

This infographic summarises the volume and value of tourism and the impact of visitor expenditure on the local economy in 2023. It provides comparative data against previously published data. The results are derived using the Cambridge Economic Model under licence by Destination Research Ltd. The 2023 economic impact results show a significant recovery in volume of trips and related expenditure, compared to 2021.

4.6M VISITORS



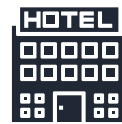
£349M VALUE



8,257 JOBS



PURPOSE OF TRIP TO THANET



HOLIDAY 51%
THOSE ON HOLIDAY
STAY 3.5 NIGHTS
IN THE AREA AND
SPEND £269.64
FOR THE DURATION
OF THE TRIP



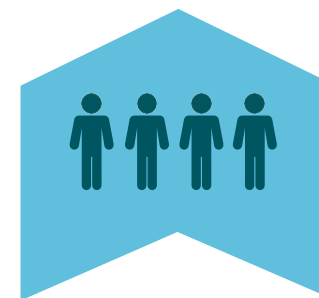
BUSINESS 8%
THOSE ON BUSINESS
STAY 2.8 NIGHTS
IN THE AREA AND
SPEND £312.57
FOR THE DURATION
OF THE TRIP



VFR 34%
THOSE VISITING
FRIENDS AND RELATIVES
STAY 2.9 NIGHTS
IN THE AREA AND
SPEND £117.69
FOR THE DURATION OF
THE TRIP

OTHER PURPOSES 7%
INCLUDING OVERSEAS STUDY VISITS

2021 → 2023



18%

**INCREASE
IN TRIPS**



65%

**INCREASE
IN VALUE**



42%

**INCREASE
IN JOBS**

DIRECT EXPENDITURE

ACCOMMODATION



£40m

ENTERTAINMENT



£34m

RETAIL



86m

TRANSPORT



£22m

FOOD & DRINK



£87m

VISITOR BREAKDOWN



OVERNIGHT VISITORS
486,300 VISITORS

2.0 MILLION NIGHTS

£122.1 MILLION VALUE



DOMESTIC VISITORS
315,000 VISITORS

0.8 MILLION NIGHTS

£54.6 MILLION VALUE



OVERSEAS VISITORS
171,300 VISITORS

1.1 MILLION NIGHTS

£67.5 MILLION VALUE



DAY VISITORS
4.1 MILLION VISITORS

£163 MILLION VALUE

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66M VISITORS



£4.1BN VALUE



77,854 JOBS



KENT'S PERFORMANCE

2021 → 2023



PURPOSE OF TRIP TO KENT



HOLIDAY 43%
THOSE ON HOLIDAY
STAY 3.6 NIGHTS
IN THE AREA AND
SPEND £236.26
FOR THE DURATION OF THE
TRIP



BUSINESS 11%
THOSE ON BUSINESS
STAY 2.9 NIGHTS
IN THE AREA AND
SPEND £273.17
FOR THE DURATION OF THE
TRIP



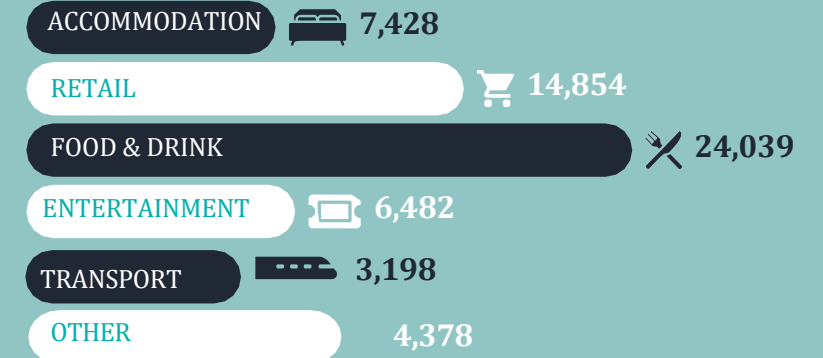
VFR 42%
THOSE VISITING FRIENDS AND RELATIVES
STAY 3.1 NIGHTS
IN THE AREA AND
SPEND £112.58
FOR THE DURATION OF THE TRIP



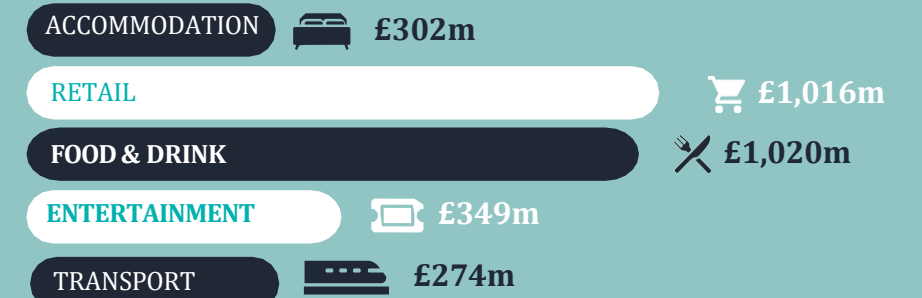
4%
OTHER PURPOSES
INCLUDING OVERSEAS
STUDY VISITS

VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN

