

Press Release

Travel Enthusiasm Soars Among Europeans for Autumn and Winter 2024/2025

- 73% of Europeans plan to travel between October 2024 and March 2025, up 6% compared to last year
- Younger generations are most eager to travel, especially those aged 35-44 (78%)
- While popular destinations, such as Spain, France and Italy, remain in focus this autumn and winter, travellers seem interested in exploring lesser-known locations within these countries

Brussels, 24 October 2024: New research from the European Travel Commission (ETC) has revealed a surge in European travel sentiment for the upcoming autumn and winter seasons, with **73% of Europeans planning trips between October 2024 and March 2025**. This represents a 6% increase from the same period last year.

According to the latest **'Monitoring Sentiment for Intra-European Travel'** Wave 20, respondents from Europe's largest source markets demonstrate a strong eagerness to travel. **The UK** leads, with 84% of respondents expressing a desire to travel, reflecting an increase of 10% from 2023. Following closely are **Germany** at 79% (up 16%) and **France** at 78% (up 15%).

Commenting on the findings, **Miguel Sanz, President of ETC**, said: *"Today's findings reveal a strong enthusiasm for travel among Europeans, highlighting their focus on travel budgets even after the peak summer months. Alongside this enthusiasm is a growing interest in exploring lesser-known destinations, presenting unique opportunities for off-the-beaten-path locations. Younger generations are particularly keen on discovering hidden gems. By embracing these diverse travel choices, we can promote responsible tourism while supporting local economies and preserving cultural heritage"*.

Travel demand surges, driven by younger Europeans

New data reveals a growing enthusiasm for travel across all age groups in Europe, with the most notable increase among **younger Europeans**. Travel intentions among the 25-34 age group have risen to 75%, reflecting a 9% year-on-year increase. Similarly, 64% of 18-24-year-olds now plan to travel, up by 8%, while 78% of those aged 35-44 show a 7% rise. Younger travellers are planning to hit the road more often, with a strong preference for City Breaks and relaxing Sun & Beach vacations.

Older travellers in Europe are also eager to travel, with 75% of those aged 55 and over expressing a desire to do so, marking a 4% increase in their plans. Almost half (45%) plan trips lasting more than seven nights, particularly seeking out experiences rich in Culture & Heritage or Nature & Outdoors. These older travellers tend to prefer familiar destinations with reliable tourist infrastructures.

Lesser-known spots in focus

Europe's most popular travel destinations continue to dominate the rankings for Europeans planning their trips this autumn and winter. Topping the list are **Spain** and **France**, each chosen by 7% of respondents, followed closely by **Italy** at 6%. **Germany**, **Austria**, and **Greece** are also among the favoured destinations, selected by 5% of those surveyed.

The report also reveals, for the first time, the types of destinations Europeans want to explore within their chosen countries. The data shows that 51% of respondents are shifting their focus to **lesser-known spots**, likely to avoid overcrowding in popular places. Specifically, 38% seek out less touristy locations, while 18% plan to explore remote, “new” areas with minimal infrastructure.

Younger generations are leading this trend, showing a clear preference for off-the-beaten-path experiences. Among Europeans, Polish (50%), Spanish (45%), and Dutch (44%) travellers are particularly opting for quieter, less-travelled locations, leading the shift toward hidden gems.

Higher budgets, less concern over costs

As 2024 draws to a close, European travellers are showing **decreasing concern about travel costs** in their holiday planning. Now, 19% express worries about trip expenses, a drop of 3% from the previous year. The most common **budget**, selected by 27% of travellers, is €500-€1,000 per person per trip. Close behind, 26% plan to spend a higher amount of €1,500 to €2,500, reflecting a 3% increase from last year.

Despite a decrease in concerns about travel costs and inflation, 15% of respondents remain worried about their **overall financial situation**. Other significant concerns include the ongoing **Russo-Ukrainian war**, troubling 13% of respondents, and tensions in the **Middle East**, which concern 9%. While worries about **extreme weather events** have decreased by 4% from last year, 10% still express concern. Additionally, 9% worry about potential **travel disruptions** from strikes or staff shortages, and another 9% are anxious about **overcrowding** at their chosen destinations.

When it comes to selecting holiday destinations, **safety** is the top criterion for 18% of Europeans, followed by stable weather and bargains, both at 12%. Friendly, welcoming locals are also a priority for 10% of travellers.

The full summary report can be downloaded from: <https://etc-corporate.org/reports/monitoring-sentiment-for-intra-european-travel-autumn-winter24/>

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Note to editors

The project “**Monitoring Sentiment for Intra-European Travel**” analyses sentiment, motivations, and behaviours related to domestic and intra-European travel across ten major European source markets: Germany, the United Kingdom, France, the Netherlands, Italy, Belgium, Switzerland, Spain, Poland, and Austria. Since September 2020, the research has provided key findings and recommendations for destinations and tourism authorities in regular reports. To access previous editions, please visit [this link](#).

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The **European Travel Commission** (ETC) represents the national tourism organisations of Europe. Established in 1948, ETC's mission is to strengthen the sustainable development of Europe as a tourist destination and to promote Europe in third markets. Its 36-member tourism boards work together to build the value of tourism for all the diverse European destinations through cooperation in sharing best practices, market intelligence and promotion. For more information, visit www.etc-corporate.org and follow [@ETC_Corporate](https://twitter.com/ETC_Corporate).

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