Travel sentiment from Spain

72% Intend travelling abroad for leisure (% Definitely + % Probably)

- For holiday: 54%
- To visit friends or relatives: 31%
- For other leisure purposes: 22%

Top drivers
- Money-back guarantee should I want to cancel my trip: 31%
- The availability of a vaccine/treatment against coronavirus: 21%
- Hygiene & safety protocols in place at destination: 21%
- Removal of quarantine policies in destination country: 20%
- A significant decrease in coronavirus cases at destination: 18%

Planning stages
- 50% plan to travel at some point
- 34% top envisaged but destination not decided
- 32% destination chosen but not booked
- 23% top booked

Destinations considered
- 76% of international leisure trip intenders consider Europe
- 17% consider Britain
- 51% in Scotland
- 75% in England
- 18% in Wales
- 34% in London

Top booking channels
- 34% A travel competitor website
- 28% Direct with travel operator
- 22% Direct from the official website of the destination

Top activities (% Very interested)
- Exploring history and heritage: 59%
- Visiting cultural attractions: 43%
- Visiting iconic tourist attractions: 41%
- Experiencing local lifestyle: 41%
- Dining in restaurants/bars: 40%

Attitudes to travel
- I will leave booking until last minute: 76%
- I will look for less crowded places to visit, even if it means missing my must-see attractions: 73%
- I will favour local destinations in my home country instead of travelling: 69%
- I will be intending to take fewer but longer holidays: 48%
- I will favour destinations I have been to before rather than new places: 42%
- I would be comfortable using public transport within the destination: 41%

Accommodation
- Hotel chain: 63%
- Boutique hotel: 40%
- Private rental such as Airbnb, Couchsurfing, FlipKey: 31%
- Self-catered property: 28%
- Friend's/family house as a free guest: 26%

Travel party
- With your spouse/partner: 76%
- With children (under 18): 31%
- With friends: 24%
- With adult family members: 21%
- Alone: 14%
- As part of a tour group: 4%

For an accessible version of this data, please see the Wave 1 full report or email research@visitbritain.org