

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

Figures from the International Passenger Survey (IPS) show that the South East welcomed approximately 4.2 million international visitors in 2009, a decrease of 6.4% in volume compared to 2008. The number of nights spent in the region by international visitors also decreased during this period, falling down 3.4% to 31,366,000. However, expenditure associated with inbound trips spent in the South East is estimated to have been just over £1.8 billion, an increase of 1.1% compared to 2008.

Holiday trips by international visitors to the South East grew by 10.2% during 2009 to 1.4 million, primarily due to the weakness of sterling encouraging holidays. As a result, spend on holiday trips increased by a whopping 39.8% over this period. In contrast, business trips and VFR continued to be affected significantly throughout 2009, with decreasing by 28.8% and 4.1% respectively.

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	Trips (000)		Nights (000)		Spend (£m)	
	SE	UK	SE	UK	SE	UK
Quarter 1	799	6,197	6,494	44,196	336	3,171
Quarter 2	1,175	7,904	7,144	54,726	435	4,128
Quarter 3	1,431	8,705	11,365	80,829	622	5,296
Quarter 4	861	6,910	6,363	48,600	419	3,821
Total	4,266	29,716	31,366	228,351	1,819	16,416

Source: [International Passenger Survey \(IPS\)](#), Office for National Statistics via VisitBritain

Note: Figures for overseas tourism are rounded to the nearest 10,000 trips, 100,000 nights and £1Mn spending.