Travel sentiment from India

**Intend travelling abroad for leisure** (% Definitely + % Probably)
- For holiday: 92%
- For other leisure purposes: 55%
- To visit friends or relatives: 57%

**Top travel drivers**
- Hygiene & safety protocols in place at destination: 68%
- The availability of a vaccination/treatment against coronavirus: 40%
- A significant decrease in contagious cases at destination: 40%
- Your Government's advice on international travel: 32%
- An attractive offer e.g. discounts on flights or accommodation: 24%

**Destinations considered**
- 42% of international leisure trip intentions consider Europe
- Among them, 26% consider Britain
- 63% consider Scotland
- 100% consider England
- 39% consider Wales
- 35% consider London

**Planning stages**
- Direct from the official website of the destination (45%)
- Through a travel agent/tour operator online (40%)
- Through a travel comparison website (28%)
- Plan to travel at some point (46%)
- Trip envisaged but destination not decided (18%)
- Destination chosen but not booked (7%)
- Trip booked (1%)

**Attitudes to travel**
- I will look for less crowded places to visit, even if it means "missing" must-see attractions: 66%
- I will be intending to take fewer but longer holidays: 60%
- I would be comfortable using public transport within the destination: 77%
- I will favour local destinations in my home country instead of traveling: 74%
- I will favour destinations I have been before rather than new places: 73%
- I will leave booking until last minute: 71%

**Top booking channels**

**Top activities** (% Very interested)
- Visiting iconic tourist attractions: 69%
- Visiting cultural attractions: 67%
- Outdoor nature activities: 63%
- Shopping: 63%
- Experiencing local lifestyle: 60%

**Destination types**
- 45% Countryside or village
- 69% Large city
- 41% Small-sized
- 48% Coastline
- 54% Room around, visiting many types of places

**Accommodation**
- Hotel chain: 59%
- Private rental such as Airbnb, Couchsurfing, FlipKey: 47%
- Holiday villas/apartments (e.g. Caerten Parcs): 44%
- Bed and breakfast: 42%
- Boutique hotel: 41%

**Travel party**
- With your spouse/partner: 64%
- With children (under 18): 48%
- With adult family members: 34%
- With friends: 28%
- Alone: 23%
- As part of a tour group: 4%