

# Summer holiday plans among Europeans, Americans and Asians

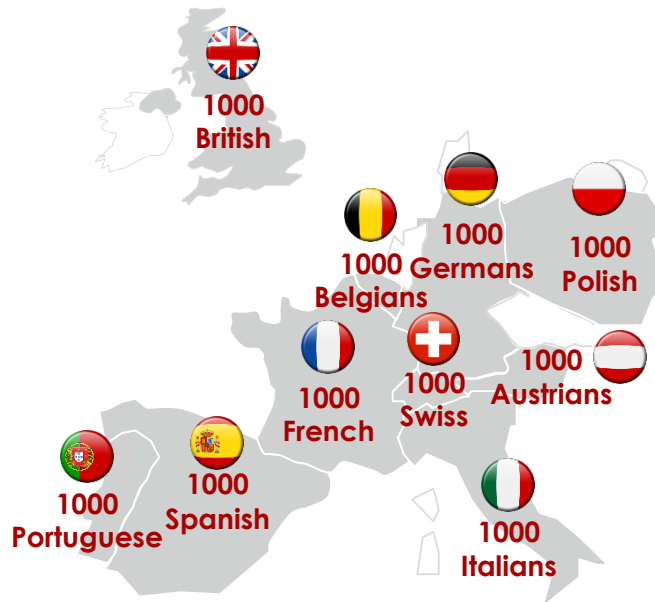
IPSOS/EUROP ASSISTANCE SURVEY  
18<sup>TH</sup> EDITION

# SCOPE OF THE 2018 SURVEY

## American scope



## European scope



## Asian scope



**14 COUNTRIES**  
**16,000 INTERVIEWS**

# THE 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 27 March and 19 April 2018



## Method of data collection

Online survey in the 14 countries

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## 1. SUMMER HOLIDAY PLANS

# SUMMER HOLIDAY PLANS ARE QUITE STABLE IN 2018 AMONG AMERICANS AND EUROPEANS, AND ALMOST AT THE SAME LEVEL FOR CHINA AND INDIA

## SUMMER HOLIDAY PLANS

EUROPE

64%  
= (+1 versus 2017)



USA

68%  
= (+2 versus 2017)

BRAZIL

68%  
= (+2 versus 2017)

CHINA

67%

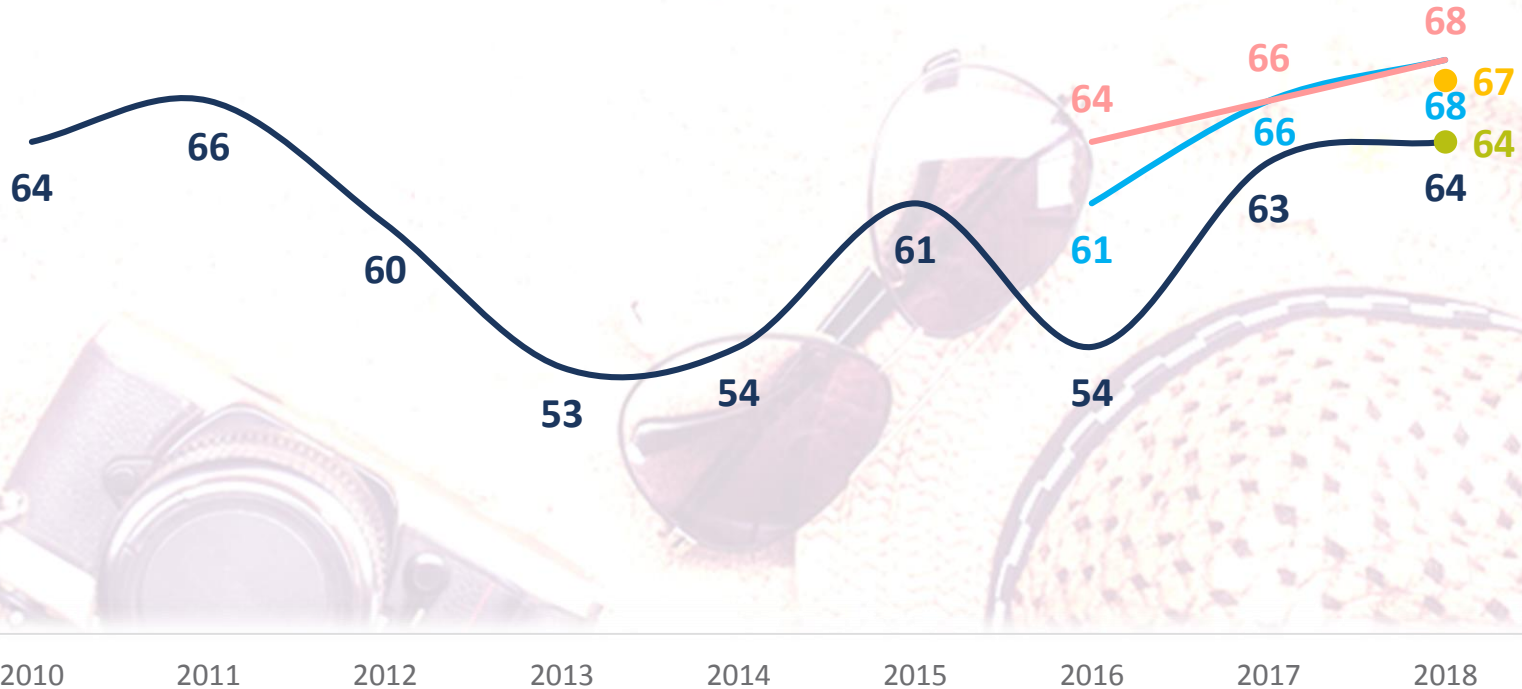
INDIA

64%

# CONSOLIDATING A POSITIVE TREND SINCE 2016

## EVOLUTION OF HOLIDAY PLANS (%)

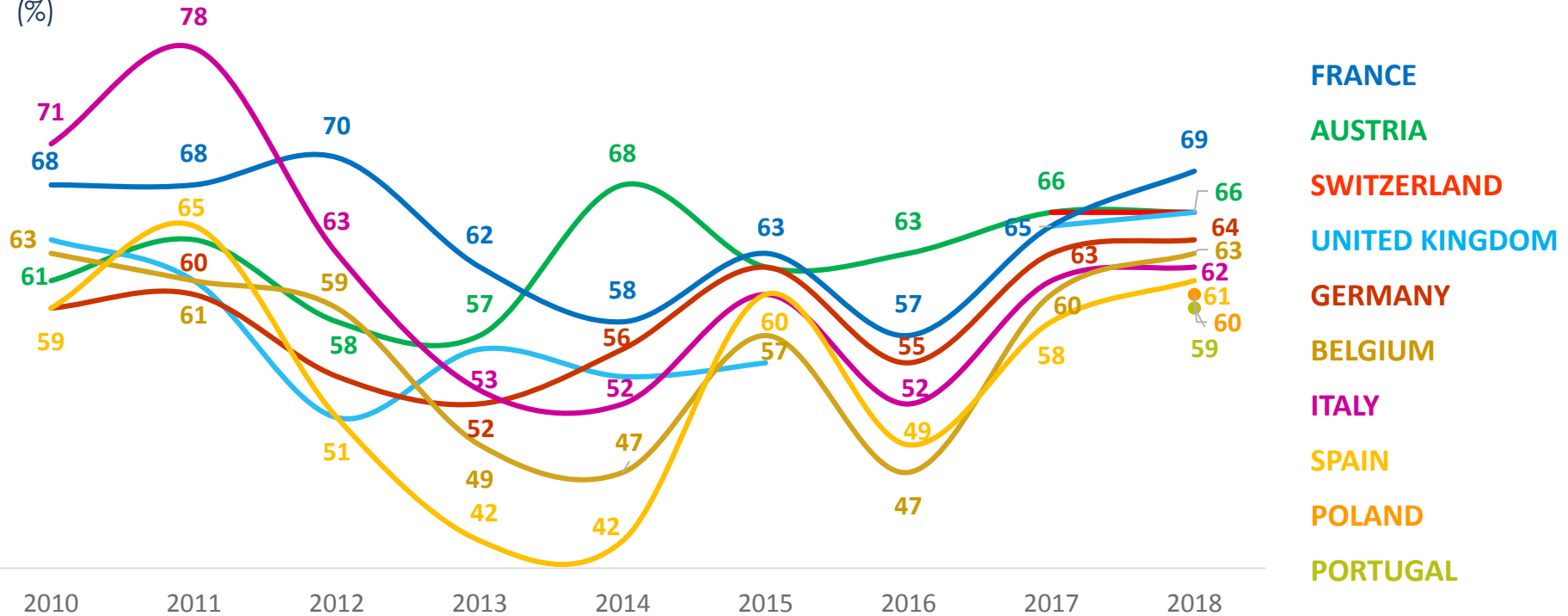
EUROPE USA BRAZIL CHINA INDIA



# HOLIDAY PLANS: STABLE OR INCREASING IN ALL EUROPEAN COUNTRIES IN 2018

## SUMMER HOLIDAY PLANS BY EUROPEAN COUNTRY

(%)





# BRAZILIANS ANTICIPATE THE MOST THEIR HOLIDAYS, CHINESE PEOPLE THE LEAST. IN EUROPE, NORTHERN COUNTRIES ANTICIPATE MORE THAN SOUTHERN COUNTRIES.

ANTICIPATION OF BOOKING/ PAYMENT FOR A TRIP

(%)



**MORE THAN 4  
MONTHS IN  
ADVANCE**

49% 49% 47% 46% 45% 43% 35% 35% 35% 33%

**LESS THAN 4 MONTHS  
IN ADVANCE**

51% 51% 53% 54% 55% 57% 65% 65% 65% 67%



**MORE THAN 4 MONTHS  
IN ADVANCE**

51% 46% 35% 19%

**LESS THAN 4 MONTHS IN  
ADVANCE**

49% 54% 65% 81%

THE AVERAGE BUDGET IS OVERALL STABLE IN EUROPE AND THE USA VS 2017, HOWEVER IT IS INCREASING IN BRAZIL

## SUMMER HOLIDAY BUDGET

### EUROPE

**€1,957** -2% vs 2017

HOLIDAY BUDGET IN THE EURO ZONE

(Excluding United Kingdom, Switzerland and Poland)

**€2,004** +1% vs 2017

### USA

**\$ 2,643** -1%  
(€2,163)

### BRAZIL

**R\$ 5,209** +18%  
(€1,238)

### CHINA

**¥ 15,707**  
(€2,035)

### INDIA

**₹ 181,626**  
(€2,234)

Exchange rate applied

IN EUROPE MOST HOLIDAY BUDGETS ARE STABLE, EXCEPT FOR THE UK,  
SWITZERLAND, AUSTRIA AND BELGIUM - ALL INCREASING

## SUMMER HOLIDAY BUDGET

SWITZERLAND

CHF 3,235  
+9%  
(€2,710)

AUSTRIA

€2,645  
+9%

GERMANY

€2,376  
+3%

BELGIUM

€2,318  
+6%

UNITED  
KINGDOM

£1,955  
+23%  
(€2,230)

FRANCE

€1,993  
+1%

ITALY

€1,776  
+2%

SPAIN

€1,658  
=

PORTUGAL

€1,370

POLAND

zł 4,324  
(€1,030)

Exchange rate applied

# EXCEPT FOR FRANCE, SWITZERLAND AND BRAZIL, THE SUMMER HOLIDAY DURATION REMAINS BELOW 2 WEEKS AFTER A GREAT DECREASE LAST YEAR

Weeks on average

**EUROPE: 1.8 week on average (=)**

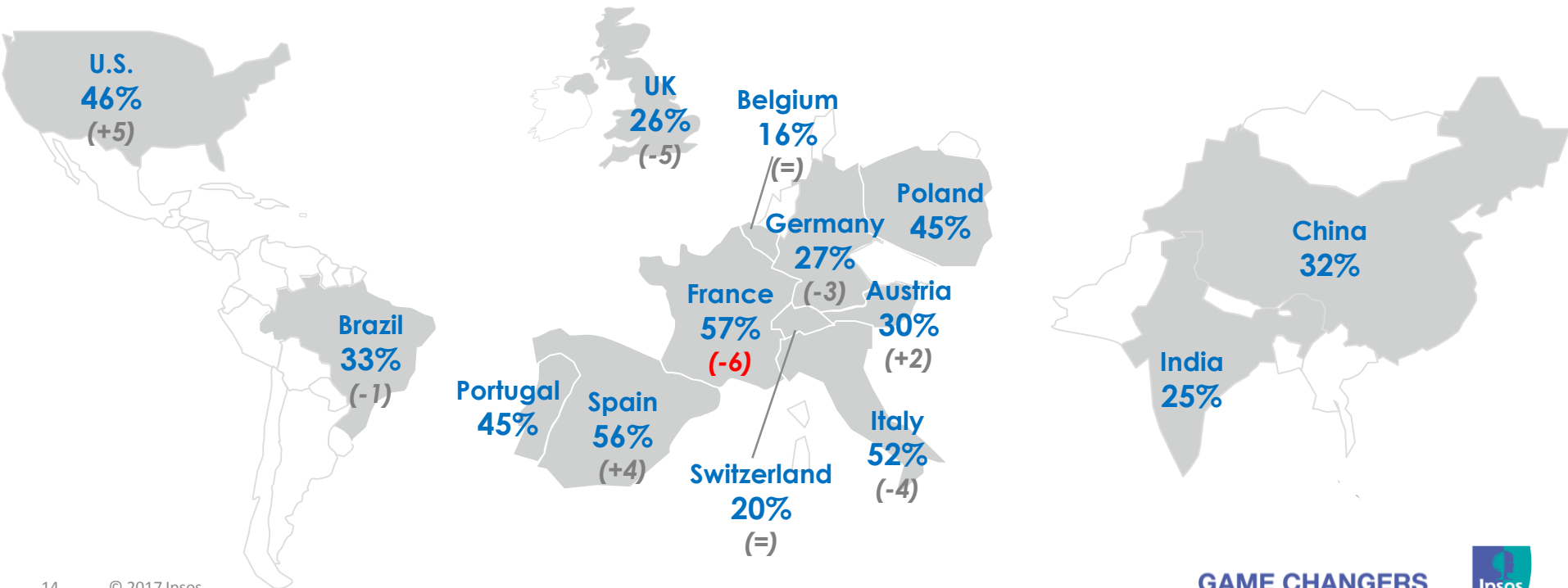




## 2. FAVORITE DESTINATIONS AND CHOICE CRITERIA

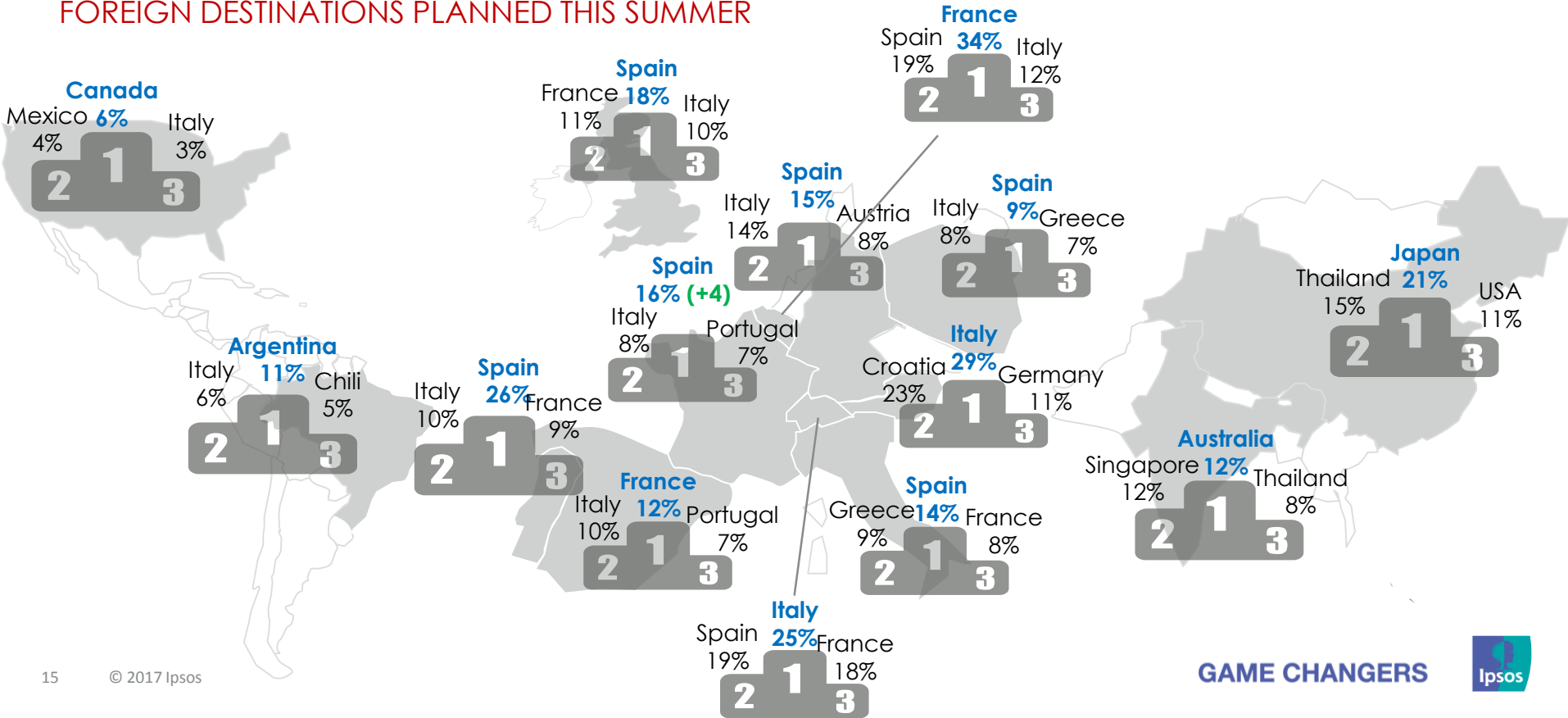
# HOLIDAYS IN ONE'S OWN COUNTRY CONTINUE TO DOMINATE, BUT DECREASINGLY IN FRANCE

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



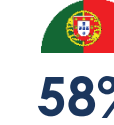
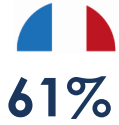
# SPAIN, FRANCE AND ITALY ARE EUROPEANS' TOP 3 FAVORITE DESTINATION

## FOREIGN DESTINATIONS PLANNED THIS SUMMER



# THE SEASIDE IS STILL THE MOST ATTRACTIVE DESTINATION FOR THE EUROPEANS

## SUMMER HOLIDAY PREFERENCES





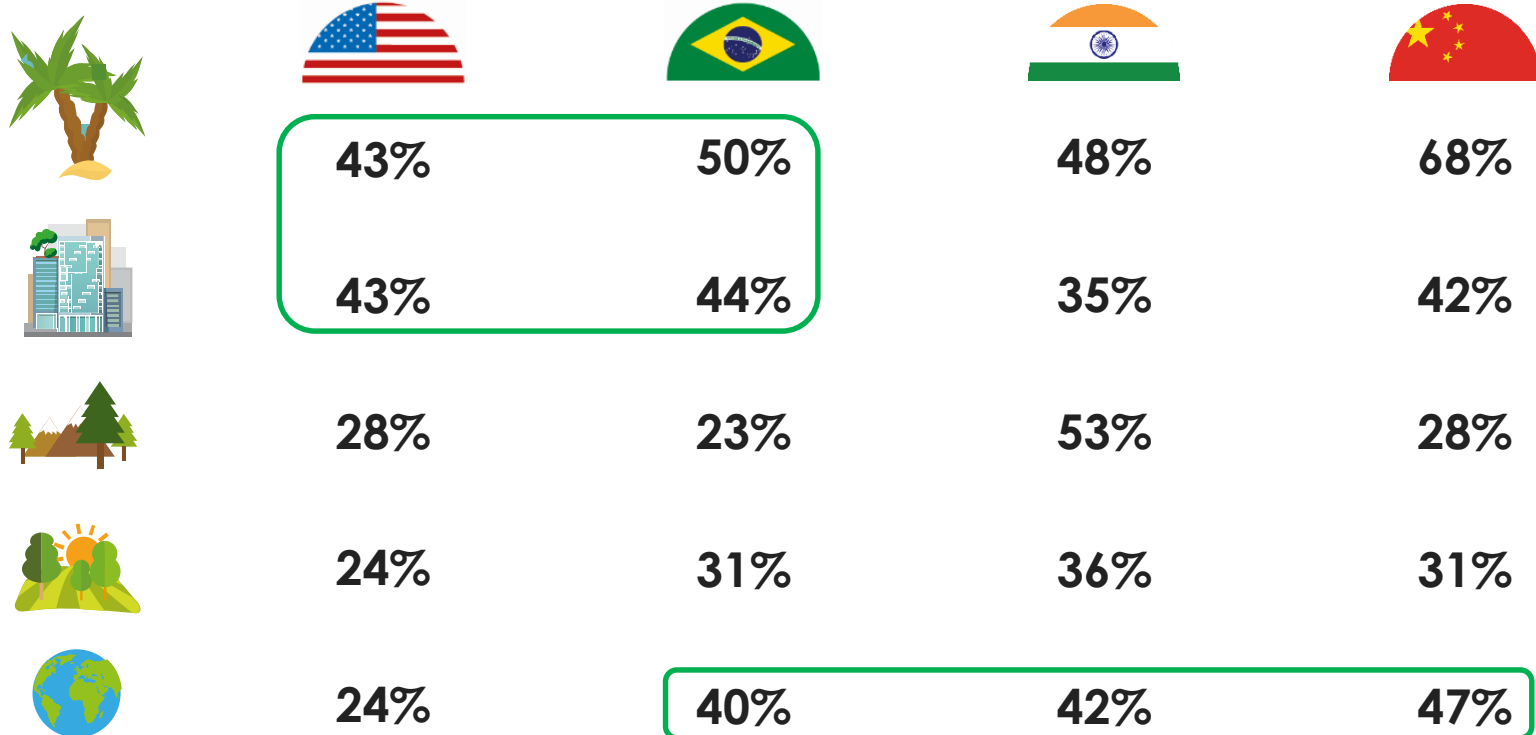
# THIS YEAR, ITALY SAW A RENEWED INTEREST IN TOURING TO DISCOVER NEW PLACES

## SUMMER HOLIDAY PREFERENCES



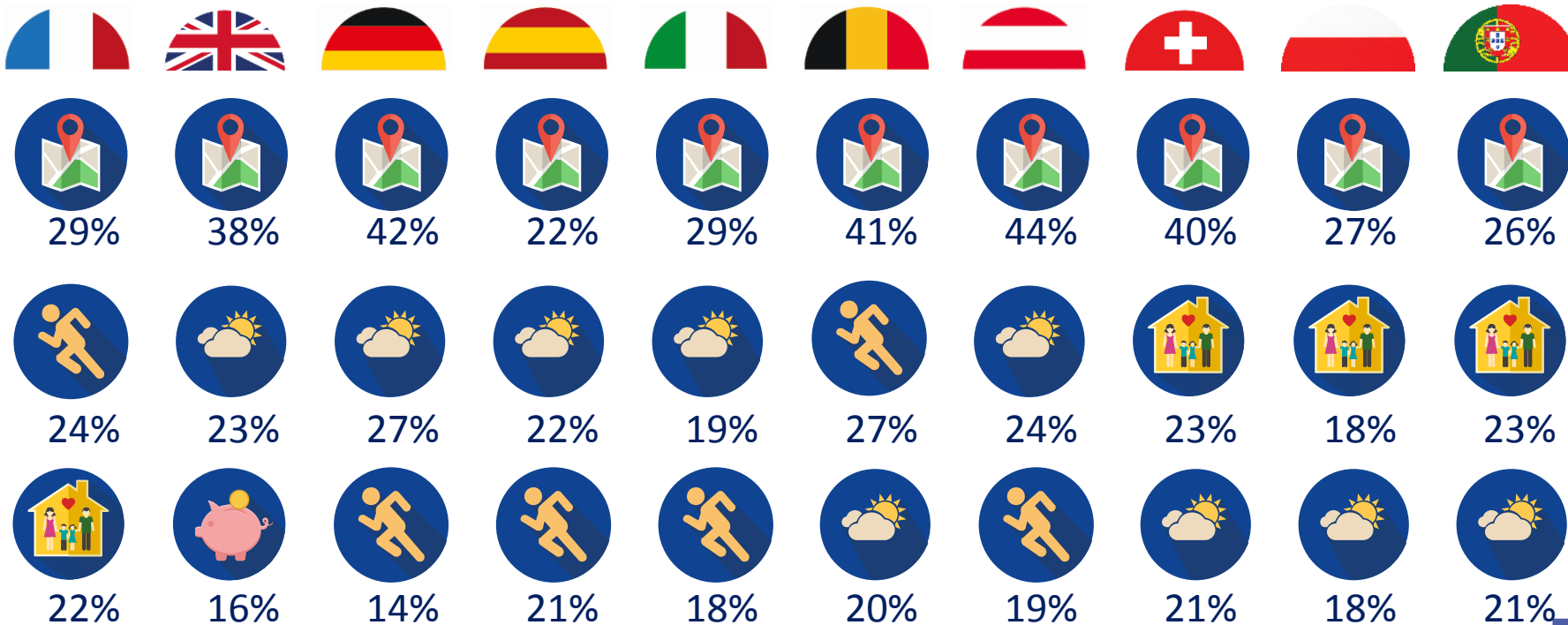
TOURING IS ALSO VERY APPRECIATED AMONG THE NON-EUROPEAN COUNTRIES. IN THE U.S. AND BRAZIL, URBAN DESTINATIONS ARE ALMOST AS WELL LIKED AS THE SEASIDE.

HOLIDAY PREFERENCES FOR JUNE TO SEPTEMBER



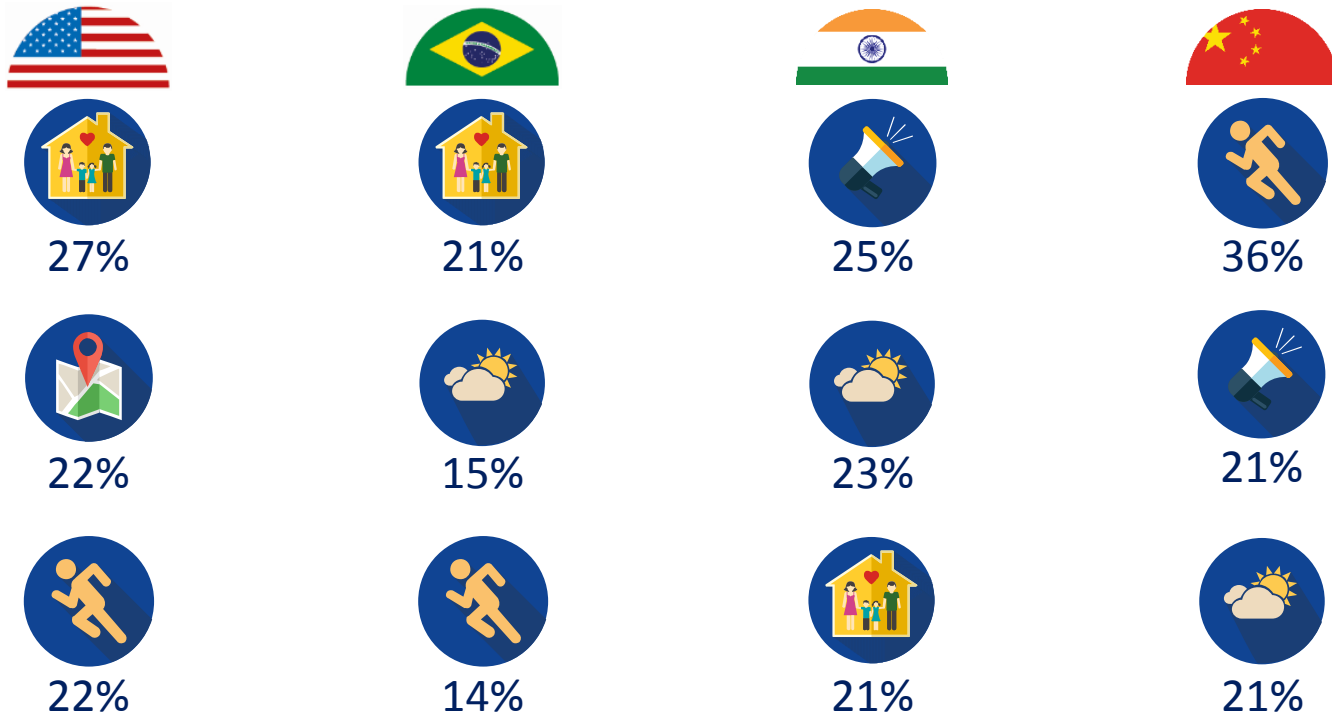
EUROPEANS TEND TO RETURN TO DESTINATIONS THEY ALREADY VISITED. THE WEATHER AND THE ACTIVITIES AVAILABLE ARE ALSO IMPORTANT FOR THEM.

REASON THAT MOTIVATED THE CHOICE OF THE DESTINATION















# VISITING FRIENDS AND FAMILY IS A MAJOR MOTIVATION FOR THE AMERICANS. ASIAN HOLIDAYMAKERS GIVE IMPORTANCE TO OTHERS' RECOMMENDATIONS.

## REASON THAT MOTIVATED THE CHOSE OF THE DESTINATION



# IN TERMS OF RISKS, ASIAN HOLIDAYMAKERS ARE MORE ATTENTIVE TO INSECURITY (ATTACKS, HEALTH, NATURAL DISASTERS,...) WHEN CHOOSING THEIR DESTINATION

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

	EUROPE	RANK VS 2017				
 Budget you intend to allocate	52%	=	2	1	2	7
 Climate	48%	+1	3	10	6	10
 Risk of an attack	42%	-1	4	3	1	2
 Opportunities for leisure or cultural activities	42%	+1	1	4	5	8
 Health risks	37%	+1	7	2	4	5
 Risk of personal attacks (theft, assault, etc.)	36%	-2	5	5	7	1
 Quality of on-site tourist infrastructures	33%	+3	8	7	8	11
 Risk of infection with the Zika virus	32%	=	12	6	3	3

RANK 2018 Vous vivez, nous veillons

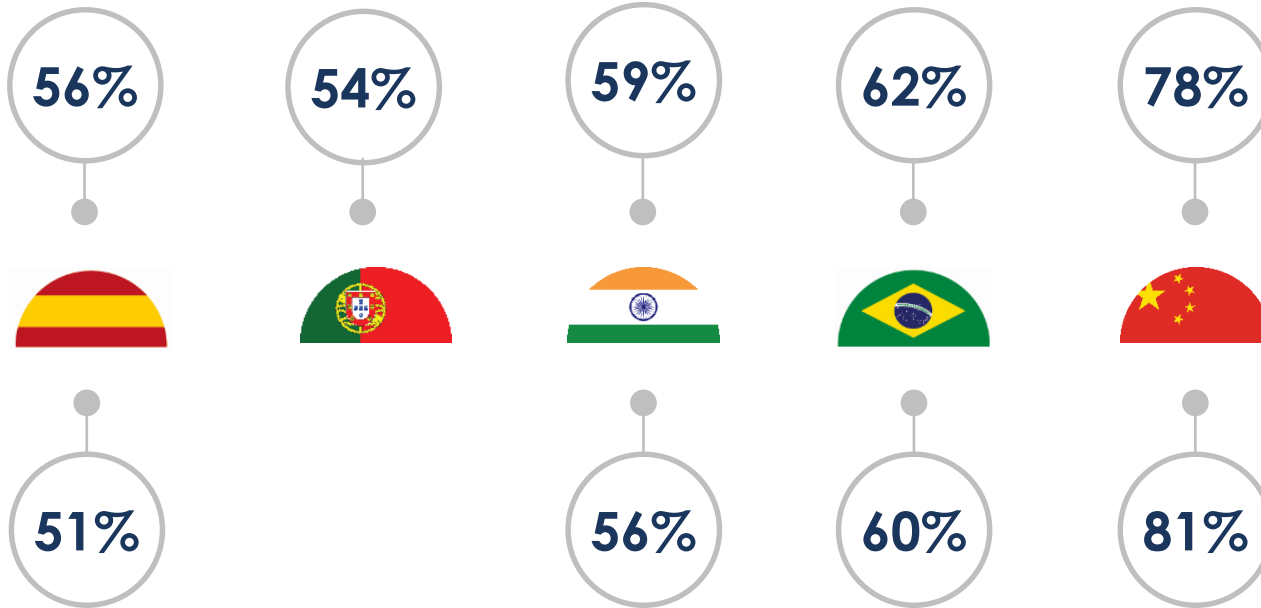
# AND ESPECIALLY THE CHINESE

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

		EUROPE	RANK VS 2018				
				RANK 2018 <small>Vous vivez, nous veillons</small>			
	Political situation in the destination country	30%	-2	11	16	13	9
	Travel time to the holiday location	29%	+2	6	12	11	12
	Risk of social unrest	28%	-2	10	11	9	4
	Risk of natural disaster	27%	-1	13	8	10	6
	Ability to speak the language of the destination country	19%	+1	9	13	16	16
	Economic situation in the destination country	16%	-1	14	14	15	14
	Quality of internet access	13%	+1	15	15	12	13
	Exchange rate of the currency in the destination country	13%	-1	16	9	14	15

# THE POLITICAL SITUATION IN THE UK (BREXIT) AND THE U.S (TRAVEL BAN) MAY HAVE AN IMPACT ON THE CONSIDERATION TO VISIT, ESPECIALLY AMONG THE NON-EUROPEANS

## WOULD RECONSIDER VISITING THE UK



## WOULD RECONSIDER VISITING THE US

GAME CHANGERS



### 3. ACTIVITIES OF HOLIDAYMAKERS



# THIS YEAR AGAIN, EUROPEANS PLAN TO SPEND QUALITY FAMILY TIME AND TO ENJOY A RELAXING SUMMER HOLIDAY.

## ACTIVITIES PLANNED DURING SUMMER HOLIDAYS

### EUROPE

54%



Relax, have peace of mind

44%



Come together as a family, with your spouse or with friends

43%



Discover new cultures, enjoy a total change of scenery

15%



Enjoy your home

11%



Take time to read, learn new things

10%



Make new friendly or romantic acquaintances

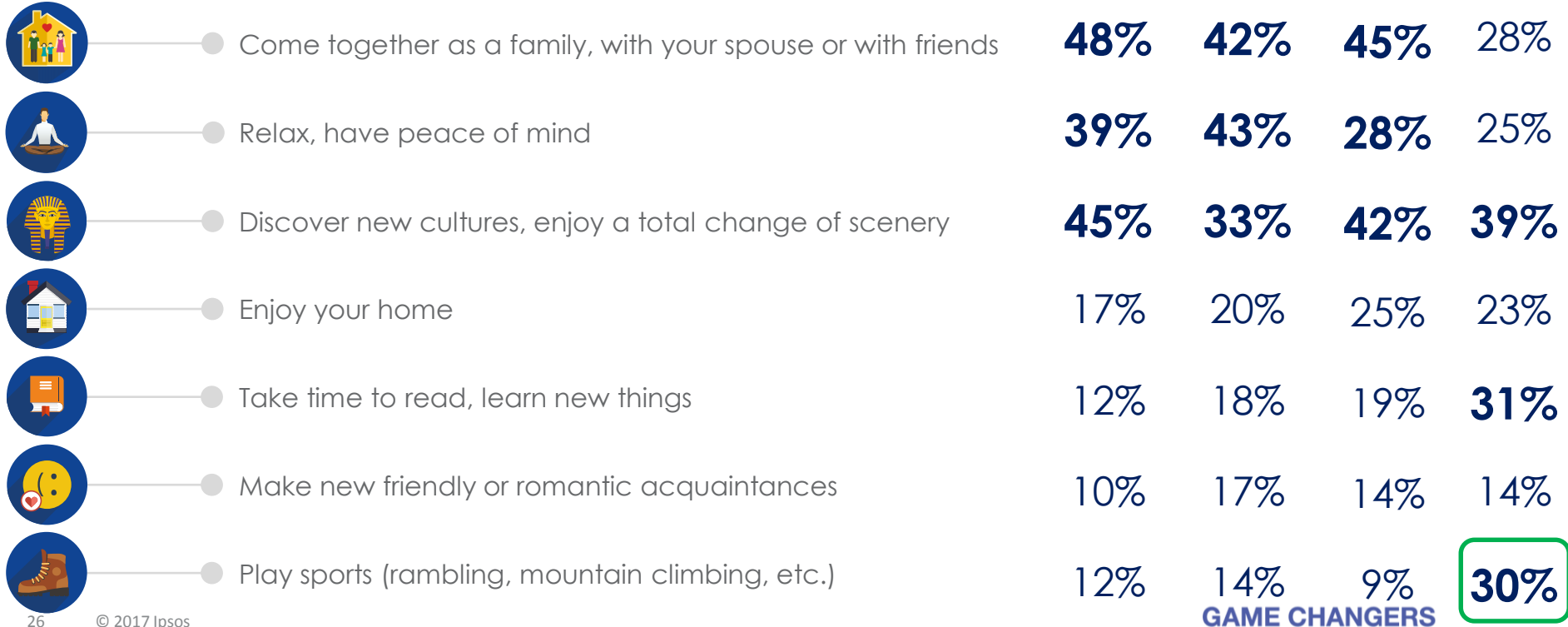
10%



Play sports (rambling, mountain climbing, etc.)

# CHINESE ARE DISTINCTIVE FOR HAVING A MORE ACTIVE APPROACH TO THEIR HOLIDAYS

## ACTIVITIES PLANNED DURING SUMMER HOLIDAYS



GAME CHANGERS

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

Concerning your work, do you think that during your holidays...?

## Among those concerned

66% -2



You will completely unplug from your job

20% =



You will still check your emails, but will not necessarily respond to them

10% +1



You will answer emails and/or calls

4% =



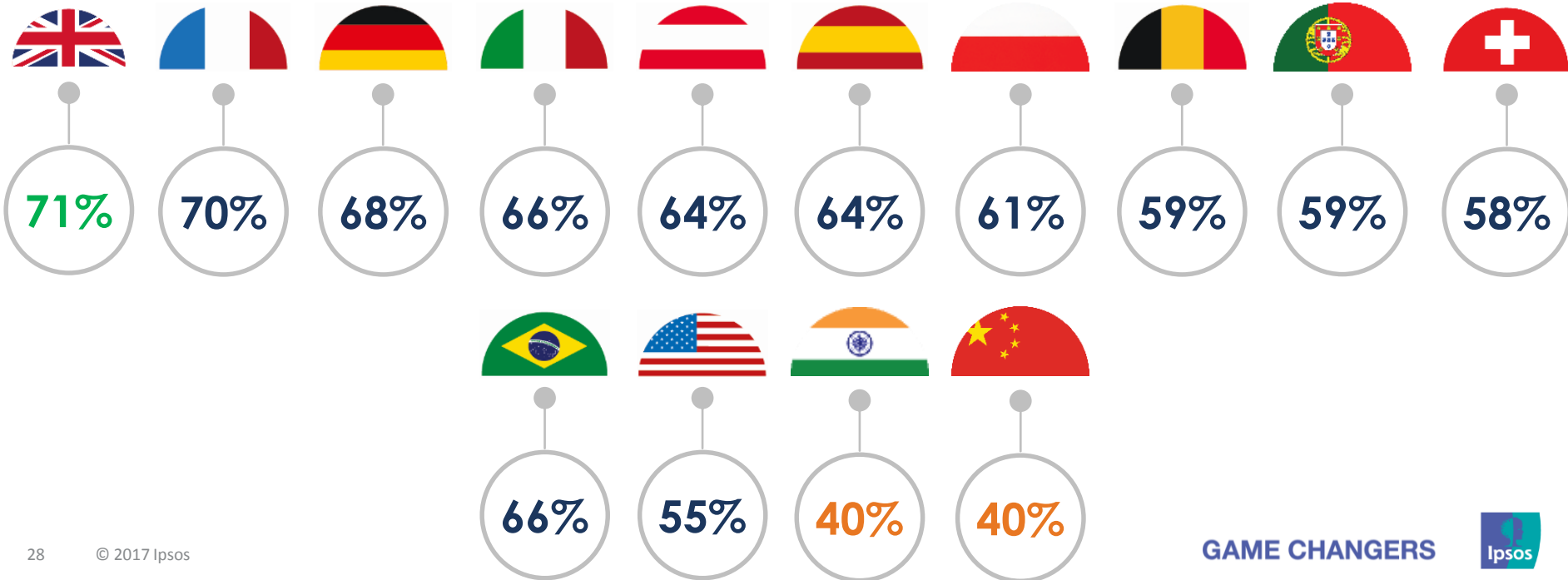
You will continue to work, even if only from time to time

# WHEN ON HOLIDAYS, NON-EUROPEANS ARE MORE CONNECTED TO THEIR WORK THAN EUROPEANS, EXCEPT FOR THE BRAZILIANS

Among the people concerned



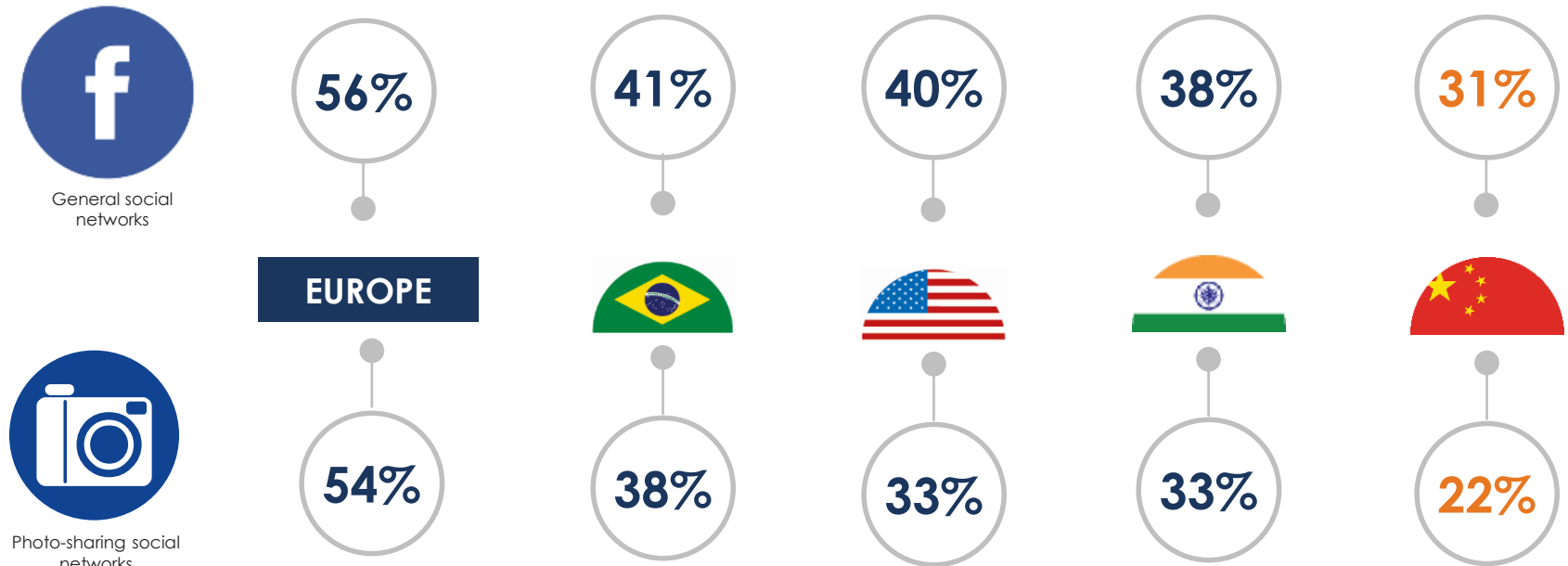
WILL COMPLETELY UNPLUG FROM YOUR JOB



# NON-EUROPEANS ARE ALSO MORE CONNECTED TO SOCIAL NETWORKS DURING THEIR HOLIDAYS. IT IS PARTICULARLY THE CASE FOR THE ASIAN HOLIDAYMAKERS

Among the people concerned

## WILL USE GENERAL SOCIAL NETWORKS LESS THAN USUAL





## 4. HOLIDAY ACCOMODATION: MILLENIALS MORE INTO NEW WAYS TO TRAVEL

# HOTELS REMAIN THE PREFERRED ACCOMMODATION FOR THE MAJORITY OF EUROPEANS HOLIDAYMAKERS FOR SUMMER HOLIDAYS

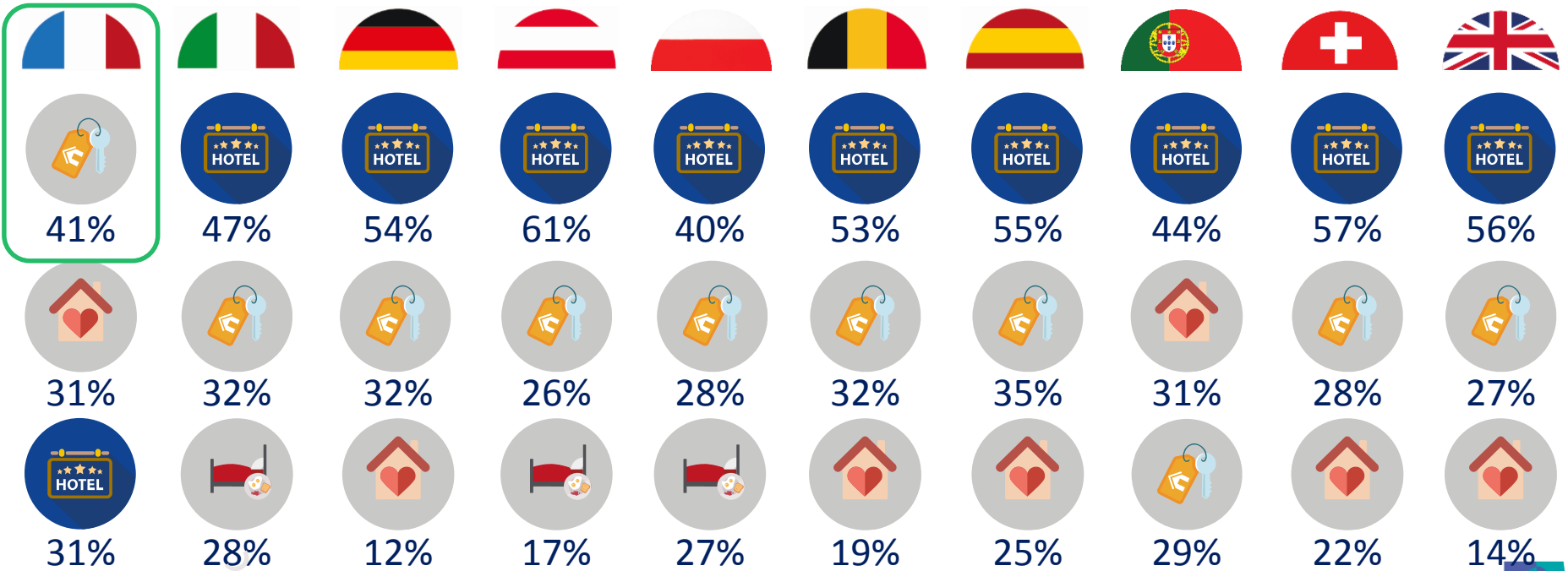
## TYPE OF ACCOMMODATION PREFERRED FOR SUMMER HOLIDAYS

EUROPE



# FRANCE REMAINS AN OUTLIER WITH THE MAJORITY OF HOLIDAYMAKERS OPTING FOR SEASONAL RENTALS WHILE THE REST OF EUROPEANS PREFER HOTELS

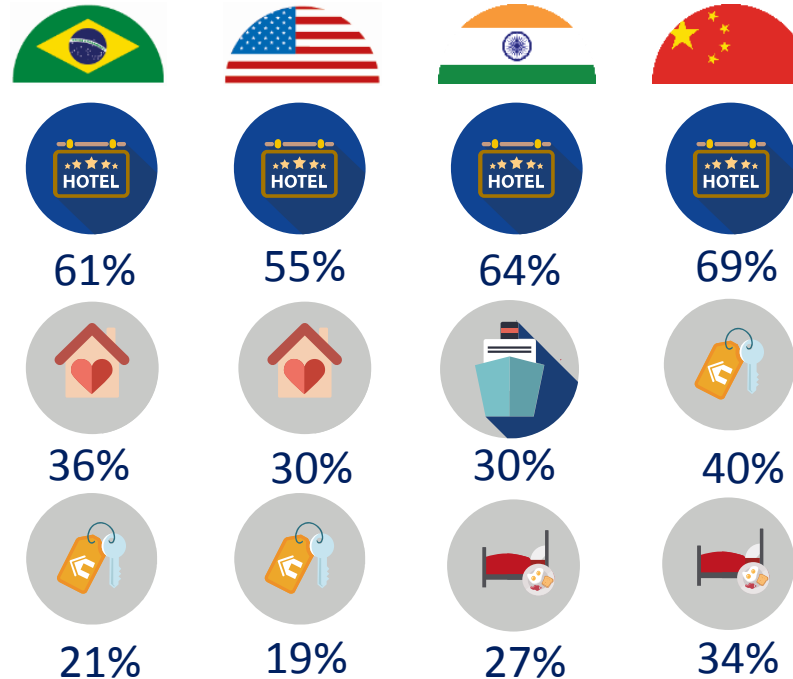
## TYPE OF ACCOMMODATION PREFERRED FOR SUMMER HOLIDAYS









# INDIANS ARE MORE KEEN ON CRUISES THAN THE REST OF THE OTHER COUNTRIES

## TYPE OF ACCOMMODATION PREFERRED FOR SUMMER HOLIDAYS



# ALL OVER THE WORLD, MILLENNIALS ARE MORE INTERESTED IN NEW HOLIDAY HOUSING PRACTICES THAN THE GENERAL POPULATION

## INTEREST IN EACH OF THE PRACTICES

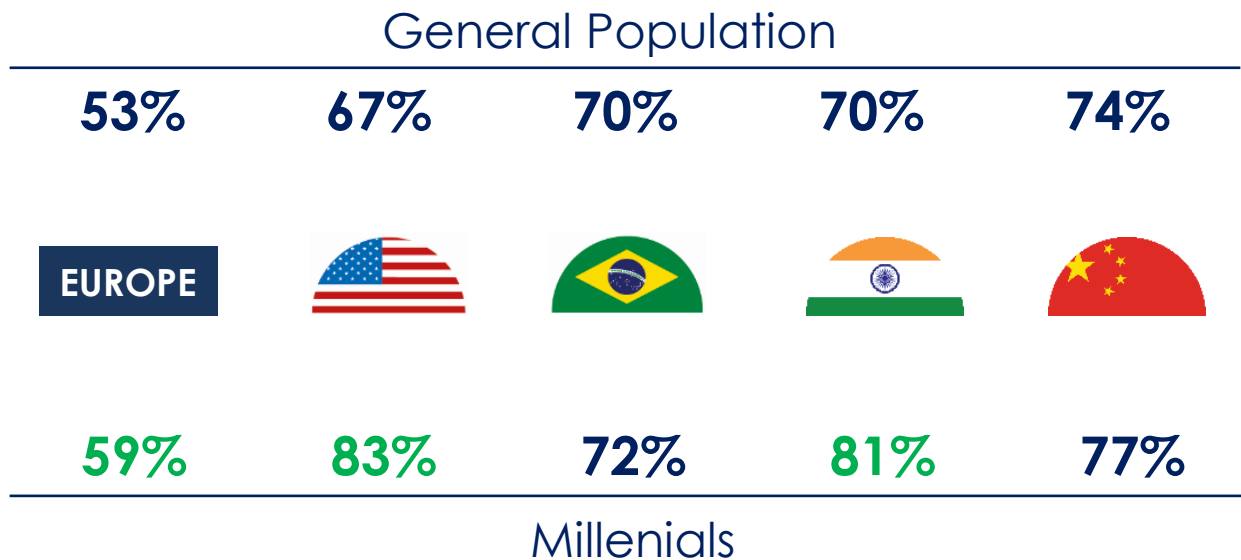
	EUROPE				
<b>Rental of a private individual's house or apartment</b>	46% / <b>59%</b>	38% / <b>59%</b>	52% / <b>58%</b>	48% / <b>55%</b>	53% / 51%
<b>Rental of a room in a private home</b>	24% / <b>34%</b>	20% / <b>37%</b>	38% / <b>43%</b>	48% / <b>55%</b>	63% / <b>69%</b>
<b>Free home exchange between individuals</b>	13% / <b>20%</b>	16% / <b>29%</b>	19% / <b>23%</b>	34% / <b>44%</b>	53% / <b>56%</b>

# MILLENNIALS ARE ALSO MORE LIKELY TO HAVE ALREADY TESTED NEW KINDS OF ACTIVITIES WHEN TRAVELLING

When travelling, have you ever:

## Done at least one of the following kinds of activities:

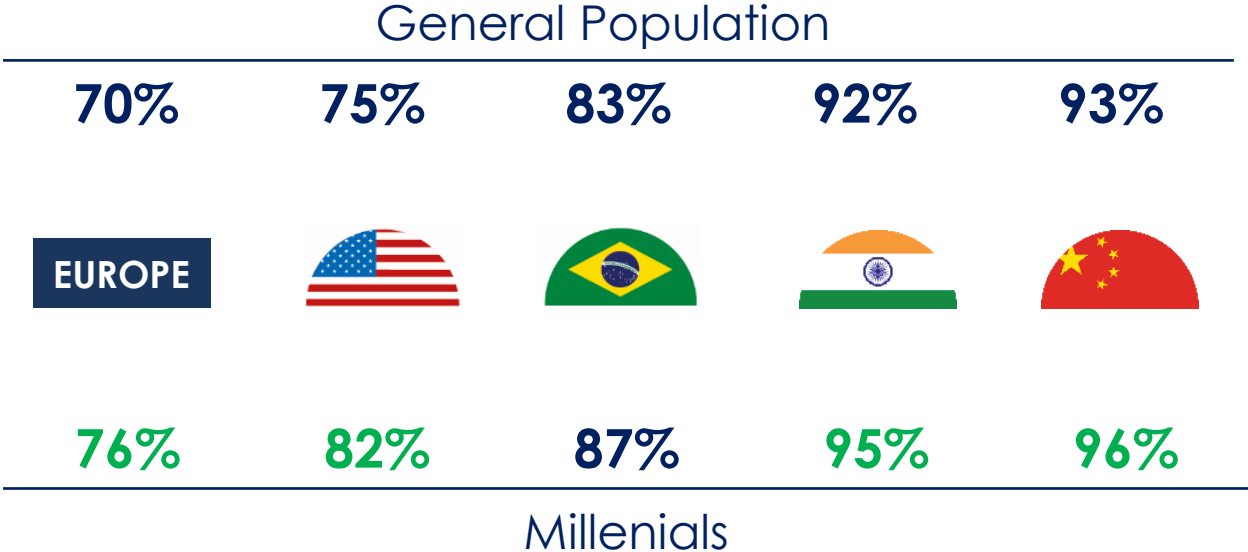
- Been camping in the wilderness
- Stayed at a local's home
  - Stayed in a cabin in the middle of nature
- Home exchange between individuals
- Hosted travellers in your home
  - Eco-tourism
- Socially responsible tourism
- Travelled around the world



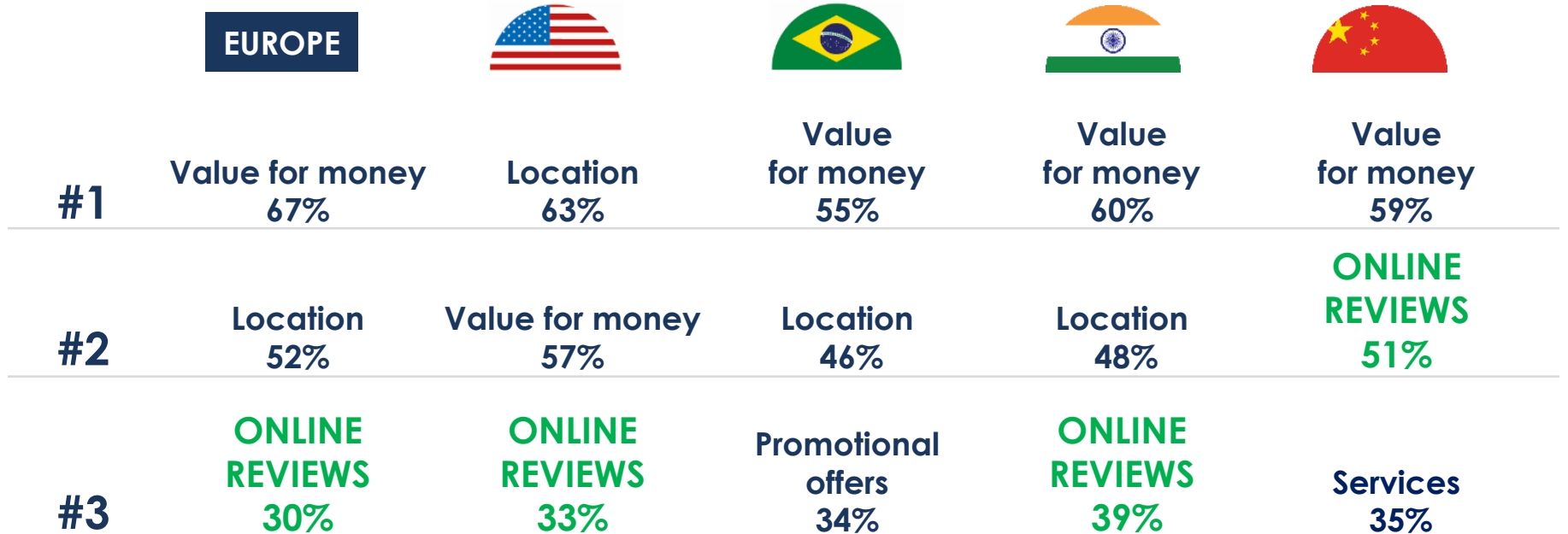
# MILLENNIALS MORE LIKELY TO POST A REVIEW OF SERVICES AFTER THEIR HOLIDAY THAN THE GENERAL POPULATION

Has posted a review of these services after the holiday

- 
- A hotel
  - A rental
  - A tourist attraction
  - A restaurant
  - An airline



# ONLINE REVIEWS: 3RD DECISION-MAKING FACTOR IN ACCOMODATION, AND EVEN SECOND IN CHINA





## 5. CITIES OF DREAMS, DREAMS OF CITIES

# A SHARED FASCINATION AMONG EUROPEANS AND AMERICANS WITH CITIES

CITIES THAT **EUROPEANS** WOULD LIKE TO VISIT AT LEAST ONCE IN THEIR LIFE

25%

**NEW YORK**



16%

**PARIS**



15%

**ROME**



12%

**LONDON**



15%

19%

10%

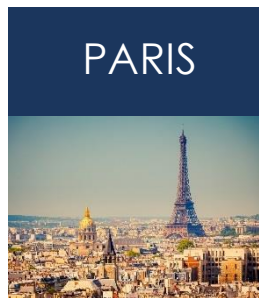
19%

CITIES THAT **AMERICANS** WOULD LIKE TO VISIT AT LEAST ONCE IN THEIR LIFE

# PARIS ENJOYS THE STRONGEST POWER OF ATTRACTION FOR THE BRAZILIANS, WHO ALSO DREAM OF VISITING SEVERAL CITIES OF THEIR OWN COUNTRY



## CITIES THAT BRAZILIANS WOULD LIKE TO VISIT AT LEAST ONCE IN THEIR LIFE



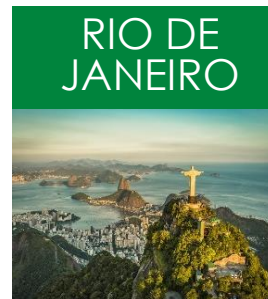
16%



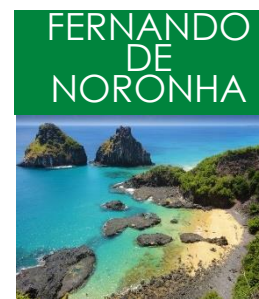
10%



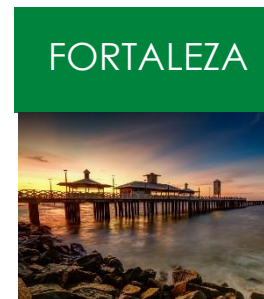
9%



9%



8%



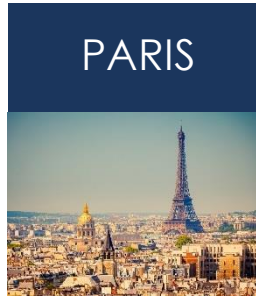
7%



# INDIANS ARE ALSO STRONGLY ATTRACTED BY PARIS



CITIES THAT INDIANS WOULD LIKE TO VISIT AT LEAST ONCE IN THEIR LIFE



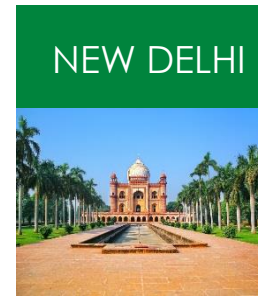
17%



14%



13%



7%



6%

# IN CHINA, PARIS ENJOYS THE STRONGEST POWER OF ATTRACTION FOR CHINESE PEOPLE, WHO ALSO DREAM OF VISITING THEIR CAPITAL



CITIES THAT CHINESE PEOPLE WOULD LIKE TO VISIT AT LEAST ONCE IN THEIR LIFE

PARIS



15%

BEIJING



14%

NEW YORK



9%

LONDON



8%

TOKYO



7%

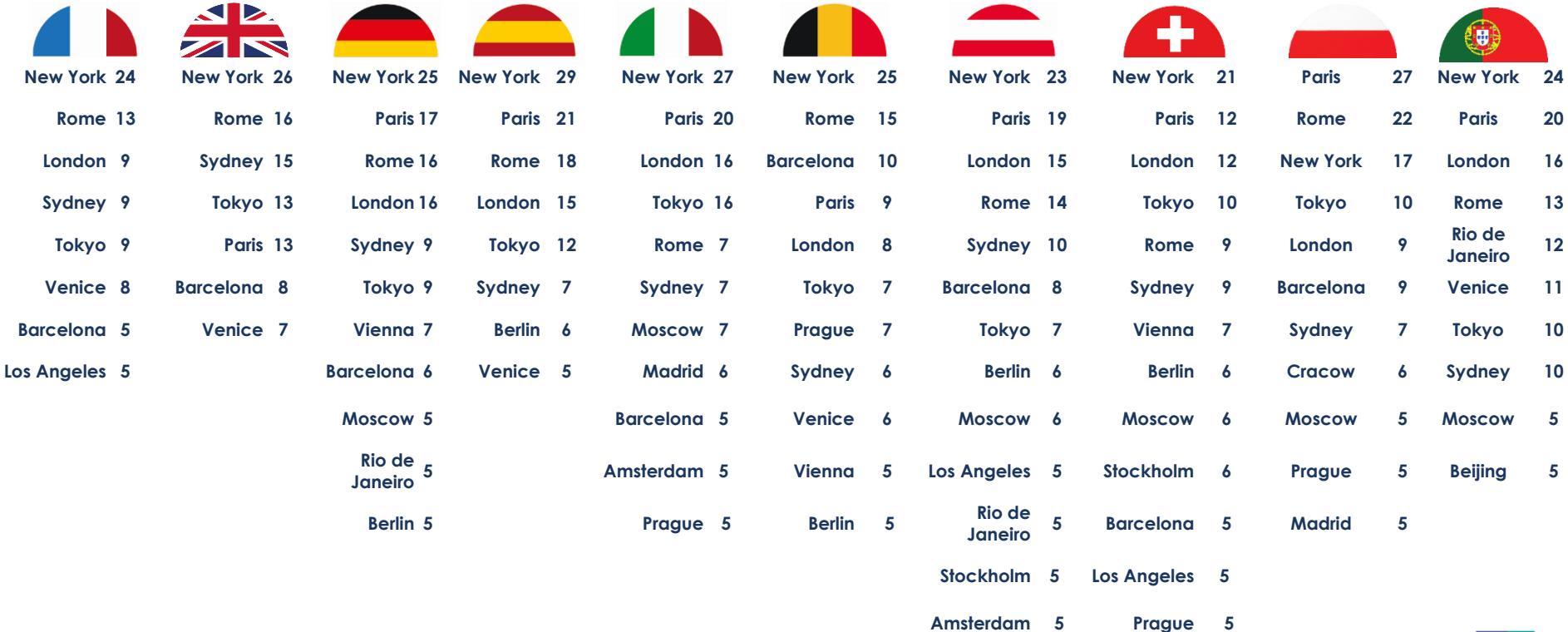
SHANGHAI



7%

# TOP CITIES THAT PEOPLE DREAM OF VISITING IN EACH COUNTRY

as %



# TOP 15 CITIES THAT PEOPLE DREAM OF VISITING IN EACH COUNTRY

as %



Paris	19
London	19
New York	15
Rome	10
Sydney	8
Las Vegas	7
Tokyo	6
Dublin	5
San Francisco	5



Paris	16
New York	10
London	9
Rio de Janeiro	9
Fernando de Noronha	8
Fortaleza	7
Sao Paolo	6
Gramado	6
Rome	5
Tokyo	5
Natal	5



Paris	17
London	14
New York	13
New Delhi	7
Mumbai	6
Bangalore	5
Cachemire	5



Paris	15
Beijing	14
New York	9
London	8
Tokyo	7
Shanghai	7
Hong Kong	5



## 6. SPORTS COMPETITIONS TO TRAVEL TO

# THE OLYMPIC GAMES AND SOCCER COMPETITIONS AS THE MOST ATTRACTIVE INTERNATIONAL SPORTS EVENTS TO ATTEND

#1

EUROPE



TOKYO 2020



TOKYO 2020



FIFA WORLD CUP  
RUSSIA 2018



FIFA WORLD CUP  
RUSSIA 2018



TOKYO 2020

#2



UEFA  
EURO2020



LIII  
SUPER BOWL



TOKYO 2020



TOKYO 2020



FIBA  
BASKETBALL  
WORLD CUP  
China 2019

#3



SINCE 1929  
MONACO  
GRANDPRIX



FIFA WORLD CUP  
RUSSIA 2018



us open



Le  
de TOUR  
FRANCE



THE CHAMPIONSHIPS  
WIMBLEDON



UEFA  
EURO2020



FIFA WORLD CUP  
RUSSIA 2018

# BUT COMPETITIONS TAKING PLACE LOCALLY ARE ALSO HIGHLY RANKED

#1

EUROPE



#2



#3



# FRANCE AND THE UK ALSO FAVOR COMPETITIONS TAKING PLACE LOCALLY





# LOOKING SPECIFICALLY AT THE GRAND SLAM, THE SAME LOCAL PREFERENCE APPLIES

## AVERAGE RANK OF INTEREST

	EUROPE	USA	Brazil	India	China
	#5	#6	#11	#3	#6
	#7	#10	#7	#8	#5
	#10	#3	#8	#5	#8
	#9	#5	#10	#4	#7

# IN EUROPE, THE EUROPEAN FOOTBALL CHAMPIONSHIP OF 2020 IS SHORTLY AHEAD OF THE FIFA WORLD CUP OF 2018 IN TERMS OF INTEREST AS A TRAVEL DESTINATION

## INTEREST TO TRAVEL TO ATTEND THE COMPETITION

(%)



**23%**   **20%**   **37%**   **32%**   **33%**   **26%**   **33%**   **32%**   **48%**   **50%**



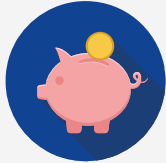
**21%**   **16%**   **31%**   **31%**   **27%**   **22%**   **26%**   **29%**   **44%**   **47%**



**7. TRAVELLING THE WORLD:  
A COLLECTIVE IMAGINATION**

# THAILAND IS CONSIDERED AS THE MOST EXOTIC COUNTRY AND SOUTH AFRICA THE WILDEST

## EUROPE



Cheapest to visit

Spain  
10%

Mexico  
28%

Brazil  
19%

India  
20%

China – 21%  
Thailand – 19%



Most exotic

Thailand  
13%

Thailand  
9%

India – 13%  
China – 11%

India  
11%

Thailand – 11%  
France – 9%



Wildest

Australia – 9%  
South Africa – 8%

Australia  
15%

South Africa  
50%

South Africa  
24%

USA  
25%

FRANCE IS CONSIDERED AS THE MOST ROMANTIC COUNTRY FOR THE NON-EUROPEANS,  
BUT FOR THE OTHER CRITERIA, EACH NATIONALITY CHOOSES ITS OWN COUNTRY

EUROPE



Most welcoming

Spain – 15%  
Italy – 13%

USA  
21%

Brazil  
52%

India  
26%

China  
35%



Most romantic

Italy  
39%

France  
48%

France  
49%

France – 21%  
Switzerland – 18%

France  
64%



Most relaxing

Spain – 11%  
Italy – 8%

USA  
17%

Brazil  
19%

India  
17%

China  
21%

# ITALY IS CONSIDERED AS THE MOST GASTRONOMIC COUNTRY FOR THE EUROPEANS AND THE NORTH AMERICANS. THE OTHER NATIONALITIES CHOOSE THEIR OWN COUNTRY ON MOST CRITERIA

## EUROPE



Culturally rich

Italy  
22%

Italy  
18%

Brazil  
19%

India  
35%

China  
62%



Best food

Italy  
31%

Italy  
30%

Brazil  
41%

India  
46%

China  
59%



Most historical

Italy  
28%

Italy  
18%

Italy – 14%  
Greece – 13%  
Egypt – 13%

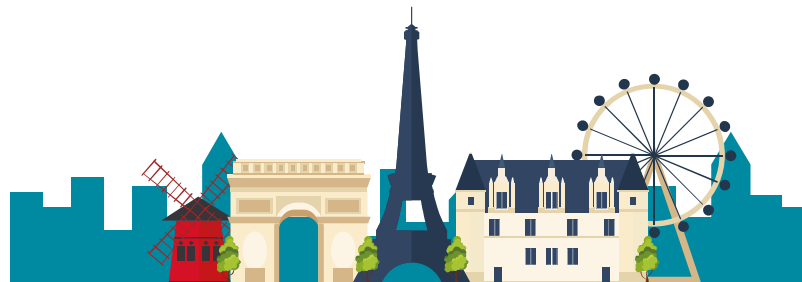
India  
28%

China  
64%



## 8. COUNTRY FACT SHEETS

# FRANCE



## HOLIDAY PLANS

HOLIDAY PLANS **69% (+4pts)**

*Vs Europe 64% (+1pt)*

BUDGET **€1,993 (+1%)**

*Vs Europe €1,957 (-2%)*

## HOLIDAYS IN THEIR OWN COUNTRY

**57% (-6pts)**

## PREFERRED FOREIGN DESTINATIONS

Spain 16% (+4pts)

Italy 8% (-1pt)

Portugal 7% (+2pts)

## ACCOMMODATION

### ACCOMMODATION

Seasonal rentals **41% (-1pt)**

Hotels **31% (+1pt)**

Family & friends **31% (-6pts)**

Check online reviews when  
choosing accommodation

**22% (-5pts)**

Posting a review online on a rental

**57% (+5pts)**

## DREAM HOLIDAYS

Favorite cities to visit

**New York, Rome, London**

Favorite sports competition to attend  
**2020 Olympic Games in Tokyo**

Most romantic country to visit

**Italy**

Most exotic country to visit

**Thailand**

(+XX / -XX) : Evolution vs 2017



# UNITED KINGDOM



## HOLIDAY PLANS

HOLIDAY PLANS **66% (+1pt)**  
Vs Europe 64% (+1pt)

BUDGET **£1,955 (+23%)**  
Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY  
**26% (-5pts)**

PREFERRED FOREIGN DESTINATIONS  
Spain 18% (-3pts)  
France 11% (+2pts)  
Italy 10% (+2pts)

## ACCOMMODATION

ACCOMMODATION  
Hotels **56% (+4pts)**  
Seasonal rentals **27% (-6pts)**  
Family & friends **14% (-2pts)**

Check online reviews when  
choosing accommodation  
**37% (-2pts)**

Posting a review online on an hotel  
**65% (+4pts)**

(+XX / -XX) : Evolution vs 2017

## DREAM HOLIDAYS

Favorite cities to visit  
**New York, Rome, Sydney**

Favorite sports competition to attend  
**Wimbledon Championship in Europe**

Most romantic country to visit  
**Italy**

Most exotic country to visit  
**Thailand**

# GERMANY



## HOLIDAY PLANS

HOLIDAY PLANS **64% (+1pt)**

Vs Europe 64% (+1pt)

BUDGET **€2,376 (+3%)**

Vs Europe €1,957 (-2%)

## HOLIDAYS IN THEIR OWN COUNTRY

**27% (-3pts)**

## PREFERRED FOREIGN DESTINATIONS

Spain 15% (=)

Italy 14% (-2pts)

Austria 8% (+1pt)

## ACCOMMODATION

### ACCOMMODATION

Hotels **54% (+1pt)**

Seasonal rentals **32% (-4pts)**

Family & friends **12% (-2pts)**

Check online reviews when  
choosing accommodation

**22% (-4pts)**

Posting a review online on an hotel

**56% (+3pts)**

(+XX / -XX) : Evolution vs 2017

## DREAM HOLIDAYS

Favorite cities to visit

**New York, Paris, London/Rome**

Favorite sports competition to attend

**2020 European Football  
Championship in Europe**

Most romantic country to visit

**Italy**

Most exotic country to visit

**Thailand**

# SPAIN



## HOLIDAY PLANS

HOLIDAY PLANS **61% (+3pts)**  
Vs Europe **64% (+1pt)**

BUDGET **€1,658 (=)**  
Vs Europe **€1,957 (-2%)**

HOLIDAYS IN THEIR OWN COUNTRY  
**56% (+4pts)**

PREFERRED FOREIGN DESTINATIONS  
France **12% (+2pts)**  
Italy **10% (+1pt)**  
Portugal **7% (=)**

## ACCOMMODATION

ACCOMMODATION  
Hotels **55% (-2pts)**  
Seasonal rentals **35% (+3pts)**  
Family & friends **25% (-2pts)**

Check online reviews when  
choosing accommodation  
**36% (+3pts)**

Posting a review online on an hotel  
**67% (+1pt)**

(+XX / -XX) : Evolution vs 2017

## DREAM HOLIDAYS

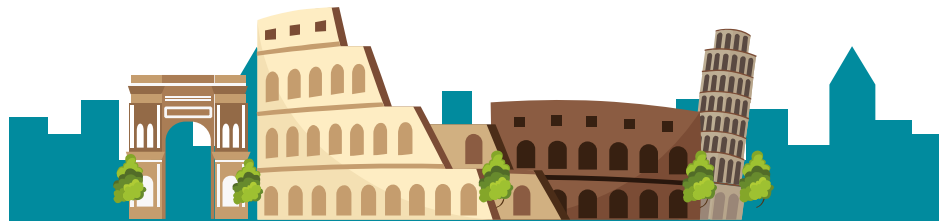
Favorite cities to visit  
**New York, Paris, Rome**

Favorite sports competition to attend  
**2020 Olympic Games in Tokyo**

Most romantic country to visit  
**France**

Most exotic country to visit  
**Thailand**

# ITALY



## HOLIDAY PLANS

HOLIDAY PLANS **62% (+1pt)**  
Vs Europe 64% (+1pt)

BUDGET **€1,776 (+2%)**  
Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY  
**52% (-4pts)**

PREFERRED FOREIGN DESTINATIONS  
Spain 14% (+1pt)  
Greece 9% (+3pts)  
France 8% (=)

## ACCOMMODATION

ACCOMMODATION  
Hotels **47% (+2pts)**  
Seasonal rentals **32% (+1pt)**  
Bed & Breakfast **28% (+2pts)**

Check online reviews when  
choosing accommodation  
**41% (+1pt)**

Posting a review online on an hotel  
**69% (+4pts)**

(+XX / -XX) : Evolution vs 2017

## DREAM HOLIDAYS

Favorite cities to visit  
**New York, Paris, London/Tokyo**

Favorite sports competition to attend  
**2020 Olympic Games in Tokyo**

Most romantic country to visit  
**France**

Most exotic country to visit  
**India**

# BELGIUM



## HOLIDAY PLANS

**HOLIDAY PLANS 63% (+3pts)**  
Vs Europe 64% (+1pt)

**BUDGET €2,318 (+6%)**  
Vs Europe €1,957 (-2%)

**HOLIDAYS IN THEIR OWN COUNTRY**  
16% (=)

**PREFERRED FOREIGN DESTINATIONS**  
France 34% (+2pts)  
Spain 19% (=)  
Italy 12% (=)

## ACCOMMODATION

**ACCOMMODATION**  
Hotels 53% (=)  
Seasonal rentals 32% (=)  
Family & friends 19% (+1pt)

**Check online reviews when  
choosing accommodation**  
23% (-4pts)

**Posting a review online on an hotel**  
58% (-4pts)

(+XX / -XX) : Evolution vs 2017

## DREAM HOLIDAYS

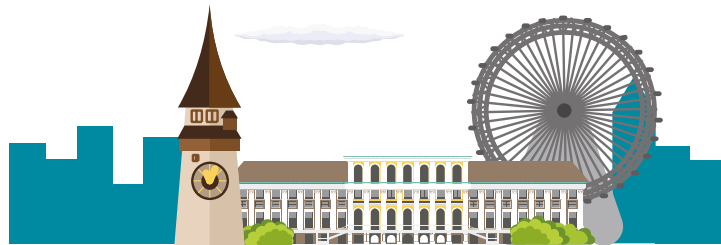
**Favorite cities to visit**  
New York, Rome, Barcelona

**Favorite sports competition to attend**  
2020 European Football  
Championship in Europe

**Most romantic country to visit**  
Italy

**Most exotic country to visit**  
Thailand

# AUSTRIA



## HOLIDAY PLANS

HOLIDAY PLANS **66% (=)**  
Vs Europe 64% (+1pt)

BUDGET **€2,645 (+9%)**  
Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY  
**30% (+2pts)**

PREFERRED FOREIGN DESTINATIONS  
Italy 29% (+4pts)  
Croatia 23% (+4pts)  
Germany 11% (+1pt)

## ACCOMMODATION

ACCOMMODATION  
Hotels **61% (-1pt)**  
Seasonal rentals **26% (+2pts)**  
Bed & Breakfast **17% (+2pts)**

Check online reviews when  
choosing accommodation  
**27% (-2pts)**

Posting a review online on an hotel  
**59% (=)**

(+XX / -XX) : Evolution vs 2017

## DREAM HOLIDAYS

Favorite cities to visit  
**New York, Paris, London**

Favorite sports competition to attend  
**2018 Grand Prix Automobile de  
Monaco**

Most romantic country to visit  
**France**

Most exotic country to visit  
**Thailand**

# SWITZERLAND



## HOLIDAY PLANS

HOLIDAY PLANS **66% (=)**  
Vs Europe 64% (+1pt)

BUDGET **CHF 3,235 (+9%)**  
Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY  
**20% (=)**

PREFERRED FOREIGN DESTINATIONS  
Italy 25% (=)  
Spain 19% (-1pt)  
France 18% (-1pt)

## ACCOMMODATION

ACCOMMODATION  
Hotels **57% (+3pts)**

Seasonal rentals **28% (-1pt)**  
Family & friends **22% (-1pt)**

Check online reviews when  
choosing accommodation  
**28% (=)**

Posting a review online on an hotel  
**65% (-3pts)**

(+XX / -XX) : Evolution vs 2017

## DREAM HOLIDAYS

Favorite cities to visit  
**New York, London/Paris, Tokyo**

Favorite sports competition to attend  
**2020 European Football  
Championship in Europe**

Most romantic country to visit  
**Italy**

Most exotic country to visit  
**Thailand**

# POLAND



## HOLIDAY PLANS

HOLIDAY PLANS **60%**  
Vs Europe 64% (+1pt)

BUDGET **zł 4,324**  
Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY  
**45%**

PREFERRED FOREIGN DESTINATIONS  
Spain 9%  
Italy 8%  
Greece 7%

## ACCOMMODATION

ACCOMMODATION  
Hotels **40%**  
Seasonal rentals **28%**  
Bed & Breakfast **27%**

Check online reviews when  
choosing accommodation  
**32%**

Posting a review online on an hotel  
**61%**

## DREAM HOLIDAYS

Favorite cities to visit  
**Paris, Rome, New York**

Favorite sports competition to attend  
**2020 European Football  
Championship in Europe**

Most romantic country to visit  
**Italy**

Most exotic country to visit  
**Thailand**



# PORTUGAL



## HOLIDAY PLANS

HOLIDAY PLANS **59%**  
Vs Europe 64% (+1pt)

BUDGET **€1,370**  
Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY  
**45%**

PREFERRED FOREIGN DESTINATIONS  
Spain 26%  
Italy 10%  
France 9%

## ACCOMMODATION

ACCOMMODATION  
Hotels **44%**  
Family & friends **31%**  
Seasonal rentals **29%**

Check online reviews when  
choosing accommodation  
**21%**

Posting a review online on an hotel  
**65%**

## DREAM HOLIDAYS

Favorite cities to visit  
**New York, Paris, London**

Favorite sports competition to attend  
**2020 European Football  
Championship in Europe**

Most romantic country to visit  
**Italy**

Most exotic country to visit  
**Brazil**

# UNITED STATES



## HOLIDAY PLANS

HOLIDAY PLANS **68% (+2pts)**  
Vs Europe 64% (+1pt)

BUDGET **\$2,643 (-1%)**  
Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY  
**46% (+5pts)**

PREFERRED FOREIGN DESTINATIONS  
Canada 6% (-2pts)  
Mexico 4% (-3pts)  
Bahamas 3% (=) – France 3% (+1pt)  
Italy 3% (-2pts)

## ACCOMMODATION

ACCOMMODATION  
Hotels **55% (-2pts)**  
Family & friends **30% (-2pts)**  
Seasonal rentals **19% (+1pt)**

Check online reviews when  
choosing accommodation  
**33% (+2pts)**

Posting a review online on an hotel  
**66% (-2pts)**

(+XX / -XX) : Evolution vs 2017

## DREAM HOLIDAYS

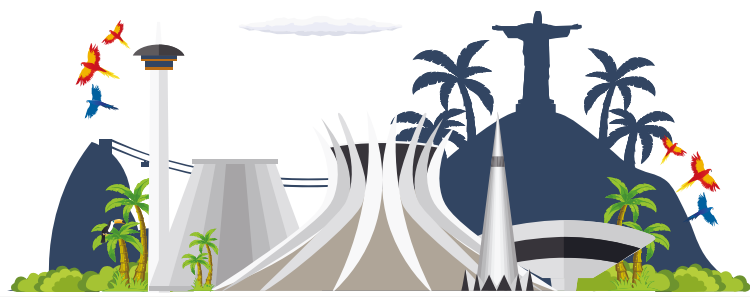
Favorite cities to visit  
**London/Paris, New York, Rome**

Favorite sports competition to attend  
**2020 Olympic Games in Tokyo**

Most romantic country to visit  
**France**

Most exotic country to visit  
**Thailand**

# BRAZIL



## HOLIDAY PLANS

HOLIDAY PLANS **68% (+2pts)**

*Vs Europe 64% (+1pt)*

BUDGET **R\$ 5,209 (+18%)**

*Vs Europe €1,957 (-2%)*

## HOLIDAYS IN THEIR OWN COUNTRY

**33% (-1pts)**

## PREFERRED FOREIGN DESTINATIONS

Argentina 11% (+1pt)

Italy 6% (+1pt)

Chile 5% (+2pts) – France 5% (=)

Portugal 5% (=) – Salvador 5% (3pts)

## ACCOMMODATION

### ACCOMMODATION

Hotels **61% (+2pts)**

Family & friends **36% (+1pt)**

Seasonal rentals **21% (=)**

Check online reviews when  
choosing accommodation

**26% (-2pts)**

Posting a review online on an hotel

**75% (+4pts)**

(+XX / -XX) : Evolution vs 2017

## DREAM HOLIDAYS

Favorite cities to visit

**Paris, New York, London/Rio de  
Janeiro**

Favorite sports competition to attend

**2018 FIFA Soccer World Cup in  
Russia**

Most romantic country to visit

**France**

Most exotic country to visit

**India**

# INDIA



## HOLIDAY PLANS

HOLIDAY PLANS **64%**  
Vs Europe 64% (+1pt)

BUDGET **₹ 181,626**  
Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY  
**25%**

PREFERRED FOREIGN DESTINATIONS  
Australia – Singapore 12%  
Thailand 8%  
USA – Malaysia 7%

## ACCOMMODATION

ACCOMMODATION  
Hotels **64%**

Go on a boat/a cruise **30%**  
Bed & Breakfast **27%**

Check online reviews when  
choosing accommodation  
**39%**

Posting a review online on an hotel  
**86%**

## DREAM HOLIDAYS

Favorite cities to visit  
**Paris, London, New York**

Favorite sports competition to attend  
**2018 FIFA Soccer World Cup in  
Russia**

Most romantic country to visit  
**France**

Most exotic country to visit  
**India**

# CHINA



## HOLIDAY PLANS

HOLIDAY PLANS **67%**  
Vs Europe 64% (+1pt)

BUDGET **¥ 15,707**  
Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY  
**32%**

PREFERRED FOREIGN DESTINATIONS  
Japan 21%  
Thailand 15%  
USA 11%

## ACCOMMODATION

ACCOMMODATION  
Hotels **69%**  
Seasonal rentals **40%**  
Bed & Breakfast **34%**

Check online reviews when  
choosing accommodation  
**51%**

Posting a review online on an hotel  
**88%**

## DREAM HOLIDAYS

Favorite cities to visit  
**Paris, Beijing, New York**

Favorite sports competition to attend  
**2020 Olympic Games in Tokyo**

Most romantic country to visit  
**France**

Most exotic country to visit  
**Thailand**



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