



Recent Events' Impact on International Travel Plans

25-Country Survey Findings

June 2017

Summary

Recent events are having a negative impact on travel plans to each one of 30 destination countries including the United States, according to an Ipsos survey of over 18,000 adults across 25 countries. In the U.S. and nearly all other countries surveyed in April-May 2017, adults who say they are less likely to travel to an average international destination because of recent events outnumber those who say they are more likely to do so.

More than one third of global consumers surveyed (36%) say recent events they saw or heard in the news have made them less likely to travel to the U.S. while 15% say recent events have made them more likely to do so: a negative net impact of 21 points. Recent events are having a net-negative effect on plans to travel to the U.S. among potential visitors from every country surveyed with the exception of China and India. Countries with the largest proportion of adults saying they are less likely to travel to the U.S. relative to those who are more likely do so (negative impact of 30 points or more) are: Hungary, Argentina, Belgium, Germany, Russia, Brazil, Canada, and Mexico.

Yet, the U.S. fares relatively better than most of the other destination countries evaluated in the study. Potential travel destinations showing the most negative net impact among global consumers are: Turkey, South Korea, Israel, Saudi Arabia, and Russia. Those with the least negative net impact among global consumers are: Canada, Italy, Australia, Spain, Sweden, and Germany.

Canada enjoys a net-positive or neutral impact among consumers from ten countries: China, India, Sweden, Italy, South Africa, Germany, the U.S., Australia, Great Britain and South Korea.

Three in ten Americans (31%) are less likely to travel to an average international destination while 12% are more likely to do so. Among all destination countries evaluated, the only two not showing a negative net impact among potential U.S. travelers are Canada and Australia. Destination countries with the most negative net impact among U.S. adults are Russia, Turkey and South Korea.

Canadians also show a great deal of reluctance to travel abroad because of recent events with 31% less likely to do so vs. 6% more likely. Among Canadians, every single one of the destination countries evaluated shows a negative net impact of at least 10 points – the lowest being for Italy, Japan, Sweden, and Australia.

Recent events are having the most net-negative impact on international travel plans among adults from across Latin America and Hungary and the least among those from India and China.

Recent Events' Impact on International Travel Plans – 25-Country Study – Global @dvisor

These are findings from **Global @dvisor Wave 94 (G@94)**, an Ipsos survey conducted April 21 – May 5, 2017

- The data reported was collected in 25 countries via the Ipsos Online Panel system. The countries reporting herein are: Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Italy, Japan, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.
- For the results of the survey presented herein, an international sample of 18,050 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- 16 of the 25 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, Serbia, South Korea, Spain, Sweden, and United States).
- Brazil, China, India, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey produce a national sample that is more urban and educated, and with higher incomes than their fellow citizens. We refer to these respondents as “Upper Deck Consumer Citizens”. They are not nationally representative of their country.

Question: Have recent events you have seen or read in the news made you more likely or less likely to travel to the following countries?*

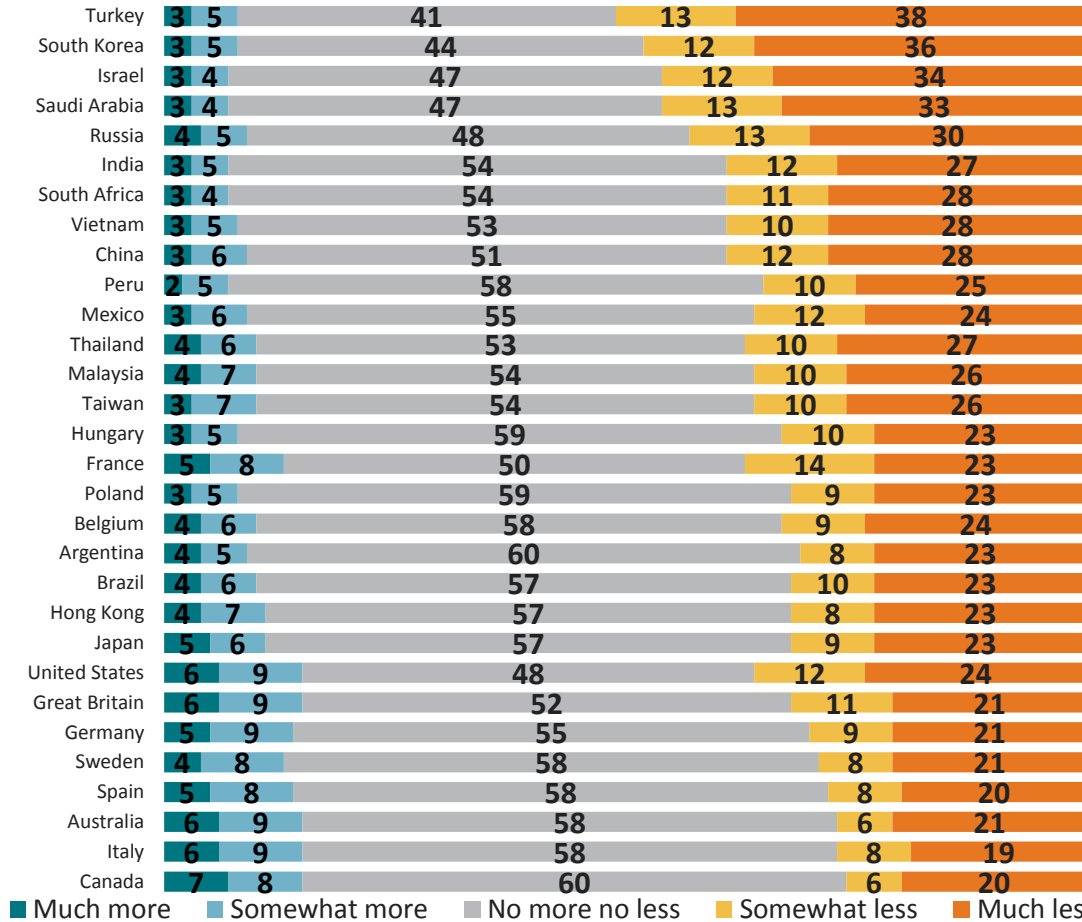
- Much more likely
- Somewhat more likely
- Neither more nor less likely
- Somewhat less likely
- Much less likely

** Each respondent asked about the United States + 9 other countries randomly selected among the other G@ countries, excluding their own (as well as Israel in Saudi Arabia)*

Global Consumers' Travel Plans to 30 Destination Countries

- For every one of the 30 destination countries evaluated, global consumers (average of the 25 countries surveyed) who say they are **less likely to travel there** because of recent events **outnumber** those who are **more likely** to do so.
- Countries with the **most negative** net impact are: Turkey (-43), South Korea (-40), Israel (-39), Saudi Arabia (-39), and Russia (-34).
- Countries with the **least negative** net impact are: Canada (-11), Italy (-12), Australia (-14), Spain (-16), Sweden (-16), and Germany (-17).

% of all adults from all other countries surveyed saying recent events made them more or less likely to travel to each country



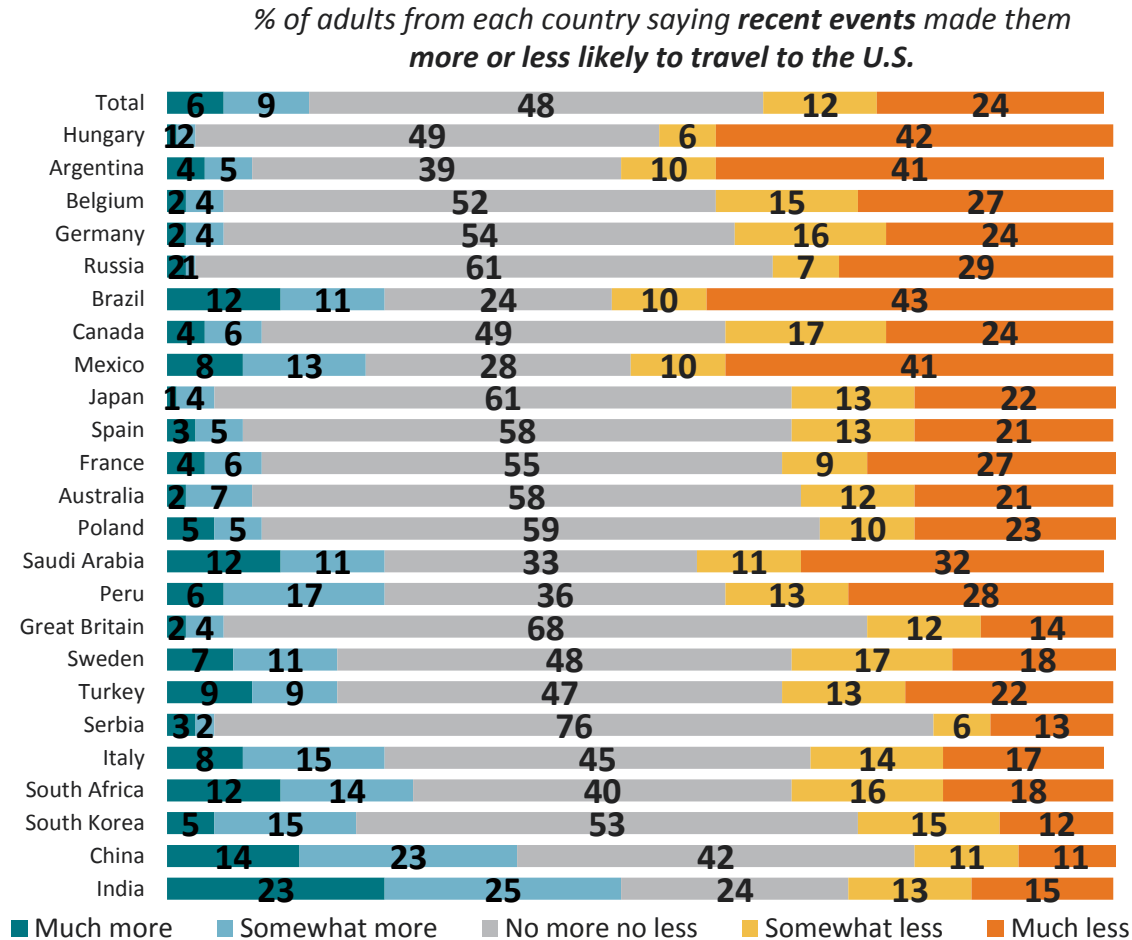
Total MORE: % much/ somewhat more	Total LESS: % much/ somewhat less	Net Impact: MORE minus LESS
8	51	-43
8	48	-40
7	46	-39
7	46	-39
9	43	-34
7	39	-32
7	39	-32
8	39	-31
9	39	-30
7	35	-28
9	36	-27
10	37	-27
10	36	-26
10	36	-26
8	33	-25
13	37	-24
8	32	-24
10	33	-23
9	31	-22
10	32	-22
11	32	-21
11	32	-21
15	36	-21
15	32	-17
14	30	-16
13	29	-16
14	28	-14
15	27	-12
15	27	-12
15	26	-11

Q. Have recent events you have seen or read in the news made you more likely or less likely to travel to the following countries?

Base: ca. 1000 aged 16-64 in each of Australia, Brazil, China, France, Great Britain, Germany, India, Italy, Japan, and Spain; ca. 500 aged 16-64 in each of Argentina, Belgium, Hungary, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Sweden and Turkey; ca. 1000 aged 18-64 in each of Canada and the United States; April 21-May 5, 2017

Plans to Visit the U.S. by Country of Origin

- **36%** of global consumers surveyed are **less likely to travel to the U.S.** while 15% are more likely to do so: an **average net impact of -21.**
- The impact of recent events on plans to travel to the U.S. varies across the home countries of potential visitors.
- The net impact for the U.S. is **negative by 30 points or more** among consumers from **eight countries:** Hungary, Argentina, Belgium, Germany, Russia, Brazil, Canada, and Mexico.
- It is **positive** among consumers from only **China and India.**



Total MORE: % much/ somewhat more	Total LESS: % much/ somewhat less	Net Impact: MORE minus LESS
15	36	-21
4	47	-43
9	51	-42
6	42	-36
6	40	-34
3	36	-33
23	54	-31
10	41	-31
21	51	-30
5	34	-29
7	34	-27
10	36	-26
9	32	-23
9	32	-23
23	44	-21
22	42	-20
7	26	-19
17	35	-18
18	35	-17
5	18	-13
23	32	-9
26	34	-8
20	27	-7
36	22	14
48	28	20

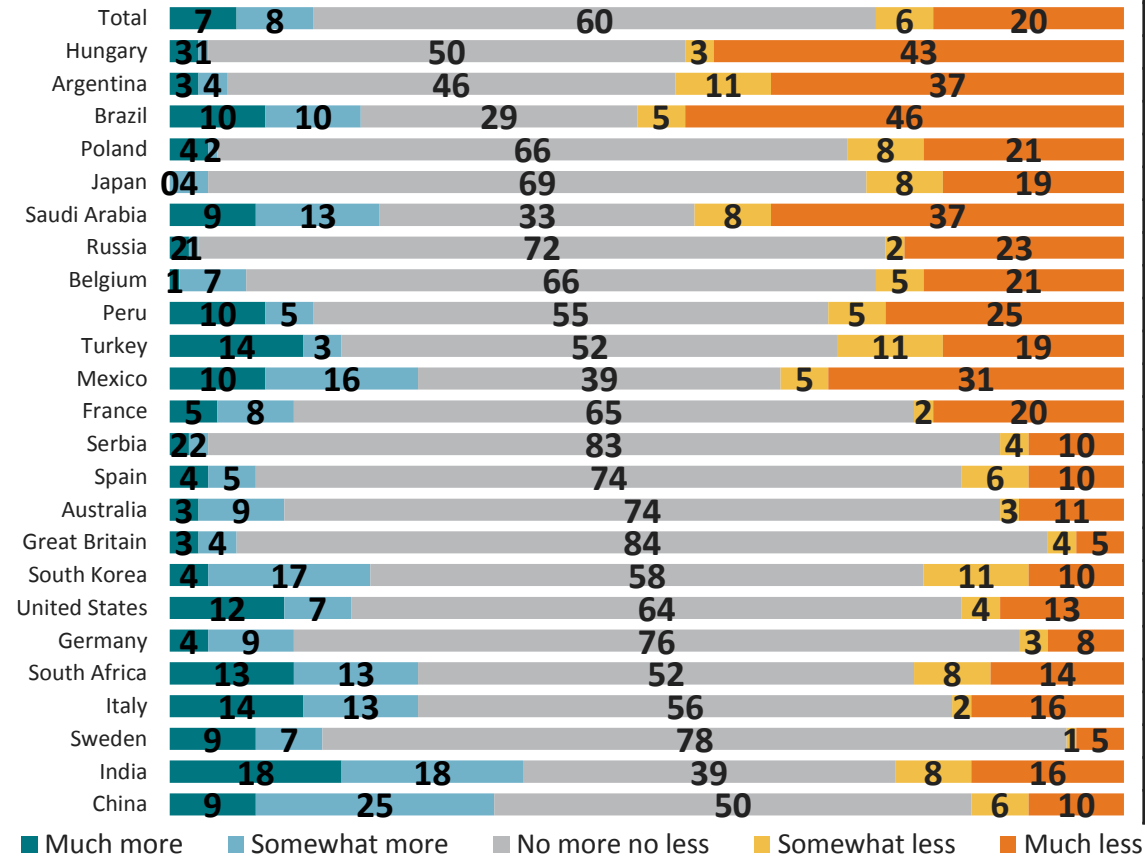
Q. Have recent events you have seen or read in the news made you more likely or less likely to travel to [the United States]?

Base: ca. 1000 aged 16-64 in each of Australia, Brazil, China, France, Great Britain, Germany, India, Italy, Japan, and Spain; ca. 500 aged 16-64 in each of Argentina, Belgium, Hungary, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Sweden and Turkey; ca. 1000 aged 18-64 in Canada; April 21-May 5, 2017

Plans to Visit Canada by Country of Origin

- **26%** of global consumers surveyed are **less likely to travel to Canada** while 15% are **more likely** to do so: an average **net impact of -11**, the least negative of all 30 destination countries evaluated.
- The net impact for Canada is **positive or neutral** among consumers from **ten countries**: China, India, Sweden, Italy, South Africa, Germany, the U.S., Australia, Great Britain and South Korea.
- It is **negative by 30 points** or more among consumers from only **three countries**: Hungary, Argentina, and Brazil.

% of adults from each country saying *recent events* made them *more or less likely to travel to Canada*



Total MORE: % much/ somewhat more	Total LESS: % much/ somewhat less	Net Impact: MORE minus LESS
15	26	-11
4	46	-42
6	47	-41
20	51	-31
5	29	-24
4	27	-23
22	45	-23
3	25	-22
8	26	-18
15	31	-16
18	30	-12
26	36	-10
13	22	-9
4	13	-9
9	17	-8
12	13	-1
7	9	-1
21	21	0
19	17	2
13	11	2
26	22	4
26	18	8
16	6	10
37	24	13
34	16	18

Q. Have recent events you have seen or read in the news made you more likely or less likely to travel to [Canada]?

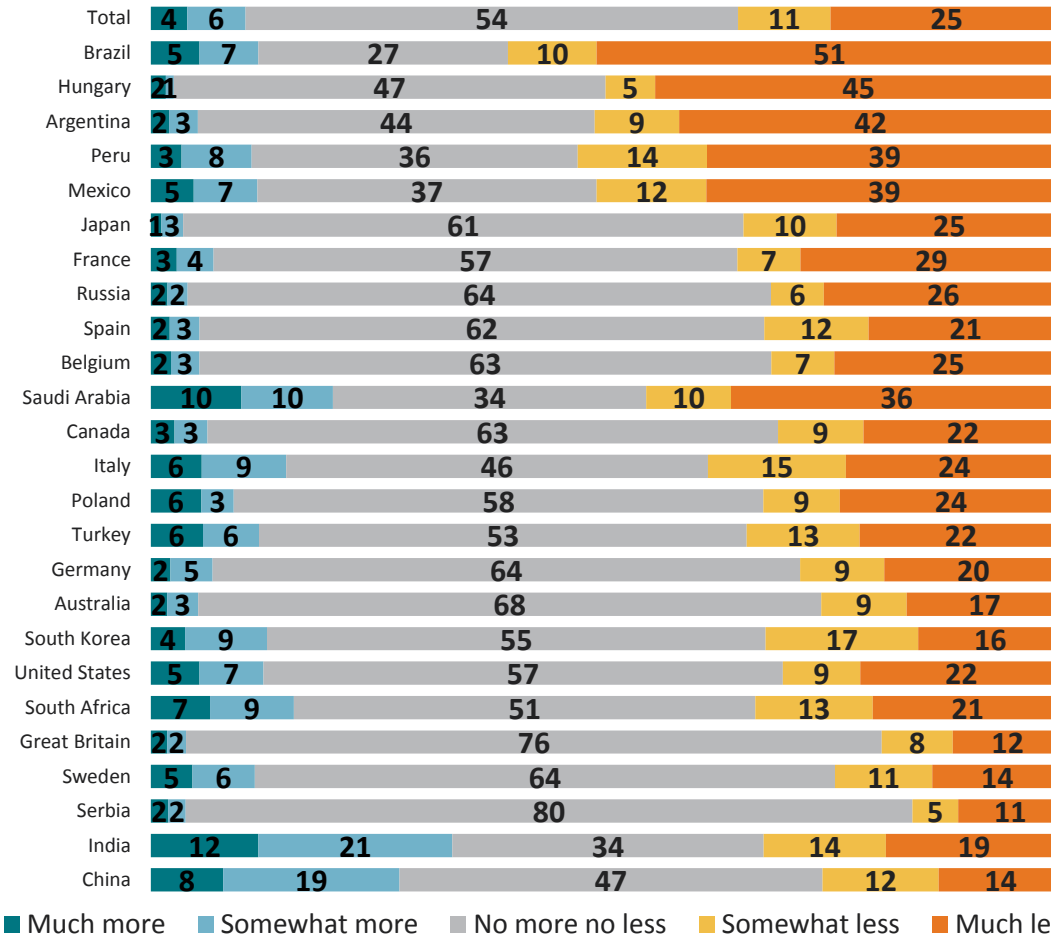
Base: ca. 1000 aged 16-64 in each of Australia, Brazil, China, France, Great Britain, Germany, India, Italy, Japan, and Spain; ca. 500 aged 16-64 in each of Argentina, Belgium, Hungary, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Sweden and Turkey; ca. 1000 aged 18-64 in the U.S.; April 21-May 5, 2017

Recent Events' Impact on International Travel Plans – 25-Country Study – Global @dvisor

International Travel Plans by Country of Origin

- **36%** of global consumers surveyed said recent events made them **less likely** to travel to an average international destination while **10%** said recent events made them **more likely** to do so.
- In every country surveyed **except China and India**, adults who are **less likely to travel to an average international destination** because of recent events **outnumber** those who are **more likely** to do so.
- The impact of recent events on international travel plan is **most negative** among consumers **throughout Latin America** and in **Hungary**.

Average % of adults from each country saying recent events made them more or less likely to travel abroad (average of all other countries)



Total MORE: % much/ somewhat more	Total LESS: % much/ somewhat less	Net Impact: MORE minus LESS
10	36	-26
12	61	-49
3	50	-47
5	51	-46
11	53	-42
12	51	-39
4	35	-31
7	36	-29
4	32	-28
5	33	-28
5	32	-27
20	46	-26
6	31	-25
15	39	-24
9	33	-24
12	35	-23
7	29	-22
5	26	-21
13	33	-20
12	31	-19
16	34	-18
4	20	-16
11	25	-14
4	16	-12
33	33	0
27	26	1

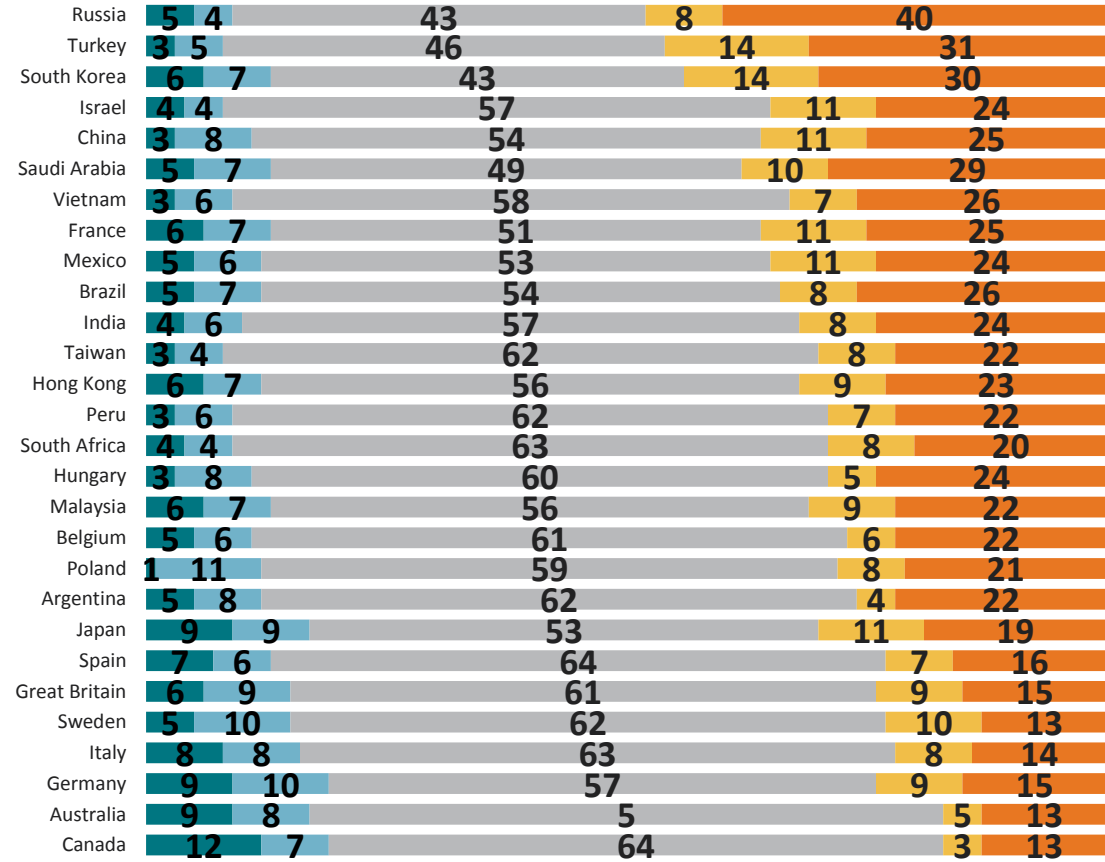
Q. Have recent events you have seen or read in the news made you more likely or less likely to travel to the following countries?

Base: ca. 1000 aged 16-64 in each of Australia, Brazil, China, France, Great Britain, Germany, India, Italy, Japan, and Spain; ca. 500 aged 16-64 in each of Argentina, Belgium, Hungary, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Sweden and Turkey; ca. 1000 aged 18-64 in each of Canada and the United States; April 21-May 5, 2017

Americans' Travel Plans to 28 Destination Countries

- On average, **31%** of Americans are **less likely** to travel to an average international destination while 12% are more likely to do so: a **net impact of -19**.
- The impact of recent events on Americans' travel plans vary greatly depending on the destination.
- Destination countries with the **most negative** net impact among U.S. adults are **Russia (-39)**, **Turkey (-38)** and **South Korea (-31)**.
- Among 28 destinations evaluated, the only two destinations showing a **neutral net impact** among potential U.S. travelers are **Canada (+2)** and **Australia (0)**.

% of U.S. adults saying recent events made them more or less likely to travel to each country



Total MORE: % much/ somewhat more	Total LESS: % much/ somewhat less	Net Impact: MORE minus LESS
9	48	-39
8	46	-38
13	44	-31
8	35	-27
11	36	-25
13	38	-25
9	33	-24
13	36	-23
12	35	-23
12	34	-22
10	32	-22
8	30	-22
12	32	-20
9	29	-20
9	29	-20
11	29	-18
13	31	-18
11	27	-16
12	28	-16
12	26	-14
17	30	-13
13	23	-10
15	24	-9
15	23	-8
16	22	-6
19	24	-5
17	17	0
19	17	2

■ Much more ■ Somewhat more ■ No more no less ■ Somewhat less ■ Much less

Q. Have recent events you have seen or read in the news made you more likely or less likely to travel to the following countries?

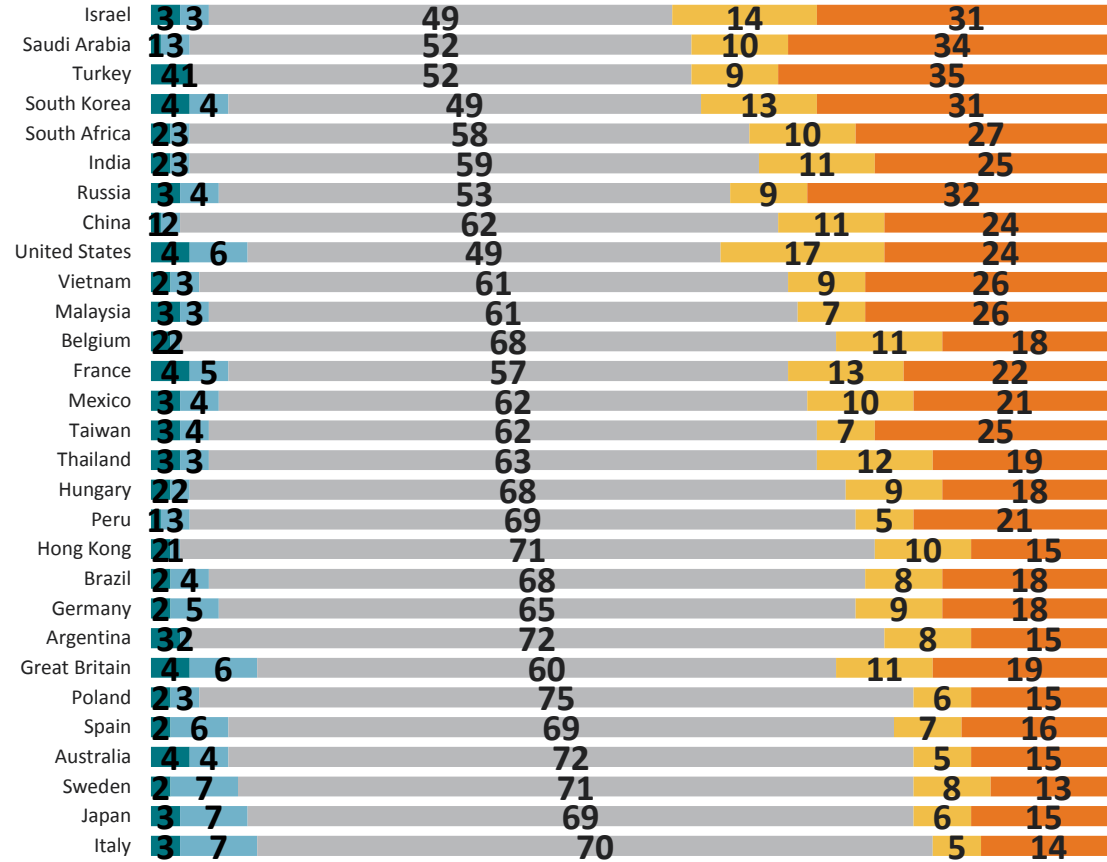
Base: ca. 1000 U.S. adults aged 18-64; April 21-May 5, 2017

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Canadians' Travel Plans to 28 Destination Countries

- **Canadians** show a great deal of reluctance to go abroad with **31% less likely** to travel to an average international destination vs. 6% more likely to do so: an average **net impact of -25**.
- While the impact of recent events on Canadian's travel plans varies greatly by destination country, **every single one shows a negative net impact of at least 10 points**.
- Destinations **least impacted** are **Italy, Japan, Sweden, and Australia**.

% of Canadian adults saying recent events made them more or less likely to travel to each country



Total MORE: % much/ somewhat more	Total LESS: % much/ somewhat less	Net Impact: MORE minus LESS
6	46	-40
4	44	-40
4	44	-40
8	43	-35
4	38	-34
4	37	-33
7	40	-33
3	35	-32
10	41	-31
5	34	-29
6	33	-27
3	29	-26
8	34	-26
7	32	-25
6	31	-25
6	31	-25
4	28	-24
4	27	-23
3	25	-22
6	26	-20
7	27	-20
4	24	-20
11	29	-18
5	21	-16
8	23	-15
8	21	-13
9	21	-12
10	21	-11

■ Much more ■ Somewhat more ■ No more no less ■ Somewhat less ■ Much less

Q. Have recent events you have seen or read in the news made you more likely or less likely to travel to the following countries?

Base: ca. 1000 Canadian adults aged 18-64; April 21-May 5, 2017

DETAILED TABLES

Negative Impact on Travel Plans to Various Destinations by Country of Origin

% of adults from each country surveyed (column) saying recent events made them somewhat/much less likely to travel to each country (row)

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Mexico	Peru	Poland	Russia	Saudi Arabia	Serbia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Argentina	31%	na	23%	32%	48%	24%	28%	34%	24%	14%	50%	35%	35%	29%	49%	33%	31%	26%	48%	11%	33%	41%	24%	16%	37%	26%
Australia	27%	45%	na	27%	56%	21%	17%	28%	15%	8%	44%	24%	18%	22%	44%	46%	30%	26%	40%	12%	18%	18%	20%	10%	34%	17%
Belgium	33%	52%	22%	na	61%	29%	21%	21%	19%	19%	50%	34%	37%	26%	41%	61%	33%	38%	41%	13%	25%	26%	29%	23%	32%	27%
Brazil	32%	37%	23%	34%	na	26%	28%	31%	28%	18%	50%	38%	36%	37%	51%	30%	30%	32%	38%	15%	28%	50%	36%	17%	35%	34%
Canada	26%	47%	13%	26%	51%	na	16%	22%	11%	8%	46%	24%	18%	27%	36%	31%	29%	25%	45%	13%	22%	21%	17%	6%	30%	17%
China	39%	56%	34%	36%	67%	35%	na	38%	30%	21%	49%	34%	39%	58%	60%	52%	29%	26%	45%	12%	39%	63%	35%	27%	35%	36%
France	37%	55%	38%	18%	55%	34%	23%	na	29%	29%	49%	25%	42%	40%	51%	62%	35%	37%	43%	25%	37%	31%	24%	27%	41%	36%
Germany	30%	48%	23%	16%	57%	27%	18%	26%	na	21%	50%	23%	28%	29%	45%	49%	33%	29%	50%	18%	30%	17%	26%	18%	25%	24%
Great Britain	32%	48%	21%	24%	57%	29%	22%	34%	28%	na	42%	27%	29%	31%	43%	55%	34%	29%	42%	22%	30%	27%	27%	20%	29%	24%
Hong Kong	32%	49%	18%	31%	63%	25%	16%	37%	26%	11%	54%	30%	35%	29%	54%	47%	30%	23%	43%	na	25%	19%	29%	16%	30%	32%
Hungary	33%	48%	20%	25%	58%	28%	24%	37%	26%	16%	na	34%	41%	30%	56%	53%	29%	33%	48%	13%	33%	26%	34%	29%	30%	29%
India	39%	46%	30%	30%	66%	37%	43%	44%	33%	18%	45%	na	52%	40%	52%	66%	30%	30%	53%	18%	24%	46%	33%	27%	38%	32%
Israel	46%	60%	42%	46%	73%	46%	33%	52%	48%	35%	52%	45%	59%	49%	62%	63%	36%	26%	na	20%	43%	46%	48%	41%	44%	35%
Italy	27%	45%	21%	16%	54%	19%	22%	25%	12%	10%	49%	28%	na	26%	37%	44%	24%	30%	51%	12%	25%	21%	22%	13%	23%	22%
Japan	32%	51%	19%	33%	53%	21%	36%	30%	22%	10%	47%	28%	37%	na	46%	58%	34%	20%	40%	15%	34%	33%	23%	15%	29%	30%
Malaysia	36%	61%	24%	33%	66%	33%	24%	38%	30%	16%	45%	24%	44%	31%	52%	55%	36%	35%	42%	na	33%	24%	35%	21%	42%	31%
Mexico	36%	52%	27%	38%	57%	32%	29%	34%	29%	20%	53%	39%	37%	45%	na	44%	30%	31%	49%	17%	35%	45%	33%	33%	34%	35%
Peru	35%	45%	24%	30%	60%	27%	29%	33%	27%	14%	50%	42%	39%	38%	48%	na	35%	37%	49%	21%	31%	38%	30%	23%	42%	29%
Poland	32%	47%	19%	26%	63%	21%	25%	33%	25%	14%	46%	38%	27%	26%	53%	58%	na	31%	50%	13%	26%	27%	25%	19%	37%	28%
Russia	43%	56%	39%	51%	68%	40%	20%	44%	40%	34%	55%	29%	39%	40%	51%	69%	39%	na	51%	15%	54%	41%	36%	46%	37%	48%
Saudi Arabia	46%	64%	39%	47%	67%	44%	32%	52%	44%	34%	59%	34%	52%	43%	58%	66%	38%	46%	na	18%	45%	48%	47%	46%	42%	38%
South Africa	39%	53%	31%	40%	66%	38%	32%	36%	25%	20%	55%	29%	48%	43%	60%	50%	33%	31%	53%	18%	na	50%	41%	32%	35%	29%
South Korea	48%	61%	42%	50%	76%	43%	50%	49%	40%	36%	53%	42%	59%	59%	68%	63%	40%	45%	44%	22%	49%	na	45%	29%	48%	44%
Spain	28%	46%	18%	14%	56%	23%	20%	19%	14%	10%	44%	31%	15%	29%	45%	46%	33%	33%	43%	12%	35%	23%	na	18%	21%	23%
Sweden	29%	44%	16%	21%	52%	21%	17%	28%	16%	11%	47%	29%	25%	23%	43%	48%	35%	36%	42%	14%	31%	21%	25%	na	29%	23%
Taiwan	36%	53%	25%	25%	60%	31%	24%	36%	27%	18%	53%	37%	49%	25%	55%	56%	35%	33%	51%	na	33%	23%	38%	20%	39%	30%
Thailand	37%	50%	na	26%	60%	31%	20%	36%	24%	na	53%	na	39%	34%	48%	63%	28%	33%	48%	na	na	23%	36%	25%	36%	na
Turkey	51%	58%	39%	56%	67%	44%	37%	65%	73%	44%	64%	43%	65%	42%	61%	62%	43%	41%	41%	24%	54%	46%	57%	52%	na	46%
United States	36%	51%	32%	42%	54%	41%	22%	36%	40%	26%	47%	28%	32%	34%	51%	42%	32%	36%	44%	18%	34%	27%	34%	35%	35%	na
Vietnam	39%	59%	18%	32%	72%	34%	35%	35%	29%	19%	52%	43%	51%	29%	61%	69%	34%	28%	44%	na	37%	23%	39%	19%	35%	33%

Q. Have recent events you have seen or read in the news made you more likely or less likely to travel to the following countries?

Base: ca. 1000 aged 16-64 in each of Australia, Brazil, China, France, Great Britain, Germany, India, Italy, Japan, and Spain; ca. 500 aged 16-64 in each of Argentina, Belgium, Hungary, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Sweden and Turkey; ca. 1000 aged 18-64 in each of Canada and the United States; April 21-May 5, 2017

Positive Impact on Travel Plans to Various Destinations by Country of Origin

% of adults from each country surveyed (column) saying recent events made them somewhat/much more likely to travel to each country (row)

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Mexico	Peru	Poland	Russia	Saudi Arabia	Serbia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Argentina	9%	na	5%	3%	22%	4%	22%	5%	5%	3%	0%	27%	14%	0%	13%	16%	6%	4%	19%	3%	8%	3%	6%	13%	8%	12%
Australia	15%	5%	na	5%	14%	8%	39%	10%	12%	9%	3%	52%	26%	5%	14%	12%	6%	4%	21%	5%	24%	16%	7%	22%	14%	17%
Belgium	10%	3%	5%	na	13%	3%	26%	11%	7%	3%	1%	37%	11%	3%	9%	7%	10%	3%	24%	4%	13%	9%	7%	6%	12%	11%
Brazil	10%	16%	4%	5%	na	6%	25%	5%	2%	1%	2%	27%	14%	2%	13%	25%	8%	1%	22%	4%	21%	6%	4%	10%	12%	12%
Canada	15%	6%	12%	8%	20%	na	34%	13%	13%	7%	4%	37%	26%	4%	26%	15%	5%	3%	22%	4%	26%	21%	9%	16%	18%	19%
China	9%	3%	8%	5%	9%	3%	na	4%	6%	3%	0%	31%	13%	1%	9%	14%	9%	8%	26%	3%	22%	7%	4%	9%	13%	11%
France	13%	3%	4%	10%	16%	8%	34%	na	9%	5%	4%	37%	13%	4%	15%	13%	14%	4%	28%	6%	9%	20%	9%	12%	15%	13%
Germany	14%	3%	5%	12%	17%	7%	34%	11%	na	3%	5%	46%	21%	8%	13%	11%	12%	6%	20%	5%	17%	16%	9%	21%	18%	19%
Great Britain	15%	6%	6%	11%	12%	11%	32%	11%	11%	na	5%	49%	27%	5%	15%	9%	14%	4%	24%	4%	26%	17%	10%	21%	17%	15%
Hong Kong	11%	4%	6%	4%	9%	3%	44%	4%	6%	4%	1%	33%	8%	8%	15%	12%	7%	6%	21%	na	17%	19%	4%	13%	8%	12%
Hungary	8%	2%	2%	7%	7%	4%	20%	7%	9%	3%	na	23%	11%	4%	7%	9%	9%	2%	16%	8%	8%	6%	3%	9%	9%	11%
India	7%	5%	6%	7%	10%	4%	14%	3%	6%	4%	1%	na	8%	1%	10%	7%	9%	5%	15%	2%	24%	8%	4%	6%	12%	10%
Israel	7%	4%	4%	4%	7%	6%	16%	5%	5%	1%	5%	26%	9%	4%	7%	6%	8%	4%	na	4%	14%	10%	4%	10%	9%	8%
Italy	15%	9%	7%	8%	20%	11%	31%	11%	17%	6%	4%	37%	na	7%	17%	15%	12%	7%	16%	6%	24%	20%	14%	17%	16%	16%
Japan	11%	8%	6%	4%	13%	10%	28%	8%	4%	4%	4%	44%	19%	na	13%	8%	5%	4%	23%	2%	15%	20%	4%	9%	13%	17%
Malaysia	10%	6%	5%	1%	8%	6%	33%	4%	4%	2%	3%	43%	15%	3%	14%	6%	6%	3%	18%	na	11%	13%	4%	7%	8%	13%
Mexico	9%	4%	5%	5%	14%	7%	20%	3%	5%	3%	1%	24%	13%	1%	na	19%	10%	4%	17%	1%	11%	8%	3%	9%	9%	12%
Peru	7%	7%	1%	4%	14%	4%	21%	6%	3%	3%	3%	19%	14%	1%	8%	na	5%	2%	11%	2%	17%	5%	4%	8%	8%	9%
Poland	8%	4%	4%	5%	9%	5%	21%	6%	10%	1%	3%	28%	13%	0%	5%	2%	na	4%	15%	4%	11%	10%	1%	9%	8%	12%
Russia	9%	5%	2%	3%	4%	7%	32%	6%	5%	4%	3%	29%	7%	3%	13%	9%	9%	na	16%	4%	11%	7%	5%	3%	18%	9%
Saudi Arabia	7%	0%	5%	3%	7%	4%	18%	5%	2%	4%	0%	33%	9%	2%	13%	4%	10%	2%	na	3%	15%	5%	3%	12%	10%	13%
South Africa	7%	5%	3%	3%	6%	4%	18%	3%	5%	2%	1%	34%	11%	1%	8%	8%	10%	4%	16%	1%	na	6%	2%	6%	6%	9%
South Korea	8%	5%	7%	4%	3%	8%	22%	4%	4%	2%	2%	22%	6%	4%	7%	13%	7%	1%	20%	4%	8%	na	4%	10%	9%	13%
Spain	14%	9%	4%	12%	18%	8%	31%	15%	15%	9%	0%	31%	31%	4%	12%	20%	9%	4%	21%	4%	15%	17%	na	12%	16%	13%
Sweden	13%	3%	6%	5%	15%	9%	37%	11%	9%	6%	4%	37%	25%	5%	13%	10%	12%	3%	21%	4%	17%	19%	9%	na	18%	15%
Taiwan	10%	3%	6%	1%	8%	6%	33%	4%	3%	3%	2%	25%	10%	5%	6%	9%	11%	6%	17%	na	12%	18%	3%	15%	8%	8%
Thailand	10%	4%	na	4%	14%	6%	34%	7%	6%	na	1%	na	18%	5%	9%	4%	9%	5%	19%	na	na	19%	4%	9%	10%	na
Turkey	8%	7%	3%	4%	7%	4%	18%	3%	4%	3%	5%	25%	8%	3%	8%	13%	14%	8%	29%	4%	9%	6%	5%	11%	na	8%
United States	15%	9%	9%	6%	23%	10%	36%	10%	6%	7%	4%	48%	23%	5%	21%	22%	9%	3%	23%	5%	26%	20%	7%	17%	18%	na
Vietnam	8%	2%	6%	2%	4%	5%	19%	5%	4%	4%	3%	22%	8%	5%	6%	3%	9%	4%	20%	na	9%	19%	3%	9%	5%	9%

Q. Have recent events you have seen or read in the news made you more likely or less likely to travel to the following countries?

Base: ca. 1000 aged 16-64 in each of Australia, Brazil, China, France, Great Britain, Germany, India, Italy, Japan, and Spain; ca. 500 aged 16-64 in each of Argentina, Belgium, Hungary, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Sweden and Turkey; ca. 1000 aged 18-64 in each of Canada and the United States; April 21-May 5, 2017

Net Impact on Travel Plans to Various Destinations by Country of Origin

% of adults from each country surveyed (row) saying recent events made them somewhat/much more likely MINUS % of adults saying they somewhat/much less likely to travel to each country (row)

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Italy	Japan	Mexico	Peru	Poland	Russia	Saudi Arabia	Serbia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Argentina	-22	na	-18	-29	-26	-20	-6	-29	-19	-11	-50	-8	-21	na	-36	-17	-25	-22	-29	-8	-25	-38	-18	-3	-29	-14
Australia	-12	-40	na	-22	-42	-13	22	-18	-3	1	-41	28	8	-17	-30	-34	-24	-22	-19	-7	6	-2	-13	12	-20	0
Belgium	-23	-49	-17	na	-48	-26	5	-10	-12	-16	-49	3	-26	-23	-32	-54	-23	-35	-17	-9	-12	-17	-22	-17	-20	-16
Brazil	-22	-21	-19	-29	na	-20	-3	-26	-26	-17	-48	-11	-22	-35	-38	-5	-22	-31	-16	-11	-7	-44	-32	-7	-23	-22
Canada	-11	-41	-1	-18	-31	na	18	-9	2	-1	-42	13	8	-23	-10	-16	-24	-22	-23	-9	4	0	-8	10	-12	2
China	-30	-53	-26	-31	-58	-32	na	-34	-24	-18	-49	-3	-26	-57	-51	-38	-20	-18	-19	-9	-17	-56	-31	-18	-22	-25
France	-24	-52	-34	-8	-39	-26	11	na	-20	-24	-45	12	-29	-36	-36	-49	-21	-33	-15	-19	-28	-11	-15	-15	-26	-23
Germany	-16	-45	-18	-4	-40	-20	16	-15	na	-18	-45	23	-7	-21	-32	-38	-21	-23	-30	-13	-13	-1	-17	3	-7	-5
Great Britain	-17	-42	-15	-13	-45	-18	10	-23	-17	na	-37	22	-2	-26	-28	-46	-20	-25	-18	-18	-4	-10	-17	1	-12	-9
Hong Kong	-21	-45	-12	-27	-54	-22	28	-33	-20	-7	-53	3	-27	-21	-39	-35	-23	-17	-22	na	-8	0	-25	-3	-22	-20
Hungary	-25	-46	-18	-18	-51	-24	-4	-30	-17	-13	na	-11	-30	-26	-49	-44	-20	-31	-32	-5	-25	-20	-31	-20	-21	-18
India	-32	-41	-24	-23	-56	-33	-29	-41	-27	-14	-44	na	-44	-39	-42	-59	-21	-25	-38	-16	0	-38	-29	-21	-26	-22
Israel	-39	-56	-38	-42	-66	-40	-17	-47	-43	-34	-47	-19	-50	-45	-55	-57	-28	-22	na	-16	-29	-36	-44	-31	-35	-27
Italy	-12	-36	-14	-8	-34	-8	9	-14	5	-4	-45	9	na	-19	-20	-29	-12	-23	-35	-6	-1	-1	-8	4	-7	-6
Japan	-21	-43	-13	-29	-40	-11	-8	-22	-18	-6	-43	16	-18	na	-33	-50	-29	-16	-17	-13	-19	-13	-19	-6	-16	-13
Malaysia	-26	-55	-19	-32	-58	-27	9	-34	-26	-14	-42	19	-29	-28	-38	-49	-30	-32	-24	na	-22	-11	-31	-14	-34	-18
Mexico	-27	-48	-22	-33	-43	-25	-9	-31	-24	-17	-52	-15	-24	-44	na	-25	-20	-27	-32	-16	-24	-37	-30	-24	-25	-23
Peru	-28	-38	-23	-26	-46	-23	-8	-27	-24	-11	-47	-23	-25	-37	-40	na	-30	-35	-38	-19	-14	-33	-26	-15	-34	-20
Poland	-24	-43	-15	-21	-54	-16	-4	-27	-15	-13	-43	-10	-14	-26	-48	-56	na	-27	-35	-9	-15	-17	-24	-10	-29	-16
Russia	-34	-51	-37	-48	-64	-33	12	-38	-35	-30	-52	0	-32	-37	-38	-60	-30	na	-35	-11	-43	-34	-31	-43	-19	-39
Saudi Arabia	-39	-64	-34	-44	-60	-40	-14	-47	-42	-30	-59	-1	-43	-41	-45	-62	-28	-44	na	-15	-30	-43	-44	-34	-32	-25
South Africa	-32	-48	-28	-37	-60	-34	-14	-33	-20	-18	-54	5	-37	-42	-52	-42	-23	-27	-37	-17	na	-44	-39	-26	-29	-20
South Korea	-40	-56	-35	-46	-73	-35	-28	-45	-36	-34	-51	-20	-53	-55	-61	-50	-33	-44	-24	-18	-41	na	-41	-19	-39	-31
Spain	-14	-37	-14	-2	-38	-15	11	-4	1	-1	-44	0	16	-25	-33	-26	-24	-29	-22	-8	-20	-6	na	-6	-5	-10
Sweden	-16	-41	-10	-16	-37	-12	20	-17	-7	-5	-43	8	0	-18	-30	-38	-23	-33	-21	-10	-14	-2	-16	na	-11	-8
Taiwan	-26	-50	-19	-24	-52	-25	9	-32	-24	-15	-51	-12	-39	-20	-49	-47	-17	-27	-34	na	-21	-5	-35	-5	-31	-22
Thailand	-27	-46	na	-22	-46	-25	14	-29	-18	na	-52	na	-21	-29	-39	-59	-19	-28	-29	na	na	-4	-32	-16	-26	na
Turkey	-43	-51	-36	-52	-60	-40	-19	-62	-69	-41	-59	-18	-57	-39	-53	-49	-29	-33	-12	-20	-45	-40	-52	-41	na	-38
United States	-21	-42	-23	-36	-31	-31	14	-26	-34	-19	-43	20	-9	-29	-30	-20	-23	-33	-21	-13	-8	-7	-27	-18	-17	na
Vietnam	-31	-57	-12	-30	-68	-29	-16	-30	-25	-15	-49	-21	-43	-24	-55	-66	-25	-24	-24	na	-28	-4	-36	-10	-30	-24

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