

EUROPEANS PIN HOPES ON EARLY SUMMER VACATIONS TO BEAT THE LOCKDOWN FATIGUE

- **54% of Europeans aim to make a trip before the end of July 2021, revealing the strong pent-up demand to resume travel**
- **1 in 3 Europeans believe that May-July is the most feasible period for their next trip**
- **Ramping up the efficiency of the vaccine rollout remains the crucial factor in kick-starting travel within Europe**

Brussels, 17 February 2021: Despite the continuous lockdowns and advice to avoid non-essential trips, Europeans' travel sentiment maintains an upward trajectory, with 54% of respondents planning to travel within the next six months either domestically or to another European country. That is according to the latest report "[Monitoring Sentiment for Domestic and Intra-European Travel – Wave 5](#)" published by the European Travel Commission (ETC).

This monthly report provides up-to-date information on the impact of COVID-19 on Europeans'¹ travel plans and preferences regarding types of destinations and experiences, holiday periods and anxieties related to travel in the coming months. The report features data collected in January 2021.

Travellers put health and safety first

Following the introduction of stricter travel rules across Europe, the possibility of getting quarantined and the rising COVID-19 cases at destinations are now of equal concern (15%) to Europeans wishing to travel. Meanwhile, the majority of respondents (69%) shared that they will feel safer and more relaxed if destinations have strict health and safety protocols in place, while only 21% of respondents claim that the protocols may to some extent spoil the travel experience.

At the same time, the COVID-19 vaccines remain the top driver for resuming travel, bringing hope that a mass rollout across Europe will contribute towards tourism recovery. 11% of Europeans indicated that the effective COVID-19 vaccines campaign would play a significant role in their decision to hit the road again, followed by destinations' effectiveness in managing the health crisis (11%) and COVID-19 testing prior to departure (10%).

Sun & beach destinations already in demand

Europeans' interest in sun & beach vacations expands with the warmer months slowly approaching. According to the survey results, over third of Europeans (34%) are optimistic about taking their next trip between May-July 2021. Travellers from the UK, France, Germany, Switzerland, and Austria are most enthusiastic about planning a coastal getaway.

Notably, Europeans are also most eager now to cross borders with 41% of respondents wishing to travel to another European country, the highest figure since the survey began. In comparison, 35% still prefer to travel domestically.

Confidence in air travel on the rise

Confidence in air travel continues to gradually improve and also supports hope for the recovery of intra-European travel. The share of Europeans planning to take a plane has progressively increased from 49% in September 2020

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

to 54% in January 2021, while the percentage of those having health concerns about flying has fallen from 20% to 16%.

The full summary can be downloaded from: <https://etc-corporate.org/reports/monitoring-sentiment-for-domestic-and-intra-european-travel-wave-5/>

ENDS

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 more information, please visit www.etc-corporate.org.

MINDHAUS is a tourism marketing agency and part of a leading and independent communication agency in the EMEA region, the V+O Group. MINDHAUS is dedicated to developing, managing and marketing destinations, supporting & strengthening organisations, businesses and brands and successfully connecting them to the Visitor Economy. For more information, please visit www.vando.gr and www.mindhaus.gr.

Mabrian Technologies is a Travel Analytics company providing real-time market intelligence for the tourism industry, by using Big Data and Artificial Intelligence technologies. Mabrian's Travel Intelligence platform is the first to be able to understand traveller behaviour throughout the whole travel cycle and predict tourism dynamics in real time. For more information, please visit www.mabrian.com

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