Inbound COVID-19 Sentiment Tracker

Market Snapshot – Russia

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
Russia Market Summary

**Travel intentions**

Intending to travel abroad for leisure*  
- Wave 2: 83%  
- Wave 4: 83%

Journey purpose
- Other leisure purposes: 68%  
- Holiday: 28%  
- Visit friends or relatives: 22%

Planning stage
- Trip booked: 40% (Wave 2)  
- Destination chosen: 46% (Wave 2)  
- Trip planned: 11%  
- Intend to travel: 40% (Wave 2)  
- Trip booked: 40% (Wave 4)  
- Destination chosen: 46% (Wave 4)  
- Trip planned: 13%  
- Intend to travel: 46%

Among leisure trip intenders:
- 56% consider Europe  
- 1% consider Britain

Among Britain intenders:
- 45% consider England  
- 34% consider Scotland  
- 24% consider London  
- 14% consider Wales

**Travel preferences**

Top activities
- Iconic tourist attractions: 49%  
- Guided tours/day-excursions: 44%  
- History and heritage: 42%  
- Visiting cultural attractions: 42%  
- Outdoor nature activities: 40%

Top Travel Companions
- With your spouse/partner: 68%  
- With friends: 23%  
- With children (under 18): 23%  
- With adult family members: 17%  
- Alone: 13%  
- As part of a tour group: 8%

Top modes of transport to Britain
- Plane – via nonstop flight: 99%  
- Plane – via connecting flight: 69%  
- Coach – via Channel Tunnel: 33%

Top modes of transport within Britain
- Public transport - Bus: 48%  
- Public transport - Train: 45%  
- Public transport - Tube/subway: 41%

Top Accommodation
- Hotel chain: 65%  
- Bed and breakfast: 47%  
- Self catered property: 34%  
- Private rental: 23%  
- Holiday village/centre: 19%

**Wave Dates**
- Wave 1: 2nd-16th Dec 2020  
- Wave 2: 24th Mar – 6th Apr 2021  
- Wave 4: 10th-23rd Feb 2022

*All data is from Wave 4, unless stated*

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

The war in Ukraine (24th Feb) started right after the fieldwork ended with the completion of the very last interviews (23rd Feb), therefore the unstable geopolitical environment in Europe had a limited impact in answers collected. Data from the Russian market should obviously be taken as a pre-war state of opinion.
Russia Market Summary

Top travel drivers

...for any international trip

- An attractive offer e.g. discounts on flights or accommodation: 43%
- Removal of quarantine policies in destination country: 43%
- Money-back guarantee should I wish to cancel my trip: 41%
- Relaxation of visa requirements: 40%
- Removal of quarantine policies in home country: 36%

...for a trip to Britain

- Relaxation of visa requirements: 43%
- An attractive offer e.g. discounts on flights or accommodation: 39%
- Money-back guarantee should I wish to cancel my trip: 30%
- Removal of quarantine policies in destination country: 27%
- Removal of quarantine policies in home country: 24%

Travel Concerns – for travel to Britain*

- Limited / restricted experiences at destination: 89%
- Extra admin involved with new policy/rules during the trip: 84%
- Access to healthcare if I contract COVID-19 abroad: 83%
- Costs of mandatory COVID-19 tests: 83%
- Affordability of robust travel insurance: 82%
- Change in quarantine requirements on my return home: 78%
- Contracting COVID-19 during my journey/trip: 77%
- Accessibility of affordable air fares: 74%
- Other people not following COVID-19 policies/procedures: 73%
- Locals’ attitude towards international tourists: 70%

Travel attitudes**

Booking through a travel agent is a safer option at the moment
- Agree: 66%
- No opinion: 8%
- Disagree: 25%

I would be happy to take a pre-trip covid-19 test should that be required
- Agree: 62%
- No opinion: 6%
- Disagree: 32%

I would be comfortable using public transport within the destination
- Agree: 60%
- No opinion: 7%
- Disagree: 32%

I will look for less crowded places, even if I miss attractions
- Agree: 51%
- No opinion: 6%
- Disagree: 42%

I will leave booking until later/last minute
- Agree: 50%
- No opinion: 9%
- Disagree: 41%

I will delay my next international trip until Omicron is under control
- Agree: 49%
- No opinion: 8%
- Disagree: 43%

I will think more about sustainability when planning future holidays
- Agree: 46%
- No opinion: 13%
- Disagree: 42%

I will be intending to take fewer but longer holidays
- Agree: 45%
- No opinion: 12%
- Disagree: 43%

I will favour international destinations closer to my home country
- Agree: 42%
- No opinion: 9%
- Disagree: 49%

I will favour local destinations instead of traveling internationally
- Agree: 33%
- No opinion: 11%
- Disagree: 56%

I will favour destinations I have been before rather than new places
- Agree: 32%
- No opinion: 7%
- Disagree: 61%

*% very & somewhat concerned

**% completely & somewhat agree

Wave 1: 2nd-16th Dec 2020
Wave 2: 24th Mar – 6th Apr 2021
Wave 3: 23rd Mar – 6th Sept 2021
Wave 4: 10th-23rd Feb 2022
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