

Tourism in Europe: Results for 2011.

Europeans made 5 million more holiday trips in 2011 but spent less days in their destination.

Over the past four years, the number of holiday trips residents have made has remained more or less stable at just over one billion. In 2011, there was even a slight rise, by 0.5 %, compared with 2010. More than three out of four trips were domestic, but long outbound trips accounted for half of all tourist expenditure in 2011.

This publication focuses on tourism demand in 2011, based on quarterly data collected by the national statistical authorities.

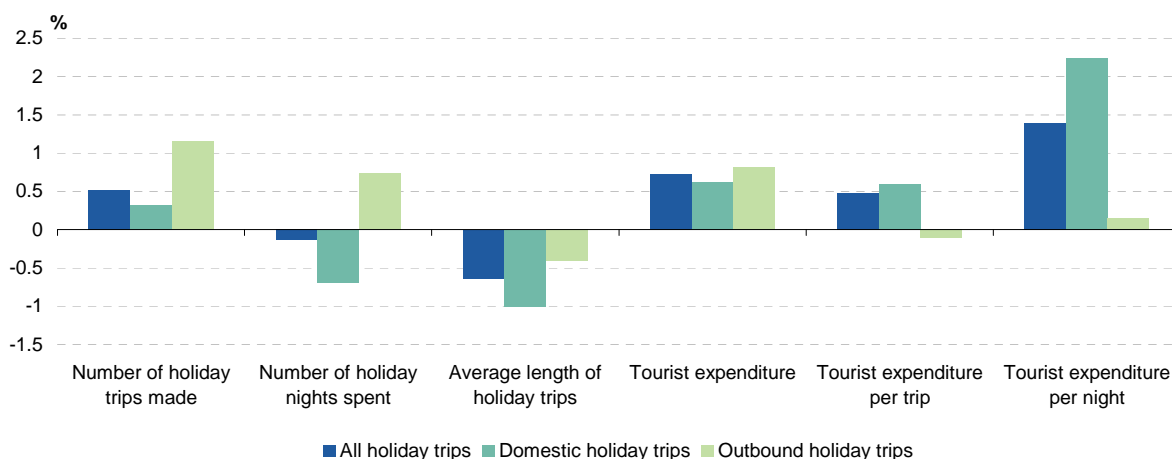
Figure 1 shows percentage changes in the main indicators for tourism demand in 2011 compared with 2010. The reported growth of 0.5 % in the total number of holiday trips was the result of an increase in both the number of domestic holiday trips (+0.3 %) and holiday trips abroad (+1.2 %) - see also Table 1. Stronger growth in trips abroad

can be linked to the significant fall in such trips during the first years of the crisis, while domestic trips were less affected.

The increase in the number of trips made did not necessarily mean more nights spent away. Overall, the number of nights spent away even fell by -0.1 % in 2011, especially for domestic trips (-0.7 %). As a result, trips were on average shorter than a year earlier.

European tourists spent slightly more money (+0.7 %) on holiday trips in 2011. Even if total spending was distributed over a higher number of trips, spending on an average trip rose by 0.5 %. Expenditure per night grew by 1.4 %. Both spending per trip and per night rose relatively more for domestic trips than for outbound trips.

Figure 1: Percentage changes in tourism demand in the European Union⁽¹⁾⁽²⁾, 2011 compared with 2010.



(1) Trips, nights spent and average length: EU-27 estimate not including IE, EL and MT.

(2) Tourist expenditure: EU-27 estimate not including IE, EL, ES and MT.

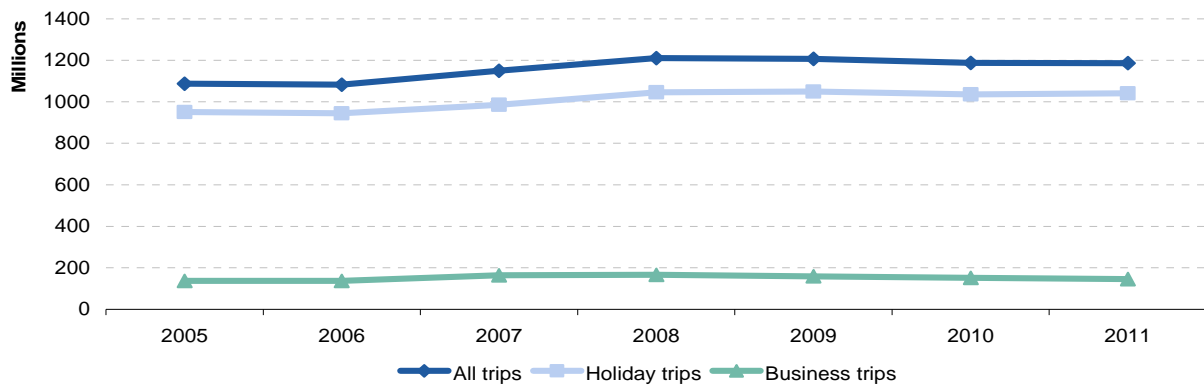
Source: Eurostat (online data codes: [tour_dem_ttq](#), [tour_dem_tnq](#), [tour_dem_exg](#))

Crisis has significant impact on business trips, but not on holiday trips

Figure 2 shows that the number of tourism trips has dropped slightly since 2008, hovering around 1.2 billion trips per year. Though the number of holiday trips stayed just above 1 billion, the

number of trips for work-related reasons dropped significantly, from 166 million in 2008 to 145 million in 2011, contracting by -12.7%.

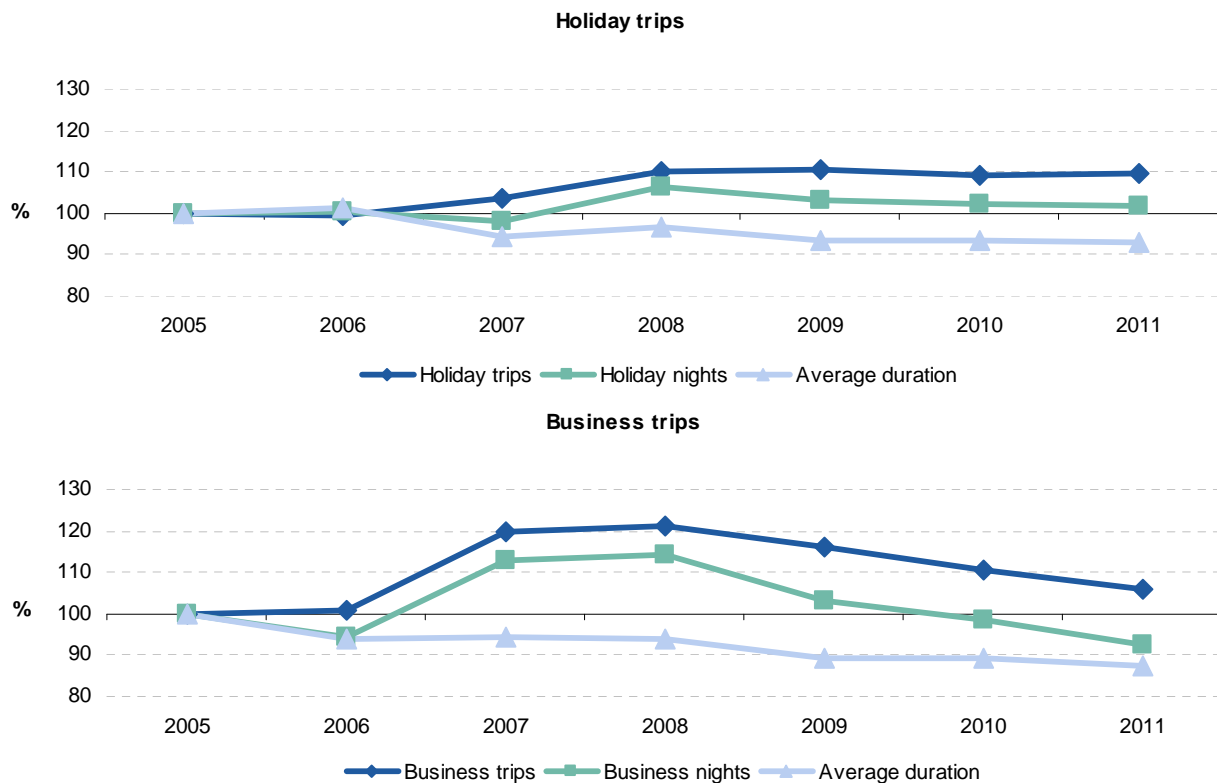
Figure 2: Trends in number of trips of EU-27⁽¹⁾ residents, 2005-2011.



(1) EU-27 estimate made for the purpose of this publication. Not including MT (all trips), FR (business trips and nights, due to break in series) and NL (business trips and nights). Includes estimates for BG (2005-2007), IE (2010 and 2011), EL (2010Q04 and 2011), CY (business trips and nights 2010), PL (2011Q04), PT (2007-2009), SE (2005), UK (nights spent 2007, 2008Q01 and 2008Q03).

Source: Eurostat (online data code: [tour_dem_ttg](#))

Figure 3: Trends in number of trips, nights spent and average duration of the trips made by EU-27⁽¹⁾ residents, 2005-2011 (index: 2005=100).



(1) EU-27 estimate made for the purpose of this publication. Not including MT (all trips), FR (business trips and nights, due to break in series) and NL (business trips and nights). Includes estimates for BG (2005-2007), IE (2010 and 2011), EL (2010Q04 and 2011), CY (business trips and nights 2010), PL (2011Q04), PT (2007-2009), SE (2005), UK (nights spent 2007, 2008Q01 and 2008Q03).

Source: Eurostat (online data codes: [tour_dem_ttg](#), [tour_dem_tng](#))

For holiday trips, the biggest impact was observed in 2009, with a significant drop in the number of nights spent away (see Figure 3). EU residents made about the same number of trips, but they were shorter than before. For business

trips, both the number of trips as well as their length fell steadily. Europeans made fewer work-related trips than before the start of the crisis and the trips they did make were shorter.

More than three out of four trips were domestic, but long outbound trips accounted for half of all tourist expenditure

In 2011, most trips Europeans made were to a destination within the Member State where they live (76 %), with fewer than one in four trips abroad (see Table 1 and Table 2). Big differences were observed across the EU. Some residents spent less than half of their holidays in their own country. That was the case for Belgium (26 %), Luxembourg (less than 1 %), the Netherlands (48 %) and Slovenia (44 %). Others stayed 'at home' for more than nine out of 10 holiday trips in 2011. That was very much the case for residents of Spain (92 %), Portugal (91 %) and Romania (93 %).

Even if domestic trips still accounted for most holiday trips, outbound trips grew relatively faster in 2011. This recent growth partly made up for the partial substitution of outbound trips with domestic trips over the recent years. There was a significant rise in the number of long outbound trips of at least four overnight stays (+1.7 %), while short trips abroad decreased by -0.7 %.

For domestic trips, there was a sharper increase in long trips (+0.5 %) than for short trips of one to

three nights (0.2 %). In the EU, short domestic trips accounted for half of all holiday trips in 2011. Long domestic trips took 26 % of the market share, while long and short outbound trips represented 18 % and 5 % respectively. In only eight EU Member States did the number of long trips exceed the number of short trips. In the Netherlands, Belgium and Luxembourg, more than 60 % of all trips were long.

EU residents' spending on holidays grew by 0.7 % in 2011. Nearly half of that rise came from higher spending on long domestic trips (while spending on short domestic trips shrank). The two segments with the poorest evolution in terms of nights spent, namely long domestic trips (-1.2 %) and short outbound trips (+0.1 %), recorded the fastest growth in expenditure (+1.3 % and +3.1 % respectively, resulting in growth of average expenditure by +3.7 % and +4.0 % respectively). On average, Europeans spent €64 per holiday night, €50 during domestic trips and €82 during outbound trips.

Table 1: Holiday trips made by EU residents, EU-27⁽¹⁾, 2011 compared with 2010.

		All holiday trips			Long holiday trips			Short holiday trips		
		Total	Domestic	Outbound	Total	Domestic	Outbound	Total	Domestic	Outbound
Number of trips made (millions)	2010	1 014	775	238	452	268	185	561	508	53
	2011	1 019	778	241	457	269	188	562	509	53
	% change	0.5	0.3	1.2	1.0	0.5	1.7	0.1	0.2	-0.7
Number of nights spent (millions)	2010	5 529	3 361	2 167	4 456	2 408	2 048	1 073	954	119
	2011	5 522	3 338	2 183	4 443	2 379	2 064	1 079	959	119
	% change	-0.1	-0.7	0.7	-0.3	-1.2	0.8	0.5	0.6	0.1
Average length of trips (nights)	2010	5.5	4.3	9.1	9.8	9.0	11.1	1.9	1.9	2.2
	2011	5.4	4.3	9.1	9.7	8.8	11.0	1.9	1.9	2.2
	% change	-0.6	-1.0	-0.4	-1.3	-1.7	-0.9	0.4	0.3	0.8
Tourist expenditure ⁽²⁾ (in million euro)	2010	310 496	139 490	171 006	237 864	83 406	154 458	72 632	56 084	16 548
	2011	312 760	140 353	172 398	239 854	84 514	155 345	72 891	55 839	17 052
	% change	0.7	0.6	0.8	0.8	1.3	0.6	0.4	-0.4	3.1
Average expenditure per trip (in euro)	2010	347	210	746	575	355	867	151	130	324
	2011	349	211	745	577	360	858	151	130	339
	% change	0.5	0.6	-0.1	0.2	1.5	-1.1	0.4	-0.5	4.7
Average expenditure per night (in euro)	2010	63	49	82	59	40	79	79	70	146
	2011	64	50	82	60	42	78	79	69	151
	% change	1.4	2.2	0.2	1.7	3.7	-0.2	0.3	-0.7	4.0

(1) EU-27 estimate made for the purpose of this publication, not including IE, EL and MT (because no data available for both reference years).

(2) EU-27 estimate for expenditure made for the purpose of this publication, not including IE, EL, ES and MT.

Source: Eurostat (online data codes: [tour_dem_ttg](#), [tour_dem_tng](#), [tour_dem_exq](#))

Table 2: Holiday trips made by EU-residents, 2011.

	All holiday trips			Long holiday trips			Short holiday trips		
	Total ('000)	% share on total		Total ('000)	% share on total		Total ('000)	% share on total	
		Domestic	Outbound		Domestic	Outbound		Domestic	Outbound
EU-27 ⁽¹⁾	1 019 269	76	24	457 070	59	41	562 199	91	9
BE	11 280	26	74	6 981	15	85	4 299	43	57
BG	5 573	88	12	2 458	79	21	3 115	94	6
CZ	33 985	84	16	11 475	63	37	22 510	95	5
DK	28 931	78	22	7 653	40	60	21 278	92	8
DE	214 999	66	34	107 023	44	56	107 976	89	11
EE	2 236	63	37	688	28	72	1 548	79	21
IE	:	:	:	:	:	:	:	:	:
EL	:	:	:	:	:	:	:	:	:
ES	121 535	92	8	40 929	83	17	80 606	96	4
FR	203 851	89	11	98 292	82	18	105 559	95	5
IT ⁽²⁾	71 264	81	19	37 591	72	28	33 673	90	10
CY	1 705	52	48	921	20	80	784	89	11
LV	4 187	78	22	910	34	66	3 277	90	10
LT	3 423	63	37	1 214	32	68	2 209	81	19
LU	1 340	<1	>99	811	<1	>99	529	<1	>99
HU	19 272	80	20	5 759	61	39	13 513	89	11
MT	429	52	48	182	12	88	247	81	19
NL	30 269	48	52	18 970	34	66	11 299	71	29
AT	16 393	50	50	8 851	35	65	7 542	68	32
PL ⁽³⁾	30 759	86	14	14 329	76	24	16 430	95	5
PT	11 096	91	9	3 553	80	20	7 543	96	4
RO	12 490	93	7	5 165	85	15	7 325	99	1
SI	4 249	44	56	1 789	24	76	2 460	59	41
SK	6 855	60	40	3 856	47	53	2 999	78	22
FI	37 090	84	16	8 330	68	32	28 760	89	11
SE	42 198	75	25	14 951	55	45	27 247	87	13
UK	116 925	62	38	60 451	37	63	56 474	88	12
NO	17 318	61	39	7 472	41	59	9 846	77	23
HR	7 039	71	29	3 181	70	30	3 858	73	27

(1) EU-27 estimate made for the purpose of this publication, not including IE and EL.

(2) IT: 2010 data.

(3) PL: estimated data was used for the 4th quarter 2011.

Source: Eurostat (online data code: [tour_dem_tta](#))

Half of all EU residents made one or more summer holiday trips

Most EU residents went on holiday in the third quarter, as expected (see Table 3). During the summer months of July, August and September, nearly half made at least one holiday trip, and more than one in three made a holiday trip of four nights

or more. The third quarter was the most popular for all countries, except Malta.

The biggest seasonal differences in tourism were observed in Cyprus, Greece and Bulgaria, where the number of people taking holidays in the peak

quarter exceeded that for the bottom quarter by a factor of 6, 4 and 3 respectively.

pronounced, with more than half the population going on holiday in nearly every quarter of 2011.

In the Nordic countries, Denmark, Finland, Sweden and Norway, seasonal differences were less

Table 3: Share of the resident population (aged 15 or over) taking trips⁽¹⁾ during the reference quarter, 2011.

	1st quarter		2nd quarter		3rd quarter		4th quarter	
	Any trip ⁽²⁾	Any long trip ⁽³⁾	Any trip ⁽²⁾	Any long trip ⁽³⁾	Any trip ⁽²⁾	Any long trip ⁽³⁾	Any trip ⁽²⁾	Any long trip ⁽³⁾
EU-27 ⁽⁴⁾	26	12	36	19	48	35	30	14
BE	14	7	25	17	37	31	18	9
BG	5	1	9	4	18	13	9	3
CZ	37	12	46	18	49	46	27	4
DK	46	23	53	26	62	41	50	22
DE	37	15	51	26	58	35	46	20
EE	35	12	41	11	63	28	30	8
IE	:	:	:	:	:	:	:	:
EL ⁽⁵⁾	9	5	17	10	38	33	:	:
ES ⁽⁵⁾	17	7	24	11	35	27	20	9
FR	36	22	45	28	61	51	39	22
IT ⁽⁵⁾	19	9	21	11	43	37	14	6
CY	13	12	17	15	79	50	15	14
LV	14	3	23	6	30	9	16	4
LT	17	5	27	9	39	18	22	7
LU	43	26	53	29	66	47	45	22
HU	18	3	24	6	32	14	22	4
MT	20	5	21	8	14	13	14	8
NL	28	17	46	34	58	51	34	20
AT	28	16	37	23	57	45	31	16
PL	12	6	16	8	27	20	:	:
PT	10	2	15	6	26	20	16	5
RO	11	3	16	6	18	12	17	7
SI	21	9	29	15	57	48	22	9
SK	23	13	25	14	46	38	24	11
FI	57	24	61	28	71	39	56	24
SE	55	25	69	32	77	47	59	22
UK	23	9	41	22	55	33	32	15
NO	51	21	60	33	71	57	49	28
HR	15	7	21	11	35	27	19	8

(1) The participation in tourism in each quarter is calculated by dividing the number of persons (aged 15 or over) that made a holiday trip during that quarter by the total population (aged 15 or over).

(2) Share of the resident population having made at least one holiday trip of at least 1 overnight stay during the reference quarter

(3) Share of the resident population having made at least one long holiday trip of 4 or more overnight stays during the reference quarter.

(4) Estimation made for the purpose of this publication, based on data of 24 Member States, representing 89% of the EU-27 population (not including IE, EL and PL).

(5) 2010 data.

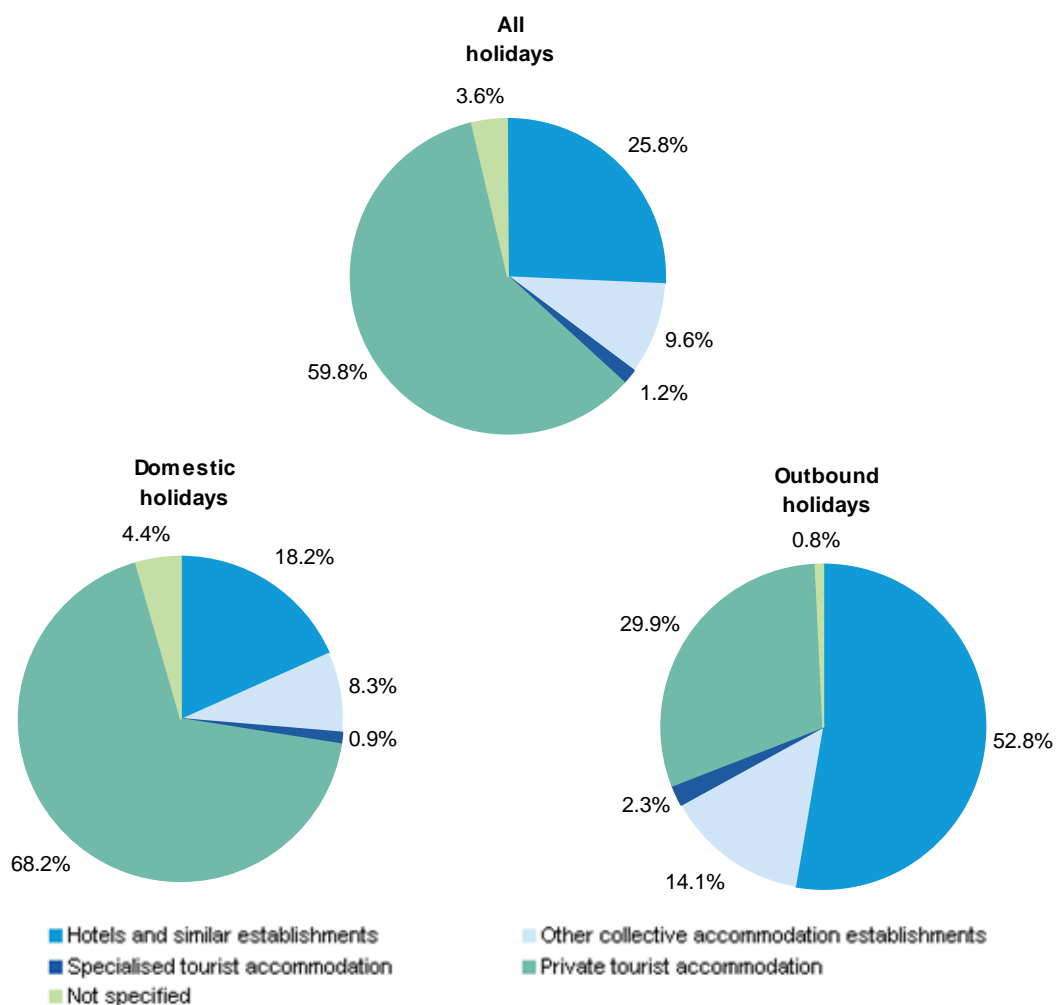
Source: Eurostat (online data codes: [tour_dem_tog](#), [demo_pjangroup](#))

Only one in four trips spent at hotels or similar establishments

In 2011, most trips were spent at so-called private tourist accommodation. This type of accommodation includes rented rooms in family homes, dwellings rented from private individuals or professional agencies, but also second homes and accommodation provided for free by friends or relatives. Stays at hotels or similar establishments accounted for almost 26 % of holiday trips, while other collective accommodation such as holiday dwellings, campsites or youth hostels were used for nearly 10 % of holiday trips.

There were significant differences, depending on destination. For domestic trips, more than two-thirds of holidays were spent at private accommodation and less than 20 % at hotels or similar establishments. For outbound trips, the opposite was the case, with hotels or similar establishments accounting for 52.8 % and a significant 14.1 % of holiday trips spent in rented holiday dwellings, at campsites or youth hostels.

Figure 4: Share of holiday trips of EU⁽¹⁾ residents by main means of accommodation, 2011⁽²⁾.



(1) EU-27 estimate made for the purpose of this publication, not including CY and UK.

(2) 2011 estimate based on quarterly data. When 2011 data was not available, 2010 or 2009 data was used instead.

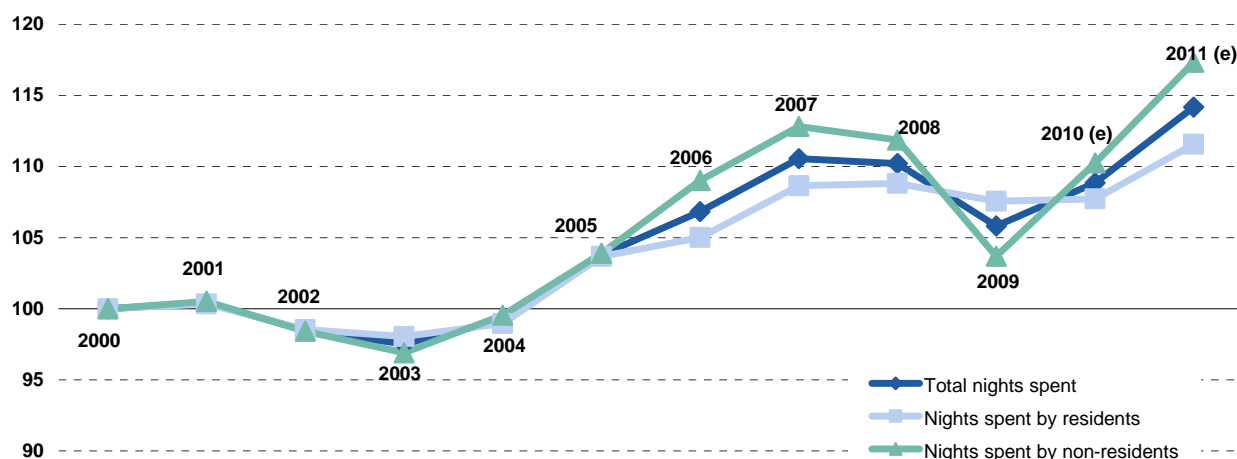
Source: Eurostat (online data code: [tour_dem_ttg](#))

Accommodation sector shows clear recovery in 2011

The previous section looked at the type of accommodation chosen by EU residents on their holiday trips. Figure 5 looks at trends in nights spent at hotels or similar establishments by tourists, regardless of their country of residence. In 2011,

the number of nights was well above the previous peak registered in 2007. Also, considering nights spent by residents and by non-residents separately, both series exceeded the pre-crisis level.

Figure 5: Trends in number of nights spent in hotels or similar establishments, EU-27, 2000-2011 (index:2000=100).



Notes: Data for 2000, 2001 and 2002 include estimates for Malta (residents' nights); data for 2010 based on estimates for IE and LU ; data for 2011 include estimates for IE and EL.

Source: Eurostat (online data codes: [tour_occ_ninat](#), [tour_occ_nim](#))

METHODOLOGICAL NOTES

Tourism means the activity of visitors taking a trip to a main destination outside their usual environment, for less than a year, for any main purpose, including business, leisure or other personal purpose, other than to be employed by a resident entity in the place visited.

Trips, average length of stay

Long trips are trips with at least four overnight stays, *short trips* are trips with one to three overnight stays.

Average length of stay is calculated by dividing the total number of nights spent by the total number of tourism trips.

Collective accommodation establishments

An accommodation establishment that provides overnight lodging for the traveller in a room or some other unit, but the number of places it provides must be greater than a specified minimum for groups of persons exceeding a single family unit and all the places in the establishment must come under a common commercial-type management, even if it is non-profit-making. Collective accommodation establishments consist of hotels and similar establishments, and other collective establishments (this latter group includes holiday dwellings, tourist campsites, youth hostels, etc.).

Country codes

EU-27: European Union
BG: Bulgaria
BE: Belgium
CZ: Czech Republic
DK: Denmark
DE: Germany
EE: Estonia

IE: Ireland
EL: Greece
ES: Spain
FR: France
IT: Italy
CY: Cyprus
LV: Latvia

LT: Lithuania
LU: Luxembourg
HU: Hungary
MT: Malta
NL: Netherlands
AT: Austria
PL: Poland

PT: Portugal
RO: Romania
SI: Slovenia
SK: Slovakia
FI: Finland
SE: Sweden
UK: United Kingdom

IS: Iceland
LI: Liechtenstein
NO: Norway
CH: Switzerland
HR: Croatia

Symbols

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Eurostat Website: <http://ec.europa.eu/eurostat>

Data on Tourism statistics:

<http://epp.eurostat.ec.europa.eu/portal/page/portal/tourism/data/database>

Further information about Tourism statistics:

<http://epp.eurostat.ec.europa.eu/portal/page/portal/tourism/introduction>

Journalists can contact the media support service:

Bech Building, Office A4/125, L-2920 Luxembourg

Tel.: (352) 4301 33408

Fax: (352) 4301 35349

E-mail: eurostat-mediasupport@ec.europa.eu

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