Italy Market Summary

**Travel intentions**

- **Intending to travel abroad for leisure***
  - Wave 1: 77%
  - Wave 2: 81%
  - Wave 3: 87%

- **Journey purpose**
  - Holiday: 90%
  - Visit friends or relatives: 32%
  - Other leisure purposes: 26%

- **Planning stage**
  - Trip booked: 3%
  - Destination chosen: 40%
  - Trip planned: 37%
  - Intend to travel: 20%

- **Among leisure trip intenders:**
  - 75% consider Europe
  - 15% consider Britain

- **Among Britain intenders:**
  - 55% consider England
  - 47% consider Scotland
  - 27% consider London
  - 14% consider Wales

**Travel preferences**

- **Top activities**
  - History and heritage: 57%
  - Visiting cultural attractions: 55%
  - Iconic tourist attractions: 53%
  - Outdoor nature activities: 49%
  - Dining out: 49%

- **Destination types**
  - Will roam around: 51%
  - Large city: 53%
  - Coastline: 29%
  - Mountains or hills: 21%
  - Small/mid-sized city/town: 21%
  - Country/village: 21%

- **Top Travel Companions**
  - With your spouse/partner: 76%
  - With friends: 23%
  - With children (under 18): 21%
  - Alone: 14%
  - As part of a tour group: 11%

- **Top modes of transport within Britain**
  - Rented car/vehicle: 47%
  - Public transport - Train: 44%
  - Public transport - Tube/subway: 44%

- **Top modes of transport to Britain**
  - Plane – via nonstop flight: 91%
  - Plane – via connecting flight: 83%
  - Own/rented vehicle – via Ferry: 62%

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

Top travel drivers

...for any international trip

- Money-back guarantee should I wish to cancel my trip: 39%
- Hygiene & safety protocols in place at destination: 34%
- Decrease in coronavirus cases at destination: 32%
- The introduction of a vaccine passport: 30%
- An attractive offer e.g. discounts on flights or accommodation: 28%

...for a trip to Britain

- Money-back guarantee should I wish to cancel my trip: 36%
- Decrease in coronavirus cases at destination: 30%
- Hygiene & safety protocols in place at destination: 28%
- An attractive offer e.g. discounts on flights or accommodation: 26%
- The introduction of a vaccine passport: 24%

Travel Concerns – for travel to Britain*

- Other people not following COVID-19 policies/procedures: 74%
- Access to healthcare if I contract COVID-19 abroad: 74%
- Contracting COVID-19 during my journey/trip: 67%
- Change in quarantine requirements on my return home: 67%
- Limited / restricted experiences at destination: 67%
- Extra admin involved with new policy/rules during the trip: 61%
- Affordability of robust travel insurance: 58%
- Costs of mandatory COVID-19 tests: 57%
- Accessibility of affordable air fares: 52%
- Locals’ attitude towards international tourists: 51%

*% very & somewhat concerned

Travel attitudes**

- I would be happy to take a pre-trip covid-19 test should that be required: 82%
- I will look for less crowded places, even if I miss attractions: 72%
- I will travel internationally as soon as I can after I get the vaccine: 70%
- I will think more about sustainability when planning future holidays: 67%
- Booking through a travel agent is a safer option at the moment: 58%
- I will leave booking until later/last minute: 53%
- I will favour local destinations instead of traveling internationally: 51%
- I would be comfortable using public transport within the destination: 51%
- I will be intending to take fewer but longer holidays: 48%
- I will favor destinations I have been before rather than new places: 38%
- Due to covid-restrictions, I will have more annual leave to use: 35%

**% completely & somewhat agree

Wave 1: 2nd-16th Dec 2020
Wave 2: 24th Mar – 6th Apr 2021
Wave 3: 23rd Aug – 6th Sept 2021

All data is from Wave 3, unless stated