



Visit England

South East England and Domestic Tourism

South East England

The South East comprises the counties of Berkshire, Buckinghamshire, East Sussex, Hampshire, Isle of Wight, Kent, Oxfordshire, Surrey and West Sussex. It has a population of 8.9 million, representing 16% of the total England population.

Value to Domestic Tourism in England

There were 16.8 million domestic overnight trips to the South East in 2015, representing 16% of all trips in England, with expenditure of £2.6 billion. The 216 million day trips to the South East that year were 17% of the total, and saw expenditure of £6.6 billion.

| | Total England | South East trips | South East trips (as % of total) |
|---------------------------------|---------------|------------------|-------------------------------------|
| Domestic Overnight Trips | | | |
| Trips (millions) | 102.73 | 16.80 | 16% |
| Spend (£ millions) | 19,571 | 2,571 | 13% |
| Day Visits | | | |
| Trips (millions) | 1,298 | 216 | 17% |
| Spend (£ millions) | 46,422 | 6,627 | 14% |



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Trip Type

Overnight Travel

Almost half of trips to the South East are visits to friends and relatives (47%), compared to 39% of all trips. A lower proportion of trips to the region are for holidays (37% vs. 43%) as well as for business trips (12% vs. 14%).

| | Total England | % of trips taken by all trip takers | South East trips | % of South East trips taken |
|---------------------------------------|---------------|-------------------------------------|------------------|-----------------------------|
| All Overnight Trips (millions) | 102.73 | 100% | 16.80 | 100% |
| All Holidays | 43.72 | 43% | 6.26 | 37% |
| 1-3 night holidays | 29.18 | 28% | 4.37 | 26% |
| 4+ night holidays | 14.55 | 14% | 1.89 | 12% |
| Visiting Friends and Relatives | 40.55 | 39% | 7.87 | 47% |
| Leisure VFR | 25.20 | 25% | 4.84 | 29% |
| Other VFR | 15.37 | 15% | 3.03 | 18% |
| Business Travel | 13.87 | 14% | 2.04 | 12% |

Day Trips

As with overnight holidays, visiting friends and relatives is a key activity for day trips to the South East, being the main activity in nearly three in ten visits. Other top activities are in line to day visits overall, although a slightly lower share of general day out or trips involve a night out.

| | Total England | % of trips taken by all trip takers | South East trips | % of South East trips taken |
|--|---------------|-------------------------------------|------------------|-----------------------------|
| All Day Trips, millions (selected activities) | 1,298 | 100% | 216 | 100% |
| Visiting friends or family | 327 | 25% | 65 | 30% |
| Going out for a meal | 134 | 10% | 21 | 10% |
| Going on a night out | 97 | 7% | 13 | 6% |
| General day out | 101 | 8% | 16 | 7% |
| Undertaking outdoor activities | 96 | 7% | 15 | 7% |
| Special shopping | 88 | 7% | 14 | 6% |
| Going to visitor attractions | 65 | 5% | 12 | 6% |



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Holidays in South East England

With fewer longer holidays in the South East than nation-wide, average trip length to the South East is shorter than the average. As such, the average spending per trip and per night on holidays in the South East is also lower.

| Domestic Holidays | Total England | South East trips |
|------------------------------|---------------|------------------|
| Average spend per trip | £245 | £198 |
| Average spend per night | £73 | £67 |
| Average trip length (nights) | 3.35 | 2.93 |

A higher proportion of trips in the South East are to the seaside than the national average (38% compared to 31%). It is also more likely for people to visit small towns in the South East than elsewhere in England (21% vs. 17%). Serviced accommodation is slightly preferred in the region (49% vs. 48%) while self-catering accommodation is less likely to be used (30% of trips, compared to 37% on average).

Travellers to the South East are somewhat more likely to be in the social group ABC1 (72% vs. 69%), in the age group of 16-34 yrs (27% vs. 24%) and have children in the household (40% vs. 37%) than the average domestic holidaymaker to England.

The profile of activities undertaken on holidays in the South East is similar to the average for all trips. However, outdoor activities, arts/culture/entertainment as well as events/festivals are done less on South East trips than overall.

| | % of trips taken by all trip takers | % of South East trips taken |
|-----------------------------------|-------------------------------------|-----------------------------|
| Destination Type | | |
| Seaside | 31% | 38% |
| Large city/ large town | 30% | 24% |
| Small town | 17% | 21% |
| Countryside/ village | 24% | 22% |
| Accommodation used | | |
| Serviced rented | 48% | 49% |
| Self-catering rented | 33% | 31% |
| <i>Camping / Caravanning</i> | 23% | 21% |
| <i>Other self-catering rented</i> | 14% | 12% |



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| Cont. | % of trips taken by all trip takers | % of South East trips taken |
|--------------------------------------|-------------------------------------|-----------------------------|
| Transport used | | |
| Public transport | 17% | 15% |
| Car | 79% | 80% |
| When booked | | |
| More than six months before trip | 7% | 7% |
| Between 2 and 6 months before trip | 25% | 23% |
| About a month before trip | 13% | 13% |
| 2-3 weeks before trip | 12% | 13% |
| In the week before trip | 12% | 13% |
| Same day / after setting off on trip | 1% | 1% |
| How booked | | |
| Booked online | 53% | 56% |
| <i>On a laptop or desktop PC</i> | 35% | 36% |
| <i>On a smartphone</i> | 5% | 8% |
| <i>On a tablet</i> | 10% | 10% |
| Age groups | | |
| 16-34 | 24% | 27% |
| 35-54 | 42% | 41% |
| 55+ | 34% | 32% |
| Social grade | | |
| AB | 41% | 42% |
| C1 | 28% | 30% |
| C2 | 18% | 17% |
| DE | 13% | 11% |
| Children in household | 37% | 40% |



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| Cont. | % of trips taken by all trip takers | % of South East trips taken |
|---|-------------------------------------|-----------------------------|
| Region of origin | | |
| North East | 6% | 2% |
| Yorks & Humberside | 12% | 2% |
| East Midlands | 10% | 4% |
| East of England | 8% | 8% |
| London | 7% | 18% |
| South East (excluding London) | 15% | 37% |
| South West | 13% | 11% |
| West Midlands | 10% | 7% |
| North West | 12% | 4% |
| Scotland | 3% | 3% |
| Wales | 4% | 4% |
| Activities undertaken | | |
| History & heritage | 22% | 23% |
| Arts, culture & entertainment | 15% | 11% |
| Visitor Attractions | 33% | 34% |
| Parks and Gardens | 13% | 14% |
| Events, festivals and exhibitions | 12% | 9% |
| Outdoor activities (including long walks) | 47% | 42% |
| Outdoor activities (excluding long walks) | 39% | 35% |
| Visited beach | 20% | 19% |
| Special shopping | 5% | 4% |
| Live sport | 3% | 1% |
| Special personal event | 3% | 2% |



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Trends

Growth in domestic holidays in the South East is on par with holidays in England overall since 2008, averaging growth of 2% per year.

| Number of domestic holidays Millions | Total England | South East trips |
|---|----------------------|-------------------------|
| 2008 | 39.75 | 5.77 |
| 2009 | 47.01 | 7.64 |
| 2010 | 43.54 | 6.14 |
| 2011 | 46.16 | 6.37 |
| 2012 | 45.99 | 6.64 |
| 2013 | 44.93 | 6.78 |
| 2014 | 40.74 | 6.14 |
| 2015 | 43.72 | 6.26 |
| Annual average growth 2008-2015 | 2% | 2% |



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Appendix

Sub-Regional Volume and Value – Domestic Overnight Tourism - 3-year averages 2013 - 2015

South East Counties

| | Total trips (thousands) | Total nights (thousands) | Total spend (£millions) | Holiday trips (thousands) | Holiday nights (thousands) | Holiday spend (£millions) |
|-----------------|----------------------------|-----------------------------|----------------------------|---------------------------------|----------------------------------|---------------------------------|
| England | 99028 | 289850 | 18788 | 43127 | 144492 | 10411 |
| Berkshire | 1714 | 3723 | 259 | 521 | 1119 | 98 |
| Buckinghamshire | 1093 | 2547 | 142 | 226 | 500 | 37 |
| East Sussex | 2181 | 6324 | 354 | 1044 | 3240 | 220 |
| Hampshire | 3494 | 9796 | 501 | 1334 | 3793 | 237 |
| Isle of Wight | 931 | 3895 | 243 | 664 | 2930 | 187 |
| Kent | 3037 | 7474 | 402 | 1133 | 2868 | 180 |
| Oxfordshire | 1605 | 3985 | 239 | 527 | 1344 | 104 |
| Surrey | 1475 | 3626 | 166 | 248 | 598 | 29 |
| West Sussex | 1672 | 4992 | 246 | 768 | 2341 | 140 |

South East Local Authorities

| | Total trips (thousands) | Total nights (thousands) | Total spend (£millions) | Holiday trips (thousands) | Holiday nights (thousands) | Holiday spend (£millions) |
|---------------------------|----------------------------|-----------------------------|----------------------------|---------------------------------|----------------------------------|---------------------------------|
| England | 99028 | 289850 | 18788 | 43127 | 144492 | 10411 |
| Bracknell Forest | 125 | 315 | 23 | 18 | 33 | 3 |
| Reading | 492 | 1181 | 68 | 91 | 219 | 18 |
| Slough | 129 | 258 | 23 | 8 | 22 | 1 |
| West Berkshire | 202 | 463 | 30 | 49 | 153 | 15 |
| Windsor and Maidenhead | 666 | 1287 | 102 | 350 | 675 | 59 |
| Wokingham | 101 | 205 | 11 | 3 | 3 | 0 |
| Berkshire | 1714 | 3723 | 259 | 521 | 1119 | 98 |
| Aylesbury Vale | 236 | 500 | 23 | 61 | 138 | 7 |
| Chiltern | 126 | 271 | 11 | 11 | 25 | 2 |



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| Cont. | Total trips (thousands) | Total nights (thousands) | Total spend (£millions) | Holiday trips (thousands) | Holiday nights (thousands) | Holiday spend (£millions) |
|------------------------|----------------------------|-----------------------------|----------------------------|---------------------------------|----------------------------------|---------------------------------|
| Milton Keynes | 384 | 830 | 65 | 86 | 164 | 20 |
| South Bucks | 79 | 239 | 12 | 17 | 68 | 2 |
| Wycombe | 264 | 701 | 31 | 52 | 105 | 7 |
| Buckinghamshire | 1093 | 2547 | 142 | 226 | 500 | 37 |
| Brighton and Hove | 980 | 2237 | 174 | 402 | 898 | 98 |
| Eastbourne | 282 | 910 | 50 | 152 | 536 | 36 |
| Hastings | 256 | 891 | 31 | 148 | 513 | 21 |
| Lewes | 142 | 356 | 14 | 48 | 114 | 7 |
| Rother | 361 | 1252 | 56 | 229 | 945 | 42 |
| Wealden | 168 | 676 | 29 | 63 | 232 | 16 |
| East Sussex | 2181 | 6324 | 354 | 1044 | 3240 | 220 |
| Basingstoke and Deane | 222 | 723 | 29 | 48 | 103 | 8 |
| East Hampshire | 151 | 405 | 24 | 32 | 54 | 5 |
| Eastleigh | 68 | 169 | 7 | 22 | 48 | 3 |
| Fareham | 108 | 327 | 21 | 24 | 82 | 9 |
| Gosport | 55 | 172 | 7 | 12 | 44 | 2 |
| Hart | 108 | 203 | 9 | 7 | 7 | 1 |
| Havant | 146 | 414 | 22 | 78 | 275 | 14 |
| New Forest | 699 | 2320 | 116 | 472 | 1678 | 87 |
| Portsmouth | 678 | 1604 | 89 | 258 | 586 | 42 |
| Rushmoor | 100 | 315 | 9 | 10 | 19 | 1 |
| Southampton | 662 | 1772 | 97 | 212 | 560 | 35 |
| Test Valley | 173 | 537 | 28 | 36 | 109 | 9 |
| Winchester | 330 | 749 | 42 | 124 | 217 | 21 |
| Hampshire | 3494 | 9796 | 501 | 1334 | 3793 | 237 |
| Isle of Wight | 931 | 3895 | 243 | 664 | 2930 | 187 |
| Ashford | 258 | 578 | 51 | 98 | 208 | 17 |
| Canterbury | 394 | 918 | 50 | 168 | 404 | 28 |
| Dartford | 178 | 333 | 31 | 15 | 30 | 2 |
| Dover | 280 | 652 | 36 | 156 | 352 | 24 |
| Gravesham | 103 | 177 | 5 | 23 | 49 | 2 |
| Maidstone | 231 | 539 | 24 | 70 | 157 | 8 |
| Medway | 251 | 671 | 34 | 78 | 214 | 12 |
| Sevenoaks | 190 | 412 | 20 | 49 | 86 | 5 |
| Shepway | 305 | 968 | 42 | 192 | 586 | 31 |
| Swale | 219 | 501 | 30 | 82 | 224 | 11 |
| Thanet | 268 | 724 | 41 | 118 | 320 | 23 |



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| Cont. | Total trips (thousands) | Total nights (thousands) | Total spend (£millions) | Holiday trips (thousands) | Holiday nights (thousands) | Holiday spend (£millions) |
|-----------------------|----------------------------|-----------------------------|----------------------------|---------------------------------|----------------------------------|---------------------------------|
| Tonbridge and Malling | 124 | 354 | 13 | 27 | 62 | 4 |
| Tunbridge Wells | 210 | 485 | 20 | 58 | 126 | 9 |
| Kent | 3037 | 7474 | 402 | 1133 | 2868 | 180 |
| Cherwell | 343 | 801 | 50 | 98 | 235 | 22 |
| Oxford | 633 | 1490 | 103 | 212 | 503 | 42 |
| South Oxfordshire | 241 | 622 | 28 | 84 | 270 | 11 |
| Vale of White Horse | 145 | 351 | 15 | 34 | 90 | 5 |
| West Oxfordshire | 243 | 688 | 40 | 93 | 215 | 22 |
| Oxfordshire | 1605 | 3985 | 239 | 527 | 1344 | 104 |
| Elmbridge | 158 | 315 | 18 | 16 | 27 | 2 |
| Epsom and Ewell | 74 | 141 | 8 | 13 | 20 | 1 |
| Guildford | 294 | 675 | 34 | 48 | 119 | 5 |
| Mole Valley | 129 | 286 | 15 | 28 | 72 | 2 |
| Reigate and Banstead | 131 | 314 | 14 | 16 | 36 | 1 |
| Runnymede | 101 | 316 | 12 | 27 | 111 | 4 |
| Spelthorne | 87 | 171 | 10 | 22 | 35 | 2 |
| Surrey Heath | 134 | 484 | 12 | 23 | 52 | 3 |
| Tandridge | 95 | 185 | 8 | 13 | 19 | 1 |
| Waverley | 115 | 330 | 13 | 22 | 45 | 4 |
| Woking | 151 | 335 | 19 | 15 | 37 | 2 |
| Surrey | 1475 | 3626 | 166 | 248 | 598 | 29 |
| Adur | 24 | 76 | 2 | 0 | 0 | 0 |
| Arun | 368 | 1198 | 58 | 234 | 832 | 46 |
| Chichester | 447 | 1530 | 75 | 242 | 896 | 52 |
| Crawley | 361 | 848 | 49 | 185 | 330 | 24 |
| Horsham | 149 | 505 | 24 | 39 | 108 | 4 |
| Mid Sussex | 193 | 506 | 25 | 47 | 90 | 9 |
| Worthing | 143 | 315 | 12 | 29 | 72 | 3 |
| West Sussex | 1672 | 4992 | 246 | 768 | 2341 | 140 |