Table of contents

Preface ................................................................................................................................. 5

I. Introduction .................................................................................................................... 7

II. Data sources and availability ....................................................................................... 8

III. Participation in tourism ............................................................................................... 9
  III.1 More than half of the people living in the European Union go on holidays .......... 9
  III.2 More than one in three households in the EU can't afford to go on holidays ....... 14
  III.3 In all European countries, except Estonia, the highest participation in tourism is recorded in the third quarter .................................................................................. 15
  III.4 Seasonality tends to be more of a decisive factor for people who make holiday trips of at least four overnight stays ...................................................................................... 16

IV. Tourism trips ............................................................................................................. 19
  IV.1 Residents of the European Union make more than 1 billion holiday trips per year .... 19
  IV.2 Short breaks have been the fastest growing segment over the past decade .......... 23
  IV.3 With a total of nearly 6 billion holiday nights, the average length of holiday trips is just under 6 nights ................................................................................................. 24
  IV.4 The European Union is an attractive destination for its citizens ......................... 28
  IV.5 Spain is the most popular foreign destination for residents of the European Union ... 29
  IV.6 Daily tourist expenditure of European tourists is on average 69 euro ................. 31
  IV.7 Nearly half of the long holiday trips take place between July and September ....... 33
  IV.8 For one in four long holiday trips people travel to their destination by air .......... 36
  IV.9 Holiday trips are often spent at non-rented accommodation facilities .......... 39

V. Accommodation statistics ............................................................................................ 41
  V.1 Number of nights spent has risen by 564 million since 1995 to stand at 2.3 billion in 2008 ... 41
  V.2 Italy and Spain account for nearly one third of the guest nights spent in the EU ....... 42
  V.3 Tourists from outside the EU represent less than ten percent of the guest nights in collective accommodation in the Union ................................................................. 46
  V.4 The top 20 regions account for more than 35% of all tourism nights spent in the European Union ........................................................................................................ 48
  V.5 The summer months of July and August account for nearly one in three nights spent in collective accommodation throughout the year ................................................. 49

VI. Employment ............................................................................................................. 52
  VI.1 The tourist accommodation sector in the EU employs 2.3 million people ............ 52
  VI.2 Tourist accommodation is a source of jobs for certain at-risk groups on the European labour market ....................................................................................................... 54

VII. Balance of payments ............................................................................................... 57

ENDNOTES ....................................................................................................................... 59