

Press Release

Europe's Travel in Spring-Summer 2025: more trips, longer stays, and bigger budgets

- Europeans plan longer and higher-budget holidays despite a slight drop in overall intent to travel.
- 30% of Europeans plan to spend €1,501–€2,500 per trip, while 17% consider spending over €2,500.
- While still a favourite, Southern destinations see an 8% decline in interest from last year.

Brussels, 23 April 2025: New research from the European Travel Commission (ETC) highlights **shifting travel behaviours** among Europeans this spring and summer. Published today, the “**Monitoring Sentiment for Intra-European Travel**” Wave 21 report shows that although overall travel intention is lower than last year (72%, down by 3%), travellers across Europe are planning longer stays, spending more, and diversifying where they go.

Countries where travel intention is strongest include Poland (80%), the UK (79%), the Netherlands (75%), Spain (75%), and Italy (73%). Conversely, the least likely to travel are the French (65%), Belgians (68%), Austrians (69%), Swiss (69%), and Germans (70%).

Travel patterns are evolving, with Europeans showing a growing appetite for event-based travel and alternative destinations. Traditional Mediterranean hotspots are seeing a slight dip in popularity—down 8%—while interest in Eastern Europe is rising, up 3% year-on-year.

Commenting on the findings, **Miguel Sanz, President of ETC**, said:

These findings reaffirm the resilience of travel demand in Europe. Despite ongoing global uncertainties, Europeans continue to prioritise meaningful travel experiences. Their robust confidence—reflected in longer stays, increased spending, and a willingness to explore further—signals a strong desire to reconnect with destinations and cultures across the continent. This presents a valuable opportunity for destinations and businesses to better manage visitor flows and extend the benefits of tourism beyond traditional hotspots.

Travel remains a spending priority for Europeans

Despite a modest decline in overall travel intention, European travellers are displaying confidence in their travel choices. Between April and September 2025, 27% of Europeans plan to take **three or more trips**—a notable 6% rise from the same period last year. Travellers also intend to **stay longer**, with 42% opting for holidays lasting 7–12 nights, up by 11% compared to 2024.

Rising **travel budgets** suggest that Europeans continue to prioritise travel in their personal spending. Nearly one-third of Europeans (30%) plan to spend between €1,501 and €2,500 per person per trip, up 7%. Another 17% expect to spend more than €2,500.

Financial concerns are also gradually easing, though they continue to be the leading barriers to travel. Worries over rising travel costs due to inflation have dropped from 23% to 17% year-on-year, while concerns over personal finances have declined to 14%, down by 3%.

When it comes to **spending priorities**, accommodation takes the lead across all age groups (27%), followed by food and drink (20%) and destination activities (16%). Younger travellers aged 18–24 are more inclined to splurge on shopping (15%) and luxury experiences (11%), whereas travellers aged 55+ are placing greater emphasis on comfort, spending more on accommodation (33%) and food (24%).

Appeal of alternative destinations gains ground

Southern and Mediterranean Europe remains a top choice, expected to attract 41% of European travellers this spring and summer. However, intentions to visit the region are lower year-on-year, as some travellers plan to explore **alternative destinations**. In particular, countries such as Austria, Bosnia and Herzegovina, Albania, Belgium, and Bulgaria are each seeing a modest increase in interest of around 1%.

Within the chosen country, **well-established destinations**—such as major cities, tourist villages, and resorts—continue to dominate in popularity, attracting 53% of spring and summer holidaymakers. Alongside this, 35% are opting for **less common locations**, and 13% intend to explore off-the-beaten-path spots within their chosen country.

Travellers choosing less popular locations tend to stay longer (38% plan trips over 10 days, compared to 21% of those choosing traditional destinations) and spend more, with many budgeting over €2,500 per trip.

Climate awareness shapes travel choices

Climate consciousness is increasingly influencing travel decisions. A growing 81% of Europeans say the **changing climate** somehow affects how they travel, up 7% from last year.

Travellers are adjusting their habits accordingly: 17% monitor weather forecasts more closely, 15% actively seek milder climates, and 14% avoid destinations prone to extreme heat. This heightened awareness may be one of the factors driving increased interest among Europeans in cooler or alternative regions during the warmer season.

The full summary report can be downloaded from: <https://etc-corporate.org/reports/monitoring-sentiment-for-intra-european-travel-spring-summer-2025/>

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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](#).

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 etc-corporate.org and follow [@ETC_Corporate](#).

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.

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Media contact

Amelia Conwell
Penta Group
etc@pentagroup.co
Ph: +32 (0)492 46 39 03

European Travel Commission

Rue du Marché aux Herbes
61, 1000 - Brussels, Belgium
Tel: +32 2548 90 00
www.etc-corporate.org

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