

Volume and Value of Domestic Overnight Tourism in the South East 2009

Figures from the United Kingdom Tourism Survey (UKTS) suggest that 2009 was indeed the year of the 'Staycation', with just over 18.2 million overnight trips undertaken in the South East by domestic visitors, an increase of 12.0% compared to 2008. The number of nights spent in the region also increased, up 11.2% to 52,839,000, as did visitor spend, up 10.4% to just over £2.5 billion.

The number of pure holiday trips to the South East increased by a considerable 32.6% during 2009 compared to 2008, significantly above the UK average of 16.7%. As a consequence, the number of nights spent by domestic visitors in the South East increased by 35.8% to 25.2 million and visitor spend has also increased by 17.0% to £1.3 billion.

The number of domestic businesses related trips also saw an increase within the region (up 2.1%) despite the UK average declining by 1.4%. In contrast, the number of visiting friends and relatives (VFR) related trips fell slightly in the South East (down 0.1%) despite the UK average ever so increasing slightly (up 0.76%).

Volume and Value of Overnight Tourism 2009

	Trips (000)		Nights (000)		Spend (£mn)	
	SE	UK	SE	UK	SE	UK
Jan	806	5.8 mn	2,086	14.2 mn	120	878
Jan-Feb	1,797	12.8 mn	4,723	31.7 mn	285	2,073
Jan-Mar	3,046	21.0 mn	8,390	55.0 mn	479	3,378
Jan-Apr	4,561	32.5 mn	12,253	91.3 mn	586	5,350
Jan-May	6,547	45.3 mn	18,593	132.1 mn	895	7,512
Jan-Jun	7,986	56.1 mn	22,558	166.4 mn	1,104	9,731
Jan-July	10,142	70.5 mn	29,379	221.8 mn	1,407	12,475
Jan-Aug	12,581	86.5 mn	37,818	287.4 mn	1,781	15,521
Jan-Sep	14,076	97.3 mn	41,571	320.7 mn	2,010	17,410
Jan-Oct	15,760	108.0 mn	46,027	350.9 mn	2,306	19,246
Jan-Nov	16,765	115.1 mn	48,320	366.9 mn	2,431	20,362
Jan-Dec	18,255	126.0 mn	52,839	398.7 mn	2,595	21,881

Source: [United Kingdom Tourism Survey \(UKTS\)](#), [VisitEngland](#)

Note: Figures for tourism by UK residents are normally rounded to the nearest 100,000 trips, 100,000 nights and £5 million spending