The tourism passion communities are groups of people that travel with the primary idea of pursuing a special interest, including a hobby, an activity or a motivation. This infographic provides insights on four passion groups – gastronomy lovers, city life enthusiasts, immersive explorers, and explorers of cultural identity and roots. Findings are based on a survey conducted among 3012 respondents from 12 countries.

**WHAT DO WE KNOW ABOUT THE TOURISM PASSION COMMUNITIES?**

- **Gastronomy lovers**
  - They love discovering local food and drink (71%) and attending food events and festivals (47%).
  - The foodies seek new experiences together with relaxation.
  - Gastronomy lovers are more often female tourists, slightly older than tourists from other groups and often are part of couples with children.
  - Gastronomy as a reason for travel is particularly relevant for tourists from China and the United States.

- **City life enthusiasts**
  - They adore shopping (69%), street life (49%), finding hidden gems (47%) and nightlife (45%).
  - Experiencing local city life is particularly interesting to female tourists, slightly younger than average and with a higher level of education.
  - City life enthusiasts prefer middle-class hotels and avoid guesthouses/B&Bs/hostels.

- **Immersive explorers**
  - This group enjoys activities with a slower pace of events. They seek unique (48%), simple (48%) and local (48%) experiences.
  - Immersive explorers come from destinations that can be considered interesting for adventure and exploration, such as Canada, Australia, Brazil and the United States.
  - Immersive explorers are more often male and are younger (18-34 years old) than the average tourist (25-44 years old).

- **Explorers of cultural identity & roots**
  - These travellers enjoy exploring artistic heritage (55%) and their national (52%) and ethnic (42%) identity.
  - Members of this group are slightly older, males and often part of couples with children.
  - They have a higher budget (€170/day) than average (€153), used for travel activities more than accommodation.

**SPRING IS THE FAVOURITE TIME TO TRAVEL**

The preferred time to travel (May - August) is similar among the surveyed respondents. Nevertheless, there are some differences between the passion groups that present opportunities for reducing seasonality and creating targeted promotional activities out of the peak season.

Preferred month(s) for travel per interest group and total sample

**NATURE IS THE LARGEST INTEREST DRIVING PEOPLE’S TRAVEL DECISIONS**

Primary interest to travel (share of respondents)

- Nature: 29%
- Gastronomy: 15%
- City life: 13%
- Exploration of cultural identity and roots: 13%
- Immersive exploration: 9%
- Sport: 9%
- Adventure: 8%
- Social and personal self-fulfilment: 8%
- Media-related interests: 5%
- Other: 4%

**EUROPE IS VERY WELL POSITIONED TO ATTRACT EACH OF THE FOUR PASSION GROUPS**

Most attractive places visited to pursue a specific interest – regional aggregate

<table>
<thead>
<tr>
<th>Exploration of cultural identity and roots</th>
<th>Immersive exploration</th>
<th>City life</th>
<th>Gastronomy</th>
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**European Travel Commission**

Europe continues to be the most visited region in the world receiving over 50% of all international tourist arrivals in 2018." Although European tourism continues to grow, the European Travel Commission (ETC) has embraced a new approach whereby a destination’s success is defined by other aspects rather than just tourism volumes.