

canterbury — CANTERBURY'S VISITOR ECONOMY

-2 W VISITORS



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.

£331M VALUE 7,572 JOBS

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2021

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.

PURPOSE OF TRIP TO CANTERBURY



HOLIDAY 65% THOSE ON HOLIDAY STAY 3.6 NIGHTS IN THE AREA AND **SPEND £202.29**

FOR THE DURATION

OF THE TRIP

BUSINESS 4% THOSE ON BUSINESS STAY 2.6 NIGHTS IN THE AREA AND **SPEND £177.06** FOR THE DURATION **OF THE TRIP**



VFR 29%

THOSE VISITING FRIENDS AND RELATIVES **STAY 2.9 NIGHTS IN THE AREA AND**

SPEND £95.44 FOR THE DURATION OF THE TRIP

OTHER PURPOSES 2%

INCLUDING OVERSEAS STUDY VISITS

2020

76.2%

INCREASE



70.3%

INCREASE

DIRECT EXPENDITURE

ACCOMMODATION



£23m

£79m



TRANSPORT

£30m



£22m



17.8%

INCREASE IN JOBS

FOOD & DRINK

RETAIL



£88m

VISITOR BREAKDOWN



OVERNIGHT VISITORS

416,000 VISITORS

1.4 MILLION NIGHTS

£73.2MILLION VALUE



DOMESTIC VISITORS

368,000 **VISITORS**





OVERSEAS VISITORS

48,000 VISITORS

£13.6MILLION VALUE

DAY VISITORS



6.8 MILLION VISITORS



£185 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