

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.

**1.5M VISITORS**



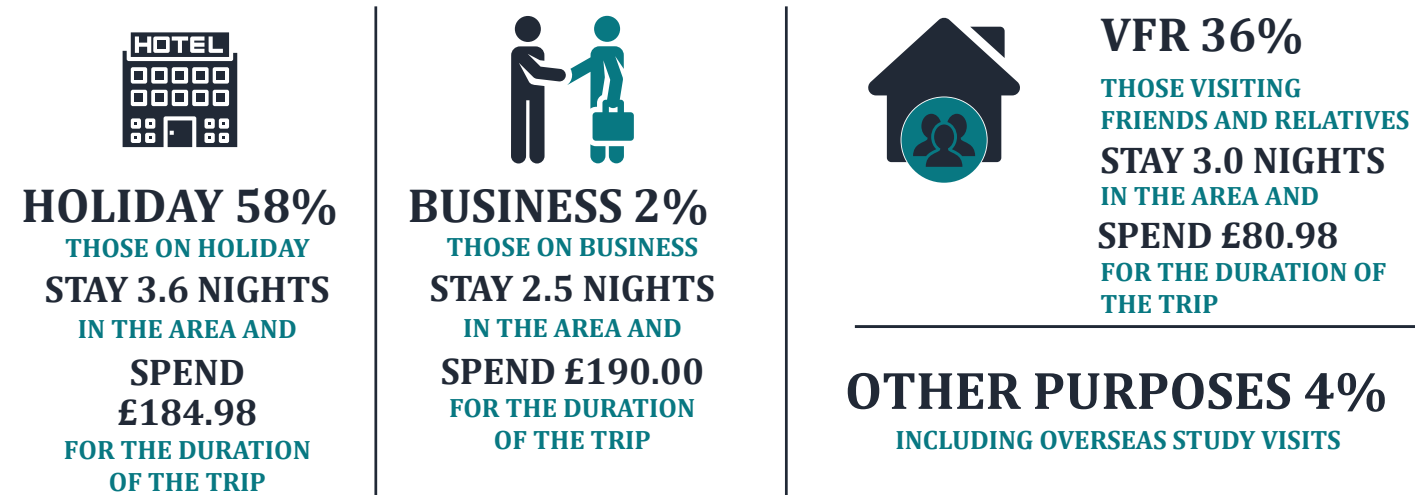
**£70M VALUE**



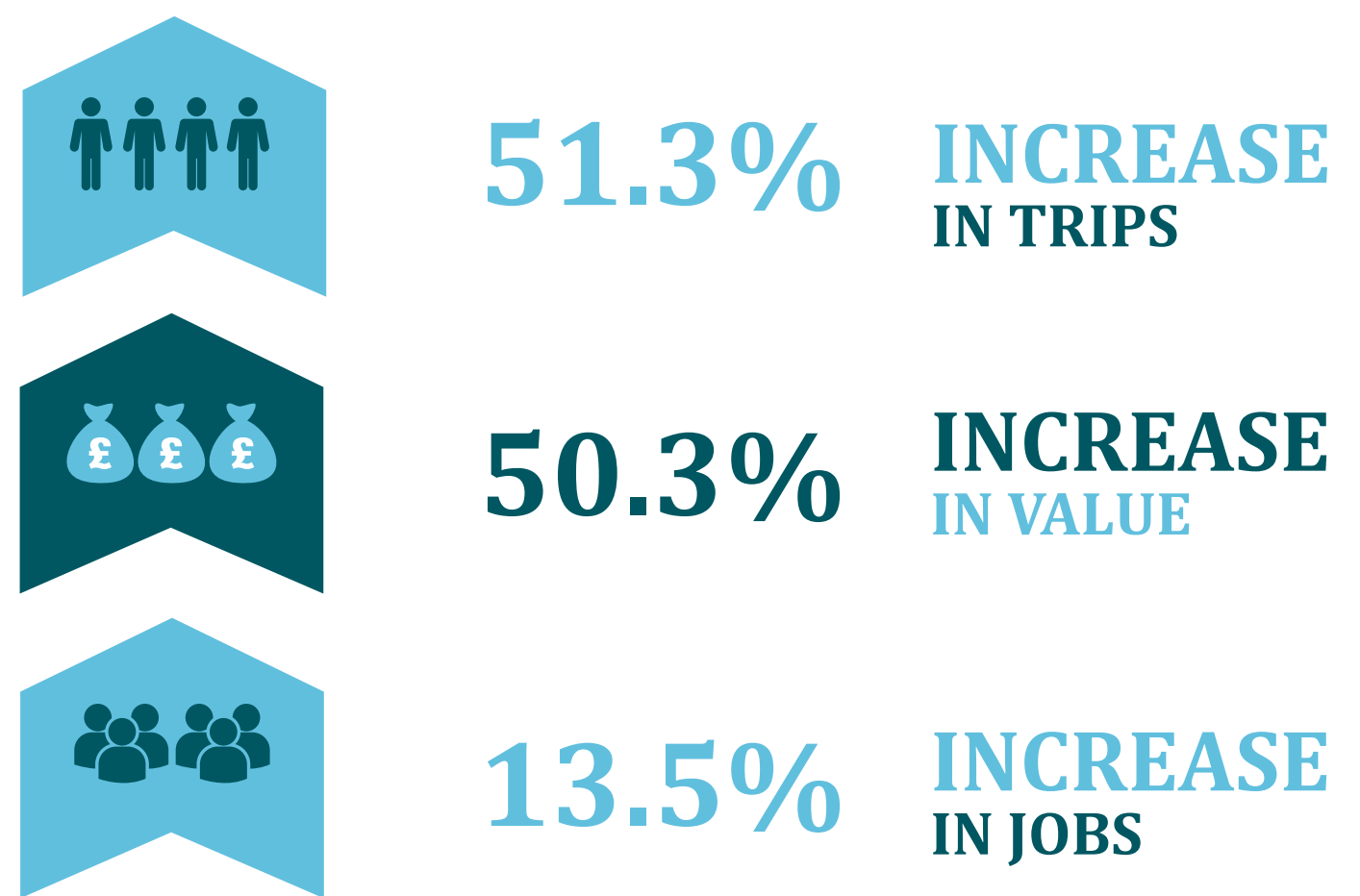
**1,825 JOBS**



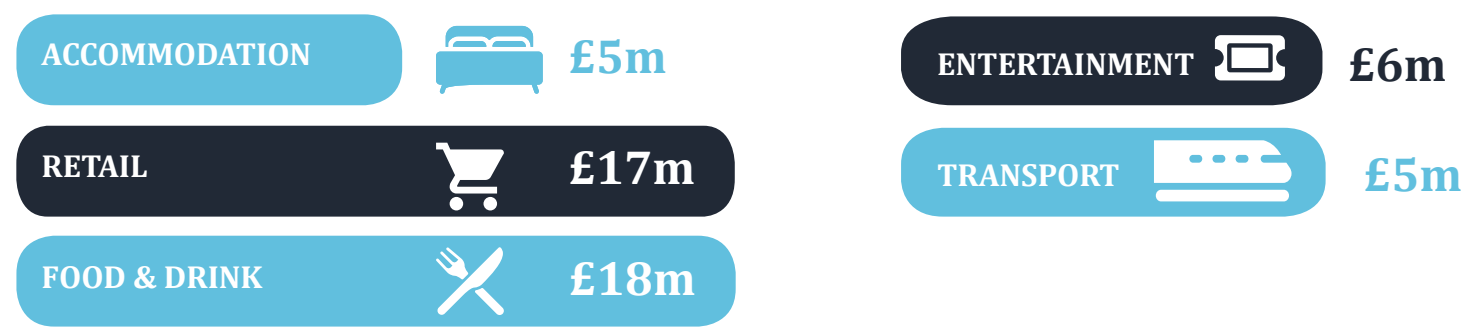
## PURPOSE OF TRIP TO GRAVESHAM



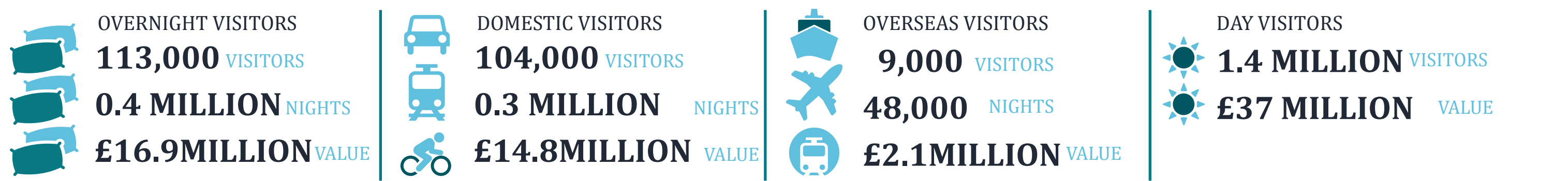
## 2020 → 2021



## DIRECT EXPENDITURE



## VISITOR BREAKDOWN



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.

## 51.5M VISITORS



## £2.6BN VALUE

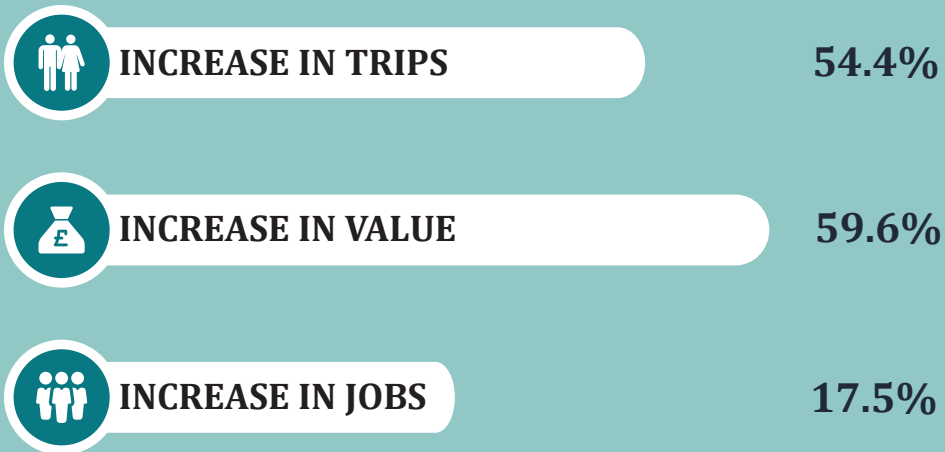


## 58,791 JOBS

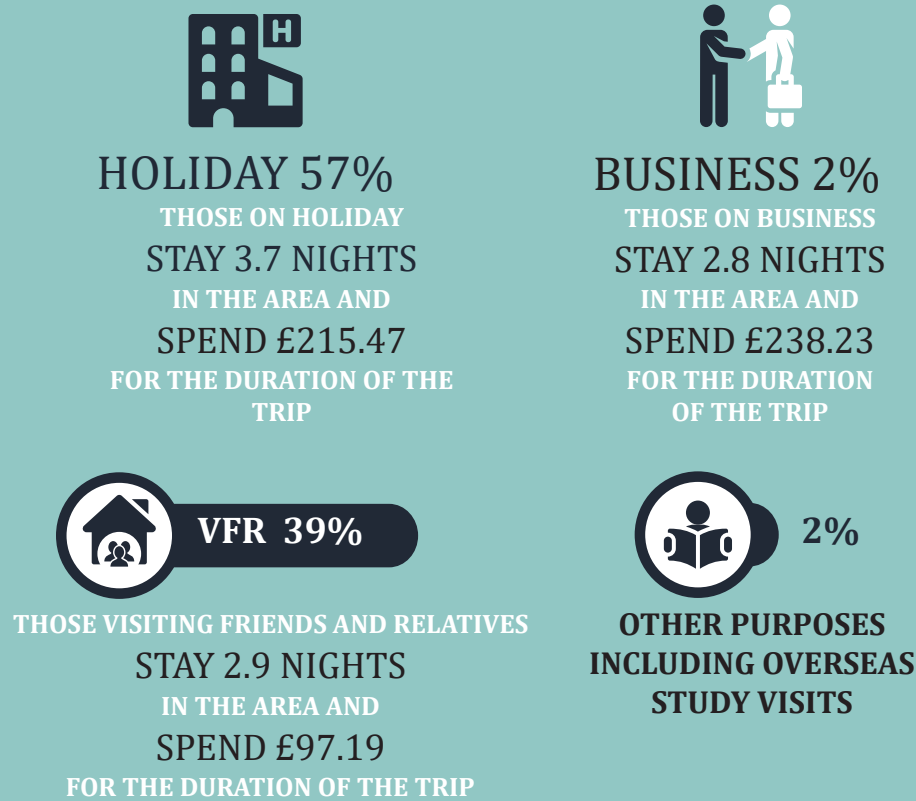


### KENT'S PERFORMANCE

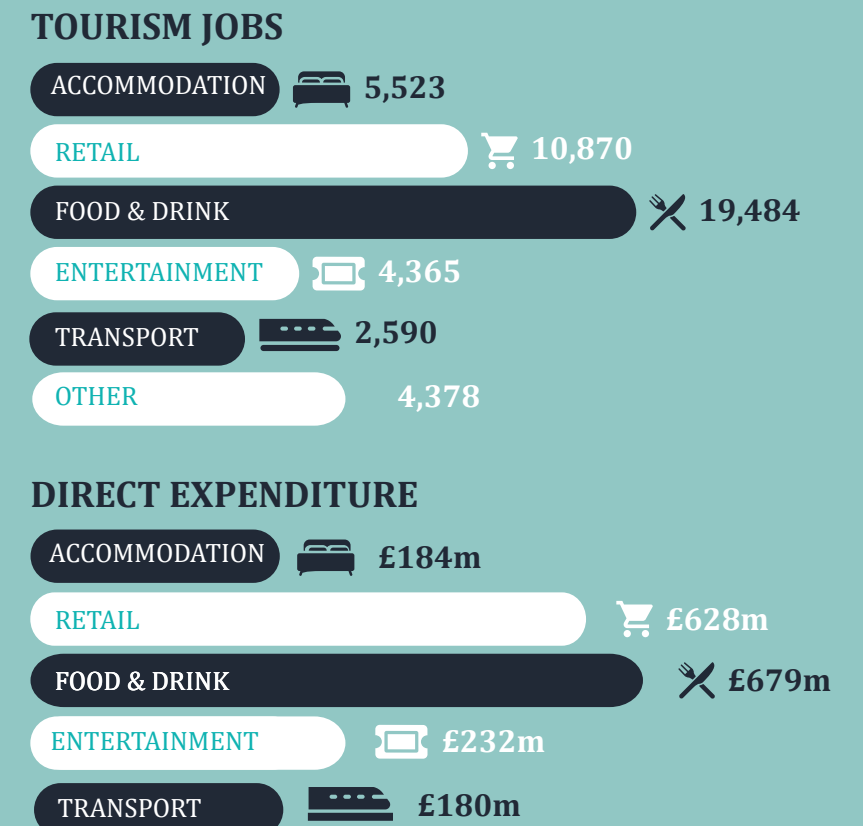
2020 → 2021



### PURPOSE OF TRIP TO KENT



### VALUE AND VOLUME



### VISITOR BREAKDOWN

