



## COUNTRY FACT SHEETS

# AUSTRIA

## HOLIDAY PLANS

**HOLIDAY PLANS 75% (+14pts)**

*Vs Europe 71% (+14pts)*

**BUDGET €2 162 (+4%)**

*Vs Europe €1 805 (+14%)*

**DURATION 2.0 weeks**

*Vs Europe 1.9 weeks*

**RESERVATION 46%**

*Vs Europe 45%*

## HOLIDAYS DESTINATION

**HOLIDAYS IN THEIR OWN  
COUNTRY**

**32% (+3pts)**

**HOLIDAYS ABROAD**

**69% (+11pts)**

**PREFERRED FOREIGN  
DESTINATIONS**

**Italy 29% (+6pts)**

**Croatia 16% (+2pts)**

**Germany 11% (+2pts)**

## HOLIDAYS ORGANIZATION

**FAVORITE ACCOMODATION**

**Hotel 57% (+5pts)**

**Rentals 23% (+1pt)**

**FAVORITE TRANSPORTATION**

**Personal car 60% (-3pts)**

**Plane 32% (+7pts)**

**FAVORITE LOCATION**

**Seaside 59% (-8pts)**

**City 26% (+3pts)**

*(+XX / -XX) : Evolution vs 2021*

# BELGIUM

## HOLIDAY PLANS

HOLIDAY PLANS **71% (+18pts)**

*Vs Europe 71% (+14pts)*

BUDGET **€2 289 (+15%)**

*Vs Europe €1 805 (+14%)*

DURATION **2.0 weeks**

*Vs Europe 1.9 weeks*

RESERVATION **56%**

*Vs Europe 45%*

## HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN  
COUNTRY

**27% (-5pts)**

HOLIDAYS ABROAD

**78% (+7pts)**

PREFERRED FOREIGN  
DESTINATIONS

France **30% (-8pts)**

Spain **22% (+3pts)**

Italy **11% (+1pt)**

## HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **47% (+12pts)**

Rentals **29% (-10pts)**

FAVORITE TRANSPORTATION

Personal car **48% (-14pts)**

Plane **37% (+7pts)**

FAVORITE LOCATION

Seaside **55% (=)**

City **26% (+6pts)**

(+XX / -XX) : Evolution vs 2021

# CZECH REPUBLIC

## HOLIDAY PLANS

HOLIDAY PLANS **73%** (+8pts)

*Vs Europe 71% (+14pts)*

BUDGET **€1 153** (+6%)

*Vs Europe €1 805 (+14%)*

DURATION **1.9** weeks

*Vs Europe 1.9 weeks*

RESERVATION **43%**

*Vs Europe 45%*

## HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN  
COUNTRY

**46%** (+5pts)

HOLIDAYS ABROAD

**53%** (+3pts)

PREFERRED FOREIGN  
DESTINATIONS

Croatia **12%** (+2pts)

Italy **10%** (+3pts)

Slovakia **9%** (-4pts)

## HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **48%** (+9pts)

Bed & breakfast **33%** (+3pts)

FAVORITE TRANSPORTATION

Personal car **60%** (+1pt)

Plane **27%** (+6pts)

FAVORITE LOCATION

Seaside **43%** (+6pts)

Countryside **36%** (-3pts)

(+XX / -XX) : Evolution vs 2021

# FRANCE

## HOLIDAY PLANS

HOLIDAY PLANS **74% (+7pts)**

*Vs Europe 71% (+14pts)*

BUDGET **€1 806 (+11%)**

*Vs Europe €1 805 (+14%)*

DURATION **2.1 weeks**

*Vs Europe 1.9 weeks*

RESERVATION **45%**

*Vs Europe 45%*

## HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN  
COUNTRY

**56% (+2pts)**

HOLIDAYS ABROAD

**40% (+12pts)**

PREFERRED FOREIGN  
DESTINATIONS

Spain **15% (+5pts)**

Italy **8% (+2pts)**

Portugal **5% (+1pt)**

## HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Rentals **39% (+4pts)**

Relative's house / Hotel **29%**

FAVORITE TRANSPORTATION

Personal car **68% (-1pt)**

Plane **22% (+6pts)**

FAVORITE LOCATION

Seaside **65% (+3pts)**

Countryside **26% (-6pts)**

*(+XX / -XX) : Evolution vs 2021*



# GERMANY

## HOLIDAY PLANS

HOLIDAY PLANS **61% (+19pts)**

*Vs Europe 71% (+14pts)*

BUDGET **€2 128 (+15%)**

*Vs Europe €1 805 (+14%)*

DURATION **1.9 weeks**

*Vs Europe 1.9 weeks*

RESERVATION **54%**

*Vs Europe 45%*

## HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN  
COUNTRY

**32% (-1pt)**

HOLIDAYS ABROAD

**59% (+7pts)**

PREFERRED FOREIGN  
DESTINATIONS

Italy **13% (+1pt)**

Spain **12% (+1pt)**

Austria **8% (-1pt)**

## HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **50% (+9pts)**

Rentals **33% (-1pt)**

FAVORITE TRANSPORTATION

Personal car **54% (-6pts)**

Plane **33% (+7pts)**

FAVORITE LOCATION

Seaside **57% (+2pts)**

Countryside **25% (-)**

(+XX / -XX) : Evolution vs 2021

# ITALY

## HOLIDAY PLANS

**HOLIDAY PLANS 76% (+9pts)**

*Vs Europe 71% (+14pts)*

**BUDGET €1 740 (+10%)**

*Vs Europe €1 805 (+14%)*

**DURATION 1.9 weeks**

*Vs Europe 1.9 weeks*

**RESERVATION 36%**

*Vs Europe 45%*

## HOLIDAYS DESTINATION

**HOLIDAYS IN THEIR OWN  
COUNTRY**

**65% (+4pts)**

**HOLIDAYS ABROAD**

**31% (+12pts)**

**PREFERRED FOREIGN  
DESTINATIONS**

Spain **10% (+3pts)**

France **7% (+2pts)**

Greece **6% (+2pts)**

## HOLIDAYS ORGANIZATION

**FAVORITE ACCOMODATION**

Hotel **44% (+6pts)**

Rentals **29% (-4pts)**

**FAVORITE TRANSPORTATION**

Personal car **58% (-12pts)**

Plane **30% (+12pts)**

**FAVORITE LOCATION**

Seaside **66% (-5pts)**

Touring **22% (+5pts)**

(+XX / -XX) : Evolution vs 2021

# POLAND

## HOLIDAY PLANS

HOLIDAY PLANS **75% (+9pts)**

*Vs Europe 71% (+14pts)*

BUDGET **€969 (+14%)**

*Vs Europe €1 805 (+14%)*

DURATION **1.8 weeks**

*Vs Europe 1.9 weeks*

RESERVATION **37%**

*Vs Europe 45%*

## HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN  
COUNTRY

**50% (+6pts)**

HOLIDAYS ABROAD

**40% (+10pts)**

PREFERRED FOREIGN  
DESTINATIONS

Italy **7% (+2pts)**

Spain **6% (-)**

Croatia **6% (+1pt)**

## HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **50% (+7pts)**

Rentals **23% (-2pts)**

FAVORITE TRANSPORTATION

Personal car **57% (-8pts)**

Plane **27% (+8pts)**

FAVORITE LOCATION

Seaside **57% (-2pts)**

Mountains **35% (-1pt)**

(+XX / -XX) : Evolution vs 2021



# PORTUGAL

## HOLIDAY PLANS

**HOLIDAY PLANS 79% (+17pts)**

*Vs Europe 71% (+14pts)*

**BUDGET €1 543 (+15%)**

*Vs Europe €1 805 (+14%)*

**DURATION 1.8 weeks**

*Vs Europe 1.9 weeks*

**RESERVATION 34%**

*Vs Europe 45%*

## HOLIDAYS DESTINATION

**HOLIDAYS IN THEIR OWN  
COUNTRY**

**54% (+8pts)**

**HOLIDAYS ABROAD**

**52% (+13pts)**

**PREFERRED FOREIGN  
DESTINATIONS**

**Spain 24% (+6pts)**

**France 13% (+4pts)**

**Italy 9% (+4pts)**

## HOLIDAYS ORGANIZATION

**FAVORITE ACCOMODATION**

**Hotel 41% (+6pts)**

**Rentals 30% (-2pts)**

**FAVORITE TRANSPORTATION**

**Personal car 51% (-7pts)**

**Plane 41% (+7pts)**

**FAVORITE LOCATION**

**Seaside 58% (+2pts)**

**City 31% (+8pts)**

*(+XX / -XX) : Evolution vs 2021*

**GAME CHANGERS**

# SPAIN

## HOLIDAY PLANS

HOLIDAY PLANS **78%** (+20pts)

*Vs Europe 71% (+14pts)*

BUDGET **€1 503** (+20%)

*Vs Europe €1 805 (+14%)*

DURATION **1.8** weeks

*Vs Europe 1.9 weeks*

RESERVATION **32%**

*Vs Europe 45%*

## HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN  
COUNTRY

**59%** (+5pts)

HOLIDAYS ABROAD

**38%** (+14pts)

PREFERRED FOREIGN  
DESTINATIONS

France **10%** (+4pts)

Portugal **9%** (+1pt)

Italy **9%** (+5pts)

## HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **55%** (+10pts)

Rentals **30%** (-5pts)

FAVORITE TRANSPORTATION

Personal car **59%** (-11pts)

Plane **34%** (+14pts)

FAVORITE LOCATION

Seaside **64%** (+3pts)

City **39%** (+6pts)

(+XX / -XX) : Evolution vs 2021

# SWITZERLAND

## HOLIDAY PLANS

HOLIDAY PLANS **75% (+12pts)**

*Vs Europe 71% (+14pts)*

BUDGET **€2 776 (+7%)**

*Vs Europe €1 805 (+14%)*

DURATION **2.1 weeks**

*Vs Europe 1.9 weeks*

RESERVATION **52%**

*Vs Europe 45%*

## HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN  
COUNTRY

**25% (-8pts)**

HOLIDAYS ABROAD

**78% (+7pts)**

PREFERRED FOREIGN  
DESTINATIONS

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

France **20% (+4pts)**

Spain **17% (+2pts)**

## HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **46% (+3pts)**

Relative's house **28% (-2pts)**

FAVORITE TRANSPORTATION

Personal car **43% (-8pts)**

Plane **43% (+9pts)**

FAVORITE LOCATION

Seaside **60% (+11pts)**

City **28% (+4pts)**

(+XX / -XX) : Evolution vs 2021

# UNITED KINGDOM

## HOLIDAY PLANS

**HOLIDAY PLANS 68% (+18pts)**

*Vs Europe 71% (+14pts)*

**BUDGET €2 165 (+19%)**

*Vs Europe €1 805 (+14%)*

**DURATION 1.7 weeks**

*Vs Europe 1.9 weeks*

**RESERVATION 57%**

*Vs Europe 45%*

## HOLIDAYS DESTINATION

**HOLIDAYS IN THEIR OWN  
COUNTRY**

**31% (-10pts)**

**HOLIDAYS ABROAD**

**60% (+24pts)**

**PREFERRED FOREIGN  
DESTINATIONS**

**Spain 20% (+11pts)**

**Italy 10% (+6pts)**

**France 9% (+2pts)**

## HOLIDAYS ORGANIZATION

**FAVORITE ACCOMODATION**

**Hotel 48% (+17pts)**

**Rentals 28% (-3pts)**

**FAVORITE TRANSPORTATION**

**Plane 51% (+23pts)**

**Personal car 38% (-19pts)**

**FAVORITE LOCATION**

**Seaside 54% (+6pts)**

**Countryside 33% (-7pts)**

*(+XX / -XX) : Evolution vs 2021*

# UNITED STATES

## HOLIDAY PLANS

HOLIDAY PLANS **60% (+10pts)**

*Vs Europe 71% (+14pts)*

BUDGET **€2 620 (+19%)**

*Vs Europe €1 805 (+14%)*

DURATION **1.5 weeks**

*Vs Europe 1.9 weeks*

RESERVATION **50%**

*Vs Europe 45%*

## HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN  
COUNTRY

**34% (-)**

HOLIDAYS ABROAD

**36% (+11pts)**

PREFERRED FOREIGN  
DESTINATIONS

Mexico **7% (+2pts)**

Canada **7% (+2pts)**

France **4% (-)**

## HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **52% (+4pts)**

Relative's house **27% (-6pts)**

FAVORITE TRANSPORTATION

Personal car **48% (-7pts)**

Plane **43% (+5pts)**

FAVORITE LOCATION

City **44% (+9pts)**

Seaside **42% (+3pts)**

(+XX / -XX) : Evolution vs 2021

# CANADA

## HOLIDAY PLANS

**HOLIDAY PLANS 61%**  
*Vs Europe 71% (+14pts)*

**BUDGET €2 391**  
*Vs Europe €1 805 (+14%)*

**DURATION 1.7 weeks**  
*Vs Europe 1.9 weeks*

**RESERVATION 42%**  
*Vs Europe 45%*

## HOLIDAYS DESTINATION

**HOLIDAYS IN THEIR OWN  
COUNTRY**  
**48%**

**HOLIDAYS ABROAD**  
**43%**

**PREFERRED FOREIGN  
DESTINATIONS**  
**US 21%**  
**Mexico 7%**  
**UK 4%**

## HOLIDAYS ORGANIZATION

**FAVORITE ACCOMODATION**  
**Hotel 46%**  
**Relative's house 29%**

**FAVORITE TRANSPORTATION**  
**Personal car 49%**  
**Plane 40%**

**FAVORITE LOCATION**  
**City 38%**  
**Countryside 37%**



# AUSTRALIA

## HOLIDAY PLANS

**HOLIDAY PLANS 52%**  
*Vs Europe 71% (+14pts)*

**BUDGET €2 808**  
*Vs Europe €1 805 (+14%)*

**DURATION 1.7 weeks**  
*Vs Europe 1.9 weeks*

**RESERVATION 44%**  
*Vs Europe 45%*

## HOLIDAYS DESTINATION

**HOLIDAYS IN THEIR OWN  
COUNTRY**  
**45%**

**HOLIDAYS ABROAD**  
**36%**

**PREFERRED FOREIGN  
DESTINATIONS**  
New Zeland 9%  
US / UK / France / Japan 4%

## HOLIDAYS ORGANIZATION

**FAVORITE ACCOMODATION**  
Hotel 51%  
Relative's house 25%

**FAVORITE TRANSPORTATION**  
Plane 48%  
Personal car 39%

**FAVORITE LOCATION**  
Seaside 42%  
City 40%

# THAILAND

## HOLIDAY PLANS

**HOLIDAY PLANS 69% (+25pts)**

*Vs Europe 71% (+14pts)*

**BUDGET €1 725 (+18%)**

*Vs Europe €1 805 (+14%)*

**DURATION 1.4 weeks**

*Vs Europe 1.9 weeks*

**RESERVATION 54%**

*Vs Europe 45%*

## HOLIDAYS DESTINATION

**HOLIDAYS IN THEIR OWN  
COUNTRY**

**18% (+5pts)**

**HOLIDAYS ABROAD**

**56% (+7pts)**

**PREFERRED FOREIGN  
DESTINATIONS**

Japan **25%** (-4pts)

South Korea **20%** (-)

Singapore / China **9%**

## HOLIDAYS ORGANIZATION

**FAVORITE ACCOMODATION**

Hotel **48% (+8pts)**

Bed & breakfast **45%** (+2pts)

**FAVORITE TRANSPORTATION**

Plane **46%** (+4pts)

Personal car **45%** (-3pts)

**FAVORITE LOCATION**

Seaside **58%** (+1pt)

Mountains **44%** (+4pts)

(+XX / -XX) : Evolution vs 2021