

# How's Business?

March 2024

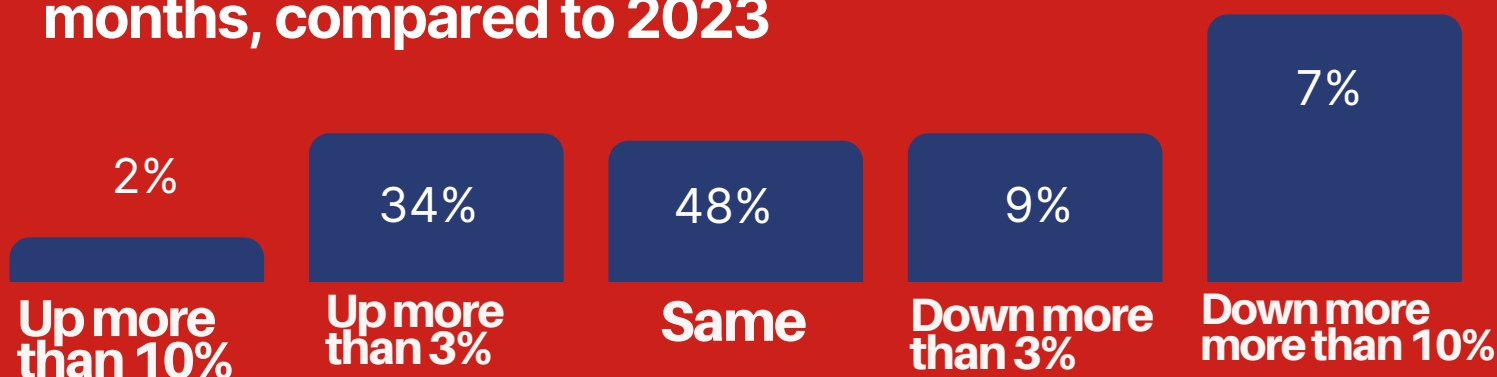
Every 3 months Tourism South East carries out a tourism business confidence survey across South East England.



61%

Of businesses felt very confident or confident about visitor bookings and revenue over the next three months compared with the same period in 2023. Whilst 22% felt they would be about the same.

How are bookings looking for the next 12 months, compared to 2023



## TRENDS

People still want to have fun

*The weather is having a big impact on staycations*

Flexible booking conditions

Cost of ferries/coach hire

*Increase in online bookings*

88% feel that the cost of living & 61% of businesses feel that inflation are the biggest impact on Tourism

Government Uncertainty

For the full report email [membership@tourismse.com](mailto:membership@tourismse.com)

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SOUTH EAST