

# Understanding Holiday Plans in the South East

Visitor sentiment for future travel  
as of January/February 2024



44% of those surveyed will be looking for special offers and discounts, 33% less expensive or free alternatives

Likely to visit somewhere new for a day trip whilst 47% like to revisit firm favourites.

**77%**

**56%**

Planning the same number of holidays & short breaks as in 2023

The majority of people surveyed said that there was no change in their available leisure spend compared to previous years.



When on holiday a marked change can be seen in visitor behaviour for eating, drinking and going out



52% would travel up to 2 hours for a day trip, 55% up to five hours for a 7-night holiday

To view the full report visit [tourismsoutheast.com](https://tourismsoutheast.com)