Intend travelling abroad for leisure (% Definitely + Likely Probability)
- For holiday: 91%
- To visit friends or relatives: 32%
- For other leisure purposes: 24%

Top travel drivers
- A significant decrease in coronavirus cases at destination: 46%
- The availability of a vaccine/treatment against coronavirus: 46%
- Money-back guarantee should I wish to cancel my trip: 43%
- Hygiene & safety protocols in place at destination: 41%
- An attractive offer e.g. discount on flights or accommodation: 35%

70% of international leisure trip intentions consider Europe among them.
- 26% consider Britain
- 35% in Scotland
- 83% in England
- 16% in Wales
- 42% in London

Planning stages
- 40% Plan to travel at some point
- 38% Top envisaged but destination not decided
- 36% Destination chosen but not booked
- 9% Trip booked

Attitudes to travel
- I will look for less crowded places to visit, even if it means “missing” must-see attractions: 78%
- I will leave booking until last minute: 66%
- I will favour local destinations in my home country instead of travelling: 51%
- I will be intending to take fewer but longer holidays: 41%
- I will favour destinations I have been before rather than new places: 34%
- I would be comfortable using public transport when I travel: 32%

Top booking channels
- A travel comparison website (52%)
- Direct with accommodation provider (26%)
- Through a travel agent/tour operator online (25%)

Top activities (% Very interested)
- Exploring history and heritage: 56%
- Visiting cultural attractions: 57%
- Outdoor nature activities: 55%
- Visiting iconic tourism attractions: 50%
- Dining in restaurants/bars: 45%

Destination types
- 14% Countryside or village
- 58% Large city
- 17% Mountains or hills
- 28% Small-sized
- 35% Coastline
- 53% roam around, visiting many types of places

Accommodation
- Hotel chain: 66%
- Bed and breakfast: 58%
- Self-catered property: 36%
- Private rental such as Airbnb, Couchsurfing, FlipKey: 33%
- Holiday village/campsite (e.g. Center Parcs): 23%

Travel party
- With your spouse/partner: 73%
- With children (under 18): 26%
- With friends: 26%
- With adult family members: 54%
- Alone: 4%
- As part of a tour group: 4%

For an accessible version of this data, please see the Wave 1 full report or email research@visitbritain.org