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

**Travel intentions**

Intending to travel abroad for leisure*:

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<thead>
<tr>
<th>Wave 1</th>
<th>Wave 2</th>
<th>Wave 3</th>
<th>Wave 4</th>
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<td>69%</td>
<td>82%</td>
<td>84%</td>
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- **Among leisure trip intenders:**
  - 58% consider Europe
  - 35% consider Britain

**Travel preferences**

**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 activities**

- Visiting cultural attractions: 50%
- History and heritage: 49%
- Iconic tourist attractions: 47%
- Outdoor nature activities: 47%
- Experiencing local lifestyle: 44%

**Top Travel Companions**

- With your spouse/partner: 71%
- With children (under 18): 26%
- Alone: 18%
- With adult family members: 17%
- With friends: 16%
- As part of a tour group: 3%

**Top modes of transport within Britain**

- Own car vehicle: 38%
- Public transport - Tube/subway: 38%
- Domestic flight: 36%
- Public transport - Train: 31%
- Public transport - Bus: 29%
- Rented car/vehicle: 29%
- Taxi: 28%
- Uber/other sharing app: 26%
- Private coach/minibus: 22%

**Planning stage**

- Trip booked: 35%
- Destination chosen: 29%
- Trip planned: 18%
- Intend to travel: 7%

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

Top travel drivers

(for any international trip)

- Hygiene & safety protocols in place at destination: 28%
- Stable political environment in destination country: 28%
- Official national hygiene label in destination: 27%
- Receiving a booster COVID-19 vaccination: 24%
- Decrease in coronavirus cases at destination: 24%

(for a trip to Britain)

- Hygiene & safety protocols in place at destination: 28%
- Decrease in coronavirus cases at destination: 26%
- Welcoming locals in destination country: 26%
- Stable political environment in destination country: 26%
- Official national hygiene label in destination: 24%

Travel attitudes**

I would be happy to take a pre-trip COVID-19 test should that be required: 85% Agree, 5% Disagree
I will think more about sustainability when planning future holidays: 82% Agree, 7% Disagree
Booking through a travel agent is a safer option at the moment: 82% Agree, 6% Disagree
I will look for less crowded places, even if I miss attractions: 80% Agree, 6% Disagree
I will be intending to take fewer but longer holidays: 80% Agree, 7% Disagree
I would be comfortable using public transport within the destination: 78% Agree, 6% Disagree
I will delay my next international trip until Omicron is under control: 77% Agree, 7% Disagree
I will favour international destinations closer to my home country: 72% Agree, 8% Disagree
I will leave booking until later/last minute: 71% Agree, 6% Disagree
I will favour local destinations instead of traveling internationally: 67% Agree, 8% Disagree
I will favour destinations I have been before rather than new places: 63% Agree, 8% Disagree

Travel Concerns – for travel to Britain*

- Other people not following COVID-19 policies/procedures: 90%
- Access to healthcare if I contract COVID-19 abroad: 90%
- Extra admin involved with new policy/rules during the trip: 89%
- Contracting COVID-19 during my journey/trip: 89%
- Limited / restricted experiences at destination: 89%
- Change in quarantine requirements on my return home: 88%
- Affordability of robust travel insurance: 88%
- Locals’ attitude towards international tourists: 88%
- Costs of mandatory COVID-19 tests: 82%
- Accessibility of affordable air fares: 82%

*% 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
Wave 4: 10th-23rd Feb 2022
All data is from Wave 4, unless stated