  
THE TRIP

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

## DIRECT EXPENDITURE

ACCOMMODATION

£7m

ENTERTAINMENT

£14m

RETAIL

£16m

TRANSPORT

£17m

FOOD & DRINK

£33m

## VISITOR BREAKDOWN



OVERNIGHT VISITORS  
**180,000 VISITORS**

**0.7 MILLION NIGHTS**

**£24.9 MILLION VALUE**



DOMESTIC VISITORS  
**164,000 VISITORS**

**0.6 MILLION NIGHTS**

**£20.8 MILLION VALUE**



OVERSEAS VISITORS  
**16,000 VISITORS**

**0.1 MILLION NIGHTS**

**£4.1 MILLION VALUE**



DAY VISITORS  
**3.1 MILLION VISITORS**

**£62 MILLION VALUE**



**-39.4% DECREASE IN TRIPS**



**-61.1% DECREASE IN VALUE**



**-38.5% DECREASE IN JOBS**

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## 33.4M VISITORS

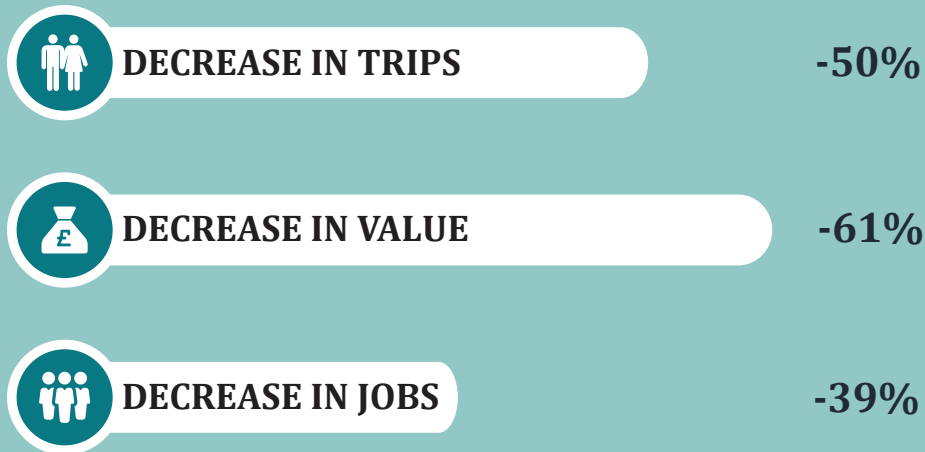


## £1.6BN VALUE 50,026 JOBS



### KENT'S PERFORMANCE

2019 → 2020



### PURPOSE OF TRIP TO KENT

**HOLIDAY 46%**  
 THOSE ON HOLIDAY STAY 3.5 NIGHTS IN THE AREA AND SPEND £216.72 FOR THE DURATION OF THE TRIP

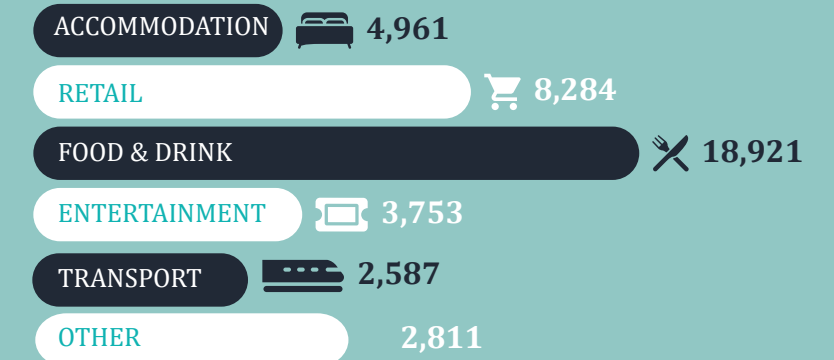
**BUSINESS 2%**  
 THOSE ON BUSINESS STAY 2.7 NIGHTS IN THE AREA AND SPEND £263.00 FOR THE DURATION OF THE TRIP

**VFR 49%**  
 THOSE VISITING FRIENDS AND RELATIVES STAY 3.1 NIGHTS IN THE AREA AND SPEND £98.14 FOR THE DURATION OF THE TRIP

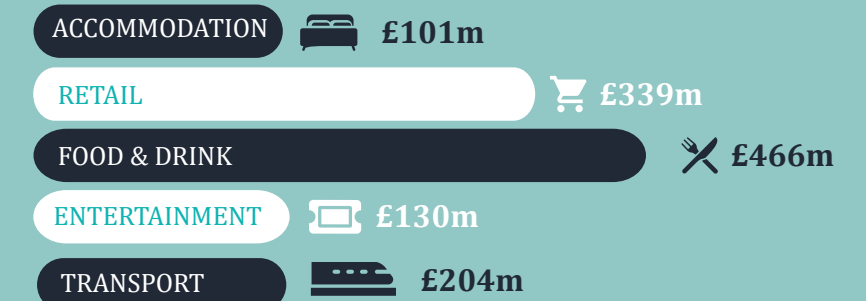
**3%**  
 OTHER PURPOSES INCLUDING OVERSEAS STUDY VISITS

### VALUE AND VOLUME

#### TOURISM JOBS



#### DIRECT EXPENDITURE



### VISITOR BREAKDOWN

