Flash Eurobarometer 499

Attitudes of Europeans towards tourism

Report

Fieldwork:

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Survey requested by the European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs and coordinated by the Directorate-General for Communication

Flash Eurobarometer 499 – Ipsos European Public Affairs

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Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs

Survey coordinated by the European Commission, Directorate-General for Communication
(DG COMM "Media Monitoring and Eurobarometer" Unit)

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Introduction

On behalf of the European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, Ipsos European Public Affairs conducted a Flash Eurobarometer survey about the attitudes of Europeans towards tourism. Topics explored include 1) travel behaviour, including frequency of travel, accommodation preferences, and the impact of the COVID-19 pandemic on travel behaviour; 2) preferred booking channels and sources of information for making travel arrangements; 3) key reasons for selecting a destination; and 4) opinions and information on sustainable travel, including on the ease of finding sustainability or accessibility related information and the preparedness to change travel habits to be more sustainable.

For this Flash Eurobarometer, a representative sample of citizens, aged 15 and over was interviewed in each of the 27 Member States of the European Union. Between 18 and 28 October 2021, 25 714 interviews were conducted over the telephone (landline and mobile phones). Survey data are weighted to known population proportions. The EU27 averages are weighted according to the size of the 15+ population of each EU Member State. A technical note on the methods applied to conduct the survey is appended as an annex to this report.

Notes:

1) Survey results are subject to sampling tolerances meaning that not all apparent differences between groups may be statistically significant. Thus, only differences that are statistically significant (at the 5% level) – i.e. where it can be reasonably certain that they are unlikely to have occurred by chance – are highlighted in the text.
2) Due to rounding, the percentages shown in the charts and tables do not always exactly add up to the totals mentioned in the text.
3) In this report, countries are referred to by their official abbreviation. The abbreviations used in this report correspond to:

BE	Belgium	FR	France	NL	Netherlands
BG	Bulgaria	HR	Croatia	AT	Austria
CZ	Czechia	IT	Italy	PL	Poland
DK	Denmark	CY	Rep. of Cyprus*	PT	Portugal
DE	Germany	LV	Latvia	RO	Romania
EE	Estonia	LT	Lithuania	SI	Slovenia
IE	Ireland	LU	Luxembourg	SK	Slovakia
EL	Greece	HU	Hungary	FI	Finland
ES	Spain	MT	Malta	SE	Sweden

* Cyprus as a whole is one of the 27 EU MS. However, the ‘acquis communautaire’ has been suspended in the part of the country which is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews carried out in the part of the country controlled by the government of the Republic of Cyprus are included in the ‘CY’ category.

Key findings

Travel behaviour

- Before the COVID-19 pandemic, **a majority of EU citizens travelled for leisure or work**: Eight in ten respondents say they did so 'several times a year' (43%) or 'once or twice a year' (37%). A further 9% say they travelled 'once every few years'.
- When planning a holiday, **the types of accommodations EU citizens are most likely to consider** are commercial accommodation (hotel or B&B) with board included (42%), private accommodation (holiday home or apartment) booked directly from the owner (33%) and staying at a friend's or relative's place (30%).
- **A large majority of EU citizens expect that the COVID-19 pandemic will have some type of long-term effects on their travel behaviour** – 21% expect no long-term impact at all. Respondents are especially likely to think that the pandemic will lead to them having more attention for health and safety measures (49%), to them having more holidays in their own country (38%) and to them travelling less overall (34%).

Preferred booking channels and sources of information for making travel arrangements

- When organising their travel and tourism activities, **EU citizens most often rely on online platforms for professional accommodation services** like hotels and B&Bs (31%), followed by **online platforms combining travel services** such as accommodation, car rental, flights, etc. (25%).
- **'Offline' methods for organising travel and tourism activities, nonetheless, remain important**: 24% of respondents are most likely to arrange their trip via someone they know, while 19% are most likely to make a booking 'over the counter' in a travel agency or transportation company.
- When respondents make travel plans, their **preferred source of information is** '**recommendations from friends, colleagues or relatives**' (56%), followed at some distance by 'personal experience' (37%) and 'websites collecting reviews and ratings from travellers' (34%).

Key reasons for selecting a destination

- EU citizens are most likely to base their decision for a travel destination on three aspects: the '**cultural offerings** at the destination' (44%), 'the **price** of the overall trip' and the '**natural environment** in the destination' (both 43%).
- The fourth and fifth most important reasons for respondents to choose a destination are 'activities available in the destination' (30%) and 'accessibility of services and activities for all' (24%).

Opinions on sustainable travel

- **A large majority of EU citizens (82%) are prepared to change at least some of their travel and tourism habits** to be more sustainable; 15% of respondents say they are not prepared to do so.
- The **actions EU citizens are most willing to take** are consuming locally sourced products on holiday (55%), reducing waste while on holiday (48%), traveling outside of the tourist high season (42%) and travelling to less visited destinations (41%). Smaller shares of EU citizens are ready to change their travel and tourism to be more sustainable by **paying more**, either to protect the natural environment (35%) or to the benefit of the local community (33%).
- When making travel plans and looking for sustainability or accessibility related information, EU citizens are most likely to find it **difficult to obtain trustworthy information on the carbon footprint of transportation options** – 48% think it is very or rather difficult to find trustworthy information on this aspect, compared to 33% who find this very or rather easy.
- Respondents **also often find it difficult to obtain information on** sustainability commitments of destinations (43% vs 41% who find this easy) the accessibility of the destination for persons with disabilities or with reduced mobility (39% vs 39% who find this easy) and sustainability certifications of the accommodations (38% vs 46% who find this easy).

Section 1. Travel behaviour

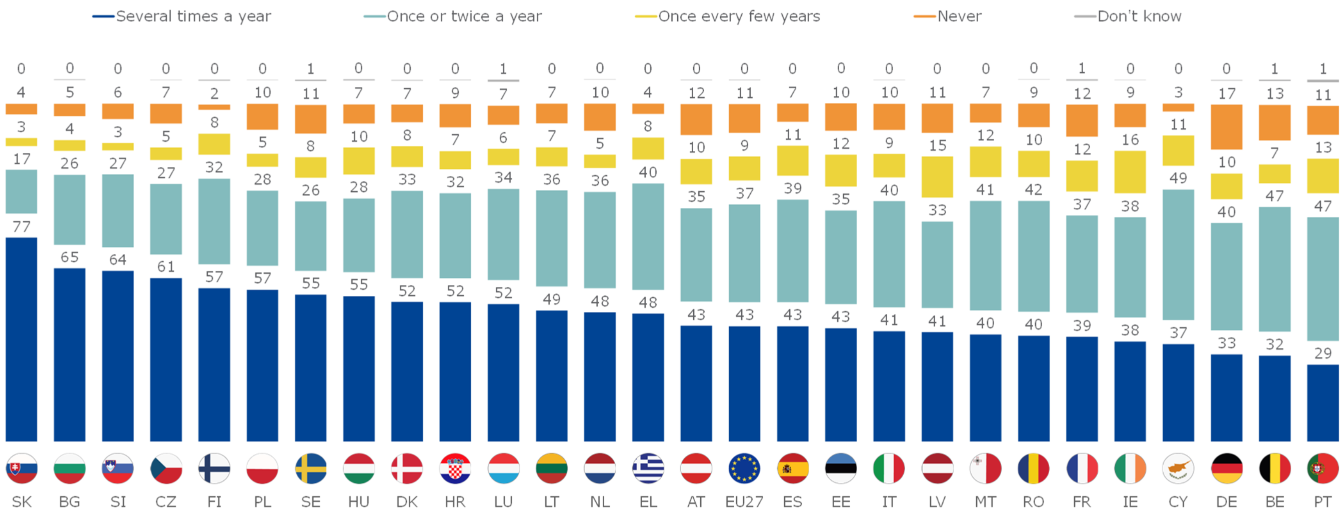
1.1. Frequency of travel

Before the COVID-19 pandemic, a majority of EU citizens travelled for leisure or work. Eight in ten respondents say they did so ‘several times a year’ (43%) or ‘once or twice a year’ (37%). A further 9% say they travelled ‘once every few years’. Eleven per cent say that, before the pandemic, they ‘never’ travelled for leisure or work.

The share of ‘frequent travellers’ varies substantially across EU Member States. The proportion of respondents who, before the COVID-19 pandemic, travelled for work or leisure ‘several times a year’ ranges from 29% in Portugal to 77% in Slovakia. Apart from in Slovakia, there are also many respondents who travelled several times a year in Bulgaria (65%) and Slovenia (64%). Among the countries with the fewest frequent travellers, Portugal precedes Belgium and Germany: before the COVID-19 pandemic, one in three respondents (32%-33%) in these two countries travelled for work or leisure several times a year.

The proportion of respondents who say that, before the pandemic, they **‘never’ travelled for leisure or work** varies between 2% in Finland and 17% in Germany. For these respondents, the questions addressed in this Eurobarometer will have been less relevant and more difficult to respond. Throughout the questionnaire, it was possible for respondents to report that they considered a question not applicable to their personal situation.

DX1 Before the COVID-19 pandemic, how frequently did you travel for leisure or work?
(% by country)



Base: all respondents (n=25 714)

Socio-demographic analysis shows male respondents are more likely than their female counterparts to say that, before the COVID-19 pandemic, they travelled several times a year (48% of men vs 39% of women). Inversely, female respondents are more likely than male respondents to say they used to travel once or twice a year (39% of women vs 35% of men), once every few years (10% vs 8%) or never (12% vs 9%).

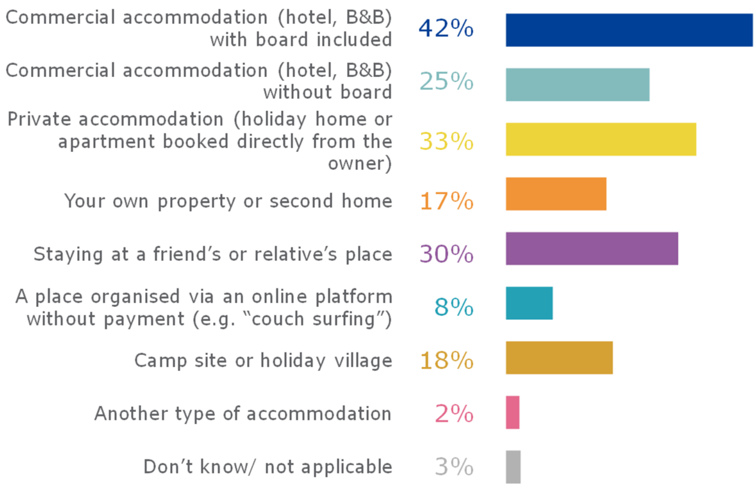
Most frequent travellers are found among the 25-39 and 40-54 age groups; 50% and 47%, respectively, of the latter two groups used to travel several times a year before COVID-19, compared to 42% of those aged 15-24 and 38% of those aged 55+. On the other hand, those aged 15-24 or 55+ are more likely to say they travelled once or twice a year (39%-40% of the latter two age groups say this, compared to 34%-35% in the 25-39 and 40-54 age groups). The oldest respondents are most likely to say they never travelled before the COVID-19 pandemic – 14% of those aged 55+ say this, compared to 7%-9% in the younger three age groups.

1.2. Accommodation preferences

When planning a holiday, **the types of accommodations EU citizens are most likely to consider** are 'commercial accommodation (hotel, B&B) with board included' (selected by 42%), 'private accommodation (holiday home or apartment booked directly from the owner)' (33%), and 'staying at a friend's or relative's place' (30%).

Next in terms of respondents' preferences for accommodation types comes 'commercial accommodation (hotel, B&B) without board' (25%), followed by a 'camp site or holiday village' (18%), and their 'own property or second home' (17%). Of all types of accommodation listed in the survey, staying at a place organised via an online platform without payment (such as 'couch surfing') is mentioned least often (8%).

Q2 When you begin to plan your next holiday, what type of accommodation are you most likely to consider? (Max. 3 answers, % EU27)



Base: all respondents (n=25 714)

Interesting to note is that in the Flash Eurobarometer on 'Preferences of Europeans towards tourism' from January 2016, compared to the current survey, a similar proportion of respondents had a preference for commercial accommodation, but notably fewer (less than one in five for all types of trips) preferred private accommodation.[1] However, these differences need to be interpreted with care due to changes in the way the question was asked.

Commercial accommodation with board included is the type of accommodation that respondents are most likely to consider in **23 out of the 27 EU Member States**. The highest proportions mentioning this type of accommodation are found in Cyprus (63%), Slovakia (58%), Romania and Sweden (both 56%).

In two Member States, Croatia and Slovenia, private accommodation booked directly from the owner is the most popular accommodation type (mentioned by 44% and 51%, respectively). In Austria, respondents favour commercial accommodation without board (selected by 32%). In France, the accommodation type respondents are most likely to consider is staying at a friend's or relative's place (mentioned by 41%).

[1] https://europa.eu/eurobarometer/api/deliverable/download/file?deliverableId=54207

Q2 When you begin to plan your next holiday, what type of accommodation are you most likely to consider? (Max. 3 answers, % by country)

	Commercial accommodation (hotel, B&B) with board included	Commercial accommodation (hotel, B&B) without board	Private accommodation (booked directly from the owner)	Your own property or second home	Staying at a friend's or relative's place	A place organised via an online platform without payment (e.g. "couch surfing")	Camp site or holiday village	Another type of accommodation
EU27	42	25	33	17	30	8	18	2
BE	43	15	27	12	22	5	15	3
BG	34	15	25	19	27	4	13	3
CZ	52	15	38	22	34	9	21	2
DK	51	42	23	12	22	3	10	3
DE	51	23	36	15	31	16	26	4
EE	54	12	23	19	30	6	11	1
IE	36	30	34	13	19	11	17	3
EL	50	31	35	44	38	6	10	1
ES	44	30	35	22	26	2	13	1
FR	26	27	30	20	41	6	23	3
HR	24	7	44	20	32	4	7	2
IT	34	25	22	14	16	11	15	2
CY	63	25	29	24	32	12	6	2
LV	44	14	33	12	35	3	20	2
LT	43	15	33	12	29	4	11	2
LU	43	30	39	35	39	10	18	1
HU	47	22	33	13	32	5	12	1
MT	36	28	19	16	18	14	3	13
NL	41	20	37	11	22	3	30	2
AT	29	32	29	18	23	16	16	3
PL	50	20	41	11	31	4	13	1
PT	32	16	25	7	26	4	11	2
RO	56	32	39	16	34	6	13	1
SI	43	14	51	12	19	9	19	2
SK	58	14	51	17	39	12	18	1
FI	52	36	27	22	31	2	12	1
SE	56	39	26	35	47	5	22	1

Base: all respondents (n=25 714)

Socio-demographic analysis shows that female and male respondents have broadly similar accommodation preferences. More variation is visible when looking at different age groups. Compared to all younger respondents, those in the oldest age group are less likely to consider commercial accommodation (hotel, B&B) without board (20% of those aged 55+ consider this accommodation type, compared to 26%-28% of those aged 15-24, 25-39 or 40-54) or private accommodation (holiday home or apartment) booked directly from the owner (28% versus 35%-37% in the younger three age groups).

The younger respondents are, the more likely they are to consider staying at a friend's or relative's place, camp site or holiday village, or at a place organised via an online platform without payment (such as 'couch surfing'). For instance, 41% of those aged 15-24 and 33% of those aged 25-39 favour staying at a friend's or relative's place, compared to 26% of both those aged 40-54 or 55+.

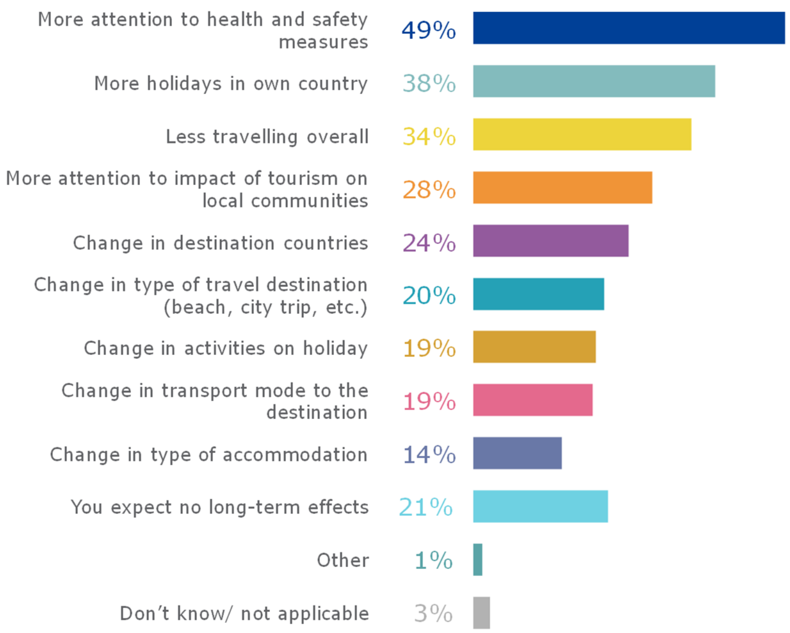
1.3. Impact of the COVID-19 pandemic on travel behaviour

Close to eight in ten EU citizens (76%) expect that the COVID-19 pandemic will have some type of long-term effects on their travel behaviour, while 21% expect no long-term effects.

Respondents are especially likely to think that the pandemic will lead to them having more attention for **health and safety measures** (49%). Somewhat fewer expect that the COVID-19 pandemic will result for them personally in more holidays in their own country (38%) and less travelling overall (34%). In line with these results, a substantial share think that the pandemic will impact their selection of countries of destination (24%) or type of travel destinations (20%).

'More attention to the impact of tourism on local communities' is mentioned by 28% of respondents as an expected impact of the pandemic on their travel behaviour, while 19% anticipate it will change their transport mode to the destination.

Q1 What long-term effects, if any, do you expect the COVID-19 pandemic will have on your travelling behaviour? (Multiple answers possible, % EU27)



Base: all respondents (n=25 714)

In 19 EU Member States, respondents are most likely to mention '**more attention for health and safety measures**' as a long-term effect they expect the COVID-19 pandemic to have on their travel behaviour. In two additional countries (Germany and Latvia), this effect is in shared first place, together with '**more holidays in own country**'. The latter effect is mentioned most often in three other countries: Austria, Estonia and Lithuania. In Bulgaria, respondents most often expect as long-term effect of the COVID-19 pandemic that that they will travel less overall. In Belgium and Denmark, on the other hand, respondents are most likely to mention that there will be **no long-term effects**. The table on the next page shows that the proportion of respondents who expect no long-term effects from the COVID-19 pandemic on their travel behaviour ranges from 0% in Malta (1 respondent out of 504) to 38% in Denmark.

Also when looking at the proportions selecting certain impacts, substantial country differences can be observed. For example, the share of respondents mentioning 'more attention to health and safety measures' among the long-term effects they expect the COVID-19 pandemic to have on their travel behaviour ranges from 25% in Belgium and 27% in Bulgaria, to 86% in Romania and 88% in Greece.

Q1 What long-term effects, if any, do you expect the COVID-19 pandemic will have on your travelling behaviour? (Multiple answers possible, % by country)

	More attention to health and safety measures	More holidays in own country	Less travelling overall	More attention to impact of tourism on local communities	Change in destination countries	Change in type of travel destination	Change in activities on holiday	Change in transport mode to the destination	Change in type of accommodation	You expect no long-term effects
EU27	49	38	34	28	24	20	19	19	14	21
BE	25	23	27	10	19	10	12	11	7	28
BG	27	19	39	6	11	9	6	5	4	25
CZ	58	48	45	38	34	25	22	15	12	18
DK	36	20	25	11	20	11	10	9	5	38
DE	45	45	37	30	27	23	23	19	16	20
EE	37	51	50	16	28	16	17	13	9	15
IE	39	28	33	26	24	20	20	15	18	17
EL	88	56	60	62	44	38	44	42	32	4
ES	66	46	40	41	35	25	26	24	24	20
FR	40	33	27	25	22	17	13	14	10	26
HR	37	33	34	17	14	14	13	13	8	29
IT	38	26	22	10	12	10	7	14	6	25
CY	65	46	55	28	32	22	25	16	18	11
LV	43	43	38	14	21	12	17	13	9	19
LT	35	40	30	11	12	11	11	7	7	23
LU	52	31	42	46	33	30	28	26	19	7
HU	55	29	37	28	28	21	18	18	13	20
MT	41	40	36	21	17	18	34	28	18	0
NL	41	35	30	20	25	16	14	19	9	27
AT	36	39	33	22	22	23	16	20	10	9
PL	49	33	26	24	17	18	19	18	10	25
PT	37	30	21	20	19	15	7	9	9	18
RO	86	51	64	69	39	47	47	39	36	5
SI	47	46	41	28	27	24	17	18	13	25
SK	73	62	56	48	41	37	42	29	23	11
FI	60	51	39	25	24	16	17	18	10	18
SE	65	39	47	45	28	34	23	25	8	16

Base: all respondents (n=25 714) *Note: "Other" not shown*

Socio-demographic analysis shows that women are more likely than men to think that the pandemic will have long-term effects on their travel behaviour. For example, more female than male respondents think that the pandemic will lead to them having more attention for health and safety measures when travelling (52% females vs 45% of males), to them travelling less overall (37% vs 31%) or to them having more attention to the impact of tourism on local communities (30% vs 26%). Correspondingly, male respondents are more likely than female respondents to think that in the long term, the COVID-19 pandemic will have *no* impact on their travel behaviour: 24% of males expect no impact, compared to 18% of females.

Respondents of different ages are equally likely to expect that the pandemic will have long-term effects on their travel behaviour (between 19% and 21% in the different age groups expect no long-term effects). There is, however, some variation in the type of impact different age groups are most likely to expect. Most notably, the older respondents are the less likely they are to think that a long-term effect will be a change in their destination countries (22% of those aged 55+ think so, compared to 25%-28% of those in the younger three age groups). Older respondents are also less likely to expect as long-term impact a change in their activities while on holiday, especially compared to those 15-24 or 25-39 years old (22% in the latter two age groups expect a change in their activities on holiday, versus 19% of those aged 40-54 and 17% of those aged 55 and above).

Section 2. Preferred booking channels and sources of information for making travel arrangements

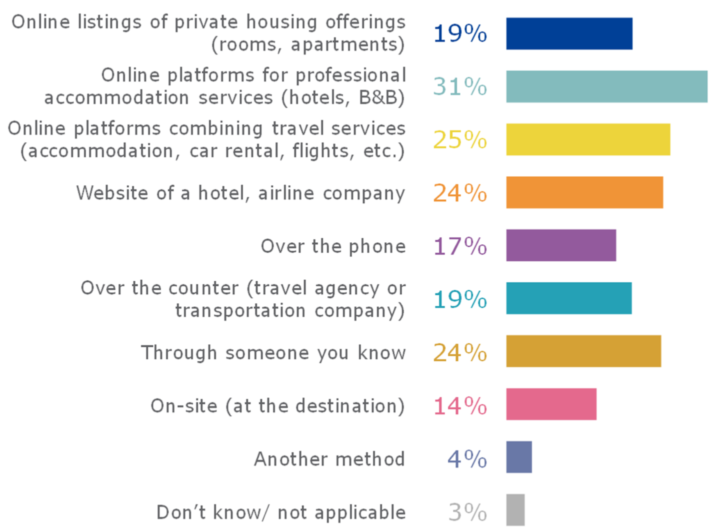
2.1. Preferred booking channels

When organising their travel and tourism activities, **EU citizens are most likely to use online booking channels**. Respondents most often use online platforms for professional accommodation services (hotels, B&B), followed by online platforms combining travel services (accommodation, car rental, flights, etc.) – 31% and 25% of respondents use these two methods, respectively. A similar share use the 'website of a hotel [or] airline company' (24%), while slightly fewer use 'online listings of private housing offerings (such as rooms and apartments)' (19%).

Nevertheless, **'traditional' offline methods for organising travel and tourism activities remain important**: 24% of respondents are most likely to arrange their travel and tourism activities via someone they know, while 19% are most likely to make a booking 'over the counter' in a travel agency or transportation company. A slightly smaller share of respondents prefer to book their travel activities 'over the phone' (17%) or 'on-site' (14%).

The proportion making use of offline methods for organising travel and tourism activities appears overall not to have declined since the Flash Eurobarometer on 'Preferences of Europeans towards tourism' from 2016. Nonetheless, the proportion who booked their holiday via someone they knew is higher in the current survey than in the survey from 2016 (24% vs 16%). It should, however, also be added that the question was phrased differently, meaning that the difference should be interpreted with caution.

Q3 What method are you most likely to use to organise travel and tourism activities? (Max. 3 answers, % EU27)



Base: all respondents (n=25 714)

Online platforms for professional accommodation services are the preferred booking channel in **16 of the 27 EU Member States**. Online platforms combining travel services (accommodation, flights, etc.) are the favoured method for making travel arrangements in four countries (Denmark, Finland, Spain and Sweden). In Belgium, France and the Netherlands, respondents are most likely to use the website of a hotel or airline company. In Croatia, Czechia, and Latvia, respondents are most likely to organise travel and tourism activities through someone they know. In Slovenia, respondents are more likely to prefer the use of online listings of private housing offerings (rooms, apartments).

Q3 What method are you most likely to use to organise travel and tourism activities? (Max. 3 answers, % by country)

	Online listings of private housing offerings (rooms, apartments)	Online platforms for professional accommodation services	Online platforms combining travel services	Website of a hotel, airline company	Over the phone	Over the counter (travel agency or transportation company)	Through someone you know	On-site (at the destination)	Another method
EU27	19	31	25	24	17	19	24	14	4
BE	12	21	18	34	11	21	16	14	3
BG	15	26	18	14	20	12	22	13	6
CZ	22	29	26	29	13	16	35	16	4
DK	13	34	38	23	5	18	14	10	4
DE	31	35	24	25	23	24	28	23	4
EE	14	38	33	18	6	14	18	12	4
IE	23	49	34	28	11	7	16	9	3
EL	26	38	30	22	33	16	32	13	2
ES	12	26	30	29	11	27	22	8	3
FR	15	24	22	28	15	18	26	16	8
HR	23	18	16	6	25	11	27	10	4
IT	8	29	23	19	13	15	18	6	3
CY	28	42	37	24	24	20	28	8	2
LV	15	26	23	10	20	13	32	9	4
LT	21	31	20	10	11	22	25	10	5
LU	19	40	33	35	18	22	27	27	2
HU	21	40	28	19	15	10	30	7	5
MT	13	38	19	22	8	28	11	6	11
NL	13	31	25	32	13	19	17	13	3
AT	27	30	24	22	16	18	22	15	2
PL	29	33	22	19	17	17	19	11	5
PT	15	30	22	15	12	21	11	9	1
RO	20	37	25	13	31	21	28	24	2
SI	32	31	21	11	21	19	21	13	4
SK	35	40	25	21	12	21	36	15	2
FI	25	24	40	34	15	11	16	11	4
SE	13	45	47	37	15	11	28	11	1

Base: all respondents (n=25 714)

Socio-demographic analysis shows that respondents in the oldest age group (55+) are less likely than their younger peers to make use of online methods for organising their travel and tourism activities, especially compared to 25-39 year-olds. For example, 22% of over 54 year-olds are most likely to use platforms for professional accommodation services (hotels, B&B), compared to 41% of those aged 25-39 (for the 15-24 and 40-54 age groups, the corresponding figures are 32% and 35%, respectively).

On the other hand, older respondents are more likely than their younger counterparts to arrange their travel and tourism activities in a travel agency or transportation company – 25% of those aged 55 and over book 'over the counter', compared to 14%, 13% and 18% in the 15-24, 25-39 and 40-54 age groups, respectively.

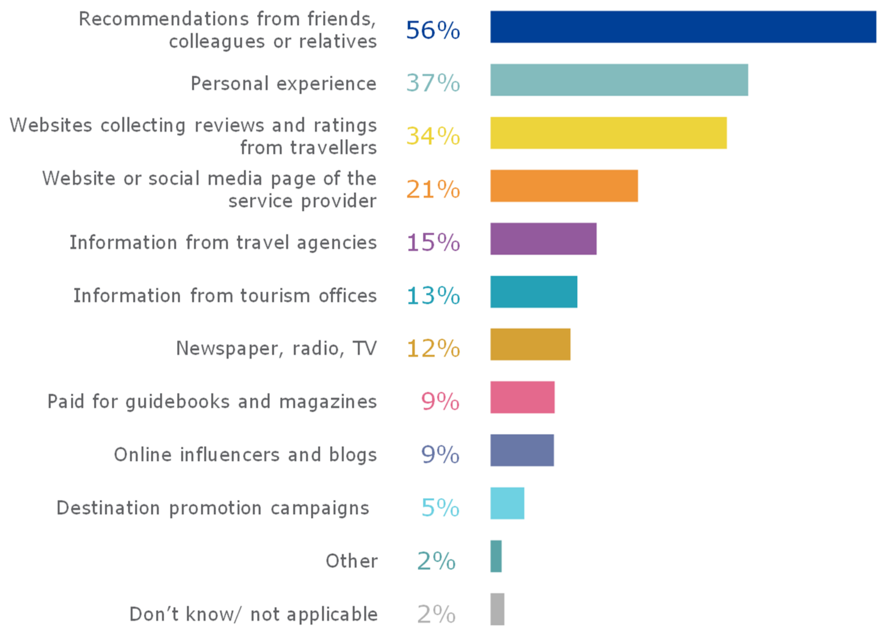
Respondents in the youngest age group (15-24) are more likely than those in all older age groups to organise their travel and tourism activities through personal contacts. Of those aged 15-24, 29% mention they prefer to arrange their travel activities through someone they know, compared to between 22% and 24% in the older age groups who answer the same.

2.2. Preferred sources of information

Which information sources are most important for EU citizens when they make travel plans? More than half of respondents (56%) rely on '**recommendations from friends, colleagues or relatives**', which makes this by far the most important source of information. In second place comes 'personal experience' (37%), followed by 'websites collecting reviews and ratings from travellers' (34%).

Other sources of information for making travel plans are mentioned less frequently. About one in five or less respondents mention the 'website or social media page of the service provider' (21%), 'information from travel agencies' (15%), 'information from tourism offices' (13%), 'newspaper, radio, TV' (12%), 'paid for guidebooks and magazines' (9%), 'online influencers and blogs' (9%) and 'destination promotion campaigns' (5%).

Q6 Which of the following information sources are most important when you make travel plans? (Max. 3 answers, % EU27)



Base: all respondents (n=25 714)

Recommendations from friends, colleagues or relatives is the most frequently mentioned source of information when making travel plans in **23 of the 27 EU Member States**. In Austria, this source comes in shared first position with 'personal experience'. The latter is the preferred source of information in Belgium and Germany. Finally, in Ireland, respondents are most likely to mention websites collecting reviews and ratings from travellers as most important source of information.

Ireland is also the country where fewest respondents mention that 'recommendations from friends, colleagues or relatives' are an important source of information when they make travel plans: 30% in Ireland mention this source, compared to 78% of respondents in Sweden, the country which tops the country ranking for this item.

Q6 Which of the following information sources are most important when you make travel plans? (Max. 3 answers % by country)

	Recommendations from friends, colleagues or relatives	Personal experience	Websites collecting reviews and ratings from travellers	Website or social media page of the service provider	Information from travel agencies	Information from tourism offices	Newspaper, radio, TV	Paid for guidebooks and magazines	Online influencers and blogs	Destination promotion campaigns	Other
EU27	56	37	34	21	15	13	12	9	9	5	2
BE	34	39	22	15	14	12	12	7	9	4	3
BG	66	32	29	17	10	7	5	2	7	6	3
CZ	73	51	50	26	8	11	7	7	7	3	1
DK	49	37	37	22	12	4	8	6	5	5	4
DE	47	52	20	24	23	17	21	11	14	6	1
EE	61	37	42	24	17	11	6	6	9	6	3
IE	30	27	36	30	8	12	13	7	19	4	1
EL	67	38	44	27	14	11	12	11	10	5	1
ES	63	32	41	18	20	11	9	6	7	7	1
FR	54	31	29	20	12	20	11	15	6	4	4
HR	66	42	28	12	11	10	8	5	4	3	1
IT	52	25	41	18	15	8	7	7	5	3	1
CY	58	42	37	40	16	13	11	11	11	4	1
LV	73	32	44	19	13	14	7	2	7	4	1
LT	61	34	35	23	16	7	6	4	12	3	2
LU	49	45	31	23	15	19	14	17	7	9	2
HU	58	38	36	28	15	6	7	12	13	6	2
MT	38	31	36	29	20	9	6	9	12	6	0
NL	53	40	39	29	16	8	11	6	7	4	1
AT	43	43	25	20	18	14	12	11	16	4	0
PL	67	39	47	20	4	11	7	12	15	4	1
PT	53	16	28	17	15	8	8	5	4	5	1
RO	65	39	40	21	18	16	15	9	8	9	1
SI	66	45	35	30	14	9	11	4	7	4	1
SK	70	46	54	29	14	7	10	9	12	5	1
FI	60	41	47	31	13	7	9	8	12	4	1
SE	78	46	42	21	12	8	15	11	8	5	1

Base: all respondents (n=25 714)

Socio-demographic analysis shows that female respondents are more likely than their male peers to base their travel plans on the recommendations from friends, colleagues or relatives: 58% of females mentions this as an important source of information, compared to 54% of males. Male respondents, on the other hand, are more likely than female respondents to mention personal experience (39% of males vs 36% of females) or the website or social media page of the service provider (23% vs 20%) as important sources of information when making travel arrangements.

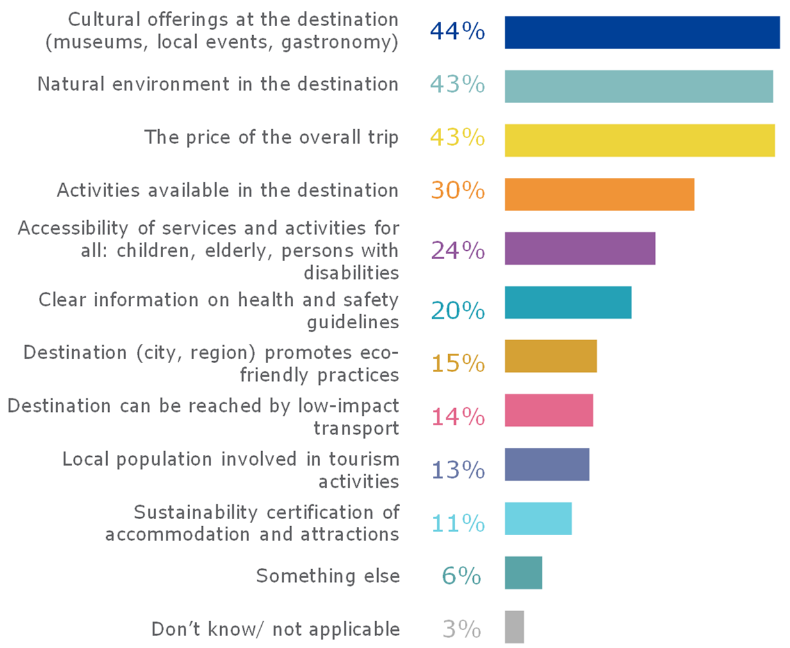
The oldest respondents is less likely to base their travel plans on online sources of information. For example, 23% of those aged 55+ mention 'websites collecting reviews and ratings from travellers' as most important source of information when making travel plans, compared to 40%-45% of those aged 15-24, 25-39 or 40-54. Similarly, just 15% of those aged 55+ base their travel plans on a 'website or social media page of the service provider', compared to 24%-29% of those in the younger three age groups. Older respondents are, on the other hand, more likely to base their travel plans on 'offline' sources of information, including from travel agencies (20% of those aged 55+ do so, versus 10%-14% of those aged 15-24, 25-39 or 40-54) and tourism offices (15% of those aged 55+do so, versus 9%-12% in the younger age groups).

Section 3. Key reasons for selecting a destination

What makes EU citizens decide which destination to visit? **Overall, the three most important aspects EU citizens base their decision on all carry about the same weight**: the 'cultural offerings at the destination' (44%), 'the price of the overall trip' and the 'natural environment in the destination' (both 43%). The fourth to sixth most important reasons for respondents to choose a destination are the 'activities available in the destination' (30%), the 'accessibility of services and activities for all' (24%) and 'clear information on health and safety guidelines' (20%).

Less frequently mentioned aspects respondents base their decision on are the 'destination (city, region) promotes eco-friendly practices' (15%), the 'destination can be reached by low-impact transport' (14%), the 'local population [is] involved in tourism activities' (13%), and the 'sustainability certification of accommodation and attractions' (11%). Six per cent of respondents base their decision on 'something else'.

Q4T When you choose a destination to visit, which of the following are most important? (Total results, Max. 4 answers, % EU27)



Base: all respondents (n=25 714)

Across all **EU Member States**, one of the following three aspects is mentioned most frequently as a reason to decide which destination to visit: **cultural offerings at the destination, the price of the overall trip and the natural environment in the destination**. These are the three most important aspects at EU level (see chart on the previous page). Which one of these aspects is considered most important, however, varies substantially across countries (see table below, cells marked in orange). 'Cultural offerings at the destination' is the (shared) most important aspect in ten countries, the 'natural environment in the destination' is also the (shared) most important reason in ten countries, and 'the price of the overall trip' comes in (shared) first place in nine countries.

The proportion of respondents selecting 'cultural offerings at the destination' among their most important reasons for opting for a destination to visit varies between 20% in Malta and 54% in Estonia. The proportion mentioning the 'natural environment in the destination' as a key reason to select a destination varies between 29% in Denmark and 62% in Slovenia. The highest proportion indicating 'the price of the overall trip' among their main reasons is observed in Cyprus (65%), while the lowest proportion mention this reason in Malta (31%).

Q4T When you choose a destination to visit, which of the following are most important? (Total results, Max. 4 answers, % by country)

	Cultural offerings at the destination	Natural environment in the destination	The price of the overall trip	Activities available in the destination	Accessibility of services and activities for all	Clear information on health and safety guidelines	Destination promotes eco-friendly practices	Destination can be reached by low-impact transport	Local population involved in tourism activities	Sustainability certification of accommodation and attractions	Something else
EU27	44	43	43	30	24	20	15	14	13	11	6
BE	28	53	41	24	16	14	17	12	12	7	7
BG	45	40	40	20	16	22	15	11	7	9	11
CZ	53	41	30	42	39	22	11	12	11	9	7
DK	37	35	29	27	13	13	6	10	11	6	20
DE	45	36	48	44	19	29	21	19	20	22	5
EE	54	47	54	33	24	21	8	6	10	6	5
IE	28	45	33	30	22	22	20	11	11	13	11
EL	50	57	57	25	27	27	12	17	11	12	2
ES	51	49	49	24	21	20	17	11	8	6	4
FR	39	47	36	26	20	12	19	15	14	8	9
HR	39	46	48	24	25	17	10	8	9	6	7
IT	48	40	39	20	23	14	6	12	10	5	4
CY	47	65	48	30	25	37	16	16	11	17	3
LV	42	49	35	33	39	23	8	10	10	4	5
LT	49	43	34	22	31	19	8	9	6	6	5
LU	38	47	36	35	22	26	25	21	21	16	6
HU	50	46	43	29	30	24	12	10	12	13	8
MT	20	31	42	30	23	26	13	9	11	8	19
NL	33	45	54	27	21	16	9	11	10	9	5
AT	31	32	41	34	12	23	20	15	19	11	5
PL	43	40	38	37	38	17	9	13	13	11	6
PT	44	51	34	18	25	15	11	6	11	9	1
RO	45	43	38	30	38	38	16	19	17	8	3
SI	45	47	62	34	23	20	16	7	16	6	5
SK	45	46	61	29	35	16	15	16	22	11	4
FI	39	49	45	36	29	26	15	10	12	11	7
SE	45	44	52	36	29	17	13	22	14	11	4

Base: all respondents (n=25 714)

Socio-demographic analysis shows that respondents' age is related to their reasons for choosing a destination to visit. The main differences can be observed between the 15-24 age group, on the one hand, and the older three age groups, on the other hand. For those in the youngest age group, the natural environment is on average a *less* important aspect to base their destination to visit on than for those in the older cohorts – 36% of those aged 15-24 mention this aspect vs 43%-44% in the older three age groups. On the other hand, the price of the trip is a much more important aspect for the youngest respondents, especially when compared to those aged 55 and over – 54% of those aged 15-24 mention this aspect, compared to 35% of those in the oldest age group. Similarly, respondents aged 15-24 are much more likely than those aged 55 and over to find the 'activities available in the destination' an important factor when choosing their destination (40% vs 23%).

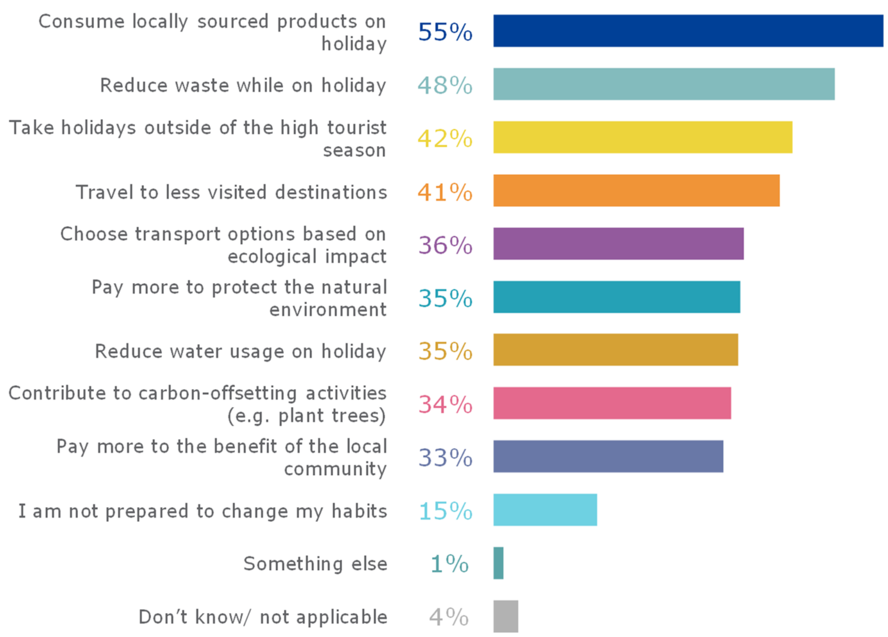
Section 4. Opinions and information on sustainable travel

4.1. Preparedness to change travel habits to be more sustainable

A large majority of EU citizens (82%) say they are prepared to change at least some of their travel and tourism habits to be more sustainable; 15% say they are not prepared to do so. Actions respondents are most willing to take are consuming locally sourced products on holiday (55%), reducing waste while on holiday (48%), traveling outside of the tourist high season (42%) and travelling to less visited destinations (41%).

About a third of respondents are ready to change their travel and tourism habits to be more sustainable by paying more, either to protect the natural environment (35%) or to the benefit of the local community (33%). Similar shares of respondents are prepared to change their travel and tourism habits by choosing transport options based on ecological impact (36%), by reducing water usage on holiday (35%), or by contributing to carbon offsetting activities like planting trees (34%).

Q5 Are you prepared to change your travel and tourism habits to be more sustainable? If so, in which of the following ways? (Multiple answers possible, % EU27)



Base: all respondents (n=25 714)

Across EU Member States, the share of respondents who are prepared to change at least some of their travel and tourism habits to be more sustainable is always above two-thirds: the proportion who are explicitly not prepared to do so ranges from 1% in Malta to 28% in Cyprus.

In 17 Member States, '**consuming locally sourced products on holiday**' is the action respondents are most often willing to take to become more sustainable, while in a further two Member States (Hungary and Slovakia) this action comes in shared first position, together with '**reducing waste while on holiday**'. The latter is the most selected action in four Member States (Belgium, Bulgaria, Croatia and Romania).

The proportions agreeing with specific actions vary substantially across countries. For example, the proportion of respondents saying they are prepared to consume to locally sourced products on holiday varies between 15% in Malta and 86% in Romania, while the share willing to pay more to protect the natural environment varies between 12% in Bulgaria and 74% in Romania.

Q5 Are you prepared to change your travel and tourism habits to be more sustainable? If so, in which of the following ways? (Multiple answers possible, % by country)

	Consume locally sourced products on holiday	Reduce waste while on holiday	Take holidays outside of the high tourist season	Travel to less visited destinations	Choose transport options based on ecological impact	Pay more to protect the natural environment	Reduce water usage on holiday	Contribute to carbon-offsetting activities	Pay more to the benefit of the local community	I am not prepared to change my habits
EU27	55	48	42	41	36	35	35	34	33	15
BE	28	41	28	27	19	21	28	15	23	21
BG	34	36	21	18	15	12	8	21	9	23
CZ	69	65	55	50	36	42	47	50	40	12
DK	33	25	30	24	38	26	19	15	21	25
DE	54	45	37	43	39	47	39	33	41	18
EE	51	39	45	31	20	22	14	17	28	14
IE	34	31	37	29	24	30	22	22	27	5
EL	77	70	66	63	50	52	52	50	47	12
ES	71	68	53	52	46	41	52	52	35	11
FR	52	45	39	38	30	29	31	27	39	18
HR	48	52	41	33	24	21	28	32	16	14
IT	42	26	27	23	23	14	19	13	11	18
CY	43	42	41	33	27	17	29	22	13	28
LV	51	45	40	34	23	23	14	26	19	20
LT	36	30	36	28	22	22	7	18	13	24
LU	60	56	51	42	45	51	42	37	50	5
HU	58	58	39	34	23	26	32	33	20	11
MT	15	27	26	19	22	33	24	10	26	1
NL	44	44	45	43	37	38	29	32	30	15
AT	47	38	38	36	31	39	32	28	35	6
PL	61	53	49	47	36	27	40	36	26	10
PT	32	20	29	19	21	16	16	13	14	6
RO	86	89	74	67	66	74	41	82	62	6
SI	63	52	55	47	27	35	36	31	30	21
SK	75	75	69	58	51	57	57	54	54	8
FI	64	51	55	36	36	31	34	30	37	11
SE	82	75	66	64	66	70	63	69	67	8

Base: all respondents (n=25 714) *Note: "Something else" not shown*

Socio-demographic analysis shows that on balance, compared to their male counterparts, female respondents are somewhat more willing to change their travel and tourism habits to be more sustainable by taking the various actions described. For example, 58% of female respondents are ready to consume locally sourced products on holiday, compared to 53% of male respondents. And 37% of women are prepared to choose transport options based on ecological impact, compared to 34% of men. In line with these results, male respondents are more likely than female respondents to say that they are not prepared to change any of their travel and tourism habits (16% vs 13%).

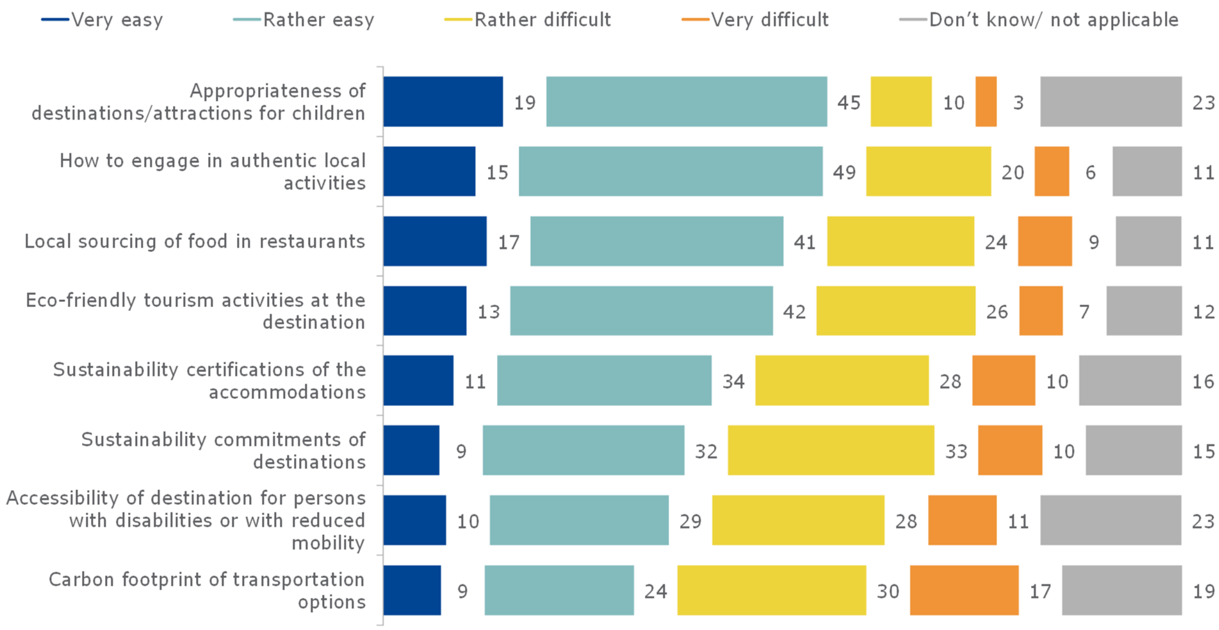
Compared to their younger peers, older respondents are less prepared to change their travel and tourism habits to be more sustainable. Of those aged 55+, 18% say that they are not prepared to adjust their travel and tourism habits, compared to 15% of those aged 40-54 and 11% of both those aged 15-24 or 25-39. Correspondingly, younger respondents are more willing to take most types of actions. For example, 41% of those aged 15-25 and 39% of those aged 26-39 are prepared to choose transport options based on ecological impact, compared to 34% of those aged 40-54 and 32% of those aged 55+.

4.2. Ease of finding sustainability or accessibility related information

How easy is it for the average EU citizen to find sustainability or accessibility related information when making travel plans? **This varies substantially depending on the type of information being considered.** A majority of respondents find it *very* or *rather easy* to find information about the appropriateness of the destination or attractions for children (64% vs 13% who find this is very or rather difficult), how to engage in authentic local activities (64% vs 26% who find this difficult), the local sourcing of food in restaurants (57% vs 32% who find this difficult) or eco-friendly tourism activities at the destination (56% vs 33% who find this difficult).

A *minority* of respondents find it *very* or *rather easy* to obtain information on the accessibility of the destination for persons with disabilities or with reduced mobility (39% vs 39% who find this difficult), sustainability commitments of destinations (41% vs 43% who find this difficult) or the sustainability certifications of the accommodations (46% vs 38% who find this difficult). Respondents find it most difficult to obtain information on the carbon footprint of transportation options – 33% think this is *very* or rather easy, compared to 48% who think this is *very* or *rather difficult* (19% say they 'do not know' or find this item not applicable).

Q7 How easy or difficult it is for you to find trustworthy information for your travel planning on the following aspects? (% EU27)



Base: all respondents (n=25 714)

When comparing countries substantial differences are also observed. The proportion who find it *very* or *rather easy* to find trustworthy information on the **carbon footprint of transportation options** is highest in Ireland (50%) – in most other countries (19 out of the remaining 26 Member States), four in ten or less respondents share this opinion. The smallest proportion finding information on the carbon footprint of transportation options easy to find is observed in Italy (17%).

The share finding it easy to obtain trustworthy information about **eco-friendly tourism activities** at the destination ranges from a low of 28% in Denmark to a high of 70% in Latvia and 73% in Slovenia. Regarding the **sustainability certifications of accommodations**, the comparable figure ranges from 26% in Denmark and 28% in Poland, to 63% in Malta and 67% in Romania. Also when it comes to **sustainability commitments of destinations**, the smallest share of respondents finding this information easy to find is observed in Denmark (23%), while the largest proportion is observed in Romania (64%). Concerning the **local sourcing of food in restaurants**, the proportion of respondents who find trustworthy information about this easy to find ranges from 43% in both Hungary and the Netherlands, and 44% in Slovakia, to 79% in both Ireland and Malta.

The '**appropriateness of destinations/attractions for children**' is the only type of trustworthy information about which a majority of respondents in all countries agree that this is easy to find; the proportion of respondents agreeing with this ranges from 55% in Denmark and 58% in Germany, to 76% in both Poland and Slovenia and 77% in Czechia.

In almost all countries, a majority of respondents also find it easy to find trustworthy information on **how to engage in authentic local activities**, with respondents in Sweden being the exception (47% find this information easy to find). The largest share agreeing that trustworthy information about this aspect is easy to find is observed in Ireland (75%).

Q7 How easy or difficult it is for you to find trustworthy information for your travel planning on the following aspects? (% Total 'Easy', by country)

	Appropriateness of destinations/ attractions for children	How to engage in authentic local activities	Local sourcing of food in restaurants	Eco-friendly tourism activities at the destination	Sustainability certifications of the accommodations	Sustainability commitments of destinations	Accessibility of destination for persons with disabilities or with reduced mobility	Carbon footprint of transportation options
EU27	64	63	57	56	46	41	39	33
BE	61	65	57	52	44	41	41	39
BG	60	58	63	55	37	45	30	33
CZ	77	56	48	57	51	34	50	35
DK	55	52	54	28	26	23	32	28
DE	58	60	63	63	55	49	39	43
EE	61	60	71	44	36	33	26	22
IE	65	75	79	65	57	50	48	50
EL	70	62	71	62	40	34	37	27
ES	63	66	58	53	47	37	35	24
FR	63	64	53	53	46	38	32	40
HR	67	67	64	60	51	49	31	45
IT	62	65	54	52	38	42	41	17
CY	69	60	61	57	42	35	47	22
LV	72	60	61	70	50	56	40	36
LT	60	50	62	45	42	43	29	26
LU	70	70	63	49	53	54	45	48
HU	68	60	43	61	45	45	40	42
MT	61	69	79	55	63	58	47	48
NL	62	63	43	40	39	31	43	33
AT	65	59	57	59	52	46	48	47
PL	76	73	64	64	28	32	47	26
PT	60	62	61	49	54	45	42	33
RO	68	72	55	61	67	64	38	43
SI	76	60	69	73	52	51	40	44
SK	74	60	44	45	48	41	36	36
FI	71	55	48	48	40	30	44	32
SE	72	47	47	40	42	29	37	35

Base: all respondents (n=25 714)

Socio-demographic analysis shows that men tend to find it somewhat easier than women to find trustworthy information for their travel planning on the various aspects described above. For example, 36% of male respondents find it very or rather easy to find trustworthy information on the carbon footprint of transportation options, compared to 31% of female respondents who think the same. Male respondents are also more likely than their female counterparts to find it easy to obtain trustworthy information about the accessibility of the destination for persons with disabilities or with reduced mobility (42% vs 36%).

When focusing on the age of respondents, some notable differences can be observed, although without a clear pattern. The youngest respondents are most likely to think that it is easy to find trustworthy information on the carbon footprint of transportation options: 39% of those aged 15-24 find this very or rather easy, compared to 30%-34% of those in the three older age groups.

Respondents aged 55 and above are *less* likely than their younger counterparts to think that it is easy to find information on the accessibility of the destination for persons with disabilities or with reduced mobility (34% in the oldest age group find this easy, versus 41%-44% in the younger age groups) or about the appropriateness of destinations/attractions for children mobility (52% vs 71%-73% in the younger age groups).

Respondents aged 55 and over are *more* likely than those in all younger age groups to think that it is easy to find trustworthy information on eco-friendly tourism activities at the destination (58% in the 55+ age group find this easy, compared to 52%-54% in the younger age groups).

Finally, it is also interesting to compare respondents views with respect to their level of education. In this comparison, however, it is also important to consider the proportion answering that they 'do not know' if information would be easy or difficult to find (or that they find the item not applicable). For example, when it comes to finding information on the carbon footprint of transportation options, respondents who completed their education aged 20 or over are more likely to state that it is difficult to find trustworthy information (50% vs 40% of those who left school at age 15 or younger). Respondents who left school at age 15 or younger, however, are more likely to state that they 'do not know' if information would be easy or difficult to find (32% vs 18% of those who completed their education aged 20 or over). A similar pattern is also seen for trustworthy information on eco-friendly tourism activities at the destination, sustainability certifications of accommodations and sustainability commitments of destinations.

Technical specifications

Between 18 and 28 October 2021, Ipsos European Public affairs carried out Flash Eurobarometer 499 at the request of the European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs. It is a general public survey coordinated by the Directorate-General for Communication, “Media monitoring and Eurobarometer” Unit. Flash Eurobarometer 499 covers the population of EU citizens, residents in one of the 27 EU Member States and aged 15 years and over.

All interviews were carried via Computer-Assisted Telephone Interviewing (CATI). In each country, respondents were called both on landlines and mobile phones. The telephone numbers sampled and contacted were generated via Random Digit Dialling (RDD) methods. The basic sample design applied in all countries is a random (probability) design. In households contacted via a landline phone, the respondent was drawn at random from all household members (aged 15 years and over) following the "most recent birthday rule".

	Number of interviews	Fieldwork dates	Population 15+ (absolute number)	Population 15+ (as % of EU27 population)
EU27	**25714**	**18.10.2021-28.10.2021**	**379 697 871**	**100%**
BE	1014	18.10.2021-27.10.2021	9 580 326	2.52%
BG	1015	18.10.2021-27.10.2021	5 949 224	1.57%
CZ	1000	18.10.2021-27.10.2021	8 983 737	2.37%
DK	1005	18.10.2021-26.10.2021	4 869 645	1.28%
DE	1011	18.10.2021-22.10.2021	71 775 452	18.90%
EE	1010	18.10.2021-25.10.2021	1 110 274	0.29%
IE	1021	18.10.2021-25.10.2021	3 958 375	1.04%
EL	1002	18.10.2021-24.10.2021	9 191 046	2.42%
ES	1000	18.10.2021-25.10.2021	40 455 461	10.65%
FR	1008	18.10.2021-25.10.2021	55 281 445	14.56%
HR	1007	18.10.2021-25.10.2021	3 476 694	0.92%
IT	1001	18.10.2021-22.10.2021	51 913 934	13.67%
CY	500	18.10.2021-22.10.2021	745 621	0.20%
LV	1000	18.10.2021-25.10.2021	1 602 487	0.42%
LT	1011	18.10.2021-24.10.2021	2 371 346	0.62%
LU	509	18.10.2021-23.10.2021	526 031	0.14%
HU	1001	18.10.2021-22.10.2021	8 348 190	2.20%
MT	504	18.10.2021-23.10.2021	445 406	0.12%
NL	1012	18.10.2021-27.10.2021	14 681 486	3.87%
AT	1012	18.10.2021-24.10.2021	7 618 004	2.01%
PL	1019	18.10.2021-27.10.2021	32 096 067	8.45%
PT	1006	18.10.2021-25.10.2021	8 898 924	2.34%
RO	1021	18.10.2021-25.10.2021	16 297 460	4.29%
SI	1015	18.10.2021-26.10.2021	1 780 059	0.47%
SK	1000	18.10.2021-28.10.2021	4 594 153	1.21%
FI	1007	18.10.2021-25.10.2021	4 654 256	1.23%
SE	1003	18.10.2021-24.10.2021	8 492 768	2.24%

Margin of error

Survey results are subject to sampling tolerances. The “margin of error” quantifies uncertainty about (or confidence in) a survey result. As a general rule, the more interviews conducted (sample size), the smaller the margin of error. A sample of 500 will produce a margin of error of not more than 4.4 percentage points, and a sample of 1,000 will produce a margin of error of not more than 3.1 percentage points.

Statistical margins due to sampling tolerances
(at the 95% level of confidence)

various sample sizes are in rows various observed results are in columns

	5%	10%	25%	50%	75%	90%	95%
n=50	±6.0	±8.3	±12.0	±13.9	±12.0	±8.3	±6.0
n=100	±4.3	±5.9	±8.5	±9.8	±8.5	±5.9	±4.3
n=200	±3.0	±4.2	±6.0	±6.9	±6.0	±4.2	±3.0
n=500	±1.9	±2.6	±3.8	±4.4	±3.8	±2.6	±1.9
n=1000	±1.4	±1.9	±2.7	±3.1	±2.7	±1.9	±1.4
n=1500	±1.1	±1.5	±2.2	±2.5	±2.2	±1.5	±1.1
n=2000	±1.0	±1.3	±1.9	±2.2	±1.9	±1.3	±1.0

Questionnaire

	ASK ALL	
DX1	**Before the COVID-19 pandemic, how frequently did you travel for leisure or work?**	
	"Travel" here means both travelling abroad and within your country.	
	(READ OUT - ONE ANSWER)	
	Several times a year	1
	Once or twice a year	2
	Once every few years	3
	Never	4
	Don't know (DO NOT READ OUT)	998
	ASK ALL	
Q1	**What long-term effects, if any, do you expect the COVID-19 pandemic will have on your travelling behaviour?**	
	(READ OUT - MULTIPLE ANSWERS POSSIBLE) (RANDOMISE 1-9)	
	Change in type of travel destination (beach, city trip, etc.)	1
	Change in destination countries	2
	Change in type of accommodation	3
	Change in activities on holiday	4
	Change in transport mode to the destination	5
	Less travelling overall	6
	More holidays in own country	7
	More attention to health and safety measures	8
	More attention to impact of tourism on local communities	9
	You expect no long-term effects	10
	Other (DO NOT READ OUT)	11
	Don't know/ not applicable (DO NOT READ OUT)	998
	ASK ALL	
Q2	**When you begin to plan your next holiday, what type of accommodation are you most likely to consider?**	
	(READ OUT - MAXIMUM 3 ANSWERS) (RANDOMISE 1-7)	
	Commercial accommodation (hotel, B&B, etc.) **with board included**	1
	Commercial accommodation (hotel, B&B, etc.) **without board**	2
	Private accommodation (holiday home or apartment booked directly from the owner)	3
	Your own property or second home	4
	Staying at a friend's or relative's place	5
	A place organised via an online platform **without payment** (e.g. "couch surfing")	6
	Camp site or holiday village	7
	Another type of accommodation (DO NOT READ OUT)	8
	Don't know/ not applicable (DO NOT READ OUT)	998

ASK ALL

Q3 What method are you most likely to use to organise travel and tourism activities?

(READ OUT - MAXIMUM 3 ANSWERS) (RANDOMISE 1-8)

Online listings of private housing offerings (rooms, apartments)	1
Online platforms for professional accommodation services (hotels, B&B, etc.)	2
Online platforms combining travel services (accommodation, car rental, flights, etc.)	3
Website of a hotel, airline company	4
Over the phone	5
Over the counter (travel agency or transportation company)	6
Through someone you know	7
On-site (at the destination)	8
Another method (DO NOT READ OUT)	9
Don't know/ not applicable (DO NOT READ OUT)	998

ASK ALL

Q4a When you choose a destination to visit, which of the following are most important? Firstly?

(READ OUT - ONE ANSWER) (RANDOMISE 1-10)

Cultural offerings at the destination (museums, local events, gastronomy)	1
Natural environment in the destination	2
Activities available in the destination	3
The price of the overall trip	4
Accessibility of services and activities for all: children, elderly, persons with disabilities	5
Destination (city, region) promotes eco-friendly practices	6
Destination can be reached by low-impact transport	7
Sustainability certification of accommodation and attractions	8
Local population involved in tourism activities	9
Clear information on health and safety guidelines	10
Something else (DO NOT READ OUT)	11
Don't know/ not applicable (DO NOT READ OUT)	998

ASK IF Q4a not equal to 998

Q4b And then?

(READ OUT – MAXIMUM 3 ANSWERS) (SHOW ITEMS IN SAME ORDER AS IN Q4a, EXCLUDE THE ANSWER GIVEN AT Q4A)

ASK ALL

Q5 Are you prepared to change your travel and tourism habits to be more sustainable? If so, in which of the following ways?

(READ OUT – MULTIPLE ANSWERS POSSIBLE) (RANDOMISE 1-9)

Pay more to protect the natural environment	1
Pay more to the benefit of the local community	2
Take holidays outside of the high tourist season	3
Travel to less visited destinations	4
Contribute to carbon-offsetting activities (e.g. plant trees)	5
Consume locally sourced products on holiday	6
Choose transport options based on ecological impact	7
Reduce waste while on holiday	8
Reduce water usage on holiday	9
I am not prepared to change my habits	10
Something else (DO NOT READ OUT)	11
Don’t know/ not applicable (DO NOT READ OUT)	998

ASK ALL

Q6 Which of the following information sources are most important when you make travel plans?

(READ OUT – MAXIMUM 3 ANSWERS) (RANDOMISE 1-10)

Personal experience	1
Recommendations from friends, colleagues or relatives	2
Paid for guidebooks and magazines	3
Website or social media page of the service provider	4
Websites collecting reviews and ratings from travellers	5
Online influencers and blogs	6
Destination promotion campaigns	7
Information from travel agencies	8
Information from tourism offices	9
Newspaper, radio, TV	10
Other (DO NOT READ OUT)	11
Don’t know/ not applicable (DO NOT READ OUT)	998

ASK ALL

Q7 How easy or difficult it is for you to find trustworthy information for your travel planning on the following aspects?

(READ OUT; ONE ANSWER PER LINE) (RANDOMISE 1-8)

Q7_1	Carbon footprint of transportation options
Q7_2	Eco-friendly tourism activities at the destination
Q7_3	Sustainability certifications of the accommodations
Q7_4	Sustainability commitments of destinations
Q7_5	How to engage in authentic local activities
Q7_6	Local sourcing of food in restaurants
Q7_7	Appropriateness of destinations/attractions for children
Q7_8	Accessibility of destination for persons with disabilities or with reduced mobility

RESPONSE SCALE

Very easy	1
Rather easy	2
Rather difficult	3
Very difficult	4
Don't know/Not applicable (DO NOT READ OUT)	998

Data annex

DX1 Before the COVID-19 pandemic, how frequently did you travel for leisure or work?

	Several times a year	Once or twice a year	Once every few years	Never	Don't know
EU27	43	37	9	11	0
BE	32	47	7	13	1
BG	65	26	4	5	0
CZ	61	27	5	7	0
DK	52	33	8	7	0
DE	33	40	10	17	0
EE	43	35	12	10	0
IE	38	38	16	9	0
EL	48	40	8	4	0
ES	43	39	11	7	0
FR	39	37	12	12	1
HR	52	32	7	9	0
IT	41	40	9	10	0
CY	37	49	11	3	0
LV	41	33	15	11	0
LT	49	36	7	7	0
LU	52	34	6	7	1
HU	55	28	10	7	0
MT	40	41	12	7	0
NL	48	36	5	10	0
AT	43	35	10	12	0
PL	57	28	5	10	0
PT	29	47	13	11	1
RO	40	42	10	9	0
SI	64	27	3	6	0
SK	77	17	3	4	0
FI	57	32	8	2	0
SE	55	26	8	11	1

Flash Eurobarometer 499 - Attitudes of Europeans towards tourism
Fieldwork: 18/10 - 28/10/2021 / %, Base: all respondents (n=25714)

Q1 What long-term effects, if any, do you expect the COVID-19 pandemic will have on your travelling behaviour?

	Change in type of travel destination (beach, city trip, etc.)	Change in destination countries	Change in type of accommodation	Change in activities on holiday	Change in transport mode to the destination	Less travelling overall	More holidays in own country	More attention to health and safety measures	More attention to impact of tourism on local communities	You expect no long-term effects	Other	Don't know/ not applicable
EU27	20	24	14	19	19	34	38	49	28	21	1	3
BE	10	19	7	12	11	27	23	25	10	28	4	3
BG	9	11	4	6	5	39	19	27	6	25	3	2
CZ	25	34	12	22	15	45	48	58	38	18	1	1
DK	11	20	5	10	9	25	20	36	11	38	2	3
DE	23	27	16	23	19	37	45	45	30	20	2	4
EE	16	28	9	17	13	50	51	37	16	15	2	2
IE	20	24	18	20	15	33	28	39	26	17	6	2
EL	38	44	32	44	42	60	56	88	62	4	0	0
ES	25	35	24	26	24	40	46	66	41	20	0	1
FR	17	22	10	13	14	27	33	40	25	26	3	4
HR	14	14	8	13	13	34	33	37	17	29	3	2
IT	10	12	6	7	14	22	26	38	10	25	1	2
CY	22	32	18	25	16	55	46	65	28	11	2	0
LV	12	21	9	17	13	38	43	43	14	19	2	2
LT	11	12	7	11	7	30	40	35	11	23	2	3
LU	30	33	19	28	26	42	31	52	46	7	1	3
HU	21	28	13	18	18	37	29	55	28	20	2	2
MT	18	17	18	34	28	36	40	41	21	0	5	6
NL	16	25	9	14	19	30	35	41	20	27	1	3
AT	23	22	10	16	20	33	39	36	22	9	3	4
PL	18	17	10	19	18	26	33	49	24	25	1	2
PT	15	19	9	7	9	21	30	37	20	18	2	11
RO	47	39	36	47	39	64	51	86	69	5	1	0
SI	24	27	13	17	18	41	46	47	28	25	1	1
SK	37	41	23	42	29	56	62	73	48	11	1	1
FI	16	24	10	17	18	39	51	60	25	18	1	0
SE	34	28	8	23	25	47	39	65	45	16	1	1

Flash Eurobarometer 499 - Attitudes of Europeans towards tourism
Fieldwork: 18/10 - 28/10/2021 / %, Base: all respondents (n=25714)

Q2 When you begin to plan your next holiday, what type of accommodation are you most likely to consider?

	Commercial accommodation (hotel, B&B) with board included	Commercial accommodation (hotel, B&B) without board	Private accommodation (booked directly from the owner)	Your own property or second home	Staying at a friend's or relative's place	A place organised via an online platform without payment (e.g. "couch surfing")	Camp site or holiday village	Another type of accommodation	Don't know/ not applicable
EU27	42	25	33	17	30	8	18	2	3
BE	43	15	27	12	22	5	15	3	1
BG	34	15	25	19	27	4	13	3	5
CZ	52	15	38	22	34	9	21	2	2
DK	51	42	23	12	22	3	10	3	4
DE	51	23	36	15	31	16	26	4	2
EE	54	12	23	19	30	6	11	1	5
IE	36	30	34	13	19	11	17	3	3
EL	50	31	35	44	38	6	10	1	0
ES	44	30	35	22	26	2	13	1	1
FR	26	27	30	20	41	6	23	3	3
HR	24	7	44	20	32	4	7	2	4
IT	34	25	22	14	16	11	15	2	2
CY	63	25	29	24	32	12	6	2	1
LV	44	14	33	12	35	3	20	2	2
LT	43	15	33	12	29	4	11	2	3
LU	43	30	39	35	39	10	18	1	2
HU	47	22	33	13	32	5	12	1	5
MT	36	28	19	16	18	14	3	13	1
NL	41	20	37	11	22	3	30	2	4
AT	29	32	29	18	23	16	16	3	1
PL	50	20	41	11	31	4	13	1	2
PT	32	16	25	7	26	4	11	2	12
RO	56	32	39	16	34	6	13	1	1
SI	43	14	51	12	19	9	19	2	2
SK	58	14	51	17	39	12	18	1	4
FI	52	36	27	22	31	2	12	1	1
SE	56	39	26	35	47	5	22	1	1

Flash Eurobarometer 499 - Attitudes of Europeans towards tourism
Fieldwork: 18/10 - 28/10/2021 / %, Base: all respondents (n=25714)

Q3 What method are you most likely to use to organise travel and tourism activities?

	Online listings of private housing offerings (rooms, apartments)	**Online platforms for professional accommodation services** (hotels, B&B)	**Online platforms combining travel services** (accommodation, car rental, flights, etc.)	**Website of a hotel, airline company**	**Over the phone**	**Over the counter** (travel agency or transportation company)	**Through someone you know**	**On-site** (at the destination)	**Another method**	**Don't know/ not applicable**
EU27	19	31	25	24	17	19	24	14	4	3
BE	12	21	18	34	11	21	16	14	3	1
BG	15	26	18	14	20	12	22	13	6	2
CZ	22	29	26	29	13	16	35	16	4	2
DK	13	34	38	23	5	18	14	10	4	6
DE	31	35	24	25	23	24	28	23	4	2
EE	14	38	33	18	6	14	18	12	4	7
IE	23	49	34	28	11	7	16	9	3	2
EL	26	38	30	22	33	16	32	13	2	1
ES	12	26	30	29	11	27	22	8	3	2
FR	15	24	22	28	15	18	26	16	8	4
HR	23	18	16	6	25	11	27	10	4	6
IT	8	29	23	19	13	15	18	6	3	3
CY	28	42	37	24	24	20	28	8	2	0
LV	15	26	23	10	20	13	32	9	4	3
LT	21	31	20	10	11	22	25	10	5	5
LU	19	40	33	35	18	22	27	27	2	1
HU	21	40	28	19	15	10	30	7	5	3
MT	13	38	19	22	8	28	11	6	11	2
NL	13	31	25	32	13	19	17	13	3	4
AT	27	30	24	22	16	18	22	15	2	2
PL	29	33	22	19	17	17	19	11	5	4
PT	15	30	22	15	12	21	11	9	1	5
RO	20	37	25	13	31	21	28	24	2	2
SI	32	31	21	11	21	19	21	13	4	1
SK	35	40	25	21	12	21	36	15	2	3
FI	25	24	40	34	15	11	16	11	4	1
SE	13	45	47	37	15	11	28	11	1	3

Flash Eurobarometer 499 - Attitudes of Europeans towards tourism
Fieldwork: 18/10 - 28/10/2021 / %, Base: all respondents (n=25714)

Q4a When you choose a destination to visit, which of the following are most important? Firstly?

	Cultural offerings at the destination (museums, local events, gastronomy)	**Natural environment in the destination**	**Activities available in the destination**	**The price of the overall trip**	**Accessibility of services and activities for all:** children, elderly, persons with disabilities	**Destination** (city, region) **promotes eco-friendly practices**	**Destination can be reached by low-impact transport**	**Sustainability certification of accommodation and attractions**	**Local population involved in tourism activities**	**Clear information on health and safety guidelines**	**Something else**	**Don't know/ not applicable**
EU27	18	18	10	17	9	4	4	3	3	7	3	3
BE	10	21	9	26	7	9	4	2	5	6	2	1
BG	21	19	6	17	6	6	4	3	2	11	5	3
CZ	20	12	17	13	17	3	3	1	3	6	4	2
DK	20	13	12	16	6	3	3	2	4	7	11	5
DE	16	18	14	12	6	6	6	5	5	8	3	2
EE	21	25	10	18	9	2	2	1	2	5	2	4
IE	10	16	9	25	10	8	4	3	4	9	1	2
EL	18	22	7	27	9	2	2	3	1	10	1	0
ES	23	23	6	19	8	4	3	1	1	9	2	2
FR	17	17	8	22	8	7	5	1	3	4	4	4
HR	18	24	7	21	9	3	2	2	2	6	3	4
IT	26	19	6	17	9	2	3	2	4	7	2	4
CY	18	16	6	30	7	3	3	5	2	8	2	1
LV	13	15	12	21	16	2	3	1	3	9	3	3
LT	21	15	7	21	13	3	3	2	1	8	2	6
LU	16	12	10	15	9	7	6	6	4	11	3	2
HU	20	16	10	17	11	4	2	5	3	7	4	3
MT	10	20	20	8	5	6	0	5	6	11	7	3
NL	13	29	9	17	10	4	3	2	2	6	2	4
AT	12	17	16	15	4	7	4	4	7	11	2	1
PL	15	16	16	13	18	2	3	4	2	5	3	4
PT	27	13	8	20	11	2	1	1	1	7	1	7
RO	18	13	9	14	13	4	4	2	3	18	2	2
SI	12	29	10	18	8	6	2	1	3	6	3	1
SK	15	26	8	15	14	4	3	2	5	4	2	3
FI	17	18	14	17	11	4	2	2	1	10	3	2
SE	18	20	15	14	10	3	8	2	2	5	1	3

Flash Eurobarometer 499 - Attitudes of Europeans towards tourism
Fieldwork: 18/10 - 28/10/2021 / %, Base: all respondents (n=25714)

Q4b And then?

	Cultural offerings at the destination (museums, local events, gastronomy)	Natural environment in the destination	Activities available in the destination	The price of the overall trip	Accessibility of services and activities for all: children, elderly, persons with disabilities	Destination (city, region) promotes eco-friendly practices	Destination can be reached by low-impact transport	Sustainability certification of accommodation and attractions	Local population involved in tourism activities	Clear information on health and safety guidelines	Something else	Don't know/ not applicable
EU27	26	25	21	27	15	11	11	8	11	13	5	6
BE	19	21	16	27	9	9	8	5	8	9	6	4
BG	25	21	14	24	11	10	8	6	5	11	9	7
CZ	34	19	25	28	23	8	10	8	8	17	5	6
DK	18	16	16	20	8	4	8	4	8	7	16	12
DE	30	31	30	25	14	15	13	17	15	21	3	4
EE	34	31	25	30	16	7	4	5	9	17	3	5
IE	18	17	21	20	12	12	7	10	8	13	10	2
EL	32	36	19	31	19	11	14	10	10	18	1	5
ES	29	27	18	30	13	12	8	6	7	12	4	6
FR	23	20	18	26	12	13	11	7	12	9	9	7
HR	22	25	18	26	16	7	7	5	8	11	6	9
IT	22	21	15	24	14	5	10	4	6	8	3	9
CY	29	33	24	36	18	13	13	12	9	29	2	2
LV	30	21	21	29	23	6	8	4	8	15	3	7
LT	30	20	16	23	18	6	6	5	5	12	4	10
LU	22	24	25	33	14	19	15	10	17	15	4	3
HU	32	28	20	29	20	9	9	8	10	18	5	6
MT	11	23	11	23	19	7	9	3	5	15	13	9
NL	22	26	19	29	12	5	9	7	8	10	4	9
AT	19	24	19	17	8	13	12	8	12	12	3	5
PL	28	22	22	28	20	7	10	7	11	13	5	8
PT	18	22	10	34	15	9	6	8	10	8	0	3
RO	27	25	22	30	26	13	16	7	14	20	2	7
SI	33	33	24	29	16	10	6	4	13	13	4	4
SK	31	36	22	33	21	12	13	9	18	13	3	5
FI	22	28	22	33	19	11	8	9	11	17	6	4
SE	28	32	22	31	19	10	15	9	12	13	4	8

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Fieldwork: 18/10 - 28/10/2021 / %, Base: all respondents (n=25714)

Q4T When you choose a destination to visit, which of the following are most important? (TOTAL)

	Cultural offerings at the destination (museums, local events, gastronomy)	Natural environment in the destination	Activities available in the destination	The price of the overall trip	Accessibility of services and activities for all: children, elderly, persons with disabilities	Destination (city, region) promotes eco-friendly practices	Destination can be reached by low-impact transport	Sustainability certification of accommodation and attractions	Local population involved in tourism activities	Clear information on health and safety guidelines	Something else	Don't know/ not applicable
EU27	44	43	30	43	24	15	14	11	13	20	6	3
BE	28	41	24	53	16	17	12	7	12	14	7	1
BG	45	40	20	40	16	15	11	9	7	22	11	3
CZ	53	30	42	41	39	11	12	9	11	22	7	2
DK	37	29	27	35	13	6	10	6	11	13	20	5
DE	45	48	44	36	19	21	19	22	20	29	5	2
EE	54	54	33	47	24	8	6	6	10	21	5	4
IE	28	33	30	45	22	20	11	13	11	22	11	2
EL	50	57	25	57	27	12	17	12	11	27	2	0
ES	51	49	24	49	21	17	11	6	8	20	4	2
FR	39	36	26	47	20	19	15	8	14	12	9	4
HR	39	48	24	46	25	10	8	6	9	17	7	4
IT	48	39	20	40	23	6	12	5	10	14	4	4
CY	47	48	30	65	25	16	16	17	11	37	3	1
LV	42	35	33	49	39	8	10	4	10	23	5	3
LT	49	34	22	43	31	8	9	6	6	19	5	6
LU	38	36	35	47	22	25	21	16	21	26	6	2
HU	50	43	29	46	30	12	10	13	12	24	8	3
MT	20	42	30	31	23	13	9	8	11	26	19	3
NL	33	54	27	45	21	9	11	9	10	16	5	4
AT	31	41	34	32	12	20	15	11	19	23	5	1
PL	43	38	37	40	38	9	13	11	13	17	6	4
PT	44	34	18	51	25	11	6	9	11	15	1	7
RO	45	38	30	43	38	16	19	8	17	38	3	2
SI	45	62	34	47	23	16	7	6	16	20	5	1
SK	45	61	29	46	35	15	16	11	22	16	4	3
FI	39	45	36	49	29	15	10	11	12	26	7	2
SE	45	52	36	44	29	13	22	11	14	17	4	3

Flash Eurobarometer 499 - Attitudes of Europeans towards tourism
Fieldwork: 18/10 - 28/10/2021 / %, Base: all respondents (n=25714)

Q5 Are you prepared to change your travel and tourism habits to be more sustainable? If so, in which of the following ways?

	Pay more to protect the natural environment	Pay more to the benefit of the local community	Take holidays outside of the high tourist season	Travel to less visited destinations	Contribute to carbon-offsetting activities (e.g. plant trees)	Consume locally sourced products on holiday	Choose transport options based on ecological impact	Reduce waste while on holiday	Reduce water usage on holiday	I am not prepared to change my habits	Something else	Don't know/ not applicable
EU27	35	33	42	41	34	55	36	48	35	15	1	4
BE	21	23	28	27	15	28	19	41	28	21	3	3
BG	12	9	21	18	21	34	15	36	8	23	3	1
CZ	42	40	55	50	50	69	36	65	47	12	2	2
DK	26	21	30	24	15	33	38	25	19	25	5	8
DE	47	41	37	43	33	54	39	45	39	18	1	3
EE	22	28	45	31	17	51	20	39	14	14	2	6
IE	30	27	37	29	22	34	24	31	22	5	4	5
EL	52	47	66	63	50	77	50	70	52	12	0	0
ES	41	35	53	52	52	71	46	68	52	11	1	2
FR	29	39	39	38	27	52	30	45	31	18	2	7
HR	21	16	41	33	32	48	24	52	28	14	1	2
IT	14	11	27	23	13	42	23	26	19	18	1	3
CY	17	13	41	33	22	43	27	42	29	28	2	1
LV	23	19	40	34	26	51	23	45	14	20	2	1
LT	22	13	36	28	18	36	22	30	7	24	2	4
LU	51	50	51	42	37	60	45	56	42	5	1	3
HU	26	20	39	34	33	58	23	58	32	11	1	2
MT	33	26	26	19	10	15	22	27	24	1	10	3
NL	38	30	45	43	32	44	37	44	29	15	2	5
AT	39	35	38	36	28	47	31	38	32	6	2	5
PL	27	26	49	47	36	61	36	53	40	10	1	3
PT	16	14	29	19	13	32	21	20	16	6	2	14
RO	74	62	74	67	82	86	66	89	41	6	0	1
SI	35	30	55	47	31	63	27	52	36	21	1	1
SK	57	54	69	58	54	75	51	75	57	8	1	2
FI	31	37	55	36	30	64	36	51	34	11	1	1
SE	70	67	66	64	69	82	66	75	63	8	1	1

Flash Eurobarometer 499 - Attitudes of Europeans towards tourism
Fieldwork: 18/10 - 28/10/2021 / %, Base: all respondents (n=25714)

Q6 Which of the following information sources are most important when you make travel plans?

	Personal experience	Recommendations from friends, colleagues or relatives	Paid for guidebooks and magazines	Website or social media page of the service provider	Websites collecting reviews and ratings from travellers	Online influencers and blogs	Destination promotion campaigns	Information from travel agencies	Information from tourism offices	Newspaper, radio, TV	Other	Don't know/ not applicable
EU27	37	56	9	21	34	9	5	15	13	12	2	2
BE	39	34	7	15	22	9	4	14	12	12	3	2
BG	32	66	2	17	29	7	6	10	7	5	3	0
CZ	51	73	7	26	50	7	3	8	11	7	1	1
DK	37	49	6	22	37	5	5	12	4	8	4	5
DE	52	47	11	24	20	14	6	23	17	21	1	2
EE	37	61	6	24	42	9	6	17	11	6	3	3
IE	27	30	7	30	36	19	4	8	12	13	1	1
EL	38	67	11	27	44	10	5	14	11	12	1	1
ES	32	63	6	18	41	7	7	20	11	9	1	1
FR	31	54	15	20	29	6	4	12	20	11	4	4
HR	42	66	5	12	28	4	3	11	10	8	1	2
IT	25	52	7	18	41	5	3	15	8	7	1	1
CY	42	58	11	40	37	11	4	16	13	11	1	0
LV	32	73	2	19	44	7	4	13	14	7	1	1
LT	34	61	4	23	35	12	3	16	7	6	2	2
LU	45	49	17	23	31	7	9	15	19	14	2	2
HU	38	58	12	28	36	13	6	15	6	7	2	1
MT	31	38	9	29	36	12	6	20	9	6	0	6
NL	40	53	6	29	39	7	4	16	8	11	1	4
AT	43	43	11	20	25	16	4	18	14	12	0	1
PL	39	67	12	20	47	15	4	4	11	7	1	1
PT	16	53	5	17	28	4	5	15	8	8	1	9
RO	39	65	9	21	40	8	9	18	16	15	1	1
SI	45	66	4	30	35	7	4	14	9	11	1	1
SK	46	70	9	29	54	12	5	14	7	10	1	2
FI	41	60	8	31	47	12	4	13	7	9	1	1
SE	46	78	11	21	42	8	5	12	8	15	1	1

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Q7_1 How easy or difficult it is for you to find trustworthy information for your travel planning on the following aspects?
Carbon footprint of transportation options

	Very easy	Rather easy	Rather difficult	Very difficult	Don't know/ not applicable
EU27	9	24	30	17	19
BE	16	23	24	19	19
BG	9	24	27	16	25
CZ	10	25	25	15	25
DK	8	21	24	16	32
DE	14	29	29	13	15
EE	6	16	17	11	49
IE	18	32	24	17	9
EL	6	22	32	33	8
ES	8	16	28	26	22
FR	11	29	33	12	15
HR	18	28	24	13	18
IT	4	13	33	26	25
CY	6	16	24	23	31
LV	8	29	29	11	24
LT	6	21	25	12	37
LU	14	34	28	9	14
HU	16	26	24	11	23
MT	22	26	17	9	27
NL	6	27	27	11	30
AT	15	32	26	16	11
PL	5	21	33	20	22
PT	5	28	40	8	19
RO	14	29	30	16	11
SI	10	34	26	13	17
SK	11	25	32	13	19
FI	6	26	37	14	18
SE	5	29	39	16	11

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Q7_2 How easy or difficult it is for you to find trustworthy information for your travel planning on the following aspects?
Eco-friendly tourism activities at the destination

	Very easy	Rather easy	Rather difficult	Very difficult	Don't know/ not applicable
EU27	13	42	26	7	12
BE	21	31	22	11	15
BG	12	43	24	6	15
CZ	12	45	23	4	17
DK	8	19	26	9	38
DE	23	41	21	7	8
EE	8	37	19	3	34
IE	27	38	19	7	9
EL	18	44	28	8	2
ES	12	40	25	10	13
FR	10	43	24	7	17
HR	22	38	24	6	10
IT	6	46	32	7	9
CY	17	40	25	9	9
LV	12	59	17	2	10
LT	9	36	24	4	27
LU	12	37	31	7	13
HU	24	37	16	5	18
MT	15	40	27	4	15
NL	6	34	28	7	25
AT	22	37	22	9	10
PL	11	53	24	4	9
PT	3	46	37	4	11
RO	18	43	27	6	6
SI	18	55	18	3	6
SK	9	36	33	7	16
FI	7	41	34	4	14
SE	6	34	40	9	11

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Q7_3 How easy or difficult it is for you to find trustworthy information for your travel planning on the following aspects?
Sustainability certifications of the accommodations

	Very easy	Rather easy	Rather difficult	Very difficult	Don’t know/ not applicable
EU27	11	34	28	10	16
BE	19	25	24	13	20
BG	10	28	26	11	25
CZ	10	41	24	5	20
DK	7	19	23	12	40
DE	18	36	24	11	11
EE	7	29	15	6	44
IE	23	34	27	7	9
EL	9	31	37	19	5
ES	15	33	24	10	19
FR	8	38	28	8	18
HR	17	34	22	10	17
IT	5	33	34	14	14
CY	13	29	30	14	14
LV	8	42	23	5	23
LT	7	35	19	6	33
LU	9	44	26	9	12
HU	16	30	17	8	30
MT	22	42	19	1	18
NL	7	32	24	5	32
AT	18	35	25	12	11
PL	5	23	38	13	21
PT	3	51	29	2	14
RO	18	49	23	5	5
SI	12	40	22	9	17
SK	10	38	30	7	16
FI	6	34	32	8	20
SE	6	36	37	9	12

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Q7_4 How easy or difficult it is for you to find trustworthy information for your travel planning on the following aspects?
Sustainability commitments of destinations

	Very easy	Rather easy	Rather difficult	Very difficult	Don't know/ not applicable
EU27	9	32	33	10	15
BE	17	24	26	16	17
BG	12	33	29	8	18
CZ	8	26	31	10	25
DK	6	17	26	13	37
DE	16	33	30	10	11
EE	6	26	23	6	39
IE	19	32	32	7	10
EL	7	27	40	19	6
ES	9	28	32	14	17
FR	5	34	34	9	18
HR	15	34	26	9	16
IT	5	36	36	11	11
CY	8	27	30	15	20
LV	8	48	25	5	15
LT	8	35	20	5	32
LU	13	42	28	9	10
HU	16	29	21	9	25
MT	14	44	17	3	22
NL	4	28	32	7	30
AT	18	28	29	13	12
PL	4	28	43	9	16
PT	4	41	38	5	12
RO	13	51	25	6	6
SI	9	41	28	6	16
SK	8	33	34	9	16
FI	3	27	42	9	19
SE	4	25	47	12	13

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Q7_5 How easy or difficult it is for you to find trustworthy information for your travel planning on the following aspects?
How to engage in authentic local activities

	Very easy	Rather easy	Rather difficult	Very difficult	Don't know/ not applicable
EU27	15	49	20	6	11
BE	25	41	15	8	12
BG	17	41	22	5	15
CZ	13	43	22	5	17
DK	16	36	16	6	26
DE	18	42	19	9	12
EE	11	48	17	2	21
IE	26	49	13	5	7
EL	19	42	27	8	4
ES	18	48	17	6	11
FR	12	51	21	4	12
HR	24	43	18	5	11
IT	10	55	20	5	10
CY	15	45	22	11	7
LV	9	51	26	4	10
LT	12	38	23	2	24
LU	13	57	17	8	6
HU	22	38	18	4	18
MT	30	38	19	0	12
NL	10	53	15	3	20
AT	20	39	26	7	8
PL	14	60	18	2	6
PT	3	59	22	5	12
RO	20	53	17	6	4
SI	14	46	27	4	10
SK	13	46	25	4	12
FI	8	47	32	3	11
SE	6	41	37	6	10

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Q7_6 How easy or difficult it is for you to find trustworthy information for your travel planning on the following aspects?
Local sourcing of food in restaurants

	Very easy	Rather easy	Rather difficult	Very difficult	Don't know/ not applicable
EU27	17	41	24	9	11
BE	25	33	19	12	12
BG	21	42	18	7	12
CZ	12	36	25	8	18
DK	24	29	15	9	23
DE	23	40	22	8	7
EE	23	48	10	2	17
IE	42	37	12	4	5
EL	26	45	20	7	1
ES	18	40	19	9	14
FR	13	40	23	12	13
HR	29	35	19	9	8
IT	10	44	31	9	7
CY	22	39	22	12	6
LV	16	45	20	5	14
LT	16	47	15	3	21
LU	17	46	22	9	7
HU	16	27	22	14	22
MT	43	36	11	0	10
NL	7	37	22	12	23
AT	26	31	25	10	8
PL	14	50	24	3	9
PT	7	54	24	5	10
RO	18	37	29	10	7
SI	21	48	20	5	6
SK	13	32	34	10	12
FI	12	36	32	9	11
SE	9	38	36	10	8

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Q7_7 How easy or difficult it is for you to find trustworthy information for your travel planning on the following aspects?
Appropriateness of destinations/attractions for children

	Very easy	Rather easy	Rather difficult	Very difficult	Don't know/ not applicable
EU27	19	45	10	3	23
BE	28	32	12	6	22
BG	19	41	12	3	25
CZ	31	46	7	1	15
DK	23	32	4	1	40
DE	22	36	10	6	26
EE	17	44	6	1	32
IE	26	39	9	3	23
EL	21	48	15	5	10
ES	20	43	8	3	26
FR	15	48	8	2	26
HR	25	42	12	3	19
IT	11	52	11	3	24
CY	24	45	10	5	17
LV	18	54	13	2	14
LT	19	42	9	1	30
LU	14	55	11	4	15
HU	28	40	7	3	23
MT	28	34	7	1	30
NL	16	45	5	1	33
AT	25	40	16	4	15
PL	22	53	8	1	15
PT	5	55	19	3	18
RO	20	47	16	5	11
SI	24	52	9	2	12
SK	25	49	9	3	14
FI	20	50	7	1	22
SE	19	52	9	2	18

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Q7_8 How easy or difficult it is for you to find trustworthy information for your travel planning on the following aspects?
Accessibility of destination for persons with disabilities or with reduced mobility

	Very easy	Rather easy	Rather difficult	Very difficult	Don't know/ not applicable
EU27	10	29	28	11	23
BE	20	21	21	14	25
BG	9	22	26	14	30
CZ	14	36	21	6	23
DK	12	20	11	6	51
DE	14	25	27	13	21
EE	6	20	17	5	52
IE	19	30	22	9	20
EL	9	28	34	21	7
ES	12	24	28	14	24
FR	6	26	31	12	25
HR	10	21	31	14	24
IT	6	35	31	11	17
CY	12	35	22	12	20
LV	7	33	28	8	24
LT	5	24	25	7	39
LU	12	33	28	11	16
HU	15	25	17	9	34
MT	10	37	14	4	35
NL	7	36	16	3	38
AT	16	32	20	12	20
PL	9	38	29	6	18
PT	6	37	33	6	19
RO	12	26	33	13	16
SI	9	32	31	8	21
SK	10	27	33	8	22
FI	8	36	26	3	28
SE	5	32	32	7	24

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