Intend travelling abroad for leisure (% Definitely + Probably)

- 65%
  - For holiday
    - 60%
  - To visit friends or relatives
    - 28%
  - For other leisure purposes
    - 10%

Top travel drivers

- 45% Removal of quarantine policies in destination country
- 39% Removal of quarantine policies in home country
- 39% A significant decrease in coronavirus cases at destination
- 35% Money-back guarantee should I wish to cancel my trip
- 31% The availability of a vaccine/treatment against coronavirus

76% of international leisure trip intendees consider Europe among them.
8% consider Britain.

Planning stages

- 34% I will look for less crowded places to visit, even if it means taking "more expensive" destinations
- 34% I will leave booking until last possible minute
- 32% I will favour local destinations in my home country instead of travelling
- 25% I would be comfortable using public transport within the destination
- 21% I will be intending to take fewer but longer holidays

Top booking channels

- 41% Direct with accommodation provider
- 34% Through a travel agent/tour operator online
- 26% A travel comparison website

Top activities (% Very interested)

- 44% Dining in restaurants/bars
- 32% Exploring history and heritage
- 32% Outdoor activities (hiking, cycling...)
- 31% Shopping
- 31% Outdoor nature activities

Destination types

- 18% Countryside or village
- 22% Mountains or hills
- 23% Small-sized
- 53% Coastline
- 22% Room around, visiting many types of places

Accommodation

- 60% Hotel chain
- 42% Self-catered property
- 27% Boutique hotel
- 26% Friend/family house as a free guest
- 25% Bed and breakfast

Travel party

- 64% With your spouse/partner
- 28% With children (under 18)
- 20% Alone
- 18% With friends
- 15% With adult family members
- 1% As part of a tour group

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