

Summer holiday plans among Europeans, Americans and Asians

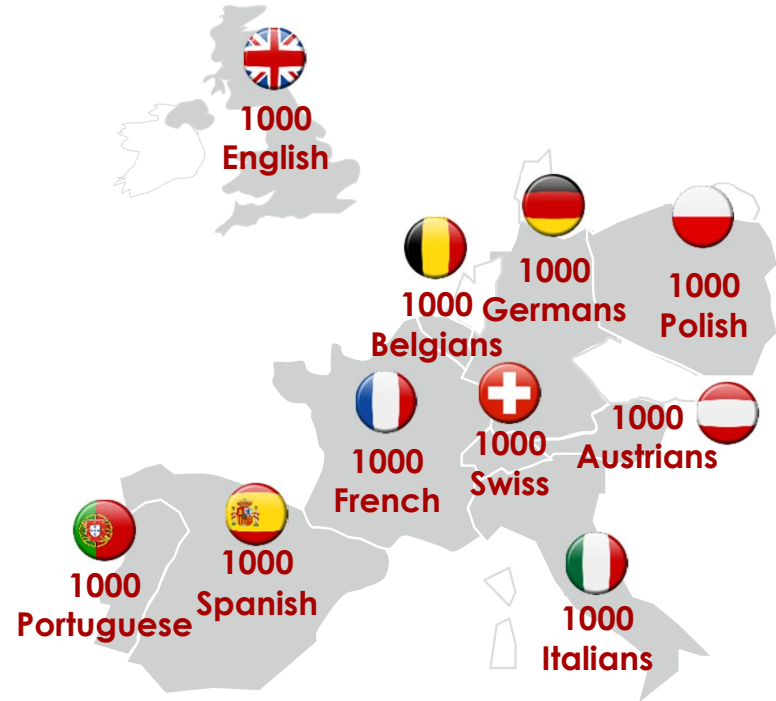
IPSOS/EUROP ASSISTANCE SURVEY
18TH EDITION

SCOPE OF THE 2018 SURVEY

American scope



European scope



Asian scope



14 COUNTRIES
16,000 INTERVIEWS

THE METHODOLOGY



Samples

In each country, the survey was conducted on a representative sample of each the population, aged 18 years and older (aged 16 and up in Brazil), put together using the quota method (gender, age, profession) after stratification by region and by city size.



Timeline

The field studies were carried out between 27 March and 19 April 2018



Method of data collection

Online survey in the 14 countries

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1. SUMMER HOLIDAY PLANS

SUMMER HOLIDAY PLANS ARE QUITE STABLE IN 2018 AMONG AMERICANS AND EUROPEANS, AND ALMOST AT THE SAME LEVEL FOR CHINA AND INDIA

SUMMER HOLIDAY PLANS

EUROPE

64%

= (+1 versus 2017)



USA

68%

= (+2 versus 2017)

BRAZIL

68%

= (+2 versus 2017)

CHINA

67%

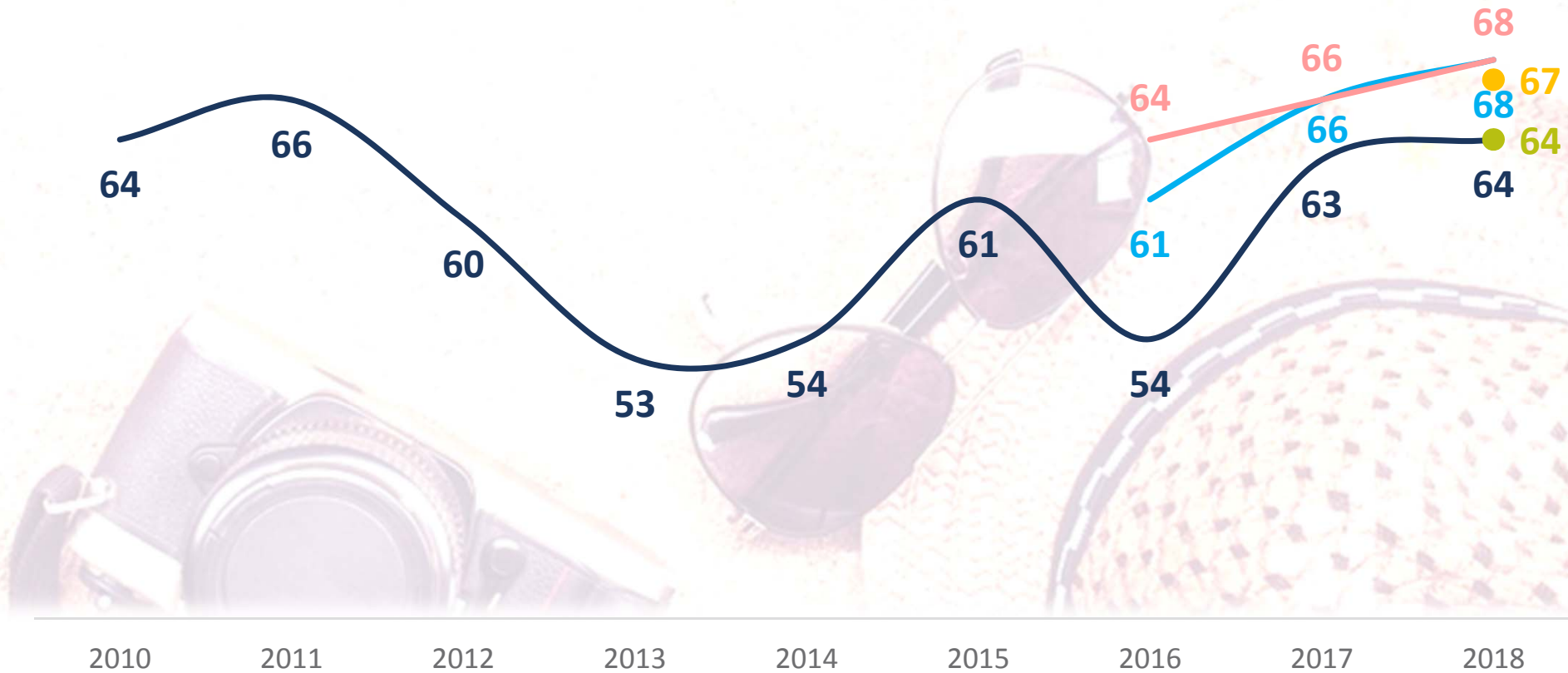
INDIA

64%

CONSOLIDATING A POSITIVE TREND SINCE 2016

EVOLUTION OF HOLIDAY PLANS (%)

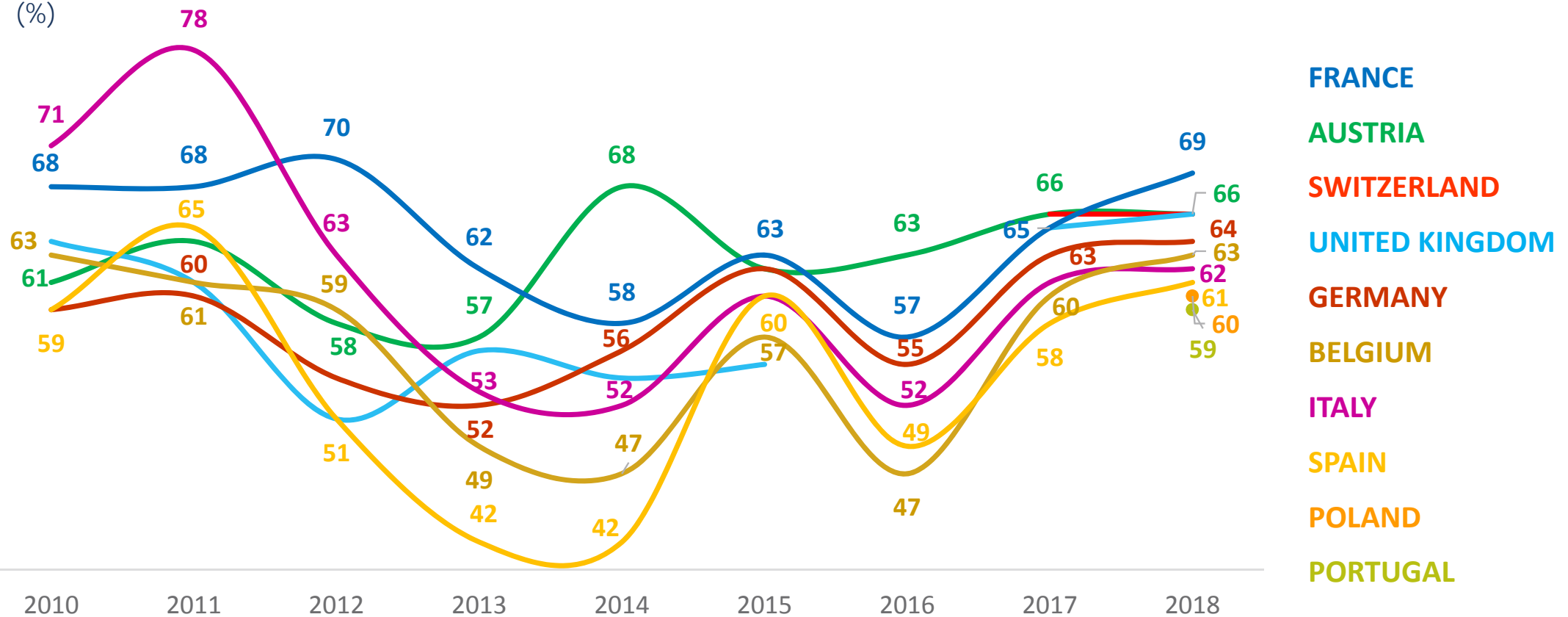
EUROPE USA BRAZIL CHINA INDIA



HOLIDAY PLANS: STABLE OR INCREASING IN ALL EUROPEAN COUNTRIES IN 2018

SUMMER HOLIDAY PLANS BY EUROPEAN COUNTRY

(%)

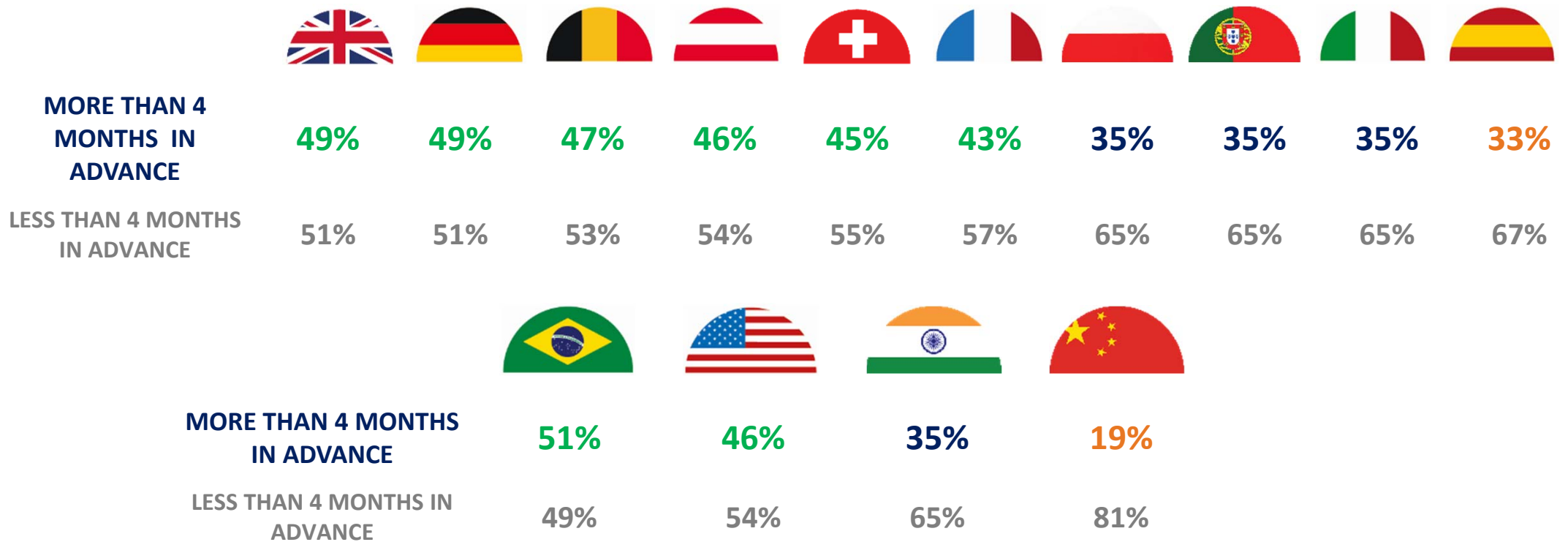


**BRAZILIANS ANTICIPATE THE MOST THEIR HOLIDAYS, CHINESE PEOPLE THE LEAST.
IN EUROPE, NORTHERN COUNTRIES ANTICIPATE MORE THAN SOUTHERN COUNTRIES.**



ANTICIPATION OF BOOKING/ PAYMENT FOR A TRIP

(%)



THE AVERAGE BUDGET IS OVERALL STABLE IN EUROPE AND THE USA VS 2017, HOWEVER IT IS INCREASING IN BRAZIL

SUMMER HOLIDAY BUDGET

EUROPE

€1,957 -2% vs 2017

HOLIDAY BUDGET IN THE EURO ZONE

(Excluding United Kingdom, Switzerland and Poland)

€2,004 +1% VS 2017

USA

\$ 2,643 -1%
(€2,163)

BRAZIL

R\$ 5,209 +18%
(€1,238)

CHINA

¥ 15,707
(€2,035)

INDIA

₹ 181,626
(€2,234)

Exchange rate applied

IN EUROPE MOST HOLIDAY BUDGETS ARE STABLE, EXCEPT FOR THE UK, SWITZERLAND, AUSTRIA AND BELGIUM - ALL INCREASING

SUMMER HOLIDAY BUDGET

SWITZERLAND	AUSTRIA	GERMANY	BELGIUM	UNITED KINGDOM
CHF 3,235 +9% (€2,710)	€2,645 +9%	€2,376 +3%	€2,318 +6%	£1,955 +23% (€2,230)
FRANCE	ITALY	SPAIN	PORTUGAL	POLAND
€1,993 +1%	€1,776 +2%	€1,658 =	€1,370	zł 4,324 (€1,030)

Exchange rate applied

EXCEPT FOR FRANCE, SWITZERLAND AND BRAZIL, THE SUMMER HOLIDAY DURATION REMAINS BELOW 2 WEEKS AFTER A GREAT DECREASE LAST YEAR

Weeks on average

EUROPE: 1.8 week on average (=)

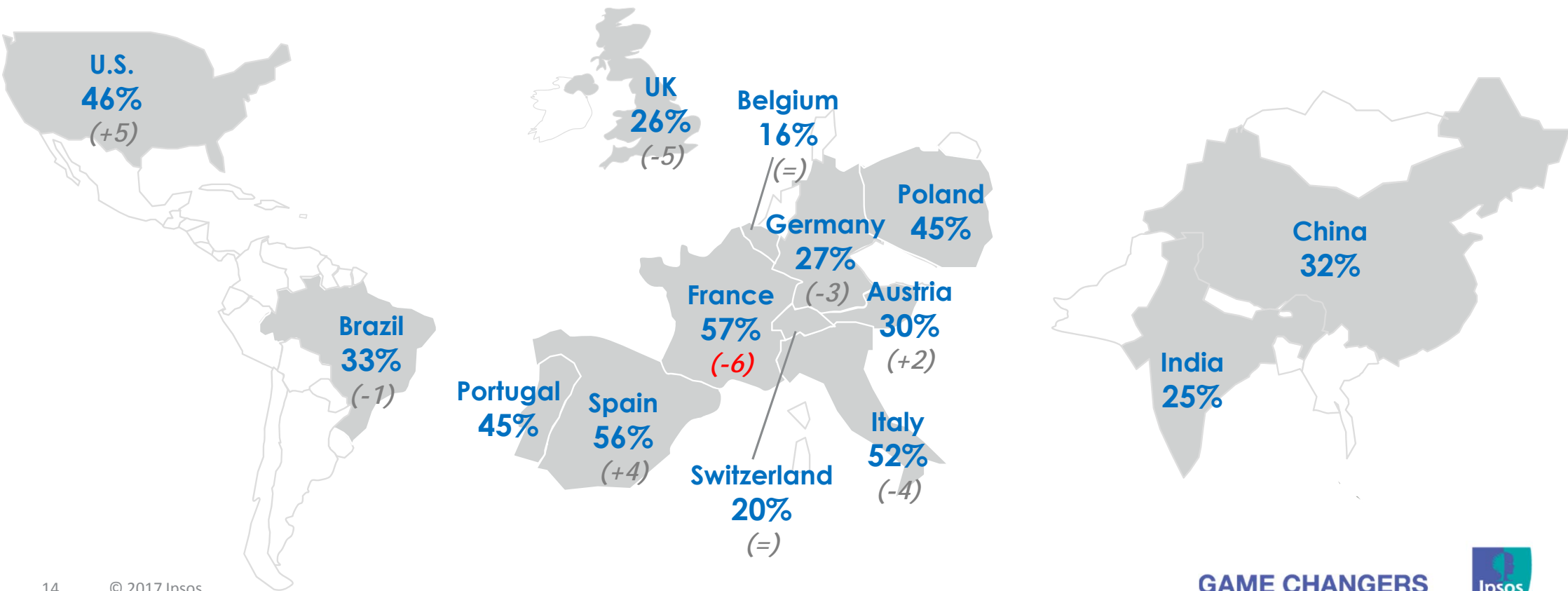




2. FAVORITE DESTINATIONS AND CHOICE CRITERIA

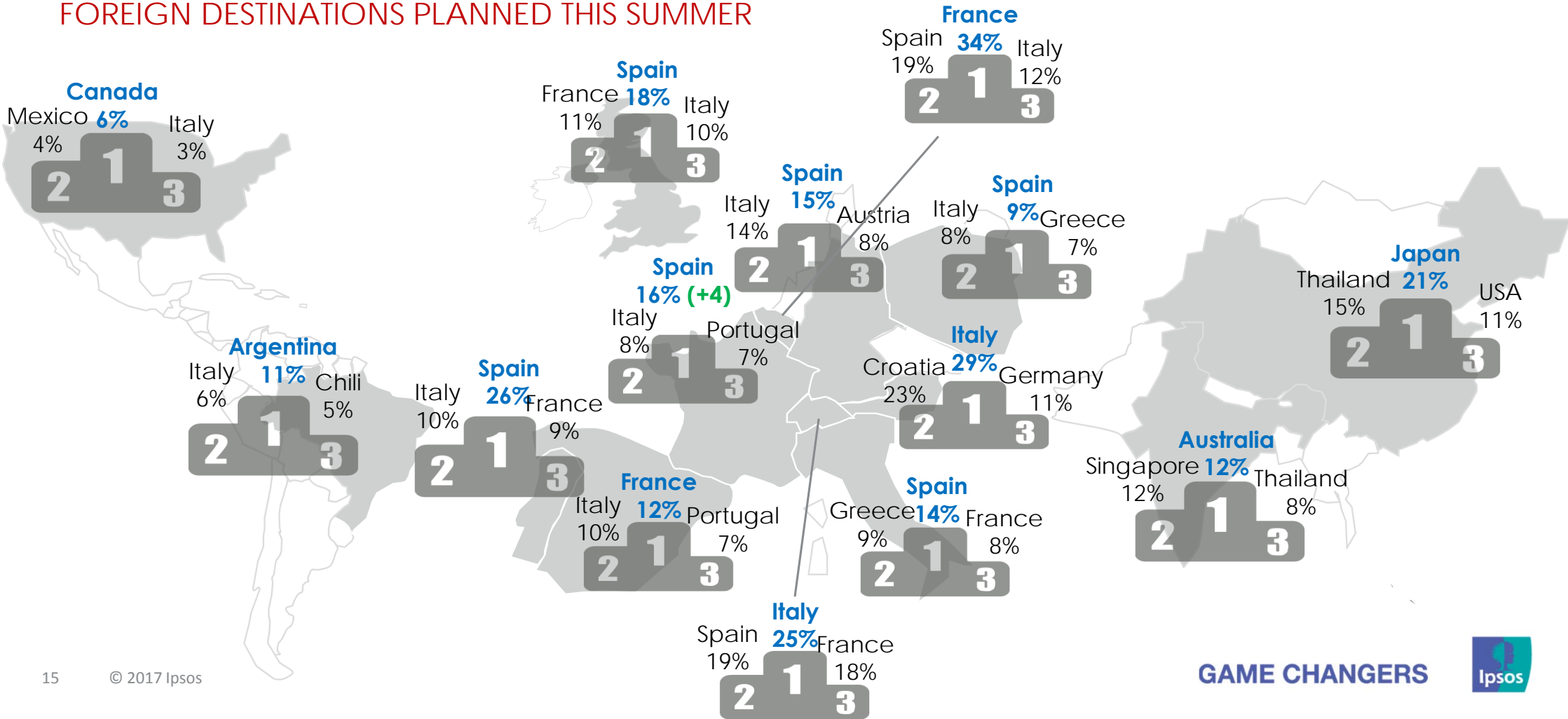
HOLIDAYS IN ONE'S OWN COUNTRY CONTINUE TO DOMINATE, BUT DECREASINGLY IN FRANCE

HOLIDAY PLANS IN ONE'S OWN COUNTRY THIS SUMMER



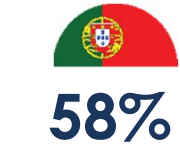
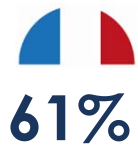
SPAIN, FRANCE AND ITALY ARE EUROPEANS' TOP 3 FAVORITE DESTINATION

FOREIGN DESTINATIONS PLANNED THIS SUMMER



THE SEASIDE IS STILL THE MOST ATTRACTIVE DESTINATION FOR THE EUROPEANS

SUMMER HOLIDAY PREFERENCES

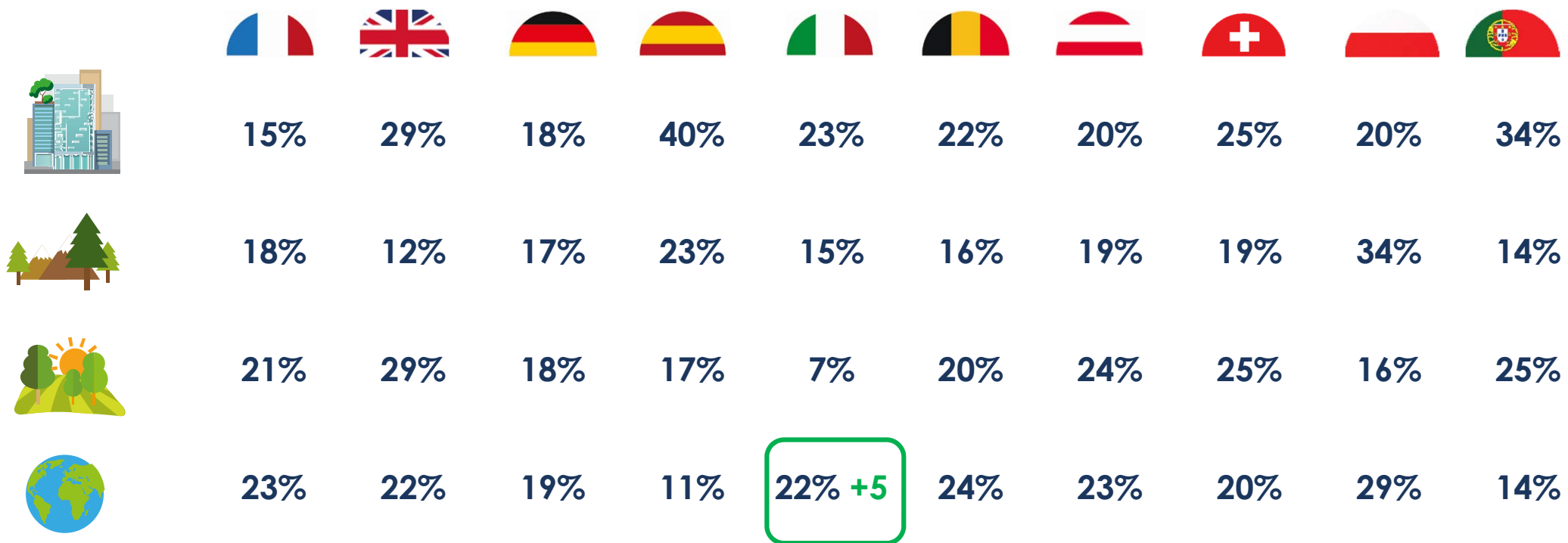


THIS YEAR, ITALY SAW A RENEWED INTEREST IN TOURING TO DISCOVER NEW PLACES



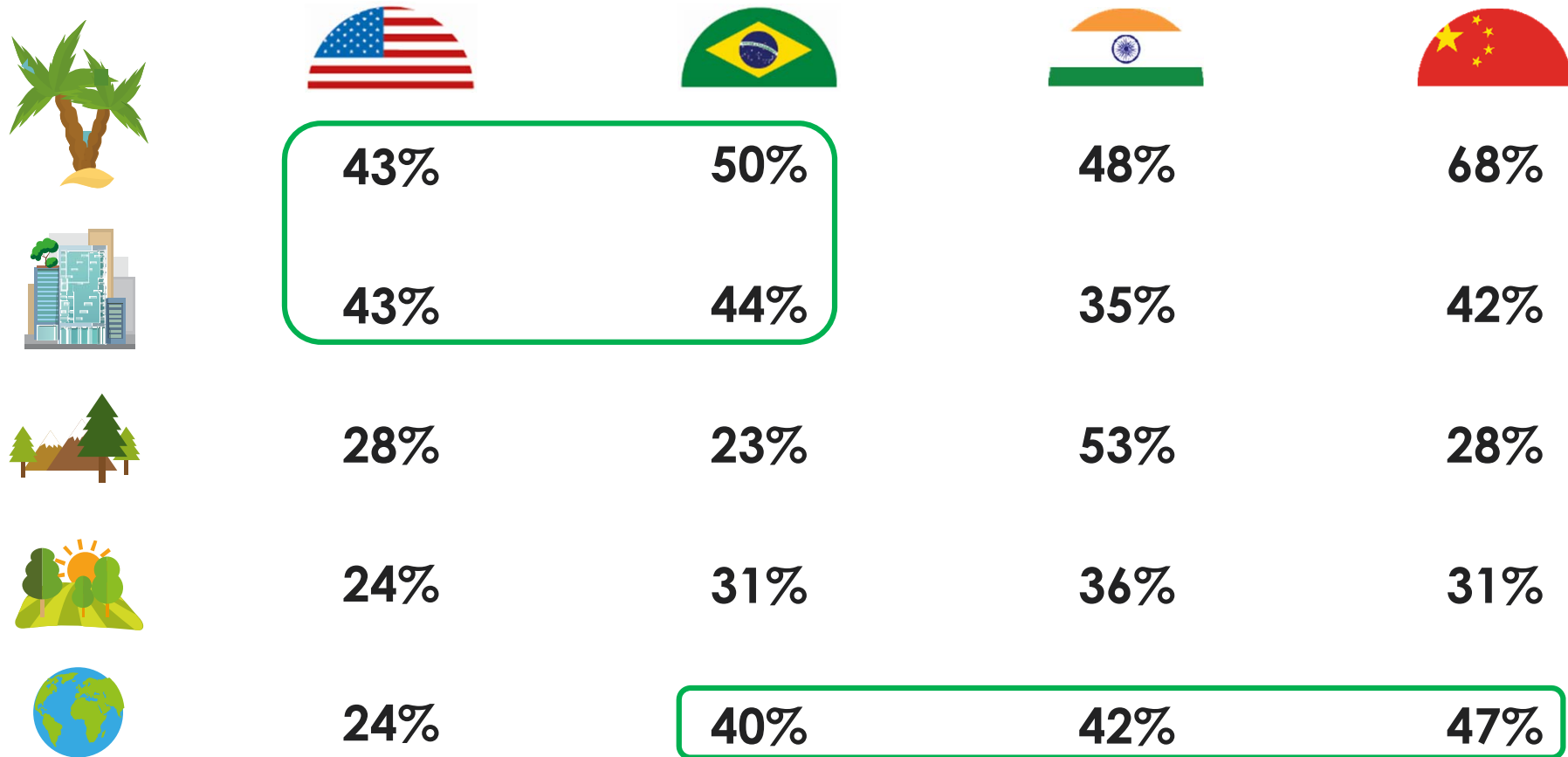
* Vous vivez, nous veillons

SUMMER HOLIDAY PREFERENCES



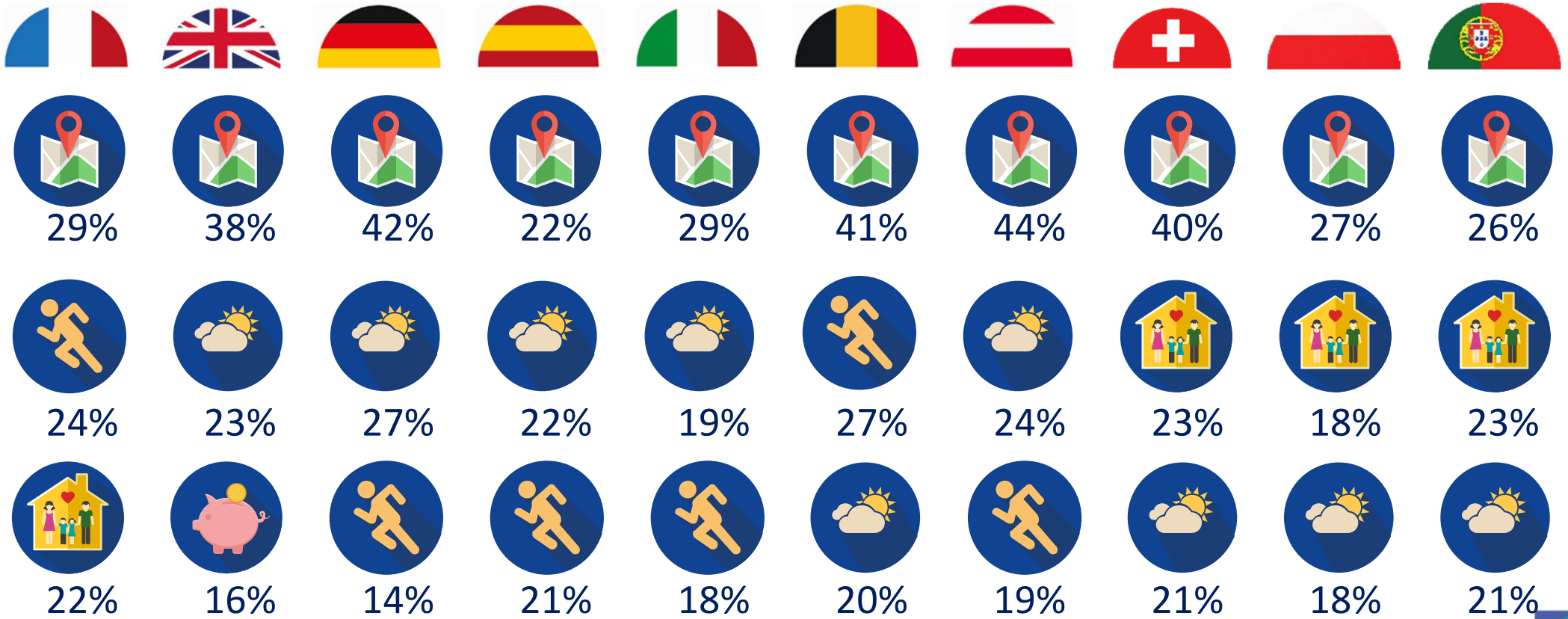
TOURING IS ALSO VERY APPRECIATED AMONG THE NON-EUROPEAN COUNTRIES. IN THE U.S. AND BRAZIL, URBAN DESTINATIONS ARE ALMOST AS WELL LIKED AS THE SEASIDE.

HOLIDAY PREFERENCES FOR JUNE TO SEPTEMBER



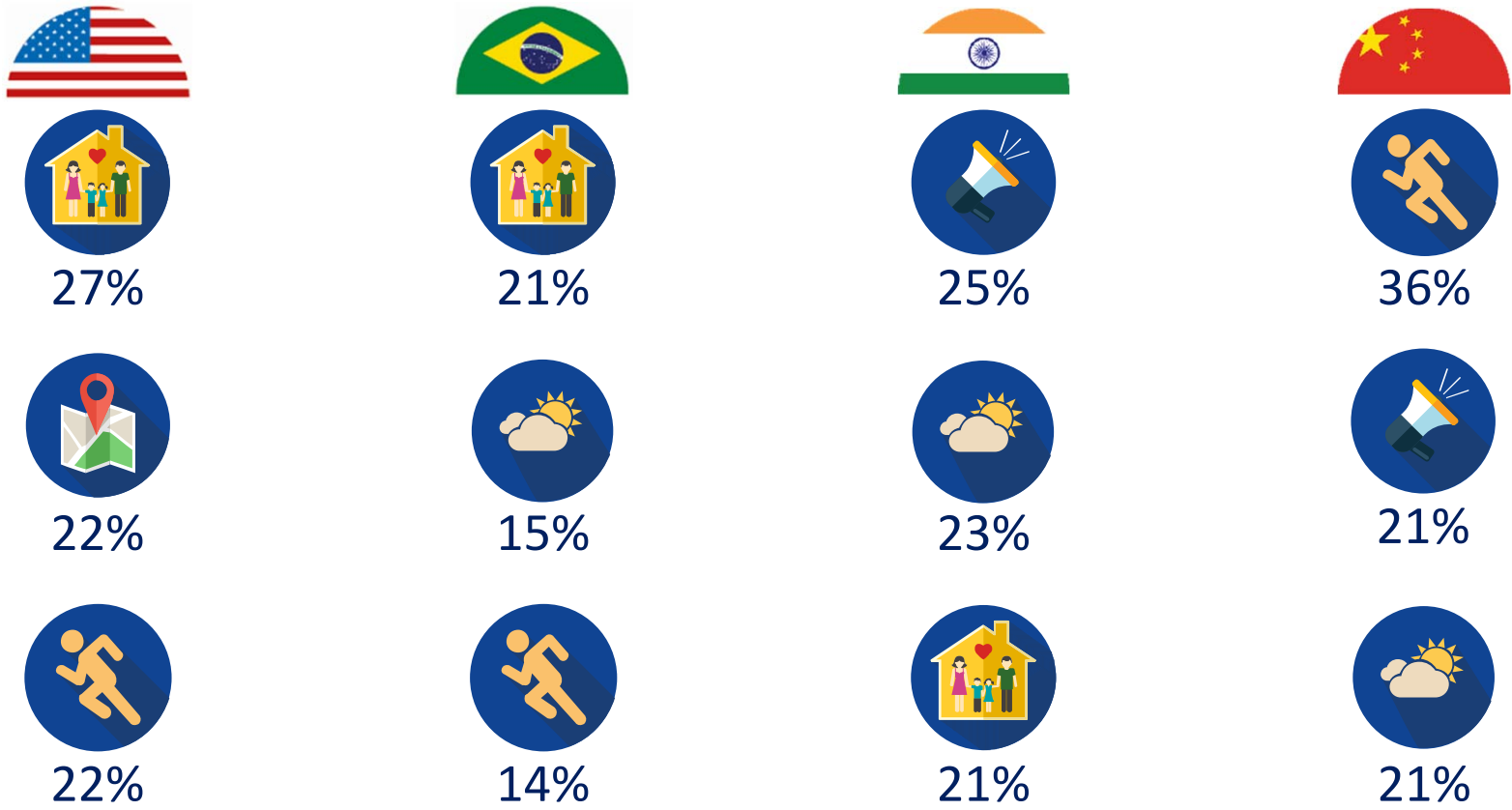
EUROPEANS TEND TO RETURN TO DESTINATIONS THEY ALREADY VISITED. THE WEATHER AND THE ACTIVITIES AVAILABLE ARE ALSO IMPORTANT FOR THEM.

REASON THAT MOTIVATED THE CHOSE OF THE DESTINATION



VISITING FRIENDS AND FAMILY IS A MAJOR MOTIVATION FOR THE AMERICANS.
 ASIAN HOLIDAYMAKERS GIVE IMPORTANCE TO OTHERS' RECOMMENDATIONS.

REASON THAT MOTIVATED THE CHOSE OF THE DESTINATION



IN TERMS OF RISKS, ASIAN HOLIDAYMAKERS ARE MORE ATTENTIVE TO INSECURITY (ATTACKS, HEALTH, NATURAL DISASTERS,...) WHEN CHOOSING THEIR DESTINATION














FACTORS THAT PLAY AN 'ESSENTIAL' ROLE IN CHOOSING A DESTINATION

			EUROPE	RANK VS 2017	USA	BRAZIL	INDIA	CHINA
	Budget you intend to allocate	52%		=	2	1	2	7
	Climate	48%		+1	3	10	6	10
	Risk of an attack	42%		-1	4	3	1	2
	Opportunities for leisure or cultural activities	42%		+1	1	4	5	8
	Health risks	37%		+1	7	2	4	5
	Risk of personal attacks (theft, assault, etc.)	36%		-2	5	5	7	1
	Quality of on-site tourist infrastructures	33%		+3	8	7	8	11
	Risk of infection with the Zika virus	32%		=	12	6	3	3

RANK 2018 Vous vivez, nous veillons

AND ESPECIALLY THE CHINESE

FACTORS THAT PLAY AN 'ESSENTIAL' ROLE IN CHOOSING A DESTINATION

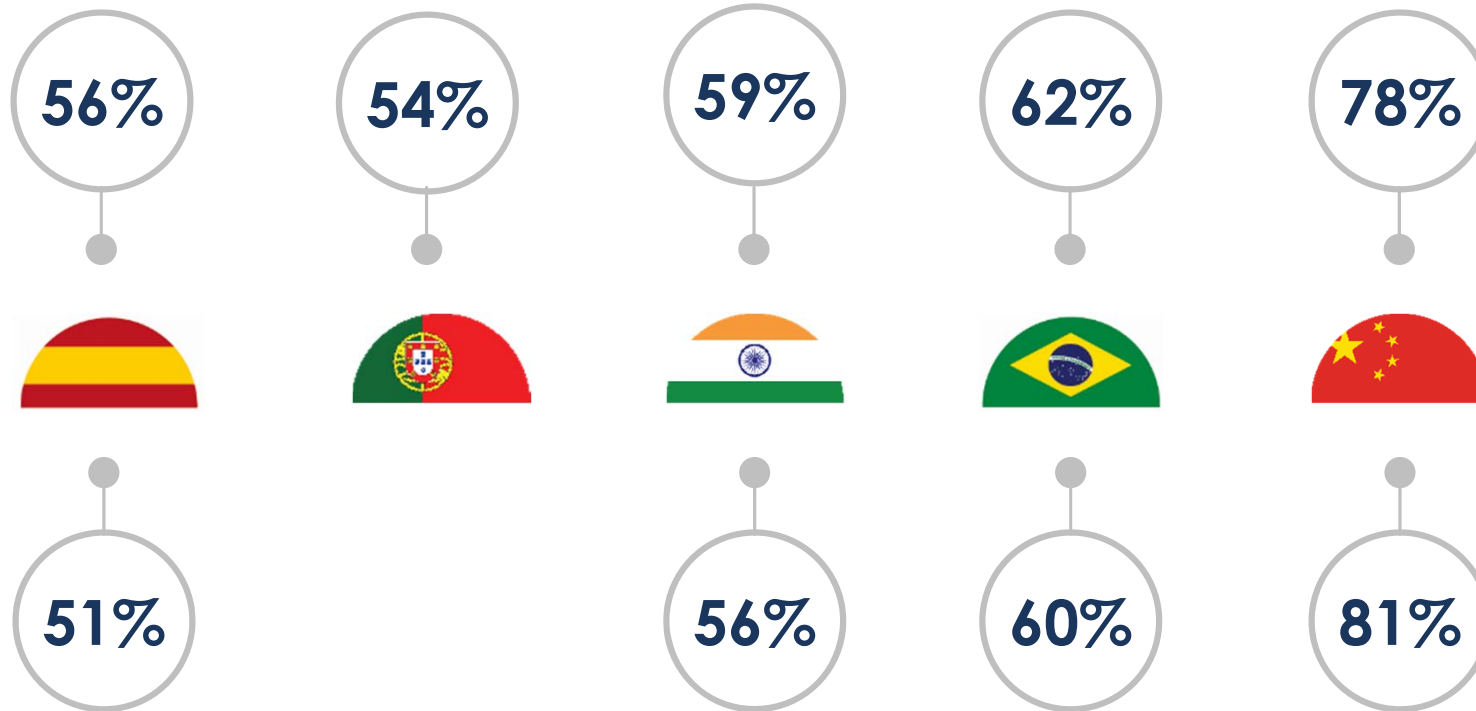
		EUROPE	RANK VS 2018				
	Political situation in the destination country	30%	-2	11	16	13	9
	Travel time to the holiday location	29%	+2	6	12	11	12
	Risk of social unrest	28%	-2	10	11	9	4
	Risk of natural disaster	27%	-1	13	8	10	6
	Ability to speak the language of the destination country	19%	+1	9	13	16	16
	Economic situation in the destination country	16%	-1	14	14	15	14
	Quality of internet access	13%	+1	15	15	12	13
	Exchange rate of the currency in the destination country	13%	-1	16	9	14	15

europ assistance
you live we care*
RANK 2018 Vous vivez, nous veillons

GAME CHANGERS Ipsos

THE POLITICAL SITUATION IN THE UK (BREXIT) AND THE U.S (TRAVEL BAN) MAY HAVE AN IMPACT ON THE CONSIDERATION TO VISIT, ESPECIALLY AMONG THE NON-EUROPEANS

WOULD RECONSIDER VISITING THE UK



WOULD RECONSIDER VISITING THE US

GAME CHANGERS

3. ACTIVITIES OF HOLIDAYMAKERS

THIS YEAR AGAIN, EUROPEANS PLAN TO SPEND QUALITY FAMILY TIME AND TO ENJOY A RELAXING SUMMER HOLIDAY.

ACTIVITIES PLANNED DURING SUMMER HOLIDAYS

EUROPE

54%



Relax, have peace of mind

44%



Come together as a family, with your spouse or with friends

43%



Discover new cultures, enjoy a total change of scenery

15%



Enjoy your home

11%



Take time to read, learn new things

10%



Make new friendly or romantic acquaintances

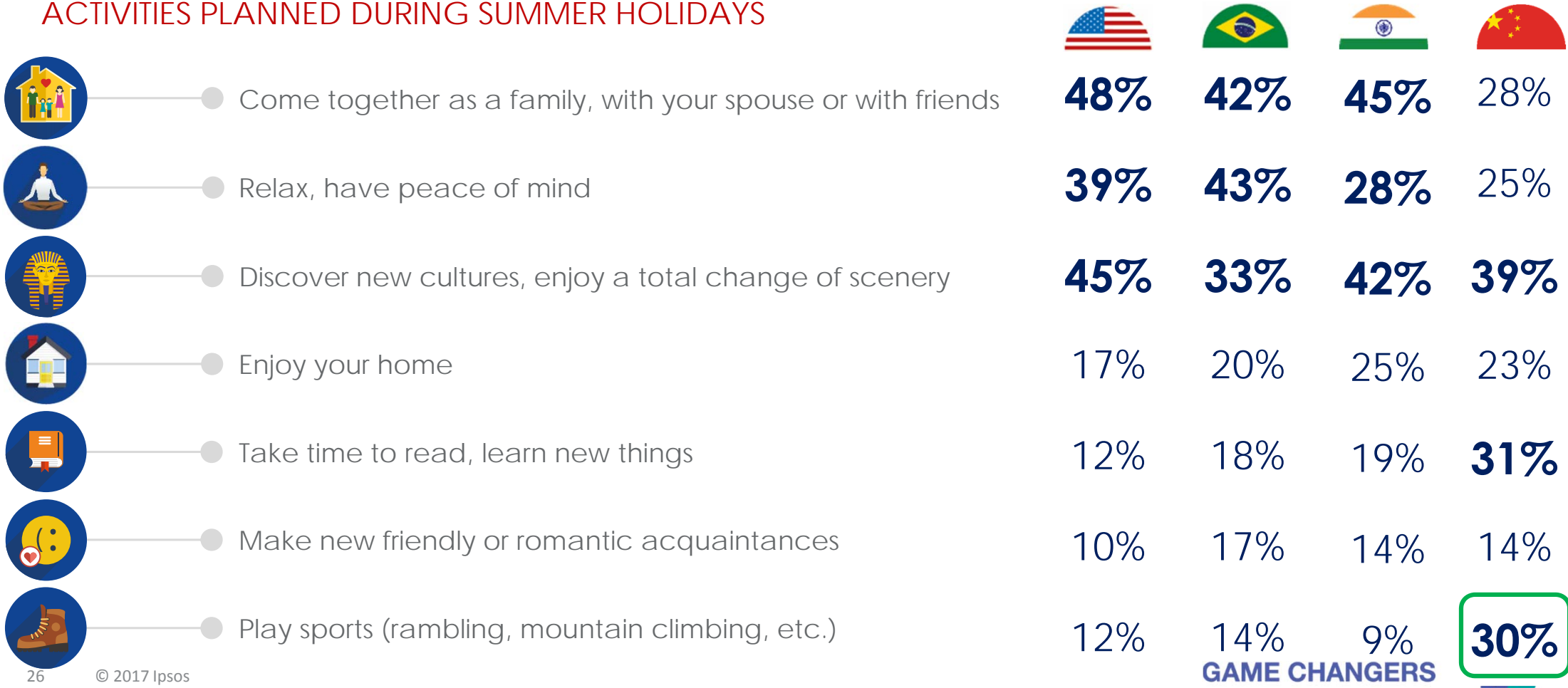
10%



Play sports (rambling, mountain climbing, etc.)

CHINESE ARE DISTINCTIVE FOR HAVING A MORE ACTIVE APPROACH TO THEIR HOLIDAYS

ACTIVITIES PLANNED DURING SUMMER HOLIDAYS



GAME CHANGERS

MOST OF THE EUROPEANS WILL COMPLETELY DISCONNECT FROM WORK DURING THEIR HOLIDAYS

Concerning your work, do you think that during your holidays...?

Among those concerned

66% *-2*



You will completely unplug from your job

20% =



You will still check your emails, but will not necessarily respond to them

10% *+1*



You will answer emails and/or calls

4% =



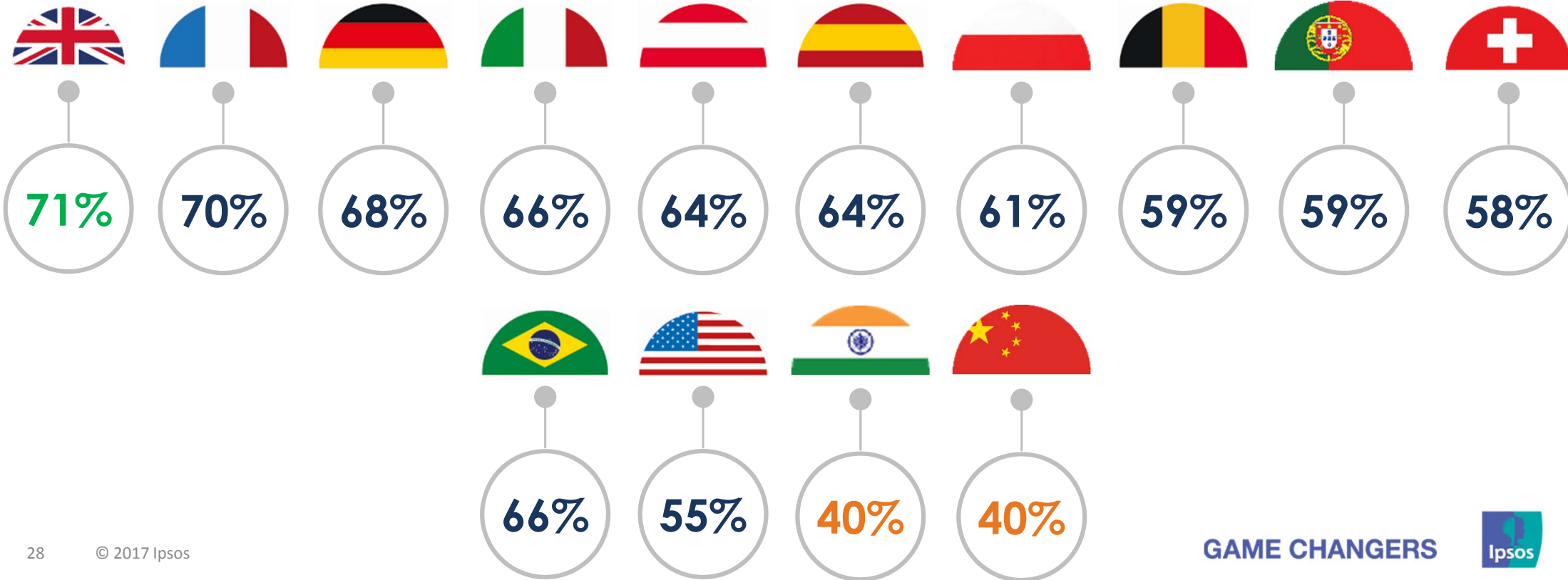
You will continue to work, even if only from time to time

WHEN ON HOLIDAYS, NON-EUROPEANS ARE MORE CONNECTED TO THEIR WORK THAN EUROPEANS, EXCEPT FOR THE BRAZILIANS

Among the people concerned



WILL COMPLETELY UNPLUG FROM YOUR JOB



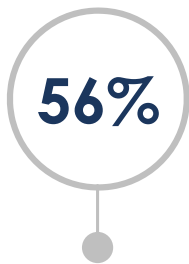
NON-EUROPEANS ARE ALSO MORE CONNECTED TO SOCIAL NETWORKS DURING THEIR HOLIDAYS. IT IS PARTICULARLY THE CASE FOR THE ASIAN HOLIDAYMAKERS

Among the people concerned

WILL USE GENERAL SOCIAL NETWORKS LESS THAN USUAL



General social networks



EUROPE

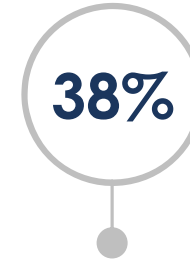
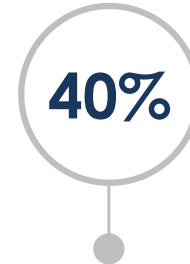
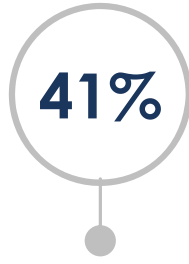


Photo-sharing social networks

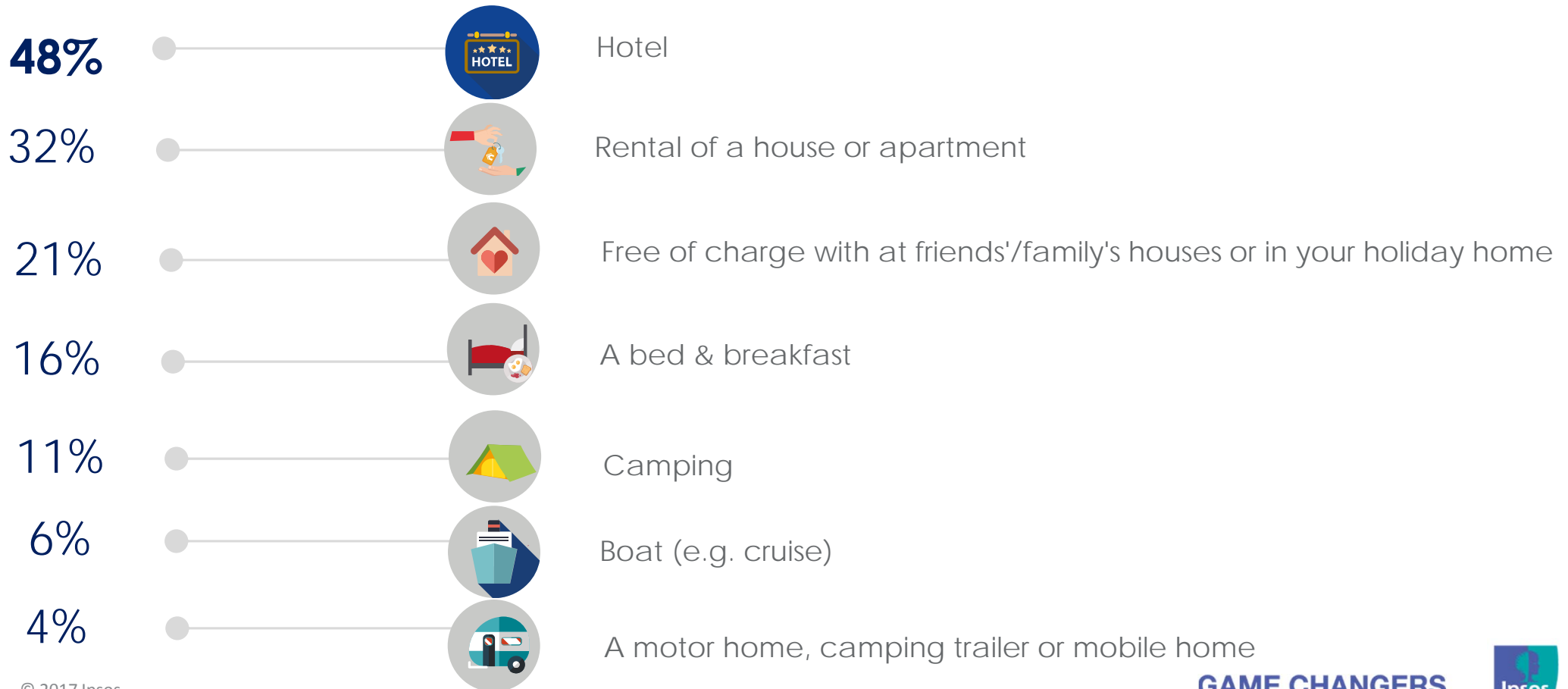


4. HOLIDAY ACCOMODATION: MILLENIALS MORE INTO NEW WAYS TO TRAVEL

HOTELS REMAIN THE PREFERRED ACCOMMODATION FOR THE MAJORITY OF EUROPEANS HOLIDAYMAKERS FOR SUMMER HOLIDAYS

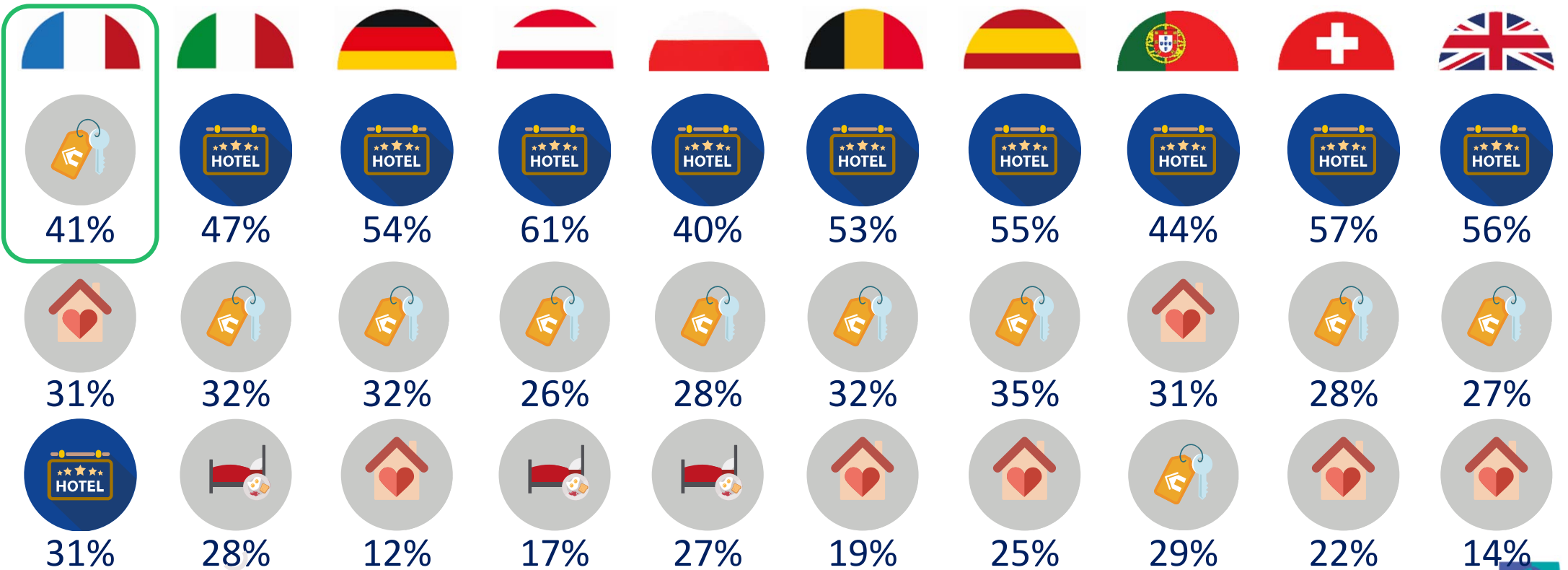
TYPE OF ACCOMMODATION PREFERRED FOR SUMMER HOLIDAYS

EUROPE



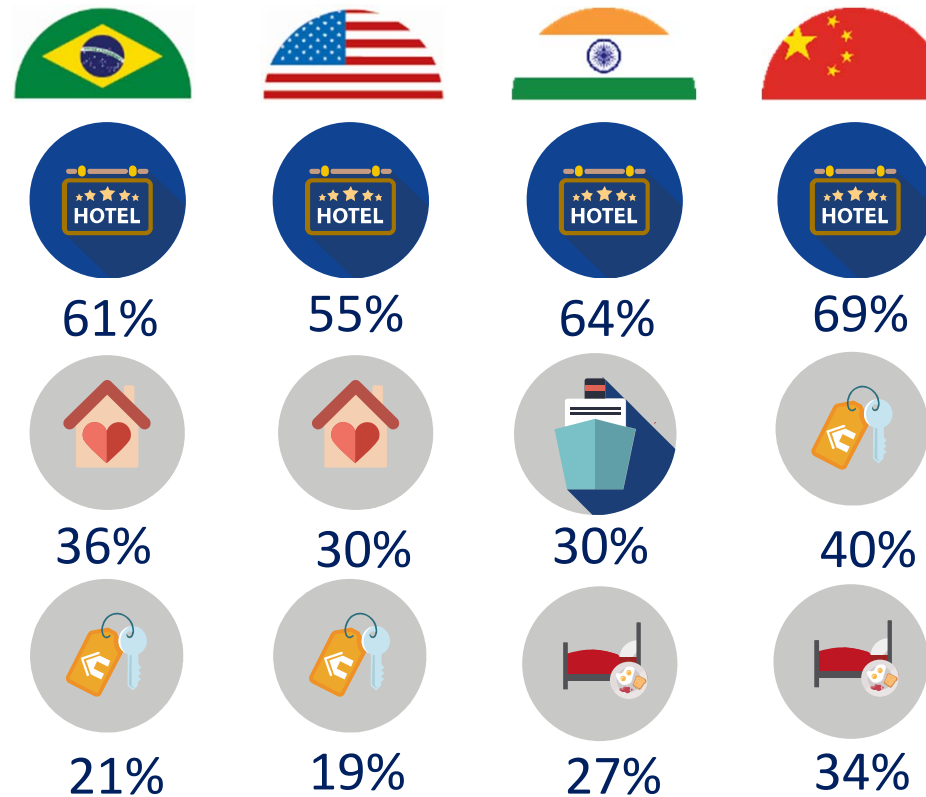
FRANCE REMAINS AN OUTLIER WITH THE MAJORITY OF HOLIDAYMAKERS OPTING FOR SEASONAL RENTALS WHILE THE REST OF EUROPEANS PREFER HOTELS

TYPE OF ACCOMMODATION PREFERRED FOR SUMMER HOLIDAYS







INDIANS ARE MORE KEEN ON CRUISES THAN THE REST OF THE OTHER COUNTRIES

TYPE OF ACCOMMODATION PREFERRED FOR SUMMER HOLIDAYS



ALL OVER THE WORLD, MILLENIALS ARE MORE INTERESTED IN NEW HOLIDAY HOUSING PRACTICES THAN THE GENERAL POPULATION

INTEREST IN EACH OF THE PRACTICES

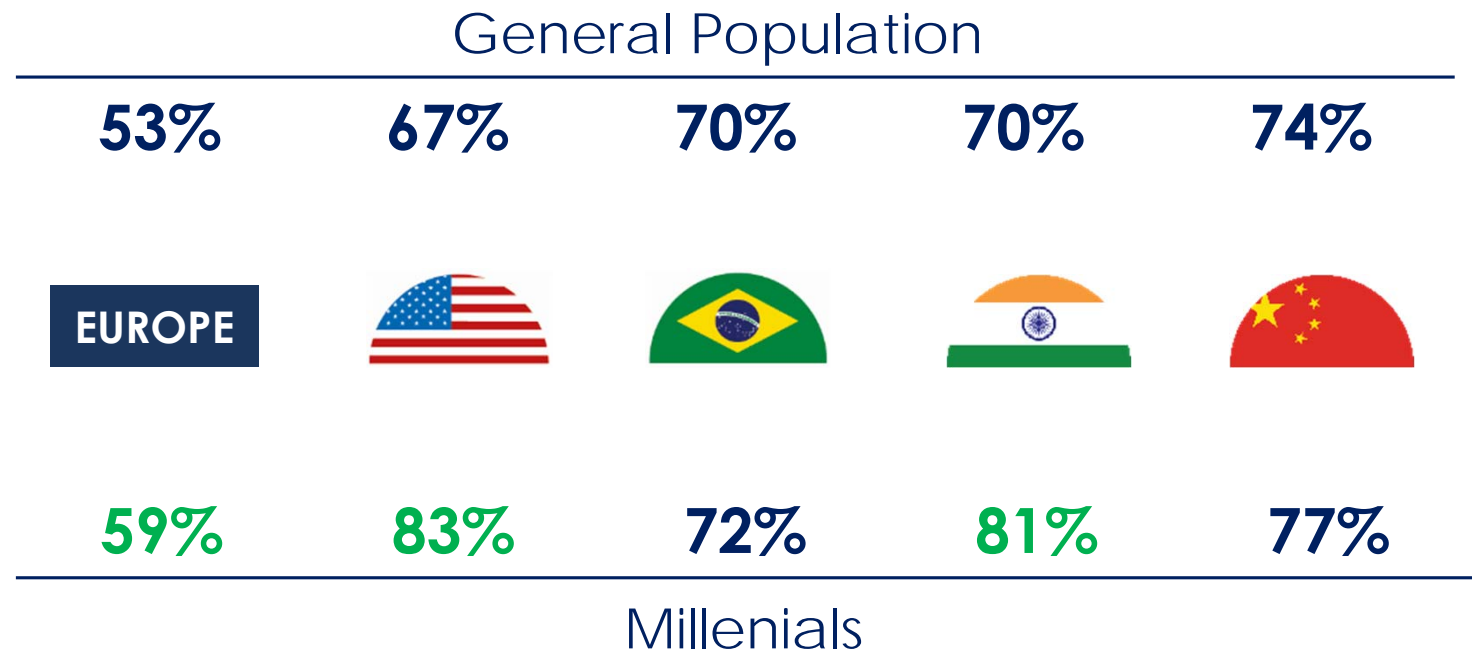
	EUROPE				
Rental of a private individual's house or apartment	46% / 59%	38% / 59%	52% / 58%	48% / 55%	53% / 51%
Rental of a room in a private home	24% / 34%	20% / 37%	38% / 43%	48% / 55%	63% / 69%
Free home exchange between individuals	13% / 20%	16% / 29%	19% / 23%	34% / 44%	53% / 56%

MILLENNIALS ARE ALSO MORE LIKELY TO HAVE ALREADY TESTED NEW KINDS OF ACTIVITIES WHEN TRAVELLING

When travelling, have you ever:

Done at least one of the following kinds of activities:

- Been camping in the wilderness
- Stayed at a local's home
 - Stayed in a cabin in the middle of nature
- Home exchange between individuals
- Hosted travellers in your home
 - Eco-tourism
- Socially responsible tourism
- Travelled around the world

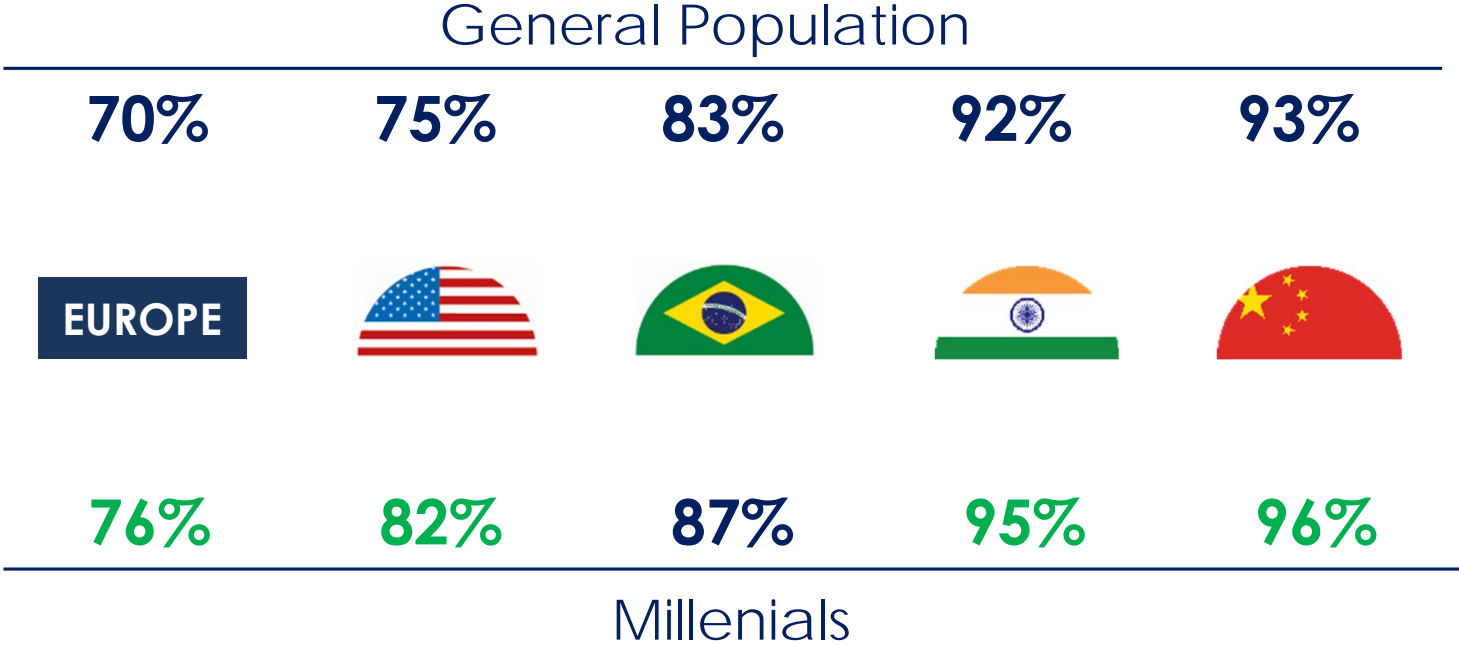


MILLENNIALS MORE LIKELY TO POST A REVIEW OF SERVICES AFTER THEIR HOLIDAY THAN THE GENERAL POPULATION

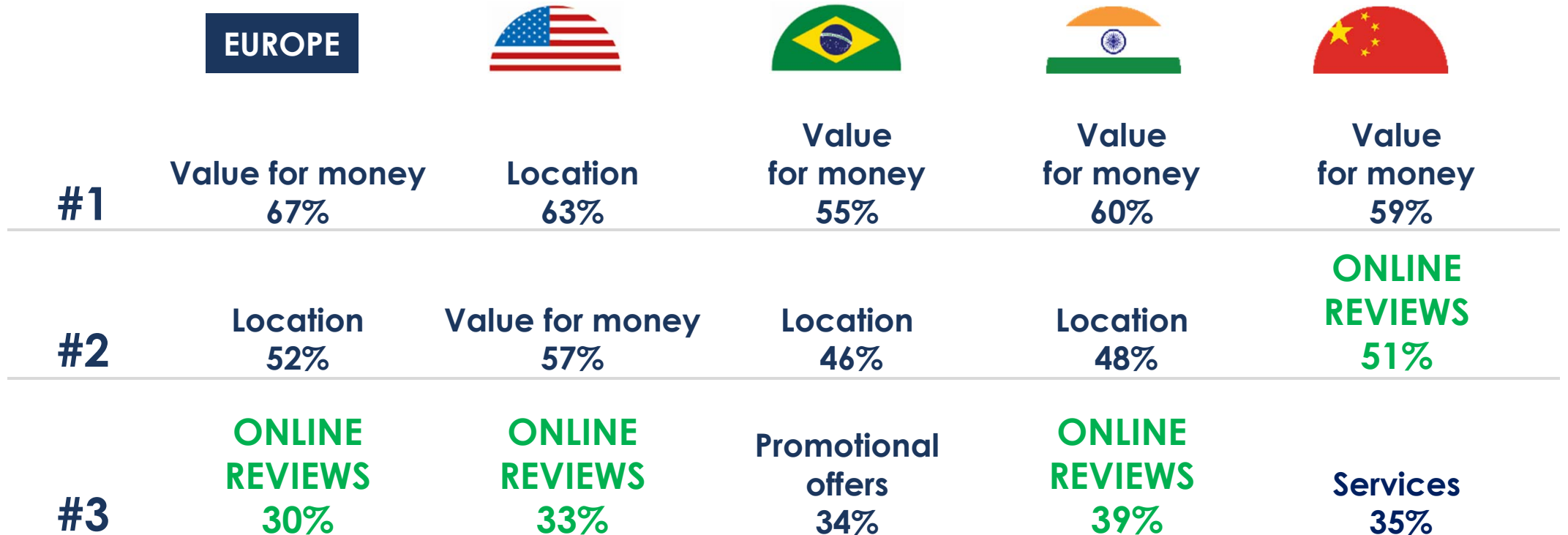
Has posted a review of these services after the holiday



A hotel
A rental
A tourist attraction
A restaurant
An airline



ONLINE REVIEWS: 3RD DECISION-MAKING FACTOR IN ACCOMODATION, AND EVEN SECOND IN CHINA





5. CITIES OF DREAMS, DREAMS OF CITIES

A SHARED FASCINATION AMONG EUROPEANS AND AMERICANS WITH CITIES

CITIES THAT **EUROPEANS** WOULD LIKE TO VISIT AT LEAST ONCE IN THEIR LIFE

25%

NEW YORK



16%

PARIS



15%

ROME



12%

LONDON



15%

19%

10%

19%

CITIES THAT **AMERICANS** WOULD LIKE TO VISIT AT LEAST ONCE IN THEIR LIFE

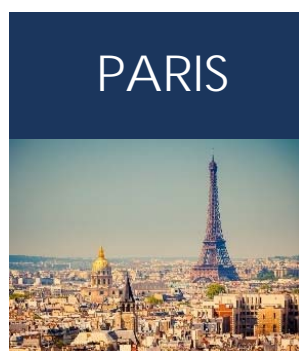
PARIS ENJOYS THE STRONGEST POWER OF ATTRACTION FOR THE BRAZILIANS, WHO ALSO DREAM OF VISITING SEVERAL CITIES OF THEIR OWN COUNTRY



* Vous vivez, nous veillons



CITIES THAT BRAZILIANS WOULD LIKE TO VISIT AT LEAST ONCE IN THEIR LIFE



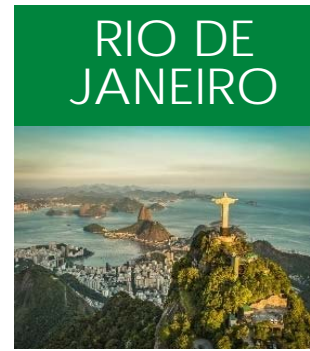
16%



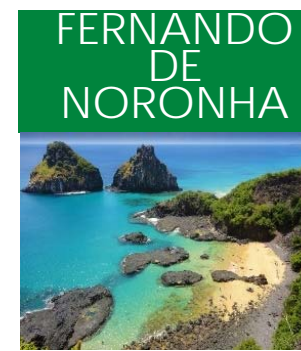
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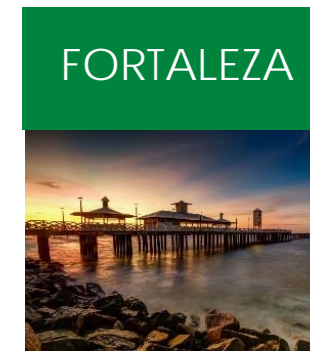
9%



9%



8%

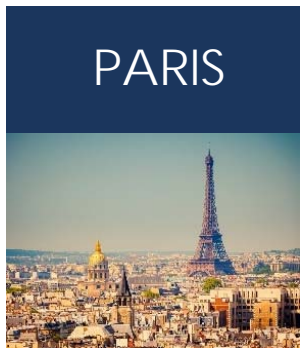


7%

INDIANS ARE ALSO STRONGLY ATTRACTED BY PARIS



CITIES THAT INDIANS WOULD LIKE TO VISIT AT LEAST ONCE IN THEIR LIFE



17%



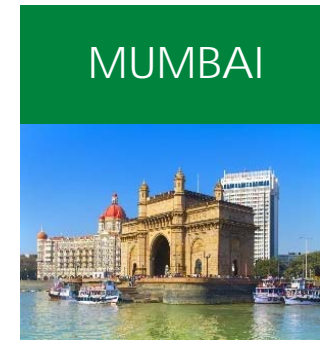
14%



13%



7%

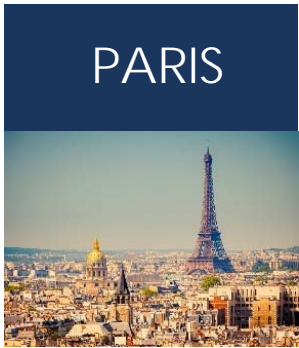


6%

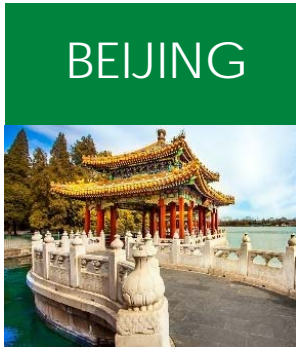
IN CHINA, PARIS ENJOYS THE STRONGEST POWER OF ATTRACTION FOR CHINESE PEOPLE, WHO ALSO DREAM OF VISITING THEIR CAPITAL



CITIES THAT CHINESE PEOPLE WOULD LIKE TO VISIT AT LEAST ONCE IN THEIR LIFE



15%



14%



9%



8%



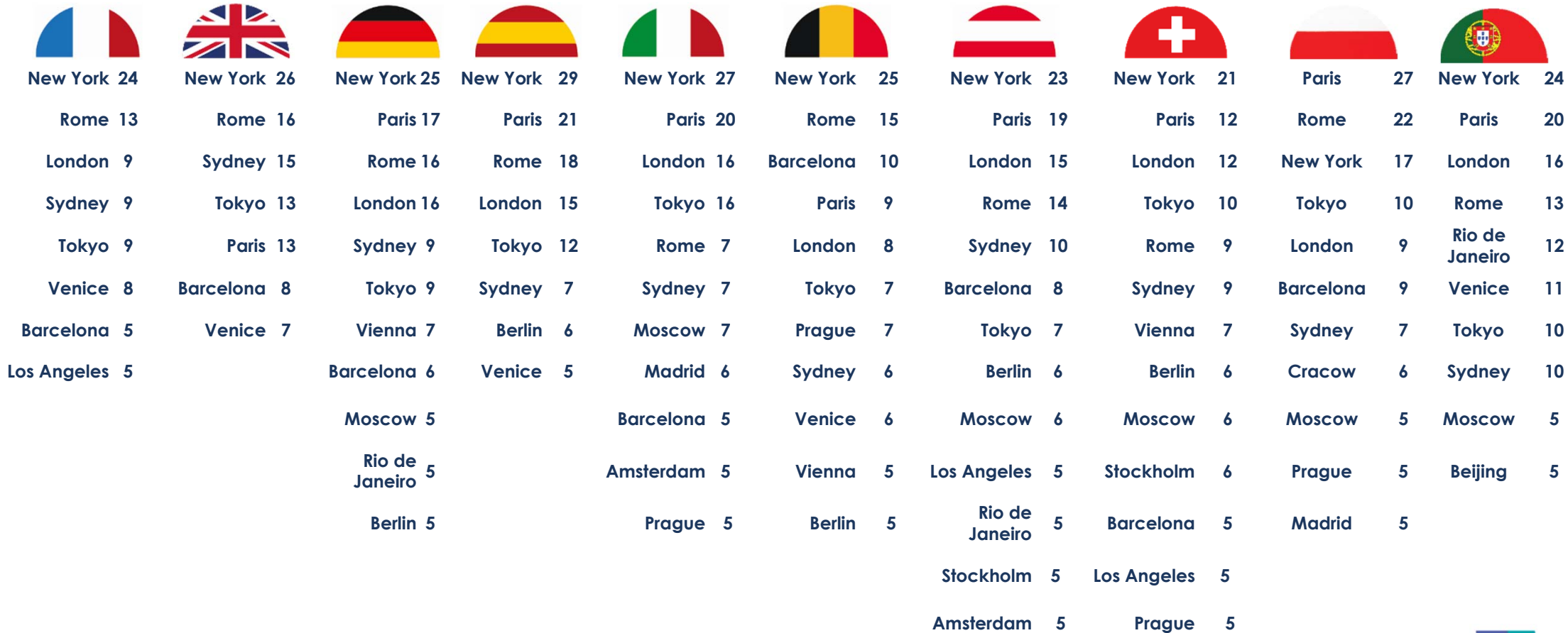
7%



7%

TOP CITIES THAT PEOPLE DREAM OF VISITING IN EACH COUNTRY

as %



TOP 15 CITIES THAT PEOPLE DREAM OF VISITING IN EACH COUNTRY

as %



Paris	19
London	19
New York	15
Rome	10
Sydney	8
Las Vegas	7
Tokyo	6
Dublin	5
San Francisco	5



Paris	16
New York	10
London	9
Rio de Janeiro	9
Fernando de Noronha	8
Fortaleza	7
Sao Paolo	6
Gramado	6
Rome	5
Tokyo	5
Natal	5



Paris	17
London	14
New York	13
New Delhi	7
Mumbai	6
Bangalore	5
Cachemire	5



Paris	15
Beijing	14
New York	9
London	8
Tokyo	7
Shanghai	7
Hong Kong	5

6. SPORTS COMPETITIONS TO TRAVEL TO

THE OLYMPIC GAMES AND SOCCER COMPETITIONS AS THE MOST ATTRACTIVE INTERNATIONAL SPORTS EVENTS TO ATTEND

#1

EUROPE



#2



#3



BUT COMPETITIONS TAKING PLACE LOCALLY ARE ALSO HIGHLY RANKED



FRANCE AND THE UK ALSO FAVOR COMPETITIONS TAKING PLACE LOCALLY



LOOKING SPECIFICALLY AT THE GRAND SLAM, THE SAME LOCAL PREFERENCE APPLIES

AVERAGE RANK OF INTEREST

	EUROPE	USA	BRAZIL	INDIA	CHINA
	#5	#6	#11	#3	#6
	#7	#10	#7	#8	#5
	#10	#3	#8	#5	#8
	#9	#5	#10	#4	#7

IN EUROPE, THE EUROPEAN FOOTBALL CHAMPIONSHIP OF 2020 IS SHORTLY AHEAD OF THE FIFA WORLD CUP OF 2018 IN TERMS OF INTEREST AS A TRAVEL DESTINATION

INTEREST TO TRAVEL TO ATTEND THE COMPETITION

(%)



23% 20% 37% 32% 33% 26% 33% 32% 48% 50%



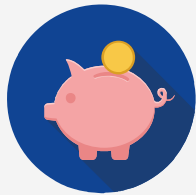
21% 16% 31% 31% 27% 22% 26% 29% 44% 47%



7. TRAVELLING THE WORLD: A COLLECTIVE IMAGINATION

THAILAND IS CONSIDERED AS THE MOST EXOTIC COUNTRY AND SOUTH AFRICA THE WILDEST

EUROPE



Cheapest to visit

Spain
10%

Mexico
28%

Brazil
19%

India
20%

China – 21%
Thailand – 19%



Most exotic

Thailand
13%

Thailand
9%

India – 13%
China – 11%

India
11%

Thailand – 11%
France – 9%



Wildest

Australia – 9%
South Africa – 8%

Australia
15%

South Africa
50%

South Africa
24%

USA
25%

FRANCE IS CONSIDERED AS THE MOST ROMANTIC COUNTRY FOR THE NON-EUROPEANS, BUT FOR THE OTHER CRITERIA, EACH NATIONALITY CHOOSES ITS OWN COUNTRY



EUROPE



Most welcoming

Spain – 15%
Italy – 13%

USA
21%

Brazil
52%

India
26%

China
35%



Most romantic

Italy
39%

France
48%

France
49%

France – 21%
Switzerland – 18%

France
64%



Most relaxing

Spain – 11%
Italy – 8%

USA
17%

Brazil
19%

India
17%

China
21%

ITALY IS CONSIDERED AS THE MOST GASTRONOMIC COUNTRY FOR THE EUROPEANS AND THE NORTH AMERICANS. THE OTHER NATIONALITIES CHOOSE THEIR OWN COUNTRY ON MOST CRITERIA

EUROPE



Culturally rich

Italy
22%

Italy
18%

Brazil
19%

India
35%

China
62%



Best food

Italy
31%

Italy
30%

Brazil
41%

India
46%

China
59%



Most historical

Italy
28%

Italy
18%

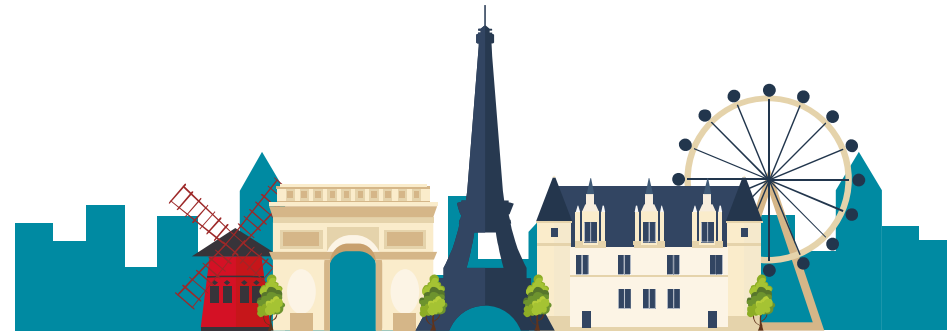
Italy – 14%
Greece – 13%
Egypt – 13%

India
28%

China
64%

8. COUNTRY FACT SHEETS

FRANCE



HOLIDAY PLANS

HOLIDAY PLANS **69% (+4pts)**

Vs Europe 64% (+1pt)

BUDGET **€1,993 (+1%)**

Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY

57% (-6pts)

PREFERRED FOREIGN DESTINATIONS

Spain **16% (+4pts)**

Italy **8% (-1pt)**

Portugal **7% (+2pts)**

ACCOMMODATION

ACCOMMODATION

Seasonal rentals **41% (-1pt)**

Hotels **31% (+1pt)**

Family & friends **31% (-6pts)**

Check online reviews when
choosing accommodation

22% (-5pts)

Posting a review online on a rental

57% (+5pts)

DREAM HOLIDAYS

Favorite cities to visit

New York, Rome, London

Favorite sports competition to attend
2020 Olympic Games in Tokyo

Most romantic country to visit

Italy

Most exotic country to visit

Thailand

(+XX / -XX) : Evolution vs 2017

UNITED KINGDOM



HOLIDAY PLANS

HOLIDAY PLANS **66% (+1pt)**

Vs Europe 64% (+1pt)

BUDGET **£1,955 (+23%)**

Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY

26% (-5pts)

PREFERRED FOREIGN DESTINATIONS

Spain 18% (-3pts)

France 11% (+2pts)

Italy 10% (+2pts)

ACCOMMODATION

ACCOMMODATION

Hotels **56% (+4pts)**

Seasonal rentals **27% (-6pts)**

Family & friends **14% (-2pts)**

Check online reviews when
choosing accommodation

37% (-2pts)

Posting a review online on an hotel

65% (+4pts)

DREAM HOLIDAYS

Favorite cities to visit

New York, Rome, Sydney

Favorite sports competition to attend
Wimbledon Championship in Europe

Most romantic country to visit

Italy

Most exotic country to visit

Thailand

(+XX / -XX) : Evolution vs 2017

GERMANY



HOLIDAY PLANS

HOLIDAY PLANS **64% (+1pt)**

Vs Europe 64% (+1pt)

BUDGET **€2,376 (+3%)**

Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY

27% (-3pts)

PREFERRED FOREIGN DESTINATIONS

Spain 15% (=)

Italy 14% (-2pts)

Austria 8% (+1pt)

ACCOMMODATION

ACCOMMODATION

Hotels **54% (+1pt)**

Seasonal rentals **32% (-4pts)**

Family & friends **12% (-2pts)**

Check online reviews when
choosing accommodation

22% (-4pts)

Posting a review online on an hotel

56% (+3pts)

(+XX / -XX) : Evolution vs 2017

DREAM HOLIDAYS

Favorite cities to visit

New York, Paris, London/Rome

Favorite sports competition to attend

**2020 European Football
Championship in Europe**

Most romantic country to visit

Italy

Most exotic country to visit

Thailand

SPAIN



HOLIDAY PLANS

HOLIDAY PLANS 61% (+3pts)
Vs Europe 64% (+1pt)

BUDGET €1,658 (=)
Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY
56% (+4pts)

PREFERRED FOREIGN DESTINATIONS
France 12% (+2pts)
Italy 10% (+1pt)
Portugal 7% (=)

ACCOMMODATION

ACCOMMODATION
Hotels 55% (-2pts)
Seasonal rentals 35% (+3pts)
Family & friends 25% (-2pts)

**Check online reviews when
choosing accommodation**
36% (+3pts)

Posting a review online on an hotel
67% (+1pt)

(+XX / -XX) : Evolution vs 2017

DREAM HOLIDAYS

Favorite cities to visit
New York, Paris, Rome

Favorite sports competition to attend
2020 Olympic Games in Tokyo

Most romantic country to visit
France

Most exotic country to visit
Thailand

ITALY



HOLIDAY PLANS

HOLIDAY PLANS 62% (+1pt)

Vs Europe 64% (+1pt)

BUDGET €1,776 (+2%)

Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY

52% (-4pts)

PREFERRED FOREIGN DESTINATIONS

Spain 14% (+1pt)

Greece 9% (+3pts)

France 8% (=)

ACCOMMODATION

ACCOMMODATION

Hotels 47% (+2pts)

Seasonal rentals 32% (+1pt)

Bed & Breakfast 28% (+2pts)

Check online reviews when
choosing accommodation

41% (+1pt)

Posting a review online on an hotel

69% (+4pts)

DREAM HOLIDAYS

Favorite cities to visit

New York, Paris, London/Tokyo

Favorite sports competition to attend

2020 Olympic Games in Tokyo

Most romantic country to visit

France

Most exotic country to visit

India

(+XX / -XX) : Evolution vs 2017

BELGIUM



HOLIDAY PLANS

HOLIDAY PLANS 63% (+3pts)
Vs Europe 64% (+1pt)

BUDGET €2,318 (+6%)
Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY
16% (=)

PREFERRED FOREIGN DESTINATIONS
France 34% (+2pts)
Spain 19% (=)
Italy 12% (=)

ACCOMMODATION

ACCOMMODATION
Hotels 53% (=)
Seasonal rentals 32% (=)
Family & friends 19% (+1pt)

**Check online reviews when
choosing accommodation**
23% (-4pts)

Posting a review online on an hotel
58% (-4pts)

(+XX / -XX) : Evolution vs 2017

DREAM HOLIDAYS

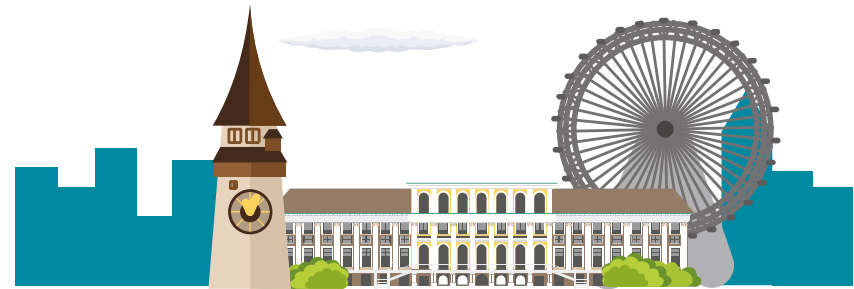
Favorite cities to visit
New York, Rome, Barcelona

Favorite sports competition to attend
**2020 European Football
Championship in Europe**

Most romantic country to visit
Italy

Most exotic country to visit
Thailand

AUSTRIA



HOLIDAY PLANS

HOLIDAY PLANS **66% (=)**
Vs Europe 64% (+1pt)

BUDGET **€2,645 (+9%)**
Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY
30% (+2pts)

PREFERRED FOREIGN DESTINATIONS
Italy **29% (+4pts)**
Croatia **23% (+4pts)**
Germany **11% (+1pt)**

ACCOMMODATION

ACCOMMODATION
Hotels **61% (-1pt)**
Seasonal rentals **26% (+2pts)**
Bed & Breakfast **17% (+2pts)**

Check online reviews when
choosing accommodation
27% (-2pts)

Posting a review online on an hotel
59% (=)

(+XX / -XX) : Evolution vs 2017

DREAM HOLIDAYS

Favorite cities to visit
New York, Paris, London

Favorite sports competition to attend
2018 Grand Prix Automobile de Monaco

Most romantic country to visit
France

Most exotic country to visit
Thailand

SWITZERLAND



HOLIDAY PLANS

HOLIDAY PLANS **66% (=)**
Vs Europe 64% (+1pt)

BUDGET **CHF 3,235 (+9%)**
Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY
20% (=)

PREFERRED FOREIGN DESTINATIONS
Italy 25% (=)
Spain 19% (-1pt)
France 18% (-1pt)

ACCOMMODATION

ACCOMMODATION
Hotels **57% (+3pts)**

Seasonal rentals **28% (-1pt)**
Family & friends **22% (-1pt)**

Check online reviews when
choosing accommodation
28% (=)

Posting a review online on an hotel
65% (-3pts)

(+XX / -XX) : Evolution vs 2017

DREAM HOLIDAYS

Favorite cities to visit
New York, London/Paris, Tokyo

Favorite sports competition to attend
**2020 European Football
Championship in Europe**

Most romantic country to visit
Italy

Most exotic country to visit
Thailand

POLAND



HOLIDAY PLANS

HOLIDAY PLANS 60%
Vs Europe 64% (+1pt)

BUDGET Zł 4,324
Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY
45%

PREFERRED FOREIGN DESTINATIONS
Spain 9%
Italy 8%
Greece 7%

ACCOMMODATION

ACCOMMODATION
Hotels 40%
Seasonal rentals 28%
Bed & Breakfast 27%

**Check online reviews when
choosing accommodation**
32%

Posting a review online on an hotel
61%

DREAM HOLIDAYS

Favorite cities to visit
Paris, Rome, New York

Favorite sports competition to attend
**2020 European Football
Championship in Europe**

Most romantic country to visit
Italy

Most exotic country to visit
Thailand

PORTUGAL



HOLIDAY PLANS

HOLIDAY PLANS 59%
Vs Europe 64% (+1pt)

BUDGET €1,370
Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY
45%

PREFERRED FOREIGN DESTINATIONS
Spain 26%
Italy 10%
France 9%

ACCOMMODATION

ACCOMMODATION
Hotels **44%**
Family & friends **31%**
Seasonal rentals **29%**

**Check online reviews when
choosing accommodation**
21%

Posting a review online on an hotel
65%

DREAM HOLIDAYS

Favorite cities to visit
New York, Paris, London

Favorite sports competition to attend
**2020 European Football
Championship in Europe**

Most romantic country to visit
Italy

Most exotic country to visit
Brazil

UNITED STATES



HOLIDAY PLANS

HOLIDAY PLANS **68% (+2pts)**

Vs Europe 64% (+1pt)

BUDGET **\$2,643 (-1%)**

Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY

46% (+5pts)

PREFERRED FOREIGN DESTINATIONS

Canada **6% (-2pts)**

Mexico **4% (-3pts)**

Bahamas **3% (=)** – France **3% (+1pt)**

Italy **3% (-2pts)**

ACCOMMODATION

ACCOMMODATION

Hotels **55% (-2pts)**

Family & friends **30% (-2pts)**

Seasonal rentals **19% (+1pt)**

Check online reviews when
choosing accommodation

33% (+2pts)

Posting a review online on an hotel

66% (-2pts)

DREAM HOLIDAYS

Favorite cities to visit

London/Paris, New York, Rome

Favorite sports competition to attend

2020 Olympic Games in Tokyo

Most romantic country to visit

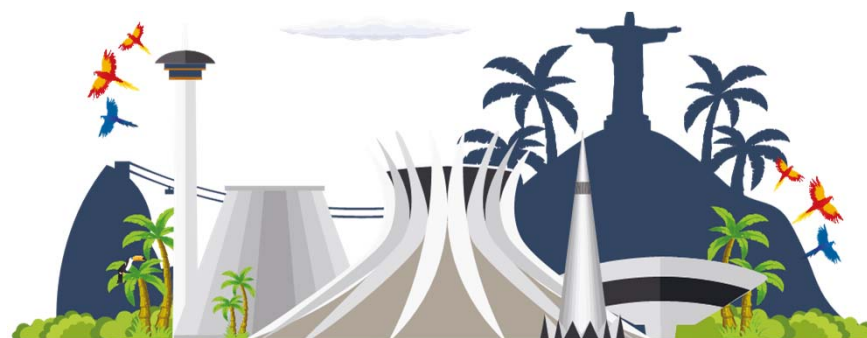
France

Most exotic country to visit

Thailand

(+XX / -XX) : Evolution vs 2017

BRAZIL



HOLIDAY PLANS

HOLIDAY PLANS **68% (+2pts)**

Vs Europe 64% (+1pt)

BUDGET **R\$ 5,209 (+18%)**

Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY

33% (-1pts)

PREFERRED FOREIGN DESTINATIONS

Argentina 11% (+1pt)

Italy 6% (+1pt)

Chile 5% (+2pts) – France 5% (=)

Portugal 5% (=) – Salvador 5% (3pts)

ACCOMMODATION

ACCOMMODATION

Hotels **61% (+2pts)**

Family & friends **36% (+1pt)**

Seasonal rentals **21% (=)**

Check online reviews when
choosing accommodation

26% (-2pts)

Posting a review online on an hotel

75% (+4pts)

DREAM HOLIDAYS

Favorite cities to visit

**Paris, New York, London/Rio de
Janeiro**

Favorite sports competition to attend

**2018 FIFA Soccer World Cup in
Russia**

Most romantic country to visit

France

Most exotic country to visit

India

(+XX / -XX) : Evolution vs 2017

INDIA



HOLIDAY PLANS

HOLIDAY PLANS 64%
Vs Europe 64% (+1pt)

BUDGET ₹ 181,626
Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY
25%

PREFERRED FOREIGN DESTINATIONS
Australia – Singapore 12%
Thailand 8%
USA – Malaysia 7%

ACCOMMODATION

ACCOMMODATION
Hotels 64%

Go on a boat/a cruise 30%
Bed & Breakfast 27%

**Check online reviews when
choosing accommodation**
39%

Posting a review online on an hotel
86%

DREAM HOLIDAYS

Favorite cities to visit
Paris, London, New York

Favorite sports competition to attend
**2018 FIFA Soccer World Cup in
Russia**

Most romantic country to visit
France

Most exotic country to visit
India

CHINA



HOLIDAY PLANS

HOLIDAY PLANS 67%
Vs Europe 64% (+1pt)

BUDGET ¥ 15,707
Vs Europe €1,957 (-2%)

HOLIDAYS IN THEIR OWN COUNTRY
32%

PREFERRED FOREIGN DESTINATIONS
Japan 21%
Thailand 15%
USA 11%

ACCOMMODATION

ACCOMMODATION
Hotels 69%
Seasonal rentals 40%
Bed & Breakfast 34%

**Check online reviews when
choosing accommodation**
51%

Posting a review online on an hotel
88%

DREAM HOLIDAYS

Favorite cities to visit
Paris, Beijing, New York

Favorite sports competition to attend
2020 Olympic Games in Tokyo

Most romantic country to visit
France

Most exotic country to visit
Thailand

A scenic view of a resort with a hot spring and a mountain range in the background. The foreground shows several hot spring beds with striped covers and folded white towels. The middle ground features a modern building complex nestled in a valley. The background is dominated by a large, rugged mountain range under a blue sky with wispy clouds. The text "End of document" is centered in the middle of the image.

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