



Flash Eurobarometer 392

PREFERENCES OF EUROPEANS TOWARDS TOURISM

EXTRA ANALYSIS

Fieldwork: January 2014

Publication: February 2014

This survey has been requested by the European Commission, Directorate-General for Enterprise and Industry and co-ordinated by the Directorate-General for Communication.

This document does not represent the point of view of the European Commission.
The interpretations and opinions contained in it are solely those of the authors.

Flash Eurobarometer 392 - TNS Political & Social

Flash Eurobarometer 392

Preferences of Europeans towards Tourism

Extra Analysis

INTRODUCTION

In this document, an extra analysis has been carried out as a complement to the main report. In the main report, results were presented and analysed firstly at EU level, and then by Member State and socio-demographic breakdowns. In this extra analysis, we took a closer look at the country results by cross-tabulating different questions to identify country-specific patterns that were not already highlighted in the main section of the report.

In order to perform this analysis, we focussed on the following topics:

1. Where respondents went on their holidays in 2013
2. Their main reasons for going on holiday in 2013
3. The purposes of trips, types of accommodation and the propensity to register complaints
4. The impact of the economic situation on holiday plans for 2014
5. The sources of information that are most important to people when making decisions about travel plans

Topline results will therefore not be covered as to not replicate data and analysis already conducted in the full report.

EXTRA ANALYSIS

I. Profile by destination

This section will mainly focus on where respondents travelled for their main holidays. However, due to low base sizes at Member State level, analysis has only been carried out for the top 8 countries where results are sufficient. This means that results are only described for Spain, Italy, France, Germany, Austria, Greece, the UK and Croatia, since these are the countries Europeans are most likely to visit. Socio-demographic breakdowns will then be introduced for these countries, followed by a closer look at the frequency of formal complaints.

1.1 The profile of visitors travelling to a specific destination

→ for example: ***who are the people travelling to France?***

To illustrate where the top 8 most visited countries get their visitors from, the following charts display the top 5 countries of origin of respondents who travelled to that particular Member State in 2013. For example, Irish, UK, Danish, Swedish and Luxembourgish respondents were the most likely to say that they went for their holiday to Spain.

The charts are ordered according to the number of visitors they received: that Spain (top left) is the country that attracted most visitors, whilst Croatia attracted the least (bottom right) in the top 8.

Spain

When looking at the respondents most likely to go to Spain for their holiday in 2013, we find the Irish and British. More than a third of Irish respondents said that they travelled to Spain for their holiday (34%) and just fewer than three in ten said the same in the UK (29%). Two Scandinavian Member States follow, with just under a quarter saying that they went to Spain in 2013 (Denmark; Sweden both 23%). Interestingly, with the exception of Luxembourg, which places 5th, Spain seems to predominantly attract holiday-goers from Northern Europe.

Italy

Italy on the other hand attracts visitors from different parts of Europe. More than a third of respondents from two of Italy's neighbours -Austria (38%) and Malta (35%)- mentioned having visited Italy in 2013, whilst around half as many said so in Germany, Luxembourg (both 18%) and Slovenia (17%).

France

Respondents from the Benelux region are the most likely to have visited France for their holiday in 2013. Almost half of respondents in two of France's neighbours went for their holiday in France -48% in Belgium and 44% in Luxembourg-, whilst Dutch respondents were slightly less likely with 29% saying so. Irish and Maltese residents follow, with 17% and 15% respectively.

Germany

Unsurprisingly, Germany mainly receives visitors from its neighbours as well: all of the top 5 visiting countries of Germany are neighbouring Member States. Almost a third of Danish (32%) and Luxembourgish (31%) respondents took a holiday in Germany in 2013, as did 28% of the Dutch and less than a quarter of Austrians (23%) and Czechs (19%).

Austria

Similar to Germany, Austria mainly receives visitors from its direct neighbours, with the exception of Luxembourg. However, the distribution of answers is more evenly spread compared to other holiday destinations. Indeed, results in the top 5 range from 18% of German respondents to 13% of Luxembourgish respondents. In between, around one in six went to Austria for a holiday in the Czech Republic (17%), Slovenia and Slovakia (both 15%).

Greece

Greece predominantly attracts Cypriot residents with more than half of respondents from Cyprus saying they went there for their holiday (53%). To a much lesser extent, less than one fifth of respondents went to Greece for their holiday in the following countries: Bulgaria (17%), Romania (11%), Denmark (10%) and Austria (8%).

United Kingdom

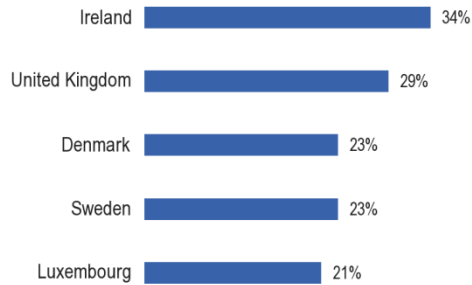
When looking at the UK, it is unsurprising to find that its immediate neighbour, Ireland, has the highest proportion of people most likely to have gone there for a holiday in 2013 (39%). Interestingly, a similar proportion said the same in Malta with more than a third visiting in 2013 (35%). Following Malta, we find Cyprus, Latvia and Denmark, albeit with much smaller proportions of respondents (16%, 11% and 10% respectively).

Croatia

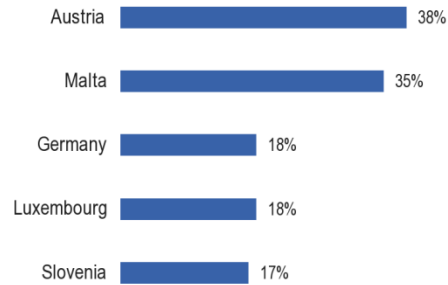
It is interesting to find Croatia amongst the top 8 countries most visited by other countries in 2013, especially since it is the most recent addition to the EU (July 2013). The results for holidays in Croatia are very one sided, with almost 70% of Slovenians saying that they visited Croatia in 2013. To a much lesser extent, we find significant proportions of respondents from Central European Member States such as Slovakia (23%), Austria (20%), the Czech Republic (15%) and Hungary (13%) also appearing amongst the top 5.

Q4T. To which countries did you go for your holidays in 2013?

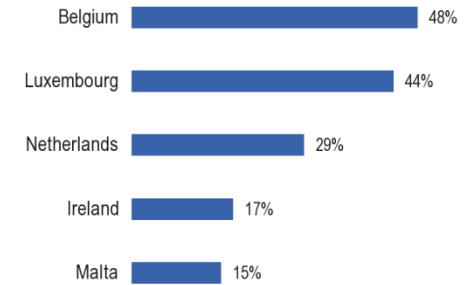
Q4T (es). Top 5 countries most likely to travel to Spain



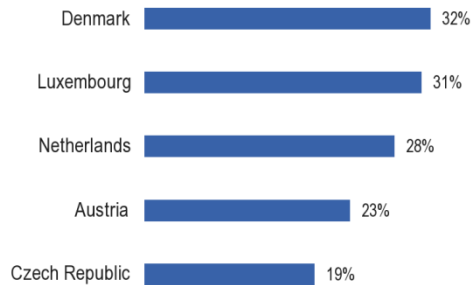
Q4T (it). Top 5 countries most likely to travel to Italy



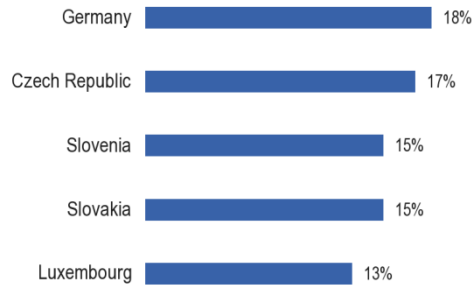
Q4T (fr). Top 5 countries most likely to travel to France



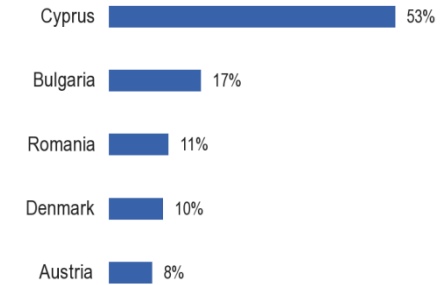
Q4T (de). Top 5 countries most likely to travel to Germany



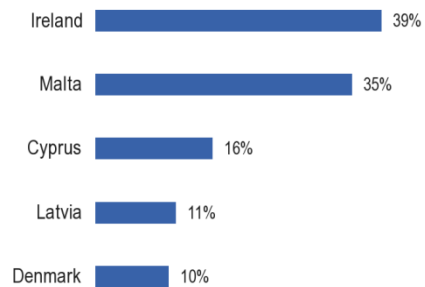
Q4T (at). Top 5 countries most likely to travel to Austria



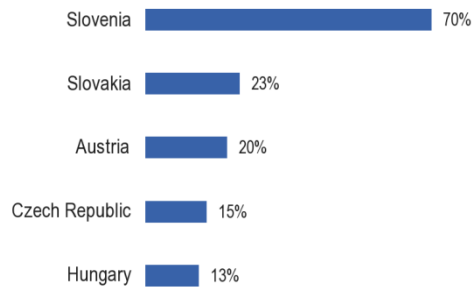
Q4T (el). Top 5 countries most likely to travel to Greece



Q4T (uk). Top 5 countries most likely to travel to the UK



Q4T (hr). Top 5 countries most likely to travel to Croatia






Here, socio-demographic breakdowns will be analysed at EU level as base size does not allow for accurate interpretation at Member State level.

In terms of gender, there does not seem to be any particular difference or explanation for going to these 8 countries for a holiday in 2013. Only in France and Germany are men slightly more likely to go on holiday there than women (12% vs 9% and 8% vs. 5% respectively).

The age breakdowns exhibit different patterns for these countries. We find that younger respondents were more likely to have travelled to the four following countries than their older counterparts in 2013: Spain, France, Germany and the UK, where those aged 15-24 were most likely to go to these countries. Conversely the pattern is reversed for Italy and Austria, where older respondents were the most likely to visit for a holiday. There seems to be no consistent link between holiday destination and age for Greece and Croatia however.

Education demonstrates a more consistent relationship across these 8 holiday destinations in 2013. With the exception of Spain -where there doesn't seem to be a clear relationship-, the longer the respondent spent in fulltime education, the more likely they were to go on holiday to any of these countries. This observation reflects the fact that overall, as noted in the report, people who travelled at least once in 2013 are most likely to have the highest education levels. This is particularly the case for France, where 8 percentage points separate those who left education at the age of 15 or less and those who left at the age of 20 or more. To a slightly lesser extent, the same is true for holiday destinations such as the UK and Italy where 4 percentage points separate the two categories.

Q4T - Holidays taken in 2013

	Spain	Italy	France	Germany	Austria	Greece	United Kingdom	Croatia
EU28	15%	10%	11%	7%	6%	5%	4%	4%
 Sex								
Male	15%	10%	12%	8%	7%	5%	4%	3%
Female	14%	10%	9%	5%	5%	4%	4%	4%
 Age								
15-24	17%	9%	12%	10%	4%	5%	8%	5%
25-39	14%	9%	11%	7%	5%	4%	4%	3%
40-54	15%	11%	11%	6%	8%	5%	3%	5%
55 +	14%	11%	10%	6%	6%	4%	3%	3%
 Education (End of)								
15-	16%	7%	5%	4%	4%	3%	1%	2%
16-19	15%	9%	8%	5%	6%	5%	2%	4%
20+	14%	11%	13%	7%	7%	5%	5%	4%
Still studying	15%	11%	12%	12%	4%	4%	7%	4%

1.2 The reasons to travel to a specific destination

→ for example: *why are people travelling to Greece?*

Results in this section have been produced by cross-tabulating destinations where respondents went for their holidays in 2013 with their main reasons for going on holiday¹. It is worth noting that since we consider all of the destinations listed by respondents (i.e. more than one place for most respondents), reasons mentioned cannot be directly linked to that particular holiday destination. However, this analysis gives a good indication of the main reasons privileged by holiday goers who visited these specific countries.

We firstly look at the different subgroups of countries: namely, those who went on holiday in their own country, those who went to another EU country and those who travelled outside the EU.

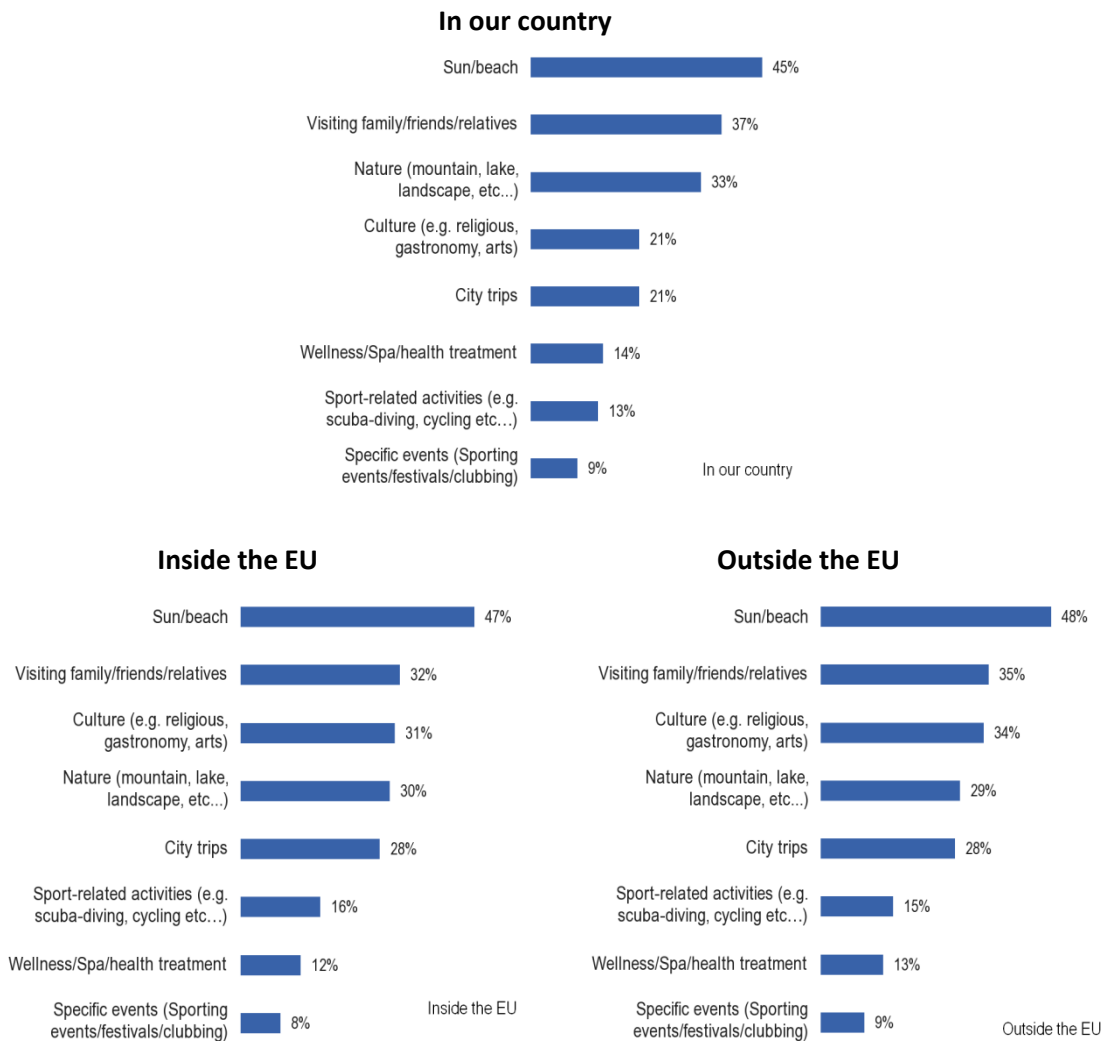
We find very similar results across each of these holiday groups. In each case, the most popular reason for going on holiday in 2013 was for sun or the beach, mentioned by 45% in relation to holidays in the respondents' own country, 47% for holidays inside the EU, and 48% for holidays outside the EU. The second most common reason for a holiday was to visit family or friends, and again this was consistent by destination: 37% said this about holidays in their own country, 32% for holidays in the EU, and 35% for holidays outside the EU.

The only variations were in the proportions that went on holiday for cultural reasons and for city trips. Respondents were less likely to go on holiday for cultural reasons inside their own country (21%) than in other EU countries (31%) or outside the EU (34%). Similarly, the proportion that went on city trips was lower among respondents who went on holiday in their own country (21%), compared with those who went to other EU countries (28%) or outside the EU (28%).

The other reasons for going on holiday were similar by type of destination, for the following reasons: for nature; for wellness, spa or health treatment; for sport-related activities; and for specific events.

¹ Note: for this analysis, we consider countries visited during "all holidays" (i.e. not only the "main holiday") and we base the analysis on "all reasons for going on holidays" (i.e. not only the "main reason")

Q4TQ5T – The main reasons for going on holiday in 2013 vs. the country where those respondents went for their holiday in 2013



When looking at the reasons for going on holiday to particular countries, the findings are a bit different. As before, due to low base sizes at Member State level, analysis has only been carried out for the top 8 countries visited most often by Europeans: Spain, Italy, France, Germany, Austria, Greece, the UK and Croatia. Again, it is important to note that reasons mentioned cannot be linked directly to a particular holiday destination, as respondents may have visited more than one country. However, this analysis gives a good indication of the main reasons for visiting different countries.

The charts that follow show the reasons for going on holiday, analysed by those visiting each of the eight Member States. Once again, the charts are ordered according to the proportion of visitors they received: Spain (top left) is the country that attracted most visitors, whilst Croatia attracted the least (bottom right) in the top 8.

Overall, the sun / the beach was the main reason for going on holiday for those who visited the five following countries: Spain, Italy, France, Greece and Croatia. In the three other Member States, it was always part of the top three reasons. Nature, city trips and visiting family, friends or relatives were also amongst the top answers.

Here are the main findings when looking at the results for each of the eight Member States.

Spain

When looking at the respondents who went on holiday to Spain for their holiday in 2013, the main reason for going on holiday was for the sun or beach (66%). This was by far the most common answer, and was one of the highest figures across the eight countries. Other reasons (each mentioned by around a quarter of respondents who visited Spain in 2013) were culture (27%), visiting friends, family or relatives (27%), city trips (24%) and nature (22%).

Italy

Respondents who visited Italy were most likely to say that their reason for going on holiday was the sun or beach (47%), although other reasons also featured prominently. The second highest answer was culture: this was mentioned by 41%, the highest figure of any of the countries for this reason. Other reasons included nature (34%), city trips (34%) and visiting family or friends (28%).

France

Among visitors to France, the top reason for going on holiday was the sun or beach (42%); additionally, a large proportion also went on holiday for cultural reasons (37%). Around a third said they went on holiday to visit friends or family (32%), for nature (31%) and for city trips (31%).

Germany

People who visited Germany in 2013 were most likely to say that they travel to go on city trips (37%), although similar proportions gave the following reasons for going on holiday: nature (35%), sun or beach (35%) and visiting family or friends (35%).

Austria

Among visitors to Austria, the most common reason for going on holiday was for nature: 44% gave this reason, the highest figure of any of the countries. The proportion that went on holiday for sport-related activities was also higher than for any other country (35%).

Greece

The sun or the beach was by far the main reason for going on holiday among visitors to Greece: 68%, the highest figure for any of the eight countries. Other reasons included culture (30%) and city trips (28%).

United Kingdom

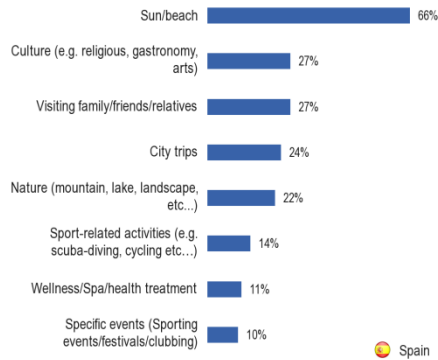
A large proportion of visitors to the UK said that they went on holiday in 2013 to visit friends or relatives: 48%, the highest figure in any of the eight countries. In addition, a large proportion went on city trips as part of their holiday (43%).

Croatia

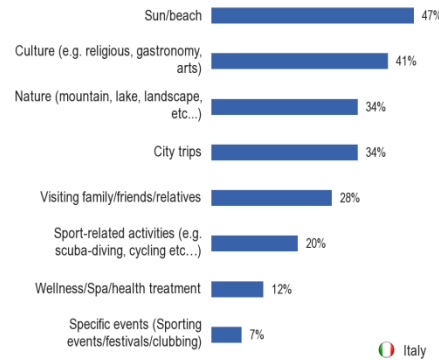
Among visitors to Croatia, the main reason for going on holiday was the sun or beach (60%). This was clearly the highest answer, ahead of nature (30%), city trips (29%) and culture (28%).

Q4TQ5T – The main reasons for going on holiday in 2013 vs. the country where those respondents went for their holiday in 2013

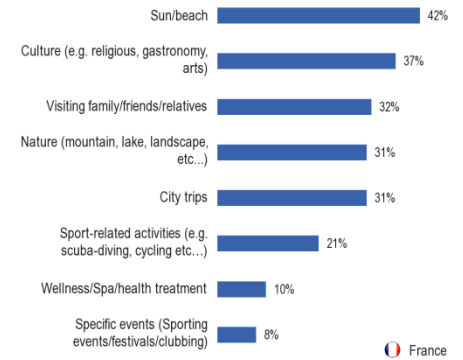
Q4TQ5T. Holidays taken in 2013 vs. The main reasons for going on holiday in 2013



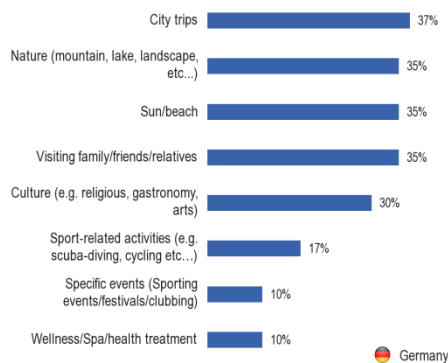
Q4TQ5T. Holidays taken in 2013 vs. The main reasons for going on holiday in 2013



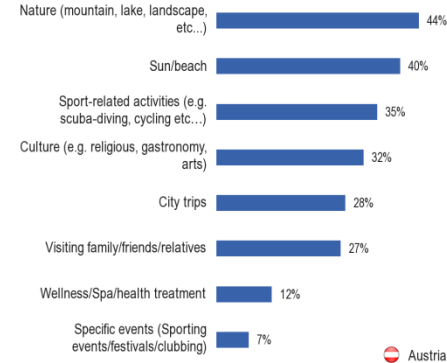
Q4TQ5T. Holidays taken in 2013 vs. The main reasons for going on holiday in 2013



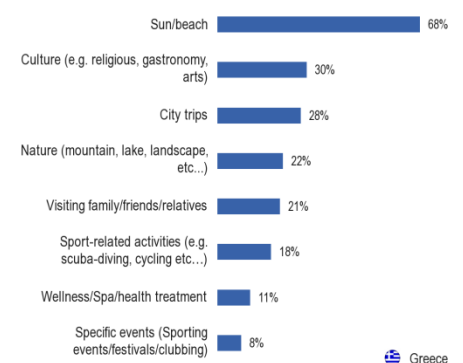
Q4TQ5T. Holidays taken in 2013 vs. The main reasons for going on holiday in 2013



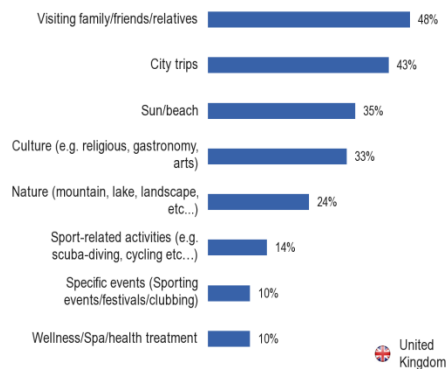
Q4TQ5T. Holidays taken in 2013 vs. The main reasons for going on holiday in 2013



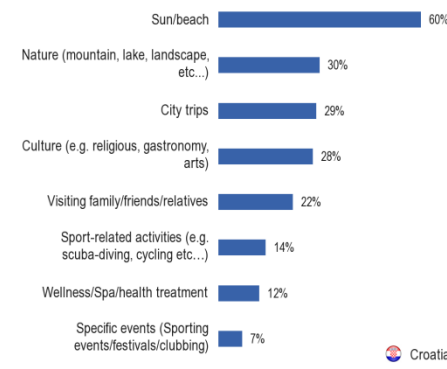
Q4TQ5T. Holidays taken in 2013 vs. The main reasons for going on holiday in 2013



Q4TQ5T. Holidays taken in 2013 vs. The main reasons for going on holiday in 2013



Q4TQ5T. Holidays taken in 2013 vs. The main reasons for going on holiday in 2013



II. Profile by origin of travellers

This section looks at holiday destinations among residents of individual Member States. Whereas the previous section focused on the countries that respondents were travelling to, this section looks at where they have travelled from.






























2.1 The preferred destinations of residents of each country (e.g. *where are the German residents travelling to?*)

Across the EU, more than half of respondents said that they went on holiday in their own country in 2013 (57%). This proportion varied considerably by Member State. Large proportions went on holiday in their own country in Greece (87%), Croatia (84%), Italy (81%) and Bulgaria (80%), while the proportion was lowest in Luxembourg (4%) and Belgium (17%).

There was also considerable variation in the proportion that went on holiday in 2013 in another EU country. Overall, 54% of Europeans went on holiday in another EU country; this was much higher in Luxembourg (95%), Belgium (86%), Malta (86%), Slovenia (84%) and Ireland (83%). However, small proportions of people living in Greece (18%), Spain (28%), Portugal (32%) and Bulgaria (36%) went on holiday to another EU country.

People living in Denmark (41%), Estonia (39%), Latvia (38%), Austria (38%), Sweden (38%) and the United Kingdom (38%) were most likely to go outside of the EU for a holiday in 2013. The lowest proportions were in Greece (7%) and Romania (10%).

Q4T To which countries did you go for your holidays in 2013? TOTAL




























		In [OUR COUNTRY]	In the EU28	Total 'Outside the EU28'	Don't know
	EU28	57%	54%	27%	1%
	BE	17%	86%	31%	0%
	BG	80%	36%	15%	1%
	CZ	44%	73%	18%	1%
	DK	35%	78%	41%	1%
	DE	49%	67%	34%	2%
	EE	56%	68%	39%	0%
	IE	35%	83%	30%	1%
	EL	87%	18%	7%	1%
	ES	74%	28%	17%	0%
	FR	66%	39%	29%	2%
	HR	84%	39%	27%	0%
	IT	81%	38%	16%	0%
	CY	37%	76%	13%	1%
	LV	31%	73%	38%	0%
	LT	42%	58%	26%	2%
	LU	4%	95%	30%	0%
	HU	70%	52%	13%	0%
	MT	27%	86%	19%	0%
	AT	54%	79%	38%	0%
	NL	35%	78%	31%	0%
	PL	66%	40%	18%	2%
	PT	67%	32%	16%	0%
	RO	60%	43%	10%	2%
	SI	29%	84%	21%	1%
	SK	33%	78%	26%	3%
	FI	54%	72%	33%	1%
	SE	42%	65%	38%	1%
	UK	47%	60%	38%	1%

We now look at specific holiday destinations among residents of different countries.

Section 1.1 examined where the most popular holiday destinations got their visitors from. The chart below provides a more comprehensive picture of destinations analysed by country of residence. In general, unsurprisingly, this shows that most respondents went to neighbouring countries, or to countries nearby. For example, people from Finland were most likely to visit Estonia (27%) or Sweden (21%), while Austrian residents were most likely to visit Italy (38%) or Germany (23%).

However, the countries that saw the most visitors in 2013 attracted a range of nationalities, including those located further away. For example, Spain had large proportions of visitors from several Member States, and this was also true to a lesser extent of visits to France and Italy.

Q4T To which countries did you go for your holidays in 2013? TOTAL

	Spain	France	Italy	Germany	Austria	Greece	United Kingdom	Croatia	Netherlands	Portugal	Belgium	Czech Republic	Poland	Sweden	Bulgaria	Cyprus	Denmark	Estonia	Finland	Hungary	Ireland	Malta	Romania	Slovakia	Slovenia	Latvia	Lithuania	Luxembourg	
 EU28	15%	11%	10%	7%	6%	5%	4%	4%	3%	3%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	
 BE	20%	48%	13%	11%	6%	6%	4%	2%	13%	3%	0%	1%	2%	0%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%	1%	0%	1%	
 BG	3%	4%	5%	6%	5%	17%	1%	1%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	3%	0%	1%	0%	0%	0%	
 CZ	5%	8%	14%	19%	17%	7%	4%	15%	1%	1%	1%	0%	7%	1%	2%	0%	0%	0%	0%	7%	0%	0%	0%	25%	2%	0%	0%	0%	
 DK	23%	12%	16%	32%	6%	10%	10%	2%	4%	2%	2%	3%	2%	15%	1%	1%	0%	0%	1%	1%	2%	2%	0%	0%	0%	1%	0%	0%	
 DE	17%	10%	18%	0%	18%	5%	4%	5%	5%	2%	1%	2%	4%	2%	1%	0%	3%	0%	1%	1%	1%	0%	0%	0%	1%	0%	0%	0%	
 EE	13%	8%	8%	6%	2%	3%	7%	1%	2%	1%	1%	2%	4%	12%	2%	0%	2%	0%	21%	3%	2%	0%	0%	1%	0%	16%	8%	0%	
 IE	34%	17%	12%	7%	2%	2%	39%	2%	2%	11%	2%	0%	1%	1%	0%	1%	1%	0%	0%	0%	0%	2%	0%	0%	1%	0%	1%	0%	
 EL	3%	4%	3%	2%	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%	3%	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	
 ES	0%	10%	7%	2%	1%	1%	4%	1%	0%	5%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	
 FR	15%	0%	9%	4%	2%	1%	4%	1%	2%	4%	5%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	
 HR	0%	7%	11%	8%	10%	1%	2%	0%	0%	0%	1%	2%	0%	2%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	12%	0%	0%	0%	
 IT	9%	12%	0%	4%	3%	5%	4%	2%	1%	2%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%	1%	1%	1%	0%	0%	0%
 CY	3%	6%	8%	2%	2%	53%	16%	0%	1%	0%	1%	1%	1%	0%	0%	0%	0%	1%	0%	1%	1%	1%	1%	0%	0%	1%	0%	1%	
 LV	4%	7%	11%	16%	4%	3%	11%	2%	5%	2%	6%	2%	5%	9%	1%	1%	0%	13%	8%	2%	2%	0%	1%	1%	1%	0%	10%	0%	
 LT	7%	6%	5%	12%	5%	3%	10%	2%	1%	1%	2%	3%	9%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	3%	0%	8%	0%	1%	
 LU	21%	44%	18%	31%	13%	3%	5%	3%	9%	17%	17%	0%	1%	0%	0%	0%	1%	0%	0%	1%	2%	0%	0%	0%	0%	0%	0%	0%	
 HU	3%	4%	10%	9%	12%	3%	1%	13%	3%	1%	0%	1%	1%	2%	2%	1%	0%	0%	0%	0%	0%	0%	6%	5%	4%	0%	0%	0%	
 MT	12%	15%	35%	10%	2%	7%	35%	2%	3%	0%	1%	2%	0%	1%	1%	2%	1%	0%	0%	1%	3%	0%	0%	0%	2%	1%	0%	0%	
 AT	10%	5%	38%	23%	0%	8%	7%	20%	2%	3%	1%	4%	1%	1%	1%	0%	1%	1%	0%	6%	2%	1%	1%	2%	6%	1%	0%	0%	
 NL	18%	29%	12%	28%	10%	5%	6%	2%	0%	4%	15%	2%	1%	2%	0%	0%	2%	0%	0%	1%	1%	1%	1%	0%	1%	0%	0%	3%	
 PL	4%	6%	5%	11%	1%	4%	5%	4%	2%	1%	2%	3%	0%	1%	3%	0%	0%	0%	0%	2%	1%	0%	0%	2%	0%	0%	1%	0%	
 PT	17%	10%	3%	3%	0%	1%	3%	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	
 RO	7%	5%	9%	7%	6%	11%	1%	2%	1%	0%	2%	2%	1%	1%	9%	0%	0%	0%	0%	5%	1%	0%	0%	3%	0%	0%	0%	0%	
 SI	4%	6%	17%	6%	15%	5%	3%	70%	2%	1%	4%	2%	2%	0%	2%	1%	0%	0%	0%	4%	1%	0%	2%	2%	0%	1%	0%	1%	
 SK	6%	4%	12%	8%	15%	5%	2%	23%	2%	0%	1%	28%	9%	0%	6%	0%	1%	1%	0%	15%	1%	0%	2%	0%	1%	1%	1%	0%	
 FI	18%	6%	5%	10%	3%	6%	3%	2%	1%	3%	2%	2%	3%	21%	1%	4%	1%	27%	0%	3%	1%	1%	0%	1%	0%	2%	1%	0%	
SE	23%	9%	10%	13%	3%	8%	8%	4%	3%	1%	1%	2%	2%	0%	0%	1%	14%	1%	6%	1%	2%	0%	0%	1%	1%	1%	0%	0%	
UK	29%	14%	7%	6%	1%	6%	0%	1%	4%	5%	3%	1%	2%	1%	0%	3%	1%	0%	1%	1%	4%	1%	0%	0%	0%	0%	0%	0%	

III. Main reasons to travel

This section looks at the main reasons for going on holiday, among residents of different EU Member States. Section 1.2 looked at reasons for holidays in relation to the country of destination; this section now looks at these reasons from the perspective of country of residence.

3.1 The main reasons for going on holiday

→ for example, who are the people travelling for cultural reasons?

The table below highlights, for each nationality, the top three reasons for going on holiday. This shows that, for residents of most EU Member States, the main reason for going on holiday in 2013 was the sun or the beach. In some countries, this was by far the most popular reason: Slovenia, Italy, Portugal and Greece. In each of these countries, there was a gap of at least 20 percentage points between the proportion mentioning the sun or the beach and the proportion giving the next most popular reason.

By contrast, there were some countries where the sun/beach was not the most popular reason for going on holiday. In Latvia, the main reasons for going on holiday in 2013 were visiting family or friends (44%) and nature (37%). In Malta, the main reason was culture (39%). In both of these countries, the proportion mentioning the sun or beach was very low (16% and 12% respectively). In the Czech Republic, respondents were most likely to say nature was the main reason going on holiday (54%). In France (45%) and Finland (43%), the most often mentioned reason was visiting family or friends.

There were also countries where the sun/beach was at a similar level of importance to other reasons. In Estonia, culture (41%), nature (40%), the sun/beach (40%) and visiting family and friends (39%) were mentioned by similar proportions. In Poland and Romania, similar proportions mentioned the sun/beach (40% and 37% respectively), nature (39% and 34%) and visiting friends or family (38% and 37%), while in Lithuania, similar proportions mentioned city trips (38%) and the sun/beach (37%).

Q5T What were your main reasons for going on holiday in 2013?

	Sun/beach	Visiting family/friends/relatives	Nature (mountain, lake, landscape, etc...)	Culture (e.g. religious, gastronomy, arts)	City trips	Sport-related activities (e.g. scuba-diving, cycling etc...)	Wellness/Spa/health treatment	Specific events (Sporting events/festivals/clubbing)	Other (DO NOT READ OUT)	Don't know
EU28	46%	34%	30%	25%	23%	14%	13%	8%	13%	1%
BE	52%	26%	41%	36%	25%	18%	11%	5%	11%	0%
BG	55%	29%	36%	14%	6%	6%	15%	7%	9%	1%
CZ	41%	23%	54%	18%	20%	25%	20%	7%	12%	0%
DK	48%	24%	29%	32%	24%	13%	3%	8%	18%	1%
DE	44%	32%	38%	27%	21%	20%	15%	5%	10%	1%
EE	40%	39%	40%	41%	23%	5%	4%	8%	15%	0%
IE	49%	39%	15%	18%	22%	11%	9%	14%	15%	1%
EL	61%	41%	24%	11%	17%	6%	10%	12%	10%	1%
ES	43%	35%	22%	29%	21%	6%	7%	7%	12%	0%
FR	42%	45%	34%	26%	29%	14%	21%	8%	10%	0%
HR	57%	40%	35%	19%	27%	16%	8%	10%	15%	0%
IT	51%	27%	24%	28%	29%	7%	14%	7%	11%	0%
CY	46%	30%	20%	16%	22%	2%	4%	11%	19%	0%
LV	16%	44%	37%	23%	31%	14%	36%	14%	9%	0%
LT	37%	31%	26%	31%	38%	9%	7%	10%	13%	1%
LU	55%	40%	37%	34%	30%	20%	24%	9%	12%	0%
HU	51%	28%	30%	20%	35%	7%	20%	10%	16%	0%
MT	12%	20%	27%	39%	21%	5%	7%	13%	32%	1%
AT	47%	28%	38%	38%	30%	25%	24%	9%	8%	0%
NL	50%	25%	43%	37%	26%	17%	4%	5%	21%	0%
PL	40%	38%	39%	13%	34%	18%	12%	10%	9%	0%
PT	57%	37%	18%	24%	10%	7%	19%	6%	8%	0%
RO	37%	37%	34%	14%	24%	8%	10%	11%	17%	1%
SI	66%	15%	24%	18%	33%	10%	16%	10%	17%	0%
SK	50%	30%	32%	28%	22%	11%	21%	9%	10%	0%
FI	33%	43%	29%	26%	31%	19%	20%	10%	11%	0%
SE	47%	40%	21%	23%	20%	14%	23%	9%	8%	0%
UK	49%	40%	18%	22%	14%	11%	5%	12%	19%	1%

The table below shows the same figures: reasons for going on holiday analysed by each nationality. However, this table highlights the top three nationalities who travel for each of the various reasons.

Respondents from Slovenia (66%), Greece (61%) and Croatia (57%) were the most likely to give the sun or beach as their main reason for going on holiday in 2013, while people in France (45), Latvia (44%) and Finland (43%) were the most likely to say they went on holiday to visit friends or family.

The Czech Republic had the highest proportion that went on holiday for nature (54%), followed by the Netherlands (43%) and Belgium (41%), while culture was mentioned most frequently in Estonia (41%), Malta (39%) and Austria (38%).

City trips were most popular with residents of Lithuania (38%), Hungary (35) and Poland (34%), while people from the Czech Republic (25%), Austria (25%) and Luxembourg (20%) were the most likely to go on holiday for sport-related activities.

Wellness, spa or health treatment was particularly popular in Latvia (36%), followed by Luxembourg (24%) and Austria (24%), while people from Ireland (14%), Latvia (14%) and Malta (13%) were most likely to say that they went on holiday to attend specific events.

Q5T What were your main reasons for going on holiday in 2013?

	Sun/beach	Visiting family/friends/relatives	Nature (mountain, lake, landscape, etc...)	Culture (e.g. religious, gastronomy, arts)	City trips	Sport-related activities (e.g. scuba-diving, cycling etc...)	Wellness/Spa/health treatment	Specific events (Sporting events/festivals/clubbing)	Other (DO NOT READ OUT)	Don't know
EU28	46%	34%	30%	25%	23%	14%	13%	8%	13%	1%
BE	52%	26%	41%	36%	25%	18%	11%	5%	11%	0%
BG	55%	29%	36%	14%	6%	6%	15%	7%	9%	1%
CZ	41%	23%	54%	18%	20%	25%	20%	7%	12%	0%
DK	48%	24%	29%	32%	24%	13%	3%	8%	18%	1%
DE	44%	32%	38%	27%	21%	20%	15%	5%	10%	1%
EE	40%	39%	40%	41%	23%	5%	4%	8%	15%	0%
IE	49%	39%	15%	18%	22%	11%	9%	14%	15%	1%
EL	61%	41%	24%	11%	17%	6%	10%	12%	10%	1%
ES	43%	35%	22%	29%	21%	6%	7%	7%	12%	0%
FR	42%	45%	34%	26%	29%	14%	21%	8%	10%	0%
HR	57%	40%	35%	19%	27%	16%	8%	10%	15%	0%
IT	51%	27%	24%	28%	29%	7%	14%	7%	11%	0%
CY	46%	30%	20%	16%	22%	2%	4%	11%	19%	0%
LV	16%	44%	37%	23%	31%	14%	36%	14%	9%	0%
LT	37%	31%	26%	31%	38%	9%	7%	10%	13%	1%
LU	55%	40%	37%	34%	30%	20%	24%	9%	12%	0%
HU	51%	28%	30%	20%	35%	7%	20%	10%	16%	0%
MT	12%	20%	27%	39%	21%	5%	7%	13%	32%	1%
AT	47%	28%	38%	38%	30%	25%	24%	9%	8%	0%
NL	50%	25%	43%	37%	26%	17%	4%	5%	21%	0%
PL	40%	38%	39%	13%	34%	18%	12%	10%	9%	0%
PT	57%	37%	18%	24%	10%	7%	19%	6%	8%	0%
RO	37%	37%	34%	14%	24%	8%	10%	11%	17%	1%
SI	66%	15%	24%	18%	33%	10%	16%	10%	17%	0%
SK	50%	30%	32%	28%	22%	11%	21%	9%	10%	0%
FI	33%	43%	29%	26%	31%	19%	20%	10%	11%	0%
SE	47%	40%	21%	23%	20%	14%	23%	9%	8%	0%
UK	49%	40%	18%	22%	14%	11%	5%	12%	19%	1%

Additional analysis was carried out on reasons for travel according to socio-demographic characteristics. However, this analysis found no further relevant information than the findings above.

IV. Complaints

This section looks in detail at people who have made a formal complaint relating to a holiday, analysed according to the amount of travel undertaken, length of holiday, different types of holiday, type of accommodation and destination.

4.1 Profile of travellers more likely to register a formal complaint

→ for example, **who** are the people more likely to register a formal complaint?

We look firstly at the relationship between formal complaints (Q9C) and **frequency of travel** (Q1T). It might be supposed that people who travel more are more likely to complain at some point.

However, the analysis indicates that there is no substantial difference in the proportion that have made a formal complaint, when comparing respondents who travelled six times or more in 2013 (4.5%) with those who travelled on five or fewer occasions (3.2%).

Q1T During 2013, how many times did you travel for professional or personal reasons where you were away from home for a minimum of one night?

	5 times or less	6 times or more
EU28	72.5%	27.5%

Q9c Did you register a formal complaint about any service provided during your holiday in 2013?

Yes	3.2%	4.5%
No	90.6%	88.6%
Don't know	6.2%	6.9%

The next table focuses on **length of holiday** (Q2A), on the basis that there might be a greater chance of a complaint on a longer holiday. Once again, there is no difference in the proportion that made a formal complaint, when comparing those who were on a holiday lasting more than 13 nights (4.4%), those whose holiday lasted between 4 and 13 nights (4.7%) and those who were on holiday for no more than three nights (4.1%).

Q2A Thinking only about your personal travels in 2013, which of the following types of holiday did you take?

	Short-stay trip (up to 3 consecutive nights away)	Holidays between 4 and 13 consecutive nights away	Holidays with more than 13 consecutive nights away
EU28	48.2%	56.5%	27.3%

Q9c Did you register a formal complaint about any service provided during your holiday in 2013?

Yes	4.1%	4.7%	4.4%
No	95.2%	94.6%	94.7%
Don't know	0.7%	0.7%	0.9%

We now look at the association between complaints and types of **package holiday**. This shows a stronger association that seen in the previous tables, in particular among respondents who have been on an all-inclusive holiday. While 6.9% of respondents that had been on an all-inclusive holiday made a complaint in 2013, this was substantially lower (3.3%) among those who had not been on an all-inclusive holiday. One possible explanation is that a contact person is often present on location in all-inclusive holidays, which makes the complaint process easier.

There was also a difference in relation to other types of package travel and tourism services purchased separately, although the association was not as strong as for all inclusive holidays. Among those who had been on package travel (other than all inclusive holidays), 5.6% said they had made a formal complaint in 2013, compared with 3.6% of respondents who had not been on this type of holiday. A formal complaint was made by 5.1% of respondents who used tourism services purchased separately, compared with 3.6% of those who did not use these services.

It is important to note that the complaints in question may not have related to the package holiday. Respondents were asked whether they complained about any service they received on holiday in 2013, and this has been analysed by respondents who had used package services (at any point in 2013). The analysis therefore helps to identify an association with package holiday services, rather than a proportion of travellers who complained about package holiday services.

Q6.1 In 2013, how many times did you go on any of the following types of holiday? 'All inclusive holiday'

	At least once	None
EU28	27.6%	72.1%

Q9c Did you register a formal complaint about any service provided during your holiday in 2013?

Yes	6.9%	3.3%
No	92.7%	95.9%
Don't know	0.5%	0.8%

Q6.2 In 2013, how many times did you go on any of the following types of holiday? 'Other types of package travel (not all-inclusive)'

	At least once	None
EU28	35.7%	63.8%

Q9c Did you register a formal complaint about any service provided during your holiday in 2013?

Yes	5.6%	3.6%
No	94.1%	95.5%
Don't know	0.3%	1.0%

Q6.3 In 2013, how many times did you go on any of the following types of holiday? 'Tourism services purchased separately'

	At least once	None
EU28	40.5%	58.3%

Q9c Did you register a formal complaint about any service provided during your holiday in 2013?

Yes	5.1%	3.6%
No	94.4%	95.5%
Don't know	0.5%	0.9%

The next table examines the **type of accommodation** (Q2BT). This shows that respondents who had stayed in paid accommodation – either always (4.6%) or some of the time (4.7%) - were more likely to have made a formal complaint than those who had never stayed in paid accommodation as part of their holidays (1.5%).

This suggests that a substantial proportion of complaints are related to accommodation. This analysis may also tie in with the previous findings on the type of holiday: package holidays will inevitably include paid accommodation, whereas unpaid accommodation will normally be part of other types of holiday (e.g. visits to friends or family).

Q2BT Type of accommodation used for personal travels in 2013

	Always in paid accommodation	Paid and unpaid accommodation	Never in paid accommodation
EU28	23.6%	41.1%	35.0%

Q9c Did you register a formal complaint about any service provided during your holiday in 2013?

Yes	4.6%	4.7%	1.5%
No	95.2%	94.7%	81.1%
Don't know	0.2%	0.6%	17.4%

The final table in this section focuses on **holiday destination**, distinguishing between holidays in respondents' own country, those in other EU countries and those outside the EU. Because respondents could be in more than one category, the analysis is based on respondents who were in just one of the categories, e.g. those who only went on holiday in their own country.

This analysis indicates that the proportion of people who registered a complaint was slightly higher among those who went on holiday only in a country outside the EU (5.6%), compared with those who went on holiday only in their own country (2.3%) or in another EU country (3.5%).

Q4T To which countries did you go for your main holiday in 2013?

	Only in 'our country'	Only 'in the EU'	Only 'outside the EU'	Only 'don't know'
EU28	37.3%	39.8%	20.4%	2.6%

Q9c Did you register a formal complaint about any service provided during your holiday in 2013?

Yes	2.3%	3.5%	5.6%	4.3%
No	96.4%	95.7%	93.3%	95.2%
Don't know	1.3%	0.7%	1.0%	0.5%

V. Impact of economic situation

This section examines whether the current economic situation has affected Europeans' holiday plans for 2014.

5.1 Profile of respondents impacted by the current economic situation

→ in other words, who are the travellers whose holidays were most impacted by the economic situation?

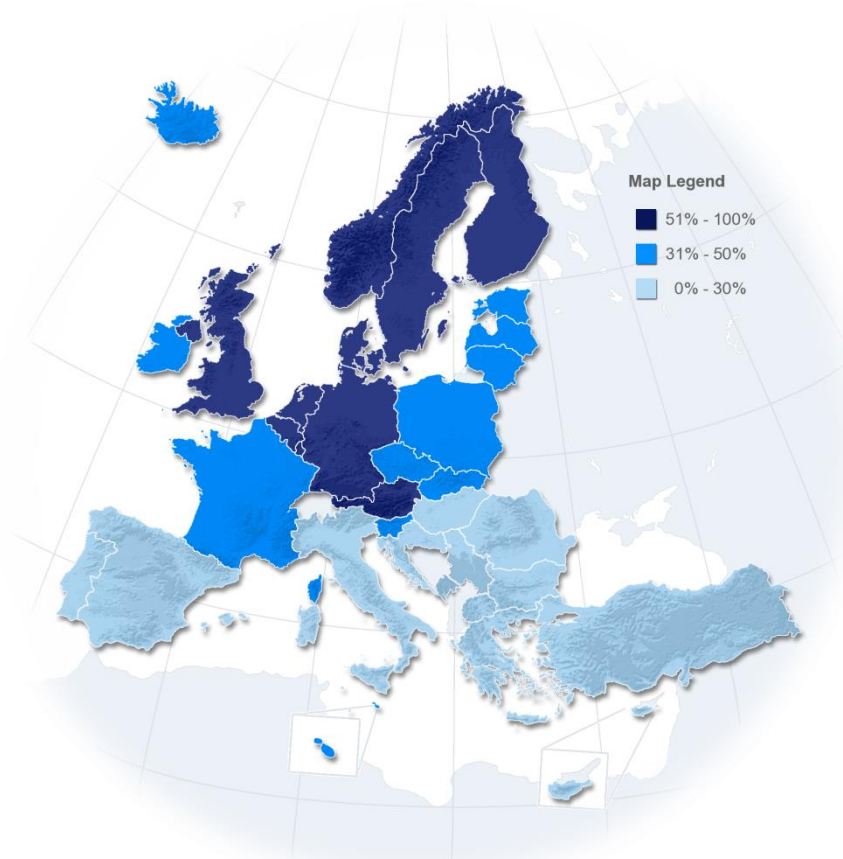
Firstly, we examine the impact of the economic situation (Q13) among residents of the different Member States.

There is a clear difference between Northern and Southern countries in the proportions that say they have not changed their plans because of the current economic situation. Specifically, respondents from Austria (75%), Germany (74%) and Denmark (72%) were most likely to say that their plans have not changed. By contrast, very few respondents in Greece (10%) or in Cyprus (12%) said that their plans have remained unchanged. The proportions were also low in Spain (22%), Italy (22%), Portugal (22%) and Croatia (23%).

 AT	75%
 DE	74%
 DK	72%
 SE	67%
 FI	64%
 NL	63%
 LU	60%
 UK	51%
 BE	51%
 PL	45%
 EU	44%
 LV	44%
 LT	42%
 IE	42%
 SI	41%
 EE	39%
 FR	39%
 CZ	38%
 SK	35%
 MT	34%
 RO	30%
 BG	27%
 HU	27%
 HR	23%
 PT	22%
 IT	22%
 ES	22%
 CY	12%
 EL	10%
 IS	48%
 ME	25%
 RS	24%
 TR	21%
 MK	17%
 NO	70%




































Question: Q13. Has the current economic situation had an impact on your holiday plans for 2014?

Answers: No, it does not change my holiday plans for 2014



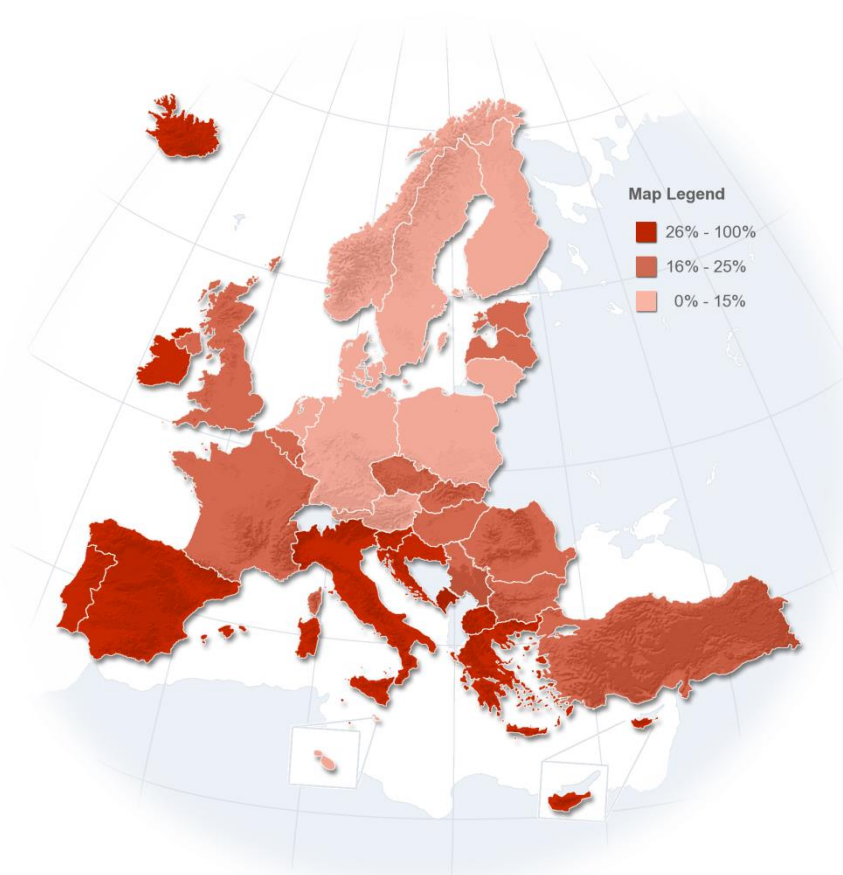
The next chart focuses on respondents who said that they will still go on holiday in 2014, but that it is likely that they will spend less.

Once again, there is a broad division between Northern and Southern Europe, although the divide is less clear cut. Respondents in Greece were most likely to say that they are likely to spend less on their holidays in 2014 (39%), followed by Slovenia (33%), Cyprus (33%), Italy (31%), Croatia (30%) and Ireland (29%). Once again, respondents in Germany (8%), Denmark (8%) and Austria (10%) were the least likely to plan on spending less.

 EL	39%
 SI	33%
 CY	33%
 IT	31%
 HR	30%
 IE	29%
 PT	27%
 ES	26%
 SK	24%
 HU	23%
 FR	23%
 CZ	22%
 RO	21%
 BG	21%
 EU	20%
 UK	20%
 EE	19%
 LV	18%
 BE	17%
 LU	16%
 LT	15%
 MT	14%
 NL	14%
 PL	13%
 FI	13%
 SE	12%
 AT	10%
 DK	8%
 DE	8%
 MK	33%
 ME	30%
 IS	26%
 RS	24%
 TR	18%
 NO	12%

Question: Q13. Has the current economic situation had an impact on your holiday plans for 2014?

Answers: Yes, I will go on holiday and I am likely to spend less



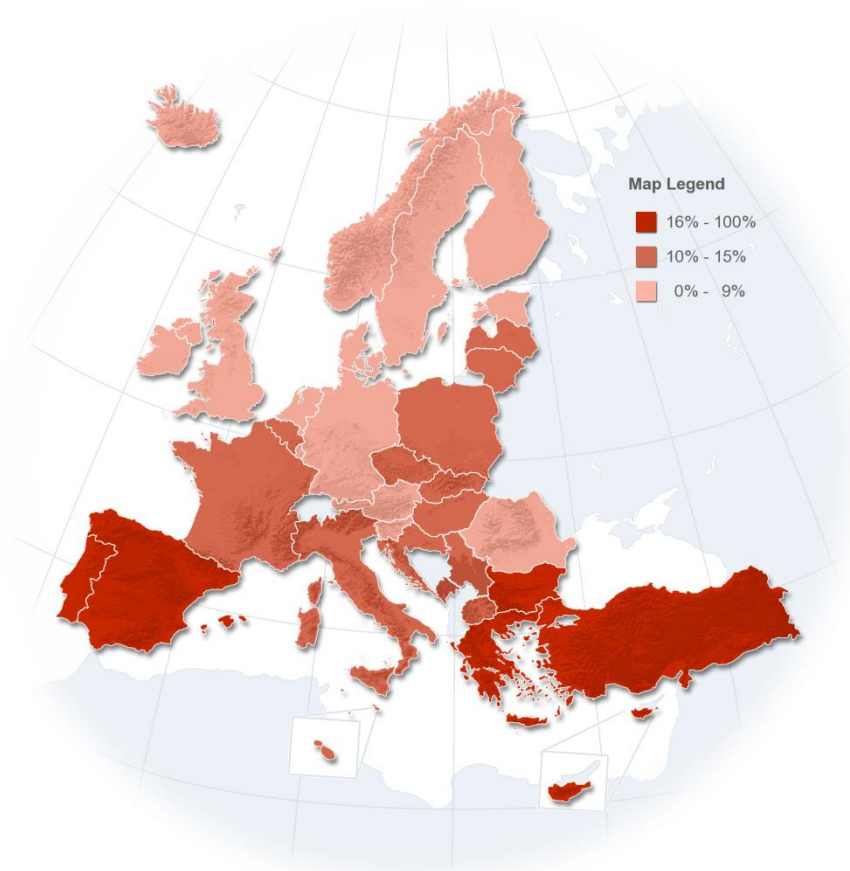
Finally, major differences can be observed in the proportions of respondents mentioning they will not go on holiday at all in 2014 due to the current economic situation. The proportion is by far the highest in Greece (26%), followed by Cyprus (19%), Spain (18%) and Bulgaria (18%). Conversely, the lowest proportions are in Austria (3%), Sweden (3%), Denmark (4%), Luxembourg (4%) and Germany (5%).

Again, the map below shows a broad division between Northern and Southern countries.

 EL	26%
 CY	19%
 ES	18%
 BG	18%
 PT	16%
 LV	15%
 PL	15%
 MT	15%
 SK	15%
 FR	14%
 HU	13%
 IT	13%
 LT	13%
 BE	12%
 CZ	12%
 HR	12%
 EU	11%
 RO	9%
 EE	8%
 IE	7%
 UK	7%
 FI	6%
 SI	6%
 NL	6%
 DE	5%
 LU	4%
 DK	4%
 SE	3%
 AT	3%
 TR	38%
 RS	15%
 MK	13%
 ME	10%
 IS	5%
 NO	2%

Question: Q13. Has the current economic situation had an impact on your holiday plans for 2014?

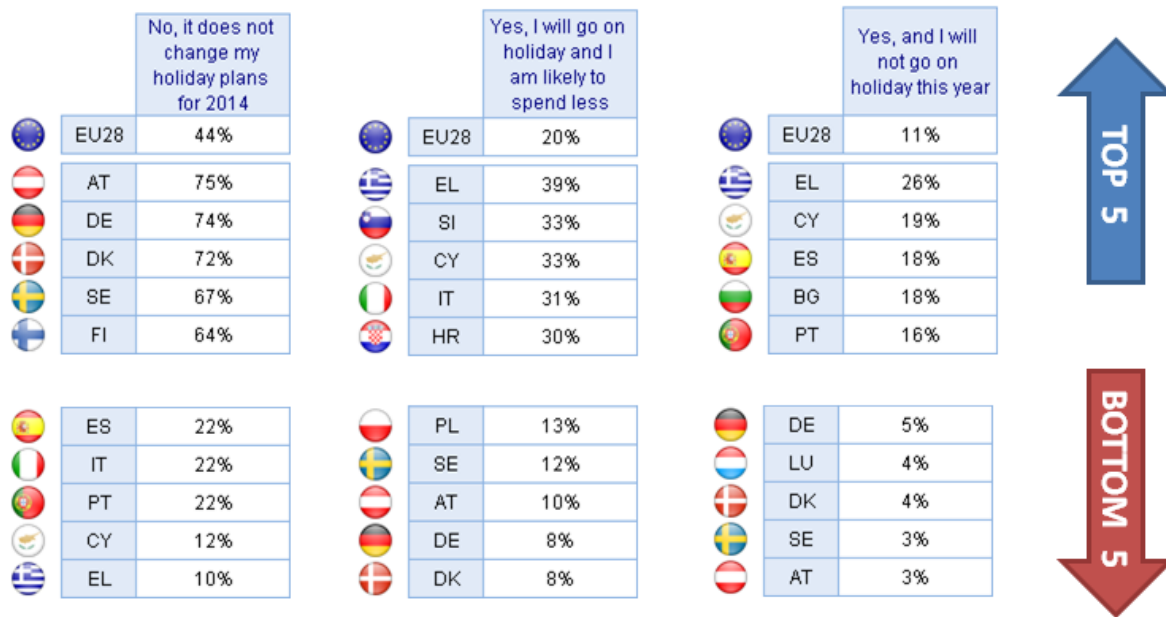
Answers: Yes, and I will not go on holiday this year



Looking at these findings together, we can see a clear pattern, with four countries from Northern Europe where holidays plans are least affected by the current economic situation: Austria, Germany, Denmark and Sweden. Respondents in these countries were most likely to say that their plans had not changed, and were least likely to say that they would spend less or not go on holiday at all.

By contrast, respondents from several countries in Southern Europe were much more likely to say the economic situation has impacted their plans. This applies particularly to Greece and Cyprus, but also (to a lesser extent) to Italy, Spain and Portugal.

Q13 Does the current economic situation have an impact on your holiday plans for 2014?



Interesting findings are also observed when looking at socio-demographic characteristics.





Women were more likely than men to say that the economic situation had affected their plans for holidays in 2014 (40% said their plans had not changed at all, compared with 47% of men). However, there was no clear difference in terms of the nature of the change: only slightly larger proportions of women than men said that they will not go on holiday at all (12% compared with 10%) or will go at a different time of year (8% compared with 6%).

The pattern by age group is different. Here, the overall proportions that said their plans had changed were consistent across the various age groups. However, whereas older people were more likely to say that they will not go away at all (14% of those aged 55 or over, falling to 5% of 15-24 year olds), they were less likely to say that they expect to spend less money (15% of respondents aged 55 or over, compared with 22%-24% in the younger age groups).

The variations by level of education are the most clearly defined. Respondents with a higher level of education were less likely to say their plans had changed, and were less likely either to say they will not go on holiday at all, or that they expect to spend less money. The proportion that said the economic situation did not change their plans at all ranged from 49% among those who finished education at the age of 20 or over, to 40% among those ending education between the ages of 16 and 19, and 35% among those who finished education by the age of 15.

These variations are also reflected (to a lesser extent) in terms of occupation. Unsurprisingly, manual workers and those out of work were more likely than other respondents to say that their plans had changed (40% and 39% respectively said their plans had not changed, compared with 50% of other employees and 45% of self-employed respondents). They were also more likely to say that they did not plan to go on holiday at all in 2014, although figures were consistent across occupational groups in terms of the proportion expecting to spend less on their holidays.

Q13 Has the current economic situation had an impact on your holiday plans for 2013?

	Yes, and I will not go on holiday this year	Yes, I will go on holiday and I am likely to spend less	Yes, I will go on holiday for a different number of days (shorter/longer)	Yes, I will go on holiday at a different time of year (high/low season)	Yes, I will go on holiday and I am likely to change my destination	Yes, I will go on holiday and I am likely to spend more	No, it does not change my holiday plans for 2014	I haven't yet planned my holiday for 2014 (DO NOT READ OUT)	I do not go on holidays (DO NOT READ OUT)	DK/NA (DO NOT READ OUT)
EU28	11%	20%	9%	7%	4%	2%	44%	6%	4%	3%
 Sex										
Male	10%	20%	8%	6%	3%	2%	47%	5%	3%	3%
Female	12%	20%	9%	8%	4%	2%	40%	6%	5%	3%
 Age										
15-24	5%	24%	9%	9%	4%	4%	47%	4%	1%	3%
25-39	9%	24%	11%	8%	5%	3%	42%	5%	2%	2%
40-54	12%	22%	9%	7%	4%	2%	42%	6%	3%	3%
55 +	14%	15%	6%	6%	2%	1%	45%	6%	8%	3%
 Education (End of)										
15-	19%	15%	6%	6%	1%	2%	35%	7%	12%	4%
16-19	13%	20%	8%	7%	3%	2%	40%	6%	5%	3%
20+	8%	20%	10%	8%	4%	2%	49%	4%	2%	3%
Still studying	4%	25%	9%	7%	5%	3%	49%	5%	1%	2%
 Respondent occupation scale										
Self-employed	9%	19%	11%	8%	4%	3%	45%	6%	3%	3%
Employee	6%	22%	10%	8%	5%	3%	50%	4%	1%	2%
Manual workers	12%	21%	8%	7%	3%	3%	40%	7%	3%	3%
Not working	15%	19%	7%	7%	3%	2%	39%	6%	7%	3%

VI. SOURCES OF INFORMATION

This section examines the sources of information that are most important to people when making decisions about travel plans.

6.1 Most important sources of information when making travel plans

→ for example, what are the most important sources of information in Spain, for the elderly, etc.?

The table below shows the most important sources of information for travel plans, with the top three sources highlighted for each Member State.

Overall, the three most important sources of information were the recommendations of friends, colleagues and relatives (56% across the EU), Internet websites (46%) and personal experience (33%). As illustrated below, these were consistently the three most important sources in every country.

Respondents from most countries rated the recommendations of friends, colleagues or relatives as the most important information source, and the proportion choosing this was particularly high in Latvia (72%), Ireland (67%) and the Czech Republic (66%). However, in some countries, internet websites were seen as the most important information source, notably Finland (66%), the Netherlands (61%) and Cyprus (51%).

Respondents from Macedonia (46%) and Montenegro (41%) were most likely to say that personal experience was important, while respondents from Spain were most likely to value travel agencies or tourism offices (29%).

Q10 Of the following information sources, which do you consider to be the most important when you make a decision about your travel plans?

	EU28	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR
Recommendations of friends, colleagues or relatives	56%	57%	55%	66%	55%	53%	54%	67%	59%	64%	55%	58%
Internet websites	46%	47%	37%	56%	56%	46%	55%	54%	44%	42%	41%	31%
Personal experience	33%	33%	27%	45%	32%	34%	25%	34%	33%	29%	36%	37%
Travel agencies / Tourism offices	19%	26%	7%	12%	10%	25%	15%	13%	14%	29%	21%	12%
Free catalogues, brochures	11%	17%	5%	15%	11%	12%	4%	10%	7%	6%	12%	7%
Newspaper, radio, TV	8%	10%	9%	8%	9%	7%	7%	10%	8%	6%	11%	7%
Paid for guidebooks and magazines	7%	7%	1%	5%	9%	11%	1%	9%	4%	5%	9%	4%
Social media sites	7%	8%	5%	5%	9%	7%	4%	12%	9%	9%	4%	3%
Other (DO NOT READ OUT)	2%	2%	2%	1%	3%	2%	5%	1%	2%	2%	3%	4%
Don't know	4%	3%	5%	2%	3%	3%	12%	1%	4%	3%	6%	4%

	EU28	IT	CY	LV	LT	LU	HU	MT	AT	NL	PL	PT
Recommendations of friends, colleagues or relatives	56%	47%	34%	72%	54%	56%	59%	40%	63%	55%	60%	53%
Internet websites	46%	50%	51%	53%	40%	57%	40%	41%	53%	61%	44%	34%
Personal experience	33%	30%	23%	26%	26%	33%	34%	21%	38%	34%	32%	26%
Travel agencies / Tourism offices	19%	24%	16%	9%	12%	24%	9%	21%	27%	15%	9%	19%
Free catalogues, brochures	11%	10%	5%	10%	6%	21%	10%	14%	19%	14%	8%	7%
Newspaper, radio, TV	8%	6%	3%	12%	10%	9%	8%	10%	8%	5%	7%	8%
Paid for guidebooks and magazines	7%	5%	5%	3%	1%	8%	5%	6%	11%	6%	4%	7%
Social media sites	7%	5%	5%	10%	5%	4%	7%	10%	10%	11%	6%	9%
Other (DO NOT READ OUT)	2%	2%	2%	2%	4%	1%	3%	1%	2%	3%	2%	2%
Don't know	4%	4%	3%	4%	7%	2%	5%	3%	2%	3%	5%	10%

	EU28	RO	SI	SK	FI	SE	UK	MK	IS	ME	RS	TR	IL	NO
Recommendations of friends, colleagues or relatives	56%	48%	46%	50%	55%	62%	62%	45%	60%	53%	54%	54%	58%	54%
Internet websites	46%	23%	25%	46%	66%	59%	49%	27%	55%	17%	26%	27%	52%	56%
Personal experience	33%	27%	31%	34%	31%	28%	37%	46%	32%	41%	35%	20%	29%	32%
Travel agencies / Tourism offices	19%	15%	20%	8%	9%	12%	17%	14%	8%	11%	14%	13%	14%	5%
Free catalogues, brochures	11%	4%	15%	7%	13%	9%	15%	5%	8%	4%	4%	9%	5%	8%
Newspaper, radio, TV	8%	9%	7%	7%	13%	10%	7%	10%	6%	3%	7%	11%	10%	10%
Paid for guidebooks and magazines	7%	5%	4%	3%	7%	10%	7%	2%	4%	1%	3%	4%	6%	8%
Social media sites	7%	8%	11%	4%	11%	14%	9%	10%	9%	4%	4%	11%	6%	13%
Other (DO NOT READ OUT)	2%	3%	4%	1%	2%	2%	2%	3%	2%	2%	3%	2%	1%	3%
Don't know	4%	7%	2%	3%	3%	3%	3%	4%	3%	5%	3%	7%	5%	2%

These findings were also analysed by socio-demographic characteristics. However, this analysis did not add to the information already contained in the core part of this report.