

# How's Business?

DECEMBER 2021

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

# 92%

Of Businesses felt that COVID would have an impact on the next 3 months.

How are bookings looking for the next 12 months compared with 2019

# 28%

Of businesses felt that bookings were better than 2019 however 35% felt it was worse.

# TRENDS

customers are

increase in cancellations /  
Uncertainty due to  
Covid

# more demanding

more  
**short  
breaks**

*More  
Online Bookings*

Increase in School Groups

**SMALLER  
GROUPS**

**LAST  
MINUTE  
BOOKINGS**

are popular

**TOURISM  
SOUTH EAST**