

Visit Scotland | Alba™

LONDON
& PARTNERS



Llywodraeth Cymru
Welsh Government



VisitBritain™

in conjunction with



Inbound COVID-19 Sentiment Tracker

Market Snapshot – Japan

[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

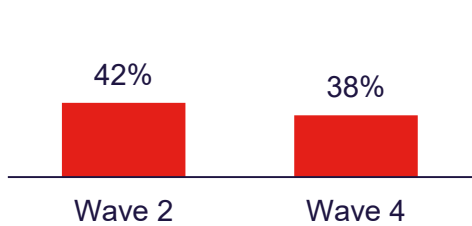
Japan Market Summary

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

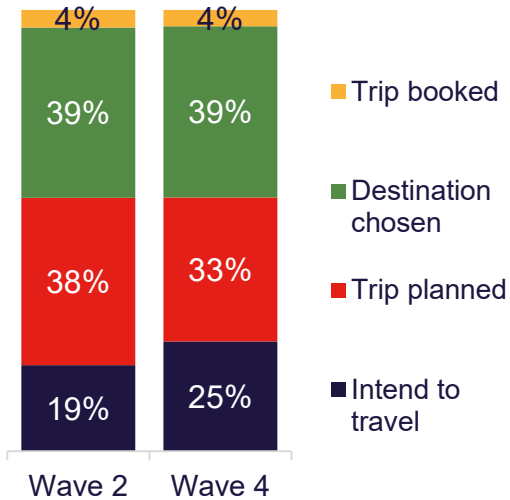
Intending to travel abroad for leisure*



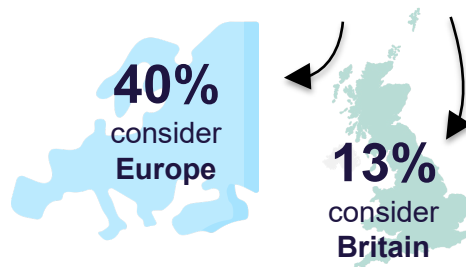
Journey purpose



Planning stage



Among leisure trip intenders:



Among Britain intenders:

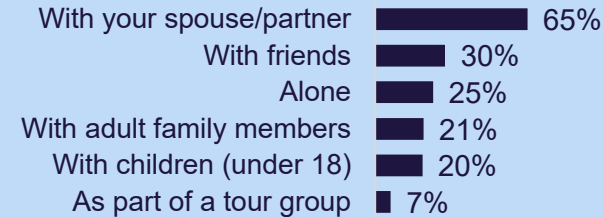
53% consider England
 37% consider Scotland
 23% consider London
 20% consider Wales

Travel preferences

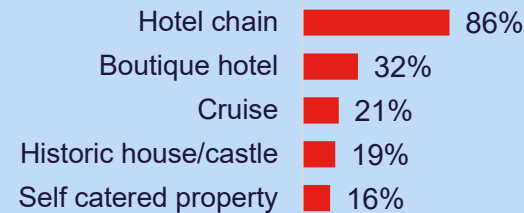
Top activities



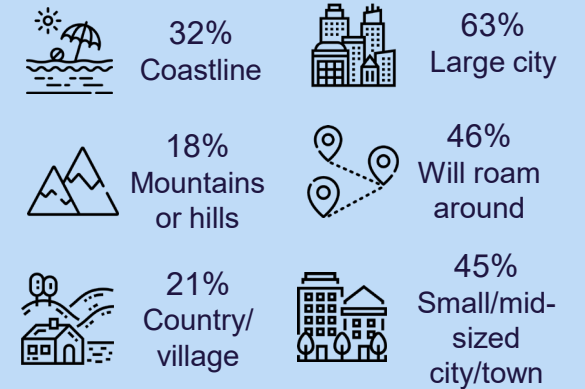
Top Travel Companions



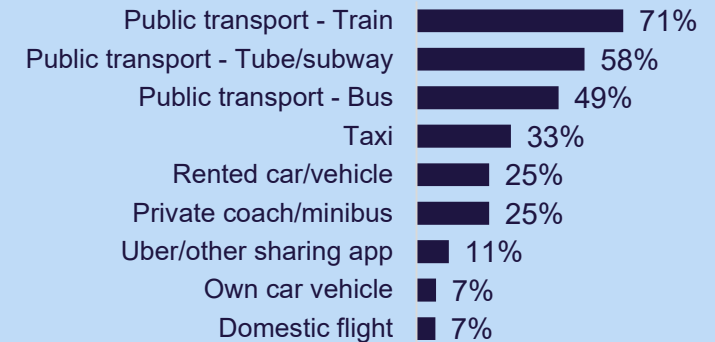
Top Accommodation



Destination types



Top modes of transport within Britain



*(% definitely & probably) in the next 12 months

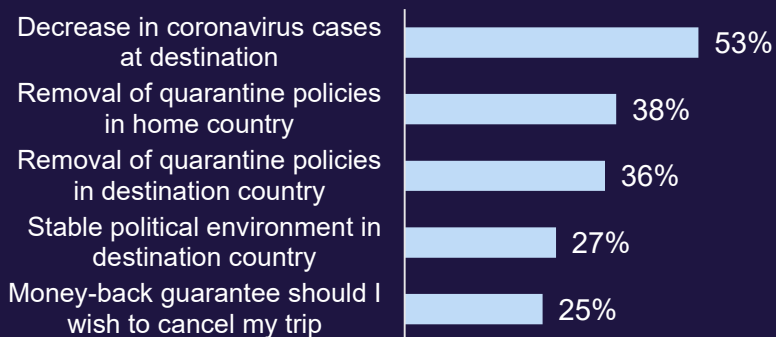
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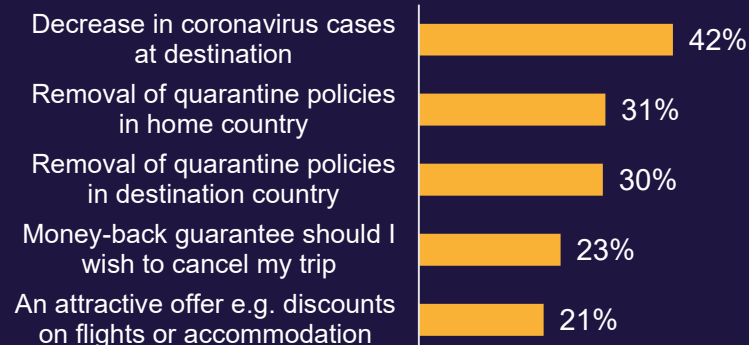


Top travel drivers

...for any international trip



...for a trip to Britain



Travel Concerns – for travel to Britain*



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

Travel attitudes**

