

COUNTRY FACT SHEETS

Ipsos/Europ Assistance survey

22nd edition



May 2023



AUSTRIA

HOLIDAY PLANS

HOLIDAY PLANS **78%** (+3pts)

Vs Europe 75% (+4pts)

BUDGET **€2 360** (+9%)

Vs Europe €1 918 (+6%)

DURATION **1.9** weeks

Vs Europe 1.9 weeks

RESERVATION **45%**

Vs Europe 41%

HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN COUNTRY

27% (-5pts)

HOLIDAYS ABROAD

71% (+2pts)

PREFERRED FOREIGN DESTINATIONS

Italy **29%** (=)

Croatia **17%** (+1pt)

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

HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **61%** (+4pts)

Rentals **22%** (-1pt)

FAVORITE TRANSPORTATION

Personal car **56%** (-4pts)

Plane **38%** (+6pts)

FAVORITE LOCATION

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

Countryside **28%** (+3pts)

(+XX / -XX) : Evolution vs 2022

BELGIUM

HOLIDAY PLANS

HOLIDAY PLANS **70%** (-1pts)

Vs Europe 75% (+4pts)

BUDGET **€2 182** (-5%)

Vs Europe €1 918 (+6%)

DURATION **2.0** weeks

Vs Europe 1.9 weeks

RESERVATION **47%**

Vs Europe 41%

HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN COUNTRY

26% (-1pt)

HOLIDAYS ABROAD

75% (-3pts)

PREFERRED FOREIGN DESTINATIONS

France **29%** (-1pt)

Spain **18%** (-4pts)

Italy **13%** (+2pts)

HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **46%** (-1pt)

Rentals **34%** (+5pts)

FAVORITE TRANSPORTATION

Personal car **50%** (+2pts)

Plane **37%** (=)

FAVORITE LOCATION

Seaside **56%** (+1pt)

Countryside **26%** (+4pts)

(+XX / -XX) : Evolution vs 2022

CZECH REPUBLIC

HOLIDAY PLANS

HOLIDAY PLANS **80%** (+7pts)

Vs Europe 75% (+4pts)

BUDGET **€1 283** (+11%)

Vs Europe €1 918 (+6%)

DURATION **2.0** weeks

Vs Europe 1.9 weeks

RESERVATION **40%**

Vs Europe 41%

HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN COUNTRY

39% (-7pts)

HOLIDAYS ABROAD

63% (+10pts)

PREFERRED FOREIGN DESTINATIONS

Slovakia **14%** (+5pts)

Croatia **11%** (-1pt)

Italy **10%** (=)

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

HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **49%** (+1pt)

Bed & breakfast **32%** (-1pt)

FAVORITE TRANSPORTATION

Personal car **53%** (-7pts)

Plane **33%** (+6pts)

FAVORITE LOCATION

Seaside **48%** (+5pts)

Countryside **33%** (-3pts)

(+XX / -XX) : Evolution vs 2022

FRANCE

HOLIDAY PLANS

HOLIDAY PLANS **78%** (+4pts)

Vs Europe 75% (+4pts)

BUDGET **€1 809** (=)

Vs Europe €1 918 (+6%)

DURATION **2.0** weeks

Vs Europe 1.9 weeks

RESERVATION **38%**

Vs Europe 41%

HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN COUNTRY

60% (+4pts)

HOLIDAYS ABROAD

42% (+2pts)

PREFERRED FOREIGN DESTINATIONS

Spain **16%** (+1pt)

Italy **10%** (+2pts)

Portugal **5%** (=)

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

HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Rentals **40%** (+1pt)

Hotel **30%** (+1pt)

FAVORITE TRANSPORTATION

Personal car **66%** (-2pts)

Plane **24%** (+2pts)

FAVORITE LOCATION

Seaside **65%** (=)

Countryside **24%** (-2pts)

(+XX / -XX) : Evolution vs 2022

GERMANY

HOLIDAY PLANS

HOLIDAY PLANS **63%** (+2pts)

Vs Europe 75% (+4pts)

BUDGET **€2 363** (+11%)

Vs Europe €1 918 (+6%)

DURATION **1.9** weeks

Vs Europe 1.9 weeks

RESERVATION **53%**

Vs Europe 41%

HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN COUNTRY

30% (-2pts)

HOLIDAYS ABROAD

62% (+3pts)

PREFERRED FOREIGN DESTINATIONS

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

Italy **12%** (-1pt)

France **8%** (+3pts)

HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **540%** (+4pts)

Rentals **27%** (-6pts)

FAVORITE TRANSPORTATION

Personal car **47%** (-7pts)

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

FAVORITE LOCATION

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

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

(+XX / -XX) : Evolution vs 2022

ITALY

HOLIDAY PLANS

HOLIDAY PLANS **83%** (+7pts)

Vs Europe 75% (+4pts)

BUDGET **€1 776** (+2%)

Vs Europe €1 918 (+6%)

DURATION **1.9** weeks

Vs Europe 1.9 weeks

RESERVATION **34%**

Vs Europe 41%

HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN COUNTRY

59% (-6pts)

HOLIDAYS ABROAD

44% (+13pts)

PREFERRED FOREIGN DESTINATIONS

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

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

Greece **9%** (+3pts)

HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **46%** (+2pts)

Rentals **29%** (=)

FAVORITE TRANSPORTATION

Personal car **50%** (-8pts)

Plane **35%** (+5pts)

FAVORITE LOCATION

Seaside **63%** (-3pts)

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

(+XX / -XX) : Evolution vs 2022

POLAND

HOLIDAY PLANS

HOLIDAY PLANS **75%** (=)

Vs Europe 75% (+4pts)

BUDGET **€1 153** (+19%)

Vs Europe €1 918 (+6%)

DURATION **2.0** weeks

Vs Europe 1.9 weeks

RESERVATION **36%**

Vs Europe 41%

HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN COUNTRY

47% (-3pts)

HOLIDAYS ABROAD

46% (+6pts)

PREFERRED FOREIGN DESTINATIONS

Italy **11%** (+4pts)

Spain **9%** (+3pts)

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

HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **48%** (-2pts)

Relative's house **24%** (+2pts)

FAVORITE TRANSPORTATION

Personal car **51%** (-6pts)

Plane **31%** (+4pts)

FAVORITE LOCATION

Seaside **61%** (+4pts)

Mountains **34%** (-1pt)

(+XX / -XX) : Evolution vs 2022

PORTUGAL

HOLIDAY PLANS

HOLIDAY PLANS **78%** (-1pts)

Vs Europe 75% (+4pts)

BUDGET **€1 624** (+5%)

Vs Europe €1 918 (+6%)

DURATION **1.9** weeks

Vs Europe 1.9 weeks

RESERVATION **35%**

Vs Europe 41%

HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN COUNTRY

47% (-7pts)

HOLIDAYS ABROAD

54% (+2pts)

PREFERRED FOREIGN DESTINATIONS

Spain **23%** (-1pts)

France **11%** (-2pts)

Italy **9%** (=)

HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **43%** (+2pts)

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

FAVORITE TRANSPORTATION

Plane **48%** (+7pts)

Personal car **46%** (-5pts)

FAVORITE LOCATION

Seaside **59%** (+1pt)

City **39%** (+8pts)

(+XX / -XX) : Evolution vs 2022

SPAIN

HOLIDAY PLANS

HOLIDAY PLANS 82% (+4pts)

Vs Europe 75% (+4pts)

BUDGET €1 683 (+12%)

Vs Europe €1 918 (+6%)

DURATION 1.9 weeks

Vs Europe 1.9 weeks

RESERVATION 30%

Vs Europe 41%

HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN COUNTRY

53% (-6pts)

HOLIDAYS ABROAD

43% (+5pts)

PREFERRED FOREIGN DESTINATIONS

Italy 13% (+4pts)

France 10% (=)

Portugal 9% (=)

HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel 51% (-4pts)

Rentals 30% (=)

FAVORITE TRANSPORTATION

Personal car 51% (-8pts)

Plane 37% (+3pts)

FAVORITE LOCATION

Seaside 60% (-4pts)

City 44% (+5pts)

(+XX / -XX) : Evolution vs 2022

SWITZERLAND

HOLIDAY PLANS

HOLIDAY PLANS **76%** (+1pts)

Vs Europe 75% (+4pts)

BUDGET **€3 477** (+25%)

Vs Europe €1 918 (+6%)

DURATION **2.1** weeks

Vs Europe 1.9 weeks

RESERVATION **44%**

Vs Europe 41%

HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN COUNTRY

22% (-3pts)

HOLIDAYS ABROAD

75% (-3pts)

PREFERRED FOREIGN DESTINATIONS

Italy **27%** (=)

France **16%** (-4pts)

Spain **12%** (-5pts)

HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **52%** (+6pts)

Rentals **25%** (-1pt)

FAVORITE TRANSPORTATION

Plane **44%** (+1pt)

Personal car **41%** (-2pts)

FAVORITE LOCATION

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

City **32%** (+4pts)

(+XX / -XX) : Evolution vs 2022

UNITED KINGDOM

HOLIDAY PLANS

HOLIDAY PLANS **71%** (+3pts)

Vs Europe 75% (+4pts)

BUDGET **€2 194** (+1%)

Vs Europe €1 918 (+6%)

DURATION **1.7** weeks

Vs Europe 1.9 weeks

RESERVATION **51%**

Vs Europe 41%

HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN COUNTRY

32% (+1pt)

HOLIDAYS ABROAD

60% (=)

PREFERRED FOREIGN DESTINATIONS

Spain **17%** (-3pts)

Italy **9%** (-1pt)

France **9%** (=)

HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **51%** (+3pts)

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

FAVORITE TRANSPORTATION

Plane **54%** (+3pts)

Personal car **36%** (-2pts)

FAVORITE LOCATION

Seaside **57%** (+3pts)

Countryside/City **39%** (+7pts)

City **39%** +6pts)

(+XX / -XX) : Evolution vs 2022

GAME CHANGERS

UNITED STATES

HOLIDAY PLANS

HOLIDAY PLANS **63%** (+3pts)

Vs Europe 75% (+4pts)

BUDGET **€2 772** (+6%)

Vs Europe €1 918 (+6%)

DURATION **1.6** weeks

Vs Europe 1.9 weeks

RESERVATION **39%**

Vs Europe 41%

HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN COUNTRY

37% (+3pts)

HOLIDAYS ABROAD

33% (-3pts)

PREFERRED FOREIGN DESTINATIONS

Canada **8%** (+1pt)

Mexico **7%** (=)

France **4%** (=)

HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **56%** (+4pts)

Relative's house **25%** (-2pts)

FAVORITE TRANSPORTATION

Personal car **49%** (+1pt)

Plane **44%** (+1pt)

FAVORITE LOCATION

City **45%** (+1pt)

Seaside **42%** (=)

(+XX / -XX) : Evolution vs 2022

CANADA

HOLIDAY PLANS

HOLIDAY PLANS **64%** (+3pts)

Vs Europe 75% (+4pts)

BUDGET **€2 216** (-7pts)

Vs Europe €1 918 (+6%)

DURATION **1.8** weeks

Vs Europe 1.9 weeks

RESERVATION **40%**

Vs Europe 41%

HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN COUNTRY

46% (-2pts)

HOLIDAYS ABROAD

44% (+1pt)

PREFERRED FOREIGN DESTINATIONS

US **26%** (+5pts)

Mexico **6%** (-1pt)

France **3%** (=)

Spain **3%** (+2pts)

HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **48%** (+2pts)

Relative's house **34%** (+5pts)

FAVORITE TRANSPORTATION

Personal car **48%** (-1pt)

Plane **42%** (+2pts)

FAVORITE LOCATION

City **48%** (+10pts)

Countryside **34%** (-3pts)

Seaside **34%** (-1pt)

(+XX / -XX) : Evolution vs 2022

AUSTRALIA

HOLIDAY PLANS

HOLIDAY PLANS **54%** (+2pts)

Vs Europe 75% (+4pts)

BUDGET **€2 807** (=)

Vs Europe €1 918 (+6%)

DURATION **2.1** weeks

Vs Europe 1.9 weeks

RESERVATION **42%**

Vs Europe 41%

HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN COUNTRY

39% (-6pts)

HOLIDAYS ABROAD

50% (+14pts)

PREFERRED FOREIGN DESTINATIONS

New Zeland **9%** (=)

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

Indonesia **6%** (+3pts)

HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION

Hotel **51%** (=)

Rentals **25%** (+3pts)

FAVORITE TRANSPORTATION

Plane **57%** (+9pts)

Personal car **29%** (-10pts)

FAVORITE LOCATION

Seaside **52%** (+10pts)

City **43%** (+3pts)

(+XX / -XX) : Evolution vs 2022

MALAYSIA

HOLIDAY PLANS

HOLIDAY PLANS **72%**
Vs Europe 75% (+4pts)

BUDGET **€1 373**
Vs Europe €1 918 (+6%)

DURATION **1.4 weeks**
Vs Europe 1.9 weeks

RESERVATION **41%**
Vs Europe 41%

HOLIDAYS DESTINATION

HOLIDAYS IN THEIR OWN COUNTRY
48%

HOLIDAYS ABROAD
69%

PREFERRED FOREIGN DESTINATIONS
Thailand **25%**
Indonesia **19%**
Singapore **18%**

HOLIDAYS ORGANIZATION

FAVORITE ACCOMODATION
Hotel **61%**
Rentals **30%**

FAVORITE TRANSPORTATION
Plane **55%**
Personal car **32%**

FAVORITE LOCATION
Seaside **54%**
City **53%**