

GRAVESHAM'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.

1.5M VISITORS

£70M VALUE

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1,825 JOBS

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 GRAVESHAM



HOLIDAY 58%

THOSE ON HOLIDAY

STAY 3.6 NIGHTS
IN THE AREA AND

SPEND £184.98

FOR THE DURATION OF THE TRIP



BUSINESS 2%
THOSE ON BUSINESS

STAY 2.5 NIGHTS
IN THE AREA AND

SPEND £190.00 FOR THE DURATION OF THE TRIP



VFR 36%

THOSE VISITING FRIENDS AND RELATIVES

STAY 3.0 NIGHTS
IN THE AREA AND

SPEND £80.98 FOR THE DURATION OF THE TRIP

OTHER PURPOSES 4%

INCLUDING OVERSEAS STUDY VISITS



2020

51.3%

INCREASE IN TRIPS



50.3%

INCREASE

DIRECT EXPENDITURE

ACCOMMODATION

FOOD & DRINK

RETAIL



£5m

£17m

£18m



ENTERTAINMENT



£6m



£5m

NIGHTS



13.5%

INCREASE IN JOBS

VISITOR BREAKDOWN



OVERNIGHT VISITORS

113,000 VISITORS

0.4 MILLION NIGHTS

£16.9MILLION VALUE



DOMESTIC VISITORS

104,000 VISITORS

0.3 MILLION



£14.8MILLION VALUE



OVERSEAS VISITORS

9,000 VISITORS

48,000 NIGHTS

£2.1MILLION VALUE

DAY VISITORS



1.4 MILLION VISITORS



£37 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