

# **ASHFORD'S VISITOR ECONOMY**



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.

3.4M VISITORS

£199M VALUE

**4,372** JOBS

2021

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### **PURPOSE OF TRIP TO ASHFORD**



HOLIDAY 57%
THOSE ON HOLIDAY
STAY 3.3 NIGHTS
IN THE AREA AND

SPEND £220.37 FOR THE DURATION OF THE TRIP



BUSINESS 2%
THOSE ON BUSINESS

STAY 3.0 NIGHTS
IN THE AREA AND

SPEND £271.79
FOR THE DURATION OF
THE TRIP



**VFR 39%** 

THOSE VISITING FRIENDS AND RELATIVES

STAY 2.7 NIGHTS IN THE AREA AND

SPEND £100.13 FOR THE DURATION OF THE TRIP

**OTHER PURPOSES 2%** 

**INCLUDING OVERSEAS STUDY VISITS** 



2020

49.9%

INCREASE IN TRIPS



53.9%

INCREASE IN VALUE



11.0%

INCREASE IN JOBS

## **DIRECT EXPENDITURE**

**ACCOMMODATION** 



£15m

£48m



£16m

TRANSPORT



£12m

# FOOD & DRINK

**RETAIL** 



£47m

## **VISITOR BREAKDOWN**



OVERNIGHT VISITORS

**263,500** VISITORS

**0.8 MILLION NIGHTS** 

£47.6 MILLION VALUE



DOMESTIC VISITORS

**236,000 VISITORS** 

**0.7 MILLION NIGHTS** 



£42.1 MILLION VALUE



**OVERSEAS VISITORS** 

**27,500 VISITORS** 

**0.1 MILLION NIGHTS** 

£5.4 MILLION

VALUE

**DAY VISITORS** 



3.1 MILLION VISITORS



£99 MILLION

VALUE



# KENT'S VISITOR ECONOMY



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.

#### **KENT'S PERFORMANCE**

 $2020 \longrightarrow 2021$ 



INCREASE IN VALUE



17.5%

54.4%

59.6%



51.5 MVISITORS £2.6 BN VALUE 58,791 JOBS



#### 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



THOSE VISITING FRIENDS AND RELATIVES
STAY 2.9 NIGHTS

IN THE AREA AND SPEND £97.19

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



OTHER PURPOSES
INCLUDING OVERSEAS
STUDY VISITS

#### VALUE AND VOLUME



# ACCOMMODATION £184m RETAIL £628m FOOD & DRINK £679m

ENTERTAINMENT £232m

TRANSPORT £180m

#### **VISITOR BREAKDOWN**



**OVERNIGHT VISITORS** 

3.2 MILLION VISITORS

10.9 MILLION NIGHTS

£567 MILLION VALUE



**DOMESTIC VISITORS** 

2.9MILLION VISITORS9.2MILLION NIGHTS

£477 MILLION VALUE



**OVERSEAS VISITORS** 

**322,400** VISITORS

1.7 MILLION NIGHTS

£90 MILLION

DAY VISITORS



48.3 MILLION VISITORS



VALUE

£1.5 BILLION

VALUE