

# STRICT PROTOCOLS SAFEGUARD THE JOY OF TRAVELLING:

2 out of 3 Europeans feel much safer & relaxed to enjoy their trip when strict health and safety protocols are in place

38.6%

I feel much safer, knowing that my health is a top concern for the destination

28.1%

I feel more relaxed to enjoy my stay

11.7%

It does not make any difference to me

13.2%

I feel I cannot enjoy everything that a place has to offer

8.4%

I feel that strict protocols can damage the joy of travelling



45% of respondents **at the age of 55 and above** feel much **safer** when travelling to places with strict health and safety protocols, compared to **37%** of respondents **from the other age groups** (18-54 years old).



vs



49% of respondents planning a **culture & heritage trip** feel much **safer** with strict health and safety protocols, vs. **35%** of those planning a **sun & beach trip**

- Notes:**
- Q18. Please select a response which describes you the most: "When I travel to places with strict health and safety protocols..."
  - Refers to survey respondents that are most likely to travel by the end of June 2021, n=2,992
  - Data was collected between 20/11/2020 - 3/12/2020

Co-funded by  
the European Union



EUROPEAN  
TRAVEL  
COMMISSION

**MINDHAUS**  
Tourism Marketing Strategy