

VISIT KENT Business GARDEN *of* ENGLAND

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Visit Kent's Latest Economic Impact Cambridge Model for 2021

Visit Kent's latest Economic Impact Model for 2021 published this week shows promising signs of early recovery for Kent's tourism industry, with the value of Kent's visitor economy increasing to £2.6 billion, a 60% increase from 2020, with 51.5 million combined day and overnight trips being undertaken in the county in 2021, compared to 33.4 million in 2020.

The number of tourism jobs across the Garden of England also increased by 18% on 2020 data, accounting for 8% of total employment in Kent last year, despite the Government furlough scheme ending in September 2021.

These latest figures provide the first look at the rebuild and recovery of Kent's tourism and hospitality sector during 2021. Using the industry-respected Cambridge Economic Impact Model, the study measured the volume and value of tourism within the county in 2021, and the effect of visits and visitor expenditure on the local economy throughout this tumultuous period. England entered its third national lockdown on 6th January 2021 and began the 4 Step roadmap for lifting lockdown restrictions, which only formally ended in July 2021. The Government then also announced the 'Plan B' measures in December 2021 following the rise of the Omicron variant.

To read the full press release, [click here](#)

**ACCESS THE FULL KENT TOURISM ECONOMIC
IMPACT STUDY REPORT AND INFOGRAPHIC FOR
2021 HERE**



October Business Barometer 2022

Our Business Barometer provides businesses with key tourism intelligence, giving us access to much-needed insights that we use in lobbying for the county. These timely findings are also very important in informing our activities and strategies for recovery post COVID-19 and throughout the cost of living crisis.

[READ THE BUSINESS BAROMETER HERE](#)



VisitEngland Domestic Consumer Sentiment Tracker: November 2022

During the cost of living crisis panel discussion at the latest Visit Kent networking event we mentioned how useful the VisitEngland domestic sentiment tracker is in understanding visitor behaviour changes in light of aspects such as COVID-19 and the cost of living challenges. In the November report you can find out more about trip intentions, length of stay and destination preferences, as well as barriers to travelling. Latest findings show that 73% of UK adults plan on taking an overnight domestic trip at some point in the next 12 months.

[VIEW THE REPORT HERE](#)

Tourism support and advice

To discuss how you can work more closely with Visit Kent, please [contact us](#).

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