

# Holiday Barometer among Europeans & Americans

IPSOS/EUROP ASSISTANCE SURVEY  
19<sup>TH</sup> EDITION



GAME CHANGERS



# SCOPE OF THE 2019 SURVEY

## American scope



12 COUNTRIES  
12,000 INTERVIEWS

## European scope



# METHODOLOGY



## Samples

In each country, the survey was conducted on a representative sample of each the population, aged 18 years and older (aged 16 and up in Brazil), put together using the quota method (gender, age, profession) after stratification by region and by city size.



## Timeline

The field studies were carried out between March 18th and April 10th 2019



## Method of data collection

Online survey in the 12 countries

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# 1. SUMMER HOLIDAY PLANS

- > Summer holiday plans
- > Budget
- > Summer trip duration

# SUMMER HOLIDAY PLANS ARE STABLE IN 2019 AMONG EUROPEANS AND AMERICANS

## SUMMER HOLIDAY PLANS

EUROPE

63%

=( -1 versus 2018)

USA

68%

=( = vs 2018)

BRAZIL

68%

=( = vs 2018)



# CONSOLIDATING A POSITIVE TREND SINCE 2016

EVOLUTION OF HOLIDAY PLANS  
(%)

EUROPE USA BRAZIL



# BUT AMONG EUROPEANS, SITUATIONS ARE QUITE DIVERSE

## SUMMER HOLIDAY PLANS

**AUSTRIA**

**70%**  
*+4pts*

**FRANCE**

**69%**  
*=*

**BELGIUM**

**65%**  
*+2pts*

**UNITED KINGDOM**

**64%**  
*-2pts*

**GERMANY**

**63%**  
*-1pt*

**SWITZERLAND**

**62%**  
*-4pts*

**ITALY**

**61%**  
*-1pt*

**POLAND**

**61%**  
*+1pt*

**PORTUGAL**

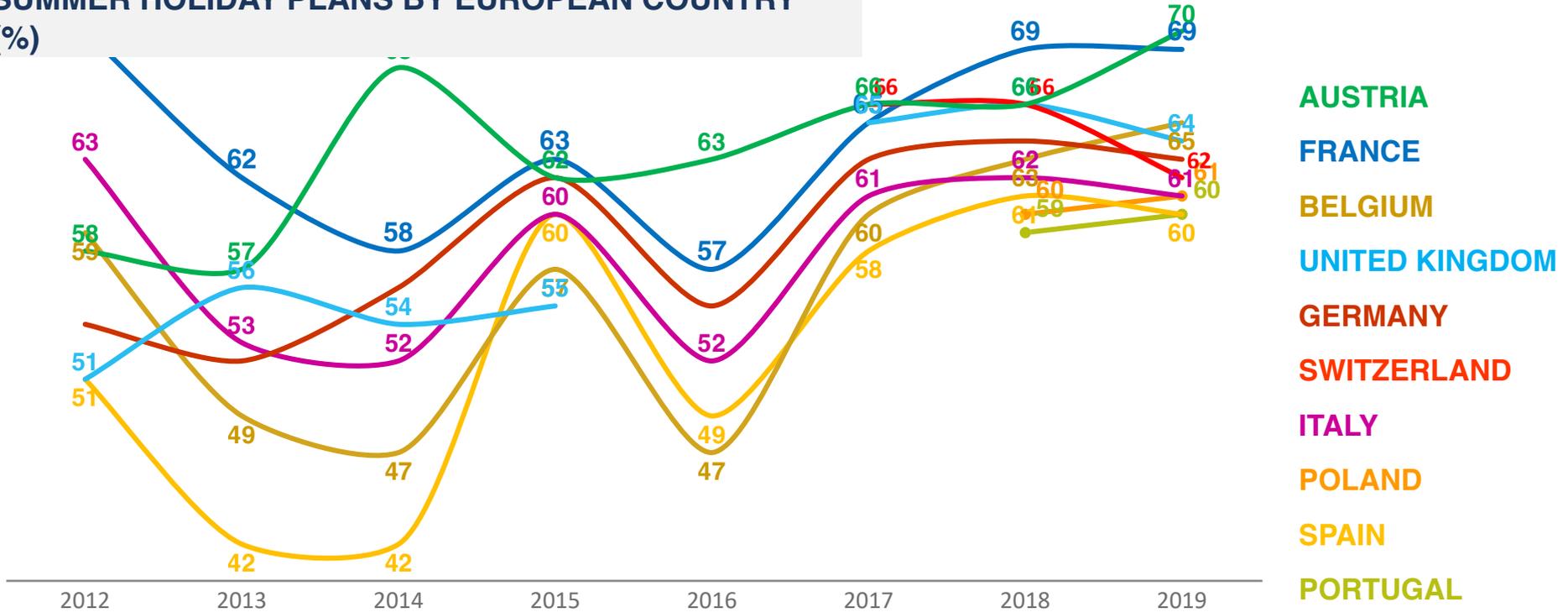
**60%**  
*+1pt*

**SPAIN**

**60%**  
*-1pt*

# OVERALL, EXCEPT FOR SWITZERLAND, HOLIDAY PLANS ARE CONSOLIDATING

## SUMMER HOLIDAY PLANS BY EUROPEAN COUNTRY (%)



# THE AVERAGE BUDGET IS INCREASING IN EUROPE, BUT DECREASING FOR AMERICANS

## SUMMER HOLIDAY BUDGET

### EUROPE

**€ 2,019** *+3% vs 2018*

HOLIDAY BUDGET IN THE EURO ZONE  
(Excluding United Kingdom, Switzerland and Poland)

**€2,099** *+5% VS 2018*

### USA

**\$ 2,373** *-10%*  
(€2,131)

### BRAZIL

**R\$ 5,058** *-3%*  
(€1,138)

Exchange rate applied

# THE BUDGET INCREASE IN EUROPE IS DRIVEN BY FRANCE, SPAIN AND GERMANY

## SUMMER HOLIDAY BUDGET

### SWITZERLAND

CHF 3,250

=

(€2,856)

### AUSTRIA

€2,627

-1%

### GERMANY

€2,467

+4%

### BELGIUM

€2,242

-3%

### FRANCE

€2,201

+10%

### UNITED KINGDOM

£1,861

-5%

(€2,151)

### SPAIN

€1,798

+8%

### ITALY

€1,757

-1%

### PORTUGAL

€1,333

-3%

### POLAND

zł 4,341

=

(€1,010)

# FRANCE AND BRAZIL ARE THE ONLY COUNTRIES TO TAKE 2 WEEKS OR MORE OF SUMMER HOLIDAYS

## SUMMER HOLIDAY DURATION (weeks on average)



# 2.

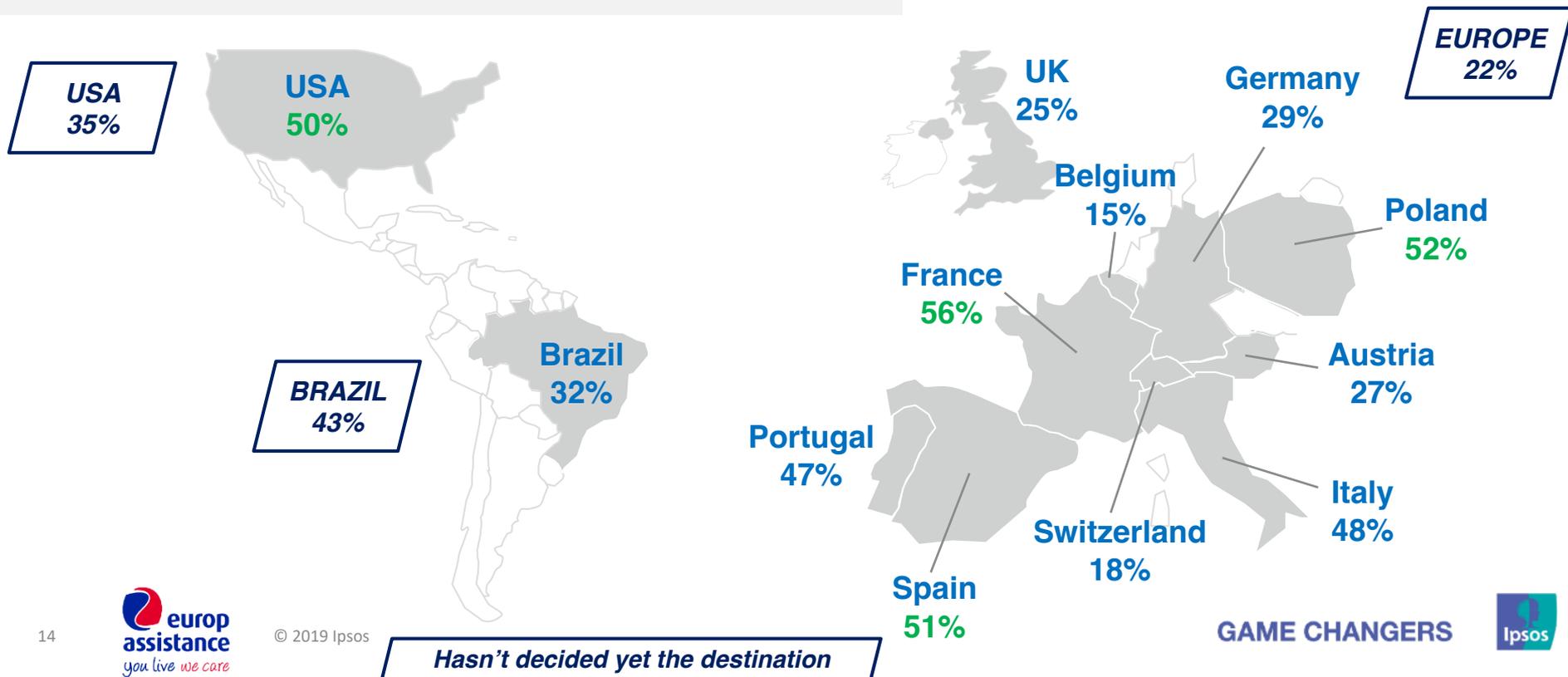
## FAVORITE DESTINATIONS

- > Summer destinations (country)
- > Summer destinations (type of location)
- > Choice criteria for destination



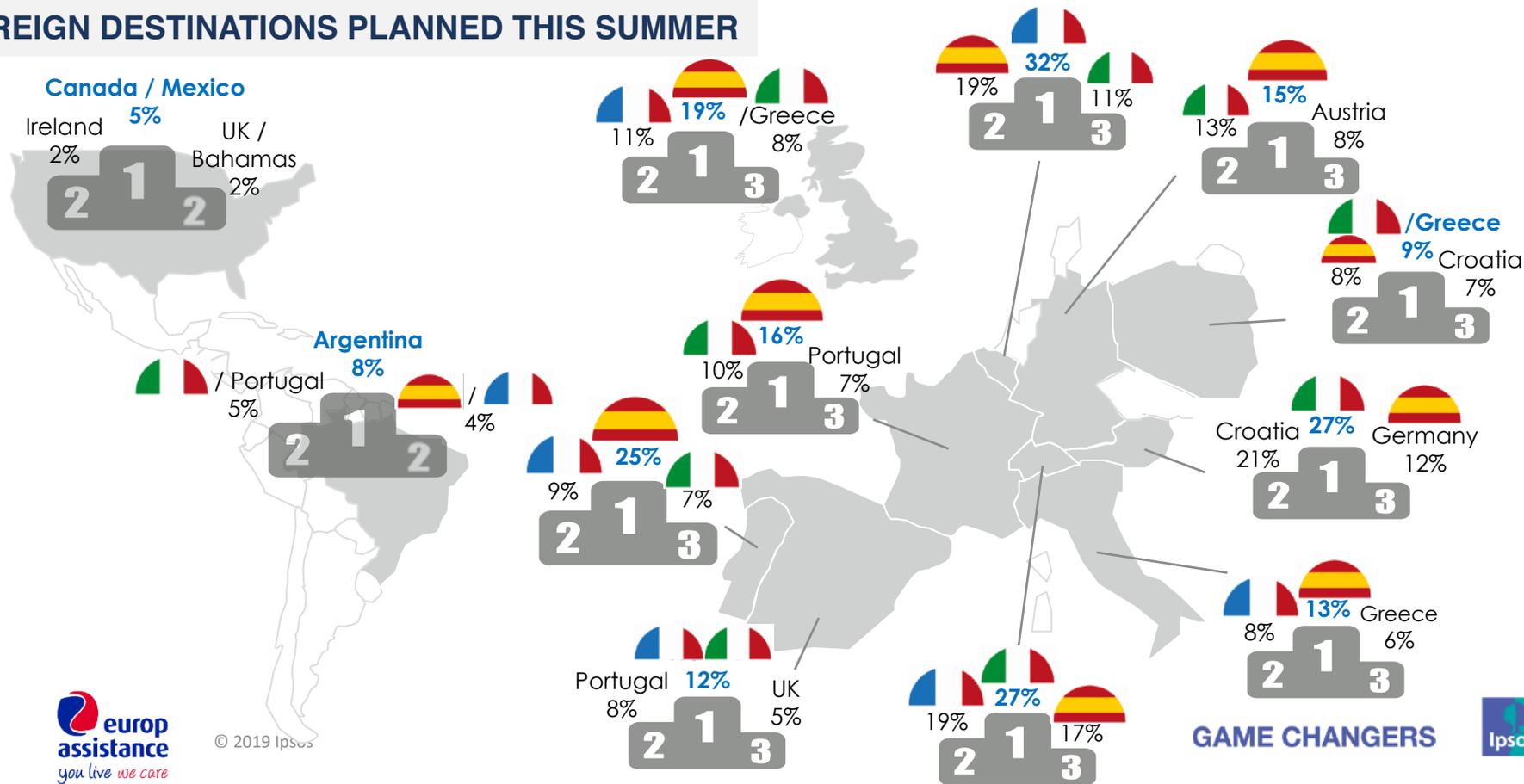
# AMERICAN, SPANISH, FRENCH AND POLISH HOLIDAYMAKERS ARE MOSTLY STAYING IN THEIR OWN COUNTRY DURING SUMMER. AMERICANS AND BRAZILIANS ARE THE MOST UNDECISIVE

## HOLIDAY PLANS IN ONE'S OWN COUNTRY THIS SUMMER



# WHEN AMERICANS AND BRAZILIANS INTEND TO GO ABROAD, THEY CHOSE NEIGHBORING COUNTRIES FIRST. IN EUROPE, FRANCE, SPAIN AND ITALY ARE STILL ON THE PODIUM

## FOREIGN DESTINATIONS PLANNED THIS SUMMER

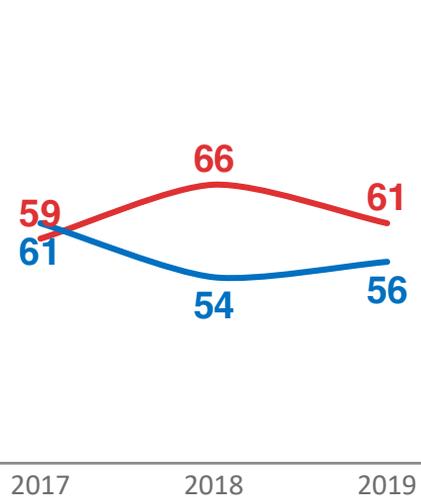
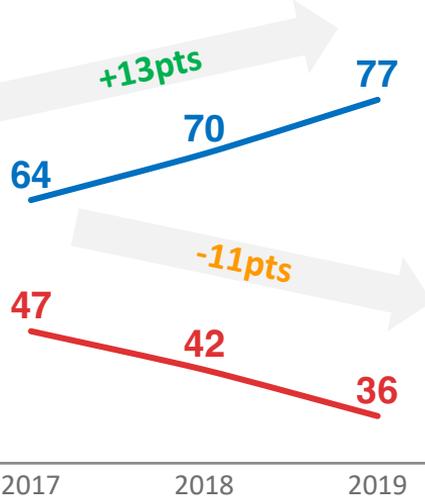
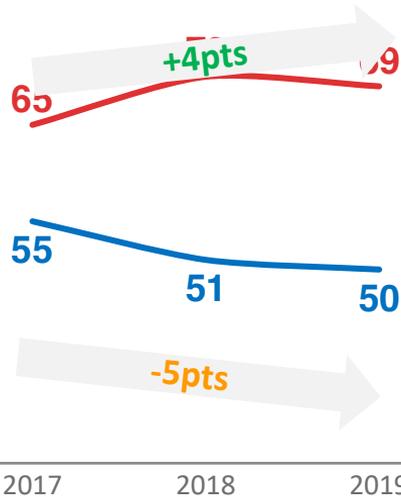


# EUROPEANS ARE INCREASINGLY GOING ABROAD WHEREAS AMERICANS ARE INCREASINGLY TRAVELLING WITHIN THE UNITED STATES

## HOLIDAY PLANS FOR THE SUMMER

*Among those who have already decided their destination*

### EUROPE



IN ONE'S OWN COUNTRY

ABROAD

GAME CHANGERS



# THE SEASIDE DOMINATES SUMMER DESTINATIONS FOR THE EUROPEANS

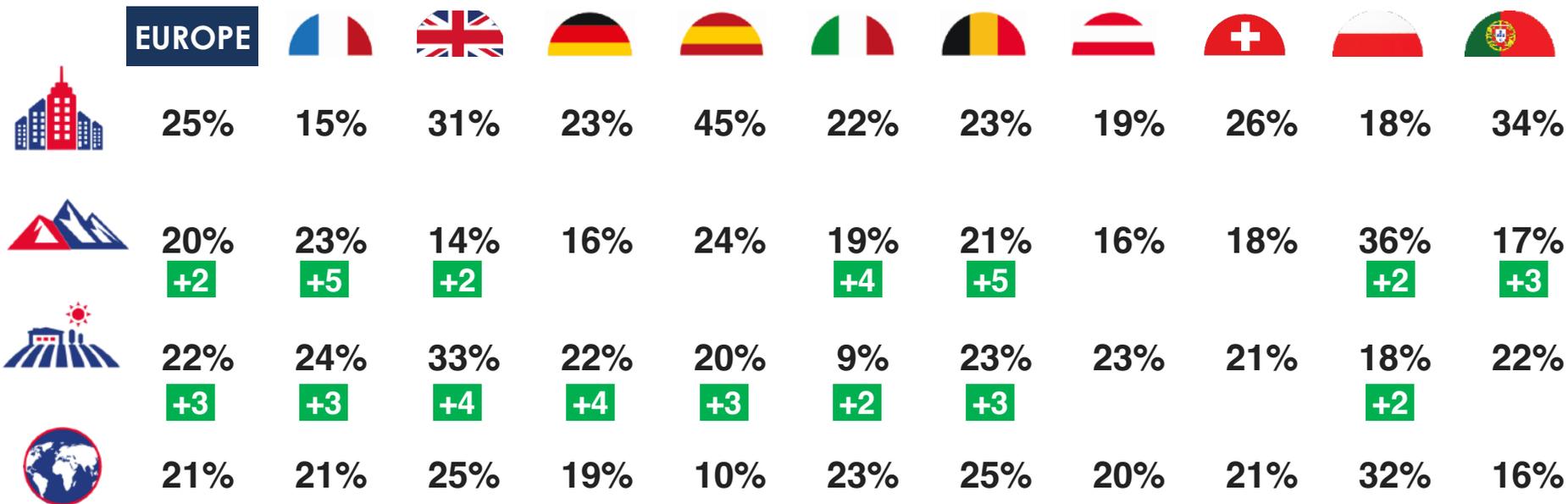
## SUMMER HOLIDAY PREFERENCES



« *At the seaside* »

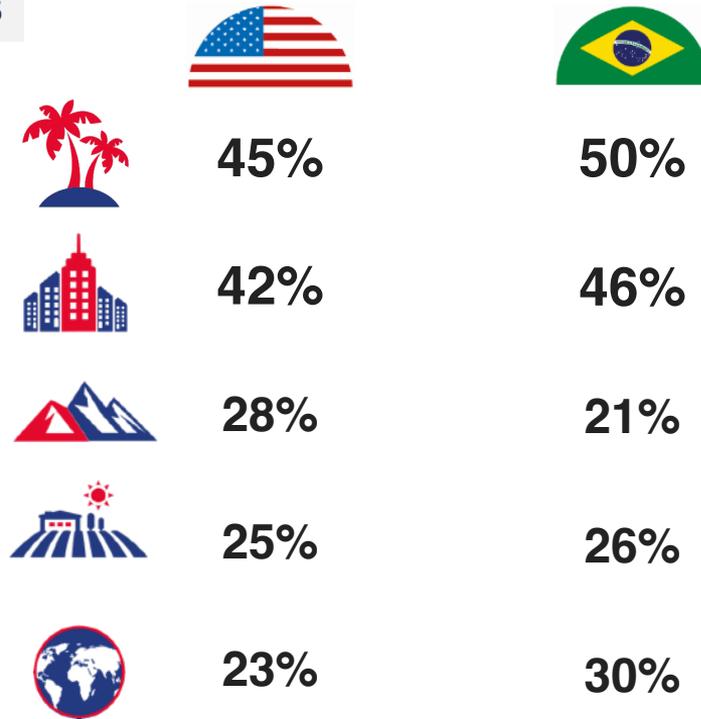
# YET, EUROPEANS ARE INCREASINGLY ATTRACTED BY THE MOUNTAINS AND THE COUNTRYSIDE

## SUMMER HOLIDAY PREFERENCES



# AMERICANS AND BRAZILIANS ARE ALMOST EQUALLY INTERESTED IN THE SEASIDE AND CITY TRIPS

## SUMMER HOLIDAY PREFERENCES



# ACTIVITIES AND RECOMMENDATIONS ARE A MAJOR MOTIVATION FOR YOUNGER PEOPLE WHEREAS THE ELDERLY FAVOR VISITING FRIENDS AND FAMILY

## MOTIVATIONS FOR THE CHOICE OF DESTINATION



#4: Recommendation 18%

# AMERICANS TAKE MORE IN CONSIDERATION TRAVEL TIME AND RISK OF PERSONAL ATTACK WHEN CHOOSING THEIR DESTINATION, BRAZILIANS HEALTH AND TERRORIST RISKS. BUDGET REMAINS #1 FOR ALL.

## FACTORS THAT PLAY AN 'ESSENTIAL' ROLE IN CHOOSING A DESTINATION 1/2

### EUROPE

RANK 2019




Factor	Percentage	USA Rank	Brazil Rank
The budget you intend on allocating	53%	#1	#1
The climate	47%	#3	#10
The possibility of taking part in leisure or cultural activities	43%	#2	#5
The risk of a terrorist attack	42%	#5	#3
Health risks	38%	#7	#2
The risk of a personal attack	38%	#4	#4
The risk of a Zika virus infection	34%	#11	#6
The quality of the tourist infrastructures on site	32%	#10	#7
The time it takes to travel to your holiday destination	30%	#6	#16
The political climate in the destination country	30%	#11	#14

# ECOLOGICAL FOOTPRINT OF THE TRIP RANKS QUITE HIGH FOR BRAZILIANS COMPARED TO OTHER COUNTRIES, AND SO DOES THE LANGUAGE FOR THE AMERICANS

## FACTORS THAT PLAY AN 'ESSENTIAL' ROLE IN CHOOSING A DESTINATION 2/2

	EUROPE	 RANK 2019	
Risks of social unrest	29%	#9	#12
The risk of a natural disaster	28%	#13	#7
Your ability to speak the destination country's language	20%	#7	#14
The economic situation in your holiday destination	18%	#14	#16
The ecological footprint of the trip	17%	#17	#9
The quality of the internet access	15%	#16	#12
The exchange rates of the destination country's currency	15%	#15	#11

# HOLIDAYMAKERS ARE LESS FEARFUL OF THE TERRORIST RISK THAN 2 YEARS AGO. EUROPEANS ARE ALSO LESS FEARFUL OF RISKS OVERALL

## FACTORS THAT PLAY AN 'ESSENTIAL' ROLE IN CHOOSING A DESTINATION

	EUROPE		
The risk of a terrorist attack	42% (-6pts)	33% (-7pts)	61% (-7pts)
The risk of a personal attack	38% (-3pts)		
The risk of a Zika virus infection	34% (-1pt)		
Risks of social unrest	29% (-4pts)		
The risk of a natural disaster	28% (-1pt)		

(-XX; +XX : Evolution vs 2017)

# 3.

## SUMMER HOLIDAYS ACTIVITIES

- > Travel partners
- > Summer activities
- > Focus on atypical activities
- > Relationship to work during summer holidays
- > Focus on children activities



# SUMMER HOLIDAYS ARE MOSTLY SHARED WITH THE CLOSEST MEMBERS OF THE FAMILY (PARTNER AND CHILDREN)

## TRAVEL PARTNERS

### EUROPE



Your partner	71%	67%	57%
Your children	34%	31%	42%
Your friends	17%	18%	17%
Your parents	9%	14%	15%
Alone	9%	12%	12%
Your siblings	6%	11%	8%
Your extended family	4%	8%	6%

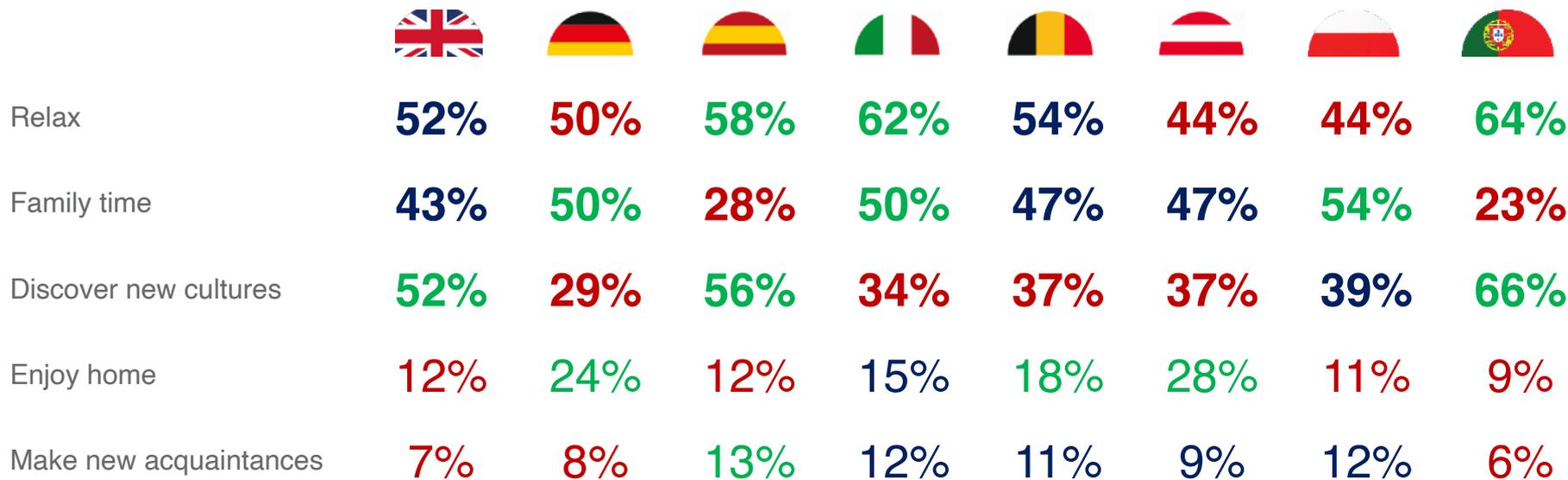
# HOLIDAYMAKERS STILL PLAN TO ENJOY A RELAXING SUMMER VACATION SURROUNDED BY THEIR FAMILY MEMBERS, ESPECIALLY IN BRAZIL

## ACTIVITIES PLANNED DURING SUMMER HOLIDAYS

	EUROPE		
Relax, have peace of mind	54%	40%	44%
Come together as a family, with your spouse or with friends	45%	47%	41%
Discover new cultures, enjoy a total change of scenery	42%	44%	27%
Enjoy your home	15%	13%	22%
Take time to read, learn new things	12%	15%	21%
Play sports (rambling, mountain climbing, etc.)	11%	12%	13%
Make new friendly or romantic acquaintances	10%	10%	15%

# SPANISH, PORTUGUESE AND BRITISH HOLIDAYMAKERS ENJOY DISCOVERING NEW CULTURES. GERMANS, ITALIANS AND POLISH PREFER SPENDING TIME WITH THEIR FAMILY

## ACTIVITIES PLANNED DURING SUMMER HOLIDAYS



# WHEN TRAVELING WITH FRIENDS, EUROPEANS TEND TO ENJOY MORE ACTIVE HOLIDAYS

## EUROPE

### ACTIVITIES PLANNED DURING SUMMER HOLIDAYS

	FAMILY	FRIENDS	ALONE
Relax, have peace of mind	53%	44%	53%
Come together as a family, with your spouse or with friends	51%	44%	21%
Discover new cultures, enjoy a total change of scenery	48%	53%	51%
Enjoy your home	10%	9%	14%
Take time to read, learn new things	11%	12%	17%
Play sports (rambling, mountain climbing, etc.)	12%	16%	13%
Make new friendly or romantic acquaintances	9%	18%	19%

# AMERICANS AND BRAZILIANS HAVE TRIED MORE ATYPICAL ACTIVITIES WHEN TRAVELING THAN THE EUROPEANS

## ATYPICAL ACTIVITIES

## EUROPE



Camping in the wilderness

28%

46%

22%

Staying at a local's home

27%

28%

36%

Staying in a cabin in the nature

22%

38%

34%

Backpacked around the world

16%

7%

18%

Ecological trip

15%

15%

33%

Solidarity tourism

12%

12%

23%

Hosting travelers

8%

7%

19%

Swapping apartment/house

6%

5%

14%

# AMONG THE EUROPEANS, THE FRENCH, SPANISH, SWISS, POLISH AND PORTUGUESE ARE THE MOST INTERESTED BY NEW TYPES OF ACTIVITIES

## ATYPICAL ACTIVITIES

## EUROPE

					
Camping in the wilderness	25%	40%	30%	52%	35%
Staying at a local's home	31%	22%	37%	42%	61%
Staying in a cabin in the nature	14%	22%	28%	44%	18%
Backpacked around the world	27%	16%	23%	17%	9%
Ecological trip	15%	25%	15%	21%	16%
Solidarity tourism	15%	16%	16%	10%	9%

# NATURE ORIENTED ACTIVITIES ARE MOSTLY POPULAR IN POLAND AND IN THE US

## ATYPICAL ACTIVITIES – NATURE ORIENTED

Camping in the wilderness

52%



46%



40%



35%



Staying in a cabin in the nature

44%



38%



34%



28%



Ecological trip

33%



25%



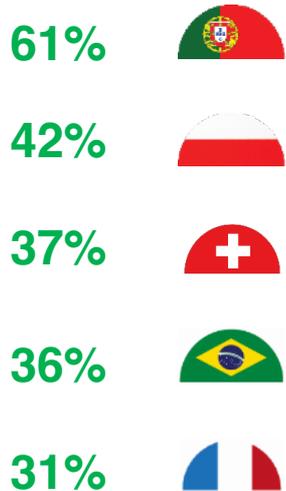
21%



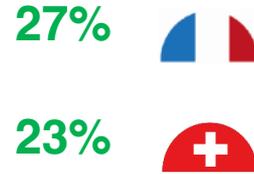
# IN FRANCE AND SWITZERLAND, IMMERSIVE ACTIVITIES THAT ALLOW TO DISCOVER NEW CULTURES AND PEOPLE ARE WELL APPRECIATED

## ATYPICAL ACTIVITIES – PEOPLE ORIENTED

Staying at a local's home



Backpacked around the world



Solidarity tourism



# MOST OF THE EUROPEANS WILL COMPLETELY DISCONNECT FROM WORK DURING THEIR HOLIDAYS

## RELATIONSHIP TO WORK DURING HOLIDAYS

*Among those concerned*

EUROPE

**69%** **+3** You will completely disconnect from your job

**19%** **-1** You will still check your emails, but will not necessarily respond to them

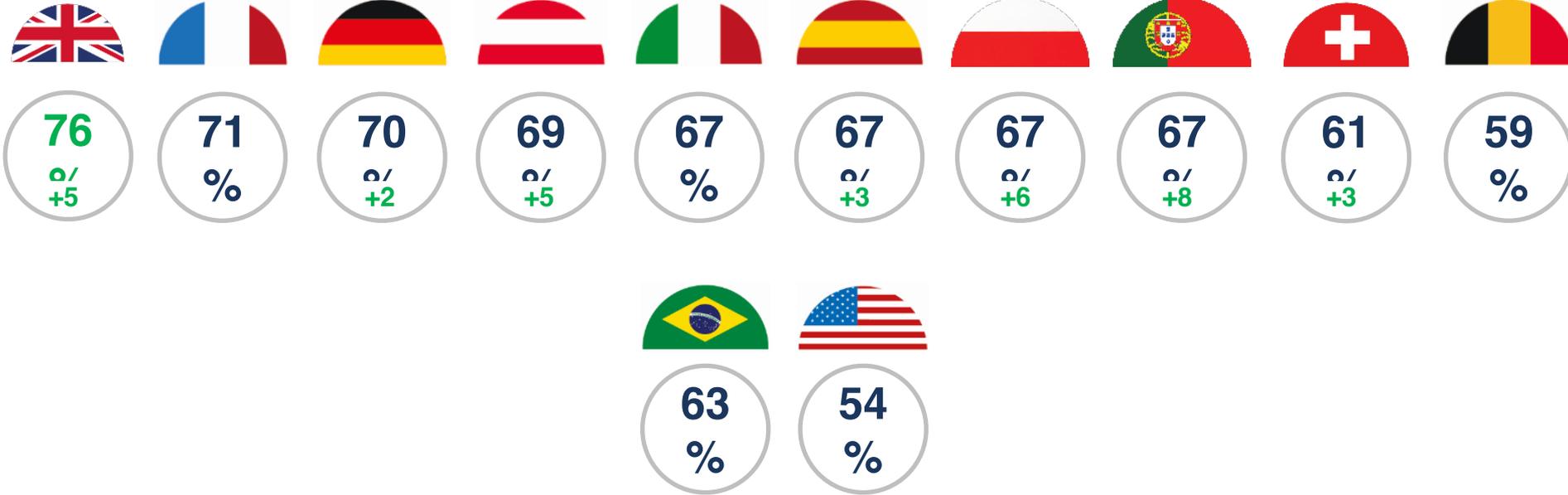
**9%** **-1** You will answer emails and/or calls

**4%** **=** You will continue to work, even if only from time to time

# THE TENDENCY TO COMPLETELY DISCONNECT FROM WORK IS GROWING AMONG THE EUROPEANS

## WILL COMPLETELY DISCONNECT FROM YOUR JOB

*Among those concerned*



# MOST OF THE HOLIDAYMAKERS WHO INTEND TO WORK DURING SUMMER HOLIDAYS PLAN TO DO IT FOR LESS THAN 2 HOURS PER WEEK

## INTENDED WORK DURATION PER WEEK

*Among concerned people*

	EUROPE		
LESS THAN 30 MINUTES	26%	20%	30%
BETWEEN 30 MINUTES AND 2 HOURS	46%	50%	48%
MORE THAN 2 HOURS	21%	24%	19%

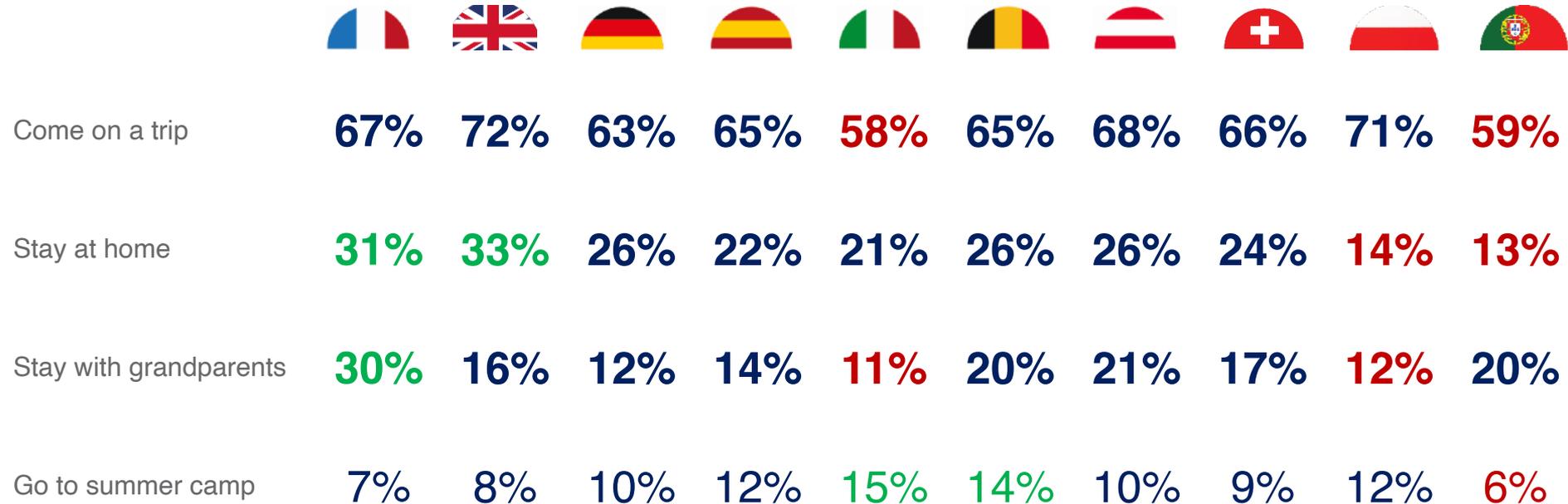
# CHILDREN MOSTLY TRAVEL WITH THEIR PARENTS DURING SUMMER HOLIDAYS. STAYING AT HOME AND GOING TO SUMMER CAMP IS ALSO MORE POPULAR IN THE US THAN ELSEWHERE

## CHILDREN ACTIVITIES DURING SUMMER HOLIDAYS

	EUROPE		
Come on a trip	66%	59%	46%
Stay at home	25%	36%	27%
Stay with their grandparents	17%	17%	17%
Go to summer camp	10%	17%	7%
Go on holidays with friends	7%	5%	9%
Go to school	2%	4%	4%

# STAYING AT HOME OR WITH GRANDPARENTS IS PARTICULARLY COMMON IN FRANCE

## CHILDREN ACTIVITIES DURING SUMMER HOLIDAYS



# WHEN GROWING OLDER, MORE CHILDREN TEND TO SPEND HOLIDAYS WITH THEIR FRIENDS BUT A MAJORITY OF THEM STILL COME ON A TRIP WITH THEIR PARENTS

## CHILDREN ACTIVITIES DURING SUMMER HOLIDAYS

## EUROPE

	3 y.o or less	4 to 8 y.o	9 to 12 y.o	More than 12 y.o
Come on a trip	71%	70%	70%	67%
Stay at home	24%	26%	25%	29%
Stay with their grandparents	17%	23%	20%	12%
Go to summer camp	6%	13%	15%	12%
Go on holidays with friends	3%	5%	7%	13%
Go to school	2%	5%	3%	1%

# 4.

## HOLIDAY ORGANIZATION

- > Traveler types
- > Anticipation of booking
- > Accommodation
- > Focus on atypical accommodation
- > Choice criteria for accommodation
- > Review posting after a trip



# BEFORE GOING ON A TRIP, EUROPEANS AND AMERICANS ARE MOSTLY LOOKING FOR THE BEST DEALS, ESPECIALLY YOUNGER PEOPLE

## TRAVELERS TYPE

	EUROPE	LESS THAN 35	65 AND MORE		
Looks for the best deals before booking	34%	39%	25%	37%	26%
Plans the bare minimum only	26%	25%	29%	22%	20%
Plans every details	16%	18%	14%	14%	27%
Plans very little in advance	13%	11%	17%	16%	17%
Gets back most often to the same place	11%	7%	15%	11%	10%

# PEOPLE TRAVELING ALONE ARE MORE LIKELY TO GO BACK TO THE SAME PLACE AND PLAN VERY LITTLE IN ADVANCE, AND LESS LIKELY TO LOOK FOR THE BEST DEALS

## TRAVELERS TYPE

### FAMILY

### FRIENDS

### ALONE

Looks for the best deals before booking

**36%**

**39%**

**25%**

Plans the bare minimum only

**30%**

**33%**

**32%**

Plans every details

**16%**

**15%**

**16%**

Plans very little in advance

**11%**

**10%**

**16%**

Gets back most often to the same place

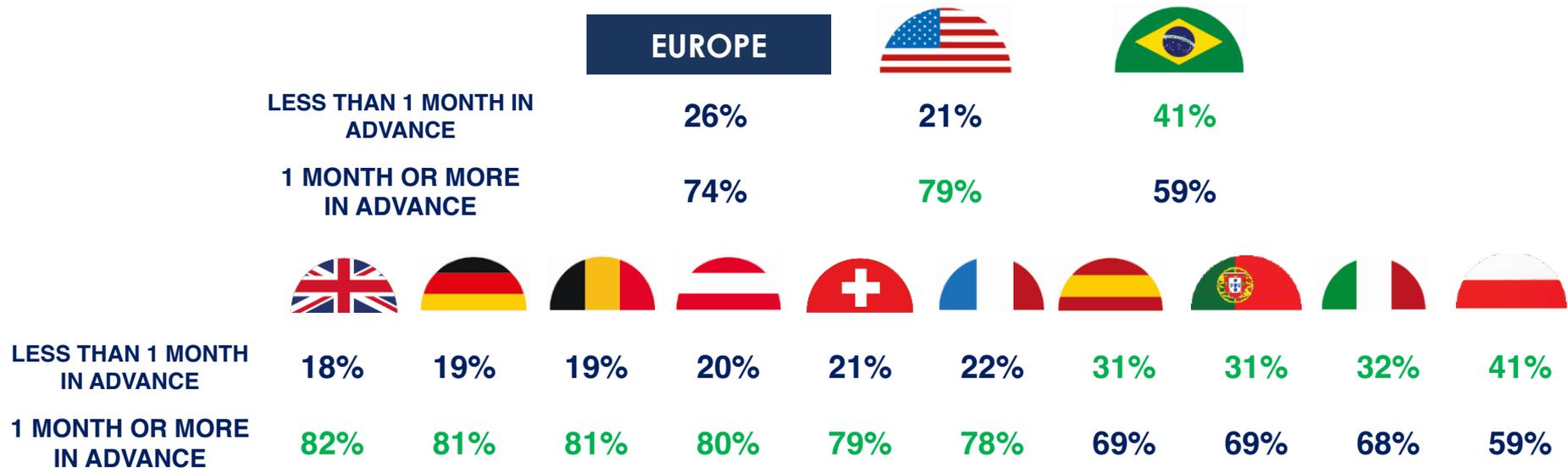
**7%**

**3%**

**11%**

# IN EUROPE, NORTHERN COUNTRIES ANTICIPATE MORE THAN SOUTHERN COUNTRIES. AMERICANS ARE AMONG THOSE WHO ANTICIPATE THE MOST, BRAZILIANS THE LEAST

## ANTICIPATION OF BOOKING/ PAYMENT FOR A TRIP



# AMONG EUROPEANS, YOUNGER PEOPLE ANTICIPATE LESS THEIR HOLIDAYS THAN THE ELDERLY

ANTICIPATION OF BOOKING/ PAYMENT FOR A TRIP (%)

	EUROPE	LESS THAN 35	65 AND MORE
LESS THAN 1 MONTH IN ADVANCE	26%	30%	22%
1 MONTH OR MORE IN ADVANCE	74%	70%	78%

# HOTEL REMAINS THE MOST POPULAR ACCOMMODATION AMONG HOLIDAYMAKERS, ESPECIALLY IN THE US. EUROPEANS ALSO ENJOY HOUSE RENTALS

## PREFERRED TYPE OF ACCOMMODATION

	EUROPE		
Hotel	48%	61%	56%
Rental of a house or apartment	34%	16%	21%
Friends'/family's houses or in your holiday home	23%	31%	33%
A bed & breakfast	16%	13%	11%
Camping	11%	17%	9%
A motor home, camping trailer or mobile home	5%	6%	5%
Boat (e.g. cruise)	6%	11%	10%

# RENTING HOUSES OR APARTEMENT IS MOSTLY POPULAR AMONG THE YOUNGEST AND THE HOLIDAYMAKERS TRAVELING WITH FRIENDS

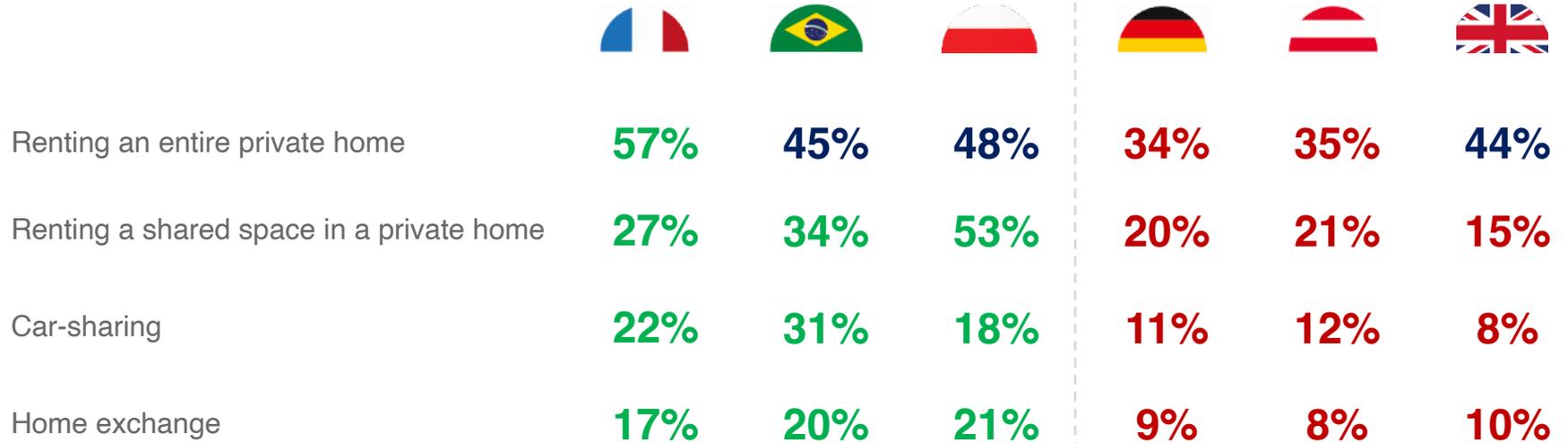
## PREFERRED TYPE OF ACCOMMODATION

## EUROPE

	LESS THAN 35	65 AND MORE	FAMILY	FRIENDS
Hotel	50%	51%	48%	53%
Rental of a house or apartment	38%	28%	34%	39%
Friends'/family's houses or in your holiday home	26%	24%	23%	26%
A bed & breakfast	20%	12%	16%	24%
Camping	14%	5%	11%	14%

# THE FRENCH, BRAZILIAN AND POLISH HOLIDAYMAKERS ARE MORE INTERESTED TO TRY NEW KINDS OF ACCOMMODATION AND TRANSPORTATION MEANS

## INTEREST FOR ATYPICAL ACCOMMODATION



# VALUE FOR MONEY AND LOCATION ARE THE TWO MAIN CRITERIA WHEN CHOOSING A HOLIDAY ACCOMMODATION

## CHOICE OF ACCOMODATION

	EUROPE		
Value for money	66%	64%	55%
Location	52%	58%	42%
Travelers' reviews	31%	30%	27%
Available services	24%	27%	36%
Pictures of the place	22%	18%	16%
Promotional offers	16%	19%	35%
Hotel chain reputation	13%	19%	23%

# TRAVELER'S REVIEWS ARE MOSTLY USED BY THE YOUNGEST AND THE HOLIDAYMAKERS TRAVELING WITH FRIENDS

EUROPE

## CHOICE OF ACCOMODATION

	LESS THAN 35	65 AND MORE	FAMILY	FRIENDS
Location	48%	58%	52%	54%
Traveler's reviews	40%	18%	31%	37%
Pictures of the place	28%	14%	22%	25%
Promotional offers	20%	12%	16%	18%

# COMING BACK FROM A TRIP, HOLIDAYMAKERS MOSTLY POST ONLINE REVIEWS ABOUT THE HOTEL THEY STAYED IN

## REVIEW POSTING AFTER A TRIP

	EUROPE		
Hotel	62%	59%	70%
Restaurant	54%	60%	69%
Private rental	48%	39%	57%
Tourist attraction	45%	46%	66%
Airline	35%	39%	59%

# 5.

## DREAM HOLIDAYS

- > What if your summer holiday budget was doubled?
- > What monuments or sites would you like to visit at least once in your life?

# WITH A DOUBLED BUDGET, HOLIDAYMAKERS WOULD TRAVEL MORE FREQUENTLY, LONGER AND FURTHER. MANY DIFFERENCES DEPENDING ON THE COUNTRY

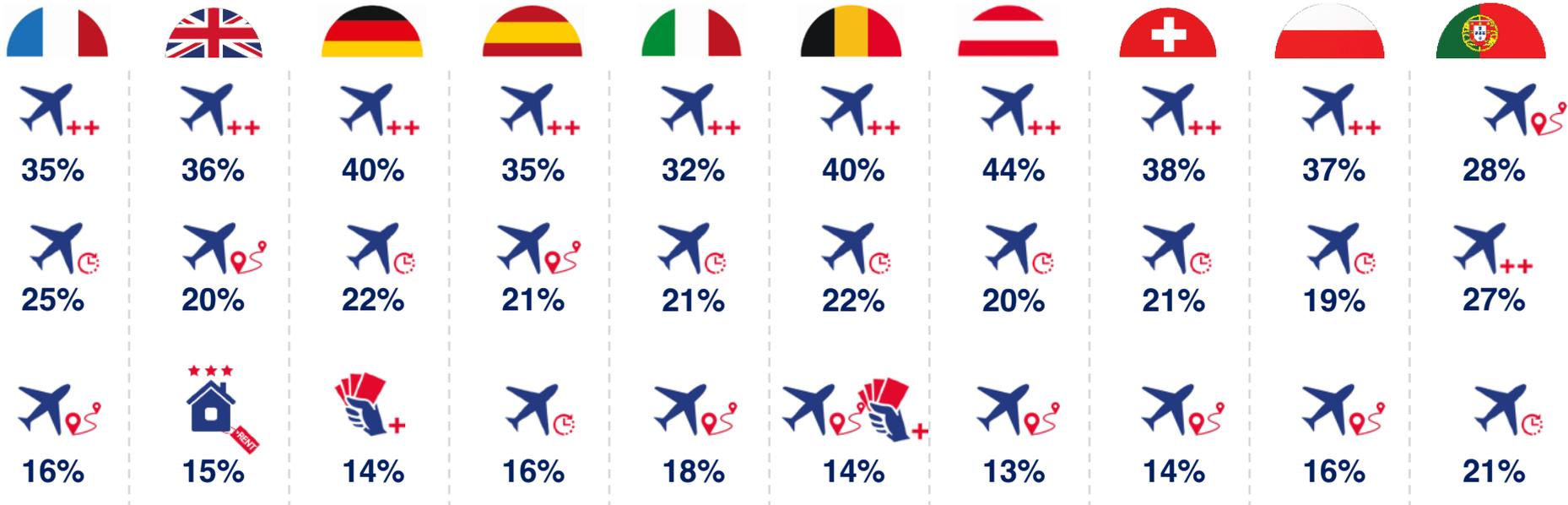
## WHAT IF YOUR SUMMER HOLIDAY BUDGET WAS DOUBLED?

	EUROPE	USA	Brazil
Would travel more frequently	36%	30%	20%
Would travel longer	20%	17%	21%
Would travel to other destinations	17%	20%	21%
Would book a better accommodation	9%	10%	10%
Would spend more on site	13%	14%	14%
Would improve transportation	3%	5%	4%
Would bring more people with them	3%	4%	10%

# GERMANS AND BELGIANS WOULD ALSO SPEND MORE ON SITE

WHAT IF YOUR SUMMER HOLIDAY BUDGET WAS DOUBLED?

*Would travel...*



# 5 OF THE TOP 10 SITES EUROPEANS WOULD WANT TO SEE ARE WONDERS OF THE WORLD

MONUMENTS OR SITES TO VISIT AT LEAST ONCE IN YOUR LIFE

EUROPE

**EIFFEL TOWER**

A photograph of the Eiffel Tower in Paris, France, set against a clear blue sky with some light clouds. The tower is the central focus, showing its intricate iron lattice structure.

12%

**PYRAMIDS**

A photograph of the Great Pyramids of Giza in Egypt, showing two of the massive stone structures in a desert landscape under a hazy sky.

*Wonder of the World*

11%

**GREAT WALL OF CHINA**

A photograph of the Great Wall of China winding across lush green mountains, with a section of the wall visible in the foreground.

*Wonder of the World*

7%

**TAJ MAHAL**

A photograph of the Taj Mahal in Agra, India, a white marble mausoleum with a large central dome and minarets, reflected in a pool of water.

*Wonder of the World*

7%

**STATUE OF LIBERTY**

A photograph of the Statue of Liberty in New York City, showing the green patina of the statue holding a torch and a tablet.

6%

**GRAND CANYON**

A photograph of the Grand Canyon in Arizona, USA, showing the deep, layered rock formations and a river winding through the bottom under a sunset sky.

5%

**NIAGARA FALLS**

A photograph of Niagara Falls, showing the powerful water cascading over the rocky ledge into the churning water below.

4%

**COLISEUM**

A photograph of the Colosseum in Rome, Italy, showing the iconic elliptical amphitheater with its multiple tiers of arches.

*Wonder of the World*

4%

**MACHU PICCHU**

A photograph of Machu Picchu in Peru, showing the ancient Inca city built on a high mountain peak with terraced fields and stone buildings.

*Wonder of the World*

4%

**PISA TOWER**

A photograph of the Leaning Tower of Pisa in Italy, showing the white marble structure leaning significantly to the right.

3%

# THE EIFFEL TOWER IS #1 IN 7 EUROPEAN COUNTRIES

## MONUMENTS OR SITES TO VISIT AT LEAST ONCE IN YOUR LIFE



EIFFEL TOWER	16%	EIFFEL TOWER	16%	EIFFEL TOWER	9%	EIFFEL TOWER	19%	EIFFEL TOWER	14%	EIFFEL TOWER	12%	EIFFEL TOWER	15%
Pyramids	11%	Pyramids	12%	Coliseum	6%	Pyramids	12%	Pyramids	14%	Pyramids	9%	Taj Mahal	10%
Statue of Liberty	8%	Taj Mahal	11%	Pyramids	5%	Statue of Liberty	10%	Great Wall of China	11%	Great Wall of China	9%	Pyramids	8%
Great Wall of China	6%	Great Wall of China	8%	Great Wall of China	3%	Great Wall of China	9%	Statue of Liberty	9%	Grand Canyon	6%	Great Wall of China	5%
Niagara Falls	6%	Statue of Liberty	7%	Statue of Liberty	3%	Taj Mahal	7%	Taj Mahal	8%	Coliseum	5%	Machu Picchu	5%
Taj Mahal	5%	Coliseum	6%	Taj Mahal	2%	Machu Picchu	7%	Machu Picchu	6%	Vatican	4%	Vatican	3%
Grand Canyon	4%	Pisa Tower	5%	Machu Picchu	2%	Grand Canyon	4%	Niagara Falls	6%	The Louvre	4%	The Louvre	3%
Machu Picchu	3%	Grand Canyon	4%	Niagara Falls	2%	Niagara Falls	4%	Grand Canyon	5%	Wavel Castle	4%	Statue of Liberty	3%
Coliseum	3%	Machu Picchu	4%	Petra	2%	Pisa Tower	3%	Coliseum	4%	Statue of Liberty	3%	Pisa Tower	3%
Pisa Tower	3%	Niagara Falls	3%	Sagrada Familia	2%	Big Ben	3%	Pisa Tower	3%	Machu Picchu	3%	Disneyland	3%
Golden Gate Bridge	3%	Petra	3%			Ayers Rock	3%	Northern Lights	3%	Niagara Falls	3%		
						Golden Gate Bridge	3%						
						Sydney Opera	3%						

*Different from the European Top 10*

# THE EIFFEL TOWER IS ALSO IN THE TOP 3 FOR AMERICANS AND BRAZILIANS. THE EGYPTIAN PYRAMIDS ARE THE OTHER DREAM MONUMENT TO VISIT

## MONUMENTS OR SITES TO VISIT AT LEAST ONCE IN YOUR LIFE



Grand Canyon	22%
EIFFEL TOWER	11%
Mont Rushmore	11%
Pyramids	8%
Yellowstone	8%
Statue of Liberty	7%
Great Wall of China	5%
Niagara Falls	5%
Machu Picchu	4%
Taj Mahal	3%
Yosemite	3%



EIFFEL TOWER	19%
Corcovado Christ	15%
Pyramids	8%
Statue of Liberty	8%
Disneyland	5%
Coliseum	4%
Fernando de Noronha	4%
Machu Picchu	3%
Pisa Tower	3%
Sugarloaf Mountain	3%
Iguazù Falls	3%



PYRAMIDS	14%
Taj Mahal	9%
Great Wall of China	8%
Eiffel Tower	7%
Statue of Liberty	7%
Machu Picchu	6%
Grand Canyon	5%
Niagara Falls	5%
Pisa Tower	3%
The Louvre	3%
Mont Saint Michel	3%



PYRAMIDS	17%
Grand Canyon	11%
Great Wall of China	10%
Taj Mahal	9%
Eiffel Tower	8%
Machu Picchu	7%
Statue of Liberty	5%
Niagara Falls	5%
Barrier Reef	4%
Northern Lights	4%
Stonehenge	4%
Ayers Rock	4%



PYRAMIDS	12%
Taj Mahal	8%
Machu Picchu	7%
Eiffel Tower	6%
Great Wall of China	6%
Statue of Liberty	5%
Grand Canyon	5%
Niagara Falls	3%
Pisa Tower	3%
Coliseum	2%
Petra	2%
Angkor Vat	2%

# LIVING IN VAST COUNTRIES, AMERICANS AND BRAZILIANS FAVOR NATIONAL MONUMENTS OR SITES TO VISIT

MONUMENTS OR SITES TO VISIT AT LEAST ONCE IN YOUR LIFE  
*Countries of the most quoted places*

## EUROPE

#1

United States

18%

#2

France

14%

#3

Egypt

11%



United States

44%

France

12%

Egypt

8%



Brazil

23%

France

20%

United States

10%

# AMERICANS MENTION MORE NATURAL SITES THAN EUROPEANS AND BRAZILIANS

## MONUMENTS OR SITES TO VISIT AT LEAST ONCE IN YOUR LIFE

EUROPE

Monuments  
52%

Natural sites  
18%



Monuments  
47%

Natural sites  
39%



Monuments  
43%

Natural sites  
13%

# 6. COUNTRY FACT SHEETS

# FRANCE



## HOLIDAY PLANS

**HOLIDAY PLANS 69% (=)**  
*Vs Europe 63% (-1pt)*

**BUDGET €2,201 (+10%)**  
*Vs Europe €2,019 (+3%)*

**HOLIDAYS IN THEIR OWN COUNTRY**  
**56% (-1pt)**

**PREFERRED FOREIGN DESTINATIONS**  
Spain 16% (=)  
Italy 10% (+2pts)  
Portugal 7% (=)

## ECOLOGICAL TRIPS

Has already been on one **15%**  
Would be interested in it **39%**

Ecological footprint of the trip plays  
a vital role in choosing a destination  
**16%**

## DOMINANT TRAVELER TYPE

Planning the bare minimum,  
such as hotel and transportation  
**34% Vs Europe 26%**

## DREAM HOLIDAYS

**IF THE HOLIDAY BUDGET WAS DOUBLED**  
**Would travel more frequently**  
**35% vs Europe 36%**

**FAVORITE MONUMENTS/SITES TO VISIT**  
Pyramids 14%  
Taj Mahal 9%  
Great Wall of China 8%

(+XX / -XX) : Evolution vs 2018

# UNITED KINGDOM



## HOLIDAY PLANS

HOLIDAY PLANS **64% (-2pts)**  
*Vs Europe 63% (-1pt)*

BUDGET **£1,861 (-5%)**  
*Vs Europe €2,019 (+3%)*

HOLIDAYS IN THEIR OWN COUNTRY  
**25% (-1pt)**

PREFERRED FOREIGN  
DESTINATIONS  
Spain 19% (+1pt)  
France 11% (=)  
Italy 8% (-2pts) – Greece 8% (+1 pt)

## ECOLOGICAL TRIPS

Has already been on one **9%**  
Would be interested in it **31%**

Ecological footprint of the trip plays  
a vital role in choosing a destination  
**10%**

## DOMINANT TRAVELER TYPE

Looking (online) for the best deals &  
benefits before booking  
**39% Vs Europe 34%**

## DREAM HOLIDAYS

IF THE HOLIDAY BUDGET  
WAS DOUBLED  
**Would travel more frequently**  
**36% vs Europe 36%**

FAVORITE MONUMENTS/SITES  
TO VISIT  
Pyramids **17%**  
Grand Canyon **11%**  
Great Wall of China **10%**

(+XX / -XX) : Evolution vs 2018

# GERMANY

## HOLIDAY PLANS

**HOLIDAY PLANS 63% (-1pt)**  
*Vs Europe 63% (-1pt)*

**BUDGET €2,467 (+4%)**  
*Vs Europe €2,019 (+3%)*

**HOLIDAYS IN THEIR OWN COUNTRY**  
**29% (+2pts)**

**PREFERRED FOREIGN  
DESTINATIONS**  
Spain 15% (=)  
Italy 13% (-1pt)  
Austria 8% (=)

## ECOLOGICAL TRIPS

Has already been on one **9%**  
Would be interested in it **25%**

Ecological footprint of the trip plays  
a vital role in choosing a destination  
**14%**

## DOMINANT TRAVELER TYPE

Looking (online) for the best deals &  
benefits before booking  
**37% Vs Europe 34%**

## DREAM HOLIDAYS

**IF THE HOLIDAY BUDGET  
WAS DOUBLED**  
**Would travel more frequently**  
**40% vs Europe 36%**

**FAVORITE MONUMENTS/SITES  
TO VISIT**  
Eiffel Tower **16%**  
Pyramids **11%**  
Statue of Liberty **8%**

(+XX / -XX) : Evolution vs 2018

# SPAIN



## HOLIDAY PLANS

HOLIDAY PLANS **60% (-1pt)**  
*Vs Europe 63% (-1pt)*

BUDGET **€1,798 (+8%)**  
*Vs Europe €2,019 (+3%)*

HOLIDAYS IN THEIR OWN COUNTRY  
**51% (-5pts)**

PREFERRED FOREIGN  
DESTINATIONS  
France 12% (=) - Italy 12% (+2pts)  
Portugal 8% (+1pt)  
UK 5% (+1pt)

## ECOLOGICAL TRIPS

Has already been on one **25%**  
Would be interested in it **40%**

Ecological footprint of the trip plays  
a vital role in choosing a destination  
**18%**

## DOMINANT TRAVELER TYPE

Looking (online) for the best deals &  
benefits before booking  
**39% Vs Europe 34%**

## DREAM HOLIDAYS

IF THE HOLIDAY BUDGET  
WAS DOUBLED  
**Would travel more frequently**  
**35% vs Europe 36%**

FAVORITE MONUMENTS/SITES  
TO VISIT  
**Eiffel Tower 16%**  
**Pyramids 12%**  
**Taj Mahal 11%**

(+XX / -XX) : Evolution vs 2018

# ITALY

## HOLIDAY PLANS

HOLIDAY PLANS **61% (-1pt)**  
*Vs Europe 63% (-1pt)*

BUDGET **€1,757 (-1%)**  
*Vs Europe €2,019 (+3%)*

HOLIDAYS IN THEIR OWN COUNTRY  
**48% (-4pts)**

PREFERRED FOREIGN  
DESTINATIONS  
Spain 13% (-1pt)  
France 8% (=)  
Greece 6% (-3pts)

## ECOLOGICAL TRIPS

Has already been on one **16%**  
Would be interested in it **39%**

Ecological footprint of the trip plays  
a vital role in choosing a destination  
**24%**

## DOMINANT TRAVELER TYPE

Looking (online) for the best deals &  
benefits before booking  
**31% Vs Europe 34%**

## DREAM HOLIDAYS

IF THE HOLIDAY BUDGET  
WAS DOUBLED  
**Would travel more frequently**  
**32% vs Europe 36%**

FAVORITE MONUMENTS/SITES  
TO VISIT  
Eiffel Tower **9%**  
Coliseum **6%**  
Pyramids **5%**

(+XX / -XX) : Evolution vs 2018

# BELGIUM

## HOLIDAY PLANS

HOLIDAY PLANS **65% (+2pts)**  
*Vs Europe 63% (-1pt)*

BUDGET **€2,242 (-3%)**  
*Vs Europe €2,019 (+3%)*

HOLIDAYS IN THEIR OWN COUNTRY  
**15% (-1pt)**

PREFERRED FOREIGN  
DESTINATIONS  
France **32% (-2pts)**  
Spain **19% (=)**  
Italy **11% (-1pt)**

## ECOLOGICAL TRIPS

Has already been on one **14%**  
Would be interested in it **32%**

Ecological footprint of the trip plays  
a vital role in choosing a destination  
**13%**

## DOMINANT TRAVELER TYPE

Planning the bare minimum,  
such as hotel and transportation  
**32% Vs Europe 26%**

## DREAM HOLIDAYS

IF THE HOLIDAY BUDGET  
WAS DOUBLED  
**Would travel more frequently**  
**40% vs Europe 36%**

FAVORITE MONUMENTS/SITES  
TO VISIT  
**Pyramids 12%**  
**Taj Mahal 8%**  
**Machu Picchu 7%**

(+XX / -XX) : Evolution vs 2018

# AUSTRIA

## HOLIDAY PLANS

**HOLIDAY PLANS 70% (+4pts)**  
*Vs Europe 63% (-1pt)*

**BUDGET €2,627 (-1%)**  
*Vs Europe €2,019 (+3%)*

**HOLIDAYS IN THEIR OWN COUNTRY**  
**27% (-3pts)**

### PREFERRED FOREIGN DESTINATIONS

**Italy 27% (-2pts)**

**Croatia 21% (-2pts)**

**Germany 12% (+1pt) - Spain 12%**  
**(+2pts)**

## ECOLOGICAL TRIPS

**Has already been on one 12%**  
**Would be interested in it 29%**

**Ecological footprint of the trip plays  
a vital role in choosing a destination**  
**15%**

## DOMINANT TRAVELER TYPE

**Looking (online) for the best deals &  
benefits before booking**  
**40% Vs Europe 34%**

## DREAM HOLIDAYS

**IF THE HOLIDAY BUDGET  
WAS DOUBLED**

**Would travel more frequently**  
**44% vs Europe 36%**

**FAVORITE MONUMENTS/SITES  
TO VISIT**

**Eiffel Tower 19%**

**Pyramids 12%**

**Statue of Liberty 10%**

*(+XX / -XX) : Evolution vs 2018*

# SWITZERLAND



## HOLIDAY PLANS

HOLIDAY PLANS **62% (-4pts)**  
*Vs Europe 63% (-1pt)*

BUDGET **CHF 3,250 (=)**  
*Vs Europe €2,019 (+3%)*

HOLIDAYS IN THEIR OWN COUNTRY  
**18% (-2pts)**

PREFERRED FOREIGN  
DESTINATIONS  
Italy 27% (+2pts)  
France 19% (+1pt)  
Spain 17% (-2pts)

## ECOLOGICAL TRIPS

Has already been on one **15%**  
Would be interested in it **36%**

Ecological footprint of the trip plays  
a vital role in choosing a destination  
**16%**

## DOMINANT TRAVELER TYPE

Planning the bare minimum,  
such as hotel and transportation  
**35% Vs Europe 26%**

## DREAM HOLIDAYS

IF THE HOLIDAY BUDGET  
WAS DOUBLED  
**Would travel more frequently**  
**38% vs Europe 36%**

FAVORITE MONUMENTS/SITES  
TO VISIT  
**Eiffel Tower 14%**  
**Pyramids 14%**  
**Great Wall of China 11%**

(+XX / -XX) : Evolution vs 2018

# POLAND

## HOLIDAY PLANS

HOLIDAY PLANS **61% (+1pt)**  
*Vs Europe 63% (-1pt)*

BUDGET **zł 4,341 (-3pts)**  
*Vs Europe €2,019 (+3%)*

HOLIDAYS IN THEIR OWN COUNTRY  
**52% (+7pts)**

PREFERRED FOREIGN  
DESTINATIONS  
Italy 9% (+1pt) - Greece 9% (+2pts)  
Spain 8% (-1pt)  
Croatia 7% (+1pt)

## ECOLOGICAL TRIPS

Has already been on one **21%**  
Would be interested in it **35%**

Ecological footprint of the trip plays  
a vital role in choosing a destination  
**26%**

## DOMINANT TRAVELER TYPE

Looking (online) for the best deals &  
benefits before booking  
**32% Vs Europe 34%**

## DREAM HOLIDAYS

IF THE HOLIDAY BUDGET  
WAS DOUBLED  
**Would travel more frequently**  
**37% vs Europe 36%**

FAVORITE MONUMENTS/SITES  
TO VISIT  
Eiffel Tower **12%**  
Pyramids **9%**  
Great Wall of China **9%**

(+XX / -XX) : Evolution vs 2018

# PORTUGAL



## HOLIDAY PLANS

HOLIDAY PLANS **60% (+1pt)**  
*Vs Europe 63% (-1pt)*

BUDGET **€1,333 (-3%)**  
*Vs Europe €2,019 (+3%)*

HOLIDAYS IN THEIR OWN COUNTRY  
**47% (+2pts)**

PREFERRED FOREIGN  
DESTINATIONS  
Spain 25% (-1pt)  
France 9% (=)  
Italy 7% (-3pts)

## ECOLOGICAL TRIPS

Has already been on one **16%**  
Would be interested in it **46%**

Ecological footprint of the trip plays  
a vital role in choosing a destination  
**23%**

## DOMINANT TRAVELER TYPE

Looking (online) for the best deals &  
benefits before booking  
**32% Vs Europe 34%**

## DREAM HOLIDAYS

IF THE HOLIDAY BUDGET  
WAS DOUBLED  
**Would travel to other destinations**  
**28% vs Europe 17%**

FAVORITE MONUMENTS/SITES  
TO VISIT  
**Eiffel Tower 15%**  
**Taj Mahal 10%**  
**Pyramids 8%**

(+XX / -XX) : Evolution vs 2018

# UNITED STATES



## HOLIDAY PLANS

**HOLIDAY PLANS 68% (=)**  
*Vs Europe 63% (-1pt)*

**BUDGET \$2,373 (-10%)**  
*Vs Europe €2,019 (+3%)*

**HOLIDAYS IN THEIR OWN COUNTRY**  
**50% (+4pts)**

## PREFERRED FOREIGN DESTINATIONS

Canada 5% (-1pt)- Mexico 5% (+1pt)  
Bahamas 2% (-1pt) – UK 2% (=)  
Ireland 2% (=)

## ECOLOGICAL TRIPS

Has already been on one **15%**  
Would be interested in it **31%**

Ecological footprint of the trip plays  
a vital role in choosing a destination  
**11%**

## DOMINANT TRAVELER TYPE

Looking (online) for the best deals &  
benefits before booking  
**37% Vs Europe 34%**

## DREAM HOLIDAYS

**IF THE HOLIDAY BUDGET**  
**WAS DOUBLED**

**Would travel more frequently**  
**30% vs Europe 36%**

**FAVORITE MONUMENTS/SITES**  
**TO VISIT**

**Grand Canyon 22%**  
**Eiffel Tower / Mont Rushmore 11%**  
**Pyramids 8%**

(+XX / -XX) : Evolution vs 2018

# BRAZIL



## HOLIDAY PLANS

**HOLIDAY PLANS 68% (=)**  
*Vs Europe 63% (-1pt)*

**BUDGET R\$ 5,058 (-3%)**  
*Vs Europe €2,019 (+3%)*

**HOLIDAYS IN THEIR OWN COUNTRY**  
**32% (-1pt)**

### PREFERRED FOREIGN DESTINATIONS

**Argentina 8% (-3pts)**  
**Italy 5% (-1pt) - Portugal 5% (=)**  
**France 4% (-1pt) – Espagne 4 % (=)**

## ECOLOGICAL TRIPS

**Has already been on one 33%**  
**Would be interested in it 40%**

**Ecological footprint of the trip plays  
a vital role in choosing a destination**  
**52%**

## DOMINANT TRAVELER TYPE

**Planning every detail of your trip**  
**27% Vs Europe 16%**

## DREAM HOLIDAYS

**IF THE HOLIDAY BUDGET  
WAS DOUBLED**

**Travel to other destinations / Travel  
longer**  
**21% vs Europe 20% / 17%**

### FAVORITE MONUMENTS/SITES TO VISIT

**Eiffel Tower 19%**  
**Corcovado Christ 15%**  
**Pyramids / Statue of Liberty 8%**

(+XX / -XX) : Evolution vs 2018

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