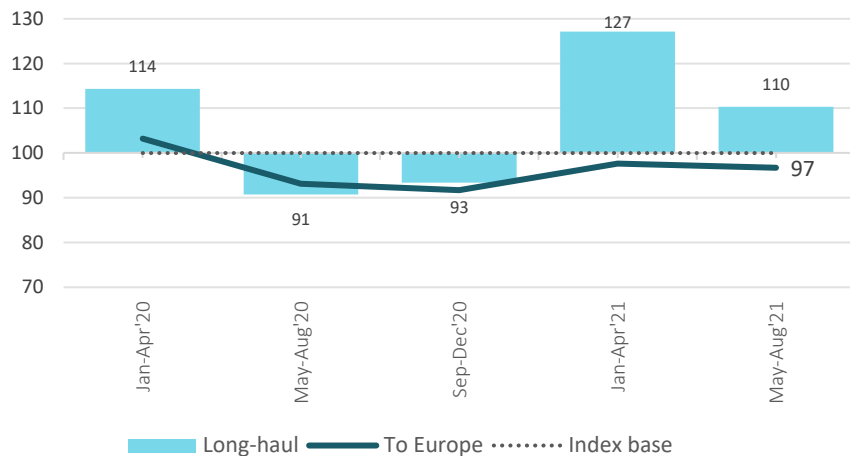


# US TRAVELLERS' CONFIDENCE MIGHT START IMPROVING, BUT OVERSEAS TRIPS TO EUROPE ARE NOT THE PREFERRED OPTION JUST YET

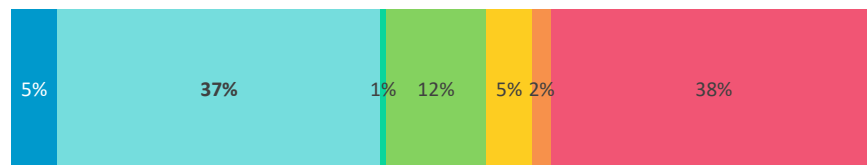
## Evolution of intention to travel long-haul and to Europe in the US

Index Base:100 (>100=expansion, <100=decline)



## Why not travelling to Europe in summer 2021?

(% of respondents)



- Travel is not allowed (e.g. borders are closed)
- Safety concerns related to COVID-19
- My trip was cancelled
- Travel related costs
- Limited tourism offer
- Restrictive requirements at the destination
- I did not plan to travel

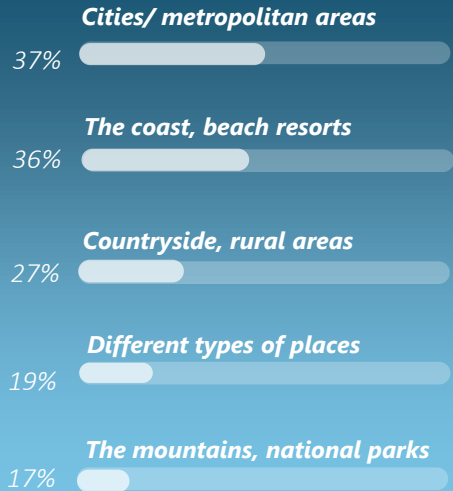
The sentiment index for overseas travel among Americans is positive, however worryingly, **only 2 in 5 of those surveyed are optimistic about visiting Europe in summer 2021**. This is a warning sign for the **European tourism industry and may lead to the region losing out to domestic and regional destinations** (which are more easily accessible e.g. Mexico and the Caribbean for the US) if no travel mechanisms are implemented and working in the next weeks/month

Larger shares of Americans who were pessimistic about overseas travel in summer 2021 shared that they either **had COVID-19 related concerns (37%)** or **did not feel ready to go on a long-haul trip (38%)**. Meanwhile, the **travel-related costs somewhat grew as a concern preventing Americans from organising summer trips far from home**.

\* Values above 100 indicate a positive evolution, whereas values below 100 indicate negative attitudes towards travel in a given time period

## AMONG THOSE WHO ARE STILL HOPING TO VISIT EUROPE IN SUMMER, CITY AND COASTAL DESTINATIONS AND EXPERIENCES WILL BE THE PREFERRED CHOICE

### Preferred type of destination to visit



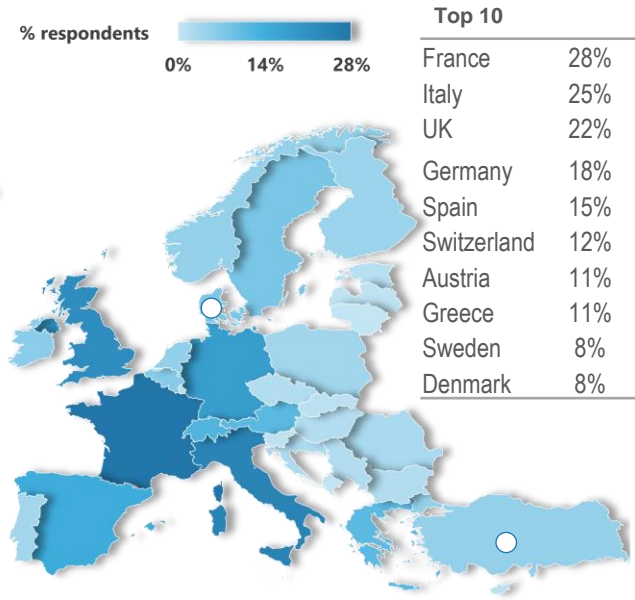
### Number of countries to visit while in Europe next time

# 2.7

#### Preferred transport to move between countries

	Full service flight	54%
	Low cost flight	38%
	Train pass	25%
	Single train ticket	24%
	Rented car	17%

### Preferred European countries



\*This category refers to respondents who expressed interest in visiting various types of destinations in a single trip (mountains, rural, city, etc.), rather than just one.

Travel horizon May-August 2021

A significantly higher number of US respondents consider this destination for a trip between May - August '21 compared to the same period in 2020.