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

Travel sentiment from China

69%
Intend travelling abroad for leisure (% Definitely = % Probably)
For holiday 87%
For other leisure purposes 36%
To visit friends or relatives 15%

57% of international leisure trip intending consider
among them, 40% consider
Britain

77% in Scotland
91% in England
55% in Wales
33% in London

Planning stages

43%
45%
14%
4%

- Plan to travel at some point
- Trip arranged but destination not decided
- Destination chosen but not booked
- Trip booked

Top travel drivers

- The availability of a vaccine/treatment against coronavirus
- Hygiene & safety protocols in place at destination
- A significant decrease in coronavirus cases at destination
- Stability of political environment in destination country
- Removal of quarantine policies in destination country

40%
36%
35%
30%
33%

Destinations considered

Attitudes to travel

- I will be intending to take fewer or shorter holidays
- I would be comfortable using public transport within the destination
- I will look for less crowded places to visit, even if it means "missing" must-see attractions.
- I will leave booking until last moment
- I will favour local destinations in my home country instead of traveling
- I will favour destinations I have been before rather than new places

91%
87%
82%
74%
50%
49%

Top booking channels

Through a travel agent/ tour operator online (48%)
Through a travel agent/tour operator at a storefront (45%)
Direct from the official website of the destination (42%)

Top activities (% Very interested)

- Visiting iconic tourist attractions 52%
- Visiting cultural attractions 51%
- Exploring history and heritage 50%
- Experiencing local lifestyle 48%
- Outdoor nature activities 43%

Destinations types

- Countryside or village 42%
- Large city 68%
- Mountains or hills 35%
- Small town or village 51%
- Coastline 64%
- Beaches or coastal areas 63%

Accommodation

- Holiday village/cottage (e.g. Centre Parcs) 58%
- Boutique hotel 51%
- Hotel chain 49%
- Historic house/castle 43%
- Self catered property 37%

Travel party

- With your spouse/partner 73%
- With friends 52%
- With children (under 18) 27%
- With adult family members 23%
- Alone 18%
- As part of a tour group 8%

(Base: All British Leisure Trip Intenders)