INTERNATIONAL TRAVEL SENTIMENT TRACKER

Market Outputs
15th - 19th May 2021
• The Travel Sentiment Tracker was established to provide a regular assessment of the key confidence and travel indicators for key Tourism Australia markets.

• Australia, Canada, China, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, New Zealand, Singapore, South Korea, United Kingdom, USA.

• This report includes findings for all markets.

• Sample: n=4527 across the 15 international markets, minimum n=300 per market. Sample for Australia n=501.

• Sample is nationally representative.

• This was the 26th wave of fieldwork, conducted from 15/05/2021 to 19/05/2021.
KEY FINDINGS SUMMARY

• For Australia, general consumer confidence has just peaked after strong growth but domestic travel intention is more positive this month (with outbound intention turning down), safety perceptions also up

• Sentiment is generally more positive this wave, with continued vaccine roll outs (and falling Covid cases) potentially providing a boost
  • European markets are particularly strong, while Canada, Korea and NZ are also showing some more positive signs
  • These markets are also generally more positive about travel to Australia

• Several other (mostly Eastern) markets are a little less optimistic
  • Sentiment in India is still heavily impacted by recent Covid crisis with confidence still falling
    • Though travel sentiment has levelled somewhat after huge fall last wave
  • Singapore, HK and USA also showing weaker sentiment this wave
  • Indicators for travel to Aus also generally down in these markets, as well as China
Consumer confidence indicates positive/negative sentiment towards the future economic situation (<100 is negative, >100 positive)

Questions: How has the financial / employment situation of your household changed over the last year? How do you expect the financial / employment situation of your household to change in the next year? Generally, do you think now is a good time to make major lifestyle purchases e.g. cars, holidays, household appliances, etc.? How has the economic situation in your country changed over the last year? How do you anticipate the economic situation in your country to change over the next year?

Source: Travel Sentiment Tracker Note only waves where all markets were included in the fieldwork are shown.
ATTITUDES TOWARDS NEXT HOLIDAY

% RESEARCHING OR ACTIVELY PLANNING THEIR NEXT HOLIDAY

First wave (23-29th of April 2020)
Most recent wave (15-19 May 2021)

Question: Which of the following best describes your thinking around your next holiday?

Source: Travel Sentiment Tracker  Note only waves where all markets were included in the fieldwork are shown.
TRAVEL INTENTION NEXT 6 MONTHS

% INTENDING TO AN INTERNATIONAL LEISURE TRIP IN THE NEXT 6 MONTHS

First wave (23-29th of April 2020)

Most recent wave (15-19 May 2021)

Question: When do you think you would be likely to next travel for leisure to any international destination?

Source: Travel Sentiment Tracker Note only waves where all markets were included in the fieldwork are shown.
**BOOKING INTENT**

**% VERY LIKELY/CERTAIN TO BOOK AN INTERNATIONAL LEISURE TRIP IN THE NEXT MONTH**

<table>
<thead>
<tr>
<th>Country</th>
<th>First wave (23-29th of April 2020)</th>
<th>Most recent wave (15-19 May 2021)</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>10</td>
<td>23</td>
</tr>
<tr>
<td>Canada</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>UK</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>Germany</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>France</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Italy</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>China</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>Japan</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>South Korea</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>Singapore</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Malaysia</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Indonesia</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>India</td>
<td>11</td>
<td>10</td>
</tr>
</tbody>
</table>

**Question:** How likely are you to book a leisure trip within Australia in the next month?

**Source:** Travel Sentiment Tracker Note only waves where all markets were included in the fieldwork are shown.
AUS IS A DESTINATION THAT IS SAFE TO TRAVEL

% WHO AGREE AUS IS A SAFE DESTINATION TO TRAVEL

First wave (23-29th of April 2020)

Most recent wave (15-19 May 2021)

Question: Please indicate the extent to which you agree with “Australia is a destination that seems safe to travel”

Source: Travel Sentiment Tracker  Note only waves where all markets were included in the fieldwork are shown.
The roll out of vaccinees would encourage almost 3 in 4 travellers from India to book an International trip (well up this wave). The impact of the vaccines to travel is also strong with those from China and Indonesia. Of the European markets, France, Germany and Italy would be most encouraged to travel after getting vaccinated. North America and Japan least likely to book post vaccination (USA down this month).

Impact of vaccines to travel

Once I have been vaccinated against COVID-19 I will book a trip internationally

<table>
<thead>
<tr>
<th>Country</th>
<th>Strongly disagree</th>
<th>Somewhat disagree</th>
<th>Somewhat agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>10</td>
<td>16</td>
<td>41</td>
<td>33</td>
</tr>
<tr>
<td>China</td>
<td>14</td>
<td>31</td>
<td>41</td>
<td>14</td>
</tr>
<tr>
<td>Indonesia</td>
<td>16</td>
<td>34</td>
<td>32</td>
<td>18</td>
</tr>
<tr>
<td>France</td>
<td>22</td>
<td>29</td>
<td>33</td>
<td>15</td>
</tr>
<tr>
<td>Germany</td>
<td>31</td>
<td>21</td>
<td>36</td>
<td>12</td>
</tr>
<tr>
<td>Italy</td>
<td>22</td>
<td>32</td>
<td>35</td>
<td>11</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>12</td>
<td>43</td>
<td>38</td>
<td>7</td>
</tr>
<tr>
<td>New Zealand</td>
<td>27</td>
<td>30</td>
<td>34</td>
<td>7</td>
</tr>
<tr>
<td>UK</td>
<td>27</td>
<td>29</td>
<td>32</td>
<td>11</td>
</tr>
<tr>
<td>Malaysia</td>
<td>17</td>
<td>44</td>
<td>29</td>
<td>10</td>
</tr>
<tr>
<td>South Korea</td>
<td>20</td>
<td>44</td>
<td>34</td>
<td>5</td>
</tr>
<tr>
<td>Singapore</td>
<td>30</td>
<td>35</td>
<td>31</td>
<td>5</td>
</tr>
<tr>
<td>Canada</td>
<td>37</td>
<td>30</td>
<td>24</td>
<td>9</td>
</tr>
<tr>
<td>USA</td>
<td>45</td>
<td>25</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>Japan</td>
<td>38</td>
<td>34</td>
<td>22</td>
<td>5</td>
</tr>
</tbody>
</table>

Question: Please indicate the extend to which you agree with the following statement.
Source: Travel Sentiment Tracker.
MARKET BREAKDOWN
General consumer confidence is holding up and previous fall in travel intention has steadied this wave. Booking intention and Aus safety perceptions both up this wave.
## NEW ZEALAND

### ATTITUDES TO NEXT HOLIDAY

| Attitude                                                                 | % Agree | Δ
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Not thinking about my next holiday right now</td>
<td>44</td>
<td>-1</td>
</tr>
<tr>
<td>Thinking/dreaming about my next holiday</td>
<td>33</td>
<td>+4</td>
</tr>
<tr>
<td>I’m researching/actively planning my next holiday</td>
<td>21</td>
<td>-4</td>
</tr>
</tbody>
</table>

### ATTITUDES TO FUTURE INTERNATIONAL LEISURE TRIPS

| Attitude                                                                 | % Agree | Δ
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>I can’t see myself travelling internationally at all in the future</td>
<td>19</td>
<td>-4</td>
</tr>
<tr>
<td>I would be cautious about travelling internationally for quite a while</td>
<td>50</td>
<td>-3</td>
</tr>
<tr>
<td>I am considering travelling internationally</td>
<td>18</td>
<td>+4</td>
</tr>
<tr>
<td>I am keen to travel internationally as soon as possible</td>
<td>8</td>
<td>+1</td>
</tr>
<tr>
<td>I would be travelling internationally now but travel restrictions are stopping me</td>
<td>5</td>
<td>+1</td>
</tr>
</tbody>
</table>

### INTENDED TIMING OF NEXT INTERNATIONAL TRIP

| Timing                      | % Agree | Δ
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>In the next month</td>
<td>1</td>
<td>-1</td>
</tr>
<tr>
<td>In 1 to 3 months</td>
<td>4</td>
<td>+0</td>
</tr>
<tr>
<td>In 3 to 6 months</td>
<td>8</td>
<td>+1</td>
</tr>
<tr>
<td>In 6 to 12 months</td>
<td>14</td>
<td>+1</td>
</tr>
<tr>
<td>In 1 to 2 years</td>
<td>27</td>
<td>+1</td>
</tr>
<tr>
<td>In more than 2 years</td>
<td>23</td>
<td>+1</td>
</tr>
<tr>
<td>Not sure / will not travel</td>
<td>24</td>
<td>-1</td>
</tr>
</tbody>
</table>

### TOP 3 TRIGGERS FOR INT'L TRAVEL (NEXT 6 MONTHS)

| Trigger                                                                 | % Agree | Δ
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel Australia is less impacted by the coronavirus than most other countries</td>
<td>73</td>
<td>+3</td>
</tr>
<tr>
<td>The destination where I would like to travel is not safe yet</td>
<td>67</td>
<td>-0</td>
</tr>
<tr>
<td>My current financial situation would not allow it</td>
<td>62</td>
<td>+7</td>
</tr>
</tbody>
</table>

### TOP 3 BARRIERS FOR INT'L TRAVEL (NEXT 6 MONTHS)

| Barrier                                                                                                                                                  | % Agree | Δ
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>I am afraid I will contract coronavirus</td>
<td>44</td>
<td>0</td>
</tr>
<tr>
<td>The destination where I would like to travel is not safe yet</td>
<td>35</td>
<td>+5</td>
</tr>
<tr>
<td>My current financial situation would not allow it</td>
<td>34</td>
<td>+1</td>
</tr>
</tbody>
</table>

### CONSIDERING TRAVELLING TO AUSTRALIA IN THE NEXT 4 YEARS

- % Agree: 56
- Δ: +10

### INTENDING TO TRAVEL TO AUSTRALIA IN THE NEXT 2 YEARS

- % Agree: 41
- Δ: +11

### ATTITUDES TOWARDS AUSTRALIA (% AGREE)

- I feel Australia is less impacted by the coronavirus than most other countries: 73 (%), +3
- The destination where I would like to travel is not safe yet: 67 (%), -0
- My current financial situation would not allow it: 62 (%), +7

Small sample for triggers for International travel, Indicative only.
Source: Travel Sentiment Tracker (latest wave n=303). Fieldwork was conducted 15-19 May 2021. Results compared to previous wave conducted 15-19 April 2021.
Sentiment is down for USA this month with confidence easing after recent gains and both travel and booking intention falling. Perceptions of Australia as a safe destination are steady.

**CONSUMER CONFIDENCE INDEX**
Consumer confidence indicates positive/negative sentiment towards current and expected personal & economic circumstances (<100 is negative, >100 positive)

**TRAVEL INTENTION (0-6 MONTHS)**

**BOOKING INTENTION (NEXT MONTH)**

**AUSTRALIA IS A DESTINATION THAT SEEMS SAFE TO TRAVEL**

Booking Intention = those who are ‘very likely’ or ‘certain’ to book in the next month.

Source: Travel Sentiment Tracker (latest wave n=302). Fieldwork was conducted 15-19 May 2021. International booking intention results only available from wave 2.
**ATITUDES TO NEXT HOLIDAY**

- Not thinking about my next holiday right now: 57% (+5)
- Thinking/dreaming about my next holiday: 18% (-5)
- I'm researching/actively planning my next holiday: 24% (+2)

**ATTITUDES TO FUTURE INTERNATIONAL LEISURE TRIPS**

- I can’t see myself travelling internationally at all in the future: 38% (+4)
- I would be cautious about travelling internationally for quite a while: 35% (-7)
- I am considering travelling internationally: 20% (+6)
- I am keen to travel internationally as soon as possible: 3% (-2)
- I would be travelling internationally now but travel restrictions are stopping me: 3% (-0)

**INTENDED TIMING OF NEXT INTERNATIONAL TRIP**

- In the next month: 2% (+5)
- In 1 to 3 months: 6% (+0)
- In 3 to 6 months: 8% (+0)
- In 6 to 12 months: 13% (+2)
- In 1 to 2 years: 18% (-3)
- In more than 2 years: 13% (-0)
- Not sure / will not travel: 40% (-2)

**TOP 3 TRIGGERS FOR INT’L TRAVEL (NEXT 6 MONTHS)**

- Insufficient Sample

**CONSIDERING TRAVELLING TO AUSTRALIA IN THE NEXT 4 YEARS**

- 14% (-5)

**INTENDING TO TRAVEL TO AUSTRALIA IN THE NEXT 2 YEARS**

- 9% (-6)

**TOP 3 BARRIERS FOR INT’L TRAVEL (NEXT 6 MONTHS)**

- I am not interested in international travel at the moment: 44% (+3)
- My current financial situation would not allow it: 42% (+9)
- I am concerned about my financial situation in the future: 28% (+9)

**ATTITUDES TOWARDS AUSTRALIA (% AGREE)**

- I would like to travel to Australia just not now: 59% (-2)
- I feel Australia is less impacted by the coronavirus than most other countries: 50% (-1)
- Australia is on my top list countries to travel as soon as the crisis is over: 35% (-7)

*Small sample for triggers for International travel, Indicative only. Source: Travel Sentiment Tracker (latest wave n=302). Fieldwork was conducted 15-19 May 2021. Results compared to previous wave conducted 15-19 April 2021.*
Sentiment looking a little more positive this wave for Canada with all indicators up a little, albeit travel and booking intention remain relatively low.
**Canada**

**Attitudes to Next Holiday**

- Not thinking about my next holiday right now: 52
- Thinking/dreaming about my next holiday: 34
- I'm researching/actively planning my next holiday: 13

**Attitudes to Future International Leisure Trips**

- I can't see myself travelling internationally at all in the future: 27
- I would be cautious about travelling internationally for quite a while: 46
- I am considering travelling internationally: 13
- I am keen to travel internationally as soon as possible: 6
- I would be travelling internationally now but travel restrictions are stopping me: 8

**Intended Timing of Next International Trip**

- In the next month: 1
- In 1 to 3 months: 2
- In 3 to 6 months: 9
- In 6 to 12 months: 19
- In 1 to 2 years: 25
- In more than 2 years: 19
- Not sure/I will not travel: 25

**Top 3 Triggers for Int'l Travel (Next 6 Months)**

- Insufficient Sample

**Top 3 Barriers for Int'l Travel (Next 6 Months)**

- I am afraid I will contract coronavirus: 44
- Travel restrictions won't allow it: 44
- I am not interested in international travel at the moment: 35

**Considering Travelling to Australia in the Next 4 Years**

- 14 (+2)

**Intending to Travel to Australia in the Next 2 Years**

- 8 (-1)

**Attitudes Towards Australia (%) Agree**

- I feel Australia is less impacted by the coronavirus than most other countries: 63 (+4)
- I would like to travel to Australia just not now: 61 (-1)
- Australia is on my top list countries to travel as soon as the crisis is over: 32 (-1)

---

Small sample for triggers for International travel, Indicative only.
Source: Travel Sentiment Tracker (latest wave n=3000). Fieldwork was conducted 15-19 May 2021. Results compared to previous wave conducted 15-19 April 2021.
A strong lift in consumer confidence in the UK this wave, with vaccine rollout, easing restrictions and positive Covid results. Travel intention is also more positive, though booking intention not yet lifting. Perceptions of Australia as a safe destinations back up slightly.
UNITED KINGDOM

ATTITUDES TO NEXT HOLIDAY

Not thinking about my next holiday right now 36 -5
Thinking/dreaming about my next holiday 38 +4
I'm researching/actively planning my next holiday 24 +2

ATTITUDES TO FUTURE INTERNATIONAL LEISURE TRIPS

I can't see myself travelling internationally at all in the future 19 +2
I would be cautious about travelling internationally for quite a while 45 -9
I am considering travelling internationally 19 +5
I am keen to travel internationally as soon as possible 8 -1
I would be travelling internationally now but travel restrictions are stopping me 9 +2

INTENDED TIMING OF NEXT INTERNATIONAL TRIP

In the next month 3
In 1 to 3 months 18
In 3 to 6 months 21
In 6 to 12 months 25
In 1 to 2 years 8
Not sure / will not travel 21

TOP 3 TRIGGERS FOR INT'L TRAVEL (NEXT 6 MONTHS)

I feel like I really need a holiday 53 +3
I would like to visit friends and relatives 30 +2
I would like to replace a previous delayed trip 29 -6

TOP 3 BARRIERS FOR INT'L TRAVEL (NEXT 6 MONTHS)

I am afraid I will contract coronavirus 37 -3
Travel restrictions won't allow it 34 -7
I am not interested in international travel at the moment 31 -10

CONSIDERING TRAVELLING TO AUSTRALIA IN THE NEXT 4 YEARS

21 +3

INTENDING TO TRAVEL TO AUSTRALIA IN THE NEXT 2 YEARS

12 +4

ATTITUDES TOWARDS AUSTRALIA (% AGREE)

I feel Australia is less impacted by the coronavirus than most other countries 69 +3
I would like to travel to Australia just not now 60 +2
Australia is on my top list countries to travel as soon as the crisis is over 33 +3

Small sample for triggers for International travel, Indicative only.
Source: Travel Sentiment Tracker (latest wave n=302). Fieldwork was conducted 15-19 May 2021. Results compared to previous wave conducted 15-19 April 2021.
A clear improvement in sentiment this wave, particularly for consumer confidence and travel intention, as the vaccine rollout gathers pace. Booking intention also up slightly along with Australia safety perceptions.

**Consumer Confidence Index**
Consumer confidence indicates positive/negative sentiment towards current and expected personal & economic circumstances (<100 is negative, >100 positive)

**Travel Intention (0-6 months)**

**Booking Intention (Next month)**

**Australia is a Destination that Seems Safe to Travel**
GERMANY

ATTITUDES TO NEXT HOLIDAY

<table>
<thead>
<tr>
<th>Description</th>
<th>%</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not thinking about my next holiday right now</td>
<td>39</td>
<td>-7</td>
</tr>
<tr>
<td>Thinking/dreaming about my next holiday</td>
<td>35</td>
<td>0</td>
</tr>
<tr>
<td>I’m researching/actively planning my next holiday</td>
<td>24</td>
<td>+7</td>
</tr>
</tbody>
</table>

ATTITUDES TO FUTURE INTERNATIONAL LEISURE TRIPS

<table>
<thead>
<tr>
<th>Description</th>
<th>%</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>I can’t see myself travelling internationally at all in the future</td>
<td>18</td>
<td>-7</td>
</tr>
<tr>
<td>I would be cautious about travelling internationally for quite a while</td>
<td>42</td>
<td>+4</td>
</tr>
<tr>
<td>I am considering travelling internationally</td>
<td>19</td>
<td>+5</td>
</tr>
<tr>
<td>I am keen to travel internationally as soon as possible</td>
<td>16</td>
<td>+0</td>
</tr>
<tr>
<td>I would be travelling internationally now but travel restrictions are stopping me</td>
<td>5</td>
<td>-3</td>
</tr>
</tbody>
</table>

INTENDED TIMING OF NEXT INTERNATIONAL TRIP

<table>
<thead>
<tr>
<th>Timing</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the next month</td>
<td>3</td>
</tr>
<tr>
<td>In 1 to 3 months</td>
<td>8</td>
</tr>
<tr>
<td>In 3 to 6 months</td>
<td>15</td>
</tr>
<tr>
<td>In 6 to 12 months</td>
<td>22</td>
</tr>
<tr>
<td>In 1 to 2 years</td>
<td>22</td>
</tr>
<tr>
<td>In more than 2 years</td>
<td>8</td>
</tr>
<tr>
<td>Not sure / will not travel</td>
<td>21</td>
</tr>
</tbody>
</table>

TOP 3 TRIGGERS FOR INT’L TRAVEL (NEXT 6 MONTHS)

<table>
<thead>
<tr>
<th>Trigger</th>
<th>%</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel like I really need a holiday</td>
<td>46</td>
<td>-12</td>
</tr>
<tr>
<td>I would like to visit friends and relatives</td>
<td>29</td>
<td>-1</td>
</tr>
<tr>
<td>I would like to replace a previous delayed trip</td>
<td>19</td>
<td>-23</td>
</tr>
</tbody>
</table>

TOP 3 BARRIERS FOR INT’L TRAVEL (NEXT 6 MONTHS)

<table>
<thead>
<tr>
<th>Barrier</th>
<th>%</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am afraid I will contract coronavirus</td>
<td>35</td>
<td>-11</td>
</tr>
<tr>
<td>Travel restrictions won’t allow it</td>
<td>31</td>
<td>-13</td>
</tr>
<tr>
<td>I wouldn’t like to risk spreading the virus</td>
<td>29</td>
<td>-5</td>
</tr>
</tbody>
</table>

CONSIDERING TRAVELLING TO AUSTRALIA IN THE NEXT 4 YEARS

<table>
<thead>
<tr>
<th>Consideration</th>
<th>%</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel Australia is less impacted by the coronavirus than most other countries</td>
<td>64</td>
<td>+9</td>
</tr>
</tbody>
</table>

INTENDING TO TRAVEL TO AUSTRALIA IN THE NEXT 2 YEARS

<table>
<thead>
<tr>
<th>Intention</th>
<th>%</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would like to travel to Australia just not now</td>
<td>58</td>
<td>0</td>
</tr>
</tbody>
</table>

ATTITUDES TOWARDS AUSTRALIA (% AGREE)

<table>
<thead>
<tr>
<th>Attitude</th>
<th>%</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia is on my top list countries to travel as soon as the crisis is over</td>
<td>42</td>
<td>+1</td>
</tr>
</tbody>
</table>
General confidence is largely steady in France but travel and booking intention continue recent growth. Perception of Australia as a safe destination also up.

**CONSUMER CONFIDENCE INDEX**
Consumer confidence indicates positive/negative sentiment towards current and expected personal & economic circumstances (<100 is negative, >100 positive)

**TRAVEL INTENTION (0-6 MONTHS)**

**BOOKING INTENTION (NEXT MONTH)**

**AUSTRALIA IS A DESTINATION THAT SEEMS SAFE TO TRAVEL**

Booking Intention = those who are ‘very likely’ or ‘certain’ to book in the next month.

Source: Travel Sentiment Tracker (latest wave n=302). Fieldwork was conducted 15-19 May 2021. International booking intention results only available from wave 2.
FRANCE

**ATTITUDES TO NEXT HOLIDAY**

<table>
<thead>
<tr>
<th>Attitude Description</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not thinking about my next holiday right now</td>
<td>36</td>
<td>-3</td>
</tr>
<tr>
<td>Thinking/dreaming about my next holiday</td>
<td>26</td>
<td>-7</td>
</tr>
<tr>
<td>I'm researching/actively planning my next holiday</td>
<td>34</td>
<td>+8</td>
</tr>
</tbody>
</table>

**ATTITUDES TO FUTURE INTERNATIONAL LEISURE TRIPS**

<table>
<thead>
<tr>
<th>Attitude Description</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>I can't see myself travelling internationally at all in the future</td>
<td>26</td>
<td>-1</td>
</tr>
<tr>
<td>I would be cautious about travelling internationally for quite a while</td>
<td>31</td>
<td>-3</td>
</tr>
<tr>
<td>I am considering travelling internationally</td>
<td>15</td>
<td>+2</td>
</tr>
<tr>
<td>I am keen to travel internationally as soon as possible</td>
<td>16</td>
<td>+0</td>
</tr>
<tr>
<td>I would be travelling internationally now but travel restrictions are stopping me</td>
<td>11</td>
<td>0</td>
</tr>
</tbody>
</table>

**INTENDED TIMING OF NEXT INTERNATIONAL TRIP**

<table>
<thead>
<tr>
<th>Timing</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the next month</td>
<td>3</td>
</tr>
<tr>
<td>In 1 to 3 months</td>
<td>11</td>
</tr>
<tr>
<td>In 3 to 6 months</td>
<td>14</td>
</tr>
<tr>
<td>In 6 to 12 months</td>
<td>23</td>
</tr>
<tr>
<td>In 1 to 2 years</td>
<td>9</td>
</tr>
<tr>
<td>In more than 2 years</td>
<td>20</td>
</tr>
<tr>
<td>Not sure / will not travel</td>
<td>22</td>
</tr>
</tbody>
</table>

**TOP 3 TRIGGERS FOR INT'L TRAVEL (NEXT 6 MONTHS)**

<table>
<thead>
<tr>
<th>Trigger</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel like I really need a holiday</td>
<td>57</td>
<td>+1</td>
</tr>
<tr>
<td>I would like to replace a previous delayed trip</td>
<td>26</td>
<td>+5</td>
</tr>
<tr>
<td>I now have the time to do it</td>
<td>16</td>
<td>+6</td>
</tr>
</tbody>
</table>

**TOP 3 BARRIERS FOR INT'L TRAVEL (NEXT 6 MONTHS)**

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am afraid I will contract coronavirus</td>
<td>36</td>
<td>+0</td>
</tr>
<tr>
<td>Travel restrictions won't allow it</td>
<td>33</td>
<td>-11</td>
</tr>
<tr>
<td>My current financial situation would not allow it</td>
<td>30</td>
<td>-1</td>
</tr>
</tbody>
</table>

**CONSIDERING TRAVELLING TO AUSTRALIA IN THE NEXT 4 YEARS**

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>13</td>
<td>-0</td>
</tr>
</tbody>
</table>

**INTENDING TO TRAVEL TO AUSTRALIA IN THE NEXT 2 YEARS**

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>9</td>
<td>+0</td>
</tr>
</tbody>
</table>

**ATTITUDES TOWARDS AUSTRALIA**

<table>
<thead>
<tr>
<th>Attitude Description</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would like to travel to Australia just now</td>
<td>61</td>
<td>+2</td>
</tr>
<tr>
<td>I feel Australia is less impacted by the coronavirus than most other countries</td>
<td>57</td>
<td>+3</td>
</tr>
<tr>
<td>Australia is on my top list countries to travel as soon as the crisis is over</td>
<td>30</td>
<td>+0</td>
</tr>
</tbody>
</table>

Small sample for triggers for International travel, Indicative only.
Source: Travel Sentiment Tracker (latest wave n=302). Fieldwork was conducted 15-19 May 2021. Results compared to previous wave conducted 15-19 April 2021.
TOP LINE
ITALY

CONSUMER CONFIDENCE INDEX
Consumer confidence Indicates positive/negative sentiment towards current and expected personal & economic circumstances (<100 is negative, >100 positive)

TRAVEL INTENTION
(0-6 MONTHS)

BOOKING INTENTION
(NEXT MONTH)

AUSTRALIA IS A DESTINATION
THAT SEEMS SAFE TO TRAVEL

Consumer confidence, travel and booking intention continue to lift for Italy. Travel intention well up in the last 3 waves. Perception of Australia as a safe destination is largely steady.

Booking Intention = those who are 'very likely' or 'certain' to book in the next month.
Source: Travel Sentiment Tracker (latest wave n=302). Fieldwork was conducted 15-19 May 2021. International booking intention results only available from wave 2.
**Italy**

### Attitudes to Next Holiday
- Not thinking about my next holiday right now: 31% -2
- Thinking/dreaming about my next holiday: 40% -7
- I’m researching/actively planning my next holiday: 28% +9

### Attitudes to Future International Leisure Trips
- I can’t see myself travelling internationally at all in the future: 25% +8
- I would be cautious about travelling internationally for quite a while: 39% -13
- I am considering travelling internationally: 13% +3
- I am keen to travel internationally as soon as possible: 14% -0
- I would be travelling internationally now but travel restrictions are stopping me: 9% +2

### Intended Timing of Next International Trip
- In the next month: 2
- In 1 to 3 months: 10
- In 3 to 6 months: 16
- In 6 to 12 months: 20
- In 1 to 2 years: 24
- In more than 2 years: 6
- Not sure / will not travel: 23

### Top 3 Triggers for INT’L Travel (Next 6 Months)
- I feel like I really need a holiday: 55 -5
- I would like to replace a previous delayed trip: 24 -5
- I have found very good deals: 17 +5

### Top 3 Barriers for INT’L Travel (Next 6 Months)
- I am afraid I will contract coronavirus: 35 -13
- I am not interested in International travel at the moment: 29 +8
- My current financial situation would not allow it: 28 +2

### Attitudes Towards Australia
- Considering travelling to Australia in the next 4 years: 25% +4
- Intending to travel to Australia in the next 2 years: 16% +6

Source: Travel Sentiment Tracker (latest wave n=302). Fieldwork was conducted 15-19 May 2021. Results compared to previous wave conducted 15-19 April 2021.

Small sample for triggers for International travel, Indicative only.
General confidence recovered somewhat this wave for China while the previous fall in travel intention has levelled out. Booking intention and Australia safety perceptions are both down however.
**CHINA**

**ATTITUDES TO NEXT HOLIDAY**
- Not thinking about my next holiday right now: 28 (+0)
- Thinking/dreaming about my next holiday: 38 (-6)
- I'm researching/actively planning my next holiday: 33 (+6)

**ATTITUDES TO FUTURE INTERNATIONAL LEISURE TRIPS**
- I can't see myself travelling internationally at all in the future: 11 (+1)
- I would be cautious about travelling internationally for quite a while: 60 (+0)
- I am considering travelling internationally: 10 (0)
- I am keen to travel internationally as soon as possible: 14 (-2)
- I would be travelling internationally now but travel restrictions are stopping me: 6 (+1)

**INTENDED TIMING OF NEXT INTERNATIONAL TRIP**
- In the next month: 4
- In 1 to 3 months: 12
- In 3 to 6 months: 14
- In 6 to 12 months: 12
- In 1 to 2 years: 14
- In more than 2 years: 22
- Not sure / will not travel: 23

**TOP 3 TRIGGERS FOR INT'L TRAVEL (NEXT 6 MONTHS)**
- I feel like I really need a holiday: 51 (-4)
- I now have the time to do it: 46 (+9)
- I would like to replace a previous delayed trip: 31 (-16)

**TOP 3 BARRIERS FOR INT'L TRAVEL (NEXT 6 MONTHS)**
- I am afraid I will contract coronavirus: 76 (+7)
- I wouldn't like to risk spreading the virus: 66 (+10)
- The destination where I would like to travel is not safe yet: 34 (+4)

**CONSIDERING TRAVELLING TO AUSTRALIA IN THE NEXT 4 YEARS**
- 44 (-4)

**INTENDING TO TRAVEL TO AUSTRALIA IN THE NEXT 2 YEARS**
- 30 (-3)

**ATTITUDES TOWARDS AUSTRALIA (% AGREE)**
- I would like to travel to Australia just not now: 66 (-5)
- Australia is on my top list of countries to travel as soon as the crisis is over: 50 (-7)
- I feel Australia is less impacted by the coronavirus than most other countries: 48 (-3)

Small sample for triggers for International travel, indicative only.
Source: Travel Sentiment Tracker (latest wave n=302). Fieldwork was conducted 15-19 May 2021. Results compared to previous wave conducted 15-19 April 2021.
General confidence is up this wave but travel and booking intention is declining. Perception of Australia as a safe destination is well down this wave.

**CONSUMER CONFIDENCE INDEX**
Consumer confidence indicates positive/negative sentiment towards current and expected personal & economic circumstances (<100 is negative, >100 positive)

**TRAVEL INTENTION (0-6 MONTHS)**

**BOOKING INTENTION (NEXT MONTH)**

**AUSTRALIA IS A DESTINATION THAT SEEMS SAFE TO TRAVEL**

*Booking Intention = those who are ‘very likely’ or ‘certain’ to book in the next month.*

*Source: Travel Sentiment Tracker (latest wave n=302). Fieldwork was conducted 15-19 May 2021. International booking intention results only available from wave 2.*
HONG KONG

ATTITUDES TO NEXT HOLIDAY

- Not thinking about my next holiday right now: 36 (+4)
- Thinking/dreaming about my next holiday: 45 (-5)
- I'm researching/actively planning my next holiday: 18 (+0)

ATTITUDES TO FUTURE INTERNATIONAL LEISURE TRIPS

- I can't see myself travelling internationally at all in the future: 4 (0)
- I would be cautious about travelling internationally for quite a while: 59 (+8)
- I am considering travelling internationally: 10 (-6)
- I am keen to travel internationally as soon as possible: 21 (+2)
- I would be travelling internationally now but travel restrictions are stopping me: 7 (-4)

INTENDED TIMING OF NEXT INTERNATIONAL TRIP

- In the next month: 1
- In 1 to 3 months: 4
- In 3 to 6 months: 6
- In 6 to 12 months: 17
- In 1 to 2 years: 39
- In more than 2 years: 20
- Not sure, will not travel: 14

TOP 3 TRIGGERS FOR INT'L TRAVEL (NEXT 6 MONTHS)

- INSUFFICIENT SAMPLE

CONSIDERING TRAVELLING TO AUSTRALIA IN THE NEXT 4 YEARS

- 47 (-7)

INTENDING TO TRAVEL TO AUSTRALIA IN THE NEXT 2 YEARS

- 33 (-8)

TOP 3 BARRIERS FOR INT'L TRAVEL (NEXT 6 MONTHS)

- I am afraid I will contract coronavirus: 56 (-3)
- Travel restrictions won't allow it: 51 (-0)
- I wouldn't like to risk spreading the virus: 50 (+8)

ATTITUDES TOWARDS AUSTRALIA (% AGREE)

- I would like to travel to Australia just not now: 76 (-4)
- I feel Australia is less impacted by the coronavirus than most other countries: 61 (-7)
- Australia is on my top list of countries to travel as soon as the crisis is over: 43 (-12)

Small sample for triggers for International travel, indicative only.
Source: Travel Sentiment Tracker (latest wave n=302). Fieldwork was conducted 15-19 May 2021. Results compared to previous wave conducted 15-19 April 2021.
Most indicators are relatively steady this wave for Japan, though booking intention in the next month is improving somewhat.

**CONSUMER CONFIDENCE INDEX**
Consumer confidence indicates positive/negative sentiment towards current and expected personal & economic circumstances (<100 is negative, >100 positive)

**TRAVEL INTENTION (0-6 MONTHS)**

**BOOKING INTENTION (NEXT MONTH)**

**AUSTRALIA IS A DESTINATION THAT SEEMS SAFE TO TRAVEL**

*Booking Intention = those who are ‘very likely’ or ‘certain’ to book in the next month.*

*Source: Travel Sentiment Tracker (latest wave n=300). Fieldwork was conducted 15-19 May 2021. International booking intention results only available from wave 2.*
**Attitudes to Next Holiday**

- Not thinking about my next holiday right now: 62% -1
- Thinking/dreaming about my next holiday: 28% +3
- I’m researching/actively planning my next holiday: 10% -3

**Attitudes to Future International Leisure Trips**

- I can’t see myself travelling internationally at all in the future: 31% -7
- I would be cautious about travelling internationally for quite a while: 55% +4
- I am considering travelling internationally: 8% +0
- I am keen to travel internationally as soon as possible: 3% +0
- I would be travelling internationally now but travel restrictions are stopping me: 3% +2

**Intended Timing of Next International Trip**

- In the next month: 1
- In 1 to 3 months: 1
- In 3 to 6 months: 5
- In 6 to 12 months: 6
- In 1 to 2 years: 11
- In more than 2 years: 27
- Not sure / will not travel: 48

**Top 3 Triggers for Int’l Travel (Next 6 Months)**

- Insufficient sample

**Top 3 Barriers for Int’l Travel (Next 6 Months)**

- I am afraid I will contract coronavirus: 59% -2
- I wouldn’t like to risk spreading the virus: 34% -2
- I am not interested in international travel at the moment: 23% -2

**Considering Travelling to Australia in the Next 4 Years**

- 17% -3

**Intending to Travel to Australia in the Next 2 Years**

- 13% -1

**Attitudes Towards Australia**

- I would like to travel to Australia just not now: 56% +0
- I feel Australia is less impacted by the coronavirus than most other countries: 42% -3
- Australia is on my top list countries to travel as soon as the crisis is over: 31% -1

Small sample for triggers for International travel, Indicative only.
Source: Travel Sentiment Tracker (latest wave n=3000), Fieldwork was conducted 15-19 May 2021. Results compared to previous wave conducted 15-19 April 2021.
Positive results among respondents from South Korea. Consumer confidence now at a series high, intention to book a holiday considerably up and perceptions of Australia as a safe destination to visit also now up to 54%.
**SOUTH KOREA**

### ATTITUDES TO NEXT HOLIDAY
- Not thinking about my next holiday right now: 50% (−5)
- Thinking/dreaming about my next holiday: 34% (−2)
- I'm researching/actively planning my next holiday: 17% (+7)

### ATTITUDES TO FUTURE INTERNATIONAL LEISURE TRIPS
- I can't see myself travelling internationally at all in the future: 15% (−5)
- I would be cautious about travelling internationally for quite a while: 61% (+0)
- I am considering travelling internationally: 7% (0)
- I am keen to travel internationally as soon as possible: 13% (+3)
- I would be travelling internationally now but travel restrictions are stopping me: 5% (+1)

### INTENDED TIMING OF NEXT INTERNATIONAL TRIP
- In the next month: 0%
- In 1 to 3 months: 2%
- In 3 to 6 months: 5%
- In 6 to 12 months: 12%
- In 1 to 2 years: 31%
- More than 2 years: 29%
- Not sure / will not travel: 22%

### TOP 3 TRIGGERS FOR INT’L TRAVEL (NEXT 6 MONTHS)
- **INSUFFICIENT SAMPLE**
- **CONSIDERING TRAVELLING TO AUSTRALIA IN THE NEXT 4 YEARS**
  - 34% (+7)
- **INTENDING TO TRAVEL TO AUSTRALIA IN THE NEXT 2 YEARS**
  - 20% (+2)

### TOP 3 BARRIERS FOR INT’L TRAVEL (NEXT 6 MONTHS)
- I am afraid I will contract coronavirus: 69% (+3)
- I wouldn’t like to risk spreading the virus: 54% (−2)
- The destination where I would like to travel is not safe yet: 35% (+1)

### ATTITUDES TOWARDS AUSTRALIA (% AGREE)
- I would like to travel to Australia just not now: 77% (−1)
- Australia is on my top list countries to travel as soon as the crisis is over: 55% (+8)
- I feel Australia is less impacted by the coronavirus than most other countries: 50% (+7)

---

Small sample for triggers for international travel, indicative only.
Source: Travel Sentiment Tracker (latest wave n=301). Fieldwork was conducted 15-19 May 2021. Results compared to previous wave conducted 15-19 April 2021.
Sentiment in Singapore down this month, both in general confidence and travel sentiment. Consumer confidence index back to 86, travel and booking intention both down as well. Perceptions of Australia also impacted, now 65% believe Australia is a destination that seems safe to travel.

**CONSUMER CONFIDENCE INDEX**
Consumer confidence indicates positive/negative sentiment towards current and expected personal & economic circumstances (<100 is negative, >100 positive)

**TRAVEL INTENTION (0-6 MONTHS)**

**BOOKING INTENTION (NEXT MONTH)**

**AUSTRALIA IS A DESTINATION THAT SEEMS SAFE TO TRAVEL**
**ATTITUDES TO NEXT HOLIDAY**

- Not thinking about my next holiday right now: 48 (+1)
- Thinking/dreaming about my next holiday: 36 (-3)
- I'm researching/actively planning my next holiday: 15 (+1)

---

**ATTITUDES TO FUTURE INTERNATIONAL LEISURE TRIPS**

- I can't see myself travelling internationally at all in the future: 13 (+3)
- I would be cautious about travelling internationally for quite a while: 60 (+2)
- I am considering travelling internationally: 10 (-6)
- I am keen to travel internationally as soon as possible: 9 (+1)
- I would be travelling internationally now but travel restrictions are stopping me: 8 (+0)

---

**INTENDED TIMING OF NEXT INTERNATIONAL TRIP**

- In the next month: 1
- In 1 to 3 months: 13
- In 3 to 6 months: 6
- In 6 to 12 months: 28
- In 1 to 2 years: 17
- Not sure / will not travel: 32

---

**TOP 3 TRIGGERS FOR INT'L TRAVEL (NEXT 6 MONTHS)**

- Travel restrictions won't allow it: 66 (+10)
- I am afraid I will contract coronavirus: 60 (+7)
- I wouldn't like to risk spreading the virus: 43 (+13)

**INSUFFICIENT SAMPLE**

---

**TOP 3 BARRIERS FOR INT'L TRAVEL (NEXT 6 MONTHS)**

- Travel restrictions won't allow it: 66 (+10)
- I am afraid I will contract coronavirus: 60 (+7)
- I wouldn't like to risk spreading the virus: 43 (+13)

---

**CONSIDERING TRAVELLING TO AUSTRALIA IN THE NEXT 4 YEARS**

- 50

**INTENDING TO TRAVEL TO AUSTRALIA IN THE NEXT 2 YEARS**

- 34

**ATTITUDES TOWARDS AUSTRALIA (%) AGREE**

- I would like to travel to Australia just not now: 72 (-3)
- Australia is on my top list countries to travel as soon as the crisis is over: 66 (+2)
- I feel Australia is less impacted by the coronavirus than most other countries: 62 (-1)

---

Small sample for triggers for International travel, Indicative only.

Source: Travel Sentiment Tracker (latest wave n=304). Fieldwork was conducted 15-19 May 2021. Results compared to previous wave conducted 15-19 April 2021.
Consumer confidence in Malaysia is recovering somewhat this wave but travel intention and booking intention are down in recent times. Australian safety perceptions up slightly.

**Consumer Confidence Index**

Consumer confidence indicates positive/negative sentiment towards current and expected personal & economic circumstances (<100 is negative, >100 positive)

**Travel Intention**

(0-6 Months)

**Booking Intention**

(Next Month)

**Australia is a Destination that Seems Safe to Travel**

*Booking Intention = those who are 'very likely' or 'certain' to book in the next month.*

*Source: Travel Sentiment Tracker (latest wave n=303). Fieldwork was conducted 15-19 May 2021. International booking intention results only available from wave 2.*
MALAYSIA

ATTITUDES TO NEXT HOLIDAY

Not thinking about my next holiday right now
48 -7

Thinking/dreaming about my next holiday
27 -7

I'm researching/actively planning my next holiday
24 -1

ATTITUDES TO FUTURE INTERNATIONAL LEISURE TRIPS

I can't see myself travelling internationally at all in the future
26 +9

I would be cautious about travelling internationally for quite a while
45 -2

I am considering travelling internationally
15 -4

I am keen to travel internationally as soon as possible
5 -2

I would be travelling internationally now but travel restrictions are stopping me
9 -1

INTENDED TIMING OF NEXT INTERNATIONAL TRIP

In the next month
2

In 1 to 3 months
3

In 3 to 6 months
2

In 6 to 12 months
11

In 1 to 2 years
24

In more than 2 years
34

Not sure / will not travel
24

TOP 3 TRIGGERS FOR INT'L TRAVEL (NEXT 6 MONTHS)

INSUFFICIENT SAMPLE

CONSIDERING TRAVELLING TO AUSTRALIA IN THE NEXT 4 YEARS

57 -1

INTENDING TO TRAVEL TO AUSTRALIA IN THE NEXT 2 YEARS

37 -2

TOP 3 BARRIERS FOR INT'L TRAVEL (NEXT 6 MONTHS) N=202

I am afraid I will contract coronavirus
60 -3

Travel restrictions won't allow it
56 -1

I wouldn't like to risk spreading the virus
54 -4

ATTITUDES TOWARDS AUSTRALIA (% AGREE)

I would like to travel to Australia just not now
73 -5

Australia is on my top list of countries to travel as soon as the crisis is over
60 -2

I feel Australia is less impacted by the coronavirus than most other countries
58 -3

Small sample for triggers for international travel, indicative only.
Source: Travel Sentiment Tracker (latest wave n=303). Fieldwork conducted 15-19 May 2021. Results compared to previous wave conducted 15-19 April 2021.
**TOP LINE INDONESIA**

**CONSUMER CONFIDENCE INDEX**
Consumer confidence indicates positive/negative sentiment towards current and expected personal & economic circumstances (<100 is negative, >100 positive)

**TRAVEL INTENTION (0-6 MONTHS)**

**BOOKING INTENTION (NEXT MONTH)**

**AUSTRALIA IS A DESTINATION THAT SEEMS SAFE TO TRAVEL**

Most metrics down this month, though travel intention is looking more positive this wave. Australian safety perceptions have turned down, though remain at a high level.

*Source: Travel Sentiment Tracker (latest wave n=303). Fieldwork was conducted 15-19 May 2021. International booking intention results only available from wave 2.*
INDONESIA

ATTITUDES TO NEXT HOLIDAY

- Not thinking about my next holiday right now: 34 (+3)
- Thinking/dreaming about my next holiday: 36 (-1)
- I'm researching/actively planning my next holiday: 28 (-3)

ATTITUDES TO FUTURE INTERNATIONAL LEISURE TRIPS

- I can't see myself travelling internationally at all in the future: 24 (+5)
- I would be cautious about travelling internationally for quite a while: 40 (-7)
- I am considering travelling internationally: 19 (-2)
- I am keen to travel internationally as soon as possible: 8 (+0)
- I would be travelling internationally now but travel restrictions are stopping me: 7 (+1)

INTENDED TIMING OF NEXT INTERNATIONAL TRIP

- In the next month: 3
- In 1 to 3 months: 5
- In 3 to 6 months: 8
- In 6 to 12 months: 15
- In 1 to 2 years: 25
- In more than 2 years: 20
- Not sure / will not travel: 25

TOP 3 TRIGGERS FOR INT'L TRAVEL (NEXT 6 MONTHS)

- I am afraid I will contract coronavirus: 57 (-2)
- I wouldn't like to risk spreading the virus: 45 (+1)
- Travel restrictions won't allow it: 42 (+7)

CONSIDERING TRAVELLING TO AUSTRALIA IN THE NEXT 4 YEARS

- 58 (+8)

INTENDING TO TRAVEL TO AUSTRALIA IN THE NEXT 2 YEARS

- 44 (+4)

ATTITUDES TOWARDS AUSTRALIA (% AGREE)

- I would like to travel to Australia just not now: 86 (-1)
- Australia is on my top list countries to travel as soon as the crisis is over: 74 (+0)
- I feel Australia is less impacted by the coronavirus than most other countries: 63 (+4)

Small sample for triggers for international travel, Indicative only.
Source: Travel Sentiment Tracker (latest wave n=303). Fieldwork was conducted 15-19 May 2021. Results compared to previous wave conducted 15-19 April 2021.
Consumer confidence continues to fall this wave for India, though travel and booking intention have levelled somewhat after recent declines with Covid crisis. Perceptions of Australia as a safe destination are also down but still sitting at a strong positive level.

**CONSUMER CONFIDENCE INDEX**  
Consumer confidence indicates positive/negative sentiment towards current and expected personal & economic circumstances (<100 is negative, >100 positive)

**TRAVEL INTENTION (0-6 MONTHS)**

**BOOKING INTENTION (NEXT MONTH)**

**AUSTRALIA IS A DESTINATION THAT SEEMS SAFE TO TRAVEL**

Booking Intention = those who are ‘very likely’ or ‘certain’ to book in the next month.  
Source: Travel Sentiment Tracker (latest wave n=301). Fieldwork was conducted 15-19 May 2021. International booking intention results only available from wave 2.
## Attitudes to Next Holiday

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not thinking about my next holiday right now</td>
<td>38</td>
<td>-2</td>
</tr>
<tr>
<td>Thinking/dreaming about my next holiday</td>
<td>35</td>
<td>+1</td>
</tr>
<tr>
<td>I'm researching/actively planning my next holiday</td>
<td>27</td>
<td>+0</td>
</tr>
</tbody>
</table>

## Attitudes to Future International Leisure Trips

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>I can't see myself travelling internationally at all in the future</td>
<td>13</td>
<td>-5</td>
</tr>
<tr>
<td>I would be cautious about travelling internationally for quite a while</td>
<td>39</td>
<td>-3</td>
</tr>
<tr>
<td>I am considering travelling internationally</td>
<td>24</td>
<td>+4</td>
</tr>
<tr>
<td>I am keen to travel internationally as soon as possible</td>
<td>14</td>
<td>+1</td>
</tr>
<tr>
<td>I would be travelling internationally now but travel restrictions are stopping me</td>
<td>10</td>
<td>+2</td>
</tr>
</tbody>
</table>

## Intended Timing of Next International Trip

<table>
<thead>
<tr>
<th>Timing</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the next month</td>
<td>2</td>
<td>+1</td>
</tr>
<tr>
<td>In 1 to 3 months</td>
<td>8</td>
<td>+1</td>
</tr>
<tr>
<td>In 3 to 6 months</td>
<td>13</td>
<td>+2</td>
</tr>
<tr>
<td>In 6 to 12 months</td>
<td>23</td>
<td>+4</td>
</tr>
<tr>
<td>In 1 to 2 years</td>
<td>25</td>
<td>-2</td>
</tr>
<tr>
<td>In more than 2 years</td>
<td>17</td>
<td>-1</td>
</tr>
<tr>
<td>Not sure / will not travel</td>
<td>12</td>
<td>-2</td>
</tr>
</tbody>
</table>

## Top 3 Triggers for Int'l Travel (Next 6 Months)

<table>
<thead>
<tr>
<th>Trigger</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel like I really need a holiday</td>
<td>63</td>
<td>+5</td>
</tr>
<tr>
<td>I would like to visit friends and relatives</td>
<td>41</td>
<td>+9</td>
</tr>
<tr>
<td>I have found very good deals</td>
<td>35</td>
<td>-1</td>
</tr>
</tbody>
</table>

## Top 3 Barriers for Int'l Travel (Next 6 Months)

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am afraid I will contract coronavirus</td>
<td>52</td>
<td>-6</td>
</tr>
<tr>
<td>I wouldn't like to risk spreading the virus</td>
<td>52</td>
<td>-6</td>
</tr>
<tr>
<td>Travel restrictions won't allow it</td>
<td>37</td>
<td>-5</td>
</tr>
</tbody>
</table>

## Considering Travelling to Australia in the Next 4 Years

- 61%

## Intending to Travel to Australia in the Next 2 Years

- 46%

## Attitudes Towards Australia (% Agree)

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel Australia is less impacted by the coronavirus than most other countries</td>
<td>79</td>
<td>+4</td>
</tr>
<tr>
<td>I would like to travel to Australia just not now</td>
<td>76</td>
<td>+1</td>
</tr>
<tr>
<td>Australia is on my top list countries to travel as soon as the crisis is over</td>
<td>75</td>
<td>+1</td>
</tr>
</tbody>
</table>

Source: Travel Sentiment Tracker (latest wave n=301). Fieldwork was conducted 15-19 May 2021. Results compared to previous wave conducted 15-19 April 2021.