

Inbound COVID-19 Sentiment Tracker

Market Snapshot – France

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



France Market Summary

Wave 1: 2nd-16th Dec 2020

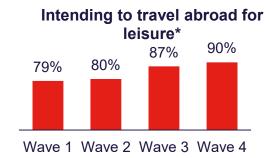
Wave 2: 24th Mar - 6th Apr 2021

Wave 3: 23rd Aug - 6th Sept 2021

Wave 4: 10th-23rd Feb 2022

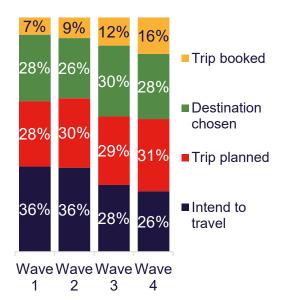
All data is from Wave 4, unless stated

Travel intentions

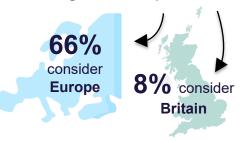




Planning stage



Among leisure trip intenders:



Among Britain intenders:

49% consider England 44% consider Scotland 23% consider London 14% consider Wales

Travel preferences

Top activities



Top Travel Companions



Top Accommodation



Destination types





36% Will roam around



Mountains

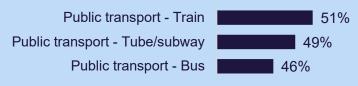


Country/ village

43%

Large city

Top modes of transport within Britain



Top modes of transport to Britain











91%

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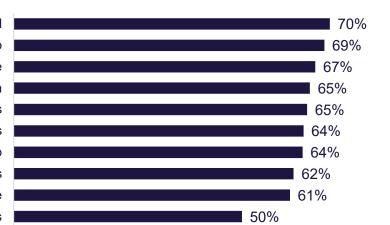
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Travel Concerns – for travel to Britain*

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



Travel attitudes**

I would be happy to take a pre-trip covid-19 test should that be required	73%	5 <mark>% 22%</mark>
I would be comfortable using public transport within the destination	70%	4 <mark>% 26%</mark>
I will favour international destinations closer to my home country	66%	6 <mark>% 2</mark> 9%
I will think more about sustainability when planning future holidays	59%	6 <mark>%</mark> 35%
Booking through a travel agent is a safer option at the moment	57%	5 <mark>% 38%</mark>
I will look for less crowded places, even if I miss attractions	54%	<mark>5</mark> % 41%
I will leave booking until later/last minute	53%	5% 42%
I will favour local destinations instead of traveling internationally	51%	<mark>6% 43%</mark>
I will delay my next international trip until Omicron is under control	44%	7% 49%
I will be intending to take fewer but longer holidays	43% 1	0% 47%
I will favour destinations I have been before rather than new places	42% 5°	% 53%
■ Agree ■ No opinion ■ Disagree		



^{**%} completely & somewhat agree









