

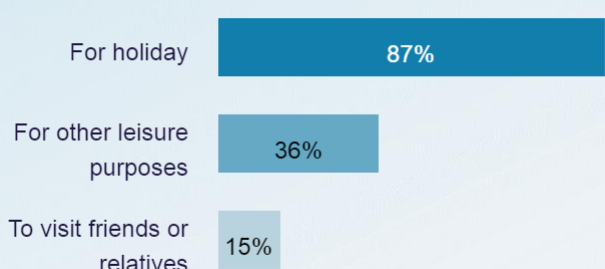
Travel sentiment from China



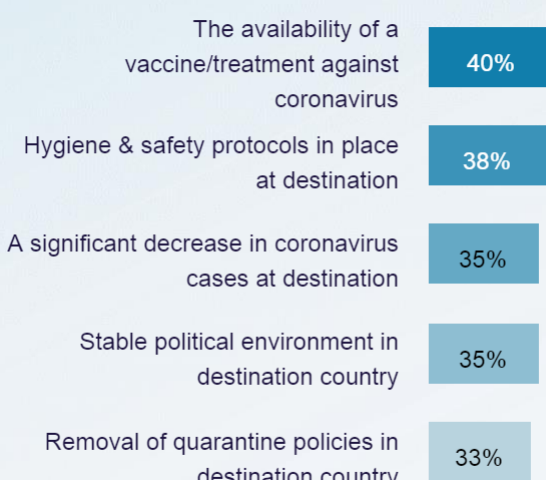
69%

Intend travelling abroad for leisure

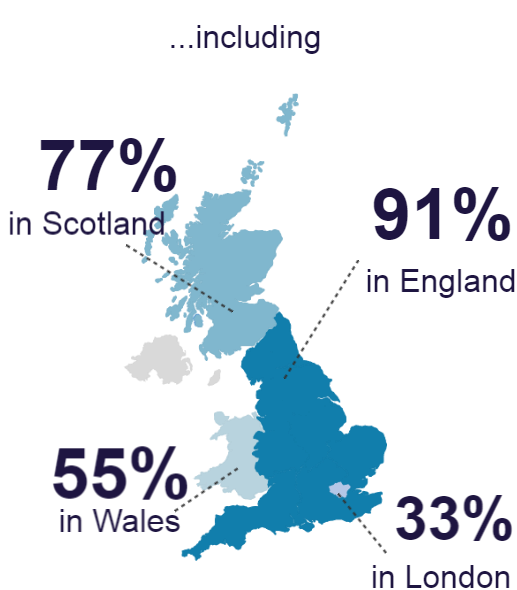
(% Definitely + % Probably)



Top travel drivers

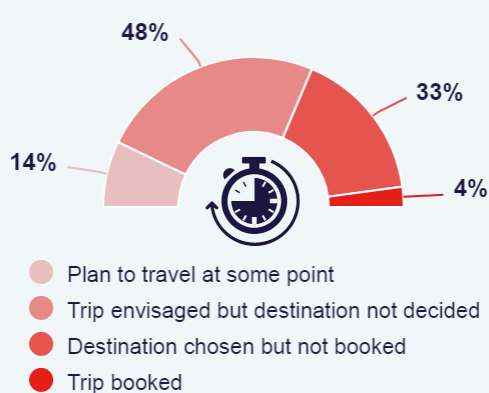


Destinations considered

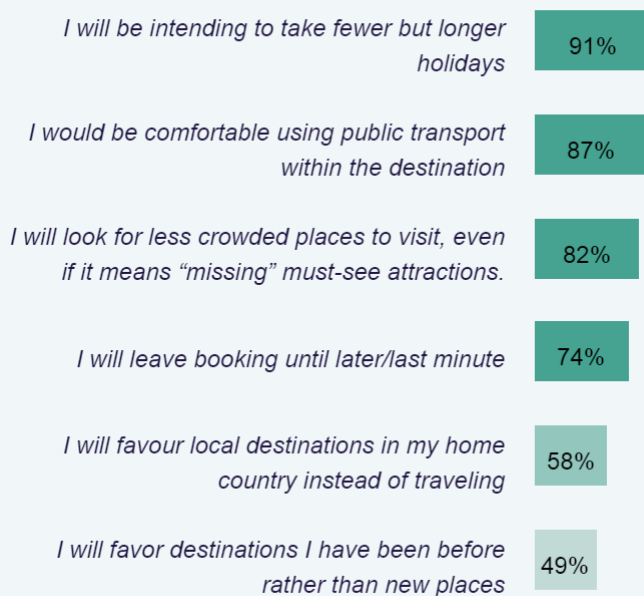


Planning stages

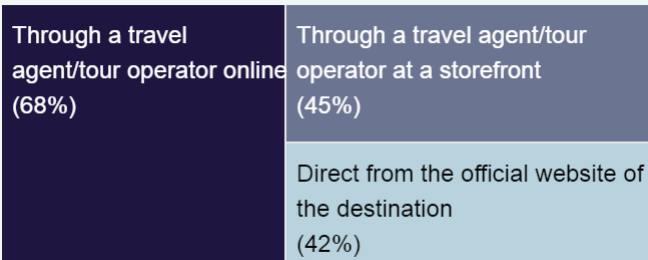
(Base : All Britain Leisure trip Intenders)



Attitudes to travel



Top booking channels



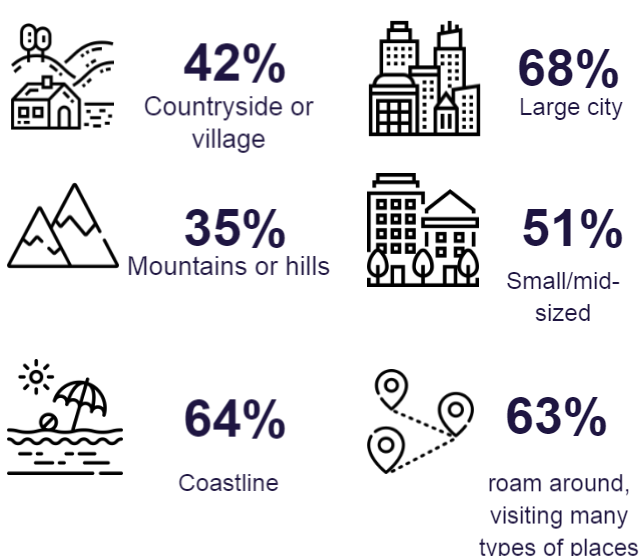
Top activities

(% Very interested)

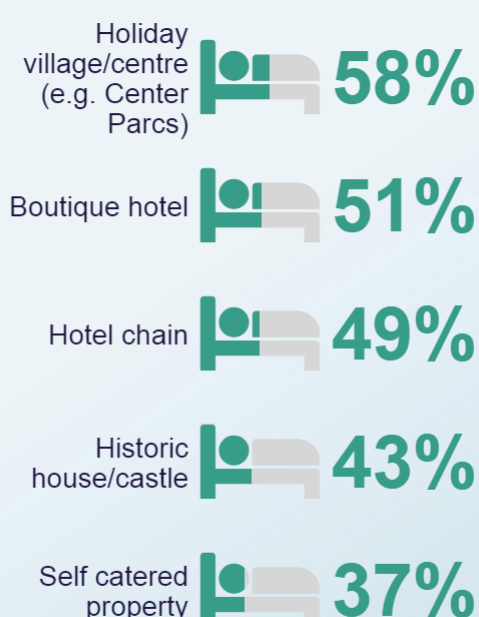


Destination types

(Base : All Britain Leisure trip Intenders)



Accommodation



Travel party

