Travel sentiment from France

79% Intend travelling abroad for leisure (% Definitely / % Probably)
- For holiday: 60%
- To visit friends or relatives: 30%
- For other leisure purposes: 17%

Top travel drivers
- Money-back guarantee should I want to cancel my trip (45%)
- A significant decrease in coronavirus cases at destination (37%)
- Removal of quarantine policies in destination country (35%)
- Availability of a vaccination or treatment against coronavirus (26%)
- Removal of quarantine policies at home country (26%)

66% of international leisure trip intentions consider Europe
- Among them, 12% consider Britain
  - 38% in Scotland
  - 72% in England
  - 15% in Wales
  - 36% in London

Planning stages
- 33%: Plan to travel at some point
- 23%: Top destination or destination not decided
- 19%: Destination chosen but not booked
- 7%: Trip booked

Top booking channels
- A travel comparison website (65%)
- Direct with accommodation provider (20%)
- Direct from the official website of the destination (15%)

Attitudes to travel
- I will look for less crowded places to visit, even if it means missing must-see attractions: 69%
- I will leave booking until last minute: 67%
- I will travel to destinations in my home country instead of travelling: 57%
- I would be comfortable using public transport within the destination: 49%
- I will be intending to take fewer or longer holidays: 45%
- I will favor destinations I have been before rather than new places: 39%

Top activities (% Very interested)
- Self-driving tours: 47%
- Dining in restaurants/bars: 45%
- Outdoor nature activities: 44%
- Exploring history and heritage: 42%
- Visiting iconic tourist attractions: 35%

Destination types
- 17% Country-side or village
- 34% Large city
- 13% Mountains or hills
- 22% Small-sized
- 36% Coastal
- 30% Room around, visiting many types of places

Accommodation
- Hotel chain: 41%
- Boutique hotel: 32%
- Private rental such as Airbnb, Couchsurfing, FlipKey: 30%
- Bed and breakfast: 25%
- Self-catered property: 21%

Travel party
- With your spouse/partner: 66%
- With children (under 18): 24%
- With friends: 18%
- With adult family members: 14%
- Alone: 13%
- As part of a tour group: 3%

For an accessible version of this data, please see the Wave 1 full report or email research@visitbritain.org