Inbound COVID-19 Sentiment Tracker

Market Snapshot – China

Read the full report for Wave 3 here (PDF, 7.6MB)

Bristol Balloon Fiesta: Destination Bristol ©Gary Newman
China Market Summary

Travel Intentions

- Intending to travel abroad for leisure:
  - Wave 1: 69%
  - Wave 2: 82%
  - Wave 3: 84%

Journey purpose

- Holiday: 87%
- Other leisure purposes: 31%
- Visit friends or relatives: 17%

Travel Preferences

- Top activities:
  - Iconic tourist attractions: 45%
  - History and heritage: 44%
  - Experiencing local lifestyle: 42%
  - Visiting cultural attractions: 42%
  - Shopping: 41%

Top Travel Companions

- With your spouse/partner: 76%
- With friends: 22%
- With adult family members: 21%
- With children (under 18): 20%
- Alone: 13%
- As part of a tour group: 3%

Top Accommodation

- Hotel chain: 42%
- Holiday village/centre: 40%
- Boutique hotel: 38%
- Historic house/castle: 31%
- Bed and breakfast: 27%

Top Modes of Transport within Britain

- Public transport - Tube/subway: 1%
- Domestic flight: 37%
- Taxi: 34%
- Rent a car/vehicle: 32%
- Public transport - Bus: 31%
- Public transport - Train: 27%
- Own car vehicle: 27%
- Private coach/minibus: 21%
- Uber/other sharing app: 21%

Planning Stage

- Trip booked: 35%
- Destination chosen: 55%
- Trip planned: 29%
- Intend to travel: 46%

Among leisure trip intenders:

- Europe: 52%
- Britain: 25%

Among Britain intenders:

- England: 50%
- Scotland: 49%
- Wales: 30%
- London: 15%
China Market Summary

**Top travel drivers**

...for any international trip

- Receiving a Covid-19 vaccination: 30%
- Stable political environment in destination country: 26%
- Hygiene & safety protocols in place at destination: 26%
- Decrease in coronavirus cases at destination: 25%
- Official national hygiene label in destination: 22%

...for a trip to Britain

- Hygiene & safety protocols in place at destination: 29%
- Receiving a COVID-19 vaccination: 26%
- Stable political environment in destination country: 25%
- Decrease in coronavirus cases at destination: 24%
- Official national hygiene label in destination: 23%

**Travel Concerns – for travel to Britain***

Access to healthcare if I contract COVID-19 abroad: 90%
Other people not following COVID-19 policies/procedures: 90%
Change in quarantine requirements on my return home: 89%
Contracting COVID-19 during my journey/trip: 88%
Affordability of robust travel insurance: 88%
Limited / restricted experiences at destination: 88%
Locals’ attitude towards international tourists: 88%
Extra admin involved with new policy/rules during the trip: 86%
Costs of mandatory COVID-19 tests: 85%
Accessibility of affordable air fares: 85%

**Travel attitudes**

- I would be happy to take a pre-trip covid-19 test should that be required: 87% Agree, 21% Disagree
- I will think more about sustainability when planning future holidays: 85% Agree, 2% Disagree, 23% No opinion
- I will look for less crowded places, even if I miss attractions: 83% Agree, 2% Disagree, 15% No opinion
- I will be intending to take fewer but longer holidays: 82% Agree, 3% Disagree, 15% No opinion
- Booking through a travel agent is a safer option at the moment: 82% Agree, 2% Disagree, 16% No opinion
- I would be comfortable using public transport within the destination: 80% Agree, 2% Disagree, 8% No opinion
- Due to covid-restrictions, I will have more annual leave to use: 76% Agree, 4% Disagree, 21% No opinion
- I will leave booking until later/last minute: 74% Agree, 2% Disagree, 24% No opinion
- I will favour local destinations instead of traveling internationally: 73% Agree, 4% Disagree, 23% No opinion
- I will travel internationally as soon as I can after I get the vaccine: 72% Agree, 4% Disagree, 24% No opinion
- I will favor destinations I have been before rather than new places: 67% Agree, 3% Disagree, 30% No opinion

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

Wave 1: 2nd-16th Dec 2020
Wave 2: 24th Mar – 6th Apr 2021
Wave 3: 23rd Aug – 6th Sept 2021
All data is from Wave 3, unless stated.