

EUROPEAN TRAVEL TRENDS FOR SUMMER 2014



Summer is in full swing and millions of European travellers are either heading abroad for their holidays, planning an August trip for the school holidays or returning from sunny climes after an early trip in June. For many, the draw of foreign destinations across the world can't be beaten; however, recent data shows some interesting preferences.

Unsurprisingly, a large percentage of this year's travellers are choosing to head over to the United States. 38% of European travellers are expected to travel to the US, with 56% of them heading specifically to the east coast, and New York is by far the preferred choice of city at 25%. This is true of visitors from Western and Northern Europe, although the West also have a liking for Las Vegas and the North are more more inclined to head to the states than most other regions - further South and East it seems that sights are set much closer to home

The other 62% and the European countries that are less keen on American vacations.

Interestingly, a massive 60% of European travellers are choosing to stay on the continent over these summer months, choosing between a range of different regions and top destinations. While London is said to be the city that travellers research the most, for one reason or another it only comes second in their final choices and bookings; London gets 13% but it is Paris that just comes out on top with 15% of European bookings in this period. In southern Europe, Spain is a popular choice, with its cities making up six out of the ten most searched for destinations. Over in Eastern Europe, the number one choice this year is Rome. This just leaves 2% unaccounted for, just a very small percentage of European tourists that want to go somewhere a bit different. There are countless vacations being taken to more unusual destinations but it seems that Vancouver and Dubai are currently out in front with bookings while Cyprus is the most searched for destination outside of Europe and the US.

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