

EUROPEANS MAINTAIN A ROBUST DESIRE TO TRAVEL, PLANNING 2021 TRIPS DESPITE COVID-19 SECOND WAVE

- **Despite the resurgence of the pandemic in Europe, 54% of respondents indicated that they will take a trip in the next six months, with the majority (78%) planning to travel within Europe**
- **Consumer sentiment is similar towards domestic and intra-European travel (both 39%)**
- **Wave 2 survey reports an 18% drop in respondents wishing to travel by the end of 2020 as concerns about personal health intensify**

Brussels, 18 November 2020: European travellers have a stable and positive attitude towards travel but concerns over falling ill at the destination and quarantine restrictions have resulted in postponing more trips to 2021. This is according to the latest report ["Monitoring Sentiment for Domestic and Intra-European Travel: Wave 2"](#) released today by the European Travel Commission (ETC).

This is the second of six monthly reports gauging Europeans' short-term travel intentions from ten high-volume source markets¹ to better understand and respond to the impact of COVID-19. This report also provides information on people's travel preferences, including types of destinations and experiences, holiday periods and anxiety relating to travel in the next months.

European travel sentiment resistant amidst COVID-19

Similar to the [Results of Wave 1](#), a **majority of respondents (54%)**, indicate that they intend to take a trip in the **next six months**. Travel within Europe is the top choice with the same percentage of respondents (39%) planning to travel domestically and to other European locations. Nonetheless, the survey highlights an 18% drop in a stated preference for travel before the end of 2020 and slight increases in uncertainty about exact timing (+6%) and specific destination (+8%) compared to data collected for the previous wave.

Leisure is the primary purpose for almost 65% of the surveyed Europeans with short-term travel plans, while **visiting friends and relatives** would be the primary purpose for another 20%. Despite the effect of COVID-19 on urban destinations, **city breaks** prevail as the most favoured type of leisure trip among 21% of respondents. Simultaneously, with winter on the way, there seems to be a sharp 39% increase in the share of respondents opting for **skiing and snowboarding** holidays.

With COVID-19 cases on the rise again, **health and safety** is the primary consideration in any travel plans of Europeans. Air travel continues to be regarded as **the least safe part of a journey** according to 20% of respondents. The existence of flexible cancellation policies is now the main driver of travel decision-making among Europeans, standing at close to 11%. The possibility of an effective vaccine or treatment for COVID-19 follows closely behind at 10%.

Winter worsens the short-term effect of COVID-19

The results reveal that primary concerns for those intending to travel in the short-term are still **quarantine measures during a trip** (15%). However, the possibility of **falling ill at the destination** and **rising numbers of COVID-19 cases**, both around 13%, now loom larger in people's minds. Uncertainty about the exact timing of a trip is also a major issue, with approximately **35% of Europeans not knowing when they will travel next**.

Speaking following the publication of the report, ETC Executive Director Eduardo Santander stated: *"The latest*

¹ Germany, United Kingdom, France, Netherlands, Italy, Belgium, Switzerland, Spain, Poland and Austria

numbers clearly show that Europeans' desire for travel stays strong amid the reimposition of lockdowns and travel restrictions across Europe. EU governments must take a step forward and find a compromise together with the health authorities on practical solutions on how to implement necessary protocols and safely restart travel operations. Europeans deserve to see their families or have a short holiday break during the upcoming winter holidays”.

The ETC report surveyed nearly 6,000 respondents against the backdrop of the coronavirus pandemic and the unprecedented impact it continues to have on global tourism.

The full summary can be downloaded from: <https://etc-corporate.org/reports/monitoring-sentiment-for-domestic-and-intra-european-travel-wave-2/>

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Note to editors

The **European Travel Commission** is an association of National Tourism Organisations (NTOs). It was created in 1948 to promote Europe as a tourist destination to the long-haul markets outside of Europe, originally in the USA and later in Canada, Latin America and Asia. It currently has 32 member NTOs, including 7 from outside the European Union. For further information: ETC's corporate website <http://www.etc-corporate.org> is aimed at industry, government and educational personnel interested in tourism to Europe. Tourists seeking travel-specific information and ideas are directed to ETC's consumer portal <http://www.visiteurope.com>.

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