Inbound COVID-19 Sentiment Tracker

Market Snapshot – India

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
India Market Summary

**Travel intentions**

- **Intending to travel abroad for leisure***
  - Wave 1: 92%
  - Wave 2: 90%
  - Wave 3: 94%
  - Wave 4: 91%

**Journey purpose**

- Holiday: 77%
- Visit friends or relatives: 48%
- Other leisure purposes: 48%

**Planning stage**

- Trip booked: 17%, 11%, 15%, 6%
- Destination chosen: 36%, 38%, 37%, 40%
- Trip planned: 33%, 37%, 31%, 40%
- Intend to travel: 14%, 14%, 18%, 17%

**Among leisure trip intenders:**

- 40% consider Europe
- 13% consider Britain

**Among Britain intenders:**

- 74% consider England
- 44% consider Scotland
- 25% consider Wales
- 23% consider London

**Travel preferences**

**Top activities**

- Iconic tourist attractions: 67%
- Outdoor nature activities: 67%
- History and heritage: 66%
- Shopping: 65%
- Experiencing local lifestyle: 62%

**Destination types**

- Large city: 60%
- Mountains or hills: 55%
- Coastline: 43%
- Small/mid-sized city/town: 29%
- Country/village: 40%

**Top Travel Companions**

- With your spouse/partner: 68%
- With children (under 18): 38%
- With adult family members: 29%
- With friends: 25%
- Alone: 18%
- As part of a tour group: 4%

**Top Accommodation**

- Hotel chain: 53%
- Friend’s/family house (free guest): 38%
- Holiday village/centre: 37%
- Private rental: 35%
- Bed and breakfast: 33%

**Top modes of transport within Britain**

- Domestic flight: 51%
- Public transport - Train: 45%
- Rentad car/vehicle: 42%
- Public transport - Tube/subway: 41%
- Uber/other sharing app: 39%
- Public transport - Bus: 36%
- Taxi: 33%
- Private coach/minibus: 30%
- Own car vehicle: 24%

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

### Top travel drivers

**…for any international trip**

- Hygiene & safety protocols in place at destination: 42%
- Decrease in coronavirus cases at destination: 29%
- Receiving a booster COVID-19 vaccination: 28%
- Relaxation of visa requirements: 28%
- Insurance for COVID-19 related travel/regulations changes: 28%

**…for a trip to Britain**

- Hygiene & safety protocols in place at destination: 37%
- Removal of quarantine policies in destination country: 29%
- Relaxation of visa requirements: 28%
- An attractive offer e.g. discounts on flights or accommodation: 28%
- Receiving a booster COVID-19 vaccination: 26%

### Travel Concerns – for travel to Britain*

- Access to healthcare if I contract COVID-19 abroad: 91%
- Contracting COVID-19 during my journey/trip: 89%
- Other people not following COVID-19 policies/procedures: 88%
- Change in quarantine requirements on my return home: 88%
- Affordability of robust travel insurance: 87%
- Accessibility of affordable air fares: 87%
- Extra admin involved with new policy/rules during the trip: 86%
- Limited / restricted experiences at destination: 86%
- Locals’ attitude towards international tourists: 86%
- Costs of mandatory COVID-19 tests: 83%

### Travel attitudes**

**I would be happy to take a pre-trip covid-19 test should that be required**

- Agree: 88%
- No opinion: 2%
- Disagree: 2%

**I will think more about sustainability when planning future holidays**

- Agree: 87%
- No opinion: 4%
- Disagree: 9%

**Booking through a travel agent is a safer option at the moment**

- Agree: 86%
- No opinion: 2%
- Disagree: 2%

**I will be intending to take fewer but longer holidays**

- Agree: 85%
- No opinion: 2%
- Disagree: 3%

**I will look for less crowded places, even if I miss attractions**

- Agree: 85%
- No opinion: 2%
- Disagree: 3%

**I will delay my next international trip until Omicron is under control**

- Agree: 82%
- No opinion: 2%
- Disagree: 6%

**I would be comfortable using public transport within the destination**

- Agree: 82%
- No opinion: 2%
- Disagree: 6%

**I will favour international destinations closer to my home country**

- Agree: 80%
- No opinion: 3%
- Disagree: 8%

**I will favour destinations I have been before rather than new places**

- Agree: 70%
- No opinion: 3%
- Disagree: 27%

**I will favour local destinations instead of traveling internationally**

- Agree: 69%
- No opinion: 4%
- Disagree: 26%

**I will leave booking until later/last minute**

- Agree: 65%
- No opinion: 4%
- Disagree: 31%

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*% very & somewhat concerned

**% completely & somewhat agree