

Latest COVID-19 Research

Consumer Sentiment – VisitEngland: Consumer

- 16% of consumers feel ‘the worst has passed’, in relation to COVID-19, the lowest proportion seen so far for the second consecutive week, with only 6% of England intenders believing life will return to ‘something close to normal’ by September.
- Looking at the confidence to take a domestic trip, 44% would feel confident going on a short break or holiday between October and December this year.
- From October onwards the top concern for the lack of confidence to go on a trip, significantly higher than all others, is catching COVID-19 (52%).
- For visits from from October to March 2021, city or large town (31%), countryside or village (30%) and traditional coastal/seaside town (25%) are the preferred destination types.
- Steps to reduce cross-contamination (83%) and ensure social distancing measures (81%) continue to be the most essential conditions for accommodation providers to meet this summer.



Latest COVID-19 Research

BVA BDRC: Consumer Sentiment Tracker

- According to the weekly consumer sentiment tracker published by BVA BDRC on 6th August, Likelihood to visit a visitor attraction by September decreases from 48% to 45%, however still sits above the average throughout our tracking period.
- As more visitor attractions open and people become more confident we anticipate intention to visit over the summer will increase.
- The intention to visit a zoo by the end of year dropped back to 23% after two weeks of consecutive increases. This week we see net activity remain flat at 4% for visiting a museum or gallery, with intention to visit by the end of the year also remaining relatively flat at 33%.
- The proportion of people who have visited an outdoor park or scenic area remained steady at 35%, with 43% having done the activity. Intention to visit an outdoor park or scenic area by the end of the year has dropped somewhat.
- The lead time for going on a UK holiday continues to plateau this week, driven by some people having already taken their summer trip. Visitor attractions are leading the way when it comes to ensuring visitors feel safe, while museums, galleries & small historic houses may still have some adjustments to make.

