

# How's Business?

September 2022

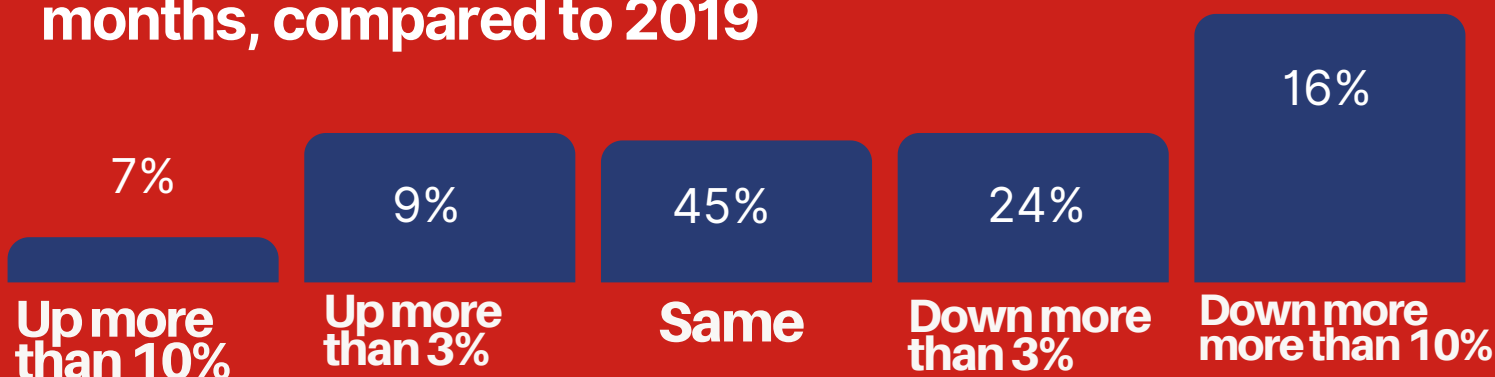
Every 3 months Tourism South East carries out a tourism business confidence survey across South East England.



# 55%

of businesses have reported to be slightly down on visitors / bookings due to the rising cost of living, 24% reported no change

How are bookings looking for the next 12 months, compared to 2019



## TRENDS

*Increase in sales of annual passes*

**Still Lots of last minute bookings**

95% of businesses

**Feel the cost of living is an important economic factor**

**More Staycations**

**Weak pound helps overseas visitors**

**Rising fuel costs and inflation are impacting Tourism**

**Government Uncertainty**

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

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