EUROPEAN TRAVEL INTENTIONS REMAIN STRONG FOR THE WINTER SEASON



76% of people in Europe are planning to go on a minimum of one overnight trip in the period from October 2026 to March 2027, up by 3 percentage points compared to last year. Germans have the highest travel intentions in Europe, with 79% of people planning to travel within the period (same as in the Netherlands) and 87% in Poland, 82% in Spain. The results come from ongoing research into travel sentiment from 10 European source markets, including Germany, the UK, France, Italy, Spain and Austria.

City Breaks and Culture Lead Winter Season Preferences

City breaks are the most popular travel type (19%), with cultural and historical holidays close behind (18%). Sun and beach holidays also remain a popular choice (18%). December is the most popular month to travel in the period (23%). **In December, visiting friends and family is a key reason to travel.** 32% of people travelling in December are doing so primarily to visit friends and family. This is higher than the average across the full period.

Volume of travel is increasing. 56% of people planning to travel in the period are doing so on two or more occasions. The number of people planning to go on just one trip has reduced by 7 percentage points from last year. Although fewer people are planning to take trips in October and November than in 2025, interest in trips in February and March 2027 is growing.

Growing Interest in Less Crowded Destinations

While 47% of respondents are interested in visiting popular destinations with well-known attractions, 44% of people are interested in visiting less busy destinations (up by 4 percentage points from last year). 10% of people want to visit very remote destinations.

Safety is the most important factor when choosing a holiday destination for 20% of people. Good and consistent weather and good value are next most popular (15% and 14% respectively). The main uncertainty for people is financial pressure (37%), followed by political instability (23%).

AI Plays a Growing Role in Travel Planning

40% of people in Europe planning a holiday are using AI to get inspiration or make bookings. **The highest usage is amongst 18 to 34-year-olds (56%) and the lowest amongst people aged over 55 (26%).** Online search engines are the most popular digital tool in planning a holiday (59%), closely followed by holiday websites (57%).

Lengths of stay are fairly consistent. 43% of people planning a holiday will be staying for 4-6 nights, while 32% will be staying for 7 to 12 nights. Budgets are increasing: 49% of people are expecting to spend between €1,000 and €2,500 per person.

Booking flexibility remains high. 55% of people haven’t made any bookings for their holiday yet. As such, actual booking figures may be greatly impacted by price.

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