VisitScotland | Alba

LONDON & PARTNERS

Llywodraeth Cymru
Welsh Government

VisitBritain

in conjunction with TCI Research
Travel Competitive Intelligence

Inbound COVID-19 Sentiment Tracker

Market Snapshot – China

Read the full report for Wave 4 here (PDF, 8MB)

If you need the data in a different format, please contact research@visitbritain.org

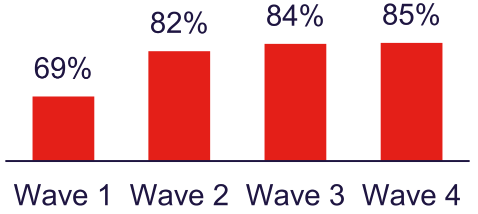
Bristol Balloon Fiesta: Destination Bristol ©Gary Newman

China Market Summary

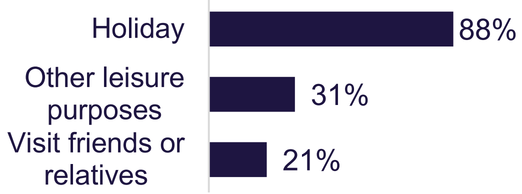
Wave 1: 2nd-16th Dec 2020
Wave 2: 24th Mar – 6th Apr 2021
Wave 3: 23rd Aug – 6th Sept 2021
Wave 4: 10th-23rd Feb 2022
All data is from Wave 4, unless stated

Travel intentions

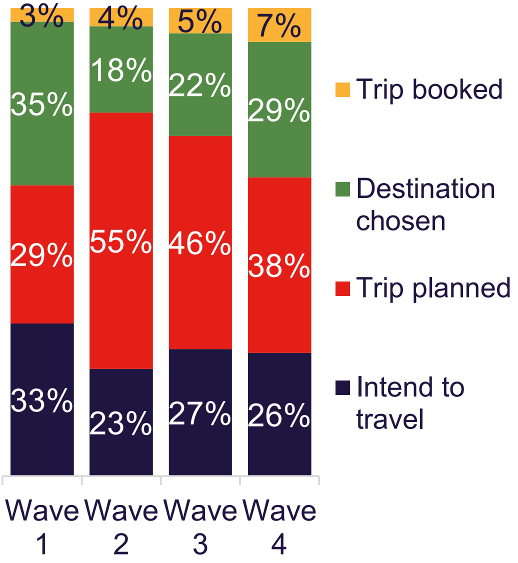
Intending to travel abroad for leisure*



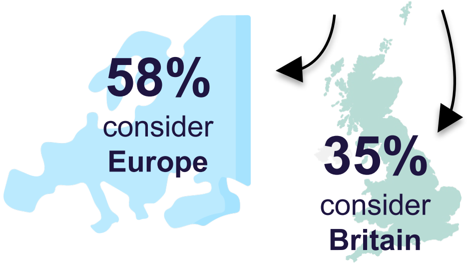
Journey purpose



Planning stage



Among leisure trip intenders:

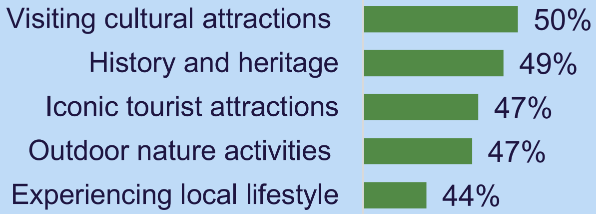


Among Britain intenders:

64% consider England
47% consider Scotland
33% consider Wales
27% consider London

Travel preferences

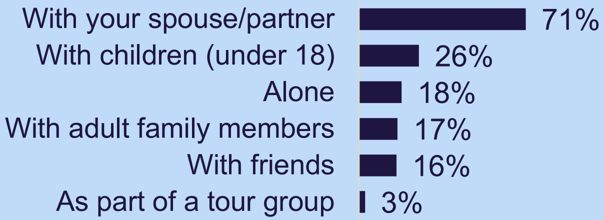
Top activities



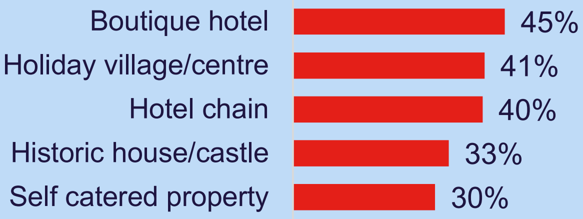
Destination types

48% Coastline
57% Large city
38% Small/mid-sized city/town
49% Will roam around
30% Mountains or hills
36% Country/ village

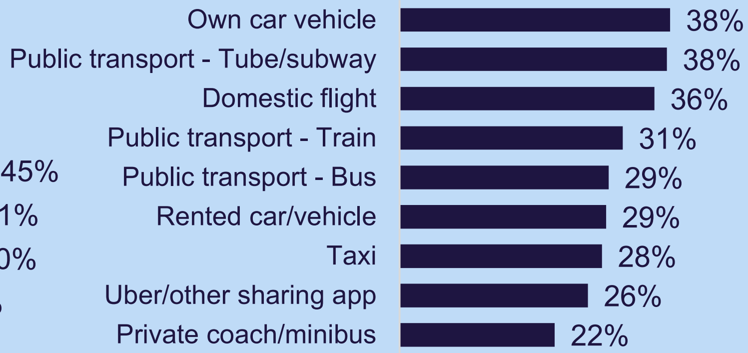
Top Travel Companions



Top Accommodation



Top modes of transport within Britain



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

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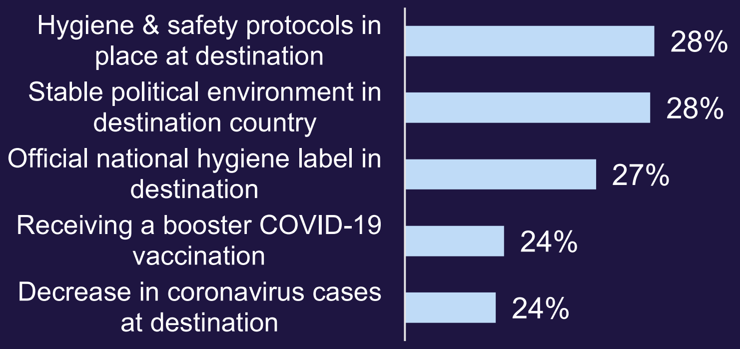
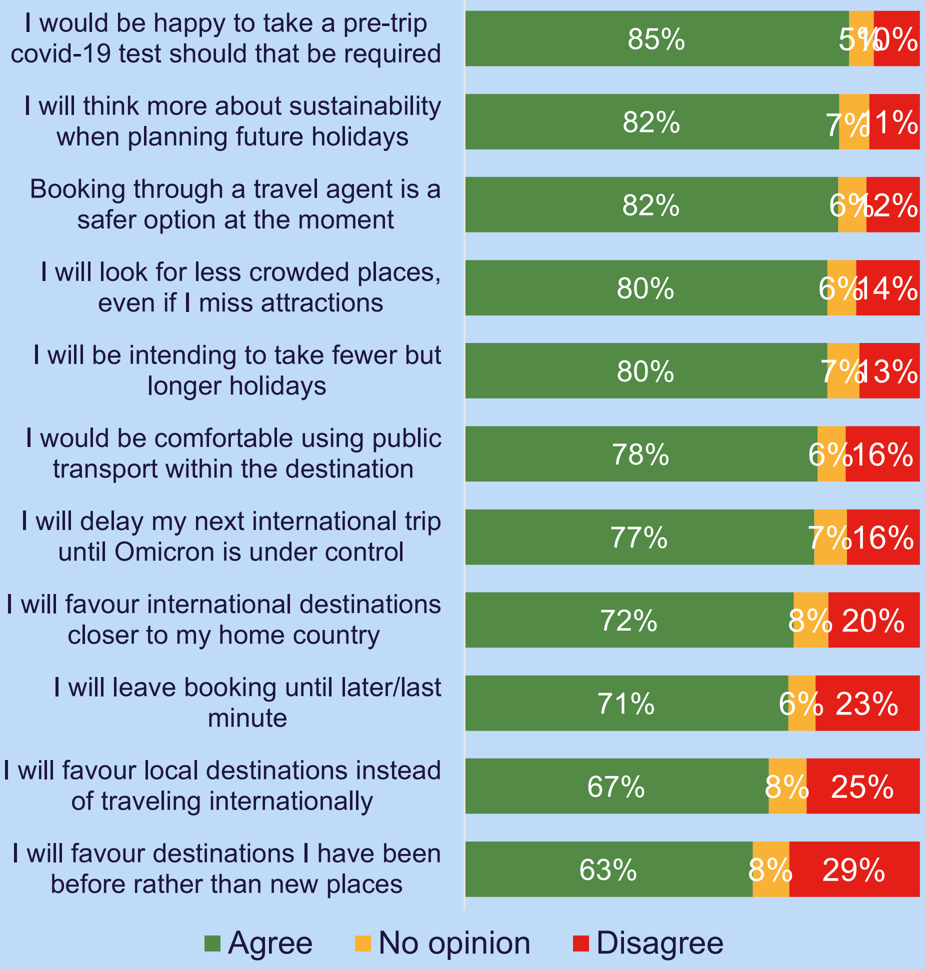
Top travel drivers



*Travel attitudes***



*Travel Concerns – for travel to Britain**

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