Inbound COVID-19 Sentiment Tracker

Market Snapshot – UAE

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
**UAE Market Summary**

### Travel intentions

**Intending to travel abroad for leisure**
- Wave 2: 86%
- Wave 4: 86%

**Journey purpose**
- Holiday: 71%
- Visit friends or relatives: 59%
- Other leisure purposes: 37%

### Planning stage

- Trip booked: 5% (Wave 2), 5% (Wave 4)
- Destination chosen: 36% (Wave 2), 32% (Wave 4)
- Trip planned: 33% (Wave 2), 43% (Wave 4)
- Intend to travel: 25% (Wave 2), 20% (Wave 4)

### Among leisure trip intenders:

- 41% consider Europe
- 9% consider Britain

### Among Britain intenders:

- 59% consider England
- 30% consider Scotland
- 21% consider Wales
- 20% consider London

### Travel preferences

#### Top activities
- Dining out: 61%
- Outdoor nature activities: 61%
- Iconic tourist attractions: 59%
- History and heritage: 55%
- Visiting cultural attractions: 54%

#### Destination types
- Coastline: 34%
- Large city: 47%
- Will roam around: 47%
- Mountains or hills: 33%
- Small/mid-sized city/town: 41%

#### Top Travel Companions
- With your spouse/partner: 68%
- With children (under 18): 44%
- With friends: 19%
- With adult family members: 19%
- Alone: 15%
- As part of a tour group: 2%

#### Top Accommodation
- Hotel chain: 44%
- Bed and breakfast: 31%
- Friend's/family house (free guest): 30%
- Boutique hotel: 26%
- Friend's/family house (paying): 24%

#### Top modes of transport within Britain
- Public transport - Tube/subway: 44%
- Public transport - Train: 42%
- Public transport - Bus: 39%
- Domestic flight: 36%
- Rented car/vehicle: 35%
- Uber/other sharing app: 33%
- Own car vehicle: 29%
- Taxi: 26%
- Private coach/minibus: 22%

*(% definitely & probably) in the next 12 months*
### UAE Market Summary

#### Top travel drivers

*for any international trip*

- Relaxation of visa requirements: 34%
- An attractive offer e.g. discounts on flights or accommodation: 32%
- Removal of quarantine policies in destination country: 28%
- Decrease in coronavirus cases at destination: 27%
- Hygiene & safety protocols in place at destination: 25%

*for a trip to Britain*

- Relaxation of visa requirements: 32%
- An attractive offer e.g. discounts on flights or accommodation: 30%
- Removal of quarantine policies in destination country: 23%
- Decrease in coronavirus cases at destination: 22%
- Assurance that there will be a range of/enough things to do: 22%

#### Travel Concerns – for travel to Britain*

- Other people not following COVID-19 policies/procedures: 72%
- Access to healthcare if I contract COVID-19 abroad: 68%
- Change in quarantine requirements on my return home: 67%
- Contracting COVID-19 during my journey/trip: 64%
- Affordability of robust travel insurance: 64%
- Limited / restricted experiences at destination: 63%
- Costs of mandatory COVID-19 tests: 60%
- Locals’ attitude towards international tourists: 59%
- Extra admin involved with new policy/rules during the trip: 59%
- Accessibility of affordable air fares: 59%

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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

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I would be happy to take a pre-trip COVID-19 test should that be required: 81% Agree, 2% No opinion, 7% Disagree

I will be intending to take fewer but longer holidays: 75% Agree, 3% No opinion, 22% Disagree

Booking through a travel agent is a safer option at the moment: 75% Agree, 4% No opinion, 21% Disagree

I will think more about sustainability when planning future holidays: 74% Agree, 3% No opinion, 23% Disagree

I would be comfortable using public transport within the destination: 72% Agree, 3% No opinion, 26% Disagree

I will look for less crowded places, even if I miss attractions: 71% Agree, 2% No opinion, 27% Disagree

I will favour international destinations closer to my home country: 69% Agree, 3% No opinion, 28% Disagree

I will delay my next international trip until Omicron is under control: 63% Agree, 4% No opinion, 33% Disagree

I will favour local destinations instead of traveling internationally: 58% Agree, 4% No opinion, 38% Disagree

I will leave booking until later/last minute: 57% Agree, 4% No opinion, 39% Disagree

I will favour destinations I have been before rather than new places: 56% Agree, 3% No opinion, 40% Disagree

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