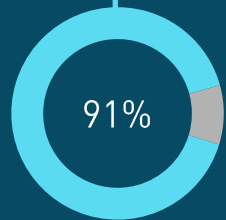


Positive perception of Europe as a tourism destination



Many different cultures to experience



Short distance and easy to travel between countries



There are a lot of things to do and see



The top desired destinations are Germany, Portugal, France, and Greece



Concern visiting countries close to Russia and Ukraine



Other continents have more to offer like Asia where cities are awake 24/7



Europe is still generally considered a safe destination

Behaviour during the summer



- Cheaper and fewer restaurant visits
- Paying more attention to destination's price level
- Choosing accommodation options with cooking facilities

Summer holidays of 2022

Impact of Inflation on travel behaviour

Future behaviour



Behavioural changes at home

- Put more money aside for travelling
- Change daily habits
- Do thorough research before booking a holiday



Behavioural changes during travel

- Reduce the trip's length
- Travel in the low season
- Choose a more affordable destination
- Decrease spending at the destination

Habits to remain from the Covid-19 pandemic era:

- Hand sanitization and enhanced hygiene
- Social distancing
- Use of masks on public transportation



Covid-19 considerations when booking the next holiday:

- Sanitary concerns
- Avoid overcrowded destinations
- Seek offers that protect consumers like the possibility of last-minute cancellations, changes, and refunds

Consumers show openness to greener initiatives



Eco-friendly consumer suggestions



Implementation of more eco-friendly travel options



Showing the emissions level of a trip when planning



Investing in better train infrastructures throughout Europe