

Preferences of Europeans towards tourism



Number of interviews:
27.051

Number of interviews:
1.500

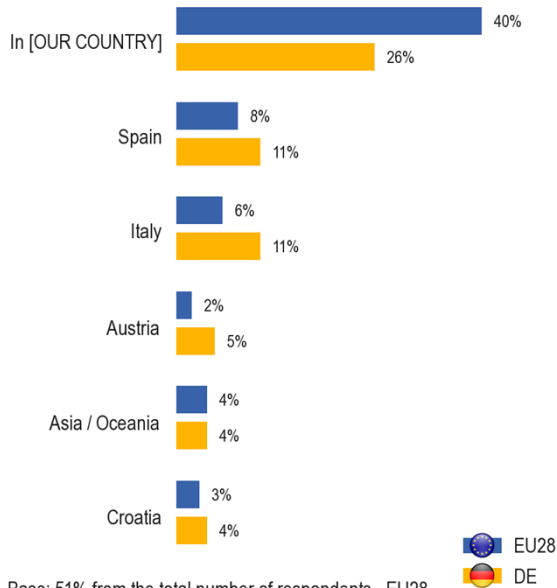
Fieldwork:
22-28/01/2015

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22-27/01/2015

Methodology: telephone

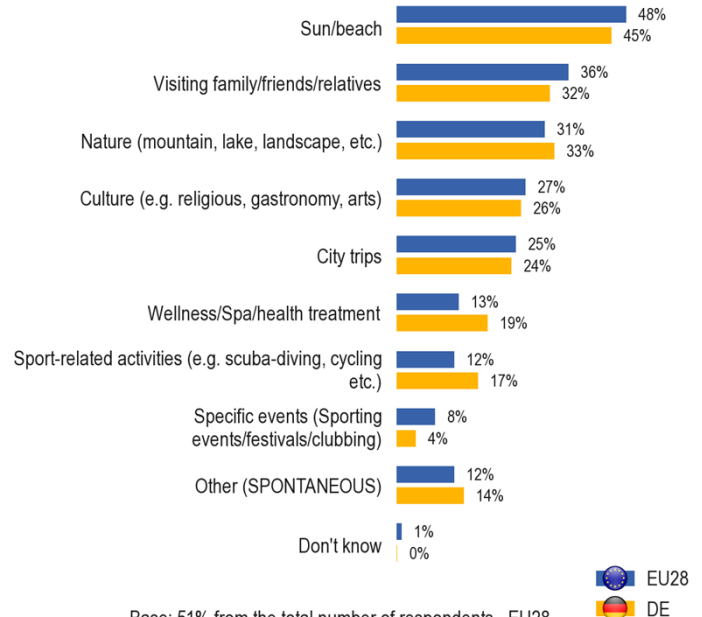
1. The 2014 holiday experience (1/2)

To which country did you go for your main holiday in 2014? By 'main holiday' we mean the holiday that was the most important for you in 2014. (Top 6 destinations)



Base: 51% from the total number of respondents - EU28
(Those who travelled for a minimum of four consecutive nights during 2014)

What were your main reasons for going on holiday in 2014?



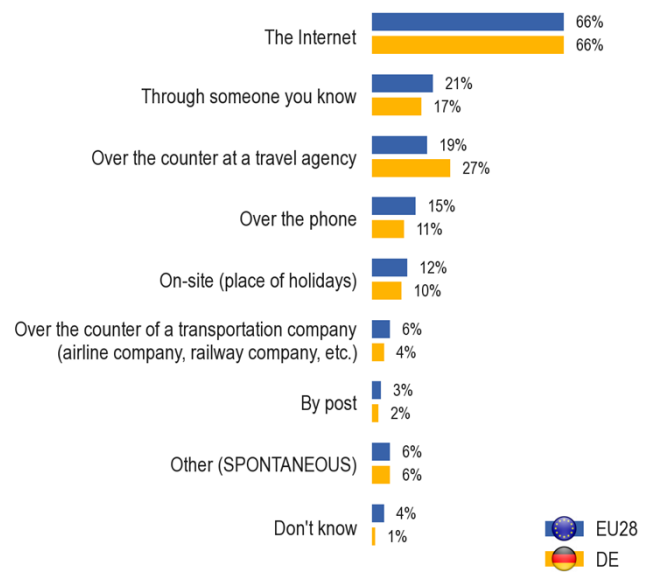
Base: 51% from the total number of respondents - EU28
(Those who travelled for a minimum of four consecutive nights during 2014)

Of the following information sources, which do you consider to be the most important when you make a decision about your travel plans?



Base: Total number of respondents - EU28

Did you organise your holiday in 2014 using any of the following methods? By "organise", we mean searching for information, looking for prices and booking your transportation, accommodation, etc.



Base: 51% from the total number of respondents - EU28
(Those who travelled for a minimum of four consecutive nights during 2014)

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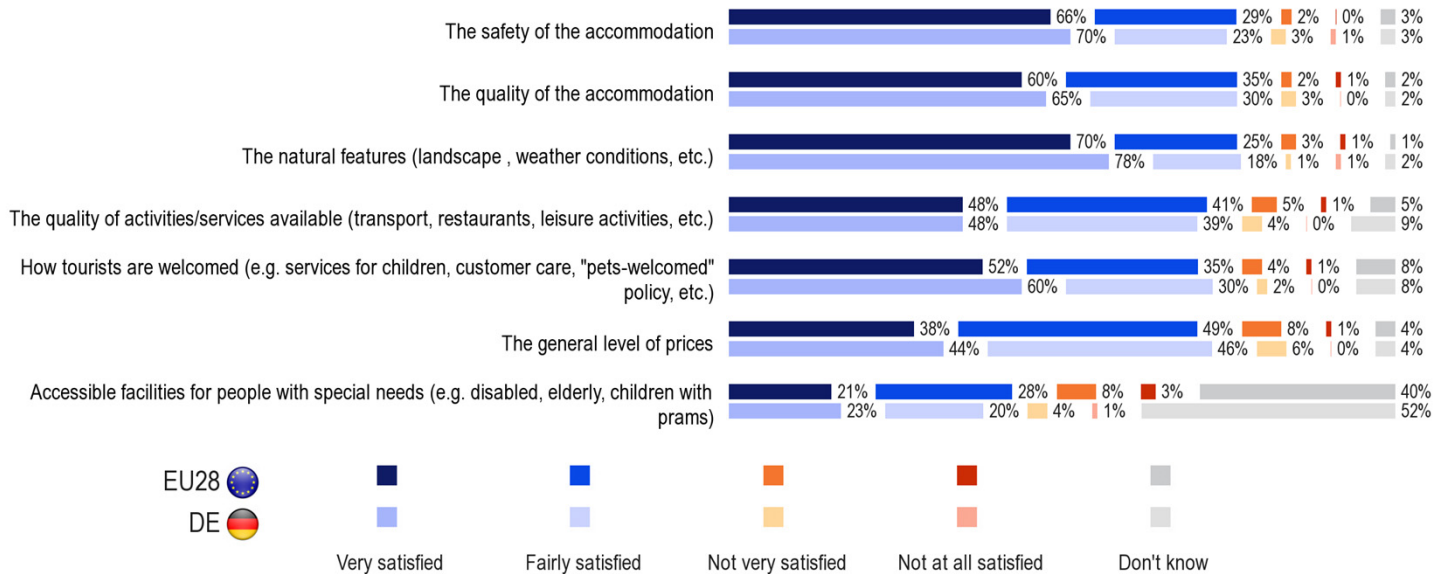
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2. The 2014 holiday experience (2/2)

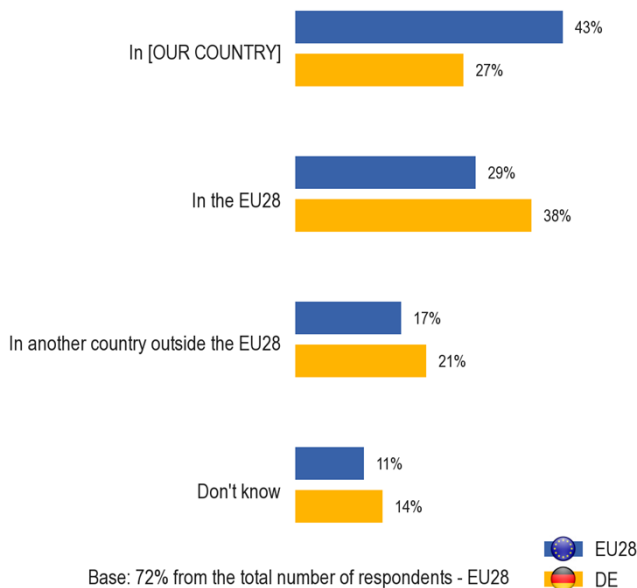
Thinking about your main holiday in 2014, how satisfied were you with...? By 'main holiday' we mean the holiday that was the most important for you in 2014.



Base: 51% from the total number of respondents - EU28
(Those who travelled for a minimum of four consecutive nights during 2014)

3. Holiday planned for 2015

In which country do you plan to spend your main holiday in 2015? By 'main holiday' we mean the holiday that will be the most important for you in 2015.



Base: 72% from the total number of respondents - EU28
(Those who plan to take holidays during 2015)

Does the current economic situation have an impact on your holiday plans for 2015?



Base: Total number of respondents - EU28

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