

Understanding Holiday Plans in the South East

Visitor sentiment for future travel as of December 2022



51% are planning the same holidays/short breaks as in 2021 whilst 25% were planning on booking less holidays or short breaks.

63%

Likely to visit somewhere new for a day trip whilst 46% like to revisit firm favourites.

Like to book direct with suppliers for short breaks or holidays

1/3

51% Felt they would be looking for discounts and special offers



62%

Agreed that sustainability would influence their booking over cheaper prices.



40% would travel for up to two hours for a day out whilst 33% would travel for 3 hours for a short break

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