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LONDON  
& PARTNERS



Llywodraeth Cymru  
Welsh Government



VisitBritain™

in conjunction with



# Inbound COVID-19 Sentiment Tracker

Market Snapshot – Italy

[Read the full report for Wave 3 here \(PDF, 7.6MB\)](#)



Bristol Balloon Fiesta: Destination Bristol ©Gary Newman

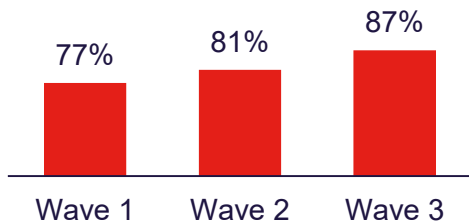
# Italy Market Summary

Wave 1: 2<sup>nd</sup>-16<sup>th</sup> Dec 2020  
 Wave 2: 24<sup>th</sup> Mar – 6<sup>th</sup> Apr 2021  
 Wave 3: 23<sup>rd</sup> Aug – 6<sup>th</sup> Sept 2021  
 All data is from Wave 3, unless stated

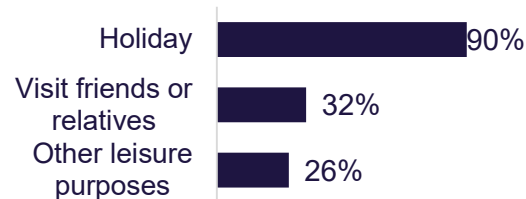


## Travel intentions

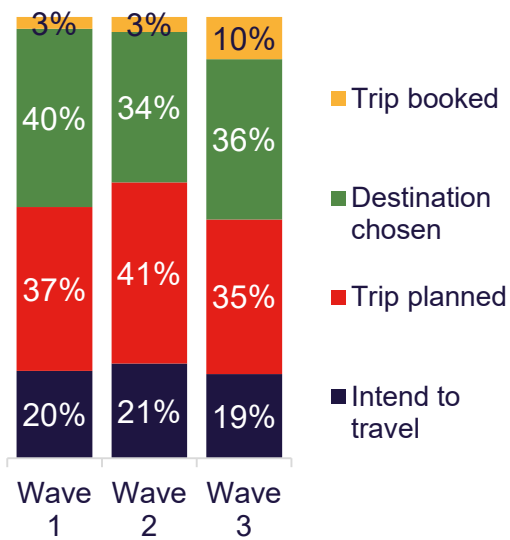
Intending to travel abroad for leisure\*



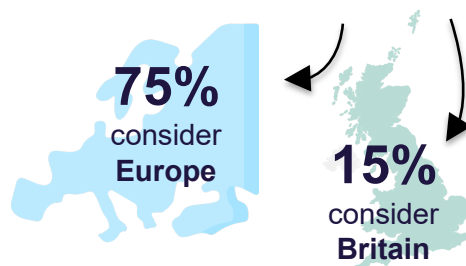
Journey purpose



Planning stage



Among leisure trip intenders:



Among Britain intenders:

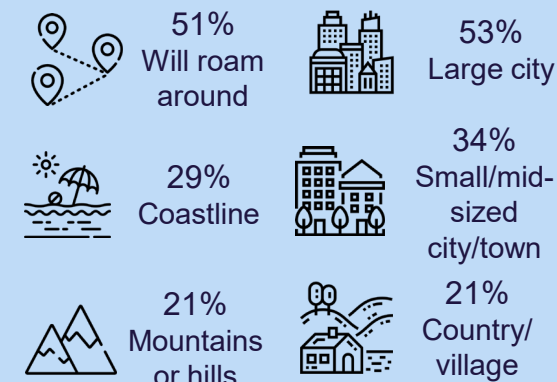
**55%** consider England  
**47%** consider Scotland  
**27%** consider London  
**14%** consider Wales

## Travel preferences

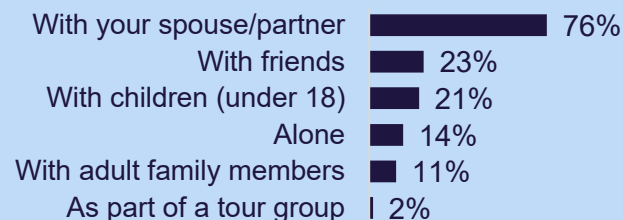
Top activities



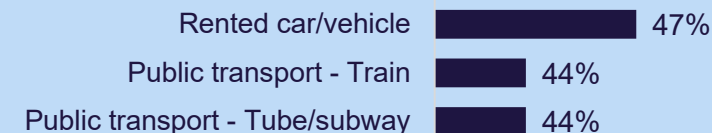
Destination types



Top Travel Companions



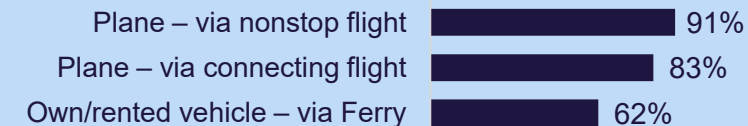
Top modes of transport within Britain



Top Accommodation



Top modes of transport to Britain



\*(% definitely & probably) in the next 12 months

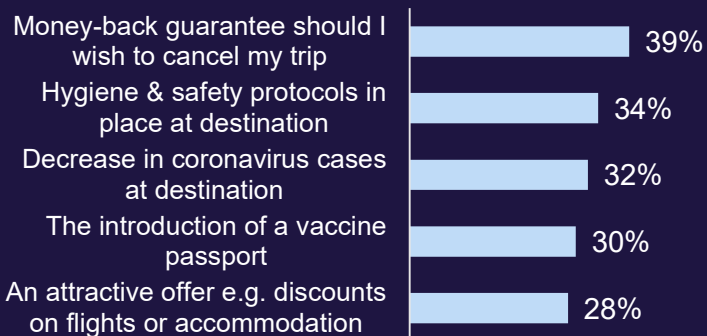
# Italy Republic Market Summary

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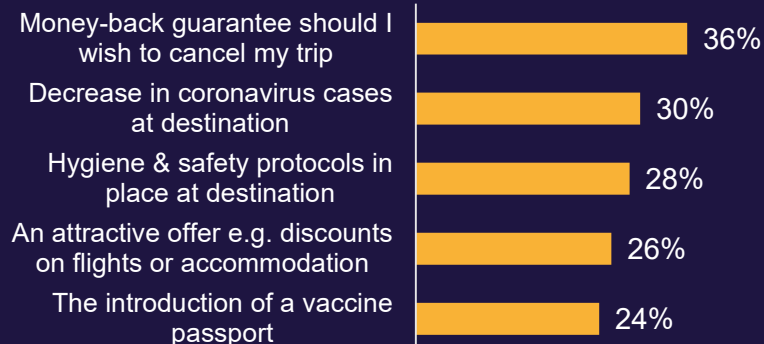


## Top travel drivers

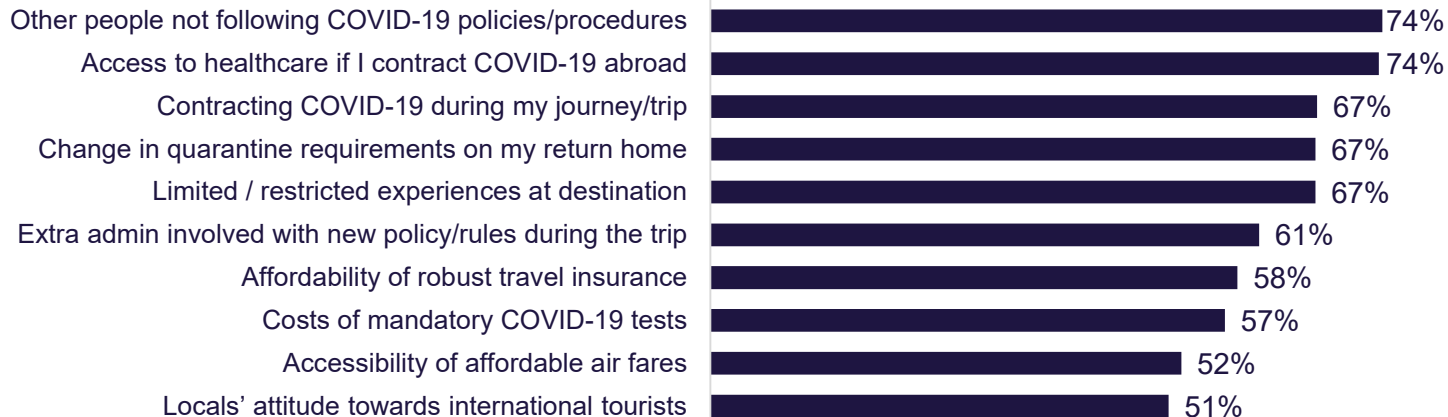
### ...for any international trip



### ...for a trip to Britain



## Travel Concerns – for travel to Britain\*



\*% very & somewhat concerned  
 \*\*% completely & somewhat agree

## Travel attitudes\*\*

