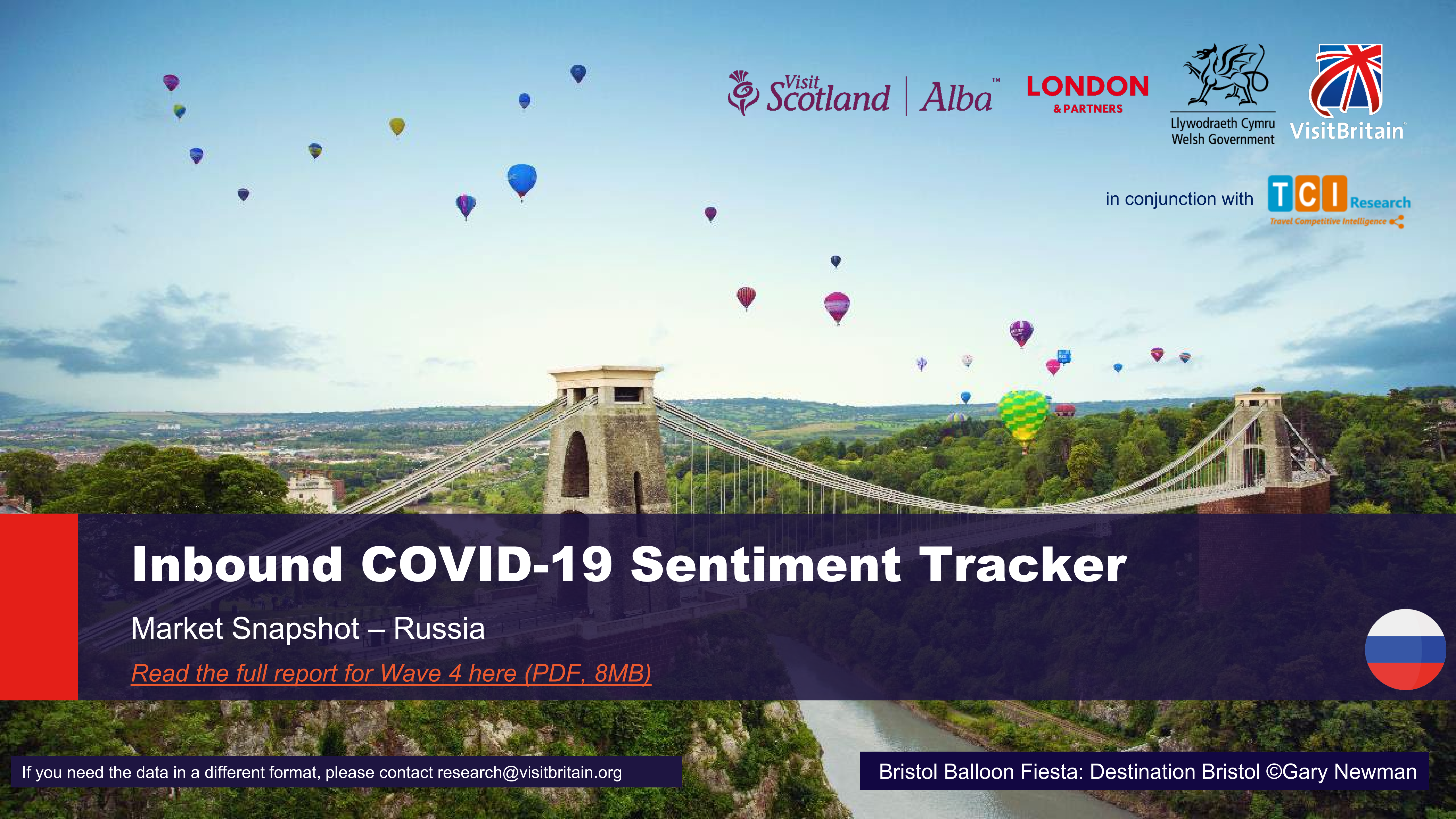

Inbound COVID-19 Sentiment Tracker

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

Wave 1: 2nd-16th Dec 2020
Wave 2: 24th Mar – 6th Apr 2021
Wave 3: 23rd Aug – 6th Sept 2021
Wave 4: 10th-23rd Feb 2022
All data is from Wave 4, unless stated

Travel intentions

Intending to travel abroad for leisure*

Wave 2	Wave 4
83%	83%

Journey purpose

Other leisure purposes	68%
Holiday	28%
Visit friends or relatives	22%

Planning stage

	Wave 2	Wave 4
Trip booked	3%	1%
Destination chosen	40%	40%
Trip planned	46%	46%
Intend to travel	11%	13%

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 Accommodation

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

Destination types

Small/mid-sized city/town	24%
Large city	35%
Will roam around	52%
Coastline	48%
Country/village	12%
Mountains or hills	24%

Top modes of transport within Britain

Public transport - Bus	48%
Public transport - Train	45%
Public transport - Tube/subway	41%

Top modes of transport to Britain

Plane – via nonstop flight	99%
Plane – via connecting flight	69%
Coach – via Channel Tunnel	33%

*(% 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.**

TCI Research Travel Competitive Intelligence
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Llywodraeth Cymru Welsh Government
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Russia Market Summary

Wave 1: 2nd-16th Dec 2020
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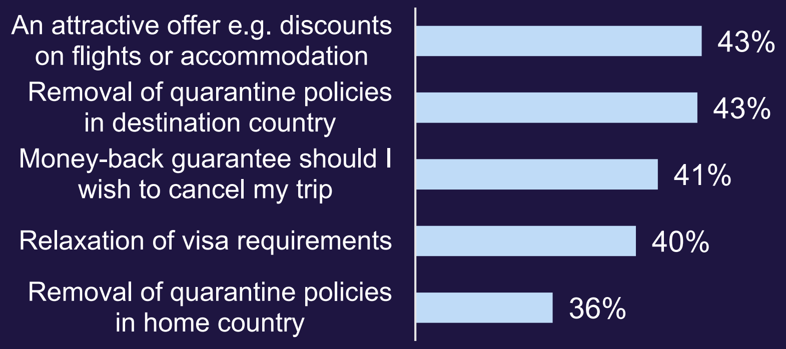
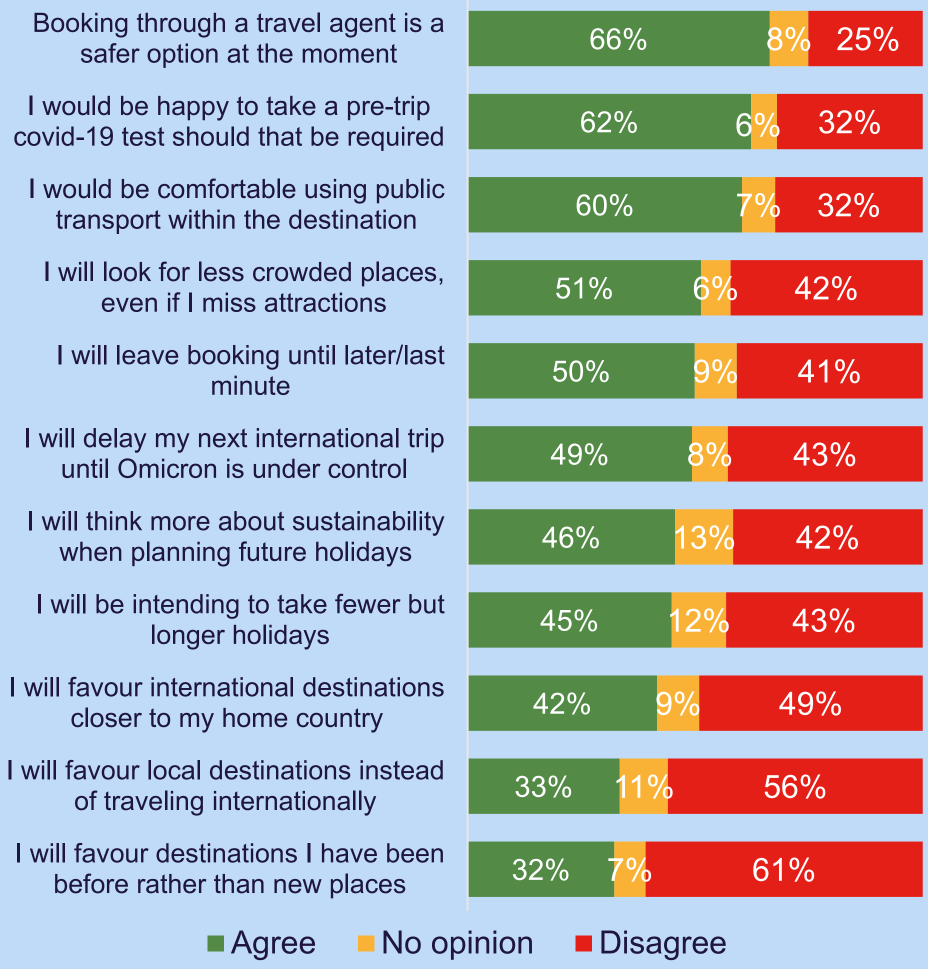
Top travel drivers

…for any international trip



…for a trip to Britain

Travel attitudes**



Travel Concerns – for travel to Britain*

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