City life enthusiasts are travellers inspired by urban experiences. Activities undertaken by this group are less immersive and happen over shorter time spans, reflecting the dynamism of a metropolitan life.

City life enthusiasts are ‘digital’ and hold travel blogs and influencers in high regard.

**City life enthusiasts represent a high-value niche market; they travel more often than other travellers (two to three times a year) and are willing to spend higher amounts while on holiday.**

**CITY LIFE ENTHUSIASTS ARE YOUNG, VIBRANT AND SEEK NEW EXPERIENCES THAT EXPAND THEIR PERSPECTIVES**

City life tourism is slightly more interesting to female travellers which are younger than the average tourist (58% are 18-34 years old).

- **Experiencing city life is particularly interesting for couples with children (53%) and solo travellers (31%).**
- **81% of respondents from this group have a bachelor or higher degree of education (i.e. master, doctorate).**
- **Enjoying urban experiences as a reason for travel is particularly relevant for tourists from Saudi Arabia, India, China and the United States.**

**Specific areas of interest**

<table>
<thead>
<tr>
<th>Interest</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping</td>
<td>47%</td>
</tr>
<tr>
<td>Street culture e.g. free outdoor cultural activities [music, theatre, etc.]</td>
<td>49%</td>
</tr>
<tr>
<td>Discovering unknown venues in popular destinations (e.g. hidden gems)</td>
<td>47%</td>
</tr>
<tr>
<td>Nightlife</td>
<td>45%</td>
</tr>
<tr>
<td>Fashion-related activities</td>
<td>38%</td>
</tr>
<tr>
<td>Design-related interests (urban design, sustainable design)</td>
<td>32%</td>
</tr>
<tr>
<td>Thematic city tours e.g. escape rooms</td>
<td>27%</td>
</tr>
<tr>
<td>Street art</td>
<td>25%</td>
</tr>
<tr>
<td>24 hour travel</td>
<td>13%</td>
</tr>
<tr>
<td>Cosplay</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Psychographic profiling**

- **Sophisticated, precise, refined, professional**
  - 30%
- **Dynamic, energetic, passionate, bold**
  - 37%
- **Calm, stable, caring, romantic**
  - 34%
- **Simple, playful, light, social**
  - 30%

**Motivation to travel**

- 59% Experiencing/learning about new cultures
- 42% Expanding your perspectives and opening your mind
- 42% Experiencing new adventures
- 40% Relaxing
- 22% Challenging yourself

**5 out of the top 10 most attractive destinations for city life enthusiasts are in Europe**

<table>
<thead>
<tr>
<th>Destination</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>1</td>
</tr>
<tr>
<td>Japan</td>
<td>3</td>
</tr>
<tr>
<td>France</td>
<td>4</td>
</tr>
<tr>
<td>Spain</td>
<td>5</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>6</td>
</tr>
<tr>
<td>Italy</td>
<td>7</td>
</tr>
<tr>
<td>Germany</td>
<td>8</td>
</tr>
<tr>
<td>Netherlands</td>
<td>9</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>10</td>
</tr>
</tbody>
</table>

**City life enthusiasts are very satisfied with the variety and quality of urban experiences in Europe, the hospitality within the destinations, and the diversity of cultural and leisure activities.**

Even though Europe is the preferred destination, Asia and North America also appeal to city life enthusiasts. Japan and the United States are ranked as the most attractive countries within the two regions. Both destinations lead the way in providing travellers with extensive information about cities and related experiences through digital and non-digital communication channels.

**PREFERRED MONTHS TO TRAVEL**

- **May (28%)**
- **June (24%)**
- **July (24%)**

**CHOICE OF ACCOMMODATION**

- **Hotel**
  - 31%
  - Middle-class hotel
  - Luxury hotel
  - Guest house/B&B/Hostel
  - Rented property

**AVERAGE LENGTH OF STAY**

- **3-7 nights**: 19%
- **8-14 nights**: 59%
- **15-21 nights**: 15%

**FACTORS INFLUENCING THE CHOICE OF DESTINATION**

- Concerns about personal safety: 60%
- Cost of travel: 56%
- Destination’s cost of living: 45%
- Transport difficulties (e.g. low accessibility): 40%
- Bureaucracy (e.g. difficulties in obtaining a visa): 34%

**THE AVERAGE DAILY BUDGET**

- **Per person**: €175

**SAMPLE SIZE**: 936

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**City Life Passion Communities**

**ETC Market Study**

- Book via email: 63%
- Book via booking websites and social media: 30%
- Book an entire travel package through a travel agent: 22%
- Book directly with the airline: 10%
- Book via online platforms (e.g. Skyscanner): 57%
- Book directly with the accommodation provider: 51%
- Book via a travel agent: 45%

**Multiple-answer questions**

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**Internet**

- Facebook: 70%
- Instagram: 54%
- YouTube: 48%