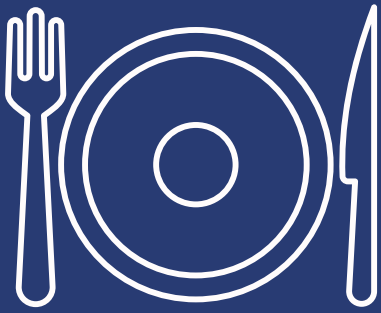


Understanding Holiday Plans in the South East

Visitor sentiment for future travel
as of July 2023



53% of those on holiday eat our regularly, 47% visit a coffee shop, 41% a public house

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

55%

41% Have booked their 2024 holiday

32% Have same or more money to spend on short breaks this year



49% Are planning same number of short breaks or holidays as 2022



35% would travel for up to five hours for a 7-night holiday down from 43% in December 22

To view the full report visit tourismsoutheast.com

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