

THANET'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.

3.9M VISITORS



£212M VALUE



5,831 JOBS



PURPOSE OF TRIP TO THANET



HOLIDAY 60%
THOSE ON HOLIDAY
STAY 3.7 NIGHTS
IN THE AREA AND
SPEND £236.89
FOR THE DURATION
OF THE TRIP



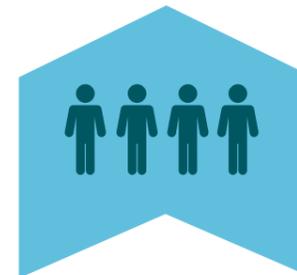
BUSINESS 1%
THOSE ON BUSINESS
STAY 2.8 NIGHTS
IN THE AREA AND
SPEND £281.40
FOR THE DURATION
OF THE TRIP



VFR 36%
THOSE VISITING
FRIENDS AND RELATIVES
STAY 3.4 NIGHTS
IN THE AREA AND
SPEND £146.14
FOR THE DURATION OF
THE TRIP

OTHER PURPOSES 3%
INCLUDING OVERSEAS STUDY VISITS

2020 → 2021



66.7%

**INCREASE
IN TRIPS**



70.3%

**INCREASE
IN VALUE**



15.8%

**INCREASE
IN JOBS**

DIRECT EXPENDITURE

ACCOMMODATION



£22m

ENTERTAINMENT



£21m

RETAIL



49m

TRANSPORT



£15m

FOOD & DRINK



£54m

VISITOR BREAKDOWN



OVERNIGHT VISITORS
330,200 VISITORS

1.2 MILLION NIGHTS

£70.3 MILLION VALUE



DOMESTIC VISITORS
291,000 VISITORS

0.9 MILLION NIGHTS

£51.9 MILLION VALUE



OVERSEAS VISITORS
39,200 VISITORS

0.3 MILLION NIGHTS

£18.4 MILLION VALUE



DAY VISITORS
3.6 MILLION VISITORS

£99 MILLION VALUE

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51.5M VISITORS



£2.6BN VALUE



58,791 JOBS

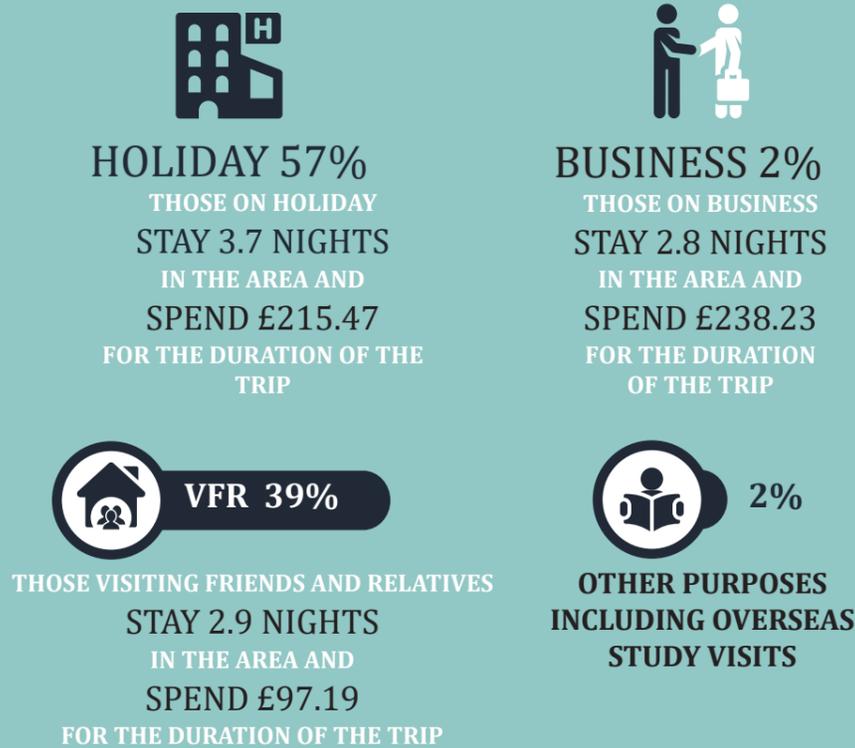


KENT'S PERFORMANCE

2020 → 2021



PURPOSE OF TRIP TO KENT

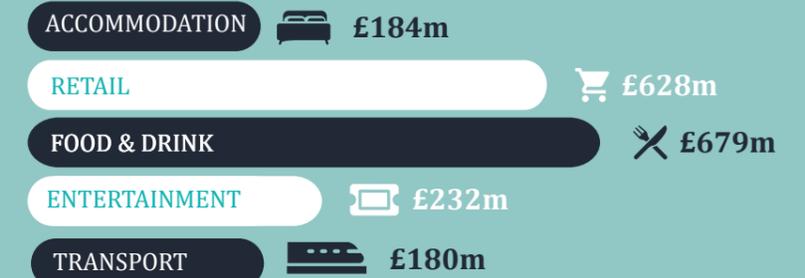


VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN

