

VISIT KENT
BUSINESS
GARDEN *of* ENGLAND

**Local Visitor
Economy
Partnership**

Recognised by

VisitEngland

KCC Cabinet

Deirdre Wells OBE

Visit Kent



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.

66M VISITORS



£4.1BN VALUE



77,854 JOBS



KENT'S PERFORMANCE

2021 → 2023

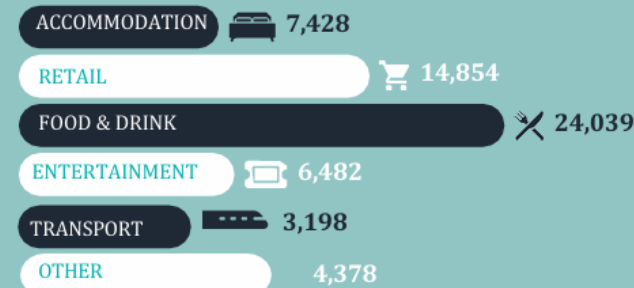


PURPOSE OF TRIP TO KENT



VALUE AND VOLUME

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN





Key findings

Inbound Visitors
higher than pre-
pandemic levels

VFR accounts for
42% of the visitor
economy

Food & Drink
Heritage
Shopping

11% of all jobs
in Kent



Challenges & Opportunities



Challenges

Reduced funding
for visitor
economy

Recruitment &
Retention of staff

Higher
Overheads

Cost of living
crisis



Opportunities

Strong demand

Diversified
product

Year-round job
creation

Pride in
Place





THE VISITOR ECONOMY DELIVERS SOCIAL VALUE

**GROWING KENT'S VISITOR ECONOMY
TOGETHER**

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KENT GARDEN *of* ENGLAND
Destination Management Plan

2024 - 2029



Objectives

1. Place

Improve external perceptions of Kent

2. Prosperity

Increase the productivity of the Kent visitor economy to deliver job opportunities and prosperity to our places

3. Product

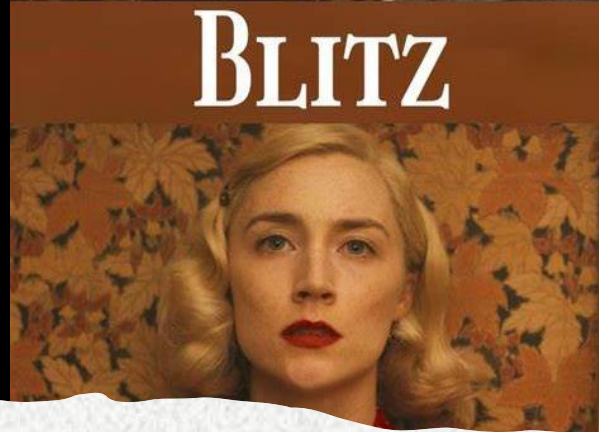
Create new reasons to visit and a welcoming visitor experience by driving even greater collaboration

4. People and Planet

Bring together businesses, residents, and visitors to positively impact community, climate and nature

**What's
next?**





STARRING GB!



WINE TOURISM



INTERNATIONAL PARTNERSHIPS

In Kent



KENT
BIG WEEKEND™

Saturday 5th and Sunday 6th April 2025

A scenic background image of a sunset over a landscape. The sky is filled with soft, wispy clouds in shades of purple, blue, and orange. The horizon is dark, with silhouettes of trees and hills. A large tree silhouette is visible on the left side of the frame.

KENT GARDEN *of* ENGLAND

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