

Slow recovery of the tourist accommodation sector in 2010

Tourism in Europe: first results for 2010

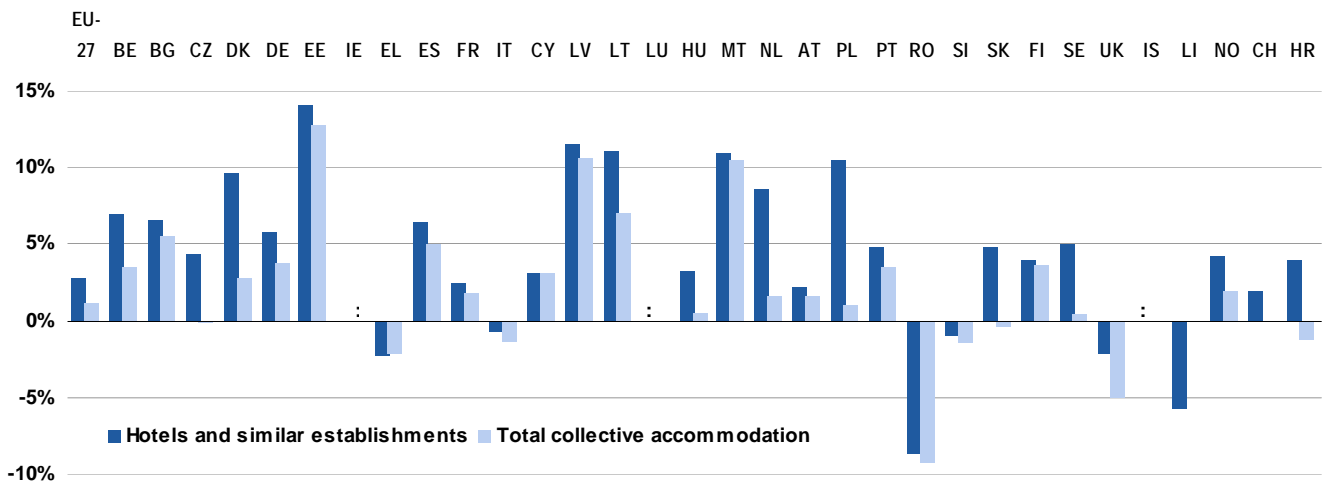
Following two years of negative growth, the European tourist accommodation sector started to recover in the year 2010, with nights spent at hotels and similar establishments increasing by 2.8% compared with 2009. The increase at overall EU level was reflected in the national figures, with increases in all but five of the Member States for which data were available (see Figure 1).

In the two years of slowdown, resident guests – i.e. visitors travelling in their own country - became more crucial to the sector, but 2010 showed a stronger revival in the number of nights spent by non-residents (+5.1%) compared with residents (+1.1%).

Intra-annual data show that the recovery improved throughout the year. In the period January to April 2010, the number of nights spent went up by 1.7% compared with the same period in 2009, while growth rates of 2.6% and 5.1% were recorded for the periods May-August and September-December respectively.

From the demand perspective – regardless of the type of accommodation - the number of holiday trips made by residents of the EU didn't slow down in 2008 and 2009, but a slight decrease (-1.0%) was observed in 2010. This decrease was slightly more pronounced for domestic trips (-1.1%) than for outbound trips (-0.7%).

Figure 1: Percentage change in number of nights spent, 2010 compared with 2009

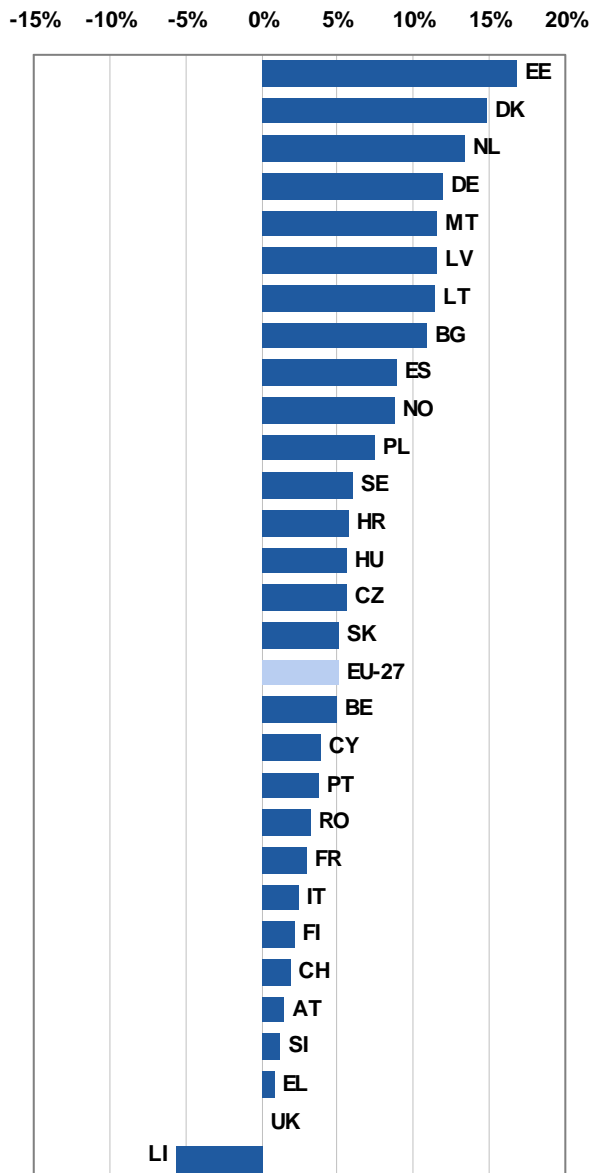


Notes: Country codes: see 'Methodological notes' on page 7; DK, DE, ES, AT, PT, SI, FI, UK (not residents), NO and HR: based on 11 months data; BE, EE, EL, FR, CY, LV, LT, HU, MT, NL, PL, RO, SK, SE, UK (residents), LI and CH: based on 10 months data; BG, CZ and IT: based on 9 months data; IE, LU, IS, LI (other collective accommodation) and CH (other collective accommodation): estimate not possible due to limited data availability. EL and FR: 'Total collective accommodation' includes only 'Hotels and similar establishments' and 'Tourist campsites'.

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

Total nights spent in hotels and similar establishments by non-residents increased in all Member States

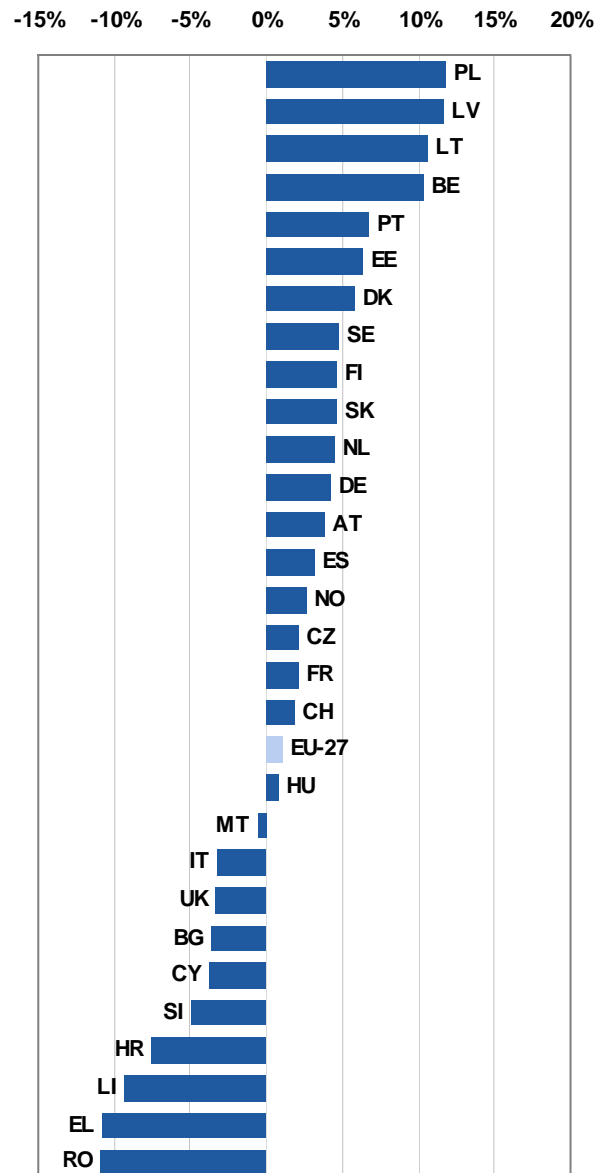
Figure 2: Percentage change in number of nights spent by non-residents in hotels and similar establishments, 2010 compared with 2009



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

The accommodation sector was one of the hardest hit tourism industries in the period 2008-2009. In 2009, the number of nights spent in hotels and similar establishments dropped below the level of 2006 (see also Figure 4). Recovering from this low point, the number of nights spent in hotels and similar establishments grew by 2.8% in 2010 (see Figure 1 and Table 1). Growth was observed in

Figure 3: Percentage change in number of nights spent by residents in hotels and similar establishments 2010 compared with 2009



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

most EU Member States for which data are available, with two-digit growth rates for Poland (+10.4%), Malta (+11.0%) and the three Baltic states Lithuania (+11.1%), Latvia (+11.6%) and Estonia (+14.1%). The negative trend of 2009 continued in 2010 in Romania (-8.7%), Greece (-2.3%), the United Kingdom (-2.1%), Slovenia (-1.0%) and Italy (-0.8%).

Table 1: Percentage change in number of nights spent in collective accommodation, 2010 compared with 2009

	2010/2009 change (in %)									Share of 'hotels & similar' in 'Total coll. acc.' (2009)
	Hotels and similar establishments			Other collective accommodation			Total collective accommodation			
	Total	Non-residents	Residents	Total	Non-residents	Residents	Total	Non-residents	Residents	
EU-27	2.8%	5.1%	1.1%	-2.4%	0.6%	-3.8%	1.1%	3.9%	-0.8%	68%
BE	6.9%	5.0%	10.4%	-0.2%	4.4%	-3.1%	3.5%	4.8%	2.2%	54%
BG	6.6%	10.9%	-3.6%	-6.2%	12.7%	-7.7%	5.5%	10.9%	-4.4%	92%
CZ	4.3%	5.7%	2.1%	-9.2%	-15.3%	-8.2%	-0.2%	3.4%	-3.3%	69%
DK	9.7%	14.9%	5.8%	-1.3%	2.1%	-2.4%	2.8%	8.5%	0.1%	38%
DE	5.8%	11.9%	4.3%	-0.5%	6.2%	-1.4%	3.8%	10.8%	2.3%	69%
EE	14.1%	16.9%	6.3%	6.0%	6.2%	5.9%	12.8%	16.1%	6.1%	85%
IE	:	:	:	:	:	:	:	:	:	78%
EL	-2.3%	0.8%	-10.8%	1.3%	-2.5%	4.2%	-2.2%	0.8%	-9.9%	97%
ES	6.4%	8.9%	3.1%	1.3%	1.5%	0.9%	5.0%	6.8%	2.5%	72%
FR	2.4%	3.0%	2.1%	1.0%	1.1%	1.0%	1.9%	2.3%	1.7%	65%
IT	-0.8%	2.4%	-3.2%	-2.2%	0.2%	-4.0%	-1.3%	1.6%	-3.5%	67%
CY	3.1%	3.9%	-3.7%	3.4%	1.9%	19.6%	3.1%	3.9%	-3.4%	98%
LV	11.6%	11.5%	11.7%	4.8%	15.9%	-0.5%	10.6%	11.8%	8.1%	86%
LT	11.1%	11.4%	10.5%	-9.1%	-11.2%	-8.7%	7.1%	10.2%	3.4%	82%
LU	:	:	:	:	:	:	:	:	:	56%
HU	3.3%	5.7%	0.7%	-9.6%	-18.8%	-3.6%	0.5%	1.4%	-0.4%	80%
MT	11.0%	11.6%	-0.5%	-11.3%	-11.4%	-0.1%	10.5%	11.0%	-0.5%	98%
NL	8.7%	13.4%	4.6%	-2.3%	2.0%	-3.4%	1.6%	8.4%	-1.2%	37%
AT	2.2%	1.5%	3.9%	-0.5%	-0.7%	0.0%	1.6%	1.1%	2.8%	78%
PL	10.4%	7.5%	11.8%	-6.1%	-4.7%	-6.2%	1.0%	4.7%	0.2%	45%
PT	4.8%	3.8%	6.7%	-3.2%	-4.3%	-2.9%	3.5%	3.2%	3.8%	84%
RO	-8.7%	3.2%	-10.9%	-21.3%	-5.3%	-23.3%	-9.3%	2.9%	-11.6%	95%
SI	-1.0%	1.3%	-4.9%	-2.3%	-0.3%	-3.4%	-1.4%	0.9%	-4.3%	69%
SK	4.8%	5.1%	4.6%	-8.6%	-11.1%	-8.0%	-0.5%	1.5%	-1.6%	62%
FI	3.9%	2.1%	4.6%	2.2%	2.9%	2.1%	3.6%	2.2%	4.1%	81%
SE	5.1%	6.0%	4.8%	-4.7%	-6.9%	-4.0%	0.4%	-0.2%	0.6%	55%
UK	-2.1%	0.1%	-3.4%	-9.7%	0.4%	-12.5%	-5.0%	0.2%	-7.3%	63%
IS	:	:	:	:	:	:	:	:	:	68%
LI	-5.8%	-5.7%	-9.3%	:	:	:	:	:	:	:
NO	4.2%	8.8%	2.6%	-1.8%	0.9%	-3.0%	1.9%	5.5%	0.6%	63%
CH	1.9%	1.9%	1.9%	:	:	:	:	:	:	:
HR	4.0%	5.8%	-7.6%	-6.4%	-6.1%	-10.4%	-1.3%	-0.4%	-8.7%	50%

Notes: Country codes: see 'Methodological notes' on page 7; DK, DE, ES, AT, PT, SI, FI, UK (not residents), NO and HR: based on 11 months data; BE, EE, EL, FR, CY, LV, LT, HU, MT, NL, PL, RO, SK, SE, UK (residents), LI and CH: based on 10 months data; BG, CZ and IT: based on 9 months data; IE, LU, IS, LI (other collective accommodation) and CH (other collective accommodation): estimate not possible due to limited data availability. EL and FR: due to incomplete data 'Total collective accommodation' includes only 'Hotels and similar establishments' and 'Tourist campsites'. The last column gives the share of 'Hotels and similar establishments' in the 'Total collective accommodation' and refers to the total nights spent (by residents and by non-residents) in the year 2009.

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

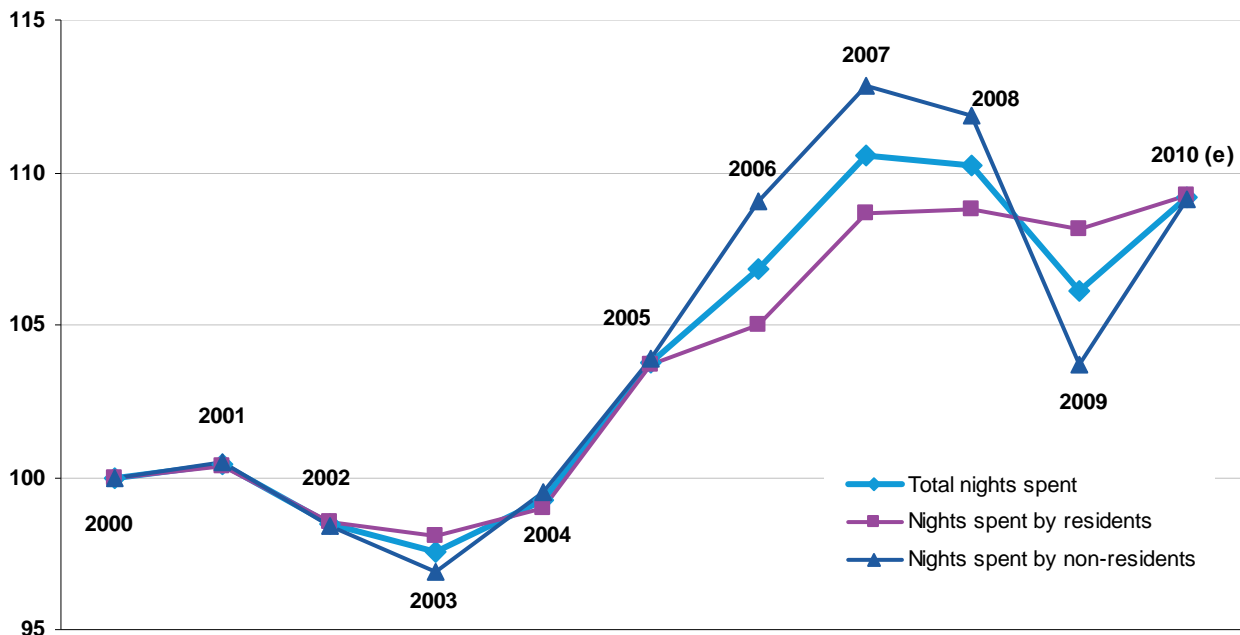
The figures for the other types of collective accommodation (including campsites and rented holiday homes) were less favourable, with negative growth rates in most countries and a contraction at EU level of 2.4%. This countered the positive figures for the hotels and similar establishments and resulted, on aggregate, in an increase of 1.1% for the entire tourist accommodation sector ('total collective accommodation').

In the period 2008-2009, the segment of foreign guests was the one most affected by the economic crisis. In 2010, the nights spent by non-residents were the biggest contributor to the overall growth

figures. In all countries for which data are available (excepting Liechtenstein), hotels and similar establishments recorded an increase in non-residents' nights, while residents' nights only increased in two-thirds of the countries. At country level, non-residents' nights showed a larger increase than residents' nights in most of the countries. Only in Belgium, Latvia, Austria, Poland, Portugal and Finland did the number of nights spent by residents grow faster than the nights spent by foreigners.

The number of nights spent in hotels and similar establishments remained below the pre-crisis level

Figure 4: Number of nights spent in hotels and similar establishments, EU-27, 2000-2010 (index: 2000=100)



Notes: Data for 2000, 2001 and 2002 include estimates for Malta (residents' nights); data for 2010 based on estimates using the available monthly data (see also the footnote to Table 1).

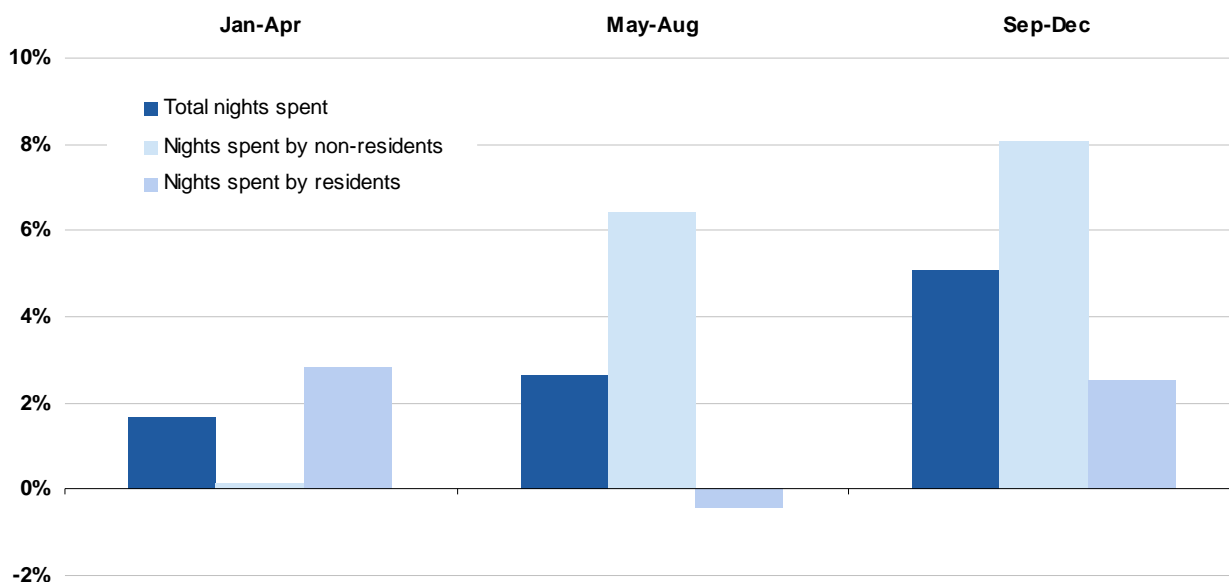
Source: Eurostat (online data codes : [tour_occ_ninat](#), [tour_occ_nim](#))

Following two years of contraction, the number of nights spent in hotels and similar establishments increased in 2010, for both resident and non-resident guests (see Figure 4). The growth in 2010 compensated for about two-thirds of the decrease in

2008 and 2009 for total nights spent and non-resident nights spent. The number of resident nights spent, which was less affected by the crisis, reached a record level in 2010 — in spite of the relatively low growth rate in this segment.

The number of nights spent grew through 2010, increasing by 5.1 % in the last four months of the year compared with the same period in 2009.

Figure 5: Percentage change in number of nights spent in hotels and similar establishments, EU-27, 2010 compared with 2009, intra-annual data



Notes: EU estimate was based on the following 2009 and 2010 monthly data: DK, DE, ES, AT, PT, SI, FI and UK (not residents): January to November; BE, EE, EL, FR, CY, LV, LT, HU, MT, NL, PL, RO, SK, SE and UK (residents): January to October; BG, CZ and IT: January to September; LU: January to March; IE: not included.
Source: Eurostat (online data code : [tour_occ_nim](#))

Figure 5 shows a clear pattern throughout the year. In the first four months of 2010 the recovery was relatively modest with a growth rate of 1.7 % compared with the same period in 2009. Between January and April, the level of non-residents' nights stayed around that of the first four months of 2009.

Between May and August, hotels and similar establishments in the EU registered an increase of 2.6 %. The number of nights spent by non-residents increased by 6.4 %.

Based on available data, the increase was even more pronounced in the last part of the year. The growth rate between September and December (5.1 %) was almost twice as high as between May and August (2.6 %) and three times as high as in the first months of the year (1.7 %).

The number of nights spent by residents was more volatile over the year, with a small drop by 0.4 % in the spring and summer months of May, June, July and August compared with the same months in 2009 (when resident nights helped to bolster the tourist accommodation sector).

This pattern of growth in the number of nights spent at hotels and similar establishments over the year holds for half of the countries for which data are available (see Table 2). Other countries showed more fluctuating patterns in the three periods of the year but none showed a decline over the year.

The large increase in nights spent by non-residents, discussed above, had a modest start between January and April with positive growth rates in 18 countries but a continued contraction in the 12 other countries. In the second and third parts of the year, an increase was observed in all European countries for which data are available, excepting Liechtenstein.

The number of nights spent by residents decreased in all periods of the year — compared with the same periods one year before — in five, mainly southern, countries. This was the case for Greece, Italy, Slovenia, Romania and Croatia. On the contrary, the increase in residents' nights was around or exceeded 10 % in all three parts of the year in Belgium and Poland. In these two countries, the annual growth in residents' nights was significantly higher than the growth in non-residents' nights (see also Table 1).

Table 2: Percentage change in number of nights spent in hotels and similar establishments, 2010 compared with 2009, intra-annual data

Member State	2010/2009 change (in %) over the same period								
	Total nights spent			Nights spent by non-residents			Nights spent by residents		
	Jan-Apr	May-Aug	Sep-Dec	Jan-Apr	May-Aug	Sep-Dec	Jan-Apr	May-Aug	Sep-Dec
EU-27	1.7%	2.6%	5.1%	0.1%	6.4%	8.1%	2.8%	-0.4%	2.5%
BE	4.5%	7.7%	8.8%	1.4%	6.5%	7.5%	10.7%	9.8%	11.2%
BG	-8.4%	9.7%	8.2%	2.1%	12.6%	7.6%	-15.8%	0.7%	10.0%
CZ	1.1%	5.3%	9.3%	1.4%	7.1%	12.2%	0.7%	2.6%	4.2%
DK	3.3%	13.3%	9.5%	6.3%	18.0%	15.7%	1.5%	8.9%	5.6%
DE	3.6%	5.6%	8.1%	8.2%	13.1%	13.9%	2.4%	3.8%	6.7%
EE	12.8%	14.5%	14.8%	18.0%	16.5%	16.3%	2.5%	7.5%	10.7%
IE	:	:	:	:	:	:	:	:	:
EL	-5.6%	-1.8%	-2.1%	-6.0%	1.5%	0.3%	-5.3%	-12.8%	-11.3%
ES	3.8%	6.9%	8.0%	3.3%	9.5%	12.6%	4.4%	3.2%	1.7%
FR	1.6%	2.8%	2.8%	-1.8%	4.4%	5.9%	3.0%	1.8%	1.2%
IT	-2.1%	-0.3%	-0.6%	-3.9%	5.2%	4.6%	-0.5%	-3.8%	-5.9%
CY	-0.9%	4.2%	3.6%	-1.7%	5.6%	4.1%	5.4%	-5.6%	-6.9%
LV	0.5%	14.2%	21.6%	2.2%	11.8%	24.5%	-3.3%	22.2%	14.1%
LT	1.9%	13.7%	17.0%	3.9%	13.1%	15.6%	-0.7%	15.0%	19.7%
LU	-1.5%	:	:	-2.3%	:	:	7.9%	:	:
HU	3.3%	2.3%	5.9%	5.0%	4.3%	9.5%	1.5%	0.2%	1.1%
MT	1.2%	16.3%	11.1%	0.8%	17.5%	11.2%	7.2%	-10.8%	7.7%
NL	5.5%	9.5%	11.8%	10.0%	14.0%	17.8%	1.5%	5.6%	7.0%
AT	0.5%	3.0%	4.0%	-0.4%	2.9%	3.4%	3.8%	3.2%	5.0%
PL	8.3%	11.5%	11.3%	5.7%	9.0%	6.4%	9.3%	12.7%	13.7%
PT	5.4%	3.8%	6.0%	0.2%	3.9%	7.0%	15.5%	3.6%	3.9%
RO	-7.2%	-12.4%	0.4%	-5.1%	6.7%	6.6%	-7.8%	-15.2%	-1.0%
SI	-3.1%	-0.7%	0.8%	-2.9%	2.6%	3.4%	-3.2%	-6.7%	-3.8%
SK	1.7%	7.2%	4.8%	2.2%	7.2%	5.4%	1.2%	7.3%	4.3%
FI	2.1%	3.3%	7.6%	-2.5%	3.0%	7.9%	3.9%	3.3%	7.5%
SE	2.7%	5.4%	8.0%	0.8%	7.0%	10.2%	3.2%	4.8%	7.4%
UK	1.2%	-5.3%	0.3%	-6.8%	2.0%	4.0%	5.6%	-9.0%	-2.5%
IS	:	:	:	:	:	:	:	:	:
LI	-5.3%	-6.3%	-5.6%	-4.7%	-6.6%	-5.7%	-28.4%	1.5%	-2.0%
NO	3.1%	4.4%	5.1%	5.5%	10.1%	9.4%	2.4%	1.8%	4.2%
CH	0.9%	3.2%	1.1%	-0.6%	4.0%	1.9%	2.8%	1.9%	0.3%
HR	-3.0%	5.1%	4.2%	0.8%	6.3%	6.0%	-11.0%	-6.3%	-6.7%

Notes: DK, DE, ES, AT, PT, SI, FI, UK (no residents), NO and HR: Sep-Dec not including December data ; BE, EE, EL, FR, CY, LV, LT, HU, MT, NL, PL, RO, SK, SE, UK (residents), LI and CH: Sep-Dec based on data for September and October ; BG, CZ and IT: Sep-Dec based on data for September.

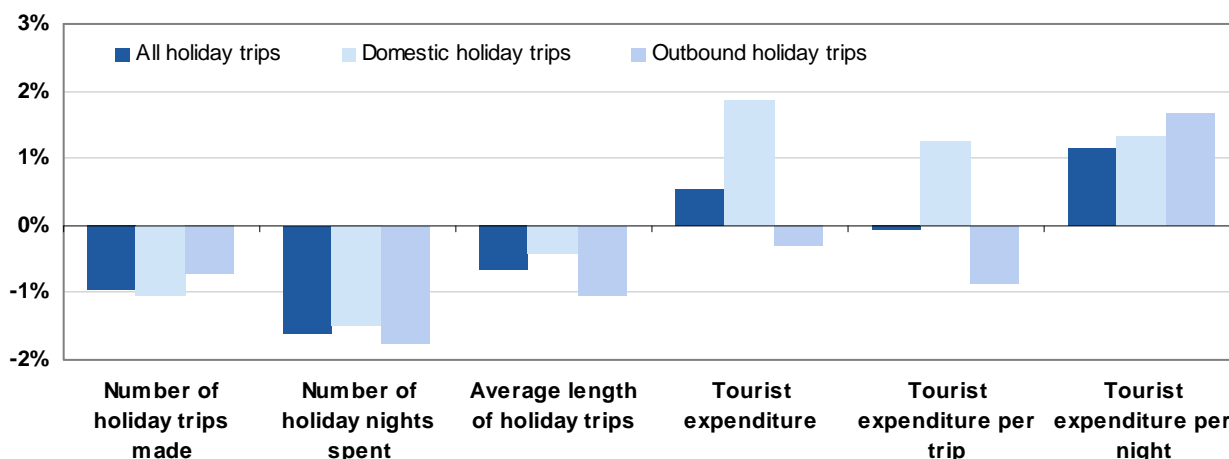
Source: Eurostat ([tour_occ_nim](#))

Europeans made 1 % fewer holiday trips in 2010 than in 2009

Statistics on tourism demand include all trips made, regardless of whether they were spent in tourist accommodation (such as hotels or campsites) or in less formal and often unpaid types of accommodation (such as owned dwellings or accommodation provided for free by friends or relatives). Based on results for the first three quarters of the year for 20 Member States, the

number of holiday trips made by residents of the EU decreased by 1.0% (see Figure 6). In 2008 and 2009 Europeans continued going on holidays but a turning point was recorded in 2010 with a downturn for all types of holidays: domestic holidays and outbound holidays, short holidays — except for short trips abroad — and long holidays (see Table 3).

Figure 6: Main evolution in tourism demand in the European Union, 2010-2009 percentage change



Notes: i) Trips, nights spent and average length: aggregate data based on the 20 Member States for which data for the first three quarters of 2009 and 2010 are available (not including DK, EE, IE, EL, FR, MT and PT). ii) Tourist expenditure: aggregate data based on the 16 Member States for which data for the first three quarters of 2009 and 2010 are available (not including CZ, DK, EE, IE, EL, ES, FR, MT, PT, RO and UK); this subset of Member States is not necessarily representative for the entire EU-27. Source: Eurostat (online data codes : [tour_dem_tmd](#), [tour_dem_tnmd](#), [tour_dem_extot](#))

Table 3: Number of holiday trips, number of nights spent and average length of holiday trips by EU residents, aggregate data based on 20 Member States, 2010 compared with 2009

	Number of holiday trips made by EU residents (% change)	Number of holiday nights spent by EU residents (% change)	Average length of holiday trips (in number of nights)			
			2009	2010	Difference	% change
All holiday trips	-1.0%	-1.6%	5.74	5.70	-0.04	-0.7%
Domestic holiday trips	-1.1%	-1.5%	4.35	4.33	-0.02	-0.4%
Outbound holiday trips	-0.7%	-1.8%	9.40	9.30	-0.10	-1.0%
Long holiday trips (total)	-1.7%	-1.8%	9.98	9.97	-0.01	-0.1%
Long domestic holiday trips	-2.3%	-1.7%	8.87	8.93	0.05	0.6%
Long outbound holiday trips	-1.1%	-1.9%	11.26	11.16	-0.10	-0.9%
Short holiday trips (total)	-0.3%	-0.7%	1.96	1.95	-0.01	-0.4%
Short domestic holiday trips	-0.4%	-0.9%	1.93	1.92	-0.01	-0.5%
Short outbound holiday trips	0.6%	1.0%	2.24	2.25	0.01	0.4%

Notes: Aggregate data based on the 20 Member States for which data for the first three quarters of 2009 and 2010 are available (not including DK, EE, IE, EL, FR, MT and PT). This subset of Member States is not necessarily representative for the entire EU-27. Source: Eurostat (online data codes : [tour_dem_tmd](#), [tour_dem_tnmd](#))

The biggest contraction was recorded for domestic trips (-1.1 %), compared with the number of outbound trips (-0.7 %). As for the duration of trips, long trips of 4 nights or more fell by 1.7 % compared to a drop of 0.3 % in short trips of maximum three overnight stays. Long domestic holiday trips were the most seriously affected segment of tourism demand (-2.3 %), while short outbound holiday trips grew by 0.6 % (following two years of relatively weak demand for this type of trip).

The number of nights spent dropped more significantly than the number of trips (-1.6 % and -1.0 % respectively). As a result, the average length of holiday trips decreased. In 2010, the average duration of a holiday trip was just under 6 nights. Short trips typically included 2 overnight stays while long trips (minimum 4 nights) had on average a duration of 10 nights. Although long domestic trips were the most affected in terms of the number of trips, as indicated above, the average length of such trips did not fall.

The drop in tourism demand was strongest in first half of the year; in the second half all segments increased except for short domestic holiday trips

Tourism demand showed a negative annual growth. Intra-annual data for the first and second halves of the year showed an improvement. In the first half of the year, the number of trips and number of nights spent dropped in all segments. Only the number of short domestic holiday trips rose slightly (0.3 %) compared with the first half of 2009.

In the second half of the year, the decline stopped for most types of holiday trips, especially trips abroad (long outbound trips went up by 0.9 %, short outbound trips by 2.5 %). The overall decrease in the second half of the year (-0.3 %) was entirely accounted for by the important segment of short domestic breaks (-1.6 %). The relatively small

market of short outbound trips couldn't compensate for this, despite increasing by 2.5 %.

In previous years, short domestic trips grew fast, most probably as a substitute for less affordable long trips or outbound trips. In 2010, European tourists found their way back to foreign destinations and showed an increasing preference for longer trips.

In terms of nights spent, an increase was observed (7.7 %) for the short trips abroad in the second half of 2010 compared with the same period in 2009.

Table 4: Number of holiday trips and number of nights spent by EU residents, aggregate data based on 20 Member States, 2010 compared with 2009, intra-annual data

	Number of holiday <i>trips</i> made by EU residents % change 2010/2009			Number of holiday <i>nights</i> spent by EU residents % change 2010/2009		
	Annual data	1st semester	2nd semester	Annual data	1st semester	2nd semester
All holiday trips	-1.0%	-1.5%	-0.3%	-1.6%	-3.3%	-0.2%
Domestic holiday trips	-1.1%	-1.2%	-0.9%	-1.5%	-3.1%	-0.3%
Outbound holiday trips	-0.7%	-2.3%	1.1%	-1.8%	-3.5%	0.0%
Long holiday trips (total)	-1.7%	-4.0%	0.4%	-1.8%	-4.1%	-0.1%
Long domestic holiday trips	-2.3%	-5.2%	0.0%	-1.7%	-5.0%	0.1%
Long outbound holiday trips	-1.1%	-2.9%	0.9%	-1.9%	-3.6%	-0.3%
Short holiday trips (total)	-0.3%	0.2%	-1.1%	-0.7%	-0.7%	-0.6%
Short domestic holiday trips	-0.4%	0.3%	-1.6%	-0.9%	-0.5%	-1.7%
Short outbound holiday trips	0.6%	-0.4%	2.5%	1.0%	-2.4%	7.7%

Notes: Aggregate data based on the 20 Member States for which data for the first three quarters of 2009 and 2010 are available (not including DK, EE, IE, EL, FR, MT and PT). This subset of Member States is not necessarily representative for the entire EU-27. Long trips are trips with at least 4 overnight stays, short trips are trips with 1 to 3 overnight stays.

Source: Eurostat (online data codes : [tour_dem_ttm](#), [tour_dem_tnm](#))

The small contraction at EU level masks major variations across the EU, ranging from two-digit year-on-year decreases to two-digit increases

Behind the 1 % decline in the number of holidays taken by Europeans, major regional differences can be observed (see Table 6 on the next page). In the south-eastern countries Bulgaria and Romania, numbers fell by 29.5 % and 11.1 % respectively. In the Nordic countries Finland and Sweden the number of holiday trips increased by 17.4 % and 20.2 % respectively. This increase was seen in all segments, but was less pronounced for long outbound holiday trips.

In many countries, the number of outbound trips increased in 2010, while the number of domestic trips decreased. However, in Germany and Slovakia an inverse trend was observed with domestic trips remaining a net contributor to the overall positive evolution in the number of holidays taken by the residents of these two Member States.

Europeans increased their spending on domestic trips but not on outbound trips

Data on tourism expenditure are available for 16 EU Member States. The countries are not identical to the subset discussed above, so the observations may not be entirely compatible.

Based on the available data, a small increase of 0.5 % was recorded for tourism expenditure by EU residents. While the number of domestic holiday trips declined in 2010, expenditure during this type of trip grew over the same period. This resulted in an increase of 1.2 % in average spending per trip. On trips to destinations outside their own country, residents of these 16 Member States spent less per

trip (-0.9 %) in 2010 compared with 2009. In particular, long trips abroad fell by 0.8 %. Table 3 shows that this segment recorded the biggest drop in average length of the trip. Since the reduced total expenditure was distributed over relatively fewer nights, the average expenditure per night away increased by 1.5 %. For the other types of trips, the expenditure per night also increased in 2010. In most cases this will be due to fixed costs, such as transport to the destination, which were divided over fewer nights.

Table 5: Tourist expenditure by EU residents, aggregate data based on 16 Member States, 2010 compared with 2009

	Tourist expenditure by EU residents (%change)	Average tourist expenditure per trip (in euro)			Average tourist expenditure per night (in euro)		
		2009	2010	% change	2009	2010	% change
All holiday trips	0.5%	355	355	-0.1%	62	63	1.2%
Domestic holiday trips	1.9%	198	200	1.2%	45	45	1.3%
Outbound holiday trips	-0.3%	716	710	-0.9%	81	83	1.7%
Long holiday trips (total)	0.0%	578	578	-0.1%	59	60	1.0%
Long domestic holiday trips	1.8%	335	341	1.8%	38	38	1.3%
Long outbound holiday trips	-0.8%	838	831	-0.8%	78	79	1.5%
Short holiday trips (total)	2.7%	143	145	1.6%	73	75	1.6%
Short domestic holiday trips	2.0%	120	121	1.0%	63	64	1.3%
Short outbound holiday trips	4.9%	292	299	2.4%	134	134	0.6%

Notes: Aggregate data based on the 16 Member States for which data for the first three quarters of 2009 and 2010 are available (not including CZ, DK, EE, IE, EL, ES, FR, MT, PT, RO and UK). This subset of Member States is not necessarily representative for the entire EU-27.

Source: Eurostat (online data codes : [tour_dem_extot](#), [tour_dem_tmd](#), [tour_dem_tnmd](#))

Table 6: Estimated percentage change in the number of holiday trips made by residents, 2010 compared with 2009

	All holiday trips			Long holidays (4 or more nights)			Short holidays (1 to 3 nights)		
	Total	Domestic	Outbound	Total	Domestic	Outbound	Total	Domestic	Outbound
EU	-1.0%	-1.1%	-0.7%	-1.7%	-2.3%	-1.1%	-0.3%	-0.4%	0.6%
BE	-2.2%	-11.9%	1.3%	-1.4%	3.6%	-2.2%	-3.8%	-21.0%	12.5%
BG	-29.5%	-28.8%	-35.2%	-32.6%	-31.9%	-36.1%	-27.3%	-27.0%	-32.9%
CZ	-3.0%	-2.8%	-3.6%	-4.3%	-3.4%	-5.4%	-2.1%	-2.6%	3.7%
DK	:	:	:	:	:	:	:	:	:
DE	0.4%	0.8%	-0.5%	0.8%	1.8%	-0.1%	0.0%	0.3%	-2.6%
EE	:	:	:	:	:	:	:	:	:
IE	:	:	:	:	:	:	:	:	:
EL	:	:	:	:	:	:	:	:	:
ES	-2.3%	-3.1%	8.9%	-2.9%	-5.2%	9.8%	-2.0%	-2.2%	6.4%
FR	:	:	:	:	:	:	:	:	:
IT	:	:	:	:	:	:	:	:	:
CY	0.5%	-4.6%	8.6%	7.1%	-4.6%	11.5%	-5.4%	-4.6%	-13.9%
LV	-6.5%	-8.7%	3.8%	-1.8%	-17.1%	9.0%	-7.6%	-7.8%	-5.5%
LT	1.5%	-0.9%	6.3%	8.1%	0.3%	12.6%	-1.6%	-1.1%	-3.7%
LU	-5.3%	:	-5.1%	-3.6%	:	-3.5%	-7.9%	:	-7.5%
HU	-2.5%	-1.8%	-5.2%	-3.8%	-3.4%	-4.4%	-1.8%	-1.2%	-6.4%
MT	:	:	:	:	:	:	:	:	:
NL	3.0%	5.1%	1.1%	3.5%	4.0%	3.2%	2.2%	6.2%	-8.1%
AT	-0.6%	-3.6%	2.6%	-2.6%	-4.4%	-1.5%	2.1%	-3.0%	14.4%
PL	6.5%	5.8%	10.6%	4.2%	1.9%	11.7%	9.0%	9.2%	5.0%
PT	:	:	:	:	:	:	:	:	:
RO	-11.1%	-10.7%	-15.5%	-19.1%	-20.1%	-12.4%	-4.4%	-3.9%	-35.0%
SI	0.4%	-14.9%	15.5%	-0.7%	-12.1%	3.5%	1.3%	-15.7%	34.0%
SK	-0.8%	3.3%	-5.8%	-20.4%	-28.1%	-13.8%	58.0%	57.8%	58.9%
FI	17.4%	19.1%	8.2%	7.7%	12.4%	-1.9%	20.6%	20.8%	19.0%
SE	20.2%	23.3%	10.0%	18.6%	27.8%	7.1%	21.1%	21.7%	16.1%
UK	-4.8%	-4.0%	-6.0%	-5.8%	-6.7%	-5.2%	-3.7%	-2.6%	-10.9%
IS	:	:	:	:	:	:	:	:	:
LI	:	:	:	:	:	:	:	:	:
NO	2.1%	-1.3%	9.2%	8.8%	3.5%	14.2%	-2.7%	-3.4%	-0.7%
CH	:	:	:	:	:	:	:	:	:
HR	:	:	:	:	:	:	:	:	:

Notes: Long trips are trips with at least 4 overnight stays, short trips are trips with 1 to 3 overnight stays; Data not available for DK, IE, EL, FR, MT and PT; Data for EE not comparable, due to change of methodology; Estimates based on 3 quarters data for all other Member States; IT figures: embargoed. EU estimation based only on available data.

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

Methodology

Tourism means the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes

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.

- Hotels and similar establishments

Hotels

Comprise hotels, apartment hotels, motels, roadside inns, beach hotels, residential clubs and similar establishments providing hotel services including more than daily bed-making and cleaning of the room and sanitary facilities.

Similar establishments

Comprise rooming and boarding houses, tourist residence and similar accommodation arranged in rooms and providing limited hotel services including daily bed-making and cleaning of the room and sanitary facilities. This group also includes guest houses, Bed & Breakfast and farmhouse accommodation.

- Other collective accommodation establishments

Holiday dwellings

Include collective facilities under common management, such as clusters of houses or bungalows arranged as dwelling-type accommodation and providing limited hotel services (not including daily bed making and cleaning).

Tourist camp-sites

Consist of collective facilities in enclosed areas for tents, caravans, trailers and mobile homes. All come under common management and provide some tourist services (shop, information, and recreational activities).

Other collective establishments n.e.c.

Comprise youth hostels, tourist dormitories, group accommodation, holiday homes for the elderly, holiday accommodation for employees and workers' hotels, halls of residence for students and school dormitories, and other similar facilities that come under common management, have a social interest and are often subsidised.

Trips, average length of stay

Long trips are trips with at least 4 overnight stays, *short trips* are trips with 1 to 3 overnight stays.

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

Representativeness of the EU-27 estimates

- *Nights spent at collective accommodation establishments* (Figure 1, 2, 3, 4, and 5; Table 1 and 2): EU-27 based on all Member States excepting Ireland and Luxembourg (these 25 Member States represent 98.5% of the total nights spent in the European Union).
- *Holiday trips made by EU residents, nights spent and average length of trips* (Figure 6, Table 3, 4 and 6): aggregate data based on 20 Member States (BE, BG, CZ, DE, ES, IT, CY, LV, LT, LU, HU, NL, AT, PL, RO, SI, SK, FI, SE and UK), these Member States represent 80.4% of the total population of the European Union.
- *Tourist expenditure by EU residents* (Figure 6, Table 5): aggregate data based on 16 Member States (BE, BG, DE, IT, CY, LV, LT, LU, HU, NL, AT, PL, SI, SK, FI and SE), these Member States represent 52.4% of the total population of the European Union.

Country codes

EU-27: European Union	IE: Ireland	LT: Lithuania	PT: Portugal	IS: Iceland
BG: Bulgaria	EL: Greece	LU: Luxembourg	RO: Romania	LI: Liechtenstein
BE: Belgium	ES: Spain	HU: Hungary	SI: Slovenia	NO: Norway
CZ: Czech Republic	FR: France	MT: Malta	SK: Slovakia	CH: Switzerland
DK: Denmark	IT: Italy	NL: Netherlands	FI: Finland	HR: Croatia
DE: Germany	CY: Cyprus	AT: Austria	SE: Sweden	
EE: Estonia	LV: Latvia	PL: Poland	UK: United Kingdom	

Symbols

":" data unavailable or unreliable

Further information

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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