

How's Business?

MAY 2021

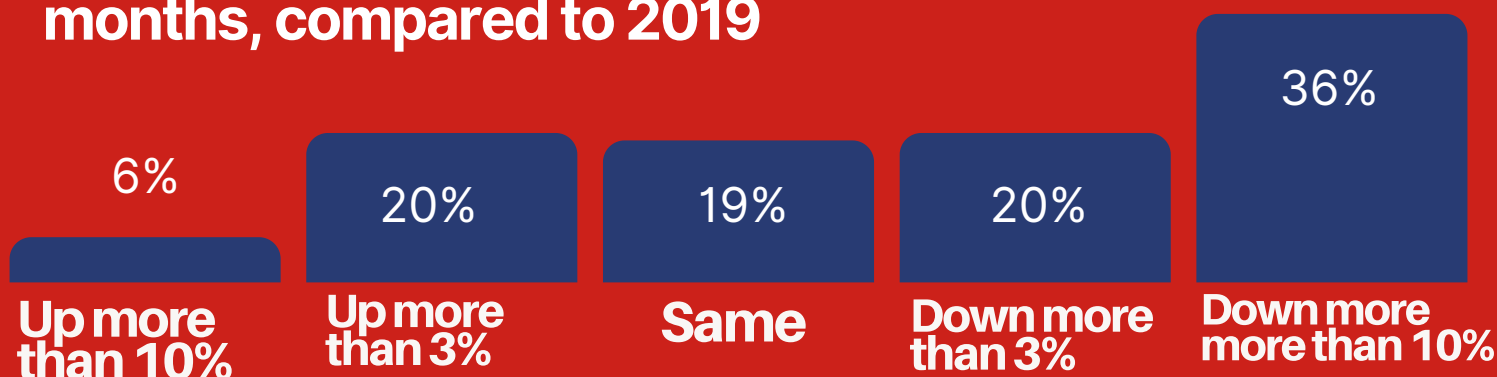
Every 3 months Tourism South East carries out a tourism business confidence survey across South East England.



54%

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

MAY 2021

5% believe customers are

more choosy

15% report
longer stays

6% are finding
CUSTOMERS ARE NON - COMMITTAL

19% finding more

LAST MINUTE

bookings

15% report
less price sensitivity

6% are reporting

More Families & Young People

For the full report visit tourismsoutheast.com

TOURISM SOUTH EAST