

European Tourism Forum

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European Commission
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European Bureau

In view of the economic downturn, what activities or aspects of their holidays are consumers willing to give up? What will they search for, above all else?



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Impact of the economic downturn on the holiday behaviour of Dutch consumers

Above all else, consumers desire to continue to go on holiday but less frequently

2009 compared to 2008

Number of bookings: -8%

Holiday participation: -2%

Source: GFK



At most, they adjust their holiday choice, destination or frequency and thus choose for:

- Fewer long-haul destinations (Europe instead of long-haul)
- Less frequently (winter bookings are running 20% behind)
- Cheaper destinations (e.g. Turkey)
- All-inclusive offers
- More self-drive (car -1.9%, plane -15%)
- Cheaper accommodation (camping instead of hotel)

Source: GFK



Tourists want safe holidays 2009 iTTest Results

- Tourists rate safety as their number one concern when choosing their holiday destination
- Lack of safety, whether due to crime, the risk of natural disasters, sanitary risks or terrorism, is the principle reason to rule out a destination
- Safety is closely followed by: 2. weather, 3. quality of accommodation and 4. natural beauty
- Concern for the environment plays a minor role in choosing a holiday destination (14th place)