

# **Inbound COVID-19 Sentiment Tracker**

Market Snapshot – Italy

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



# **Italy Market Summary**

Wave 1: 2<sup>nd</sup>-16<sup>th</sup> Dec 2020

Wave 2: 24th Mar - 6th Apr 2021

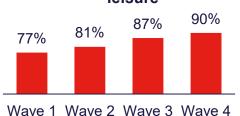
Wave 3: 23rd Aug - 6th Sept 2021 Wave 4: 10th-23rd Feb 2022

All data is from Wave 4, unless stated

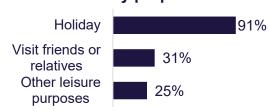


# Travel intentions

### Intending to travel abroad for leisure\*



# Journey purpose



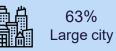
# Travel preferences

### Top activities



#### **Destination types**







32% Small/mid-

sized city/town

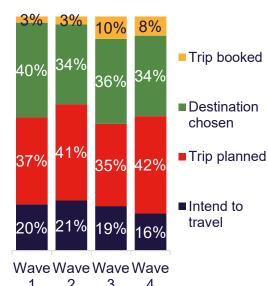


Mountains

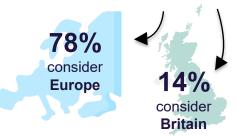


20% Country/ village

### Planning stage



#### Among leisure trip intenders:



# **Among Britain intenders:**

60% consider England 53% consider Scotland 32% consider London 20% consider Wales

#### **Top Travel Companions**



# Top modes of transport within Britain

Public transport - Tube/subway 55% Public transport - Train 52% Public transport - Bus

#### **Top Accommodation**



#### Top modes of transport to Britain

Plane – via nonstop flight Plane – via connecting flight Own/rented vehicle – via Ferry









93%

86%

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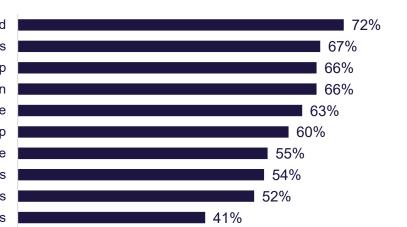
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### Travel Concerns – for travel to Britain\*

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



Travel attitudes\*\*

I would be happy to take a pre-trip covid-19 test should that be required	80%	% 4 <mark>%16%</mark>
I will think more about sustainability when planning future holidays	70%	9% 21%
I would be comfortable using public transport within the destination	63%	5 <mark>% 32%</mark>
I will look for less crowded places, even if I miss attractions	62%	6 <mark>% 32%</mark>
I will favour international destinations closer to my home country	59%	8% 33%
I will delay my next international trip until Omicron is under control	58%	<mark>6% 36%</mark>
Booking through a travel agent is a safer option at the moment	56%	7% 37%
I will leave booking until later/last minute	49%	<mark>7%</mark> 43%
I will be intending to take fewer but longer holidays	44%	10% 46%
I will favour local destinations instead of traveling internationally	43% 6	5% 51%
I will favour destinations I have been before rather than new places	32% 8%	60%
■ Agree ■ No opinion ■ Disagree		











<sup>\*%</sup> very & somewhat concerned

<sup>\*\*%</sup> completely & somewhat agree