69% Intend travelling abroad for leisure

- 53% for holiday
- 51% for other leisure purposes
- 36% to visit friends or relatives

52% of international leisure trip intending consider Europe

24% consider Britain

51% in Scotland
88% in England
33% in Wales
40% in London

Planning stages

- 38% Direct with airline/transfer operator (42%)
- 37% Direct with accommodation provider (28%)
- 27% Direct from the official website of the destination (30%)
- 9% Travel booked

Top activities (% Very interested)

- Exploring history and heritage 62%
- Visiting cultural attractions 58%
- Visiting iconic tourist attractions 57%
- Dining in restaurants/bars 44%
- Experiencing local lifestyle 40%

Accommodation

- Hotel chains 76%
- Bed and breakfast 46%
- Boutique hotel 42%
- Historic house/castle 38%
- Private rental such as Airbnb, Couchsurfing, Flipkey 37%

Travel party

- With your spouse/partner 79%
- With children (under 18) 32%
- With friends 15%
- Alone 13%
- With adult family members 11%
- As part of a tour group 3%

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