

# DESTINATION EUROPE

LONG-HAUL TRAVEL BAROMETER **JUNE 2020**

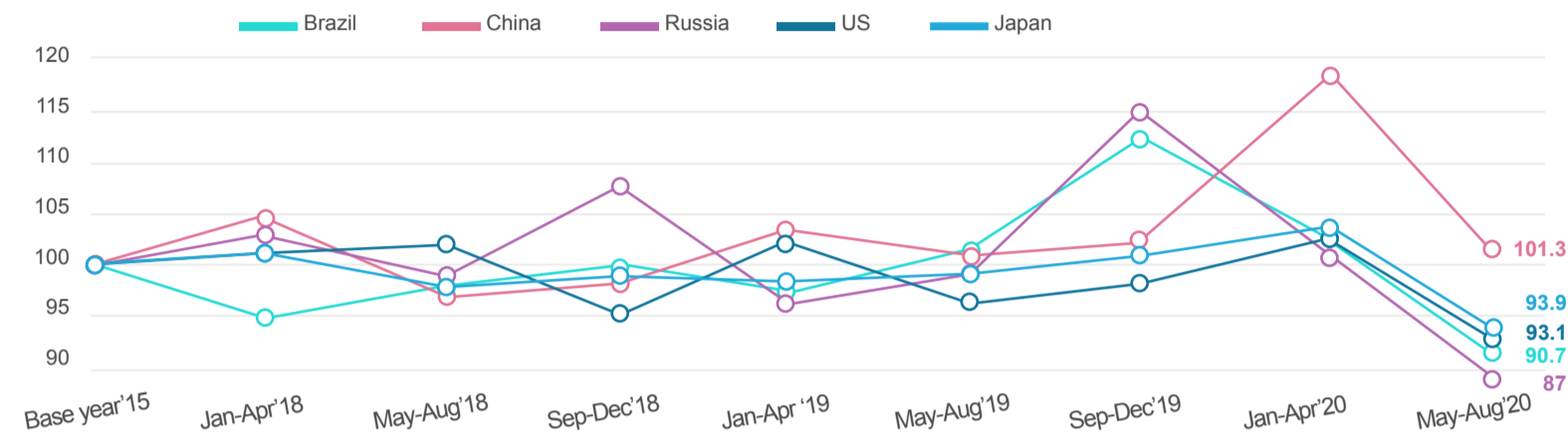


The Long-Haul Travel Barometer is a unique tool that monitors the sentiment among potential travellers from six key source markets for Europe - Brazil, China, India, Japan, Russia, and the United States (US). Results are forward-looking and shed light on the preferences, motivations and barriers related to travel to Europe in the short-term. Findings are based on 1,000 interviews conducted in each market every four months. *The words 'travellers', 'respondents' and 'tourists' are generally used interchangeably, when they have been used, for no other reason than to add variety to the language.*

This Barometer provides results for the travel horizon May-August 2020. Insights are based on data collected in April 2020.

## THE TRAVEL SENTIMENT IS WEAK IN ALL MARKETS AMID THE PANDEMIC

Evolution of intention to travel to Europe. Index base = 100 (>100=expansion, <100=decline) \*



\*Index values for each wave are calculated based on corresponding waves in previous years. Index data for India is not available yet.

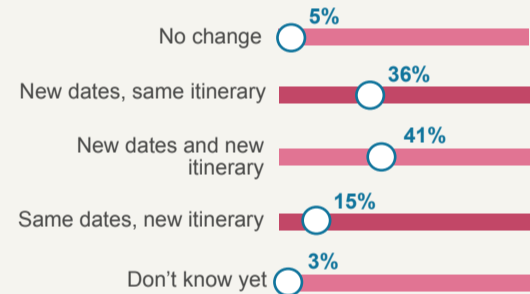


Results of the latest Long-Haul Travel Barometer, indicated that amid the Covid-19 outbreak, the confidence for travel to Europe in summer 2020 is weak in all six markets monitored. Nevertheless, after more than two months of confinement, citizens in some of those markets are starting to dream of resuming travel with or without an exact date attached to it. Whether their plans will become a reality will ultimately depend on the development of the Covid-19 outbreak over the coming months, and the gradual lift of travel restrictions in place.

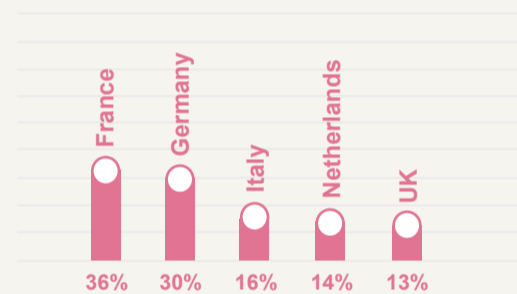
The results presented in this infographic disclose what the potential travellers in key overseas markets think of as they dream about their next trip to Europe.

### CHINA

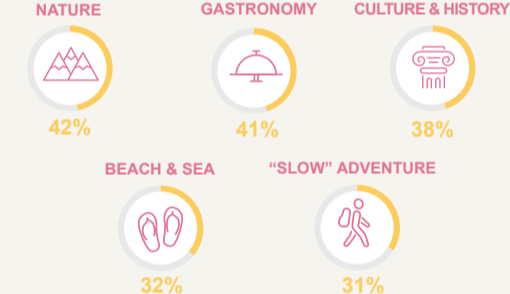
#### Covid-19 impact on travel plans



#### Top destinations to visit

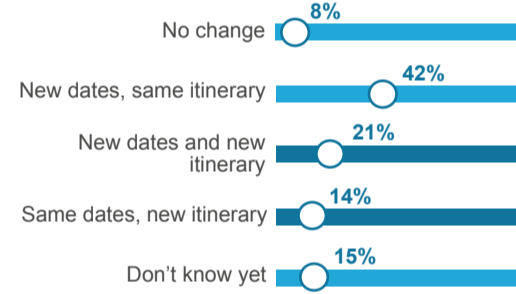


#### Main reasons to visit Europe

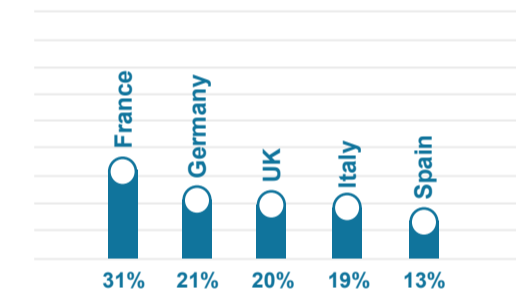


### US

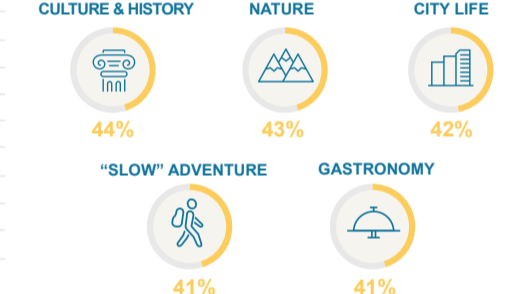
#### Covid-19 impact on travel plans



#### Top destinations to visit

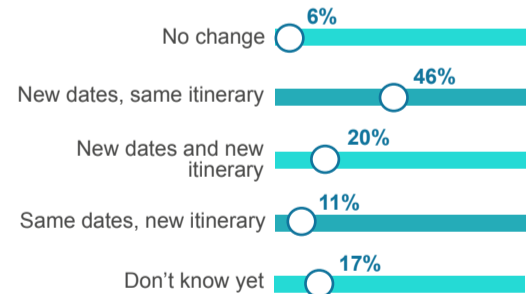


#### Main reasons to visit Europe

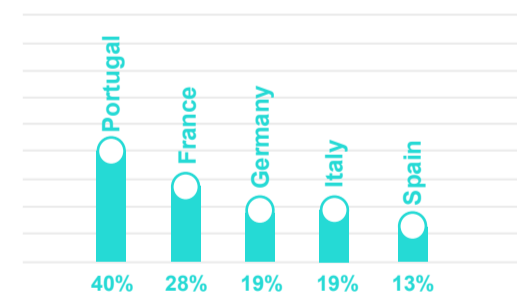


### BRAZIL

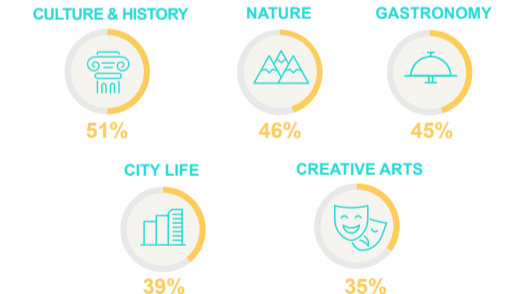
#### Covid-19 impact on travel plans



#### Top destinations to visit

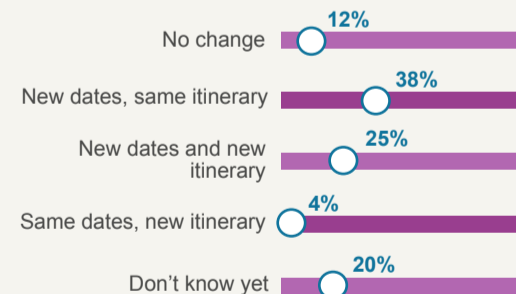


#### Main reasons to visit Europe

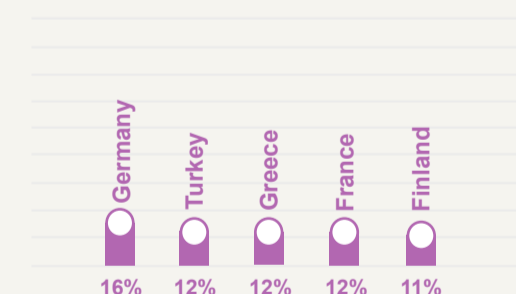


### RUSSIA

#### Covid-19 impact on travel plans



#### Top destinations to visit

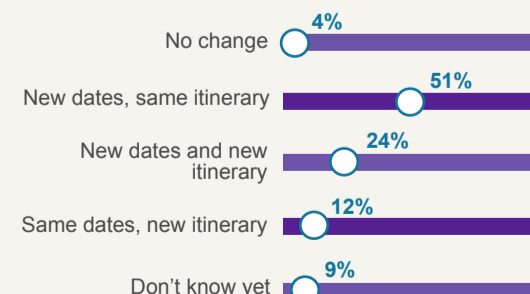


#### Main reasons to visit Europe

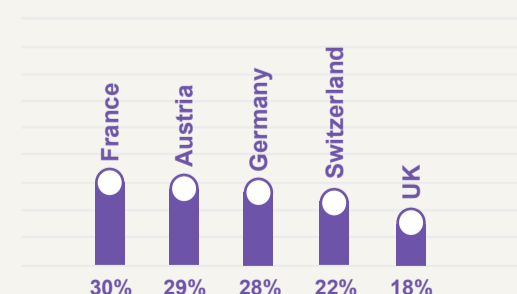


### INDIA

#### Covid-19 impact on travel plans



#### Top destinations to visit

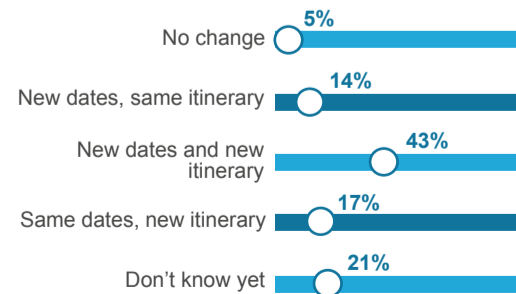


#### Main reasons to visit Europe

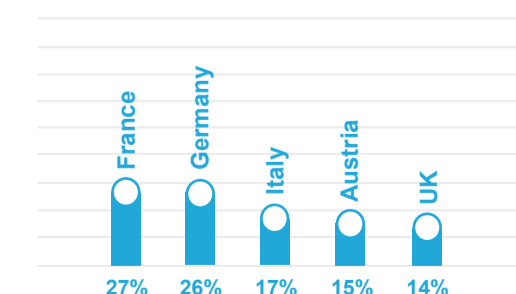


### JAPAN

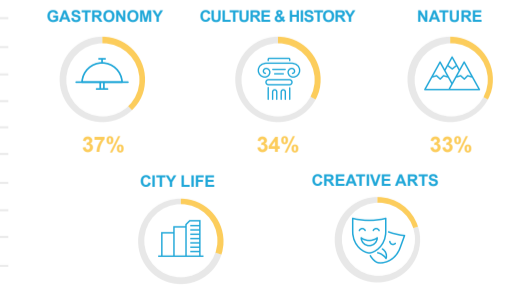
#### Covid-19 impact on travel plans



#### Top destinations to visit



#### Main reasons to visit Europe



Field work: April 2020. Sample sizes: Brazil: 368; China:575; Japan:86; Russia:274; USA:268; India:552

The Long-Haul Travel Barometer captures people's intention to travel abroad and is not meant to quantify prospect demand levels. The findings are brought to you by the European Travel Commission, European Tourism Association (ETOA) and Eurail B.V. and the European Commission. The project is realised by TCI Research. All rights reserved.

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