

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.

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4.0M VISITORS



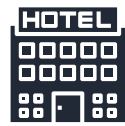
£201M VALUE



4,522 JOBS



PURPOSE OF TRIP TO DOVER



HOLIDAY 64%
THOSE ON HOLIDAY
STAY 3.4 NIGHTS
IN THE AREA AND
SPEND £226.55
FOR THE DURATION
OF THE TRIP



BUSINESS 1%
THOSE ON BUSINESS
STAY 2.9 NIGHTS
IN THE AREA AND
SPEND £313.71
FOR THE DURATION
OF THE TRIP



VFR 33%
THOSE VISITING
FRIENDS AND RELATIVES
STAY 2.7 NIGHTS
IN THE AREA AND
SPEND £112.20
FOR THE DURATION OF
THE TRIP

OTHER PURPOSES 2%
INCLUDING OVERSEAS STUDY VISITS

DIRECT EXPENDITURE

ACCOMMODATION

£17m

ENTERTAINMENT

£18m

RETAIL

£42m

TRANSPORT

£14m

FOOD & DRINK

£52m

2020

2021



56.2%

**INCREASE
IN TRIPS**



79.5%

**INCREASE
IN VALUE**



32.3%

**INCREASE
IN JOBS**

VISITOR BREAKDOWN



OVERNIGHT VISITORS
280,100 VISITORS

0.9 MILLION NIGHTS

£54.9MILLION VALUE



DOMESTIC VISITORS
257,000 VISITORS

0.8 MILLION NIGHTS

£48.9MILLION VALUE



OVERSEAS VISITORS
23,100 VISITORS

0.1 MILLION NIGHTS

£6.0 MILLION VALUE



DAY VISITORS
3.7MILLION VISITORS

£100 MILLION VALUE

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51.5M VISITORS



£2.6BN VALUE 58,791 JOBS

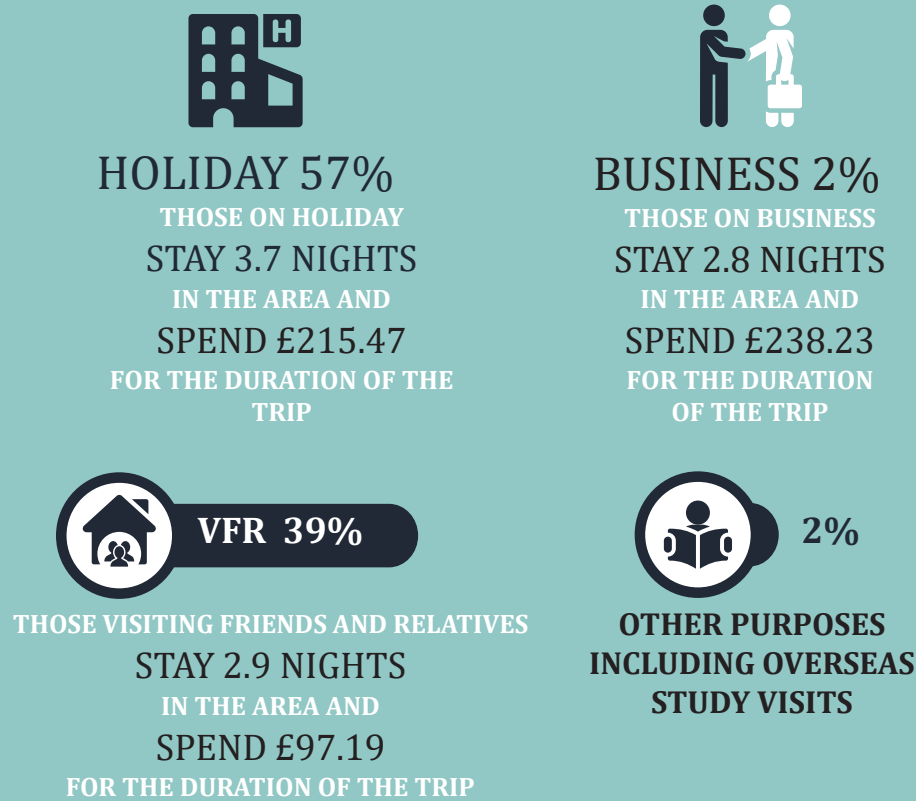


KENT'S PERFORMANCE

2020 → 2021



PURPOSE OF TRIP TO KENT



VALUE AND VOLUME



VISITOR BREAKDOWN

