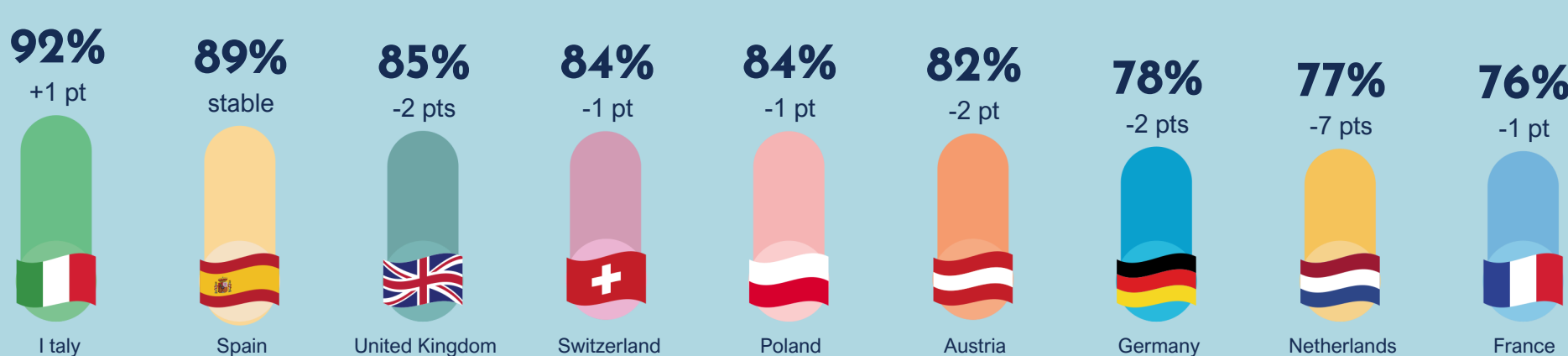
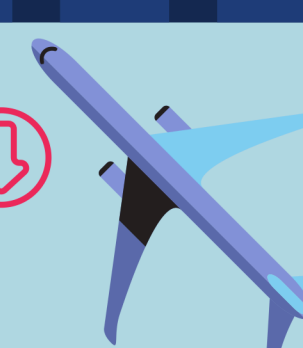


June 2024

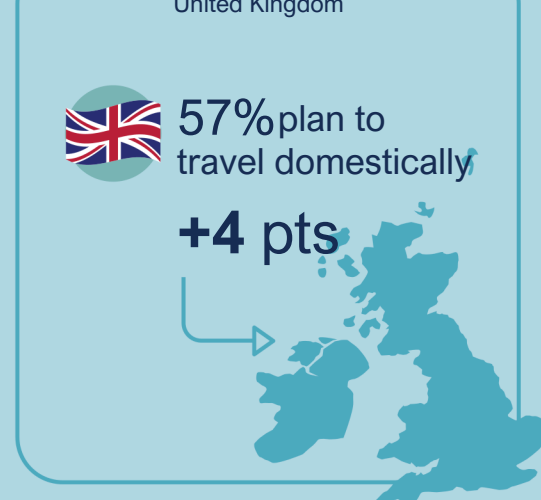
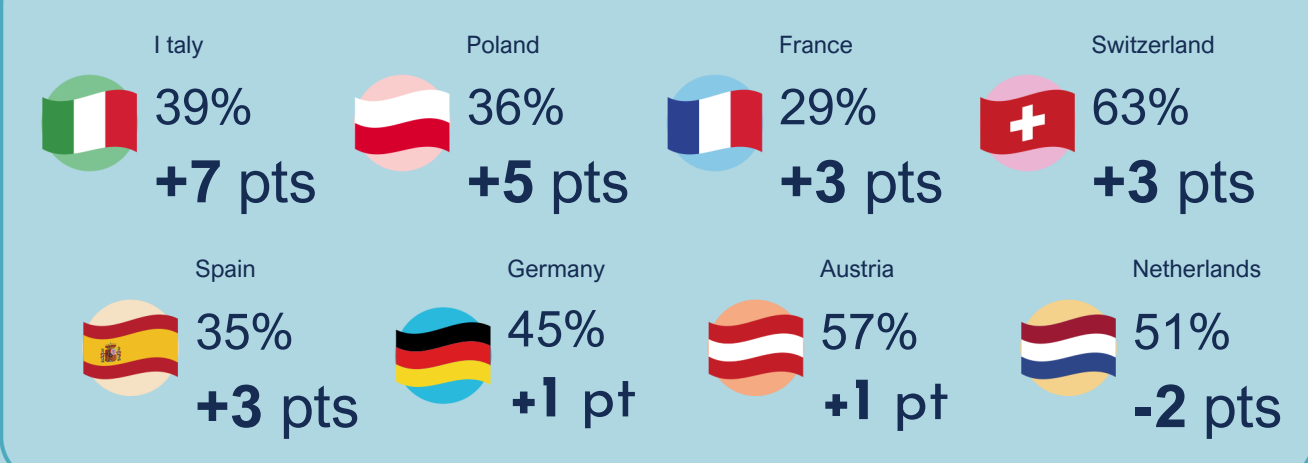
International Vacation CONFIDENCE INDEX

A slight downward trend in departure intentions this summer, compared to 2023

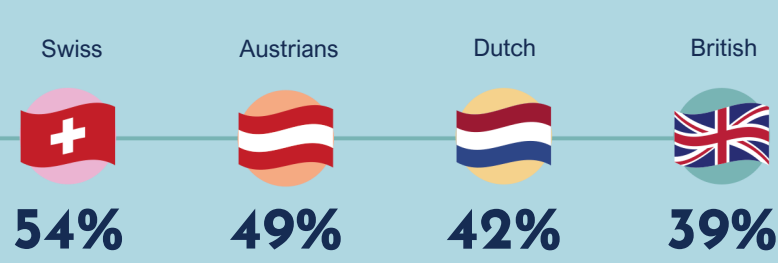


Intentions to travel abroad stable or increasing this summer...

...except in the UK
United Kingdom



Europe is the destination of choice for people planning a trip abroad, particularly for the...



Inflation continues to influence travel plans

Rising travel costs are the #1 concern for European holidaymakers this summer



64%

Lack of financial means remains the main reason for not traveling

55% overall

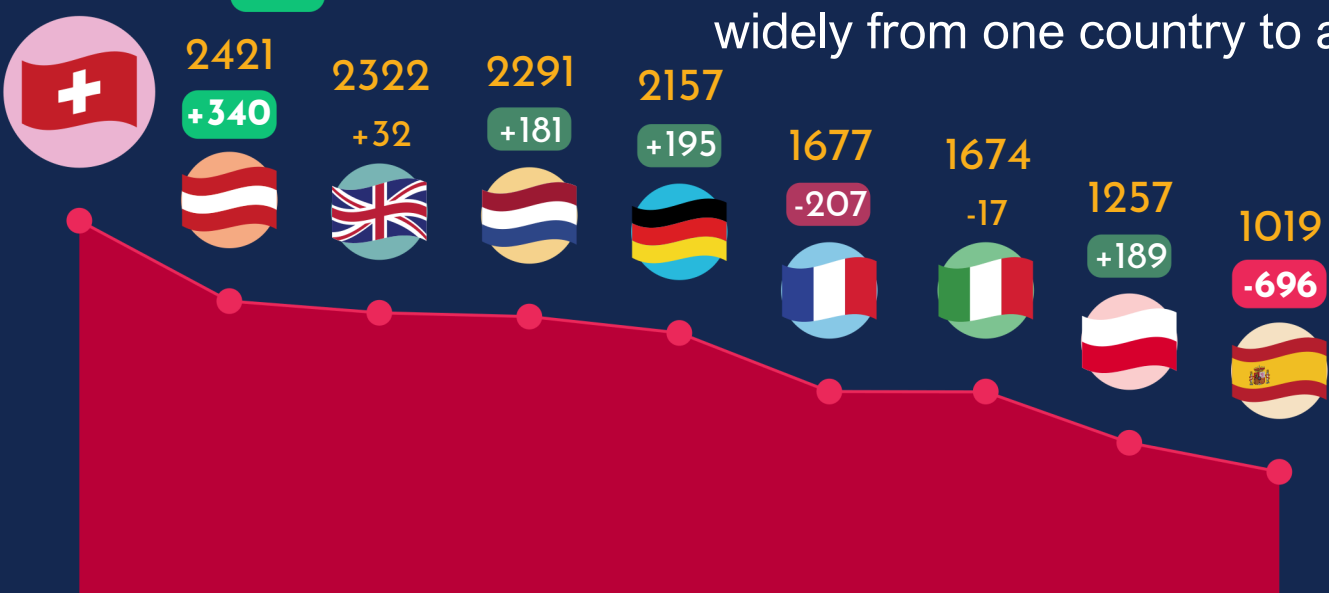
Up sharply in...

But down sharply in...

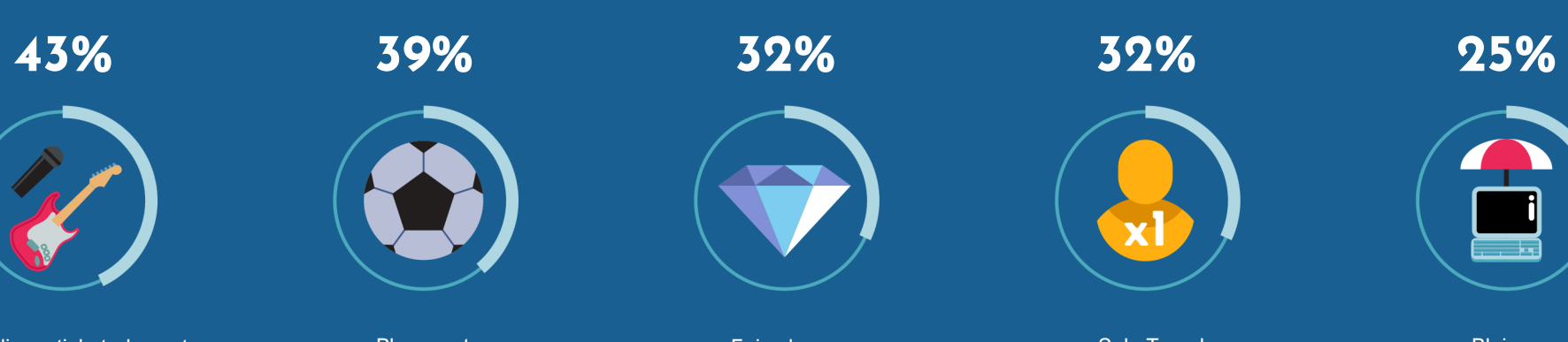


3077€ +304

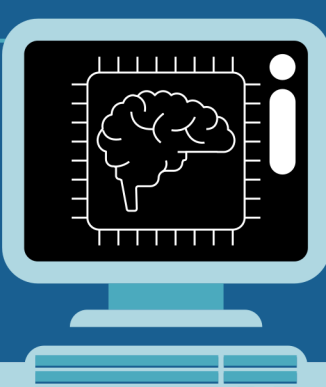
As a result, vacation budgets vary widely from one country to another



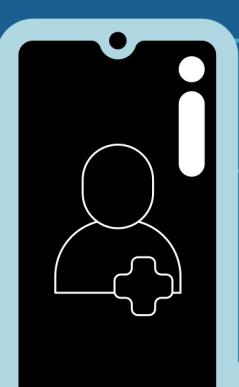
Summer vacation is synonymous with different experiences



To prepare their travels, holidaymakers plan to use...



29% AI



41% social media

In the uncertain current context, Europeans want to insure themselves

Europeans are concerned their summer vacation could be disrupted by...



For peace of mind, **59%** plan to take out an insurance policy this summer.