THE UK IS THE MOST POPULAR DESTINATION FOR EUROPEANS TO TRAVEL IN 2023

According to the 'Travel Sector Trends 2023' report from the Economic Institute of Mastercard, the United Kingdom is the most popular destination for Europeans to travel to in 2023, followed by Spain. The United States ranks third on the list.

In addition, Italy and Germany occupy the fourth and fifth positions in this classification, respectively. France, Switzerland, Sweden, the Netherlands, and Denmark follow them.

The senior economist at the Mastercard Economic Institute, Natalia Lechmanova, highlighted that "Europe continues to be one of the main global destinations for travelers from all over the world."

"After a strong recovery last year, the desire to travel will drive European growth in 2023," the expert added.

On the other hand, the study indicates that global leisure and business travel will grow at the same rate in 2023, with new corridors opening as tourists recover their pre-pandemic income.

Germany and Spain are increasingly popular with Latin American tourists. At the same time, Saudi Arabia and Egypt have become popular destinations for travelers from Eastern Europe, the Middle East, and Africa, according to the report.

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