

TOURISM SOUTH EAST

Helping **Tourism** Businesses Grow

Group Travel Organiser Survey

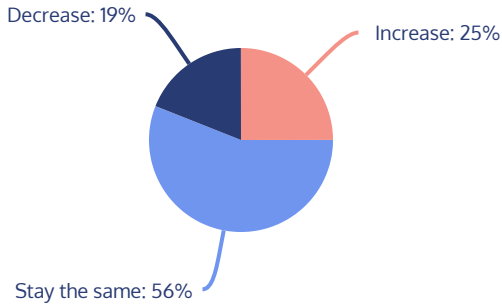
Final Results

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June 2022

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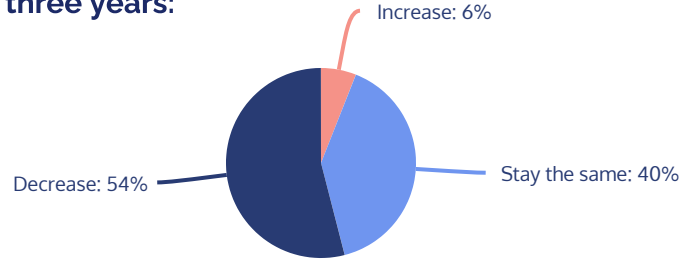
Whether anticipate trip numbers changing from pre-pandemic:



78% felt the change was due to Covid and any related restrictions.

Reasons for changes included: increase cost of coach hire; ageing of group; shifts in demand.

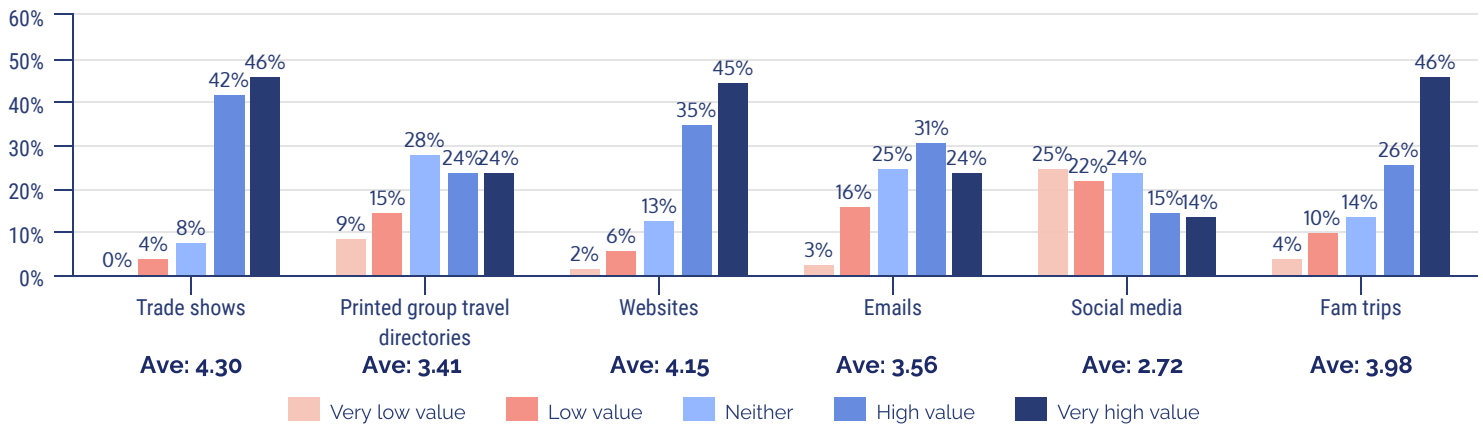
Whether groups size has changed over the last three years:



84% felt the change was due to Covid and any related restrictions.

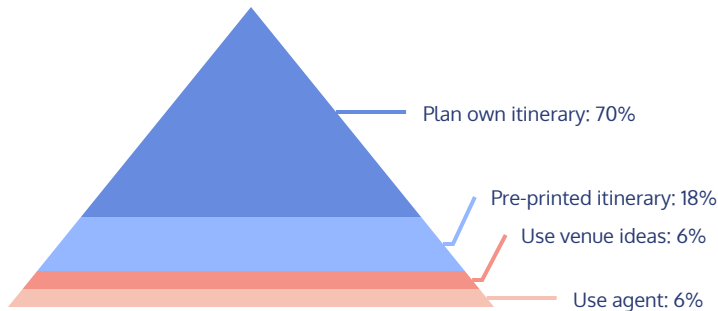
Reasons for changes included: cost of living; age related issues; lack of new members; people not wanting to travel too far.

Value of the following formats in the marketplace today for gathering information for group trips:



Trade shows were rated as the highest value for gathering information for group trips, scoring an average of 4.30 out of 5.00, with 88% of visitors saying they were 'very important' or 'important'. Social media was felt to be of less importance scoring an average of 2.72 out of 5.00 and with 47% of visitors saying it was 'not very important' or 'not important'.

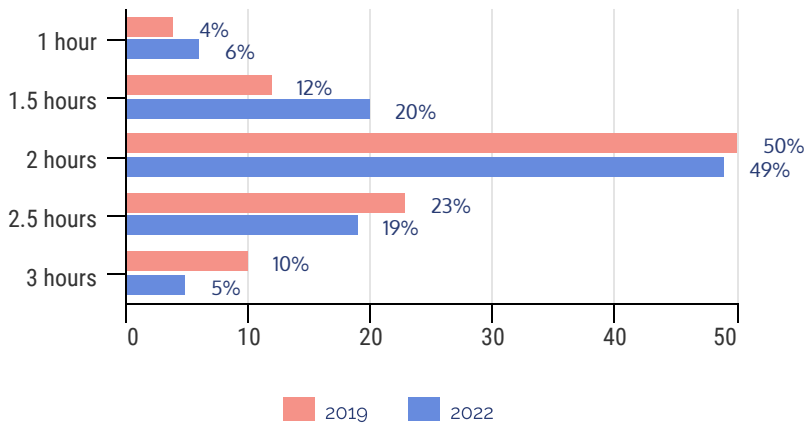
When organising trips, prefer to ...



70% of all visitors prefer to plan their own itineraries (74% in 2019). A further 18% prefer to use a pre-printed itinerary (6% in 2019).

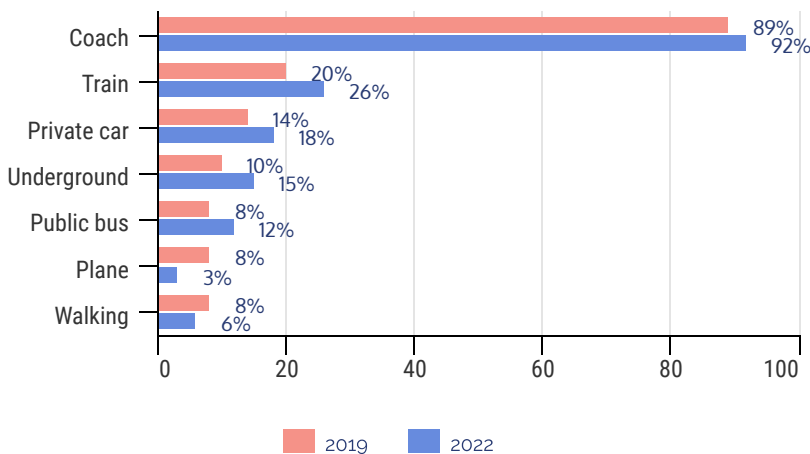
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Acceptable travel time for getting to a day trip venue:



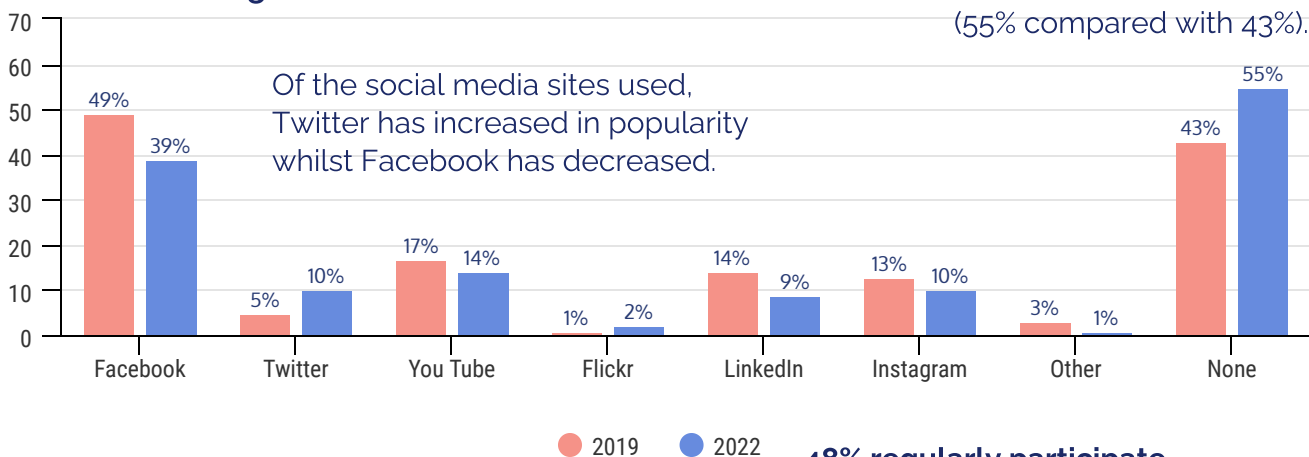
A 2 hour journey was deemed to be the most popular acceptable travel time to get to a venue for a day trip.

Main modes of transport used for group trips:



Coach travel was still the most popular form of transport for group trips (92% compared with 89% in 2019). However, the use of public transport and private cars has also increased compared with 2019.

Social media networking sites used:



Of the social media sites used, Twitter has increased in popularity whilst Facebook has decreased.

Higher number of visitors did not use social media sites than in 2019 (55% compared with 43%).

28% follow group travel related organisations on social media (19% in 2019)

48% regularly participate in fam trips (40% in 2019)

64% of research about places to visit conducted online (57% in 2019)

62% of people initially look for a destination rather than an attraction when doing online research (72% in 2019)