



Latest facts & figures

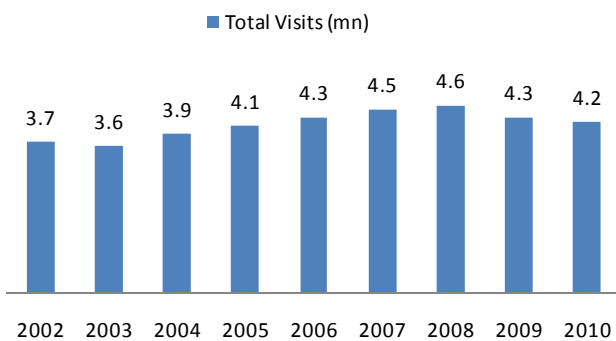
Overnight tourism trends

According to the International Passenger Survey the volume of visits made to the South East by overseas visitors which involved a stay of one night or more was approx. 4.2 million in 2010, only marginally lower than in 2009 and higher to the levels seen between 2002 and 2004.

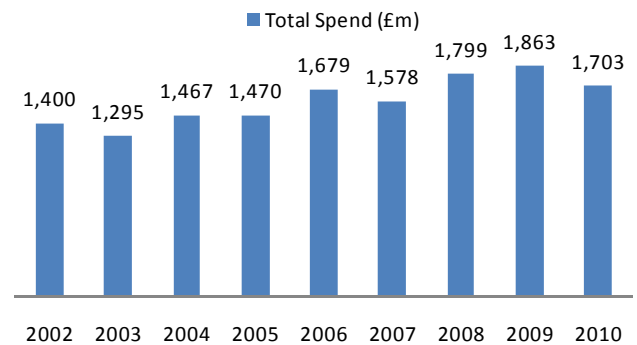
Expenditure associated with these trips is estimated to have reached £1.7 billion, again, a marginal drop compared to 2009 (down by 0.1%).

It should be noted that these figures do not include day trips made by overseas travellers whilst staying elsewhere in the UK. Currently the national survey does not gather this information. The figures therefore do not provide a full picture of the volume and value of visits made to the South East by travellers from overseas.

Total Overseas Overnight Visits Spent in South East



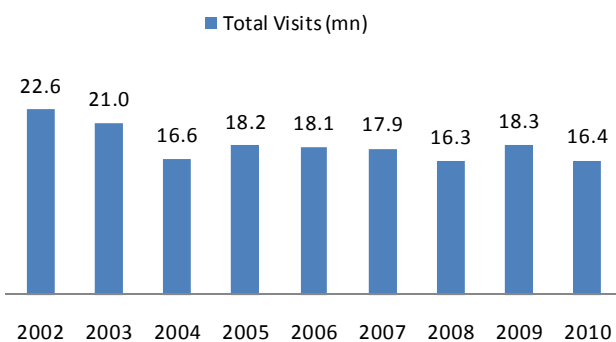
Total Overseas Overnight Visit Spend in the South East



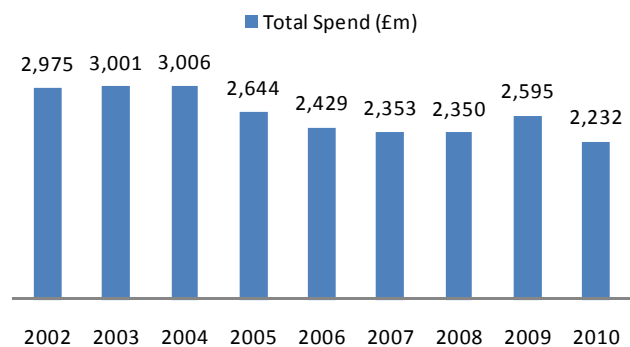
Source: International Passenger Survey, Office for National Statistics

Trend data for domestic overnight tourism in the South East reveals that the volume of visits dropped from 22.6 million visits in 2002 to 21 million visits in 2003 and thereafter saw further reductions in volume. Between 2004 and 2010 the picture has been very mixed.

Total Domestic Overnight Visits Spent in South East



Total Domestic Overnight Visit Spend in the South East



Source: United Kingdom Tourism Survey, VisitEngland

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TOURISM
SOUTH EAST

The highest volume during this period was seen in 2009, dubbed the 'year of the staycation' when domestic overnight trips spent in the South East crept up to 18.3 million visits and the lowest level was seen in 2008 when total volume was estimated to be around 16.3 million visits.

According to the United Kingdom Tourism Survey, 16.4 million domestic overnight trips were spent in the South East in 2010, a 10% drop compared to 2009. Domestic trip expenditure dropped by 14% from approx. £2.6 billion to approx. £2.2 billion.

Hotel performance trends

Average room occupancy in April this year was up by 3.3 per cent points compared to the same month last year. Room yield measured by ADR (Average Daily Rate) was 1.8% lower compared to the same month last year but revPAR (Revenue per Available Room) was 1.8% higher in April this year compared to last year.

Year to date results (Jan to April) reveal a 1.96% point increase in occupancy, a 4.4% increase in ADR and a 6.4% increase in RevPAR.

South East Hotel Performance – January to April						
	Occ %		ADR		RevPAR	
	2011	2010	2011	2010	2011	2010
Current month	69.6%	67.4%	£70.08	£71.37	£49.10	£48.23
Year to date	62.9%	61.9%	£74.18	£71.02	£46.81	£44.00

Source: STR Global Hotel Survey among regional sample of 320 hotels

Visitor attraction admission trends

The better weather experienced in January and February 2011 (compared with the exceptionally cold weather in 2010) has provided the foundations for many attractions to increase their visits in these months this year.

Based on the results of the national Attraction's Monitor, South East attractions saw an average attendance increase of 9% between January and March this year.

Quarter 1 (Jan-Mar): Visit Trends 2011 compared to 2010 by Region

Region	Total Qtr 1 Change (%)	Jan Change (%)	Feb Change (%)	Mar Change (%)
TOTAL ENGLAND (682)	7	19	12	-2
North East (56)	6	30	*	-2
North West (69)	3	15	3	-3
Yorkshire & The Humber (66)	1	25	2	-9
East Midlands (56)	6	17	15	-6
West Midlands (56)	13	8	25	7
East of England (86)	3	15	21	-14
London (42)	10	17	12	4
South East (129)	9	20	17	*
South West (122)	10	28	12	4

*Less than 0.5% change

Source: England Attractions Monitor (total sample 682), VisitEngland

the Beautiful South