Inbound COVID-19 Sentiment Tracker

Market Snapshot – Australia

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
**Australia Market Summary**

**Travel intentions**

Intending to travel abroad for leisure*

- 62% consider Europe
- 12% consider Britain
- 32% consider Europe

Planning stage

- Trip booked: 7%, 5%, 6%, 8%
- Destination chosen: 28%, 32%, 32%, 29%
- Trip planned: 28%, 31%, 29%, 28%
- Intend to travel: 36%, 32%, 34%, 35%

Among leisure trip intenders:

- 32% consider Europe
- 12% consider Britain

Among Britain intenders:

- 59% consider England
- 33% consider Scotland
- 23% consider London
- 22% consider Wales

Journey purpose

- Holiday: 76%
- Visit friends or relatives: 43%
- Other leisure purposes: 18%

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

**Travel preferences**

**Top activities**

- Iconic tourist attractions: 45%
- History and heritage: 44%
- Dining out: 39%
- Outdoor nature activities: 37%
- Experiencing local lifestyle: 36%

**Destination types**

- Will roam around: 43%
- Large city: 41%
- Coastline: 34%
- Mountains or hills: 27%
- Small/mid-sized city/town: 25%

**Top Travel Companions**

- With your spouse/partner: 66%
- With children (under 18): 24%
- Alone: 16%
- With friends: 15%
- With adult family members: 15%
- As part of a tour group: 2%

**Top Accommodation**

- Hotel chain: 61%
- Bed and breakfast: 47%
- Boutique hotel: 44%
- Self catered property: 38%
- Historic house/castle: 33%

**Top modes of transport within Britain**

- Rented car/vehicle: 49%
- Public transport - Train: 48%
- Domestic flight: 48%
- Public transport - Tube/subway: 41%
- Public transport - Bus: 37%
- Own car vehicle: 35%
- Taxi: 32%
- Private coach/minibus: 28%
- Uber/other sharing app: 25%

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 travel drivers

#### ...for any international trip
- Money-back guarantee should I wish to cancel my trip: 40%
- Insurance for COVID-19 related travel/regulations changes: 37%
- Removal of quarantine policies in destination country: 32%
- Decrease in coronavirus cases at destination: 28%
- Removal of quarantine policies in home country: 26%

#### ...for a trip to Britain
- Money-back guarantee should I wish to cancel my trip: 33%
- Insurance for COVID-19 related travel/regulations changes: 27%
- Removal of quarantine policies in destination country: 26%
- Removal of quarantine policies in home country: 24%
- Decrease in coronavirus cases at destination: 23%

### Travel Concerns – for travel to Britain*
- Affordability of robust travel insurance: 84%
- Access to healthcare if I contract COVID-19 abroad: 81%
- Change in quarantine requirements on my return home: 80%
- Other people not following COVID-19 policies/procedures: 79%
- Accessibility of affordable air fares: 78%
- Contracting COVID-19 during my journey/trip: 76%
- Limited / restricted experiences at destination: 74%
- Costs of mandatory COVID-19 tests: 73%
- Extra admin involved with new policy/rules during the trip: 70%
- Locals’ attitude towards international tourists: 53%

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

### Travel attitudes**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>No opinion</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would be happy to take a pre-trip covid-19 test should that be required</td>
<td>79%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>I will delay my next international trip until Omicron is under control</td>
<td>72%</td>
<td>9%</td>
<td>19%</td>
</tr>
<tr>
<td>I will favour local destinations instead of traveling internationally</td>
<td>66%</td>
<td>11%</td>
<td>24%</td>
</tr>
<tr>
<td>I will look for less crowded places, even if I miss attractions</td>
<td>65%</td>
<td>11%</td>
<td>25%</td>
</tr>
<tr>
<td>Booking through a travel agent is a safer option at the moment</td>
<td>62%</td>
<td>13%</td>
<td>25%</td>
</tr>
<tr>
<td>I would be comfortable using public transport within the destination</td>
<td>61%</td>
<td>9%</td>
<td>30%</td>
</tr>
<tr>
<td>I will favour international destinations closer to my home country</td>
<td>57%</td>
<td>15%</td>
<td>28%</td>
</tr>
<tr>
<td>I will be intending to take fewer but longer holidays</td>
<td>54%</td>
<td>17%</td>
<td>29%</td>
</tr>
<tr>
<td>I will leave booking until later/last minute</td>
<td>53%</td>
<td>10%</td>
<td>37%</td>
</tr>
<tr>
<td>I will think more about sustainability when planning future holidays</td>
<td>52%</td>
<td>15%</td>
<td>33%</td>
</tr>
<tr>
<td>I will favour destinations I have been before rather than new places</td>
<td>51%</td>
<td>14%</td>
<td>35%</td>
</tr>
</tbody>
</table>

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