

WINTER HOLIDAYS 2020

Travel preferences of Europeans



Desire for travel is stronger among travellers from the following age groups



25-34



35-44

During winter holidays they are more likely to



21%
Travel by themselves
vs. 15%*



17%
Stay with friends & family
vs. 14%*

Leading purpose of travel



51%
Leisure
vs. 63%*



27%
Visiting friends & relatives
vs. 22%*



15%
Business
vs. 9%*

Preferred type of leisure trip



19%
City break
vs. 19%*



17%
Nature & Outdoors
vs. 15%*



13%
Culture & Heritage
vs. 14%*

Notes: This infographic illustrates the travel preferences of Europeans planning to travel by the end of January 2021, n=998
*Refers to survey respondents that are most likely to travel by the end of May 2021, n=2,880
Data was collected between 19/10/2020 – 6/11/2020