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& PARTNERS



Llywodraeth Cymru  
Welsh Government



VisitBritain™

in conjunction with



# 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

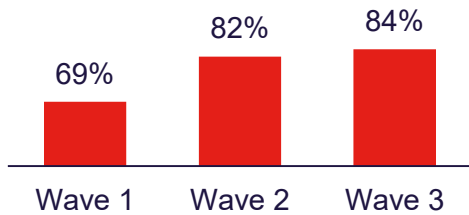
# China Market Summary

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

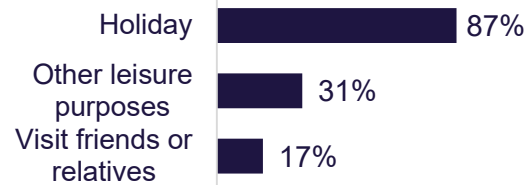


## Travel intentions

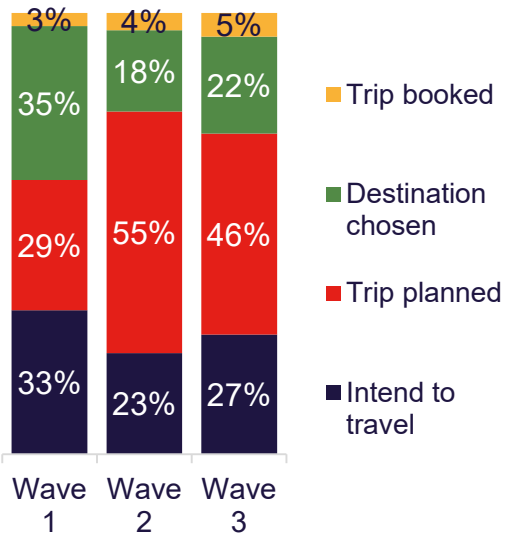
### Intending to travel abroad for leisure\*



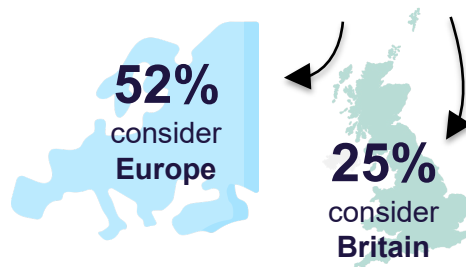
### Journey purpose



### Planning stage



### Among leisure trip intenders:



### Among Britain intenders:

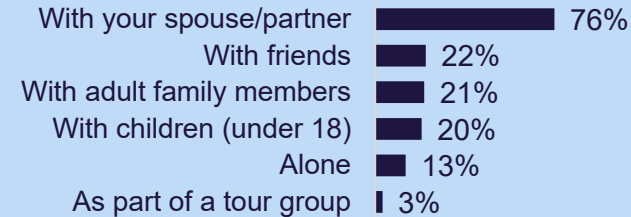
**50%** consider England  
**49%** consider Scotland  
**30%** consider Wales  
**15%** consider London

## Travel preferences

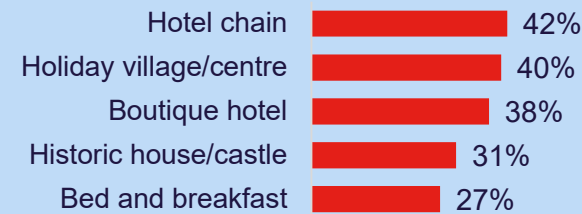
### Top activities



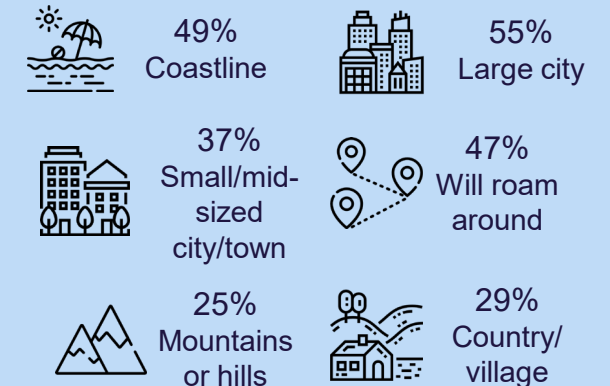
### Top Travel Companions



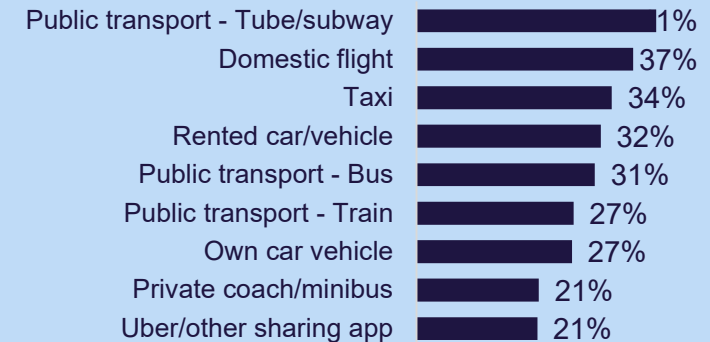
### Top Accommodation



### Destination types



### Top modes of transport within Britain



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

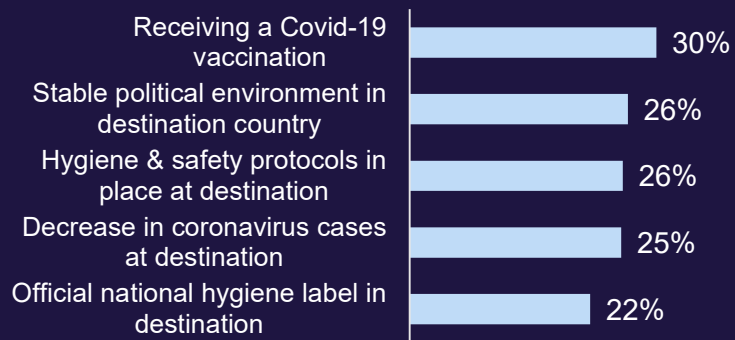
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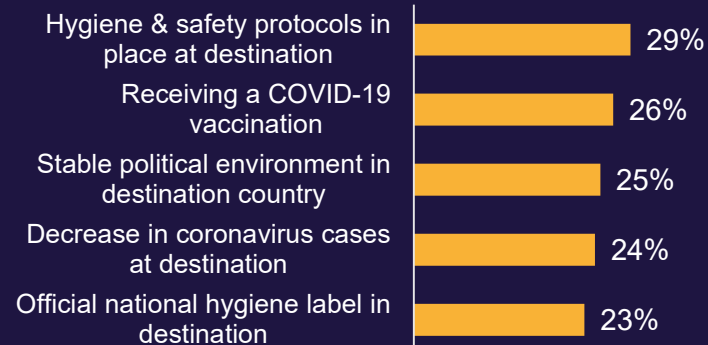


## Top travel drivers

### ...for any international trip



### ...for a trip to Britain



## Travel Concerns – for travel to Britain\*



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

## Travel attitudes\*\*

