Sources: Inbound COVID-19 Sentiment Tracker Wave 3 (23rd Aug- 6th Sept 2021), OMD Audience Media Profile

Global Buzzseeker | Identity and demographics

Personal profile

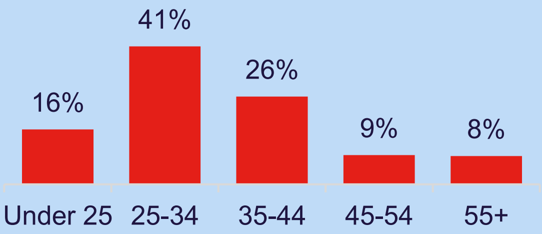
- Outgoing, **adventurous** & experience-driven. They lead active lifestyles and are **naturally curious** about the world, keeping up with a variety of news sources and travel interest publications.
- Seek out **novelty**, exciting and luxury experiences meaning they are highly influential in their social circles.
- Younger Buzzseekers are likely to be childless, but Buzzseekers in their 30s and 40s are likely to have young **kids in tow** – although they may not always bring them on the trip and they aren't inspired by typical 'family friendly' activities.
- **Social media** is a key point of influence and plays a very important role in brand discovery.
- Buzzseekers also expect brands to be **eco-friendly** and help them improve their knowledge & image.

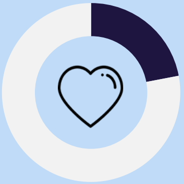
Demographics

49% Female*

51% Male*

Age





22%
Identify as part of the LGBTQIA+ community**

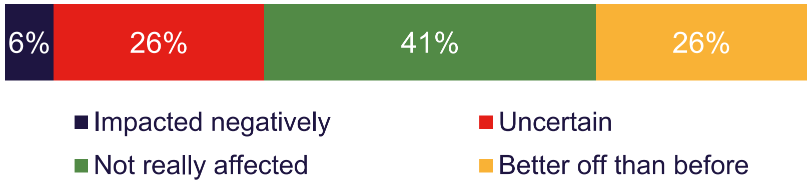
Top LGBTQIA+ identities:

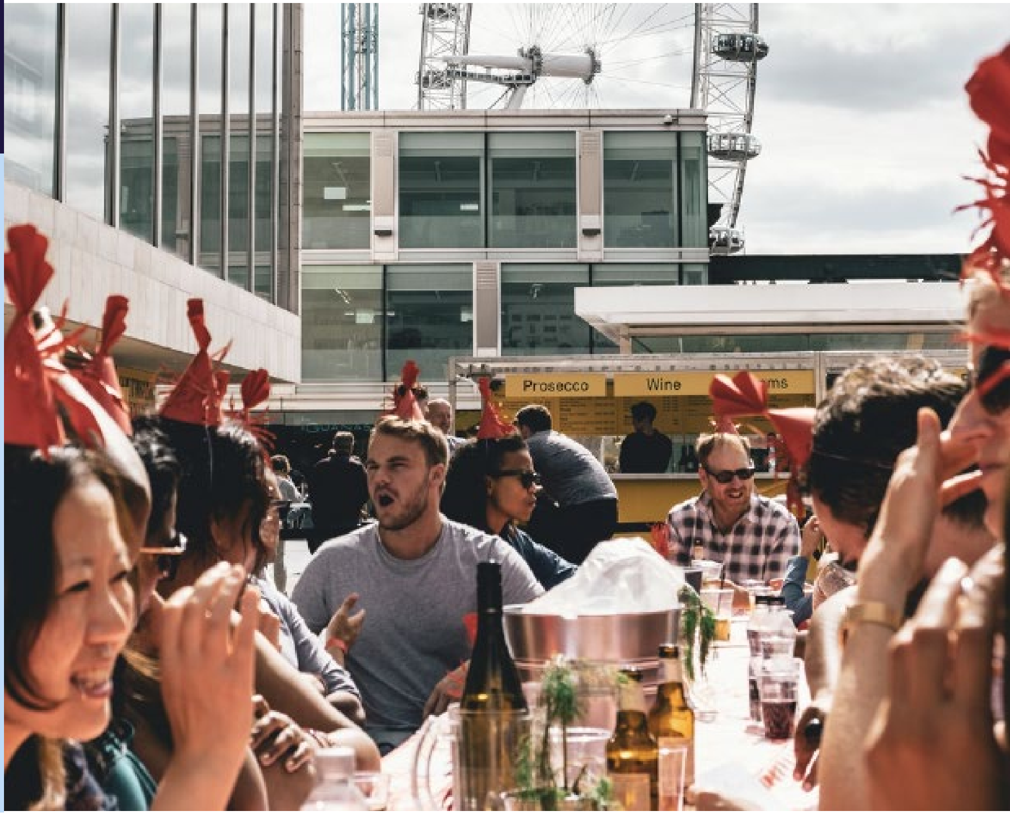
10% Bisexual
4% Gay
4% Not listed
2% Lesbian

26%
Have health conditions or impairments

Within this group…
8% mental health condition
6% partially sighted
5% blind
5% partial hearing loss

Financial situation in light of COVID-19





**None of our sample had a non binary gender identity **China and India excluded from these figures due to erroneous responses*

Sources: Inbound COVID-19 Sentiment Tracker Wave 3 (23rd Aug- 6th Sept 2021)

VisitBritain

Global Buzzseeker | Travel behaviour

Travel intentions

87% Intend to travel abroad for leisure*

Among leisure trip intenders:

63% consider **Europe**

14% consider **Britain**

Among potential Britain intenders:

65% consider England

40% consider Scotland

26% consider London

20% consider Wales

Trips taken per year

	0	1	2	3	4+
Pre COVID	2%	27%	29%	17%	25%
Intended for next 12 months	6%	33%	32%	14%	15%

Travel preferences

Top activities for any international trip

Dining out	58%
Iconic tourist attractions	55%
Outdoor nature activities	54%
History and heritage	54%
Visiting cultural attractions	51%

Top activities for a trip to Britain

History and heritage	63%
Dining out	61%
Iconic tourist attractions	58%
Outdoor activities	54%
Visiting cultural attractions	53%

Travel companions

- 69% Partner
- 32% Children
- 26% Friends
- 23% Solo
- 20% Adult family members
- 3% Tour group

Destination types

- 57% Large city
- 40% Will roam around
- 35% Coastline
- 30% Small/mid-sized city/town
- 29% Mountains or hills
- 27% Country/ village

Top accommodation

1. 58% Hotel chain
2. 37% Bed and breakfast
3. 36% Boutique hotel

Booking behaviour

Top booking channels

Transport provider	46%
Travel comparison website**	43%
Online travel agency/online tour operator***	41%
Accommodation provider	39%
Official destination website	38%

***e.g. Skyscanner, Trivago ***e.g. Expedia, Booking.com*

*% definitely & probably in the next 12 months