Intend travelling abroad for leisure (67% Definite + % Probably)

- For holiday: 60%
- To visit friends or relatives: 37%
- For other leisure purposes: 30%

Top travel drivers

- The availability of a vaccine/treatment against coronavirus: 81%
- Money-back guarantee should I want to cancel my trip: 75%
- A significant decrease in coronavirus cases at destination: 51%
- Removal of quarantine policies in destination country: 33%
- Removal of quarantine policies in home country: 34%

46% of international leisure trip intermediaries consider Europe, among them...

- 26% consider Britain
- 52% in Scotland
- 82% in England
- 15% in Wales
- 44% in London

Planning stages

- Plan to travel at some point: 33%
- Trip envisaged but destination not decided: 28%
- Destination chosen but not booked: 24%
- Trip booked: 6%

Top booking channels

- Direct with airline/transfer operator (42%)
- A travel companion website (27%)
- Direct with accommodation provider (37%)

Top activities (% Very interested)

- Exploring history and heritage: 54%
- Dining in restaurants/bars: 46%
- Visiting iconic tourist attractions: 45%
- Visiting cultural attractions: 43%
- Outdoor nature activities: 43%
- Beach and beach activities: 35%
- Stay in a hotel: 63%
- Stay in a boutique hotel: 44%
- Stay in a private rental such as Airbnb or Couchsurfing: 36%
- Stay in a friend's/relatives house as a free guest: 35%

Attitudes to travel

- I will look for less crowded places to visit, even if it means "missing" must-see attractions: 73%
- I will leave booking until last minute: 63%
- I will favour local destinations in my home country instead of travelling: 57%
- I will be intersted in take fewer but longer holidays: 53%
- I will favour destinations I have been before rather than new places: 40%
- I would be comfortable using public transport within the destination: 42%

Destination types

- Countryside or village: 28%
- Mature or hill: 18%
- Coastal: 32%
- Large city: 49%
- Small/medium-sized: 25%
- Room around, visiting many types of places: 41%

Accommodation

- With spouse/partner: 75%
- Alone: 15%
- With children (under 18): 18%
- With friends: 15%
- With adult family members: 15%
- As part of a tour group: 3%

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