





in conjunction with



Inbound COVID-19 Sentiment Tracker

Market Snapshot – Japan

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

If you need the data in a different format, please contact research@visitbritain.org

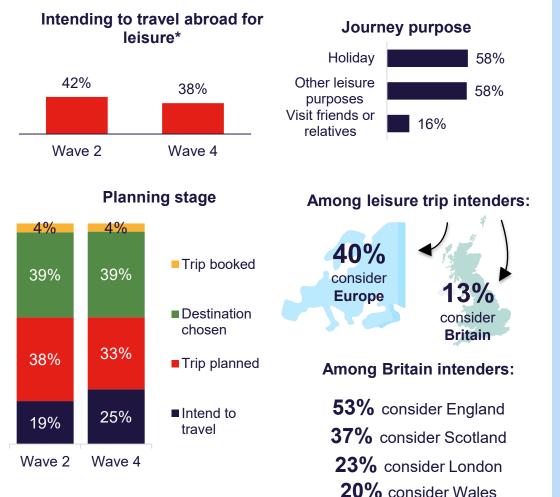
Bristol Balloon Fiesta: Destination Bristol ©Gary Newman

Japan 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





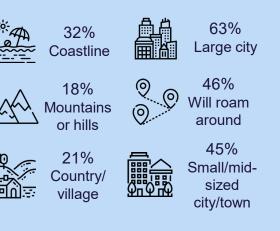




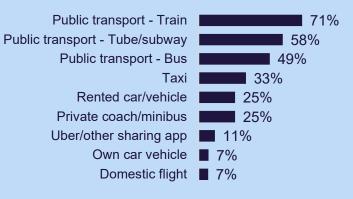
Top Accommodation

Hotel chain		86%
Boutique hotel	32%	
Cruise	21%	
Historic house/castle	19%	
Self catered property	16%	

Destination types



Top modes of transport within Britain









*(% definitely & probably) in the next 12 months

Japan Market Summary

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Top travel drivers

... for any international trip Decrease in coronavirus cases at destination Removal of quarantine policies 38% in home country Removal of quarantine policies 36% in destination country Stable political environment in 27% destination country Money-back guarantee should I 25% wish to cancel my trip

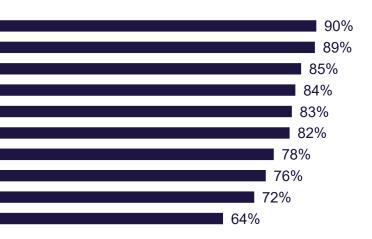
... for a trip to Britain



Travel Concerns – for travel to Britain*

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

*% very & somewhat concerned **% completely & somewhat agree



Travel attitudes**

42%

31%

30%

23%

I will delay my next international trip until Omicron is under control	84%	6	4 <mark>%</mark> 2%	
I would be comfortable using public transport within the destination	82%	6	4 <mark>%</mark> 14%	
l will be intending to take fewer but longer holidays	80%	þ	7 <mark>%</mark> 13%	
I would be happy to take a pre-trip covid-19 test should that be required	80%	þ	4 <mark>%16%</mark>	
l will leave booking until later/last minute	65%	109	% 25%	
Booking through a travel agent is a safer option at the moment	65%	<mark>11</mark> 9	<mark>%</mark> 25%	
I will think more about sustainability when planning future holidays	64%	<mark>13</mark> 9	% 23%	
I will look for less crowded places, even if I miss attractions	58%	<mark>9%</mark>	33%	
I will favour international destinations closer to my home country	50%	14%	36%	
I will favour local destinations instead of traveling internationally	47%	17%	36%	
I will favour destinations I have been before rather than new places	43% 1	1% <mark>4</mark>	6%	
Agree No opinion Disagree				
<i>*</i> /6	-)			

LONDON

Scotland Alba