**METHODOLOGY**

- **Target** - Potential travellers from Canada, China, Japan, Russia and the US.
- **Method** – 1,000 online interviews with national representatives (18-70 years old), per market, per wave.
- **Frequency:** Interviews are conducted 3 times per year and provide insights about the travel horizons:
  - January-April
  - May-August
  - September-December.

**TRAVEL THEMES EXAMINED:**

- People’s intention to travel outside their region of residence
- Concerns and barriers to travel
- Important criteria for the selection of destinations
- Travel preferences regarding destinations, experiences and mode of transportation

*In all markets, the survey monitors respondents’ intention to travel outside the region of residence (e.g. North America for the USA). The only exception is the Russian Federation, where intention to travel outside the Commonwealth of Independent States is measured.*

Data files are only available to the members of partner organisations.

The survey is meant to gauge travellers’ attitudes and intentions, and is not meant to quantify demand levels. For more information on the index calculation please consult the [methodology](#).

**WHAT'S NEW?**

For the first time, the results of the survey are enriched with social sentiment data about Europe’s attractiveness ([TRAVELSAT® Pulse](#)). This analysis discloses the themes that drive positive and negative web conversations regarding destination Europe. The detailed results of the social web conversations analysis are available here: [Tracking e-reputation of Europe in Long Haul Markets, September 2021](#).
HOW TO READ THE RESULTS?

Intention to travel is measured in an index that reflects the dominant sentiment expressed by a market; either positive or negative. The index is tied to a base of 100. Values above 100 indicate a positive evolution, whereas values below 100 indicate negative attitudes towards travel in a given time period.

The Long-Haul Travel Barometers capture people’s intention to travel abroad and are not meant to quantify prospect of demand levels.

Results of the social media conversation analysis are indicated with the following symbol: The analysis covers conversations made between April-September 2021.
ALTHOUGH MORE OPTIMISTIC THAN A YEAR AGO, TRAVELLERS IN OVERSEAS MARKETS REMAIN CAUTIOUS ABOUT VISITING EUROPE BY THE END OF 2021

Given the current sanitary situation, intentions to travel to Europe between September and December 2021 remain weak in all markets, as illustrated by the long-haul travel sentiment index graph*.

However, with an increasing number of people getting vaccinated, the travel outlook for visiting Europe appears more positive than a year ago, and there are improvements to be noticed versus September 2020:

• In China, the sentiment index for travelling to Europe has increased from 69 in September 2020 to 92 in September 2021, and although the values remain below 2019 (102), the rebound of confidence is significant and points to a growing desire to return to Europe. The Chinese Government’s advice on avoiding non-essential outbound travel coupled with strict procedures for returning travellers (e.g., negative antibody test/PCR test and quarantine), however, are likely mute people’s desire to travel in the following months.

• In the US, the long-haul travel sentiment index remains positive (125), but Americans seem to be less confident when Europe is the destination (97). This result does not come as a surprise, given that the data collection period coincided with the discussions about US travellers being barred from travelling to Europe as of the beginning of Autumn 2021. Although some European destinations remain fully open to Americans, the removal of the US from the EU safe travel list puts pressure on the hopes for rejuvenated travel demand in the mid-term.

• Similar sentiment is observed in Russia, where people feel much more confident to embark on journeys to non-European countries, partially due to the non-approval of the Sputnik vaccine from the European Medicines Agency. The plans for resuming international flights between Russia and popular European countries, however, sparks some hopes for uptick in the travel activity.

• Unfortunately, Japan remains the market with the least positive outlook when it comes to long-haul travel (index 62). Although the index values for Europe are less negative (94), only 28% of surveyed Japanese shared to have plans to visit Europe between September-December 2021.

* Values above 100 indicate a positive evolution, whereas values below 100 indicate negative attitudes towards travel in a given time period. The index values for Canada in September 2021 is 100. The evolution of the index will be visible in September 2022.
WHY NOT TRAVELLING LONG-HAUL IN FALL 2021?

SAMPLE OF RESPONDENTS WHO DO NOT INTEND TO TRAVEL LONG-HAUL BETWEEN SEPTEMBER-DECEMBER 2021

Sample size per market:
- Canada: 558
- China: 389
- Japan: 835
- Russia: 535
- US: 494

Total sample: 2,811
AS LONG AS COVID-19 SAFETY CONCERNS PERSIST, MANY TRAVELLERS WILL REFRAIN FROM OVERSEAS JOURNEYS

What is the main reason behind your decision not to travel overseas (% respondents)?

- Safety concerns related to COVID-19
- I did not plan to travel
- Travel related costs
- Limited tourism offer
- Travel is not allowed (e.g. borders are closed)
- Restrictive requirements at the destination
- My trip was cancelled

...AND HERE IS WHAT PEOPLE DISCUSS ONLINE, THAT RAISES CONCERNS AND QUESTIONS OVER THEIR POTENTIAL VISIT TO EUROPE...

- People stuck in European destinations even if they had a “Green Pass”
- Refugee crisis impacting some European countries
- Criticism regarding the EU Digital COVID-19 certificate
- Anti vax protests in several European countries
- Delta variant hitting Europe
- Anti Asian racism stories

- Different travel regulations across European countries due to COVID-19
- Quebec region in Canada seen as a European equivalent destination
- Stories about American travellers getting COVID-19 while in Europe
- Europe is seen as an expansive destination for short trips

- The surge in Covid-19 cases in summer 2021 has affected people’s worries and held back their travel plans once again. More than 40% of all respondents with no intentions for overseas trips between September-December 2021 felt that their concerns about personal health and safety were the main obstacle to travel, a trend especially strong among Chinese (70%), Canadian (43%) and Japanese (42%) travellers.

- At the same time, more than a third of respondents did not plan to travel long-haul in autumn, with particularly large shares in Japan (48%), the US (43%) and Russia (37%).

- Russians, however, demonstrated a different evaluation of the situation, with much lower than the average Covid-19 related health concerns (22%) and greater attention to travel costs (19%) and the availability of services and experiences at destinations (9%).
It is interesting, however, to also note that in China and Russia, the share of respondents, not knowing whether they will travel to Europe in the next two years (26% and 38% respectively), surpasses the share of those that are being sceptical (25% and 24% respectively). This uncertainty may signify that people in these markets remain on a “stand-by” travel mode, which can later turn into demand.
WHAT DO PEOPLE WANT FROM A TRIP TO EUROPE THIS AUTUMN?

SAMPLE OF RESPONDENTS WHO INTEND TO TRAVEL LONG-HAUL TO EUROPE BETWEEN SEPTEMBER-DECEMBER 2021

Sample size per market:
- Canada: 276
- China: 494
- Japan: 108
- Russia: 359
- US: 388

Insights on the following slides are based on these sample sizes, unless otherwise specified.
THE TOURIST CROWDS ARE NOT AS WORRYING FOR CHINESE TRAVELLERS, AS FAR AS THEY KNOW THAT A DESTINATION EFFECTIVELY MANAGES THE PANDEMIC AND HAS A HIGH SHARE OF VACCINATED POPULATION

Which factors will make you feel more confident to start planning an overseas trip in the next months?*

- 47% Destinations' effectiveness in managing COVID-19
- 41% Getting vaccinated for COVID-19
- 32% Higher share of vaccinated people at the destination
- 27% Fully lifted travel restrictions
- 26% Pre-travel COVID-19 tests

*Total sample (N=1000)

Popular topics driving positive web conversations about Europe’s attractiveness

- The World’s largest railway connection between Europe and China
- First underwater museum to visit is in Europe
- A singular road trip across Europe
- Mutual recognition of driving licences between China and France
- European spa town destinations recorded at UNESCO World Heritage
- Europe home of creative cities and promotes urban sustainability
WESTERN AND CENTRAL EUROPEAN DESTINATIONS REMAIN MOST POPULAR AMONG THE CHINESE, WHILE THE DEMAND FOR MULTI-COUNTRY HOLIDAYS CONTINUES TO PREVAIL

When do you plan to go on your next trip in Europe?

<table>
<thead>
<tr>
<th>Month</th>
<th>Intend to travel</th>
<th>Booked a flight ticket</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>October</td>
<td></td>
<td>25%</td>
</tr>
<tr>
<td>November</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Have not decided yet</td>
<td>28%</td>
<td></td>
</tr>
</tbody>
</table>

Preferred type of destination to visit

- **The coast, beach resorts**: 63%
- **Cities/metropolitan areas**: 59%
- **The mountains, national parks**: 35%
- **Different types of places***: 28%
- **Countryside, rural areas**: 17%

Preferred European countries

<table>
<thead>
<tr>
<th>Country</th>
<th>% respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>44%</td>
</tr>
<tr>
<td>Denmark</td>
<td>27%</td>
</tr>
<tr>
<td>Germany</td>
<td>26%</td>
</tr>
<tr>
<td>Austria</td>
<td>25%</td>
</tr>
<tr>
<td>Italy</td>
<td>24%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>21%</td>
</tr>
<tr>
<td>Finland/Netherlands</td>
<td>19%</td>
</tr>
<tr>
<td>UK</td>
<td>18%</td>
</tr>
<tr>
<td>Greece/Belgium</td>
<td>15%</td>
</tr>
</tbody>
</table>

WESTERN AND CENTRAL EUROPEAN DESTINATIONS REMAIN MOST POPULAR AMONG THE CHINESE, WHILE THE DEMAND FOR MULTI-COUNTRY HOLIDAYS CONTINUES TO PREVAIL

A significantly higher/lower number of Chinese respondents consider this destination for a trip between September-December'21 compared to the same period in 2020.

*This category refers to respondents who expressed interest in visiting various types of destinations in a single trip (mountains, rural, city, etc.), rather than just one.
RUSSIA

BESIDES DESTINATIONS THAT SUCCESSFULLY HANDLED THE COVID-19 PANDEMIC, RUSSIANS WILL FAVOUR LESS CROWDED PLACES WITH AVAILABILITY OF TOURIST ACTIVITIES AND ATTRACTIONS AND GOOD VALUE FOR MONEY

Destination selection criteria that have become much more important due to COVID-19

- Efficient COVID-19 measures (68%)
- Low number of COVID-19 cases (68%)
- The destination is safe (66%)
- The destination is not crowded (63%)
- Affordable services at the destination (67%)
- Easy access to sites & attractions (62%)
- Friendly & welcoming local communities (45%)
- The destination preserve its natural & cultural heritage (38%)
- The destination offers world-renowned sites & attractions (35%)
- Experiences for all types of visitors (young, seniors, families, visitors with disabilities…) (33%)

Which factors will make you feel more confident to start planning an overseas trip in the next months?*

- Fully lifted travel restrictions (43%)
- Bargains and attractive deals (37%)
- Availability of activities and attractions at the destination (29%)
- Destinations’ effectiveness in managing COVID-19 (21%)
- Getting vaccinated for COVID-19 (20%)

*Total sample (N=1000)

Popular topics driving positive web conversations about Europe’s attractiveness

- Reopening of European amusement parks (e.g. Europa Park, Disneyland Paris)
- The romantic atmosphere of European cities (e.g. Budapest)
- Europe is home to many luxury hotels and restaurants
- Well developed and easily accessible transportation system
- Castles and historical palaces mentioned as points of interest in Europe
EASTERN EUROPEAN DESTINATIONS WITH MILDER WEATHER, COAST AND MORE AFFORDABLE SERVICES ARE FAVOURED BY RUSSIANS THIS AUTUMN

When do you plan to go on your next trip in Europe?

<table>
<thead>
<tr>
<th>Month</th>
<th>Intend to travel</th>
<th>Booked a flight ticket</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>October</td>
<td>18%</td>
<td>11%</td>
</tr>
<tr>
<td>November</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>December</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Have not decided yet</td>
<td>1%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Preferred type of destination to visit

- **The coast, beach resorts**: 47%
- **Cities/metropolitan areas**: 35%
- **Different types of places***: 29%
- **The mountains, national parks**: 21%
- **Countryside, rural areas**: 6%

Preferred European countries

<table>
<thead>
<tr>
<th>Country</th>
<th>% respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turkey</td>
<td>18%</td>
</tr>
<tr>
<td>Italy</td>
<td>18%</td>
</tr>
<tr>
<td>Greece</td>
<td>15%</td>
</tr>
<tr>
<td>Cyprus</td>
<td>15%</td>
</tr>
<tr>
<td>France</td>
<td>13%</td>
</tr>
<tr>
<td>Finland</td>
<td>12%</td>
</tr>
<tr>
<td>Austria</td>
<td>11%</td>
</tr>
<tr>
<td>Germany</td>
<td>11%</td>
</tr>
<tr>
<td>Czechia</td>
<td>10%</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>9%</td>
</tr>
</tbody>
</table>

*This category refers to respondents who expressed interest in visiting various types of destinations in a single trip (mountains, rural, city, etc.), rather than just one.

A significantly higher/lower number of Russian respondents consider this destination for a trip between September-December’21 compared to the same period in 2020.
VISITING PLACES WHERE WORLD-RENOWNED SITES & ATTRACTIONS ARE LOCATED IS BECOMING INCREASINGLY IMPORTANT FOR US TRAVELLERS. ON THE OTHER HAND, GETTING A VACCINE AND KNOWING THAT A DESTINATION IMPOSES HEALTH & SAFETY PROTOCOLS BOOTS TRAVELLER’S CONFIDENCE TO START PLANNING A TRIP

Which factors will make you feel more confident to start planning an overseas trip in the next months?*

- Getting vaccinated for COVID-19: 27%
- Health & safety protocols at the destination: 23%
- Destinations’ effectiveness in managing COVID-19 / Fully lifted travel restrictions: 22%
- Social distancing on public transport/ Higher share of vaccinated people at the destination: 21%
- Flexible cancellation policies/ Pre-travel COVID-19 tests: 20%

*Total sample (N=1000)

Popular topics driving positive web conversations about Europe’s attractiveness

- The reopening of Europe for American travellers
- Travellers excited to share their 1st international* trip in Europe in over a year
- Europe offers many islands seen as safe and not too crowded
- An American couple sharing their retired life in Europe
- Many European destinations are linked to famous artists (e.g.: Barcelona with Gaudi)
- Famous gastronomic talk show sharing old memories of camping trips in Europe
- US travel company promoting Europe for women over 50

Destination selection criteria that have become much more important due to COVID-19

- Efficient COVID-19 measures: 70%
- The destination is safe: 67%
- Low number of COVID-19 cases: 66%
- The destination is not crowded: 62%
- Affordable services at the destination: 62%
- Easy access to sites & attractions: 62%
- The destination preserve its natural & cultural heritage: 61%
- The destination offers world-renowned sites & attractions: 61%
- Friendly & welcoming local communities: 60%
- Experiences for all types of visitors (young, seniors, families, visitors with disabilities…): 59%
ALMOST HALF (46%) OF THE AMERICANS WHO INTEND TO VISIT EUROPE IN THE LAST FOUR MONTHS OF 2021 SEE NOVEMBER AND DECEMBER AS MORE FEASIBLE PERIODS FOR MATERIALISING TRAVEL PLANS

When do you plan to go on your next trip in Europe?

<table>
<thead>
<tr>
<th>Month</th>
<th>Intend to travel</th>
<th>Booked a flight ticket</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>October</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>November</td>
<td>13%</td>
<td>24%</td>
</tr>
<tr>
<td>December</td>
<td>10%</td>
<td>22%</td>
</tr>
<tr>
<td>Have not decided yet</td>
<td>1%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Preferred type of destination to visit

- **Cities/municipal areas**: 44%
- **The coast, beach resorts**: 39%
- **Countryside, rural areas**: 26%
- **The mountains, national parks**: 26%
- **Different types of places***: 21%

Preferred European countries

Top 10

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>34%</td>
</tr>
<tr>
<td>Italy</td>
<td>28%</td>
</tr>
<tr>
<td>UK</td>
<td>20%</td>
</tr>
<tr>
<td>Germany</td>
<td>16%</td>
</tr>
<tr>
<td>Spain</td>
<td>13%</td>
</tr>
<tr>
<td>Greece</td>
<td>12%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>10%</td>
</tr>
<tr>
<td>Ireland/Austria</td>
<td>8%</td>
</tr>
<tr>
<td>Belgium/Denmark</td>
<td>7%</td>
</tr>
</tbody>
</table>

*This category refers to respondents who expressed interest in visiting various types of destinations in a single trip (mountains, rural, city, etc.), rather than just one.

Have not decided yet: 1%

Intend to travel: 24%

Booked a flight ticket: 22%

September

October

November

December

Montenegro

Malta

A significantly higher/lower number of US respondents consider this destination for a trip between September-December '21 compared to the same period in 2020.
Despite the pandemic, European destinations remain attractive.

- Numerous historical heritage sites all around Europe
- European railway are famous and even subject to a book - The beauty of railroad tracks in Europe
- Cultural partnership exist between Europe and Japan for exhibitions (e.g.: loan of Egyptian collections from the Netherlands in Tokyo)
- “Slow travel itinerary” developed through Europe (e.g., Byway company)

Destination selection criteria that have become much more important due to COVID-19

<table>
<thead>
<tr>
<th>(% of respondents)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Efficient COVID-19 measures</td>
</tr>
<tr>
<td>Low number of COVID-19 cases</td>
</tr>
<tr>
<td>The destination is not crowded</td>
</tr>
<tr>
<td>The destination is safe</td>
</tr>
<tr>
<td>Affordable services at the destination</td>
</tr>
<tr>
<td>The destination preserve its natural &amp; cultural heritage</td>
</tr>
<tr>
<td>Friendly &amp; welcoming local communities</td>
</tr>
<tr>
<td>Easy access to sites &amp; attractions</td>
</tr>
<tr>
<td>Experiences for all types of visitors (young, seniors, families, visitors with disabilities...)</td>
</tr>
<tr>
<td>The destination offers world-renowned sites &amp; attractions</td>
</tr>
</tbody>
</table>

Which factors will make you feel more confident to start planning an overseas trip in the next months?*

- Health & safety protocols at the destination: 37%
- Getting vaccinated for COVID-19: 36%
- Higher share of vaccinated people at the destination: 32%
- Fully lifted travel restrictions: 30%
- Destinations’ effectiveness in managing COVID-19: 28%

*Total sample (N=1000)

Popular topics driving positive web conversations about Europe’s attractiveness

- Spring 2021
- Summer 2021
- Autumn 2021
JAPANESE WHO WISH TO TRAVEL BY THE END OF 2021 WILL MOST LIKELY VISIT EUROPEAN CITIES AND COASTAL DESTINATIONS INSTEAD OF MOUNTAIN AND RURAL REGIONS. GERMANY, THE UK AND FRANCE MAINTAIN TOP POSITIONS IN JAPANESE TRAVELLERS’ MINDS.

When do you plan to go on your next trip in Europe?

<table>
<thead>
<tr>
<th>Month</th>
<th>Intend to travel</th>
<th>Booked a flight ticket</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>October</td>
<td>7%</td>
<td>0%</td>
</tr>
<tr>
<td>November</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>December</td>
<td>18%</td>
<td>0%</td>
</tr>
<tr>
<td>Have not decided yet</td>
<td>70%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Preferred type of destination to visit:

- **Cities/metropolitan areas**: 46%
- **The coast, beach resorts**: 39%
- **Different types of places***: 23%
- **The mountains, national parks**: 19%
- **Haven’t decided yet**: 18%

*This category refers to respondents who expressed interest in visiting various types of destinations in a single trip (mountains, rural, city, etc.), rather than just one.

A significantly higher / lower number of Japanese respondents consider this destination for a trip between September-December'21 compared to the same period in 2020.

Preferred European countries:

- **Top 10**
  - Germany: 24%
  - France/UK: 21%
  - Spain: 17%
  - Austria/Italy: 14%
  - Switzerland: 12%
  - Netherlands: 10%
  - Belgium: 9%
  - Croatia/Greece/Monaco: 7%

Please note that these results are not representative due to the low sample size of Japanese planning to visit Europe between Sep-Dec 2021. Results are displayed consistency reasons.
Destinations selection criteria that have become much more important due to COVID-19

<table>
<thead>
<tr>
<th>(% of respondents)</th>
<th>Criterion</th>
</tr>
</thead>
<tbody>
<tr>
<td>67%</td>
<td>Efficient COVID-19 measures</td>
</tr>
<tr>
<td>65%</td>
<td>Low number of COVID-19 cases</td>
</tr>
<tr>
<td>61%</td>
<td>The destination is not crowded</td>
</tr>
<tr>
<td>61%</td>
<td>The destination is safe</td>
</tr>
<tr>
<td>57%</td>
<td>Easy access to sites &amp; attractions</td>
</tr>
<tr>
<td>55%</td>
<td>Affordable services at the destination</td>
</tr>
<tr>
<td>52%</td>
<td>The destination preserve its natural &amp; cultural heritage</td>
</tr>
<tr>
<td>50%</td>
<td>The destination offers world-renowned sites &amp; attractions</td>
</tr>
<tr>
<td>50%</td>
<td>Friendly &amp; welcoming local communities</td>
</tr>
</tbody>
</table>
| 48%                | Experiences for all types of visitors (young, seniors, families, visitors with disabilities…)

Which factors will make you feel more confident to start planning an overseas trip in the next months?*

- **31%** Getting vaccinated for COVID-19
- **27%** Destinations’ effectiveness in managing COVID-19
- **25%** Fully lifted travel restrictions
- **24%** Higher share of vaccinated people at the destination
- **23%** Health & safety protocols at the destination

*Total sample (N=1000)

Popular topics driving positive web conversations about Europe's attractiveness:

- Canada is on the EU’s “green list” for travel (even for unvaccinated)
- Europe is among destinations’ routes of Canadian airlines for winter
- Opportunities for scholarship in Europe
- Europe is a shooting spot for the Viking TV show (e.g., Ireland)
- The wealth of historical heritage in Europe
- European leadership in high-speed trains’ future developments
CITY TRIPS IN EUROPE’S HOTSPOT IS WHAT CANADIANS IMAGINE FOR THEIR AUTUMN TRIP TO THE OLD CONTINENT. 2 IN 5 EXPECT TO TRAVEL NOT EARLIER THAN NOVEMBER 2021

When do you plan to go on your next trip in Europe?

<table>
<thead>
<tr>
<th>Month</th>
<th>Intend to travel</th>
<th>Booked a flight ticket</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>October</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>November</td>
<td>18%</td>
<td>7%</td>
</tr>
<tr>
<td>December</td>
<td>23%</td>
<td>2%</td>
</tr>
<tr>
<td>Have not decided</td>
<td>41%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Preferred type of destination to visit

- **Cities/municipal areas**: 50%
- **The coast, beach resorts**: 32%
- **Different types of places***: 28%
- **Countryside, rural areas**: 22%
- **The mountains, national parks**: 21%

Preferred European countries

Top 10

- France: 38%
- UK: 23%
- Italy: 23%
- Germany: 19%
- Greece: 16%
- Spain: 15%
- Belgium: 12%
- Netherlands: 11%
- Switzerland: 9%
- Denmark: 9%

*This category refers to respondents who expressed interest in visiting various types of destinations in a single trip (mountains, rural, city, etc.), rather than just one.
The primary goal of the project is to anticipate short-term travel intentions in overseas markets that are key for the European tourism industry.

This initiative offers interested partners the opportunity to investigate motivations and barriers to travel in long-haul source markets in detail and ask specific questions relevant to the present context.

Contact us if you are interested to learn more about the project and the cooperation opportunities.