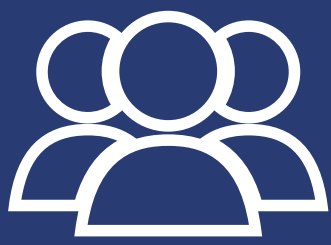


Understanding Holiday Plans in the South East

Visitor sentiment for future travel as of February 2022



Since the lifting of restrictions 85% of visitors said they are happy to return to outdoor spaces, but only 30% to large cities

59%

Said they had managed to visit the one place they really wanted to since restrictions were lifted.

Where planning to visit South East England (currently live or work here) of which 72% said it would be for a weekend break

77%

30% said will travel up to 4 hours for a short break



49% have already booked a break in 22



Just under 1/2 would travel up to 2 hours for a day out

Over half said will travel over 5 hours for a 7 day break



79%

Providing a guaranteed refund is the biggest factor in providing booking confidence



56%

Are anticipating spending more money on days out in 2022

43%

Are planning to book more short breaks in the UK in 2022

To view the full report visit tourismsoutheast.com

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