

TOURISM PASSION COMMUNITIES

City life enthusiasts

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 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)



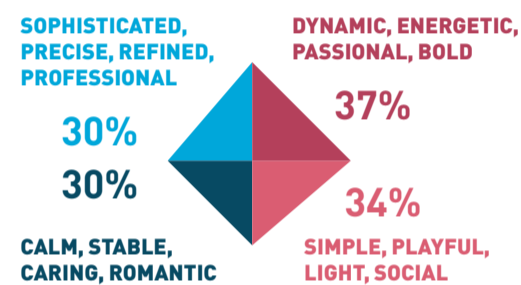
Enjoying urban experiences as a reason for travel is particularly relevant for tourists from **Saudi Arabia, India, China** and the **United States**

Specific areas of interest



- 67% Shopping
- 49% Street culture e.g. free outdoor cultural activities (music, theatre, etc.)
- 47% Discovering unknown venues in popular destinations (e.g. hidden gems)
- 45% Nightlife
- 38% Fashion-related activities
- 32% Design-related interests (urban design, sustainable design)
- 32% Thematic city tours e.g. escape rooms
- 27% Street art
- 25% 24 hour travel
- 13% Cosplay
- 1% Other

Psychographic profiling



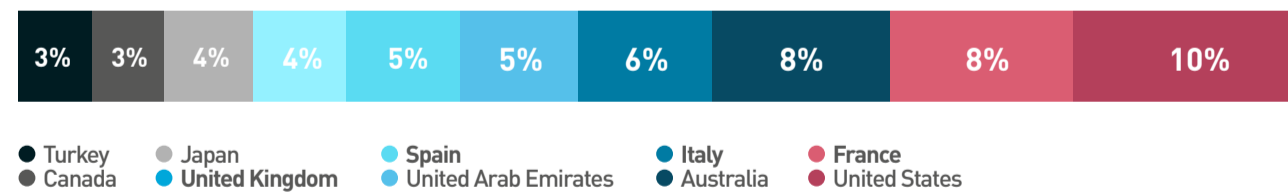
Motivation to travel

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

Multiple-answer questions

5 OUT OF THE TOP 10 MOST ATTRACTIVE DESTINATIONS FOR CITY LIFE ENTHUSIASTS ARE IN EUROPE

Most attractive destinations for city life enthusiasts (share of total preference)



- Turkey
- Japan
- Spain
- United Arab Emirates
- Italy
- Australia
- France
- United States
- Canada
- United Kingdom



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.

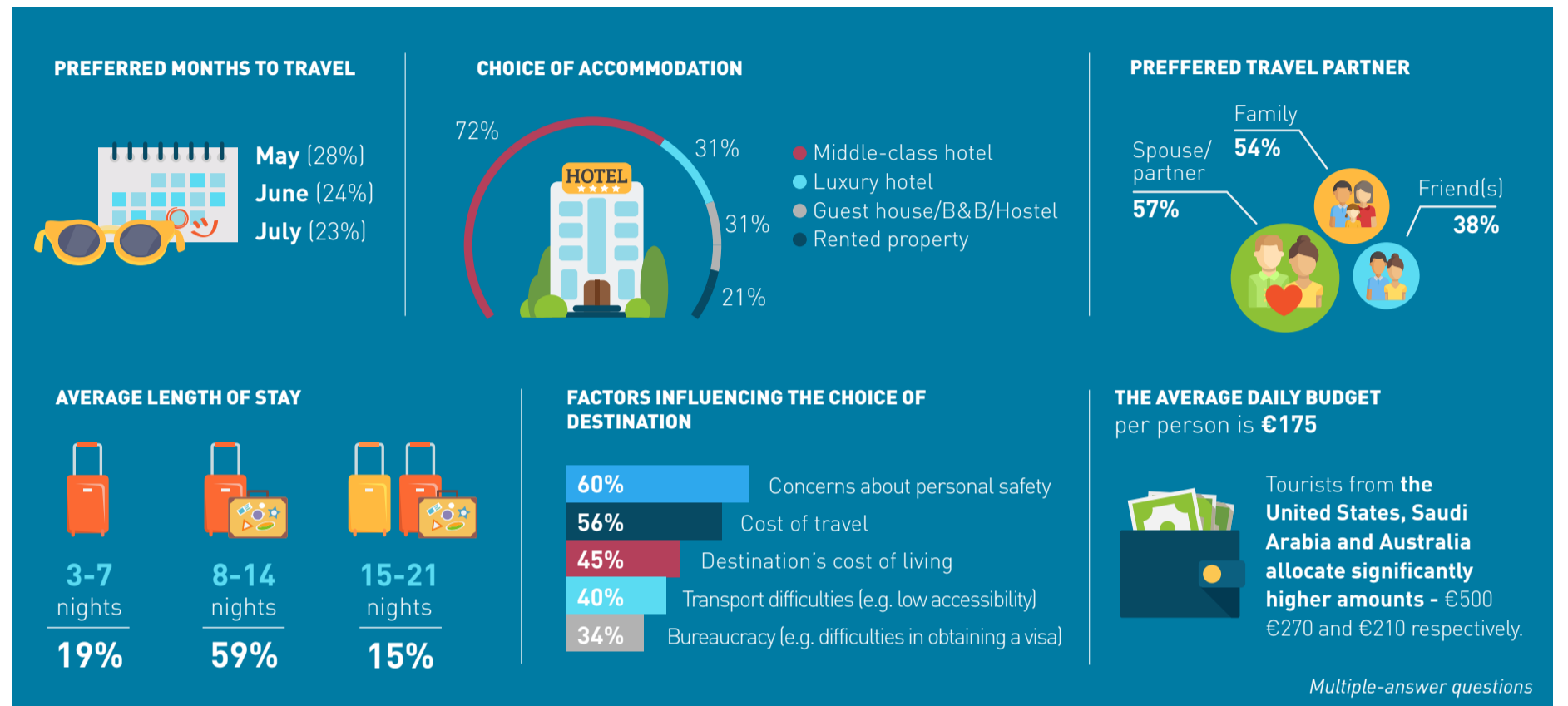


Europe's value for money of the experiences related to city life could still be enhanced.



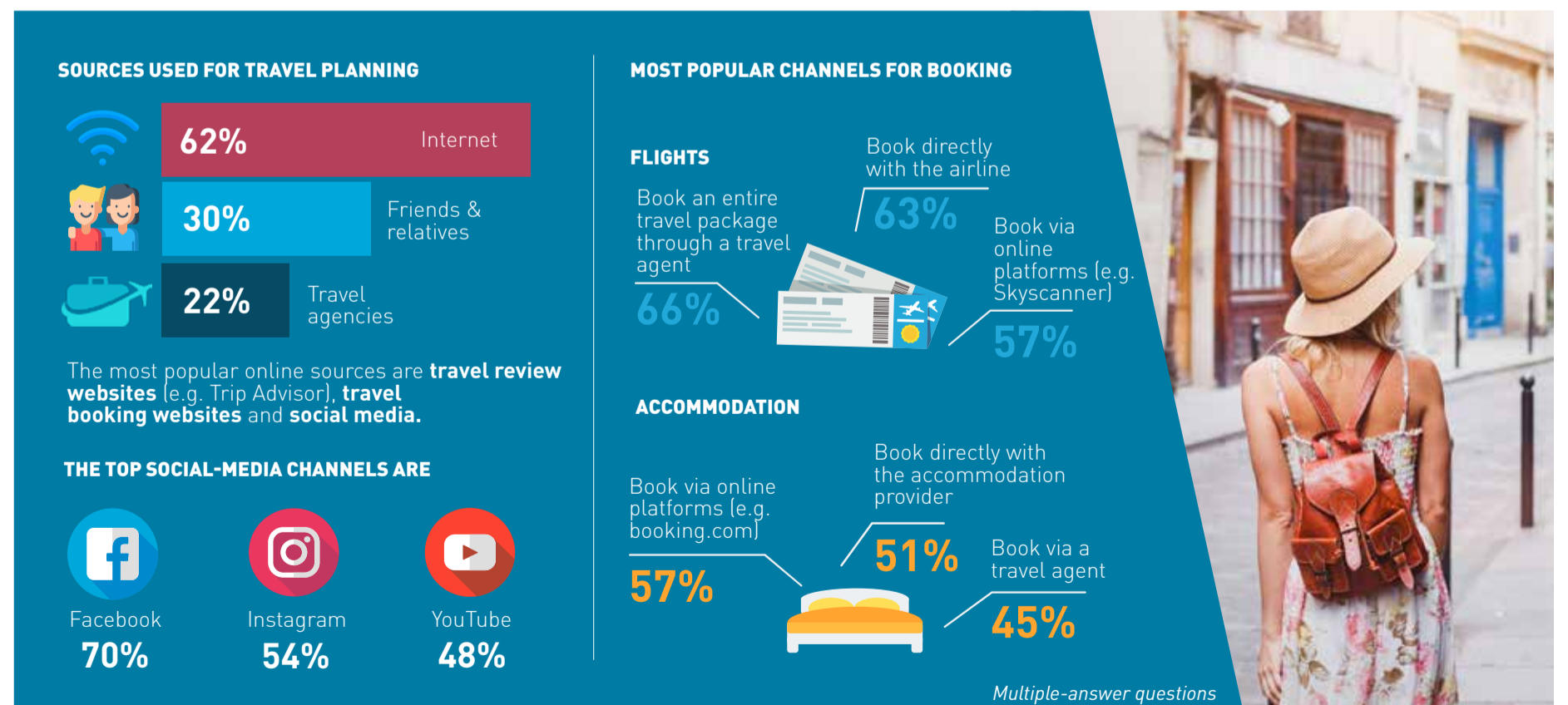
Even though Europe is the preferred destination, Asia and North America also appeal to city life enthusiasts. Japan and the United States are ranked as the most attractive countries within the two regions. Both destinations lead the way in providing travellers with extensive information about cities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

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



Multiple-answer questions

CITY LIFE ENTHUSIASTS ARE 'DIGITAL' AND HOLD TRAVEL BLOGS AND INFLUENCERS IN HIGH REGARD



Multiple-answer questions

Sample size: 936