











Inbound COVID-19 Sentiment Tracker

Market Snapshot – Australia

Read the full report for Wave 4 here (PDF, 8MB)



Australia Market Summary

Wave 1: 2nd-16th Dec 2020

Wave 2: 24th Mar - 6th Apr 2021

Wave 3: 23rd Aug - 6th Sept 2021

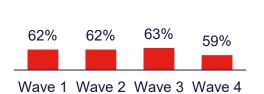
Wave 4: 10th-23rd Feb 2022

All data is from Wave 4, unless stated

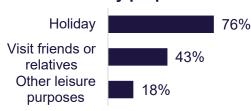


Travel intentions

Intending to travel abroad for leisure*



Journey purpose

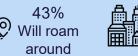


Travel preferences

Top activities



Destination types





41% Large city



34% Coastline



33% Country/ village

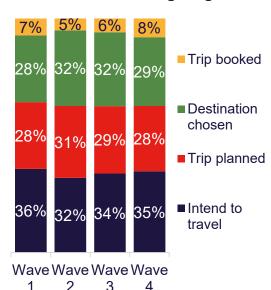




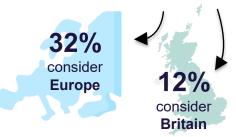


25% Small/midsized city/town

Planning stage



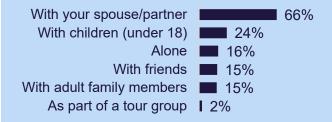
Among leisure trip intenders:



Among Britain intenders:

59% consider England 33% consider Scotland 23% consider London 22% consider Wales

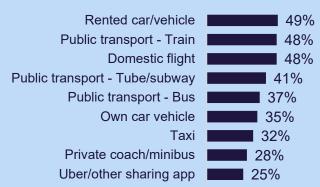
Top Travel Companions



Top Accommodation



Top modes of transport within Britain











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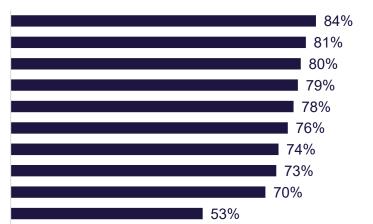
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Travel Concerns – for travel to Britain*

Affordability of robust travel insurance Access to healthcare if I contract COVID-19 abroad Change in quarantine requirements on my return home Other people not following COVID-19 policies/procedures Accessibility of affordable air fares Contracting COVID-19 during my journey/trip Limited / restricted experiences at destination Costs of mandatory COVID-19 tests Extra admin involved with new policy/rules during the trip Locals' attitude towards international tourists



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| I would be happy to take a pre-trip covid-19 test should that be required | 79% | 8%13% | |
|--|-------|---------|--|
| I will delay my next international trip until Omicron is under control | 72% | 9% 19% | |
| I will favour local destinations instead of traveling internationally | 66% | 11% 24% | |
| I will look for less crowded places, even if I miss attractions | 65% | 11% 25% | |
| Booking through a travel agent is a safer option at the moment | 62% | 13% 25% | |
| I would be comfortable using public transport within the destination | 61% | 9% 30% | |
| I will favour international destinations closer to my home country | 57% | 15% 28% | |
| I will be intending to take fewer but longer holidays | 54% | 17% 29% | |
| I will leave booking until later/last minute | 53% 1 | 0% 37% | |
| I will think more about sustainability when planning future holidays | 52% | 15% 33% | |
| I will favour destinations I have been before rather than new places | 51% 1 | 4% 35% | |
| ■ Agree ■ No opinion ■ Disagree | | | |











^{*%} very & somewhat concerned

^{**%} completely & somewhat agree