

How's Business?

SEPTEMBER 2021

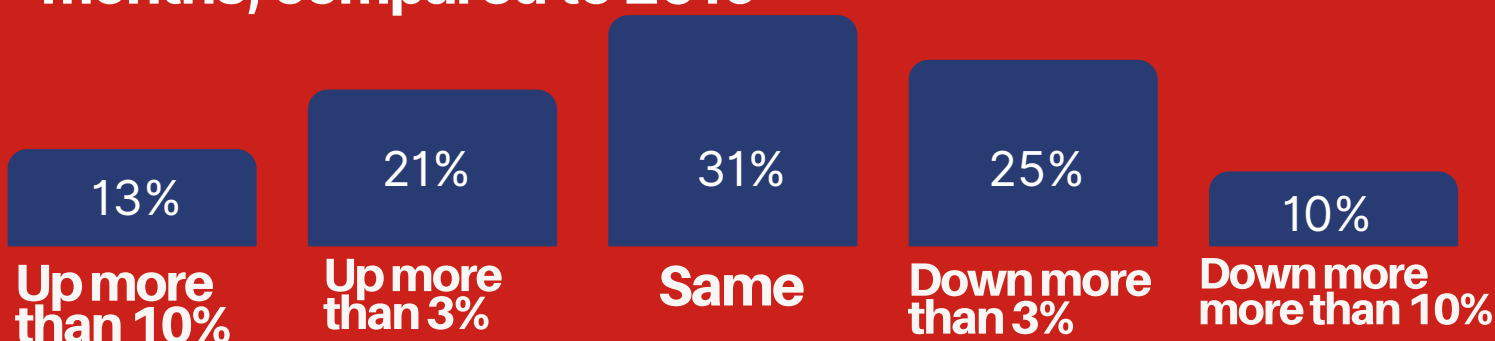
Every 3 months Tourism South East carries out a tourism business confidence survey across South East England.



56%

of businesses are very confident or confident in visitor bookings /revenue for the next 3 month

How are bookings looking for the next 12 months, compared to 2019



TRENDS

customers are **more demanding**

more short breaks

SMALLER GROUPS

increase in cancellations

people are **DOUBLE BOOKING** both UK & Overseas

More Online Bookings

LAST MINUTE BOOKINGS

are popular

For the full report visit tourismsoutheast.com

TOURISM
SOUTH EAST