

Inbound COVID-19 Sentiment Tracker

Market Snapshot – India

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



India Market Summary

Wave 1: 2nd-16th Dec 2020

Wave 2: 24th Mar - 6th Apr 2021

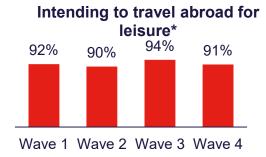
Wave 3: 23^{rd} Aug -6^{th} Sept 2021

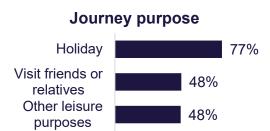
Wave 4: 10th-23rd Feb 2022

All data is from Wave 4, unless stated

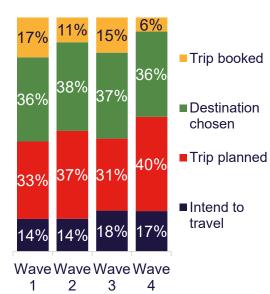


Travel intentions





Planning stage



Among leisure trip intenders:



Among Britain intenders:

74% consider England44% consider Scotland25% consider Wales23% consider London

Travel preferences

Top activities



Top Travel Companions



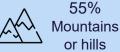
Top Accommodation



Destination types



60% Large city





43% Coastline





29% Small/midsized city/town



40% Country/ village

Top modes of transport within Britain











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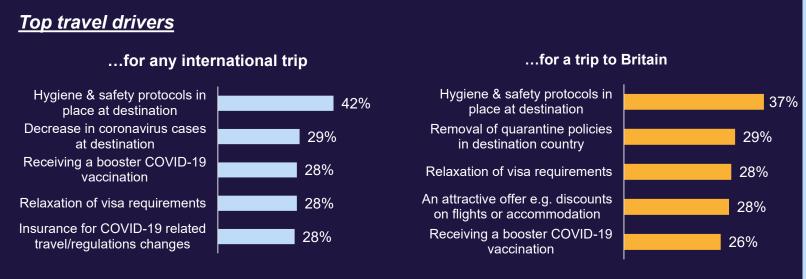
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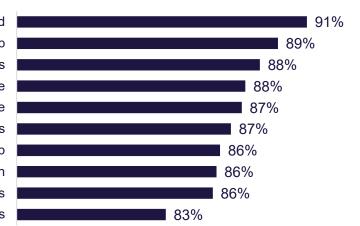
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Travel Concerns – for travel to Britain*

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



Travel attitudes**

I would be happy to take a pre-trip covid-19 test should that be required	88% 2 <mark>%%</mark>
I will think more about sustainability when planning future holidays	87% 2 <mark>%1%</mark>
Booking through a travel agent is a safer option at the moment	86% 2 <mark>%2%</mark>
I will be intending to take fewer but longer holidays	85% 3 <mark>%2%</mark>
I will look for less crowded places, even if I miss attractions	85% 2 <mark>%4%</mark>
I will delay my next international trip until Omicron is under control	82% 2 <mark>%16%</mark>
I would be comfortable using public transport within the destination	82% 2 <mark>%16%</mark>
I will favour international destinations closer to my home country	80% 3 <mark>%18%</mark>
I will favour destinations I have been before rather than new places	70% 3 <mark>% 27%</mark>
I will favour local destinations instead of traveling internationally	69% 4 <mark>% 26%</mark>
I will leave booking until later/last minute	65% 4 <mark>% 31%</mark>
■ Agree ■ No opinion ■ Disagree	











^{*%} very & somewhat concerned

^{**%} completely & somewhat agree