Holiday Sentiment Monitor

Results 20-measurement

July 2024

NBTC
Nederlands Bureau
voor Toerisme &
Congressen

Take outs

1. **86% of respondents have a holiday intention. Among Dutch people, an increase compared to a year ago.**
On average, 86% of those surveyed from six countries have the intention to go on holiday in the next 12 months. These could be short or long holidays at home or abroad. A year ago, in June 2023, an average of 86% also had a holiday intention. Of the Dutch, 88% had a holiday intention in June 2024, compared to 85% a year ago. This represents a significant increase.

2. **50% have already booked a holiday, with many leaving in July.**
By June 2024, on average, 50% had already booked a holiday sometime in the next 12 months. A year ago, in June 2023, the average was 48%. The share that has already booked is currently highest among the Dutch (56%). This share is significantly higher than a year ago (then it was 49%). Among those who have already booked a holiday, the next holiday is mostly in July (average 30%). Here it is notable that in all countries except the Netherlands, the percentage of bookings for the month of July is lower than last year (and higher in other months).

3. **Market potential: 36% of respondents have holiday intentions but have yet to book. And of these, around 65% are already planning.**
36% of those surveyed say they have yet to book, but have a holiday intention in the next 12 months. Of that group, 63% are already planning. They mostly focus on the months of August and September (26% and 27% respectively). Dutch people who have yet to book their holidays are looking more at June and September as departure months compared to a year ago and they are looking less at July and August. The French and British are also looking less at August.

4. **Of those holidaymakers who are yet to book, half plan to do so within four weeks.**
Among those who are planning a holiday in the next 12 months, the largest group plans to book it within 3 to 4 weeks (31% on average). In addition, an average of 21% say they plan to book within 1 to 2 weeks. There is also another large group planning to book between 1 and 3 months (average 30%) and 7% within 3 to 6 months.

5. **Holidays elsewhere in Europe show (slight) increase.**
Belgians and Germans are less likely to spend their next holiday in their own country, compared to a year ago. In doing so, more are choosing (elsewhere in) Europe. Americans are also planning to go to Europe more than a year ago. This increase is also seen to a slight extent among the Dutch. Furthermore, as they did a year ago, 22% of Dutch holidaymakers plan to holiday in their own country.

Take outs

6. **Gelderland, Limburg and North Brabant most considered for a holiday by the Dutch in their own country.**
Dutch people who want to spend their next holiday/weekend break in the Netherlands say they most want to do so in Gelderland (16%). This is followed by Limburg and North Brabant (13% and 12% respectively). Compared to a year ago, Gelderland and North Brabant have increased and Drenthe has decreased.

7. **Netherlands in top 5 European holiday destinations among Belgians, at 6e position among Germans**
Among Belgians, France and Spain are the most chosen countries for the next holiday (in Europe). They are followed by Italy and Greece. The Netherlands ranks fifth in this respect. For Germans, Spain is the most important European holiday country. This is followed by Italy, Greece, France and Austria. In sixth place is the Netherlands.

8. **Dutch people who fear extreme weather are more likely to choose a domestic holiday or northern Europe.**
On average, 37% of those surveyed (fully) agree with the statement that increasing extreme weather conditions influence holiday choices. Among Dutch people, this is 35%. The most common adjustment made is to change the holiday destination and/or holiday period. In such cases, Dutch people choose their own country and northern Europe / Scandinavia more and are less inclined to choose southern Europe. In other words, closer to home and cooler countries.

9. **Around 45% of respondents adjust holiday behaviour because of rising/high prices.**
On average, 46% of all respondents said they were forced to adjust their holiday behaviour as a result of rising prices. A year ago, this was 50% on average. The Dutch identify least with the statement (37%) and the French the most (56%). If people adjust their holiday behaviour because of higher prices, it is mainly by going on holiday less often. Booking cheaper accommodation is also a frequently chosen measure. Finally, shorter holidays and/or holidays outside the high season are also chosen more often than a year ago.

10. **4 in 10 consider the environment when booking holidays.**
On average, 40 per cent of respondents (fully) agree with the statement 'I take the environment into account when booking my holiday'. On average, the two youngest age groups (18-24 and 25-34) agree with this to the highest extent. Furthermore, those who agree with this statement are more likely to choose a holiday in their own country than those who disagree with the statement. Also, the group that agrees with the statement, more often chooses the train and less often the plane as a means of transport for a European holiday.
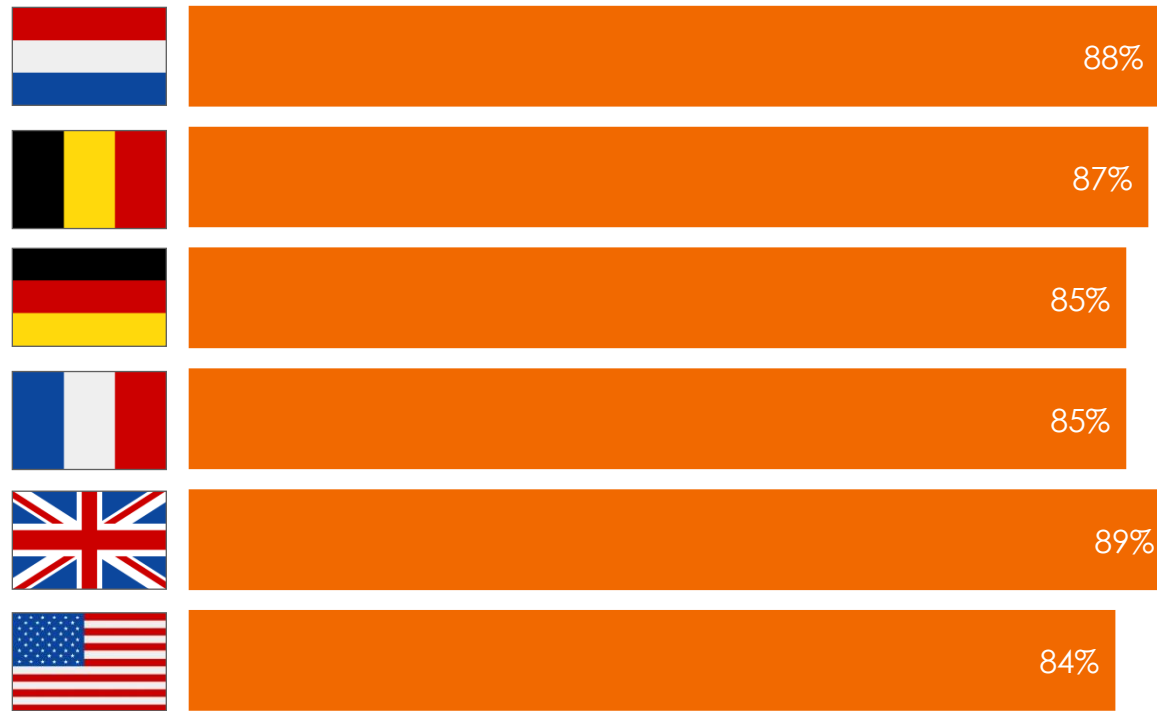
Table of contents

1. Holiday planning results

On average, 86% of respondents from these six countries have an intention to go on holiday in the next 12 months, some of whom have already booked and some of whom have yet to book. These could be short or long holidays at home or abroad. A year ago, in June 2023, an average of 86% also had a holiday intention.
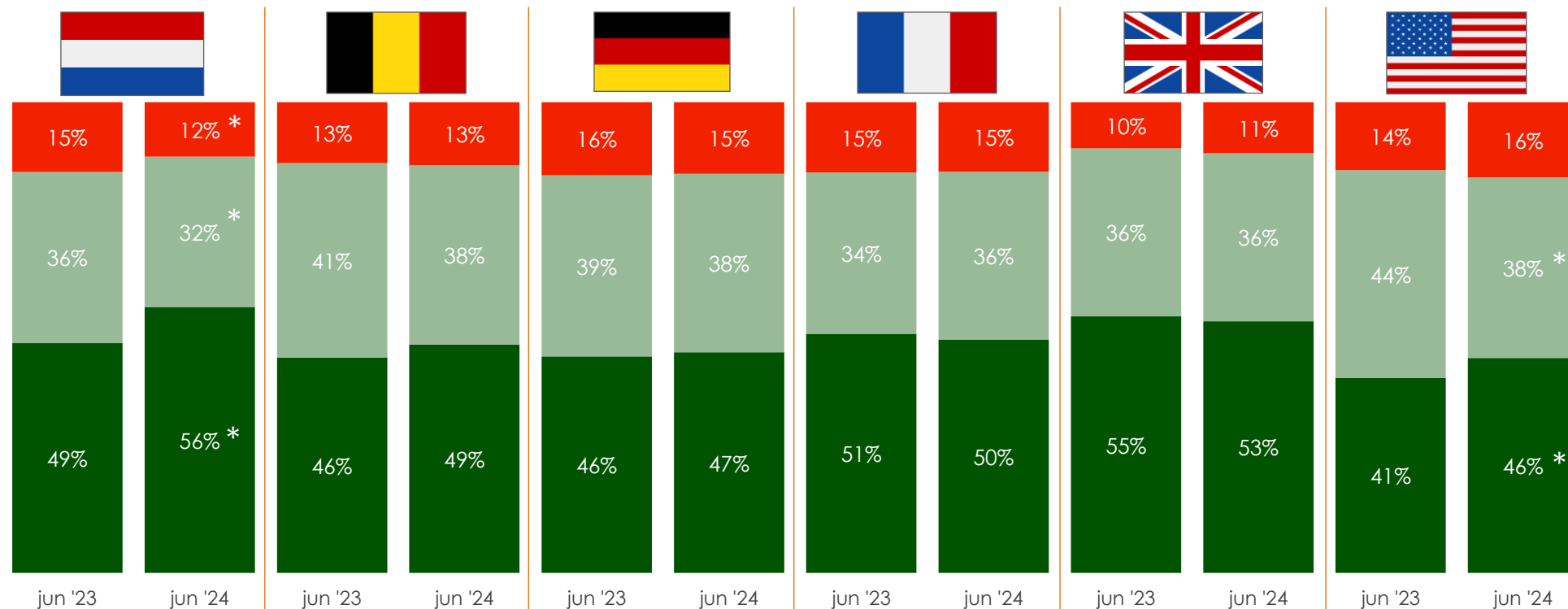
Country	%
Netherlands	88%
Belgium	87%
Germany	85%
France	85%
United Kingdom	89%
United States	84%

Holiday intention for next 12 months (% top 2):

- Yes, I have already booked
- Yes, but I have yet to book

Holiday intention 1/2

As of June 2024, on average, 50% had already booked a holiday sometime in the next 12 months. A year ago, in June 2023, the average was 48%. The share that has already booked is currently highest among the Dutch (56%). This share is significantly higher than a year ago.

Legend:
- Yes, already booked
- Yes, have yet to book
- No, no intention

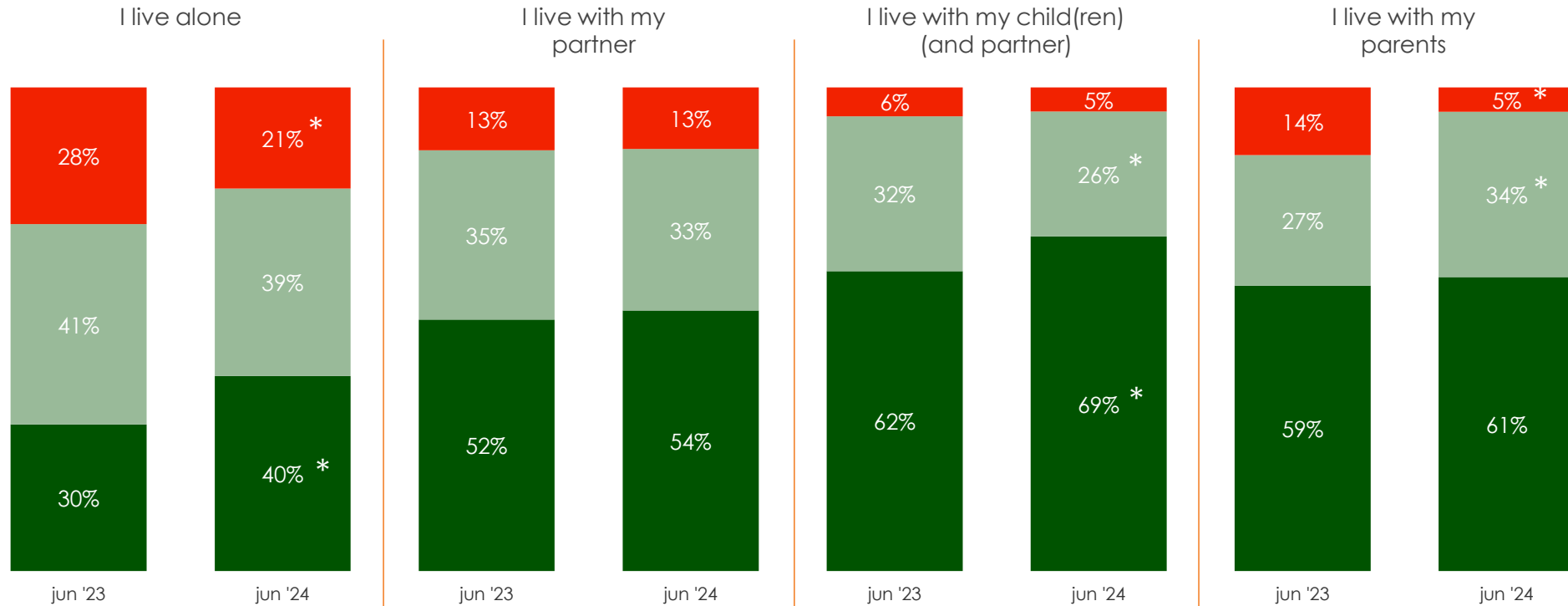|	Netherlands	Belgium	Germany	France	UK	USA
	jun '23 / jun '24	jun '23 / jun '24	jun '23 / jun '24	jun '23 / jun '24	jun '23 / jun '24	jun '23 / jun '24
No, no intention	15% / 12%*	13% / 13%	16% / 15%	15% / 15%	10% / 11%	14% / 16%
Yes, have yet to book	36% / 32%*	41% / 38%	39% / 38%	34% / 36%	36% / 36%	44% / 38%*
Yes, already booked	49% / 56%*	46% / 49%	46% / 47%	51% / 50%	55% / 53%	41% / 46%*

Base: everyone (entire sample)
*: significant difference compared to the measurement 1 year ago

Q: Do you currently intend to go on holiday sometime in the next 12 months?

Holiday intention 2/2

Dutch people living alone have already booked holidays to a higher extent in June 2024 than they did a year ago. The same goes for the group of Dutch living with their child(ren) (and partner). The group living with their parents has plans to book a holiday to a higher extent than a year ago.

	I live alone		I live with my partner		I live with my child(ren) (and partner)		I live with my parents	
No, no intention	28%	21% *	13%	13%	6%	5%	14%	5% *
Yes, have yet to book	41%	39%	35%	33%	32%	26% *	27%	34% *
Yes, already booked	30%	40% *	52%	54%	62%	69% *	59%	61%
	jun '23	jun '24	jun '23	jun '24	jun '23	jun '24	jun '23	jun '24

■ Yes, already booked　　■ Yes, have yet to book　　■ No, no intention

Base: Dutch (entire sample)
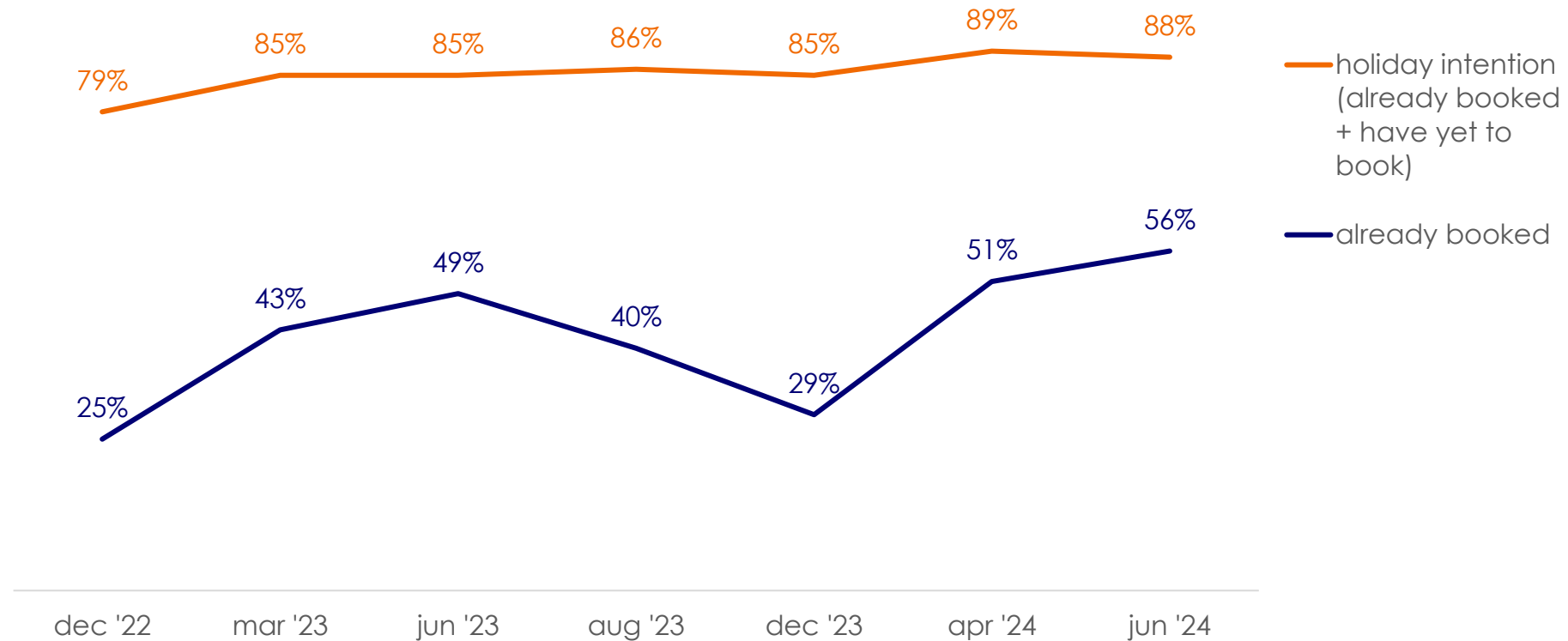*: significant difference compared to measurement 1 year ago
Note: the most common household/living situation types are shown here

Q: Do you currently intend to go on holiday sometime in the next 12 months go on holiday?

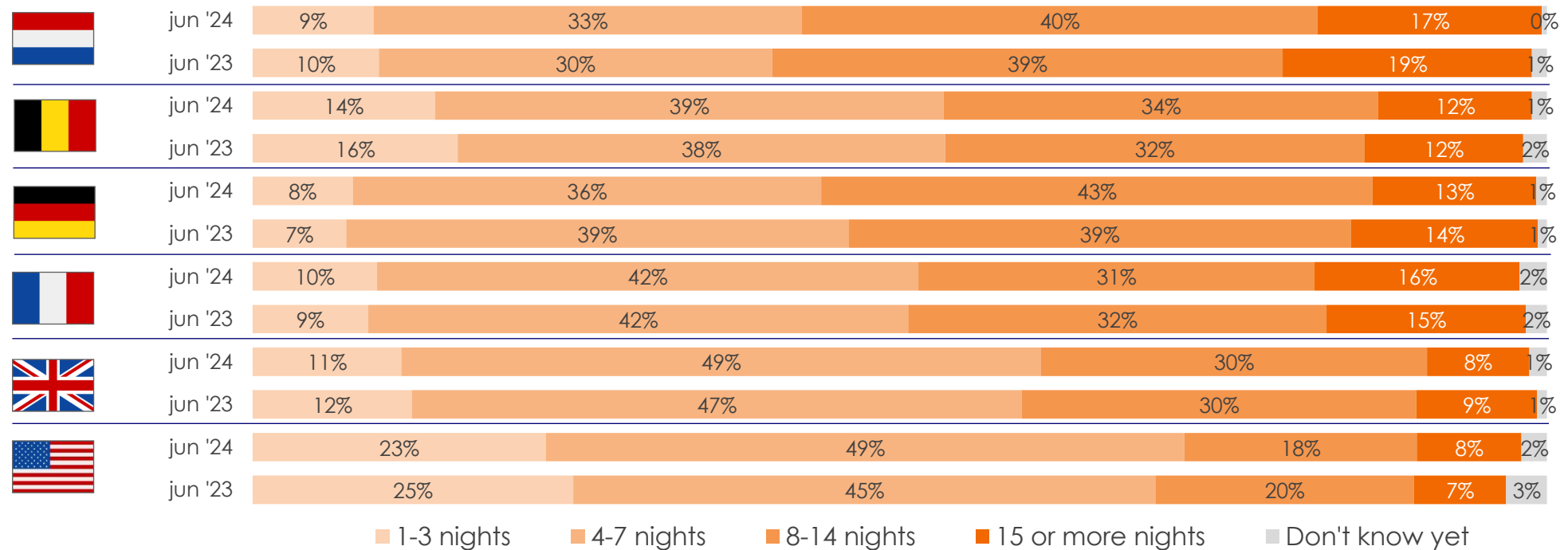# Holiday intention vs living situation (NL)

Holiday intention among Dutch people (already booked + have yet to book) in June 2024 is 88%, a significant difference from a year ago (June 2023: 85%). Compared to April 2024 (89%), there is no significant difference. There is also an increase in the proportion of Dutch people who had already booked in June 2024 (56%). This is significantly higher than in June 2023 (49%) and than in April 2024 (51%).

holiday intention (already booked + have yet to book)

already booked

| dec '22 | mar '23 | jun '23 | aug '23 | dec '23 | apr '24 | jun '24 |

holiday intention: 79%, 85%, 85%, 86%, 85%, 89%, 88%

already booked: 25%, 43%, 49%, 40%, 29%, 51%, 56%

Holiday intention through time (NL)

On average, the majority of those surveyed with a holiday intention, plan to go away for 4-7 nights for their next holiday (average of 41%). Next to that, the 8-14 nights category is the most chosen (average 33%). A year ago, this was a similar pattern. Among Americans, the proportion of short holidays is highest compared to other countries, with around a quarter going away for 1-3 nights.
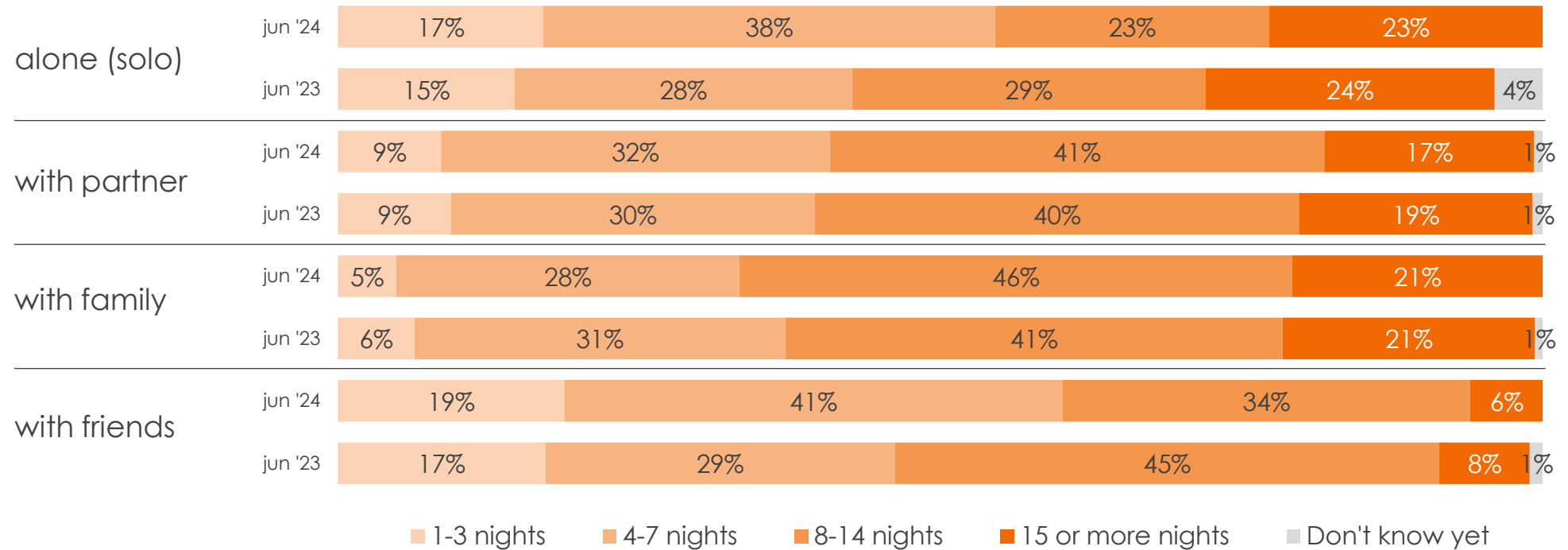
Country		1-3 nights	4-7 nights	8-14 nights	15 or more nights	Don't know yet
🇳🇱	jun '24	9%	33%	40%	17%	0%
	jun '23	10%	30%	39%	19%	1%
🇧🇪	jun '24	14%	39%	34%	12%	1%
	jun '23	16%	38%	32%	12%	2%
🇩🇪	jun '24	8%	36%	43%	13%	1%
	jun '23	7%	39%	39%	14%	1%
🇫🇷	jun '24	10%	42%	31%	16%	2%
	jun '23	9%	42%	32%	15%	2%
🇬🇧	jun '24	11%	49%	30%	8%	1%
	jun '23	12%	47%	30%	9%	1%
🇺🇸	jun '24	23%	49%	18%	8%	2%
	jun '23	25%	45%	20%	7%	3%

Legend: ■ 1-3 nights ■ 4-7 nights ■ 8-14 nights ■ 15 or more nights ■ Don't know yet

Base: People with holiday plans for the next 12 months (booked or yet to book)

Q: How long do you plan to be away on your next holiday?

Number of nights

Dutch people going on holiday alone are now more likely to go on holidays of 4-7 nights than a year ago. The same applies to groups of friends. In these cases, holidays of 8-14 nights are chosen to a lesser extent. Overall, the '15 nights or more' category is chosen most often by solo travellers and for family holidays.

Chart: Number of nights by travel companion

alone (solo)
- jun '24: 17% (1-3 nights), 38% (4-7 nights), 23% (8-14 nights), 23% (15 or more nights)
- jun '23: 15% (1-3 nights), 28% (4-7 nights), 29% (8-14 nights), 24% (15 or more nights), 4% (Don't know yet)

with partner
- jun '24: 9% (1-3 nights), 32% (4-7 nights), 41% (8-14 nights), 17% (15 or more nights), 1% (Don't know yet)
- jun '23: 9% (1-3 nights), 30% (4-7 nights), 40% (8-14 nights), 19% (15 or more nights), 1% (Don't know yet)

with family
- jun '24: 5% (1-3 nights), 28% (4-7 nights), 46% (8-14 nights), 21% (15 or more nights)
- jun '23: 6% (1-3 nights), 31% (4-7 nights), 41% (8-14 nights), 21% (15 or more nights), 1% (Don't know yet)

with friends
- jun '24: 19% (1-3 nights), 41% (4-7 nights), 34% (8-14 nights), 6% (15 or more nights)
- jun '23: 17% (1-3 nights), 29% (4-7 nights), 45% (8-14 nights), 8% (15 or more nights), 1% (Don't know yet)

Legend: ■ 1-3 nights ■ 4-7 nights ■ 8-14 nights ■ 15 or more nights ■ Don't know yet

Base: People with holiday plans for the next 12 months (booked or yet to book)
Note: the most common travel company types are shown here

Q: How long do you plan to be away on your next holiday?

Number of nights vs. travel companion (NL)

In general, most bookings were made directly with the provider (49% on average). A year ago, this was 47% on average. Americans who have already booked a holiday say they did so to the highest extent directly with the provider (66%). Among the Dutch, Belgians and Germans, the percentage booking directly with the provider and the percentage booking via a travel agent/tour operator/booking website are similar.

	🇳🇱	🇧🇪	🇩🇪	🇫🇷	🇬🇧	🇺🇸
Directly with the provider (e.g. directly with the hotel/accommodation/ transport company)	46% (42%)	43% (45%)	41% (41%)	54% (51%)	48% (48%)	66% (57%)
Through a travel agent/ tour operator or booking website	41% (45%)	44% (42%)	44% (43%)	33% (33%)	40% (38%)	15% (25%)
A combination of the above two options	10% (8%)	9% (7%)	12% (12%)	11% (11%)	9% (11%)	14% (13%)
Other, namely	3% (5%)	3% (5%)	2% (3%)	2% (4%)	2% (2%)	4% (3%)
Don't know	1% (0%)	0% (0%)	2% (1%)	1% (1%)	0% (0%)	2% (2%)

Among 'other, namely', a private holiday home or (holiday) home of friends/family is mentioned.

Base: People who have already booked a holiday for the next 12 months.
Tag: the highest percentage by country.
In brackets the score of the measurement one year ago.

Q: How is your next holiday booked?

Of those who have already booked a holiday, the next holiday is mostly in July (average 30%). Here it is notable that in all countries except the Netherlands, the percentage of bookings for the month of July is lower than last year. Among Brits and Americans, June is the month in which most respondents will take their next holiday.

	🇳🇱	🇧🇪	🇩🇪	🇫🇷	🇬🇧	🇺🇸
January	0% (0%)	0% (1%)	1% (1%)	0% (0%)	1% (1%)	2% (1%)
February	1% (1%)	1% (1%)	1% (1%)	0% (0%)	0% (1%)	1% (2%)
March	1% (1%)	1% (1%)	1% (0%)	0% (1%)	1% (1%)	1% (2%)
April	1% (1%)	0% (1%)	1% (0%)	1% (1%)	1% (1%)	1% (2%)
May	2% (1%)	1% (1%)	2% (1%)	1% (1%)	2% (2%)	3% (1%)
June	21% (23%)	23% (20%)	19% (22%)	18% (16%)	28% (25%)	31% (27%)
July	34% (34%)	36% (42%)	27% (30%)	34% (41%)	24% (28%)	25% (30%)
August	23% (22%)	21% (17%)	24% (25%)	29% (27%)	20% (18%)	18% (10%)
September	12% (12%)	13% (10%)	16% (14%)	11% (9%)	13% (18%)	8% (10%)
October	5% (4%)	4% (4%)	5% (4%)	3% (2%)	6% (5%)	6% (7%)
November	1% (1%)	1% (1%)	2% (1%)	1% (1%)	3% (2%)	2% (3%)
December	1% (0%)	0% (1%)	1% (1%)	1% (1%)	1% (1%)	2% (4%)
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Base: people who have already booked a holiday
Highlight: highest percentage by country
In brackets the score of the measurement one year ago.

Question: In which month will you leave for your next holiday?

Dutch people who have already booked a holiday with immediate family/other relatives or friends mostly leave in July. Dutch people going on holiday with their partner booked mostly for June. It is also worth noting that couples and groups of friends booked September more often than families.
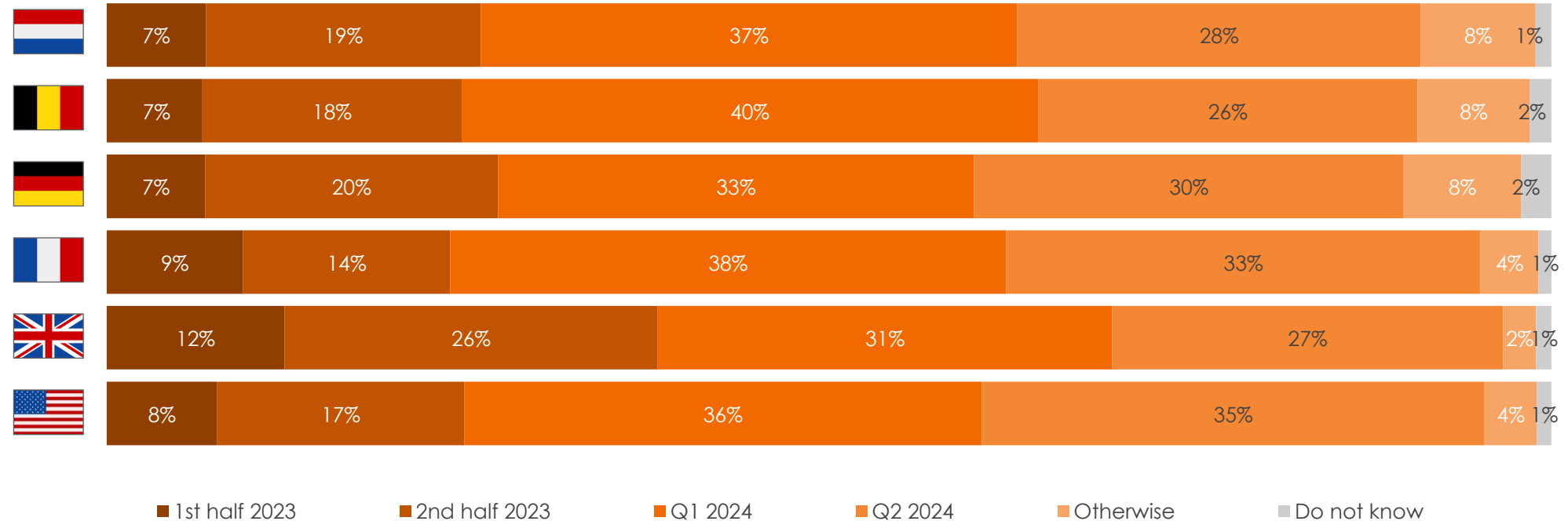
	With partner	With family	With friends*
January	0% (0%)	0% (0%)	0% (0%)
February	0% (2%)	0% (0%)	1% (0%)
March	1% (1%)	1% (1%)	0% (4%)
April	0% (1%)	1% (0%)	3% (2%)
May	0% (1%)	3% (0%)	3% (6%)
June	28% (33%)	12% (14%)	21% (29%)
July	22% (22%)	46% (46%)	30% (19%)
August	22% (19%)	27% (26%)	16% (19%)
September	18% (16%)	6% (7%)	16% (17%)
October	6% (6%)	1% (4%)	6% (2%)
November	0% (1%)	1% (0%)	1% (2%)
December	0% (0%)	1% (1%)	4% (0%)
Total	**100%**	**100%**	**100%**

Base: people who have already booked a holiday
Highlight: the highest percentage by category
Note: The most common travel company types are shown here

Q: In which month will you leave for your next holiday?
* category 'with friends' indicative in June 2023: n=48.
In brackets the score of the measurement one year ago.

Of those who have already booked a holiday for the next 12 months, the largest group booked it in Jan/Feb/March 2024 (average of 36%). Relatively large numbers also booked in Apr/May/Jun 2024 (averaging 30%). A relatively high number of Brits had already booked for summer 2024 in the second half of 2023.

Country	1st half 2023	2nd half 2023	Q1 2024	Q2 2024	Otherwise	Do not know
Netherlands	7%	19%	37%	28%	8%	1%
Belgium	7%	18%	40%	26%	8%	2%
Germany	7%	20%	33%	30%	8%	2%
France	9%	14%	38%	33%	4%	1%
UK	12%	26%	31%	27%	2%	1%
USA	8%	17%	36%	35%	4%	1%

Legend: ■ 1st half 2023 ■ 2nd half 2023 ■ Q1 2024 ■ Q2 2024 ■ Otherwise ■ Do not know

Base: People who have already booked a holiday

Q: When did you book your next holiday?

**Period of holidays already booked**

15

On average, 36% have a holiday intention for the next 12 months but have yet to book. Of this group that has yet to book, an average of 63% are planning a holiday. September (27% on average) and August (26% on average) are currently the most looked at. Americans are planning most for the month of July.

Holiday intention but have yet to book

🇳🇱	🇧🇪	🇩🇪	🇫🇷	🇬🇧	🇺🇸
32%	38%	38%	36%	36%	38%
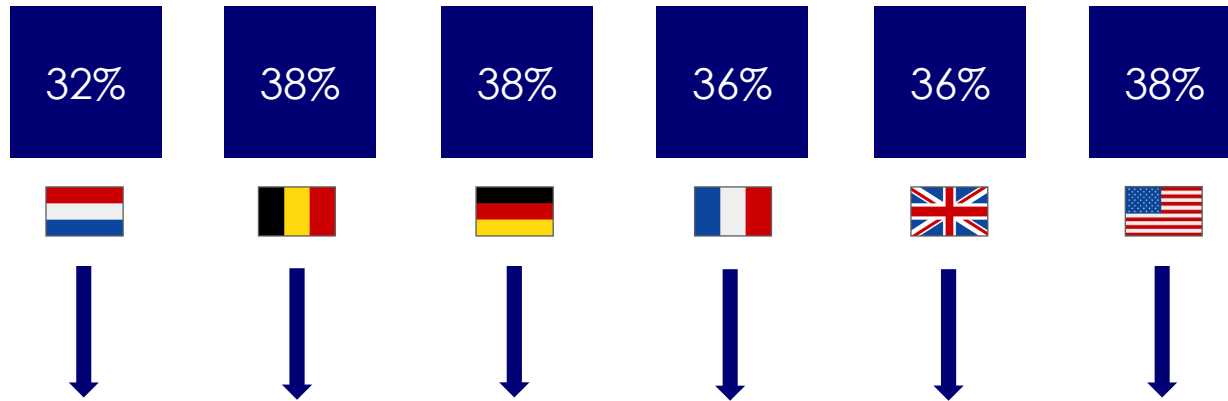
Planning for holidays

🇳🇱	🇧🇪	🇩🇪	🇫🇷	🇬🇧	🇺🇸
67%	53%	71%	61%	61%	65%
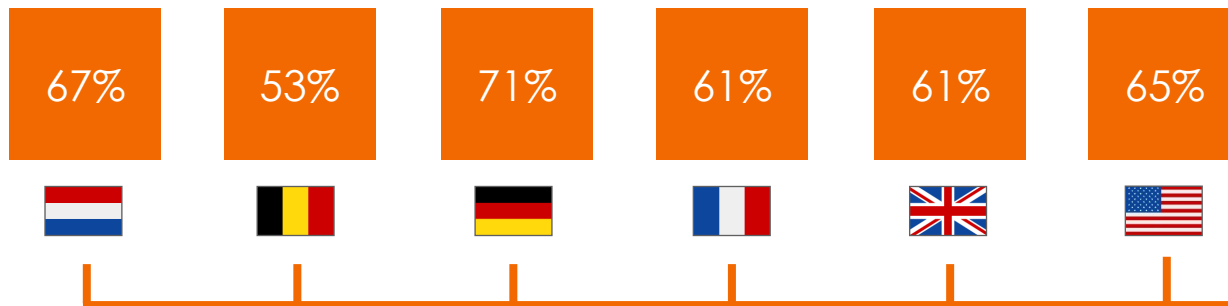
	🇳🇱	🇧🇪	🇩🇪	🇫🇷	🇬🇧	🇺🇸
Month of departure:						
January	0%	0%	1%	0%	0%	2%
February	0%	1%	0%	0%	1%	2%
March	0%	1%	1%	0%	0%	3%
April	1%	0%	1%	1%	0%	1%
May	1%	1%	2%	1%	2%	2%
June	9%	10%	3%	10%	9%	9%
July	19%	25%	19%	26%	17%	**25%**
August	27%	20%	29%	**32%**	23%	23%
September	**30%**	**33%**	**30%**	23%	**28%**	17%
October	8%	4%	9%	5%	10%	9%
November	1%	3%	2%	1%	3%	3%
December	2%	0%	2%	0%	7%	5%
Number	**N=244**	**N=220**	**N=302**	**N=242**	**N=231**	**N=270**

Dutch people who have yet to book their holidays are looking more at June and September as departure months compared to a year ago. In contrast, they are looking to a lesser extent to July and August, even though these are still frequently chosen months. The French and British are also looking less at August compared to a year ago, although it is still one of their preferred departure months.
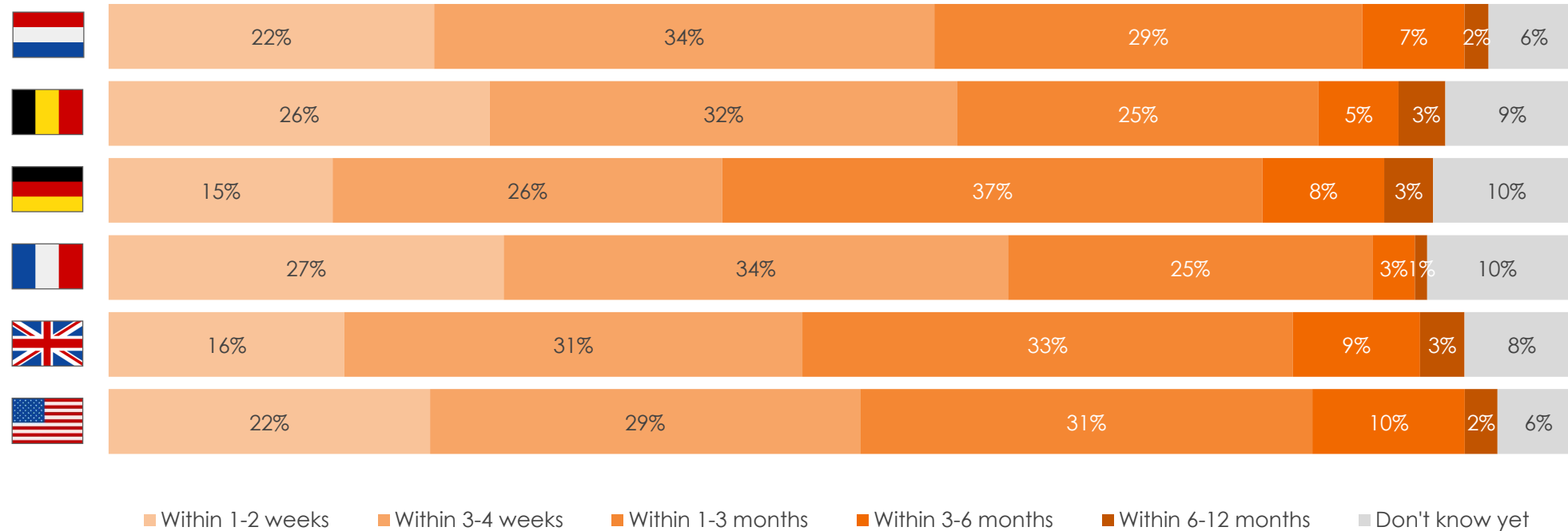
	🇳🇱	🇧🇪	🇩🇪	🇫🇷	🇬🇧	🇺🇸
January	0% (1%)	0% (0%)	1% (1%)	0% (0%)	0% (2%)	2% (1%)
February	0% (1%)	1% (0%)	0% (1%)	0% (0%)	1% (0%)	2% (2%)
March	0% (1%)	1% (0%)	1% (0%)	0% (0%)	0% (0%)	3% (2%)
April	1% (1%)	0% (3%)	1% (1%)	1% (1%)	0% (0%)	1% (1%)
May	1% (2%)	1% (1%)	2% (1%)	1% (0%)	2% (2%)	2% (2%)
June	9% (6%) ↑	10% (11%)	3% (7%) ↓	10% (9%)	9% (5%) ↑	9% (5%) ↑
July	19% (22%) ↓	25% (27%)	19% (16%) ↑	26% (24%)	17% (16%)	25% (26%)
August	27% (32%) ↓	20% (17%)	29% (28%)	32% (38%) ↓	23% (30%) ↓	23% (23%)
September	30% (23%) ↑	33% (29%) ↑	30% (31%)	23% (21%)	28% (27%)	17% (15%)
October	8% (7%)	4% (9%) ↓	9% (9%)	5% (3%)	10% (10%)	9% (10%)
November	1% (2%)	3% (2%)	2% (3%)	1% (0%)	3% (5%)	3% (7%) ↓
December	2% (2%)	0% (1%)	2% (2%)	0% (3%)	7% (2%) ↑	5% (5%)
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Base: people who have yet to book.
Arrow: difference of at least 3 percentage points from year ago (green = increase; red = decrease).
In brackets the score of the measurement one year ago.

Question: When do you plan to leave for the next holiday you are planning?

Among those who are planning for a holiday in the next 12 months, the largest group plans to book it within 3 to 4 weeks (31% on average). There is also another large group planning to book between 1 and 3 months (average 30%). In addition, 21% on average say they plan to book within 1 to 2 weeks and 7% within 3 to 6 months.

Country	Within 1-2 weeks	Within 3-4 weeks	Within 1-3 months	Within 3-6 months	Within 6-12 months	Don't know yet
Netherlands	22%	34%	29%	7%	2%	6%
Belgium	26%	32%	25%	5%	3%	9%
Germany	15%	26%	37%	8%	3%	10%
France	27%	34%	25%	3%	1%	10%
UK	16%	31%	33%	9%	3%	8%
USA	22%	29%	31%	10%	2%	6%

■ Within 1-2 weeks ■ Within 3-4 weeks ■ Within 1-3 months ■ Within 3-6 months ■ Within 6-12 months ■ Don't know yet

Base: People who have yet to book holidays but are already planning

Question: When do you plan to book the holiday you are planning on?

Planning to book

On average, 63% of people who have not yet booked, but have the intention of going on holiday in the next 12 months, are already planning their upcoming holiday. If people have a holiday intention, but are not yet planning, it is mainly because they have not yet found the time to do so (average 22%). Among the Dutch, the financial situation plays a small role in this (6%), while it plays the biggest role among the French (13%).
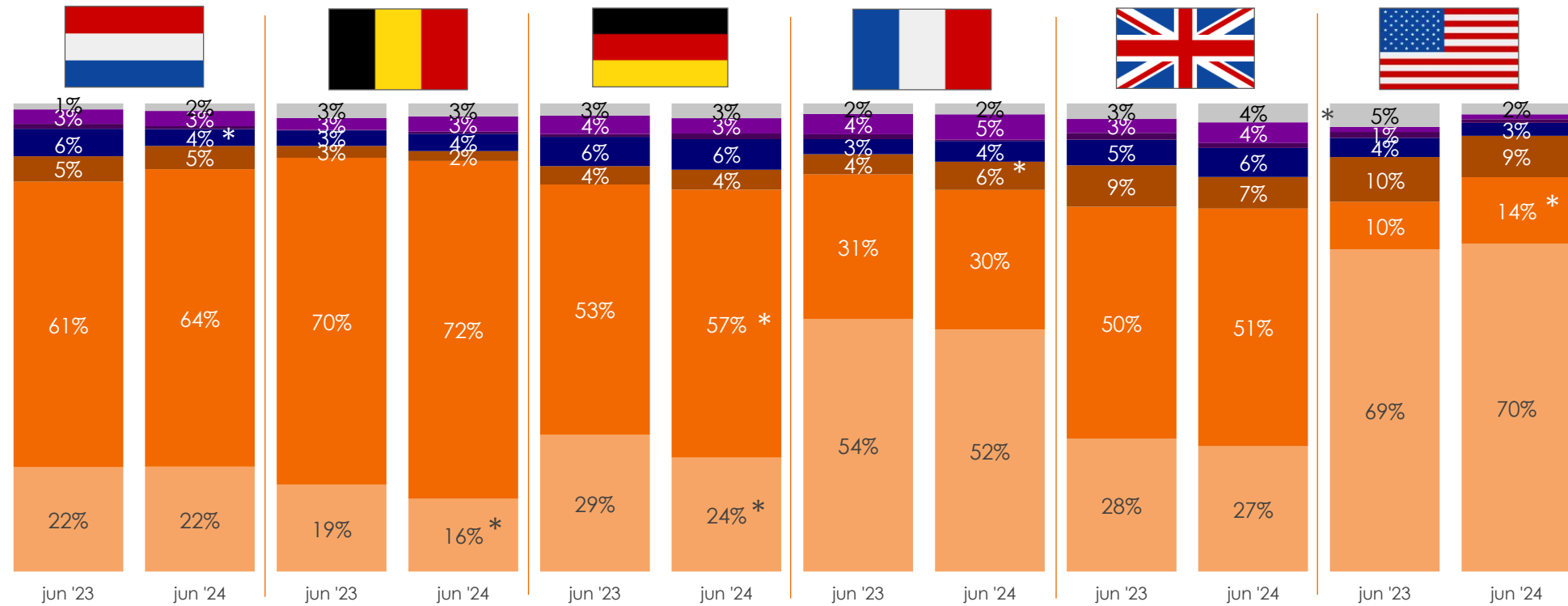
	🇳🇱	🇧🇪	🇩🇪	🇫🇷	🇬🇧	🇺🇸
Yes (already planning)	67%	53%	71%	61%	61%	65%
No, I haven't had time to look yet	22%	32%	13%	22%	22%	21%
No, my financial situation does not allow it (e.g. due to inflation and rising prices)	6%	10%	9%	13%	11%	11%
No, because of uncertainties surrounding current wars	2%	4%	6%	4%	2%	1%
No, for another reason	3%	1%	1%	0%	4%	2%

Base: People who have not yet booked (but have holiday intentions for the next 12 months)

Q: Are you already planning for your upcoming holiday?

To plan or not to plan

Less Belgians and Germans plan to spend their next holiday in their own country compared to a year ago. In doing so, more are choosing (elsewhere in) Europe, for example. Also, more Americans plan to go to Europe compared to a year ago. This increase is also seen to a slight extent among the Dutch.
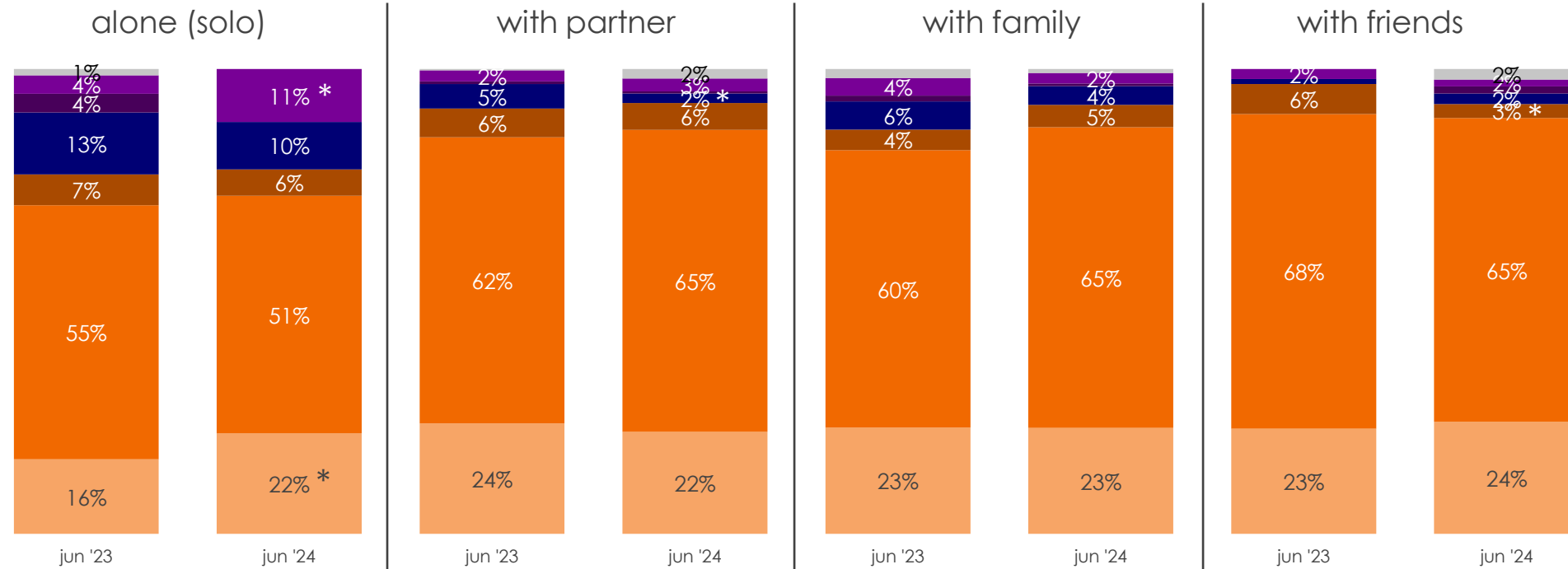

Base: People with holiday plans in the next 12 months (booked or have yet to book).
*: significant difference compared to measurement 1 year ago

Q: In which destination do you plan to spend your next holiday mainly?

Region/continent

20

Dutch people going on holiday alone are planning to spend their next holiday in the Netherlands more than a year ago. On the other hand, Dutch solo travellers' plans to visit Africa have also increased. In these four groups, the proportion going on holiday in their own country is more or less the same. Intercontinental travel is most common among solo travellers.
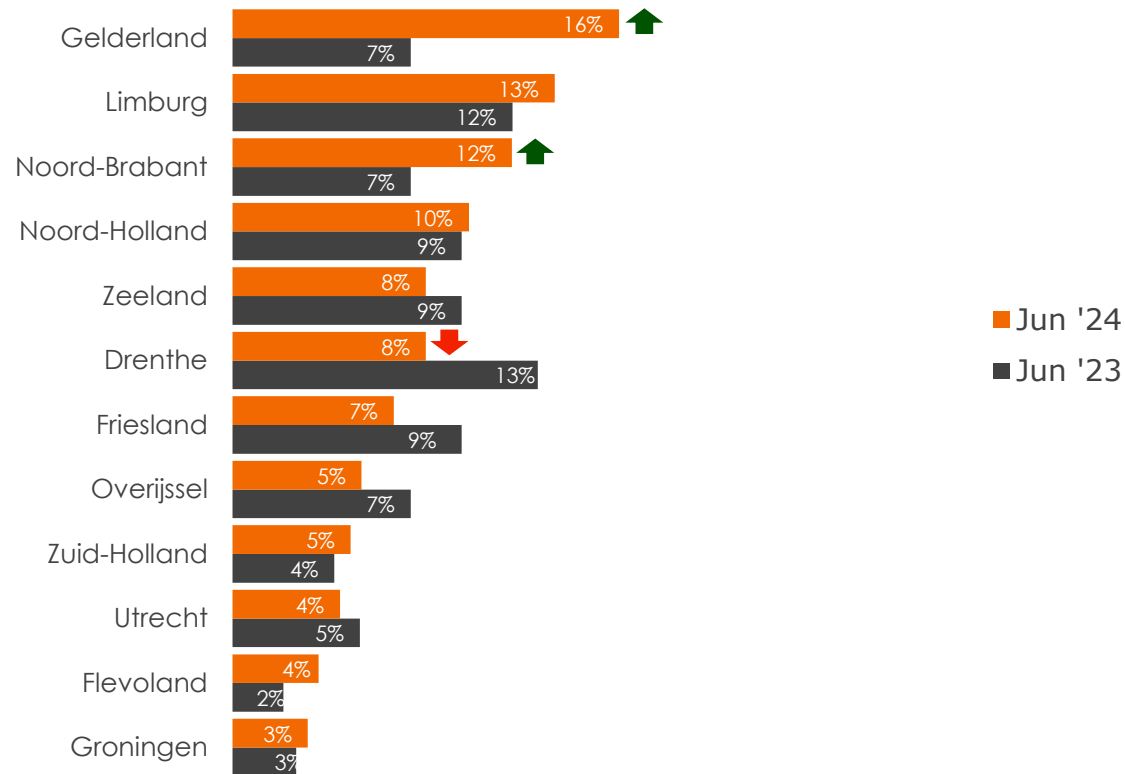

	alone (solo)		with partner		with family		with friends	
	jun '23	jun '24	jun '23	jun '24	jun '23	jun '24	jun '23	jun '24
Don't know yet	1%			2%		2%		2%
Africa	4%	11% *	2%	2% *	4%	2%	2%	2%
Australia/Oceania	4%		5%	2%		4%		3% *
Asia	13%	10%			6%	5%	6%	
North/South America	7%	6%	6%	6%	4%			
Europe	55%	51%	62%	65%	60%	65%	68%	65%
Own country	16%	22% *	24%	22%	23%	23%	23%	24%

■ Own country ■ Europe ■ North/South America ■ Asia ■ Australia/Oceania ■ Africa ■ Don't know yet

Base: Dutch people with holiday plans in the next 12 months (booked or have yet to book)
Note: the most common travel company types are shown here

Q: In which destination do you plan to spend your next holiday mainly?

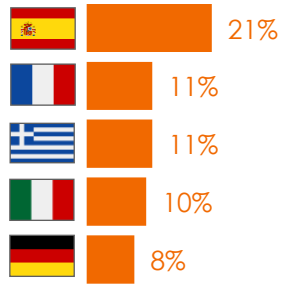**Region/continent vs. travel companion (NL)**

Dutch people who want to spend their next holiday/weekend break in the Netherlands mention Gelderland as their preferred destination (16%). This is followed by Limburg and North Brabant (13% and 12% respectively). Compared to a year ago, Gelderland and North Brabant have increased and Drenthe has decreased.

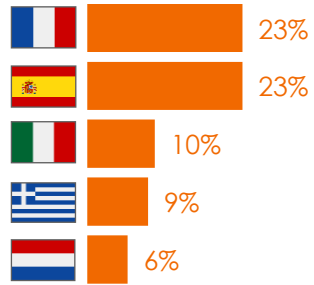| Province	Jun '24	Jun '23
Gelderland	16% ⬆	7%
Limburg	13%	12%
Noord-Brabant	12% ⬆	7%
Noord-Holland	10%	9%
Zeeland	8%	9%
Drenthe	8% ⬇	13%
Friesland	7%	9%
Overijssel	5%	7%
Zuid-Holland	5%	4%
Utrecht	4%	5%
Flevoland	4%	2%
Groningen	3%	3%

■ Jun '24
■ Jun '23

Base: Dutch people with holiday plans in the Netherlands (booked or yet to book)
Arrow: significant difference compared to a year ago

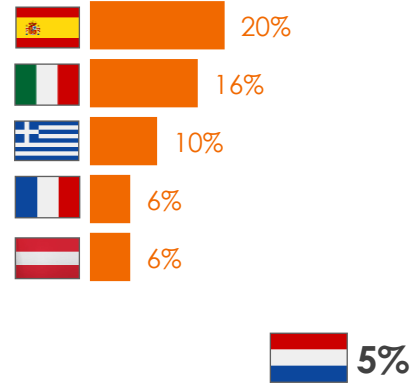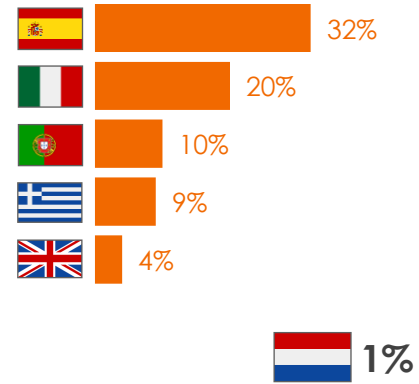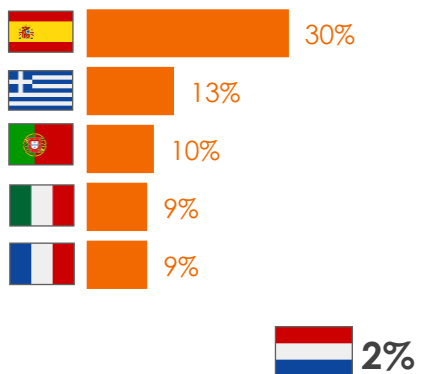Question: In which province do you plan to spend your next holiday (in the Netherlands) mainly?

Destination province: Dutch holidaymakers (NL)

NL
- Spain: 21%
- France: 11%
- Greece: 11%
- Italy: 10%
- Germany: 8%

BE
- France: 23%
- Spain: 23%
- Italy: 10%
- Greece: 9%
- Netherlands: 6%

DE
- Spain: 20%
- Italy: 16%
- Greece: 10%
- France: 6%
- Austria: 6%
- Netherlands: 5%

FR
- Spain: 32%
- Italy: 20%
- Portugal: 10%
- Greece: 9%
- UK: 4%
- Netherlands: 1%

UK
- Spain: 30%
- Greece: 13%
- Portugal: 10%
- Italy: 9%
- France: 9%
- Netherlands: 2%

US
- Italy: 19%
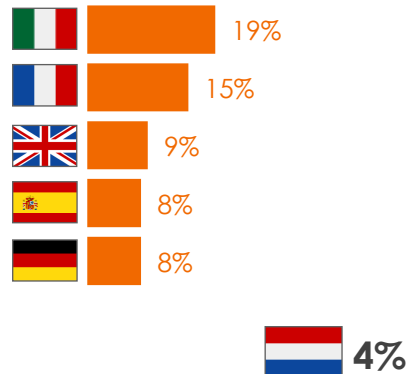- France: 15%
- UK: 9%
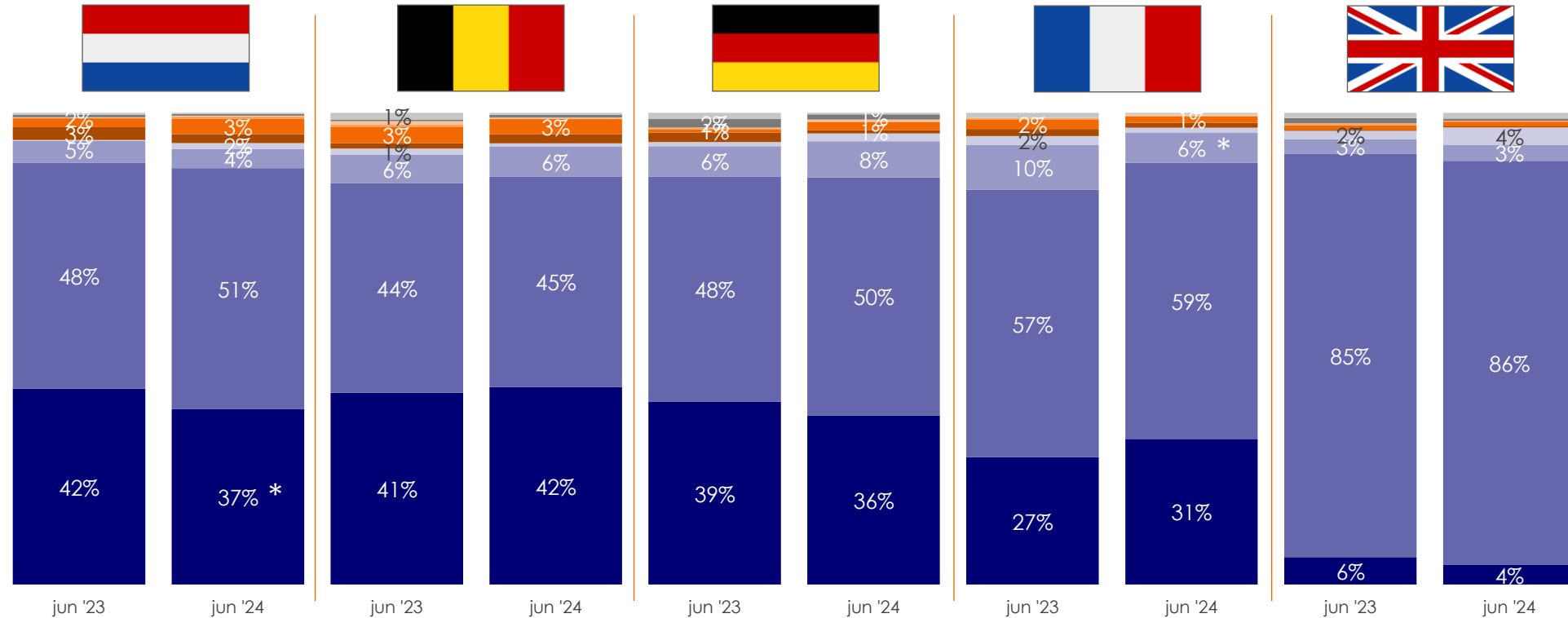- Spain: 8%
- Germany: 8%
- Netherlands: 4%

- Spain is the most popular European holiday country. In all six countries, Spain can be seen in the top 5 and mostly in first place.

- Among Belgians, France ranks highest, along with Spain. The Netherlands currently ranks fifth among Belgians.

- Among Germans, the Netherlands has sixth place, falling just outside the top five for a holiday in Europe.

- Italy, like Spain, appears in the top five of all such countries. Among Americans, it is now the number one destination in Europe.

- These top five European destinations each exclude their own country as a holiday destination.

Base: People with holiday plans in Europe (booked or has yet to book)

Questionnaire: Where in Europe do you plan to spend your next holiday mainly?

Top 5 European destinations

23

In all five countries, the plane is the most chosen means of transport for the next holiday in Europe (average 56%). A year ago, this was 55% on average. Among Dutch people, the percentage going by car has decreased compared to a year ago. Of these five countries, Belgians go by car the most on European holidays. Among the French, the proportion travelling by train has fallen. This transport demand does not include holidays in their own country.
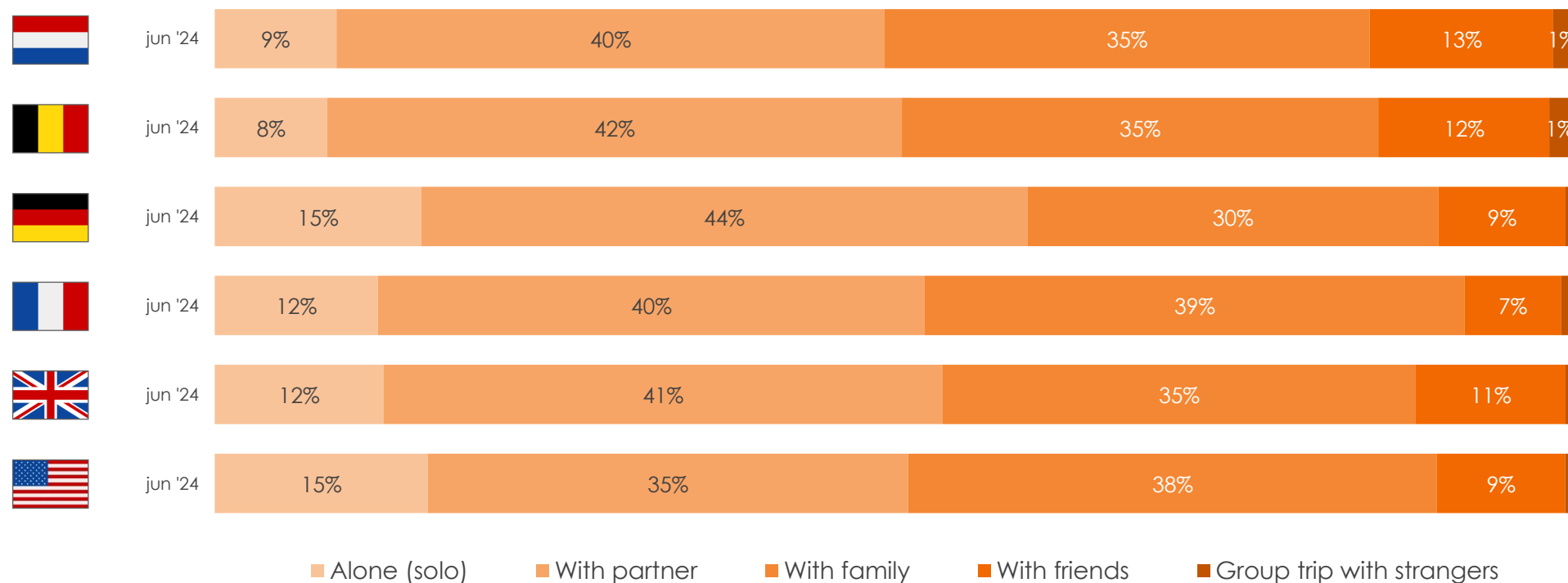

	Netherlands		Belgium		Germany		France		United Kingdom	
	jun '23	jun '24	jun '23	jun '24	jun '23	jun '24	jun '23	jun '24	jun '23	jun '24
Car	42%	37% *	41%	42%	39%	36%	27%	31%	6%	4%
Aeroplane	48%	51%	44%	45%	48%	50%	57%	59%	85%	86%
Train	5%	4%	6%	6%	6%	8%	10%	6% *	3%	3%
Boat	2%	2%	1%		1%	1%	2%		2%	4%
Campervan	3%	3%	3%	3%	2%	1%	2%	1%		
Coach	2%		1%							

Legend: ■ Car ■ Aeroplane ■ Train ■ Boat ■ Campervan ■ Coach ■ Bicycle/Moped/Scooter ■ Motorbike ■ Other ■ Don't know

Base: People with holiday plans in a European country (booked or yet to book)
*: significant difference compared to measurement 1 year ago

Questionnaire: By what means of transport are you considering going to your next holiday destination in Europe? (excl. own country)

Means of transport on European holidays

On average, the largest group goes on holiday with their partner (average 40%), followed by a holiday with immediate family/other relatives (average 35%). Furthermore, 12% on average have plans for a solo trip and 10% for a holiday/trip with one or more friends. A year ago, this was a similar pattern.

Flag		Alone (solo)	With partner	With family	With friends	Group trip with strangers
🇳🇱	jun '24	9%	40%	35%	13%	1%
🇧🇪	jun '24	8%	42%	35%	12%	1%
🇩🇪	jun '24	15%	44%	30%	9%	
🇫🇷	jun '24	12%	40%	39%	7%	
🇬🇧	jun '24	12%	41%	35%	11%	
🇺🇸	jun '24	15%	35%	38%	9%	

■ Alone (solo) ■ With partner ■ With family ■ With friends ■ Group trip with strangers

Base: People with holiday plans for the next 12 months (booked or yet to book)

Q&A: With which travel companion do you plan to take your next holiday?

Travel companion

25

A hotel/guesthouse is the most popular type of accommodation (average of 47%). This is followed by an apartment (average 12%) and renting accommodation from a private person (average 10%). Renting from private individuals is most popular among the French. Among the Dutch, a bungalow (park) and camping score relatively high.

	🇳🇱	🇧🇪	🇩🇪	🇫🇷	🇬🇧	🇺🇸
Hotel/guesthouse	40%	48%	52%	31%	51%	58%
Bed and breakfast	4%	6%	2%	6%	7%	3%
Apartment	15%	13%	21%	11%	9%	2%
Bungalow(park)	12%	5%	3%	6%	1%	0%
Campsite	11%	6%	4%	11%	3%	4%
Group accommodation	1%	1%	1%	1%	0%	1%
With a private individual (e.g. Airbnb)	7%	7%	4%	19%	11%	13%
Boat	1%	1%	2%	1%	4%	3%
Second home / permanent pitch	1%	2%	0%	1%	2%	0%
Residence family/friends/relatives	4%	7%	7%	10%	7%	11%
Otherwise	1%	1%	2%	1%	2%	2%

Base: People with holiday plans for the next 12 months (booked or yet to book)
Highlight: 3 highest scores per country

Q: What type of accommodation are you planning to stay in during your next holiday?

Type of accommodation

Beach holidays are the most frequently planned (27% on average). This is followed by a holiday with friends/ family/acquaintances (average 12%) a nature holiday (average 11%). Among the Dutch and Germans, a tour is also in the top five.

	🇳🇱	🇧🇪	🇩🇪	🇫🇷	🇬🇧	🇺🇸
Winter sports holiday	0%	0%	0%	0%	1%	0%
Beach holiday	23%	29%	34%	32%	28%	19%
Water sports holiday	1%	0%	1%	1%	1%	1%
Walking holiday	4%	6%	5%	1%	1%	2%
Cycling holiday	3%	2%	1%	1%	1%	1%
Other type of active holiday	2%	2%	1%	2%	2%	3%
Tour	8%	6%	7%	2%	5%	2%
Cruise	2%	1%	3%	1%	5%	7%
Visiting event	2%	2%	2%	1%	3%	5%
City break	9%	7%	10%	8%	11%	10%
Cultural holidays	6%	7%	5%	10%	6%	5%
Visiting friends/family/etc	4%	6%	7%	7%	7%	15%
Nature holiday	11%	13%	13%	15%	7%	8%
Wellness holidays	1%	1%	4%	1%	3%	3%
Holidays with friends/family/etc	14%	12%	2%	13%	17%	14%
Culinary holidays	1%	2%	2%	2%	0%	1%
Shopping holiday (shopping)	2%	1%	1%	1%	1%	2%
Volunteer	0%	1%	0%	0%	0%	0%
Otherwise	4%	1%	3%	2%	3%	4%

Base: People with holiday plans for the next 12 months (booked or yet to book)
Highlight: 5 highest scores per country

Q: How would you characterise your next holiday?

Type of holiday

On average, flexible cancellation conditions are most important when choosing a holiday destination (on average 72% find this (very) important). This is followed by the aspect 'staying in a quiet place' (average 68%) A destination close to home is considered important by 30% on average; among the Dutch and British, this aspect has dropped significantly compared to a year ago.

	🇳🇱	🇧🇪	🇩🇪	🇫🇷	🇬🇧	🇺🇸
Flexible cancellation conditions	66% (66%)	72% (66%) ↑	77% (73%) ↑	77% (74%)	67% (70%) ↓	74% (72%)
Destination close to home	24% (29%) ↓	32% (35%)	39% (38%)	33% (36%)	22% (26%) ↓	27% (29%)
Stay in quiet place	68% (68%)	77% (75%)	69% (71%)	77% (81%) ↓	53% (57%) ↓	64% (61%)

Base: People with holiday plans for the next 12 months (booked or have yet to book).
Percentage: top 2 (very important + important).
Arrow: significantly higher or lower than a year ago.

Question: How important are these aspects to you in your holiday destination choice?

Considerations for choice of holiday destination

People with holiday intentions in the next 12 months expect to spend their longest holiday mostly in July and August (23% and 24% on average). Among the Brits, September is the most frequently chosen departure month for the longest holiday.

	🇳🇱	🇧🇪	🇩🇪	🇫🇷	🇬🇧	🇺🇸
January	1%	1%	1%	1%	1%	2%
February	1%	1%	1%	1%	1%	1%
March	1%	1%	1%	1%	1%	3%
April	1%	2%	1%	1%	2%	2%
May	2%	1%	3%	1%	3%	3%
June	10%	9%	7%	8%	12%	11%
July	23%	28%	19%	30%	16%	21%
August	26%	22%	25%	33%	20%	19%
September	20%	23%	24%	18%	21%	12%
October	7%	6%	7%	3%	9%	10%
November	2%	2%	3%	1%	4%	5%
December	3%	2%	3%	1%	5%	7%
I don't know yet	3%	3%	4%	2%	4%	4%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Base: People with holiday intentions in next 12 months (booked or have yet to book)
Highlight: highest percentage by country

Q: In which month do you expect to spend your longest holiday in the next 12 months?
If the holiday falls in more than one month, select the month of departure.

Departure month of longest holiday

Dutch people with a holiday intention, living alone or with their partner, expect to spend their longest holiday of the year mostly in September. Dutch people living with their child(ren) (and partner) or Dutch people living with their parents both have July as their departure month for the longest holiday.

	I live alone	I live with my partner	I live with my child(ren) (and partner)	I live with my parents
January	0%	2%	0%	0%
February	2%	1%	0%	1%
March	0%	1%	1%	1%
April	1%	2%	1%	3%
May	1%	3%	2%	1%
June	10%	14%	7%	11%
July	14%	13%	35%	35%
August	22%	21%	33%	28%
September	30%	25%	11%	9%
October	9%	8%	5%	5%
November	3%	3%	1%	0%
December	3%	3%	3%	3%
I don't know yet	2%	4%	1%	3%
Total	**100%**	**100%**	**100%**	**100%**

Base: People with holiday intention in next 12 months (booked or have yet to book)
Highlight: highest percentage by category

Q: In which month do you expect to spend your longest holiday in the next 12 months?
If the holiday falls in more than one month, select the month of departure.

Departure month of longest holiday vs living situation (NL)

On average 13% expect corona to influence their choice of holiday destination this year. A year ago, this average was 18%. In the Netherlands, the score in June 2023 was already relatively low (13%) and a year later, it has remained low. In the other countries, it was slightly higher than in the Netherlands last year, but scores have now fallen.

I expect corona to influence my choice of holiday destination this year

Top 2

	Totally agree	Agree	Do not agree, do not disagree	Disagree	Totally disagree	Don't know	Jun '24	Jun '23
🇳🇱	4%	9%	12%	29%	44%	2%	**13%**	**13%**
🇧🇪	3%	9%	19%	26%	41%	3%	**11%**	**17%**
🇩🇪	3%	8%	14%	23%	49%	2%	**11%**	**16%**
🇫🇷	5%	11%	19%	23%	40%	3%	**15%**	**20%**
🇬🇧	3%	10%	17%	29%	38%	4%	**13%**	**19%**
🇺🇸	5%	11%	16%	24%	40%	4%	**16%**	**24%**

■ Totally agree ■ Agree ■ Do not agree, do not disagree ■ Disagree ■ Totally disagree ■ Don't know

Base: everyone (entire sample)
Rounding differences may occur at the top 2%.

Influence of the coronavirus on choice of holiday destination
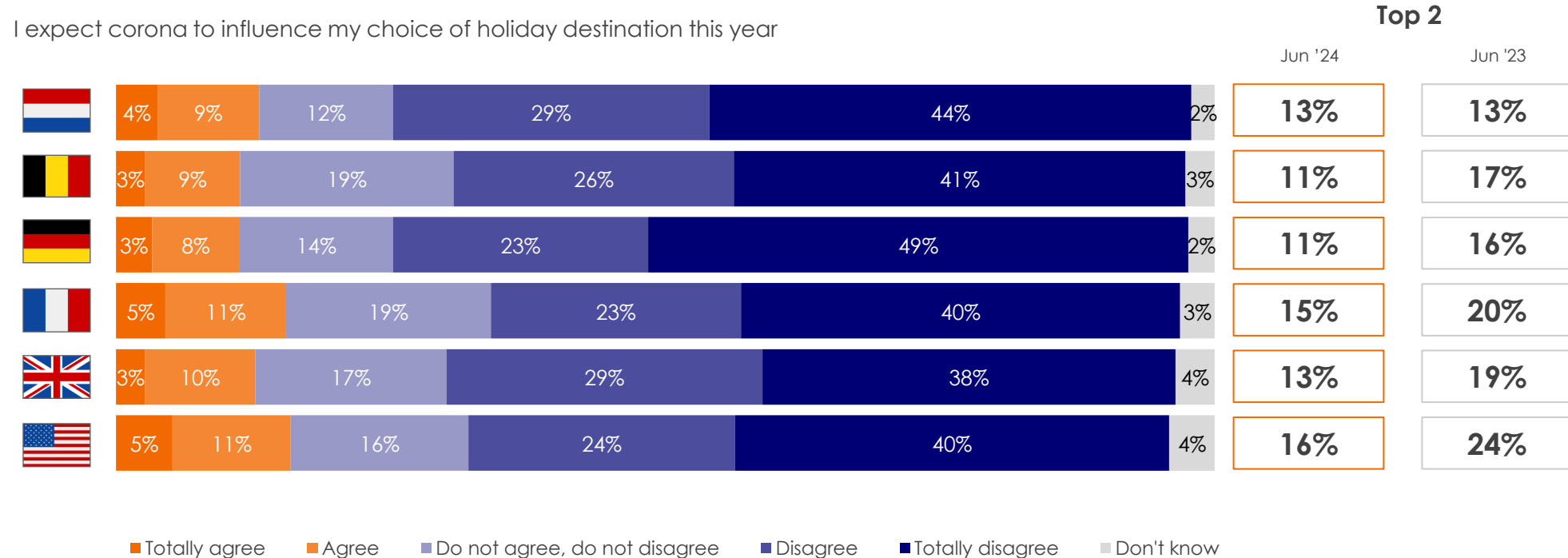
On average, 30% are looking at alternative travel options for their holidays because of possible crowding at airports. A year ago, this was also 30%. Among the Brits, this plays the least of a role (25% agree with the statement).

Due to possible crowding at airports, I am looking at alternative travel options for my holiday

	Totally agree	Agree	Do not agree, do not disagree	Disagree	Totally disagree	Don't know	Jun '24	Jun '23
🇳🇱	8%	21%	24%	25%	18%	4%	**29%**	**34%**
🇧🇪	10%	22%	26%	23%	16%	4%	**31%**	**25%**
🇩🇪	11%	20%	22%	20%	23%	4%	**31%**	**32%**
🇫🇷	11%	21%	26%	19%	17%	5%	**32%**	**29%**
🇬🇧	6%	19%	22%	31%	20%	2%	**25%**	**24%**
🇺🇸	9%	22%	22%	25%	19%	3%	**32%**	**32%**

Top 2

■ Totally agree   ■ Agree   ■ Do not agree, do not disagree   ■ Disagree   ■ Totally disagree   ■ Don't know

Base: everyone (entire sample)
Rounding differences may occur at the top 2%.

Crowds at airports
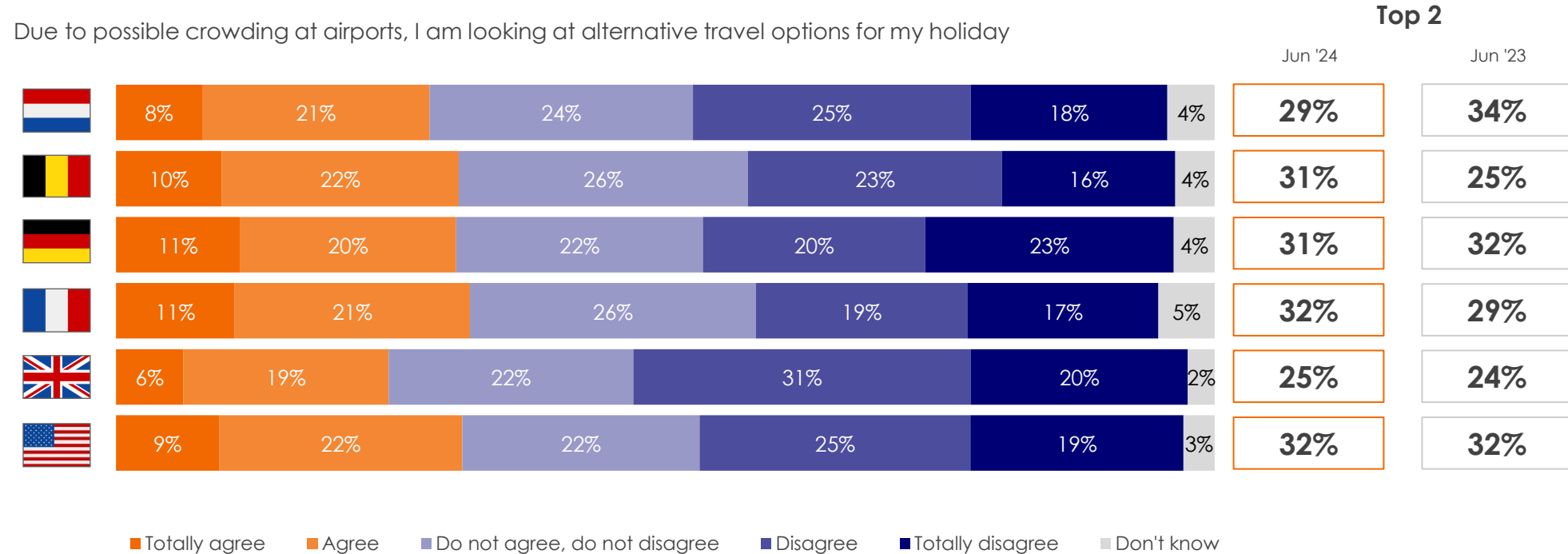
On average, 37% of respondents agree (completely) with the statement that increasing extreme weather conditions influence holiday choices. French people are in the strongest agreement with this. Among Dutch people, 35% now agree with the statement, in April '24 it was 38%, in December '23 it was 35% and at the end of August '23 it was 44%. So in summer, shortly after many extreme weather incidents, this had the most influence.

Increasing extreme weather conditions (e.g. heat waves, forest fires or extreme rainfall) influence my choice of holidays

Top 2

	Totally agree	Agree	Do not agree, do not disagree	Disagree	Totally disagree	Don't know	Jun '24	Aug '23
🇳🇱	7%	28%	26%	22%	15%	%	**35%**	**44%**
🇧🇪	8%	31%	28%	19%	11%	%	**39%**	**47%**
🇩🇪	10%	27%	23%	22%	17%	%	**37%**	**40%**
🇫🇷	12%	29%	26%	18%	12%	3%	**41%**	**52%**
🇬🇧	8%	24%	23%	28%	15%	%	**32%**	**47%**
🇺🇸	9%	29%	22%	22%	16%	%	**39%**	**47%**

■ Totally agree ■ Agree ■ Do not agree, do not disagree ■ Disagree ■ Totally disagree ■ Don't know
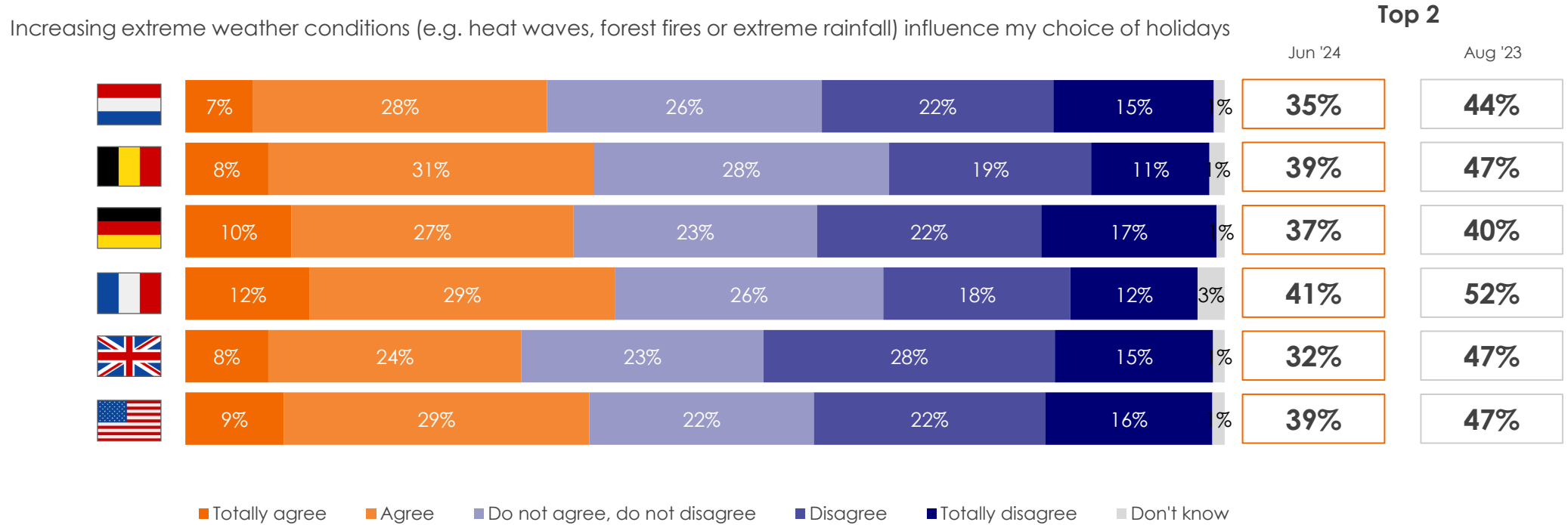
Base: everyone (entire sample)
Rounding differences may occur at the top 2%.

Extreme weather 1/2

Due to increasing extreme weather conditions, people most often adjust the period when they go on holiday (49% on average). During the April 2024 measurement, this was similar (51%). This is followed by adjusting the destination (35% on average). Among Dutch and Germans, these two options are very close to each other in terms of scores (with adjusting the destination in 1st place). Brits and Americans pay relatively high attention to conditions and insurance when booking a holiday due to chances of extreme weather.

	🇳🇱	🇧🇪	🇩🇪	🇫🇷	🇬🇧	🇺🇸
I adjust my destination	47% (52%)	35% (30%)	50% (49%)	25% (27%)	24% (17%)	27% (21%)
I adjust my holiday period	46% (43%)	50% (54%)	47% (51%)	62% (66%)	42% (31%)	43% (25%)
I book more last-minute	17% (18%)	20% (19%)	21% (17%)	17% (16%)	23% (27%)	22% (22%)
I pay extra attention to conditions and insurance	21% (19%)	21% (19%)	24% (22%)	20% (19%)	36% (44%)	41% (46%)
Other, namely	3% (3%)	3% (2%)	1% (0%)	2% (2%)	2% (3%)	2% (5%)

Base: people who agree with the statement that increasing extreme weather conditions influence holiday choices.
Highlight: highest score per country.
In brackets the % of the previous measurement (April 2024).

Question: How are increasing extreme weather conditions affecting your holiday choices? Multiple answers possible.

The group that agrees with the statement that increasing extreme weather conditions influence holiday choice, considers it around twice as important that the holiday destination is close to home, than the group where increasing weather conditions do not influence holiday choice.

	🇳🇱	🇧🇪	🇩🇪	🇫🇷	🇬🇧	🇺🇸
	% that find it important that the holiday destination is close to home					
Group **agreeing** with the statement that increasing extreme weather conditions influence holiday choice	32%	42%	52%	42%	32%	39%
Group **disagreeing** with the statement that increasing extreme weather conditions influence holiday choice	15%	26%	29%	23%	14%	15%

Base: everyone (entire sample)
Highlight: the highest score from each country.

Extreme weather vs destination close to home

Dutch people adjusting their holiday destination due to increasing extreme weather conditions are now less or no longer planning to go to southern Europe. Specifically, countries such as Spain, Italy, Greece and France are mentioned a lot.

N=170

Dutch people adjusting their holiday destination due to increasing extreme weather conditions are now more inclined to stay in their own country. Scandinavia/Northern Europe are also mentioned relatively often. So people are looking for cooler countries and like to stay a bit closer to home.

N=170

20% of those surveyed say the war in Ukraine affects their choice of holiday destination. A year ago, this was similar at 22%. Americans are least likely to agree with this statement.

War in Ukraine affects my holiday destination choice

Top 2

		Jun '24	Jun '23
🇳🇱	6% / 15% / 18% / 30% / 30% / 2%	**21%**	**22%**
🇧🇪	6% / 16% / 20% / 28% / 29% / 2%	**22%**	**23%**
🇩🇪	7% / 15% / 19% / 23% / 33% / 2%	**22%**	**25%**
🇫🇷	6% / 14% / 21% / 25% / 30% / 4%	**20%**	**22%**
🇬🇧	4% / 15% / 17% / 33% / 29% / 2%	**19%**	**21%**
🇺🇸	5% / 9% / 15% / 26% / 42% / 3%	**14%**	**18%**

■ Totally agree   ■ Agree   ■ Do not agree, do not disagree   ■ Disagree   ■ Totally disagree   ■ Don't know

Base: everyone (entire sample)
Rounding differences may occur at the top 2%.

Ukraine

38
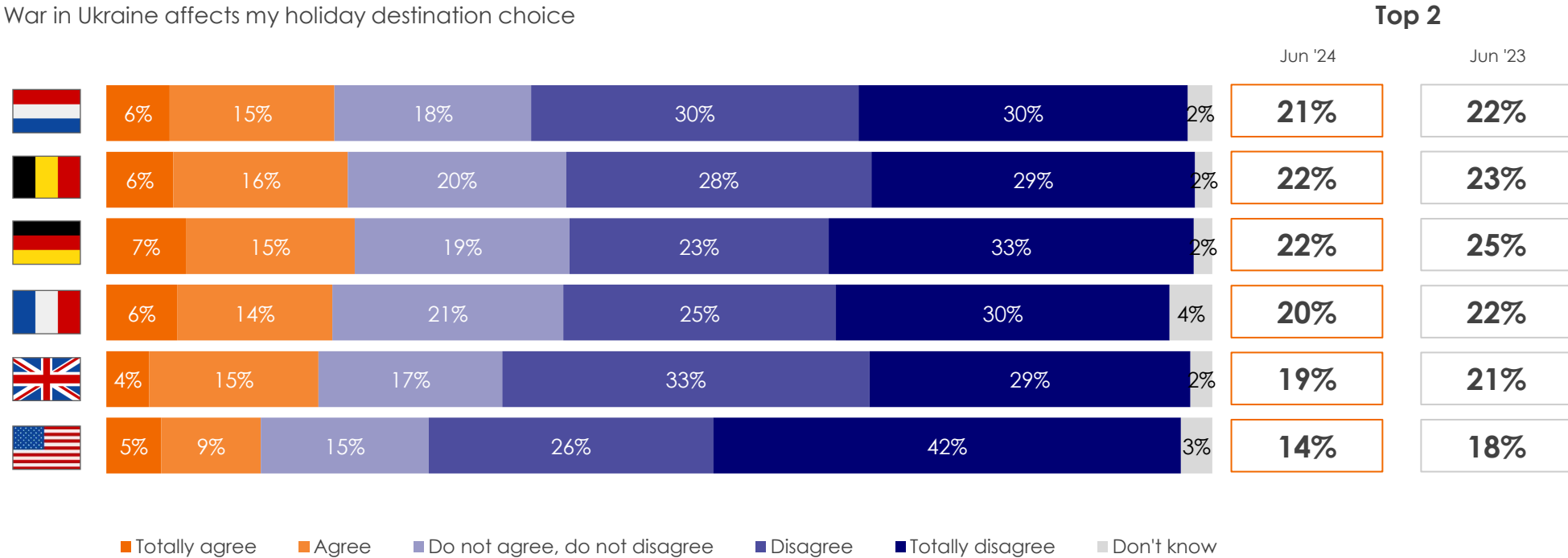
An average of 21% of those surveyed say the conflict in Israel and the Palestinian territories affects their choice of holiday destination. Some two months ago, i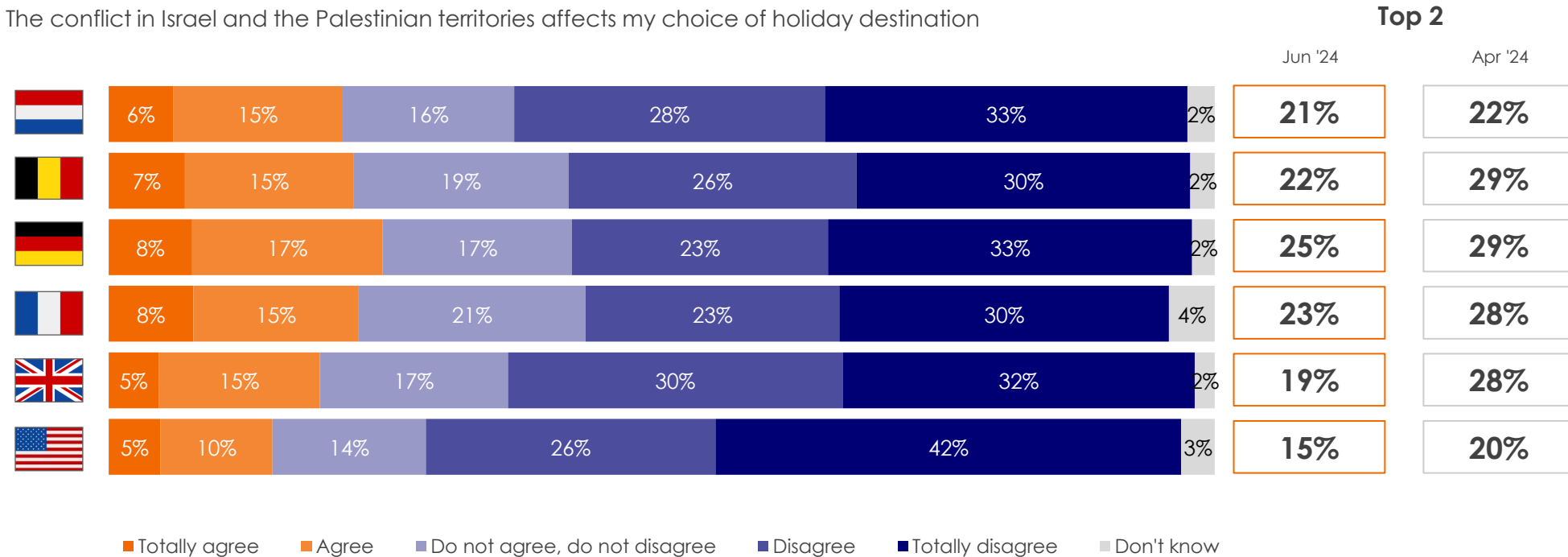n April 2024, this was 26% on average. Compared to April, this conflict now plays less of a role in the choice of holiday destination for the Belgians and Brits in particular, but the percentage of 'agree' has also dropped among other countries.

The conflict in Israel and the Palestinian territories affects my choice of holiday destination

Top 2

							Jun '24	Apr '24
🇳🇱	6%	15%	16%	28%	33%	2%	**21%**	**22%**
🇧🇪	7%	15%	19%	26%	30%	2%	**22%**	**29%**
🇩🇪	8%	17%	17%	23%	33%	2%	**25%**	**29%**
🇫🇷	8%	15%	21%	23%	30%	4%	**23%**	**28%**
🇬🇧	5%	15%	17%	30%	32%	2%	**19%**	**28%**
🇺🇸	5%	10%	14%	26%	42%	3%	**15%**	**20%**

■ Totally agree　■ Agree　■ Do not agree, do not disagree　■ Disagree　■ Totally disagree　■ Don't know

Base: everyone (entire sample)
Rounding differences may occur at the top 2%.
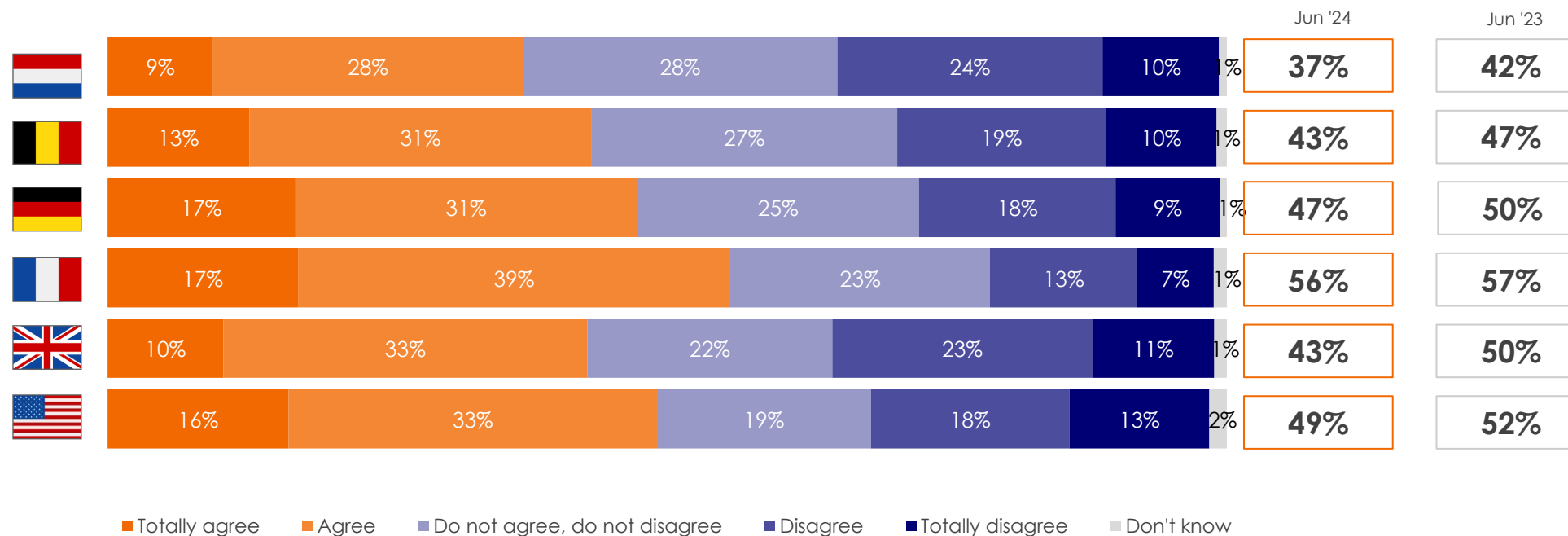
Israel and Palestinian territories

2. Impact of rising prices on holiday plans

On average, 46% of all respondents said they were forced to adjust their holiday behaviour as a result of rising prices. A year ago, this was 50% on average. Across all countries, this currently seems to play a slightly lesser role. The Dutch still identify least with the statement (37%) and the French most (56%).

Rising prices (fuel, gas/energy, groceries, etc.) have forced me to adjust my holiday behaviour

Top 2

	Totally agree	Agree	Do not agree, do not disagree	Disagree	Totally disagree	Don't know	Jun '24	Jun '23
🇳🇱	9%	28%	28%	24%	10%	1%	**37%**	**42%**
🇧🇪	13%	31%	27%	19%	10%	1%	**43%**	**47%**
🇩🇪	17%	31%	25%	18%	9%	1%	**47%**	**50%**
🇫🇷	17%	39%	23%	13%	7%	1%	**56%**	**57%**
🇬🇧	10%	33%	22%	23%	11%	1%	**43%**	**50%**
🇺🇸	16%	33%	19%	18%	13%	2%	**49%**	**52%**

■ Totally agree ■ Agree ■ Do not agree, do not disagree ■ Disagree ■ Totally disagree ■ Don't know

Base: everyone (entire sample)
Rounding differences may occur at the top 2%.

Rising prices

In June 2024, people say that if they change their holiday behaviour (because of higher prices), they do so mainly by going on holiday less often (average 47%). Especially by Dutch and Americans, this measure is now chosen to a higher extent than a year ago. For Brits and Germans, shorter holidays are now chosen more as a saving measure than a year ago. Finally, Belgians, Germans and Brits avoid the high season more than a year ago.

	🇳🇱	🇧🇪	🇩🇪	🇫🇷	🇬🇧	🇺🇸
Shorter holidays	27% (29%)	31% (32%)	31% (26%)	34% (31%)	35% (27%)	37% (33%)
Less frequent holidays	44% (36%)	42% (44%)	53% (49%)	41% (38%)	51% (49%)	51% (43%)
Cheaper accommodation	43% (41%)	40% (42%)	41% (48%)	41% (38%)	42% (47%)	41% (47%)
Cheaper transport	19% (21%)	14% (19%)	11% (18%)	17% (21%)	19% (19%)	24% (25%)
Save at destination itself	35% (34%)	23% (28%)	30% (32%)	33% (39%)	30% (30%)	32% (36%)
Avoiding the high season	23% (23%)	27% (21%)	24% (19%)	23% (21%)	30% (24%)	23% (25%)
Other, namely	3% (5%)	3% (3%)	2% (3%)	2% (1%)	1% (2%)	2% (1%)

Base: People who (fully) agree with the statement 'Due to rising prices (fuel, gas/energy, groceries, etc.) I am forced to adjust my holiday behaviour'.
Highlight: the highest score from each country.
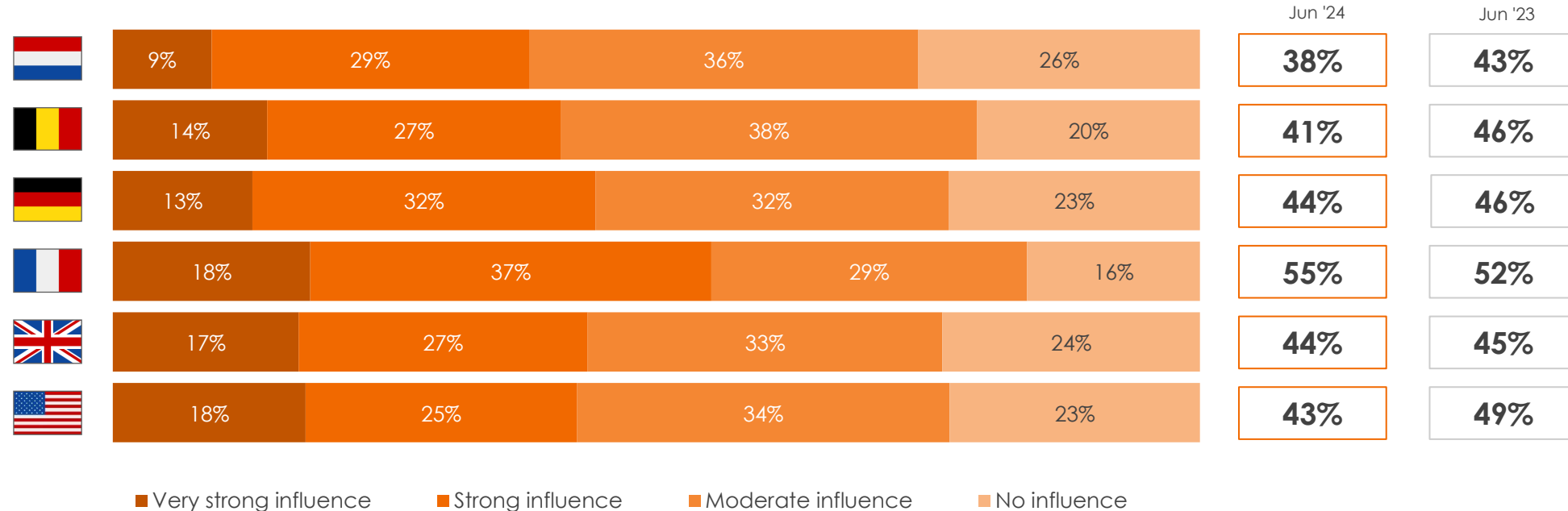In brackets: scores from a year ago.

Questionnaire: In what ways do you mainly adjust your holiday behaviour as a result of rising prices? Multiple answers possible (max. 3).

Holiday behaviour adjustment

Of those who have holiday intentions but have not yet booked, an average of 44% say that rising prices have a (very) big influence on this. A year ago, this was 47% on average. The top2 scores currently range from 38% among the Dutch to 55% among the French.

To what extent do rising/high prices (fuel, gas/energy, groceries, etc.) have to do with the fact that you have not yet booked a holiday?

Top 2

	Very strong influence	Strong influence	Moderate influence	No influence	Jun '24	Jun '23
🇳🇱	9%	29%	36%	26%	**38%**	**43%**
🇧🇪	14%	27%	38%	20%	**41%**	**46%**
🇩🇪	13%	32%	32%	23%	**44%**	**46%**
🇫🇷	18%	37%	29%	16%	**55%**	**52%**
🇬🇧	17%	27%	33%	24%	**44%**	**45%**
🇺🇸	18%	25%	34%	23%	**43%**	**49%**

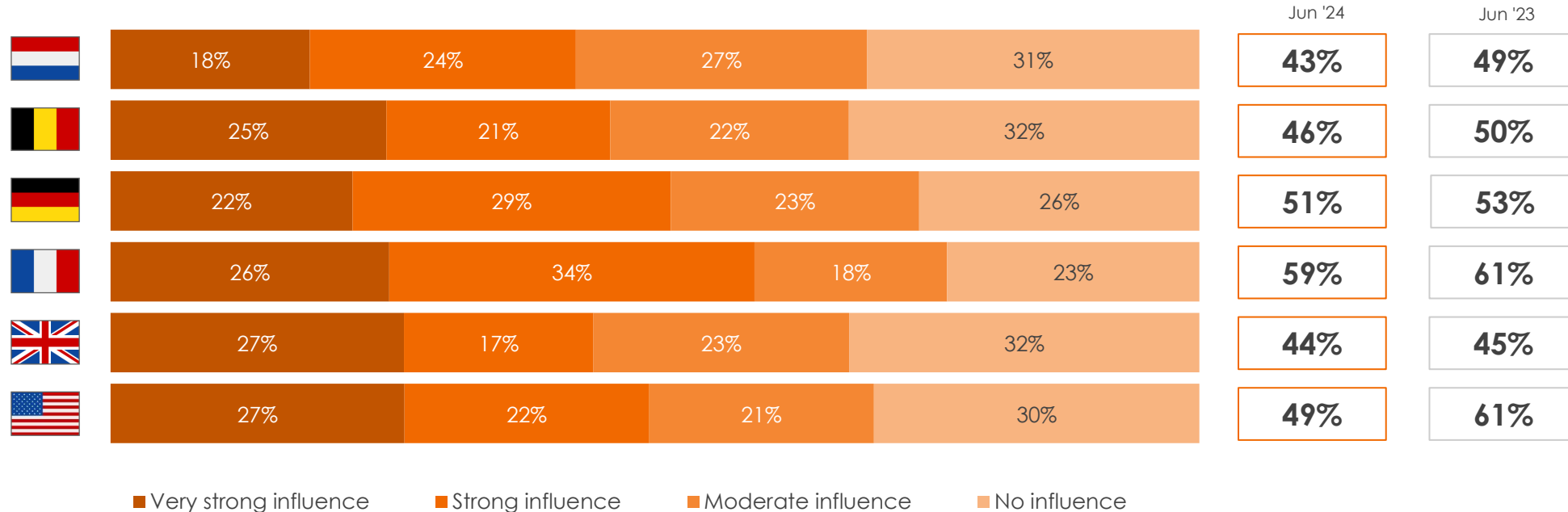■ Very strong influence   ■ Strong influence   ■ Moderate influence   ■ No influence

Base: People who have not yet booked but have holiday intentions.
Rounding differences may occur at the top 2%.

Q: To what extent do rising prices (fuel, gas/energy, groceries, etc.) have to do with the fact that you have not yet booked a holiday?

Influence of prices if not yet booked

On average, 49% of people without holiday plans say that rising prices play a (very) big role in this. A year ago, this was a higher percentage, at 54%. Among Americans, this has dropped considerably compared to a year ago.

To what extent do rising/high prices (fuel, gas/energy, groceries, etc.) have to do with the fact that you have no holiday plans at all for the next 12 months?

Top 2

	Very strong influence	Strong influence	Moderate influence	No influence	Jun '24	Jun '23
🇳🇱	18%	24%	27%	31%	**43%**	**49%**
🇧🇪	25%	21%	22%	32%	**46%**	**50%**
🇩🇪	22%	29%	23%	26%	**51%**	**53%**
🇫🇷	26%	34%	18%	23%	**59%**	**61%**
🇬🇧	27%	17%	23%	32%	**44%**	**45%**
🇺🇸	27%	22%	21%	30%	**49%**	**61%**

■ Very strong influence ■ Strong influence ■ Moderate influence ■ No influence

Influence of prices if no holiday plans

Of those with a holiday intention for the next 12 months, an average of 46% say they have a similar holiday budget for their next holiday as in previous years. This category has increased; a year ago it was 42%. The 'lower holiday budget' category has fallen in many countries.

The holiday budget for my next holiday is....

	Netherlands		Belgium		Germany		France		UK		USA	
	jun '23	jun '24	jun '23	jun '24	jun '23	jun '24	jun '23	jun '24	jun '23	jun '24	jun '23	jun '24
Much higher	9%	9%	8%	7%	8%	8%	13%	15%	12%	9% *	18%	12% *
Slightly higher	25%	27%	27%	28%	28%	28%	35%	29% *	31%	34%	29%	31%
Similar	50%	51%	42%	48% *	45%	51% *	34%	38% *	39%	45% *	40%	45% *
Lower	13%	11%	19%	13% *	16%	11% *	16%	14% *	16%	11% *	10%	10%
Much lower	3%	1% *	4%	4%	3%	2%	2%	3%	3%	2%	3%	2%
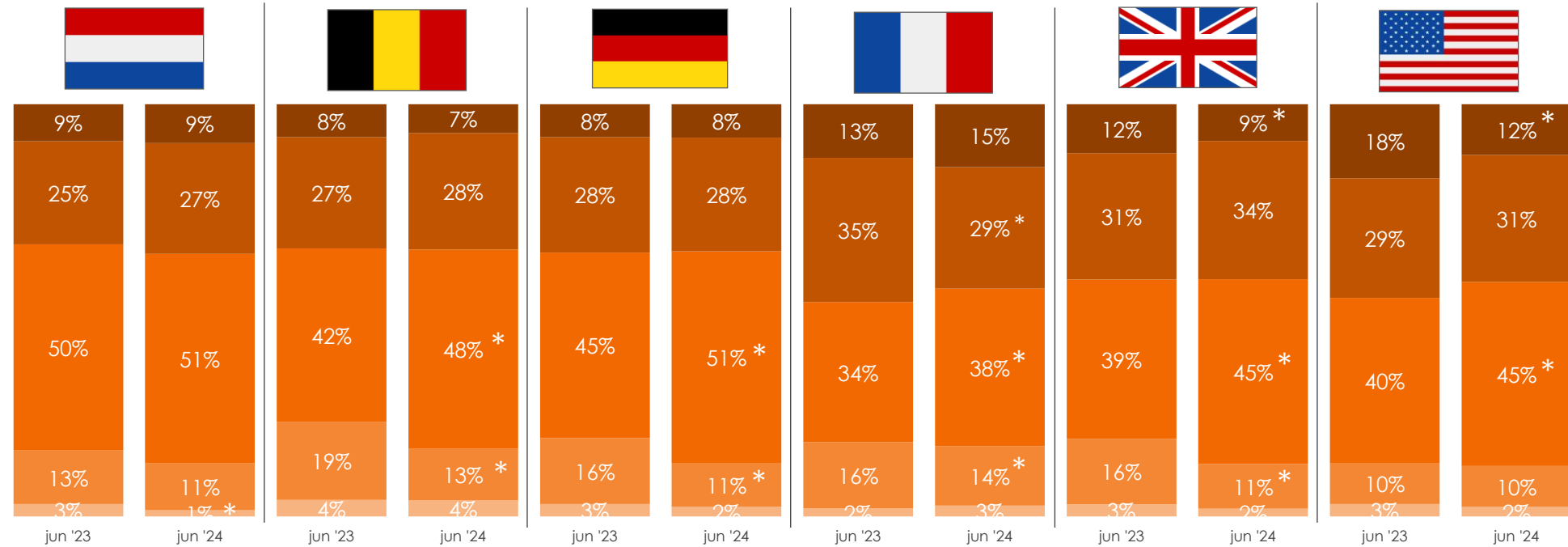
■ Much lower ■ Lower ■ Similar ■ Slightly higher ■ Much higher

Base: People with holiday plans for the next 12 months (booked or yet to book)
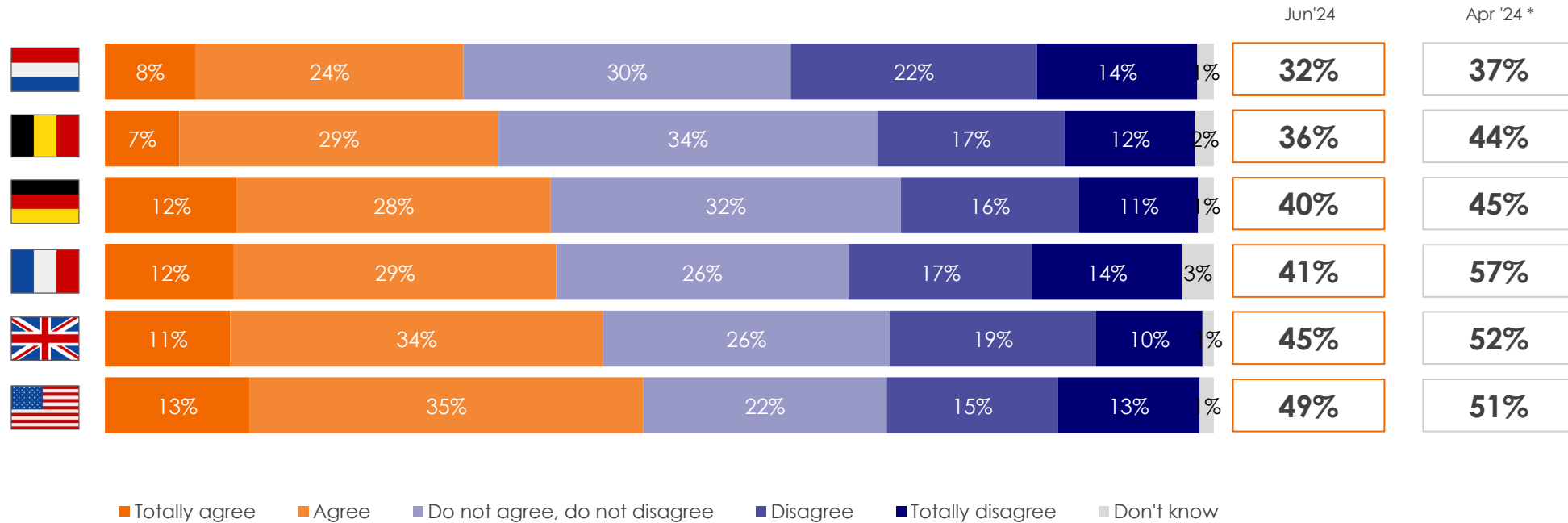
Q: Which situation is most applicable to you?

Holiday budget

3. Insights on sustainability

On average, 40% of those surveyed (fully) agreed with the statement 'I take the environment into account when booking my holiday'. In April 2024, the average was 48%, but then the statement read 'I think it is important to consider the environment when booking my holiday'. This seems to indicate a difference between what people think is important and what they actually do.

I take the environment into account when booking my holiday (e.g. means of transport, destination, accommodation)

Top 2

	Totally agree	Agree	Do not agree, do not disagree	Disagree	Totally disagree	Don't know	Jun'24	Apr '24 *
🇳🇱	8%	24%	30%	22%	14%	1%	**32%**	**37%**
🇧🇪	7%	29%	34%	17%	12%	2%	**36%**	**44%**
🇩🇪	12%	28%	32%	16%	11%	1%	**40%**	**45%**
🇫🇷	12%	29%	26%	17%	14%	3%	**41%**	**57%**
🇬🇧	11%	34%	26%	19%	10%	1%	**45%**	**52%**
🇺🇸	13%	35%	22%	15%	13%	1%	**49%**	**51%**

■ Totally agree ■ Agree ■ Do not agree, do not disagree ■ Disagree ■ Totally disagree ■ Don't know

Base: everyone (entire sample)
Rounding differences may occur at the top 2%.

* Please note that the statement has changed slightly since June 2024. Previously, the statement read:
I think it is important to consider the environment when booking my holiday.

Sustainability

On average, the group aged 18-24 indicates the highest level of taking the environment into account when booking holidays (52%). This is followed by the group aged 25-34 (49%). On average, the group aged 65+ is least likely to agree with this statement (33%).

I take the environment into account when booking my holiday (e.g. means of transport, destination, accommodation)

% (completely) agree.

	18-24 yrs	25-34 yrs	35-44 yrs	45-54 yrs	55-64 yrs	65+ yrs
🇳🇱	36%	40%	34%	28%	30%	28%
🇧🇪	48%	34%	30%	32%	38%	36%
🇩🇪	42%	46%	42%	38%	37%	37%
🇫🇷	61%	50%	36%	39%	38%	29%
🇬🇧	63%	59%	47%	34%	35%	35%
🇺🇸	59%	61%	55%	47%	37%	32%

Base: everyone (entire sample)
Highlight: the highest score from each country.

Sustainability vs. age

People who take the environment into account when booking holidays go on holiday in their own country to a higher extent.
Below shows the total of those surveyed from the Netherlands, Belgium, Germany, France and the UK.

I take the environment into account when booking my holiday (e.g. means of transport, destination, accommodation)

	Agree with the statement	Disagree with the statement
Own country	31%	25%
Elsewhere in Europe	53%	57%
North/South America	4%	5%
Asia	4%	6%
Australia/Oceania	1%	1%
Africa	4%	3%

Base: People with holiday plans in a European country (booked or yet to book)
Excludes respondents from the US.
Highlight: significant difference

Q: In which destination do you plan to spend your next holiday mainly?

Sustainability vs. destination

Persons who take the environment into account when booking holidays go on holiday in Europe to a lesser extent by plane and to a higher extent by train. Other means of transport such as car, boat or bus/camper/ motorbike are used to a similar extent by both groups.

The following shows the total of respondents from the Netherlands, Belgium, Germany, France and the UK. It concerns the means of transport to a holiday elsewhere in Europe (i.e. excluding own country).

I take the environment into account when booking my holiday (e.g. means of transport, destination, accommodation)

	Agree with the statement	Disagree with the statement
Car	32%	30%
Aeroplane	52%	62%
Train	9%	3%
Boat	2%	1%
Bus/camper/motorbike	4%	4%

Base: People with holiday plans in a European country (booked or yet to book)
Excludes respondents from the US.
Highlight: significant difference

Question: By what means of transport are you considering going to your next holiday destination in Europe?

Sustainability vs. means of transport

© Claire Droppert

Annex

Element	Description
Method:	Online
Target audience:	0 + 1 measurement: NL/BE/DE/FR/UK/USA/CHINA 11-measurement: NL/BE/DE/FR/UK/USA 2-measurement: NL/BE/DE/UK 12-measurement: NL/BE/DE/FR/UK/USA 3-measurement: NL/BE/DE/FR/UK/USA/CHINA 13-measurement: NL/BE/DE/FR/UK/USA 4-measurement: NL/BE/DE/UK 14-measurement: NL/BE/DE/FR/UK/USA 5-measurement NL/BE/DE/FR/UK/USA/CHINA 15-measurement: NL/BE/DE/FR/UK/USA 6-measurement: NL/BE/DE/FR/UK/USA/CHINA 16-measurement: NL/BE/DE/FR/UK/USA (+CHINA APART) 7-measurement: NL/BE/DE/FR/UK/USA/CHINA 17-measurement: NL/BE/DE/FR/UK/USA 8-measurement: NL/BE/DE/FR/UK/USA/CHINA 18-measurement: NL/BE/DE/FR/UK/USA 9-measurement: NL/BE/DE/FR/UK/USA/CHINA 19-measurement: NL/BE/DE/FR/UK/USA/CHINA* 10-measurement: NL/BE/DE/FR/UK/USA/CHINA 20 measurement: NL/BE/DE/FR/UK/USA
Sample source:	Consumer panel of Dynata (except the 16-measurement in China, which was via WeChat)
Sample size:	Net n=1,000 by country, 18+ nationally representative by age, gender and region. *For China, the 19 measurement focused on major cities in Tier 1 and 2.
Fieldwork period:	0 measurement: 21 May to 1 Jun 2020 11-measurement: 31 Mar to 6 Apr 2022 1 measurement: 17 Jun to 26 Jun 2020 12-measurement: 13 Jun to 21 Jun 2022 2-measurement: 24 Jul / 28 Jul 2020 13-measurement: 2 Sep to 8 Sep 2022 3 measurement: 7 Sep to 18 Sep 2020 14-measurement: 5 Dec to 9 Dec 2022 4-measurement: 27 Oct to 1 Nov 2020 15-measurement: 9 Mar to 14 Mar 2023 5-measurement: 7 Jan to 13 Jan 2021 16-measurement: 1 Jun to 7 Jun 2023 6-measurement: 18 Mar to 23 Mar 2021 17-measurement: 25 Aug to 31 Aug 2023 7-measurement: 19 May to 25 May 2021 18-measurement: 1 Dec to 8 Dec 2023 8-measurement: 1 Jul to 6 Jul 2021 19-measurement: 2 Apr to 8 Apr 2024 9-measurement: 1 Sep to 7 Sep 2021 20-measurement: 30 May to 5 Jun 2024 10-measurement: 15 Nov to 21 Nov 2021

Research justification