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

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

Top travel drivers
Money-back guarantee should I want to cancel my trip?
31%
The availability of a vaccine/travel advice against coronavirus
47%
Hygiene & safety protocols in place at destination
33%
Removal of quarantine policies in destination country
32%
A significant decrease in coronavirus cases at destination
35%

76% of international leisure trip intenders consider Europe among them.
17% consider Britain...
51% in Scotland
75% in England
18% in Wales
34% in London

Planning stages
33% Plan to travel at same point
28% Top enquired but destination not decided
28% Destination chosen but not booked
3% Trip booked

Top booking channels
46% A travel companion website
38% Direct with an airline/holiday operator
32% Direct from the official website of the destination

Attitudes to travel
76% I will look for less crowded places to visit, even if it means missing must-see attractions.
69% I will favour local destinations in my home country instead of traveling abroad.
52% I will continue to take fewer but longer holidays.
41% I will consider destinations I have been before rather than new places.
41% I would be comfortable using public transport within the destination.

Top activities
56% Exploring history and heritage
43% Visiting cultural attractions
41% Visiting iconic tourist attractions
41% Experiencing local lifestyle
40% Dining in restaurants/bars

Destination types
19% Mountains or hills
58% Large city
34% Small-sized
10% Country side or village
28% Coastline
23% Room spot, visiting many types of places

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

Travel party
76% With your spouse/partner
31% With children (under 18)
24% With friends
21% With adult family members
14% Alone
5% As part of a tour group