

# Holiday Barometer among Europeans, Americans & Asians

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



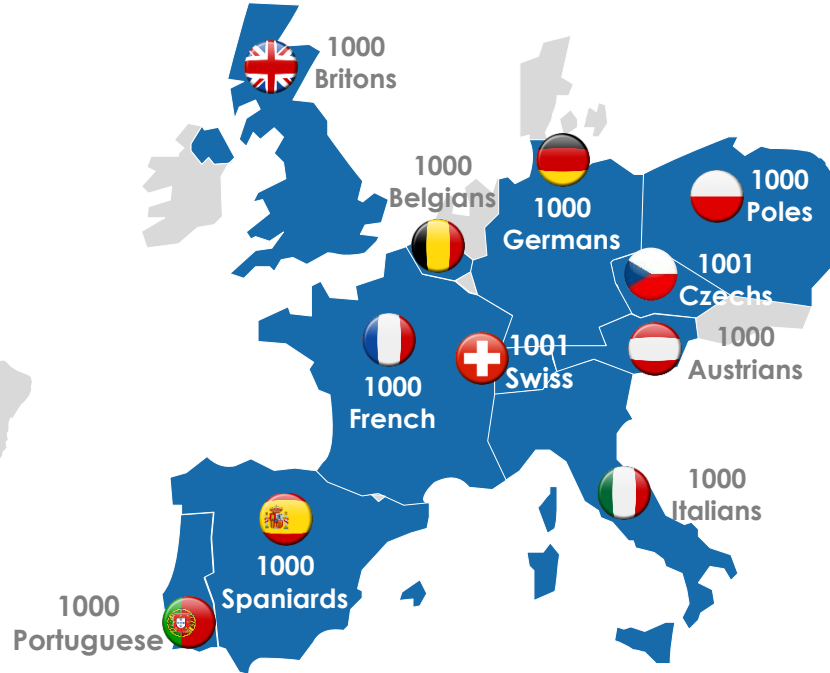
# SCOPE OF THE SURVEY

14 COUNTRIES  
14,002 INTERVIEWS

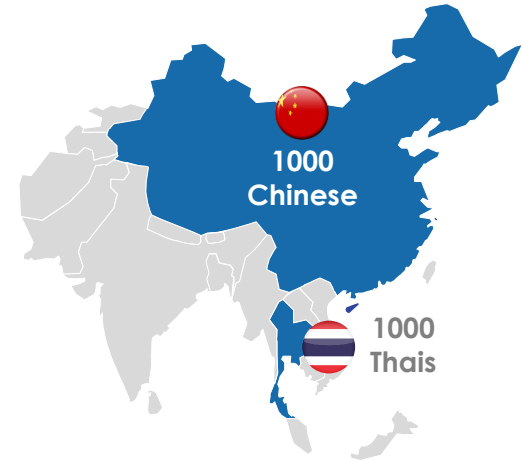
## American scope



## European scope



## Asian scope

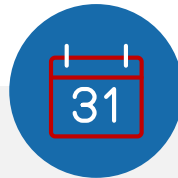


# METHODOLOGY



## Samples

In each country, the survey was conducted on a representative sample of each the population, aged 18 years and older, 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 May 5th and May 20th 2021



## Method of data collection

Online survey in the 14 countries

# CONTENT

IMPACT OF COVID-19 ON PERSONAL SITUATION

P.5

STATE OF MIND  
REARDING NEXT TRIP

P.15

FAVORITE  
DESTINATIONS

P.44

NEW TRAVEL  
PRACTICES

P.68

1

2

3

4

5

6

7

8

BACK TO 2020  
SUMMER HOLIDAYS

P.10

2021 SUMMER  
HOLIDAY PLANS

P.29

2021 SUMMER HOLIDAYS  
ORGANIZATION

P.53

APPENDICES

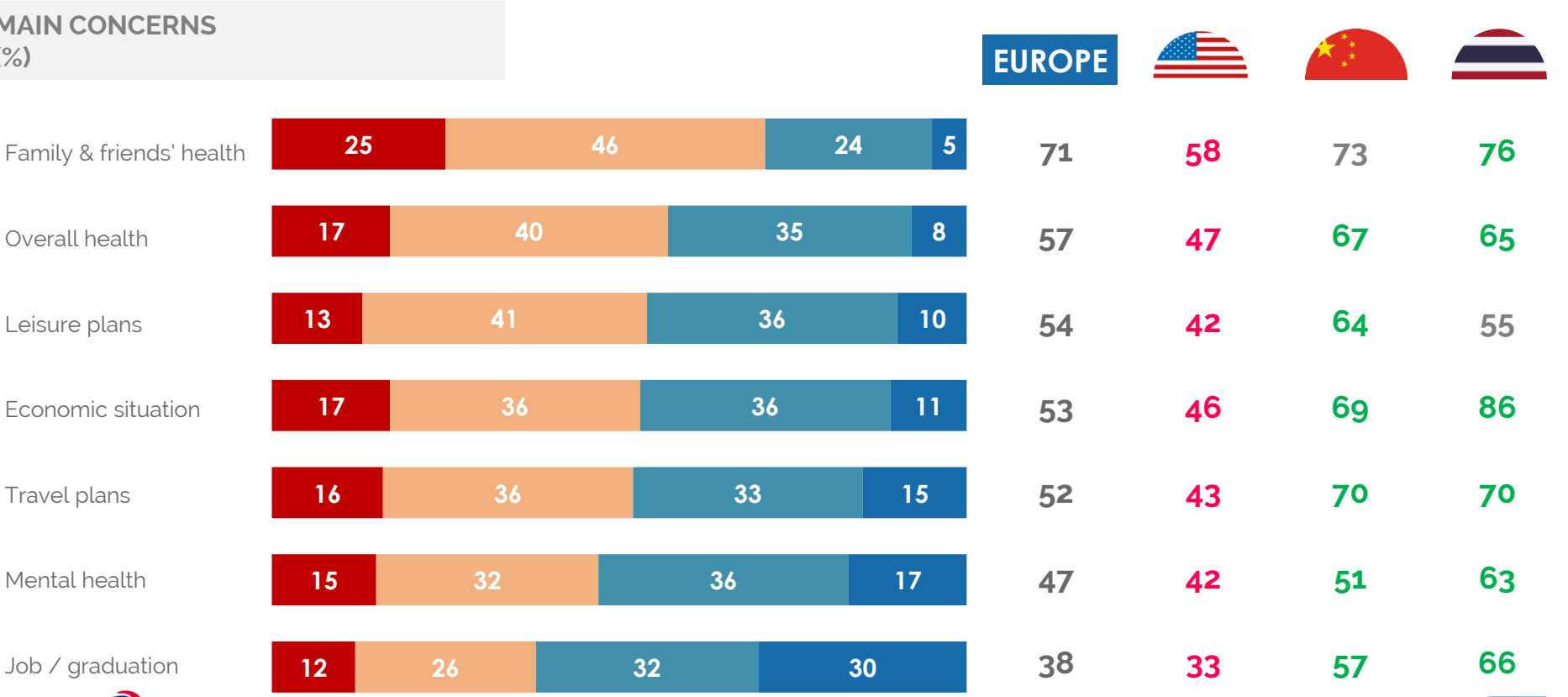
P.78

1.




# IMPACT OF COVID-19 ON PERSONAL SITUATION

- > Main concerns
- > Activities missed due to COVID

AMERICANS, EUROPEANS AND CHINESE ARE MAINLY CONCERNED ABOUT HEALTH, WHILE THAI FOCUS MORE ON THEIR ECONOMIC SITUATION



# AS EUROPEANS ARE EXPERIENCING MORE RESTRICTIONS THAN AMERICANS AND CHINESE, THEY MISS VARIOUS ACTIVITIES MORE INTENSELY, ESPECIALLY SEEING THEIR RELATIVES AND MOVING FREELY

ACTIVITIES MISSED <u>A LOT</u> DUE TO COVID (%)	EUROPE			
Seeing relatives without restrictions	58	32	29	33
Moving when and where wanted	52	20	32	42
Going to a restaurant	40	28	21	28
Travel within own country	39	27	28	32
Travel abroad	36	23	20	22
Going to the cinema / theatre / museums / concerts	35	25	22	29
Go to inside sport places: swimming pool, gym, ...	27	20	18	22
Going to bars / nightclubs	20	15	10	18
Go to shopping centers	20	16	22	28

# 2.

## BACK TO 2020 SUMMER HOLIDAYS

- > Summer travels
- > Destinations
- > Reasons not to travel



LAST SUMMER, LESS THAN HALF OF THE EUROPEANS AND THAI TOOK A TRIP DURING THE SUMMER. IT WAS THE CASE FOR ONLY 3 AMERICANS OUT OF 10

## SUMMER HOLIDAY TRIPS IN 2020

EUROPE

41%

USA

29%

CHINA

39%

THAILAND

44%

AMONG THE EUROPEANS, SITUATIONS ARE QUITE DIVERSE: FRENCH, ITALIANS AND SWISS ARE THE ONES WHO WENT THE MOST ON HOLYDAYS

## SUMMER HOLIDAY TRIPS IN 2020

AUSTRIA

41%

BELGIUM

35%

CZECH REP

45%

FRANCE

51%

GERMANY

36%

ITALY

50%

POLAND

43%

PORTUGAL

43%

SPAIN

36%

SWITZERLAND




49%

UNITED  
KINGDOM

29%

# LAST SUMMER, HOLIDAY MAKERS MOSTLY TRAVELED INSIDE THEIR OWN COUNTRY

2020 SUMMER DESTINATION  
(%)

	EUROPE			
...inside their OWN COUNTRY / STATE	79%	63%	97%	93%
...abroad, IN BORDER COUNTRIES / STATES	25%	50%	6%	12%
...abroad, ANYWHERE ELSE IN THE WORLD	4%	8%	3%	1%

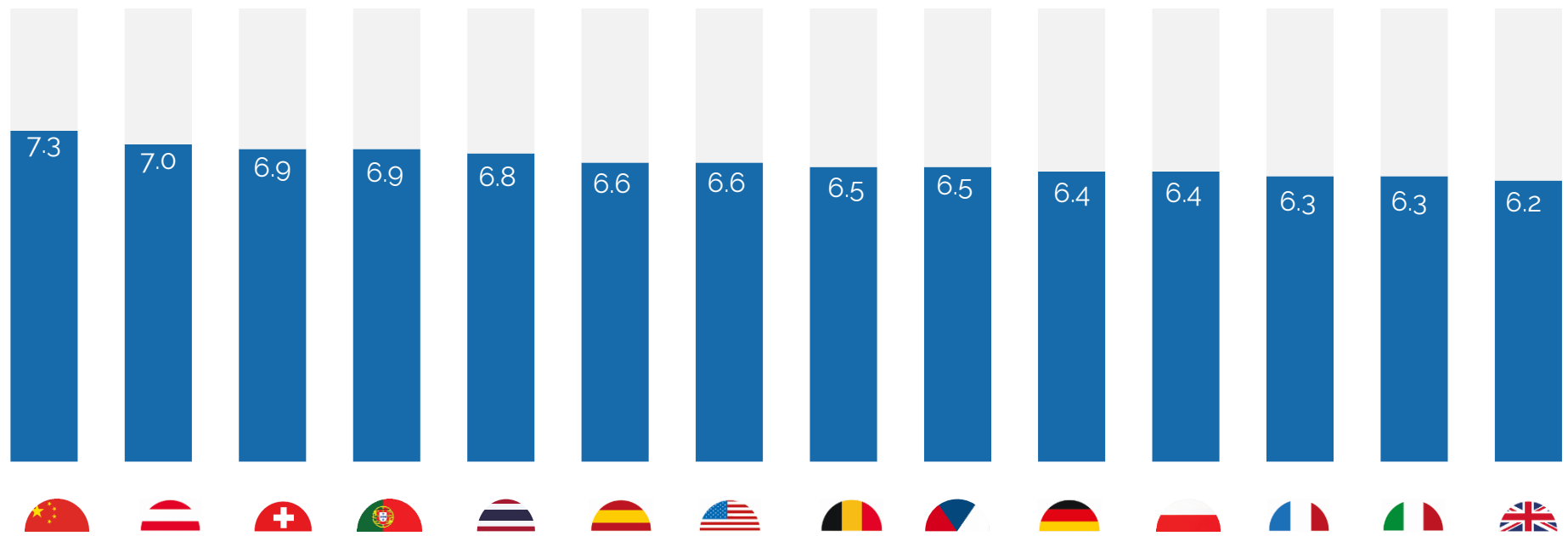
# 3.

## STATE OF MIND READING NEXT TRIP

- > Excitement or anxiety ?
- > Main concerns and conditions to fulfill
- > Do and don't
- > Intention to get vaccinated
- > Opinion on smart vaccination / digital travel health pass

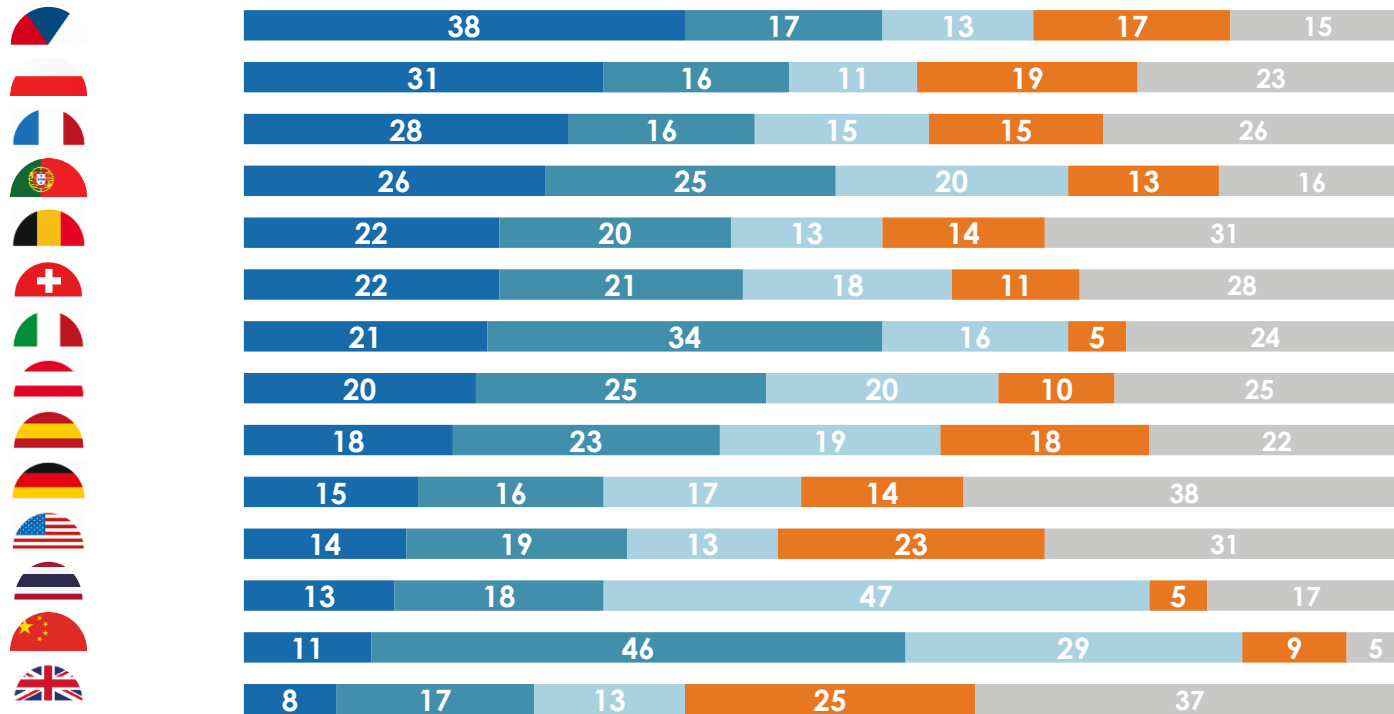
GLOBALLY, THE RESPONDENTS ARE EXCITED TO TRAVEL AGAIN. IT'S MOSTLY THE CASE IN CHINA, AUSTRIA, SWITZERLAND AND PORTUGAL

EXCITEMENT FOR THE NEXT TRIP (MEAN /10)



IN ALMOST ALL COUNTRIES, HOLIDAY IS A BUDGET CATEGORY THEY DON'T WANT TO TOUCH OR WILL CUT SLIGHTLY. IT IS PARTICULARLY THE CASE IN THE CZECH REPUBLIC, POLAND AND FRANCE

## IMPORTANCE OF HOLIDAY BUDGET



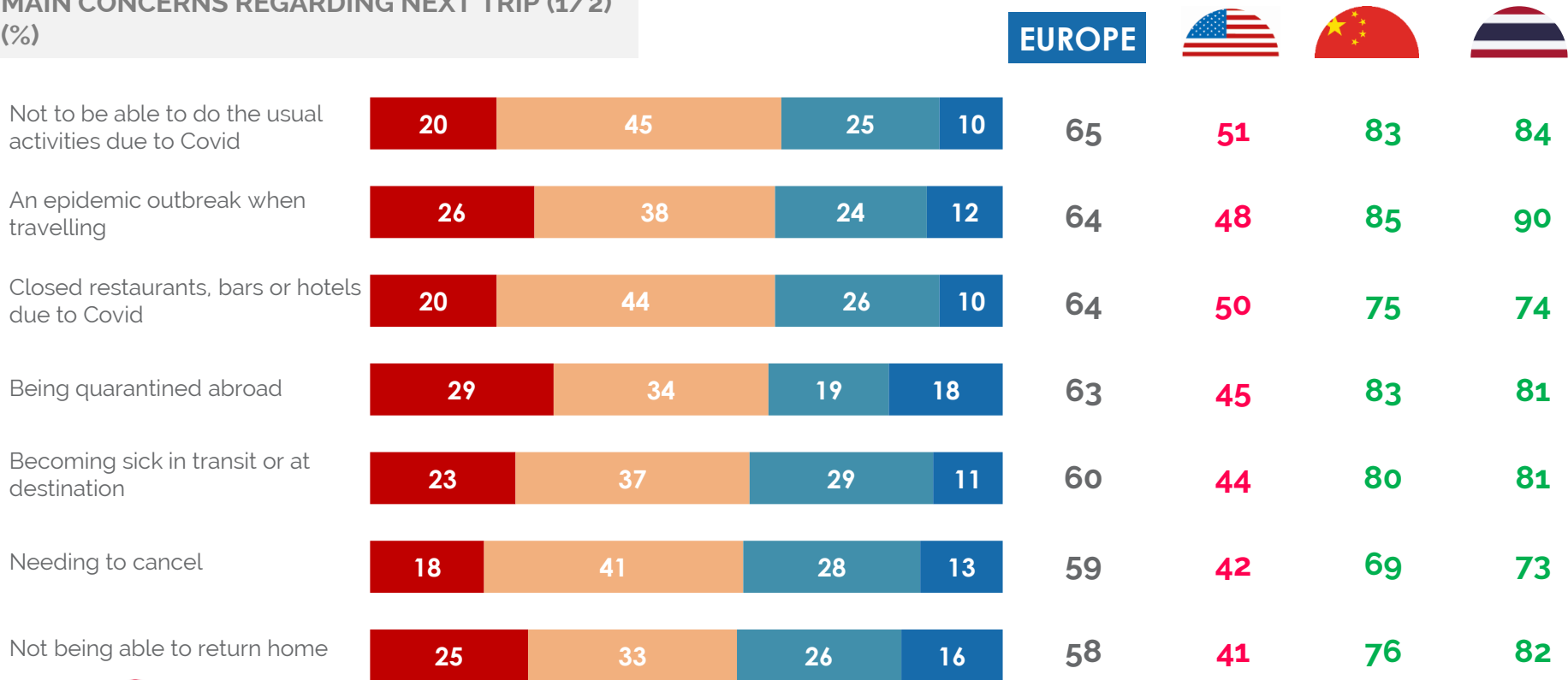
Which of the following statements best matches your opinion? This year, summer trips make up a budget category...

**Don't want to touch** **Cut costs slightly** **Cut costs significantly** **Will do without** **None**

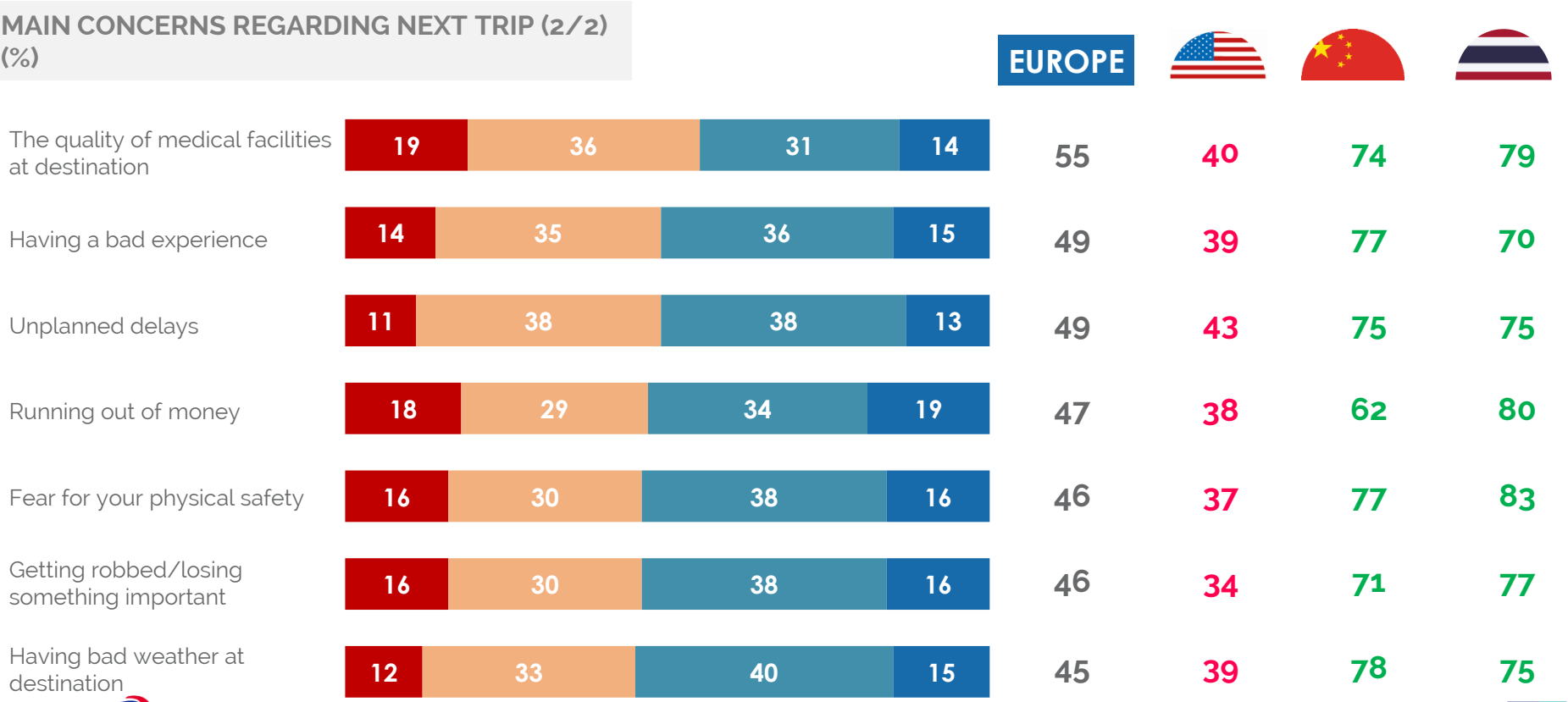
**GAME CHANGERS**

# WHEN THINKING ABOUT THEIR NEXT TRIP, THE RESPONDENTS FEEL MAINLY CONCERNED ABOUT ISSUES RELATED TO THE SANITARY CRISIS. AMERICAN PEOPLE ARE SYSTEMATICALLY LESS WORRIED THAN CHINESE OR THAI

## MAIN CONCERNS REGARDING NEXT TRIP (1/2) (%)

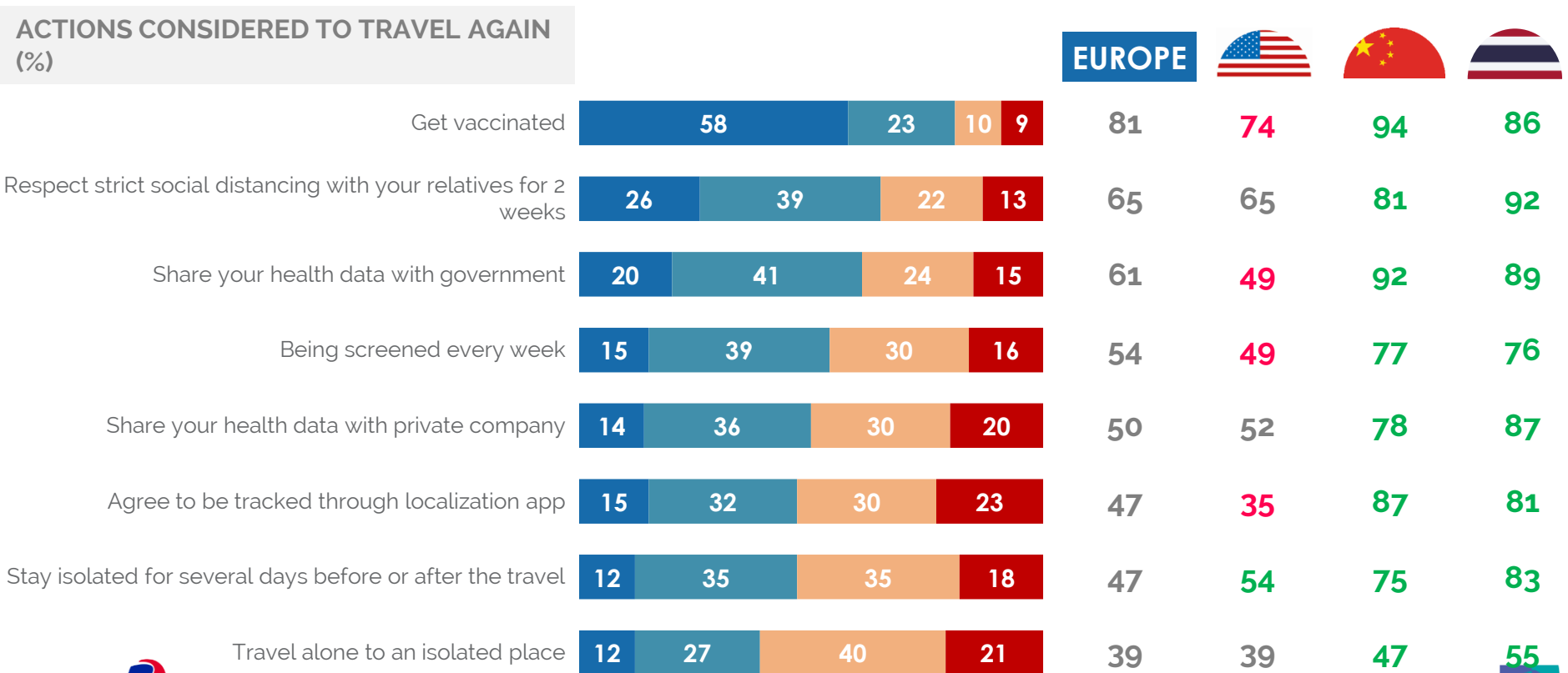


# OTHER RISKS ARE DREADED BY LESS THAN ONE OUT OF TWO RESPONDENTS

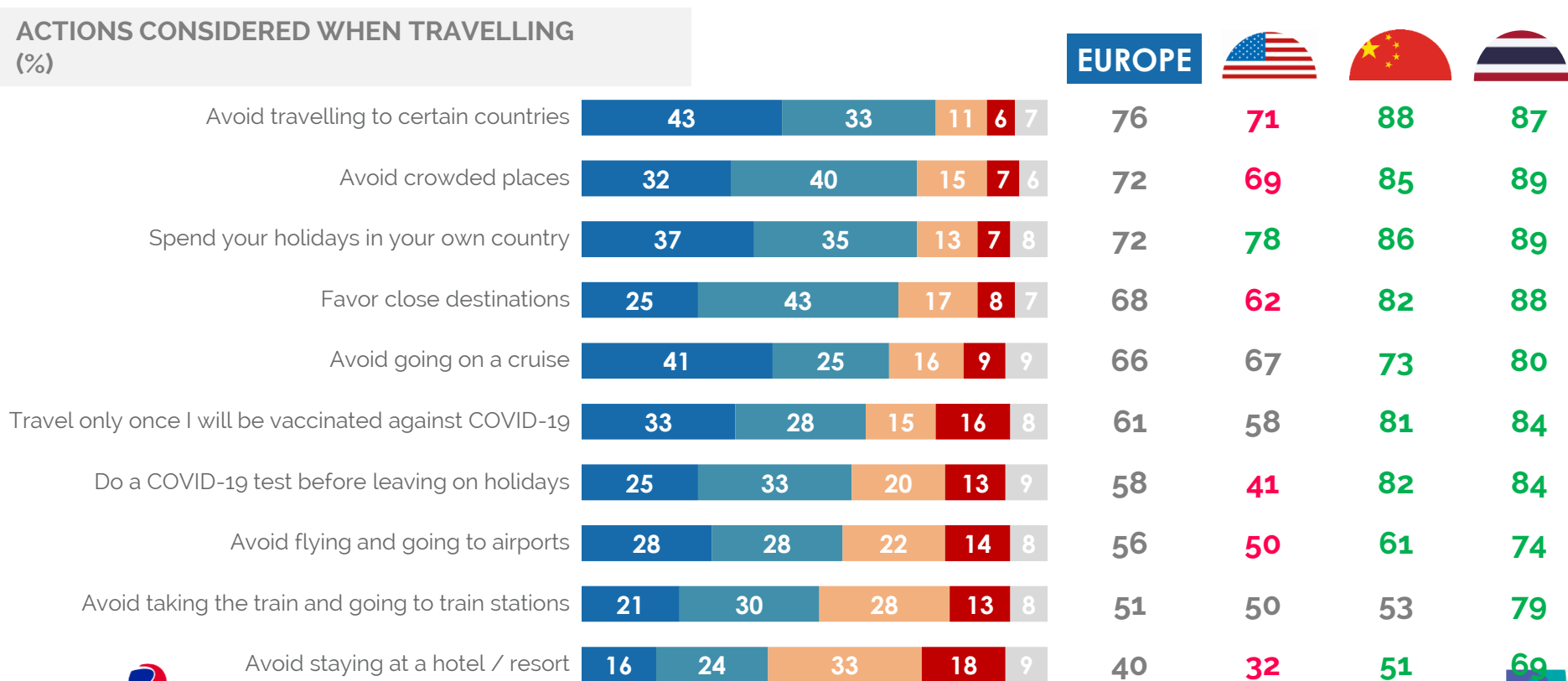




# THE RESPONDENTS ARE MAINLY WILLING TO GET VACCINATED IN ORDER TO TRAVEL AGAIN. AMERICANS ARE MORE RESERVE ABOUT SHARING THEIR HEALTH DATA WITH THE GOVERNMENT AND BEING TRACKED THROUGH LOCALIZATION APPS

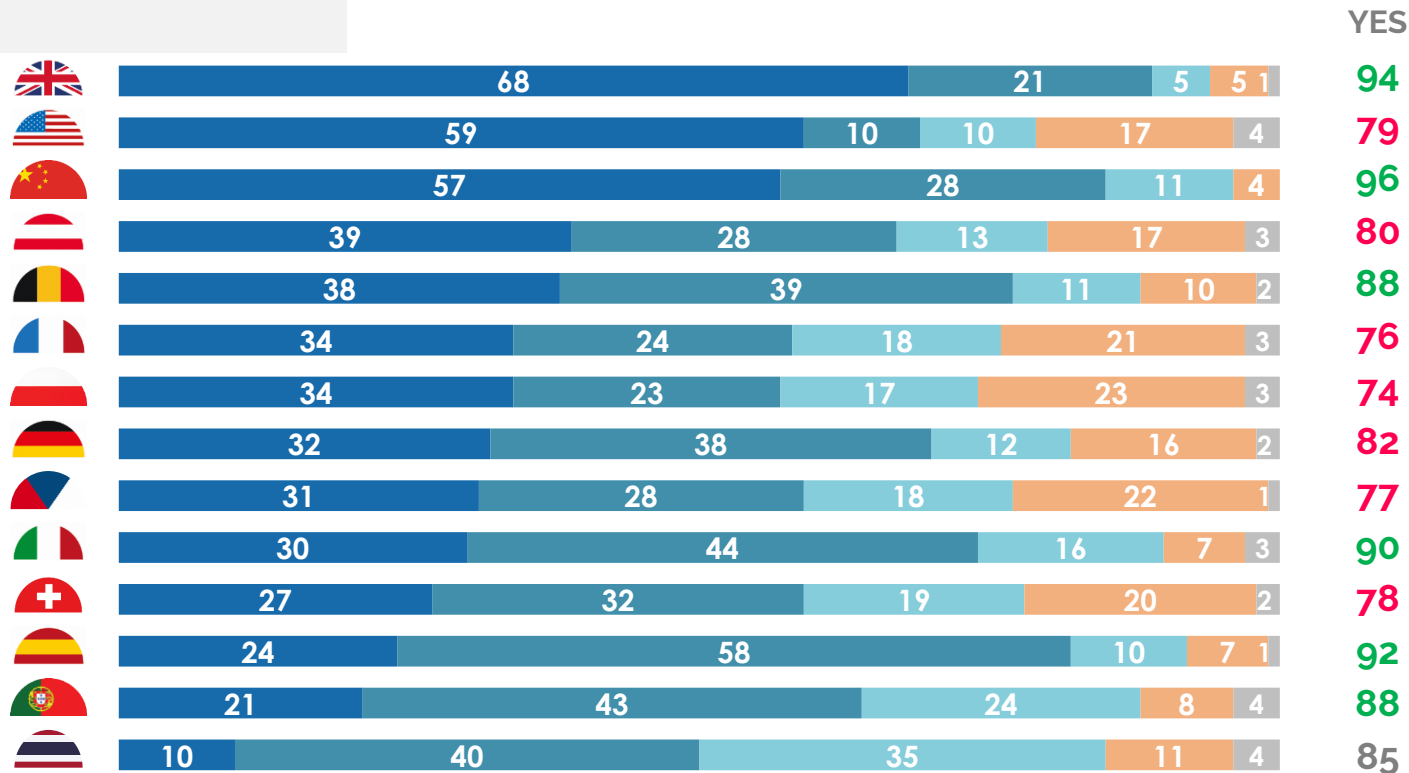


# MOST OF THE EUROPEAN RESPONDENTS ARE WILLING TO PICK CAREFULLY THEIR DESTINATION BY AVOIDING CERTAIN COUNTRIES AND EVEN FAVORING HOLIDAYS IN THEIR OWN COUNTRY (ESPECIALLY AMERICAN, CHINESE AND THAI PEOPLE)



# THE BRITISH, AMERICANS AND CHINESE ARE THOSE WHO HAVE MOSTLY BEEN ALREADY VACCINATED AGAINST COVID-19. THE POLES, CZECHS, FRENCH AND SWISS ARE THE MOST RELUCTANT TO RECEIVE THE VACCINE

COVID-19 VACCINATION INTENTION (%)

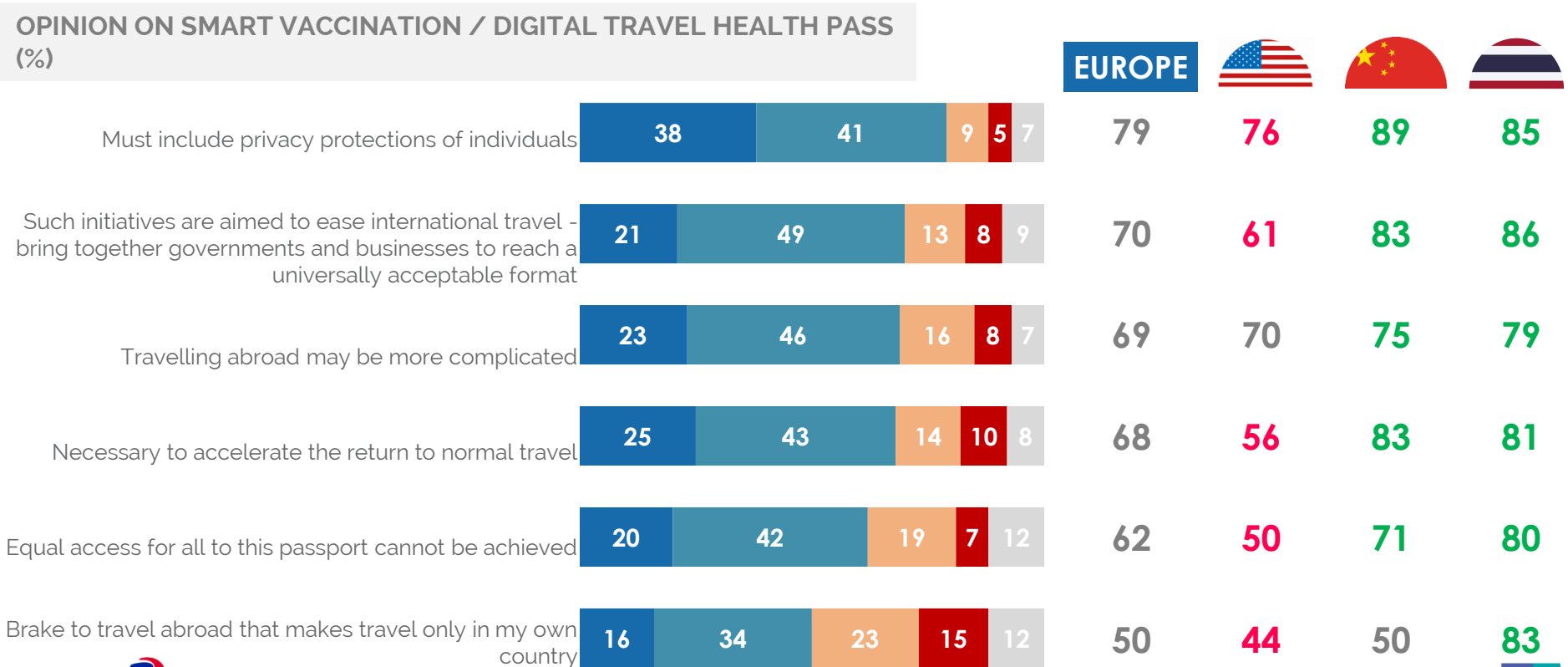


Are you personally going to get the COVID-19 vaccine?

Already vaccinated Will get vaccinated ASAP Prefer to wait for a while No DK

GAME CHANGERS

# RESPONDENTS MOSTLY AGREE ON THE FACT THAT DIGITAL TRAVEL HEALTH PASS MUST INCLUDE PRIVACY PROTECTION OF INDIVIDUALS. EXCEPT FOR THE THAI, IT IS NOT CONSIDERED AS A BRAKE TO TRAVEL ABROAD



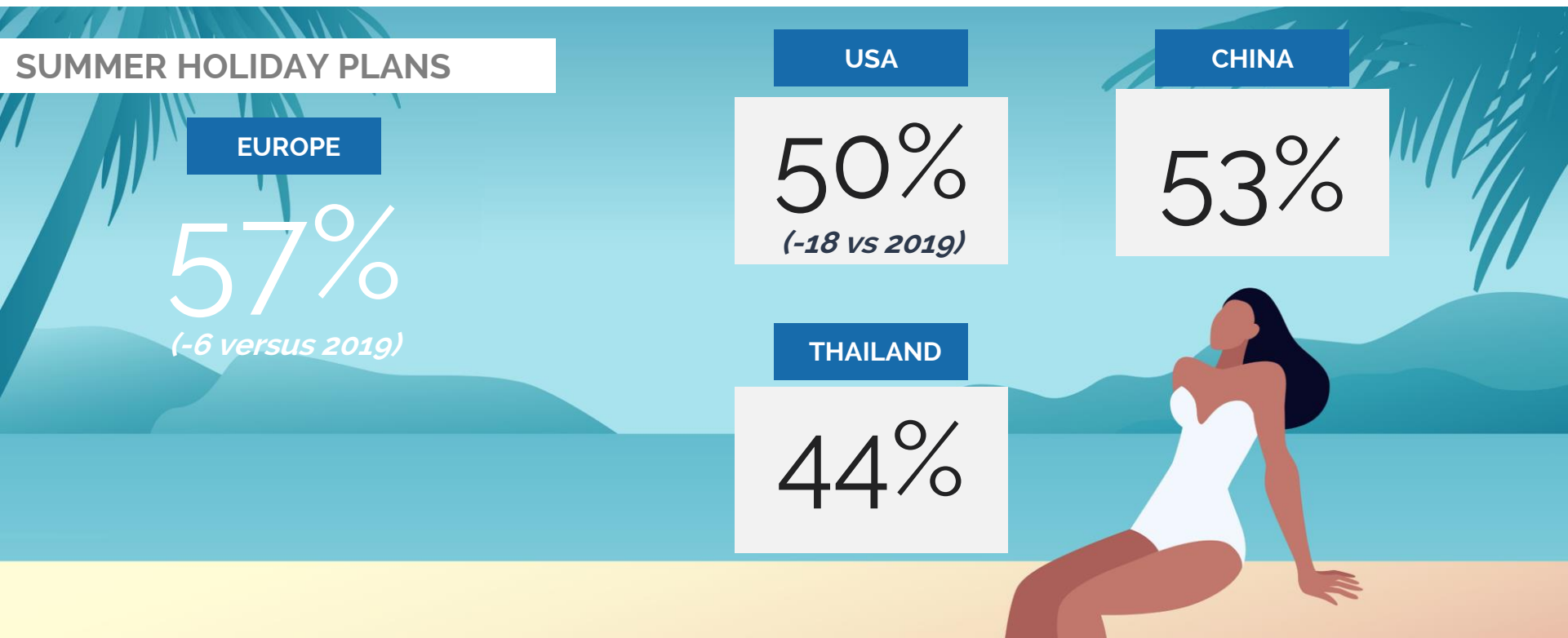
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## 2021 SUMMER HOLIDAY PLANS

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



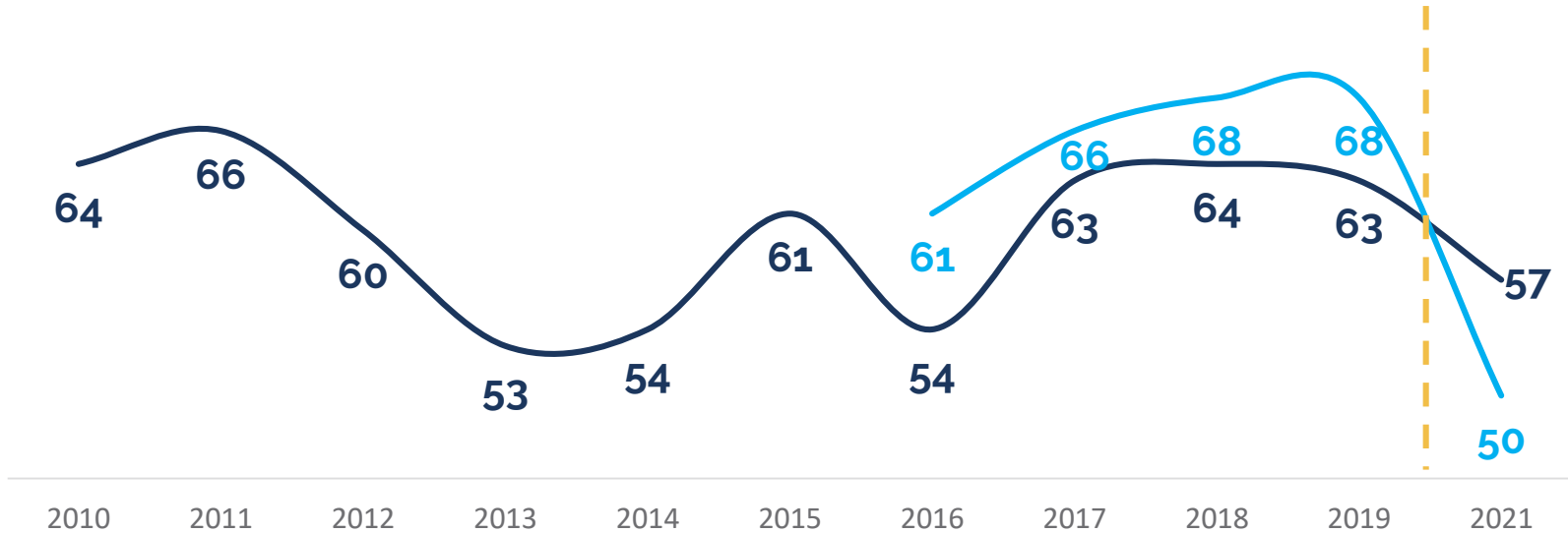
## SUMMER PLANS ARE DECREASING COMPARED TO 2019, ESPECIALLY IN THE US



## THE NEGATIVE TREND OCCURS AFTER A CONSOLIDATED POSITIVE TREND BETWEEN 2017 AND 2019

### EVOLUTION OF HOLIDAY PLANS (%)

EUROPE USA



AMONG EUROPEANS, THE SITUATIONS ARE QUITE DIVERSE

## SUMMER HOLIDAY PLANS

AUSTRIA

61%

*-9pts vs 2019*

BELGIUM

53%

*-12pts*

CZECH REP

65%

FRANCE

67%

*-2pts*

GERMANY

42%

*-21pts*

ITALY

67%

*+6pts*

POLAND

66%

*+5pts*

PORTUGAL

62%

*+2pts*

SPAIN

58%

*-2pts*

SWITZERLAND

63%

*+1pt*

UNITED  
KINGDOM

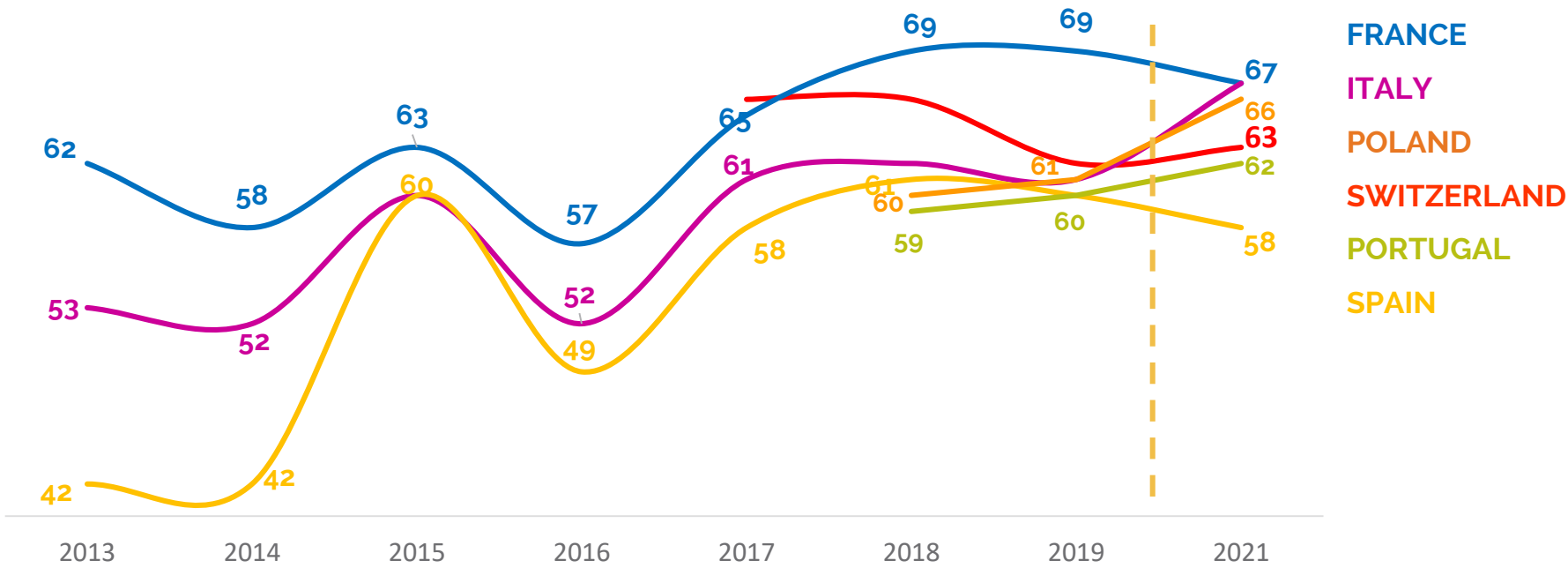
50%

*-14pts*



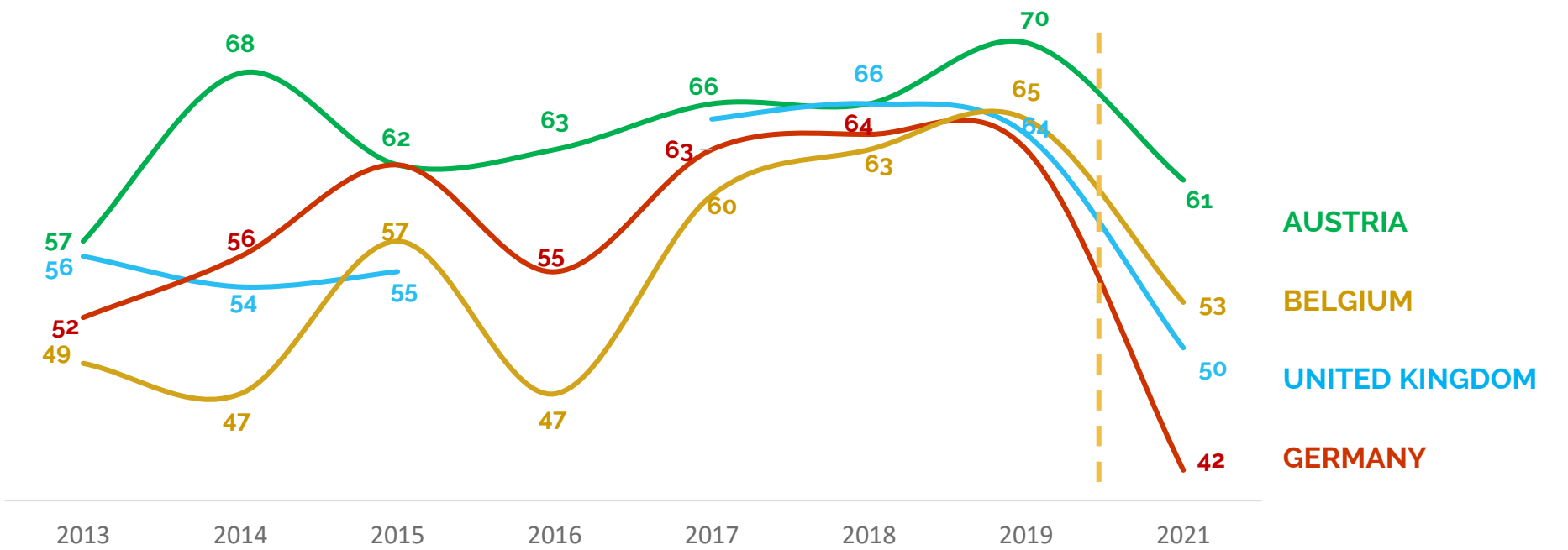
INTENT TO GO ON HOLIDAY REMAINS STABLE IN FRANCE, PORTUGAL, SPAIN AND SWITZERLAND. IT INCREASES SLIGHTLY IN ITALY AND POLAND

SUMMER HOLIDAY PLANS BY EUROPEAN COUNTRY (%)






ON THE CONTRARY, IT IS PARTICULARLY DECREASING IN GERMANY, THE UK, BELGIUM AND AUSTRIA

SUMMER HOLIDAY PLANS BY EUROPEAN COUNTRY  
(%)






# BUDGET RESTRICTIONS ARE MOSTLY IMPACTING THE EUROPEANS AND AMERICANS. THE THAI ARE THE MOST AFRAID OF THE PANDEMIC

MAIN REASONS NOT TO TRAVEL IN 2021  
(%)

	EUROPE			
Couldn't afford it	27	36	16	24
Wanted to avoid the sanitary restrictions	27	12	37	45
Afraid of the pandemic	26	26	27	57
Didn't want to risk quarantine	19	11	25	31
Want to save money	16	29	21	30

# BUDGET REASONS FOR NOT TRAVELLING HAVE INCREASED EVERYWHERE THIS YEAR, WHEREAS SANITARY REASONS ARE LESS FREQUENT.

MAIN REASONS NOT TO TRAVEL IN 2021 VS  
MAIN REASONS NOT TO TRAVEL IN 2020  
(%)

		EUROPE							
		2020	2021						
	Couldn't afford it	22	27	25	36	12	16	21	24
	Wanted to avoid the sanitary restrictions	29	27	21	12	45	37	35	45
	Afraid of the pandemic	33	26	41	26	40	27	49	57
	Didn't want to risk quarantine	20	19	17	11	32	25	32	31

Why didn't you travel last summer? / And why are you not going on a trip this summer?  
(Question asked to those who did not / are not going to travel)

GAME CHANGERS



## THE GLOBAL HOLIDAY BUDGET DECREASED VS 2019

### SUMMER HOLIDAY BUDGET

#### EUROPE

€ 1,581

-23% vs 2019

*Evolution calculated on same scope as 2019*

#### USA

\$2 319

-2%

€1 901

#### CHINA

¥11 850

€1 522

#### THAILAND

฿53 400

€1 405

*Exchange rate applied*

THE BUDGET DECREASE COMPARED TO 2019 IS PARTICULARLY IMPORTANT IN SPAIN, FRANCE, GERMANY AND AUSTRIA. PORTUGAL IS THE ONLY COUNTRY MAINTAINING A STABLE BUDGET

## SUMMER HOLIDAY BUDGET

AUSTRIA

€2 088

-21%

BELGIUM

€1 983

-12%

CZECH REP

Kč 26 900

€1 056

FRANCE

€1 627

-26%

GERMANY

€1 843

-25%

ITALY

€1 589

-10%

POLAND

Zł 3 950

-9%

€885

PORTUGAL

€1 339

=

SPAIN

€1 256

-30%

SWITZERLAND

CHF 2 713

-17%

€2 473

UNITED  
KINGDOM

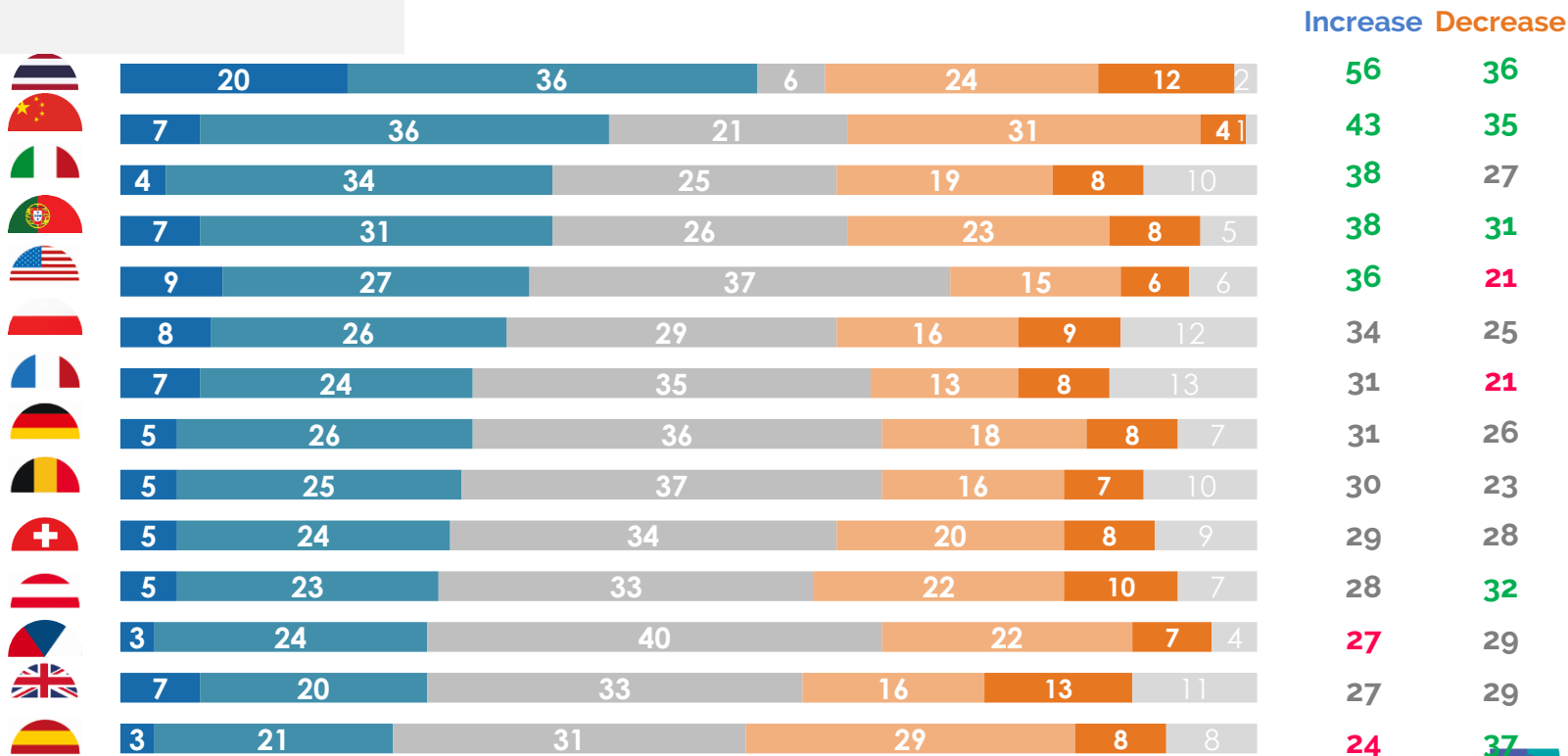
£1 543

-17%

€1 792

**THIS DECREASE IN AVERAGE BUDGET HIDES DISPARITY WITHIN COUNTRIES: BETWEEN ONE QUARTER (SPAIN) TO MORE THAN A HALF (THAILAND) INTEND TO INCREASE THEIR BUDGET, WHEREAS BETWEEN ONE FIFTH (FRANCE, THE US) AND MORE THAN ONE THIRD (THAILAND, CHINA) INTEND TO DECREASE IT.**

## EVOLUTION OF HOLIDAY BUDGET (%)






*How might your budget for your summer trip change compared to what you usually spent for summer trip? Will it:*

**Increase a lot** **Increase slightly** **Stay as usual** **Decrease slightly** **Decrease a lot** **DK**

**GAME CHANGERS**

# WITH A DOUBLED BUDGET, HOLIDAYMAKERS WOULD TRAVEL MORE FREQUENTLY AND LONGER




## WHAT IF YOUR SUMMER HOLIDAY BUDGET WAS DOUBLED?

	EUROPE			
Would travel more frequently	28	25	22	9
Would travel longer	22	18	23	18
Would spend more on site	16	18	20	14
Would travel to other destinations	15	13	14	23
Would book better accommodation	11	12	12	13
Would improve transportation	4	6	4	12
Would bring more people with them	4	8	5	11



# WITH A REDUCED BUDGET, HOLIDAYMAKERS WOULD SPEND LESS ON SITE, TRAVEL SHORTER AND BOOK CHEAPER ACCOMMODATION

## WHAT IF YOUR SUMMER HOLIDAY BUDGET WAS REDUCED?

	EUROPE			
Would spend less on site	19	15	26	14
Would travel shorter	17	17	19	18
Would book a cheaper accommodation	16	10	15	18
Would sacrifice something else in my daily life	13	14	12	12
Would travel less frequently	11	14	10	11
Would travel to other destinations	9	6	3	6
Would visit family instead of paying for accommodation	9	14	4	9
Would switch to a cheaper transportation	4	5	10	8
Would bring less people with you	2	5	1	4

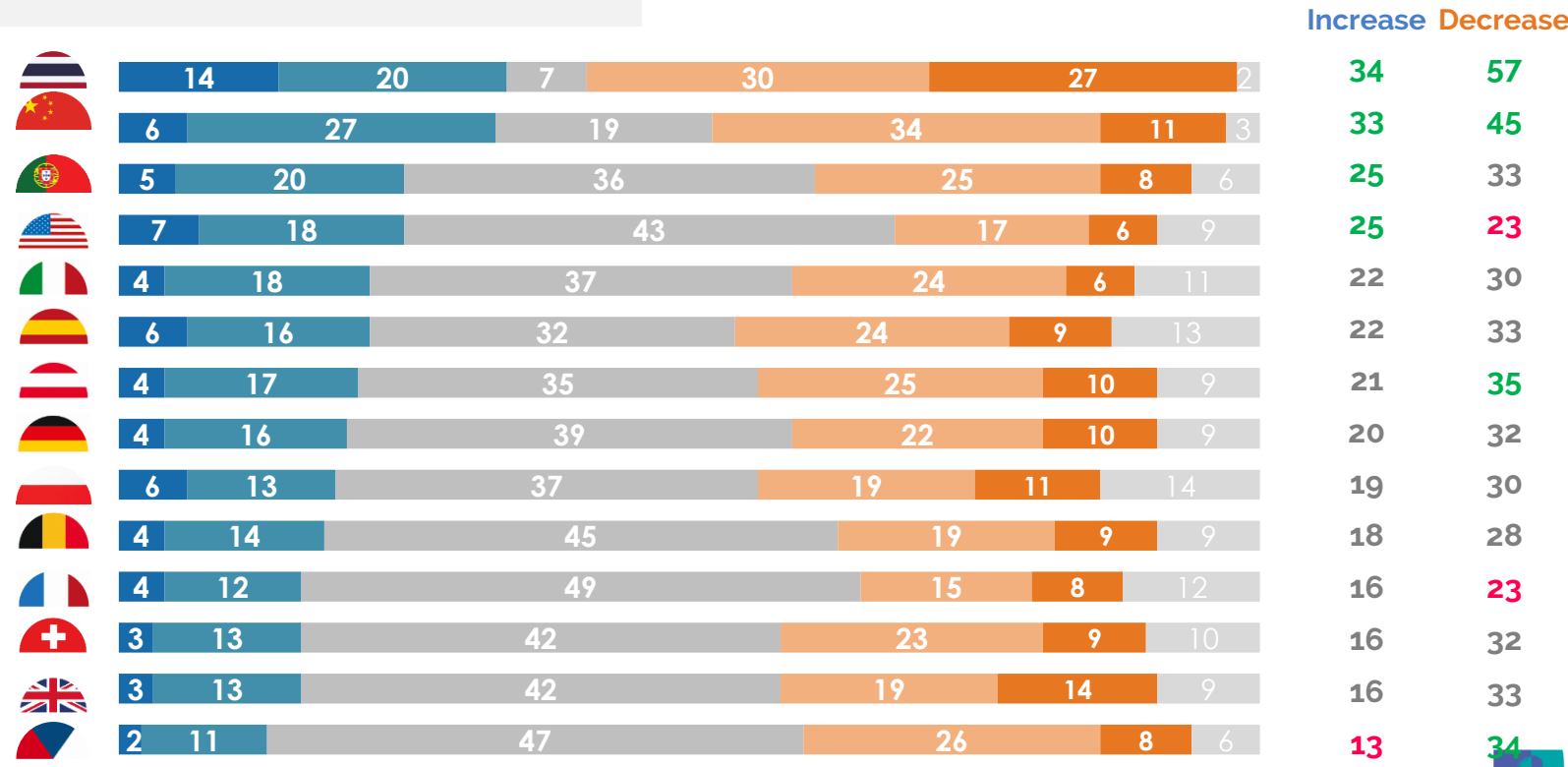
FRANCE, SWITZERLAND AND CZECH REPUBLIC ARE THE ONLY COUNTRIES TO TAKE 2 WEEKS OR MORE OF SUMMER HOLIDAYS

SUMMER HOLIDAY DURATION  
(weeks on average)



HOLIDAY MAKERS FROM THAILAND, CHINA AND AUSTRIA CONSIDER THE MOST THAT THEIR HOLIDAY DURATION WILL DECREASE THIS YEAR

EVOLUTION OF SUMMER HOLIDAY DURATION



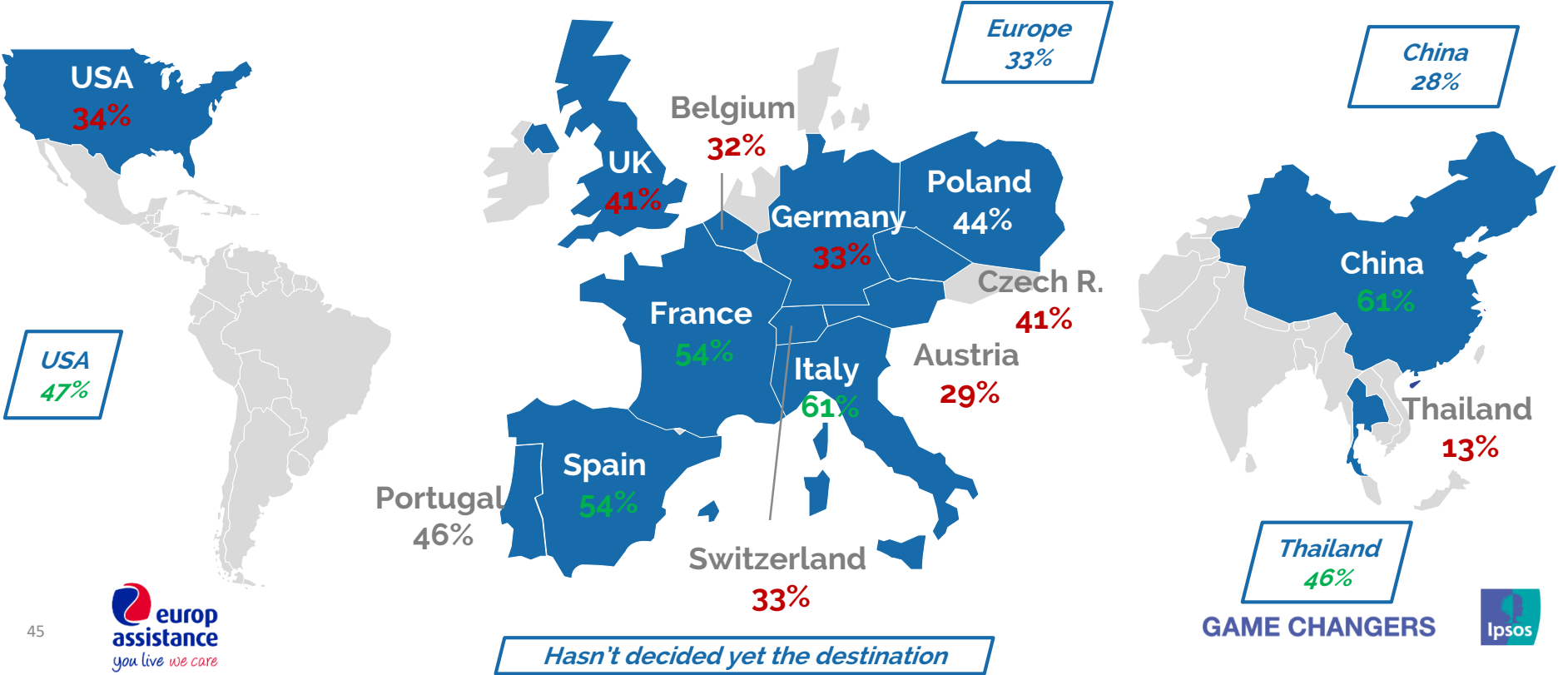
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## FAVORITE DESTINATIONS

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

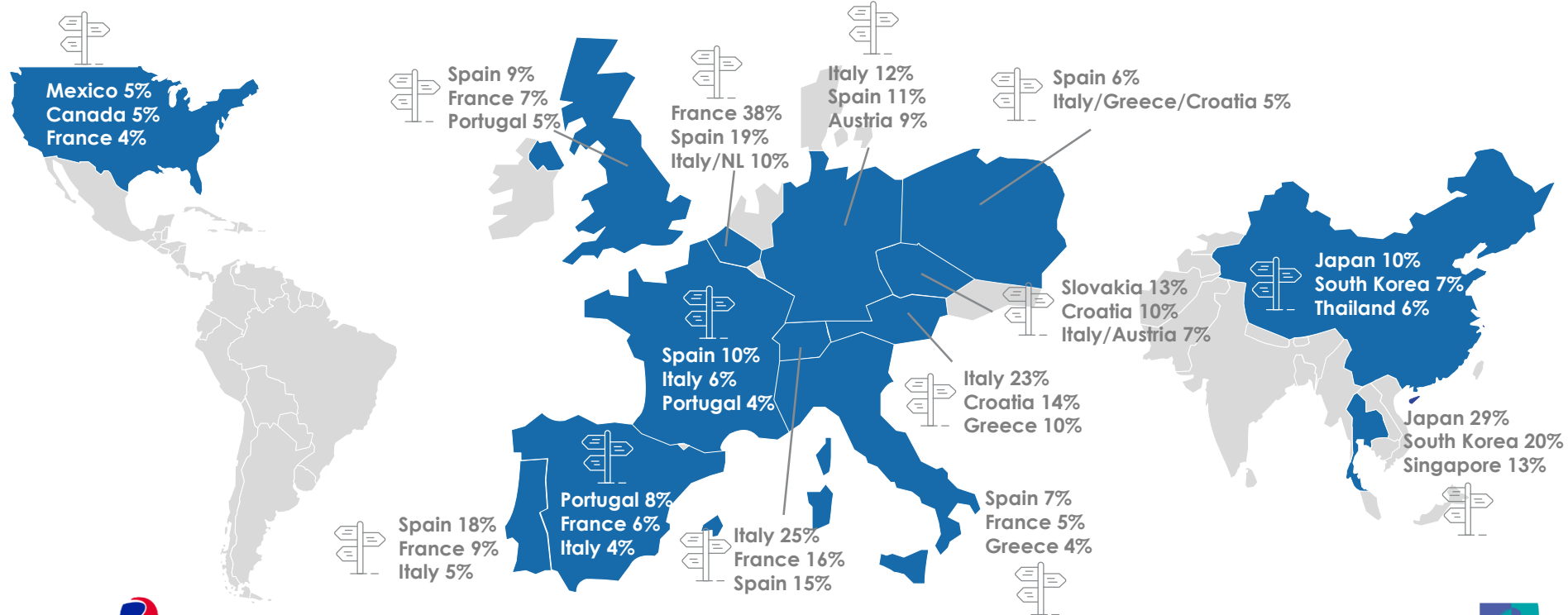
CHINESE, ITALIAN, FRENCH AND SPANISH HOLIDAYMAKERS ARE MOSTLY STAYING IN THEIR OWN COUNTRY DURING SUMMER. AMERICAN AND THAI ARE THE MOST UNDECISIVE

HOLIDAY PLANS IN ONE'S OWN COUNTRY THIS SUMMER











# WHEN CHOOSING TO TRAVEL ABROAD, HOLIDAY MAKERS MOSTLY CHOOSE NEIGHBORING COUNTRIES. IN EUROPE, FRANCE, ITALY AND SPAIN ARE STILL THE MOST ATTRACTIVE COUNTRIES

## FOREIGN DESTINATIONS PLANNED THIS SUMMER



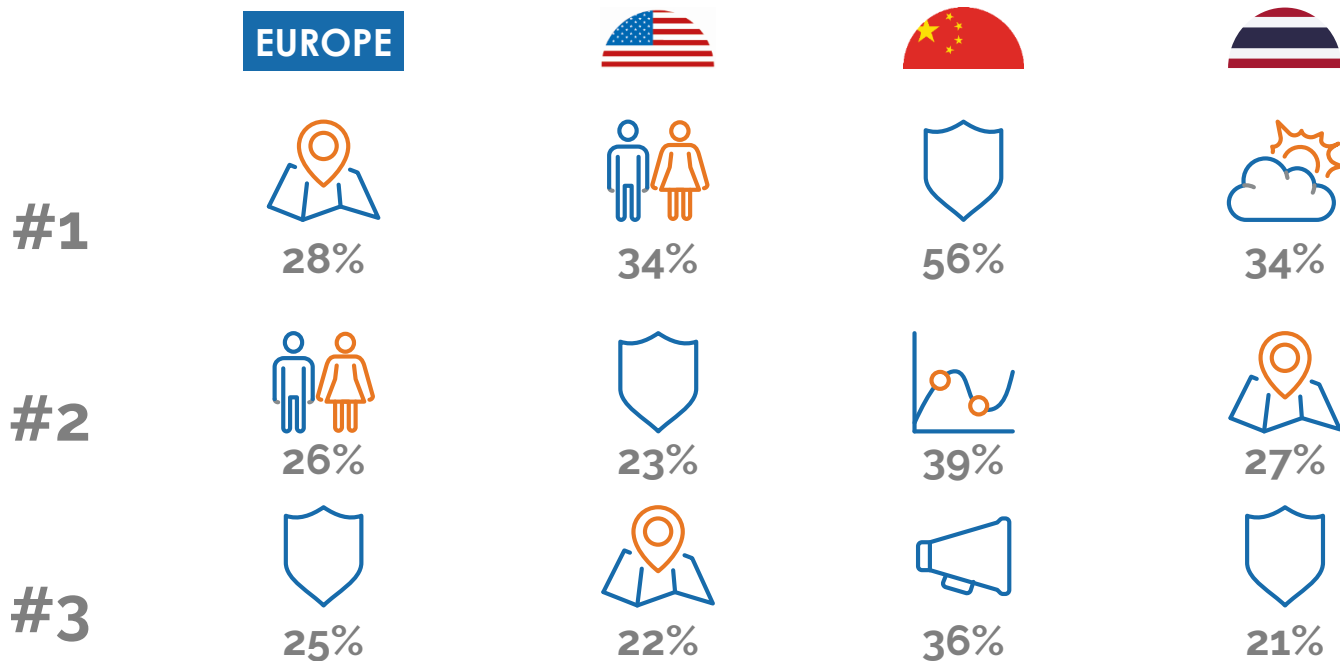
THE SEASIDE REMAINS THE MOST ATTRACTIVE DESTINATION FOR THE SUMMER HOLIDAYS;  
IN THE US, IT IS FOLLOWED VERY CLOSELY BY URBAN DESTINATIONS

SUMMER HOLIDAY PREFERENCES

	EUROPE			
	58	39	57	57
	26	24	32	34
	24	28	24	40
	21	35	38	29
	18	18	32	25

# SECURITY AND ALREADY KNOWING THE DESTINATION ARE THE MOST IMPORTANT CRITERIA TO CHOOSE THE DESTINATION. IN CHINA, COVID RELATED SECURITY IS VERY IMPORTANT

## MOTIVATIONS FOR THE CHOICE OF DESTINATION








IF EUROPEANS CHOOSE THEIR DESTINATION ACCORDING THEIR BUDGET, AMERICANS TAKE MORE IN CONSIDERATION THE LEISURE AND CULTURAL OPPORTUNITIES AND ASIANS PRIORITIZE THE RISKS

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

RANK 2021

	EUROPE			
The budget you intend on allocating	44	#2	#7	#4
The climate	44	#3	#11	#5
The risk of a coronavirus infection	42	#4	#1	#1
Health risks (other than Covid)	39	#7	#2	#2
Opportunities for leisure or cultural activities	38	#1	#11	#17
The risk of a terrorist attack	35	#11	#4	#8
The quality of on-site tourist infrastructures	35	#10	#9	#8
The risk of a personal attack	33	#7	#3	#3
Travel time to my trip destination	29	#5	#10	#11
The risks of social unrest	27	#9	#5	#11

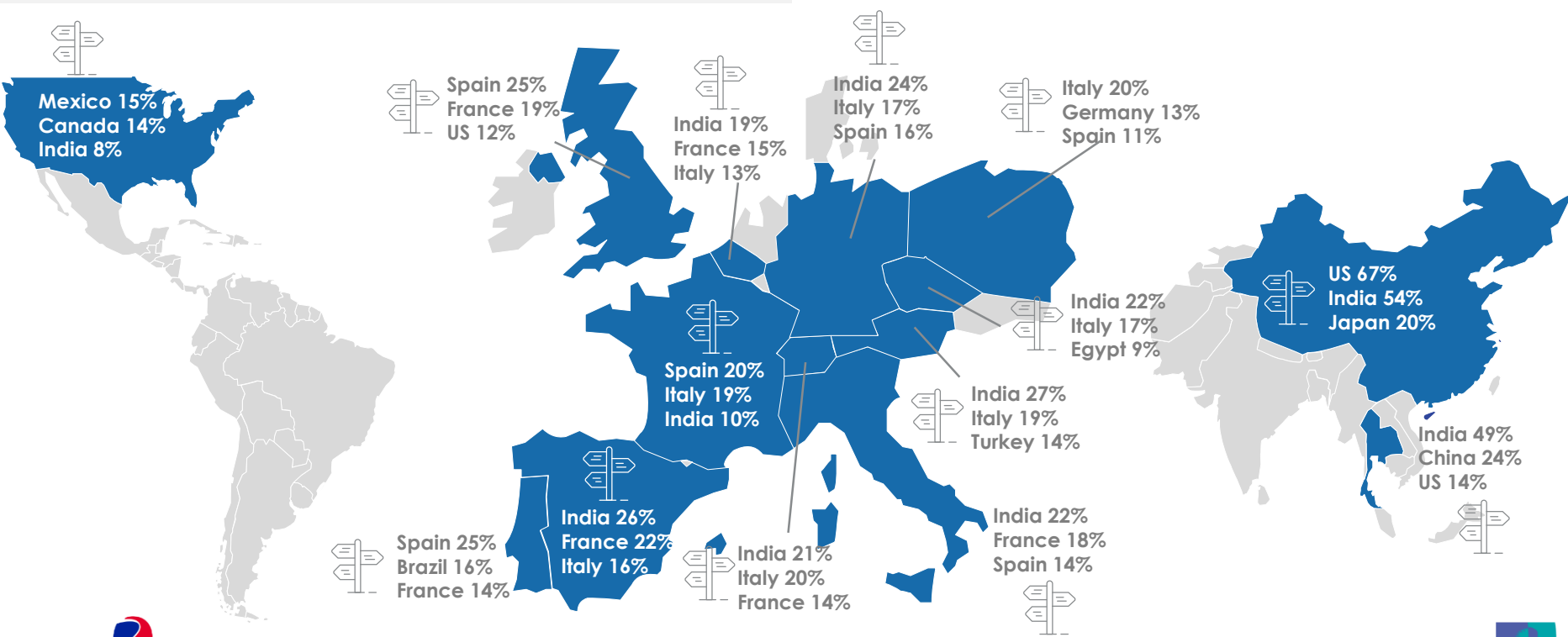
# RISK OF A NATURAL DISASTER RANKS QUITE HIGH FOR ASIANS COMPARED TO OTHER COUNTRIES, AND SO DOES THE LANGUAGE FOR THE AMERICANS

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

		RANK 2021		
	EUROPE			
The political climate in the destination country	27	#11	#8	#11
The risk of a natural disaster	25	#15	#6	#5
Your ability to speak the destination country's language	20	#6	#15	#16
The quality of the internet access	20	#13	#13	#5
The economic situation in the destination country	18	#14	#17	#11
The ecological footprint of the trip	17	#17	#13	#8
The exchange rates of the destination country's currency	14	#15	#16	#15

# IN THE PANDEMIC CONTEXT, HOLIDAYMAKERS WILL MOSTLY AVOID TRAVELING TO INDIA THIS SUMMER. EUROPEANS WILL ALSO AVOID FRANCE AND ITALY

## FOREIGN DESTINATIONS AVOIDED THIS SUMMER



*Which country/countries did you give up visiting this year?  
Questions asked to those who mentioned that the risk of a coronavirus infection played a role in their choice of destination*

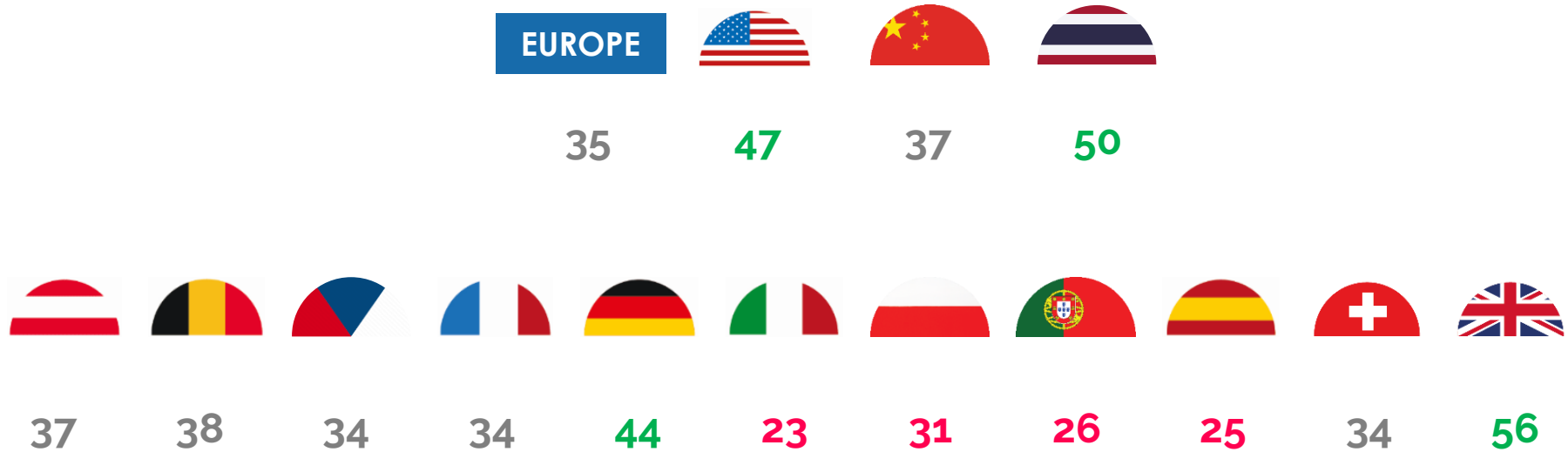
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## 2021 SUMMER HOLIDAYS ORGANIZATION




- > Holiday reservation
- > Travel partners
- > Transportation
- > Accommodation
- > Activities

MOST OF THE HOLIDAY MAKERS DIDN'T BOOK THEIR TRIP YET. THE BRITISH, THE THAI, THE AMERICANS AND THE BELGIANS ARE THE MOST ORGANIZED AS THEY ALREADY BOOKED AT LEAST PART OF THEIR TRIP

SUMMER HOLIDAY RESERVATION (%)






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

TRAVEL PARTNERS	EUROPE			
Partner	66 -7	50 -17	64	29
Children	32	33	35	51
Friends	16	21	21	16
Alone	10	16	16	12
Parents	9	15	14	18
Extended family	8 +4	14 +6	7	19
Siblings	7	12	6	14

# EUROPEANS PREFER TO USE THE CAR TO GO TO THEIR HOLIDAY DESTINATION WHILE THE ASIANS PREFER TO USE THE PLANE




## TRANSPORTATION

	EUROPE			
Personal car	64	55	28	48
Plane	22	38	55	42
Train	14	5	43	7
Bus	5	6	11	7
Boat	4	3	3	3
Rental car through an agency	3	10	4	5
Bike	3	5	2	4
Camper van	3	5	1	7
Rental car between private individuals	2	6	5	8
Carpooling	2	6	4	6
Motorbike	2	3	1	7

What kind of transportation will you use this summer to go to your holiday destination?

# HOLIDAYMAKERS ARE MAINLY CHOOSING THEIR MODE OF TRANSPORTATION BY CONVENIENCE OR HABIT




## CRITERIA OF CHOICE OF TRANSPORTATION MODE

	EUROPE			
Most convenient way to reach destination	57	63	62	51
Used to taking this mode of transportation	43	43	41	38
More affordable	25	37	36	35
Less risk for infection	22	23	33	36
Less risk to infect others	13	17	21	28



# HOTEL REMAINS THE MOST POPULAR ACCOMMODATION AMONG HOLIDAYMAKERS, ESPECIALLY IN CHINA. EUROPEANS ALSO ENJOY HOUSE RENTALS, AMERICANS STAYING AT RELATIVES'S HOUSES




## PREFERRED TYPE OF ACCOMMODATION

	EUROPE			
Hotel	37	48	64	40
Rental of a house or apartment	32	20	29	16
Friends' /family's houses or in your holiday home	27	33	18	31
A bed & breakfast	12	13	22	43
Camping	12	15	7	17
A motor home, camping trailer or mobile home	5	9	6	10
Boat (e.g. cruise)	3	7	4	10




GAME CHANGERS

Regarding your accommodations during your summer trip in 2021, do you mostly intend to:

HOLIDAYMAKERS STILL DREAM OF ENJOYING A RELAXING SUMMER VACATION SURROUNDED BY THEIR FAMILY MEMBERS. THE CHINESE WOULD ALSO LIKE TO DISCOVER NEW CULTURES. THE THAI ALSO WANT TO ENJOY THEIR HOMES

IDEAL ACTIVITIES DURING SUMMER HOLIDAYS	EUROPE			
Come together as a family or with friends	56	47	35	48
Relax, have peace of mind	48	41	27	48
Discover new cultures, enjoy a total change of scenery	35	29	37	31
Enjoy your home	16	20	27	46
Play sports (rambling, mountain climbing, etc.)	12	13	32	9
Make new friendly or romantic acquaintances	11	13	13	4
Take time to read, learn new things	9	14	27	10

HOLIDAYMAKERS WILL ACTUALLY TAKE TIME TO RELAX AND SPEND TIME WITH THEIR FAMILY MEMBERS. THEY WILL ALSO BE ENJOYING THEIR HOME, ESPECIALLY IN THAILAND

ACTUAL ACTIVITIES DURING SUMMER HOLIDAYS	EUROPE			
Come together as a family or with friends	40	34	31	26
Relax, have peace of mind	34	28	25	36
Enjoy your home	24	29	29	47
Discover new cultures, enjoy a total change of scenery	11	10	26	16
Take time to read, learn new things	10	14	28	15
Play sports (rambling, mountain climbing, etc.)	10	10	25	7
Make new friendly or romantic acquaintances	5	7	9	3

FOR EUROPEANS, ACTUAL ACTIVITIES DURING SUMMER HOLIDAYS ARE NOT SO FAR FROM THE IDEAL ONES. ONLY DISCOVERING NEW CULTURES SEEM SLIGHTLY UTOPIAN THIS YEAR WHILE ENJOYING ITS HOME APPEARS AS MORE REALISTIC

IDEAL / ACTUAL ACTIVITIES DURING SUMMER HOLIDAYS

EUROPE



IDEAL

Come together as a family or with friends	56	47	35	48
Relax, have peace of mind	48	41	27	48
Discover new cultures, enjoy a total change of scenery	35	29	37	31
Enjoy your home	16	20	27	46

ACTUAL

Come together as a family or with friends	40	34	31	26
Relax, have peace of mind	34	28	25	36
Enjoy your home	24	29	29	47
Discover new cultures, enjoy a total change of scenery	11	10	26	16

# FOCUS ON SENIOR TRAVELERS

## HOLIDAY PLANS

Senior vs whole sample

### EUROPE



#### HOLIDAY PLANS

54% vs 57%

44% vs 50%

#### BUDGET

1821€ vs €1556

1892€ vs 1878€

#### Will be AWAY ON A TRIP

##### for 3 or 4 weeks

28% vs 20%

11% vs 12%

#### Less willing to adopt initiatives to travel

#### MORE SUSTAINBLY

##### Accommodation

##### with a green certification

73% (vs 78%)

44% (vs 64%)

##### Bringing goods to donate

57% (vs 70%)

37% (vs 62%)

## HOW THEY FEEL ABOUT COVID AND ITS IMPACT

### EUROPE



#### Already VACINATED

71% vs 37%

89% vs 59%

#### More OPENED to global initiatives to reopen travel :

Necessary to accelerate the return to normal travel

76% vs 68%

63% vs 56%

#### But more reluctant to make efforts

Stay isolated for several days before or after the travel

41% vs 47%

42% vs 54%

Travel alone to an isolated place

28% vs 39%

24% vs 39%

#### More OPTIMISTIC : Be able to travel under "normal

conditions" again in 2022

46% vs 39%

44% vs 41%

How to read? 54% of European senior of more than 65 yo plan to go on summer holidays, vs 57% of Europeans as a whole

GAME CHANGERS

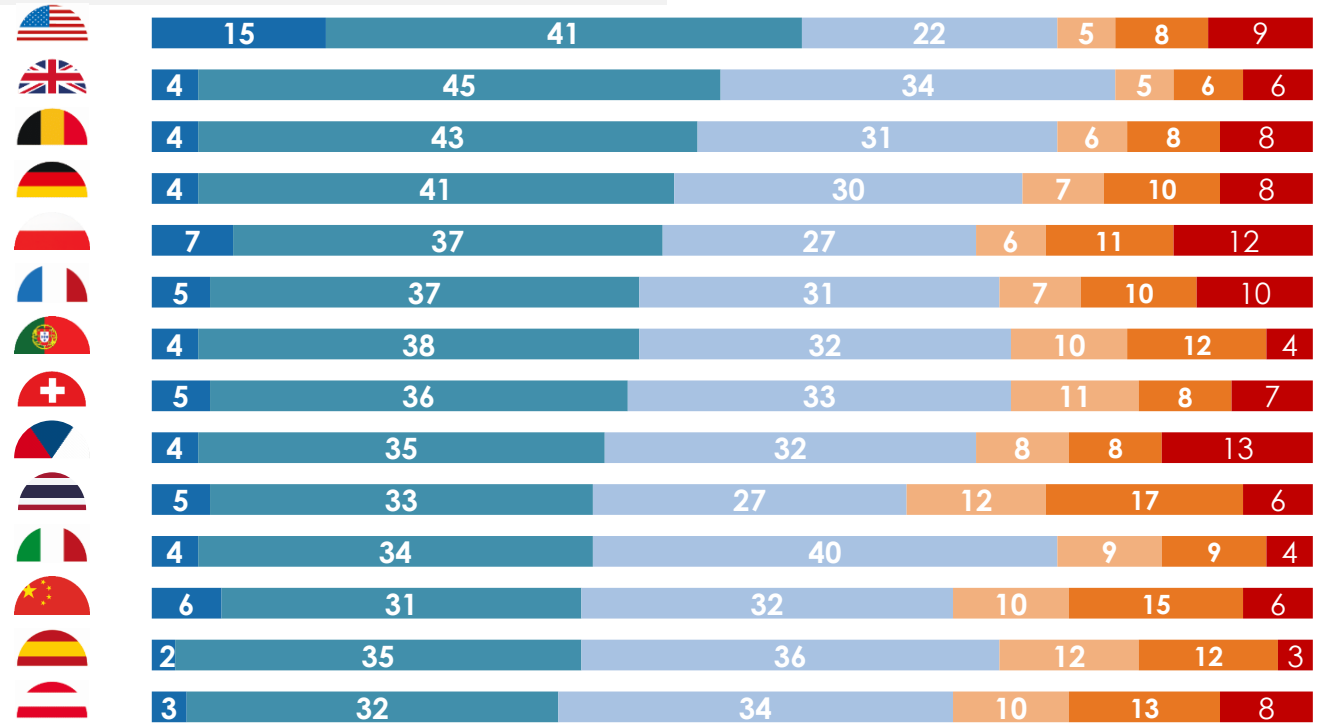
# 7.

## NEW TRAVEL PRACTICES

- Optimism regarding the return to normal
- Durable impact on travel habits
- Sustainable travel
- Workation

# AMERICANS, BRITISH AND BELGIANS ARE THE MOST OPTIMISTIC REGARDING THE RETURN TO NORMAL CONDITIONS OF TRAVEL. THE CZECHS, THE POLES AND THE FRENCH ARE THE MOST WHO THINK THAT WE CAN NEVER GO BACK TO THE WAY WE WERE BEFORE THE PANDEMIC

OPTIMISM REGARDING THE RETURN TO NORMAL CONDITIONS OF TRAVEL (%)



When do you think that we will be able to travel under "normal conditions" again, and without necessity of masks or tests?

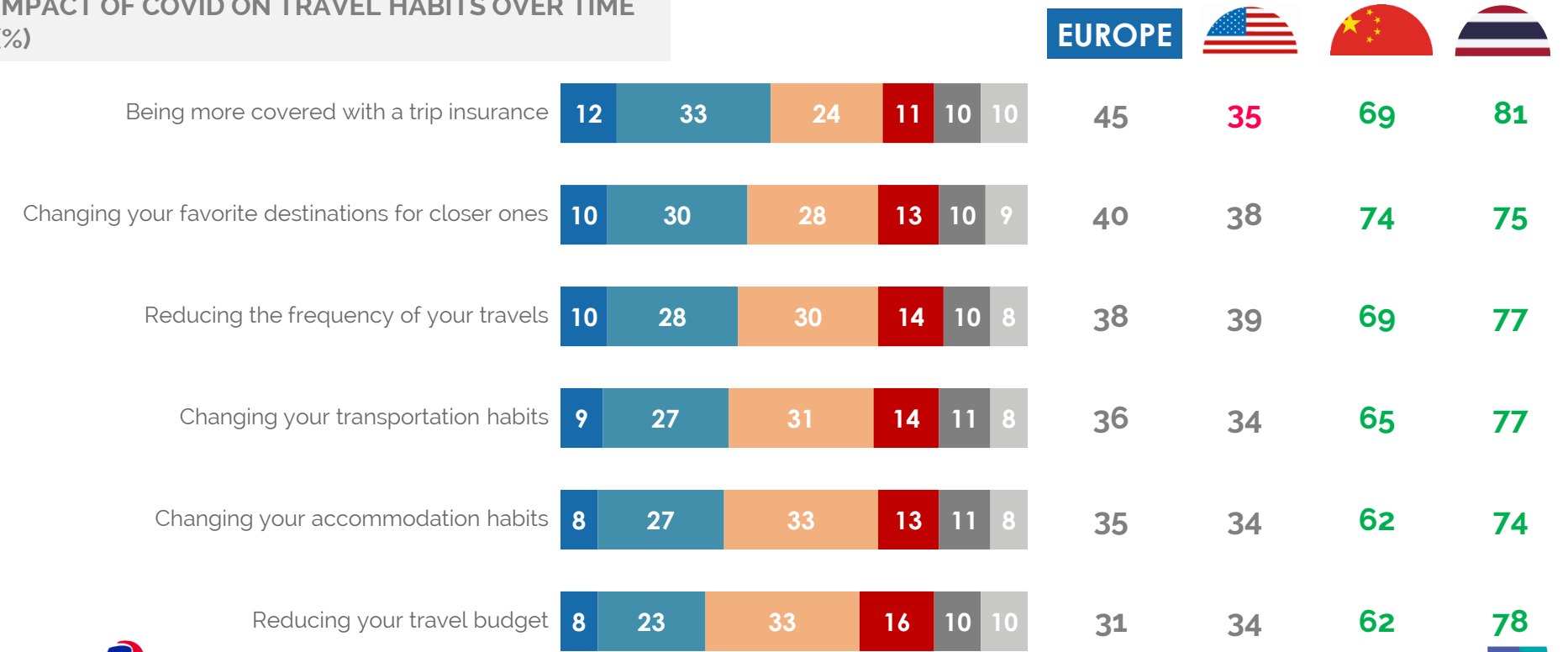
2021 2022 2023 2024 After 2024 Never

GAME CHANGERS



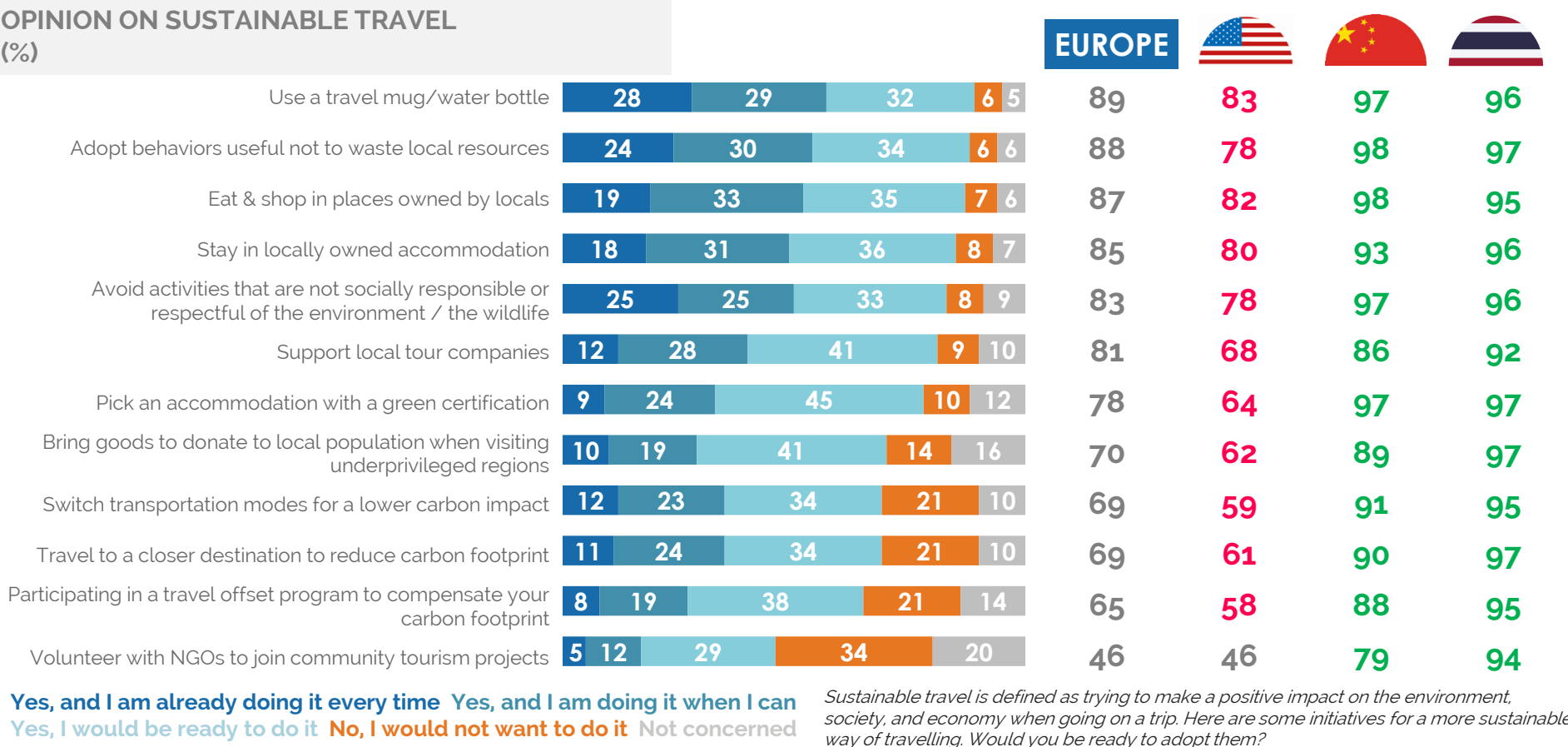
TRIP INSURANCES ARE AN INTERESTING OPTIONS TO TRAVEL PEACEFULLY. IT SEEMS EASIER / MORE ATTRACTIVE THAN REALLY CHANGING ITS TRAVEL HABITS (DESTINATIONS, TRANSPORTATION OR FREQUENCY).

IMPACT OF COVID ON TRAVEL HABITS OVER TIME (%)



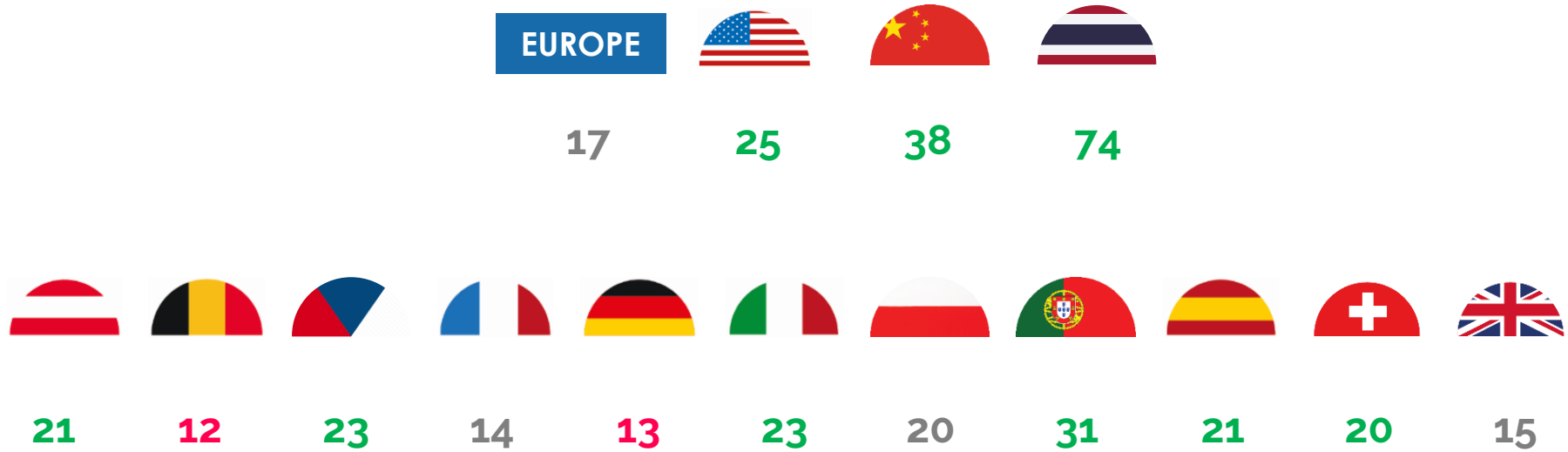


# SOME ACTIONS ARE ALREADY WELL ROOTED IN THE TRAVELERS' HABITS SUCH AS AVOIDING EXTRA USE OF PLASTIC, AVOIDING ACTIVITIES NOT SOCIALLY RESPECTFUL OF THE ENVIRONMENT AND THE WILDLIFE OR NOT WASTING LOCAL RESOURCES






WORKATION INTENTION IS PARTICULARLY HIGH AMONG ASIANS AND AMERICANS... AND PORTUGUESE

WORKATION INTENTION AMONG THE ACTIVES  
(%)



FOR WORKATION, EUROPEAN AND THAI HAVE RATHER TO STAY AT A RELATIVE'S OR AT THEIR VACATION HOME. AMERICANS AND CHINESE ARE ALSO INTERESTED BY BOOKING AN HOTEL

## PREFERRED ACCOMMODATION FOR WORKATION

	EUROPE			
Stay at a friend's place, at my family's or at my vacation home	34	30	28	46
Rent an apartment/a house	27	19	21	9
Book a hotel	19	29	33	11
Stay at a bed and breakfast	17	20	17	31
Other	3	2	1	3



End of document