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Enterprise Estonia

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Population survey in Austria: travel preferences and interest in the Baltic countries, 2022

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The aim and organisation of the survey

- The survey was commissioned, and the summary report was compiled by the Tourism Department of the Estonian Business and Innovation Agency, the fieldwork was carried out by RAIT Faktum&Ariko.
- The aim of the survey was to map the intentions of Austrian residents to travel abroad, their interest in travelling to Estonia and their travel preferences.
- The survey was carried out as an online survey in October 2022, using a pre-selected online panel representing the population of Austria. The sample was designed in such a way that invitations to participate in the survey were sent to the members of the online panel according to the socio-

demographic profile of the population (aged 18-79) by gender, age and region of residence.

- **The final sample consisted of those who answered to the filter question that they were planning to go on holiday abroad in the next 3 years** (85% of those who started to fill in the questionnaire). Thus, the final sample (**N=1011**) describes the proportion of the population planning to go on holiday abroad in the next 3 years. Their distribution may not match the socio-demographic proportions of the total population aged 18-79.



Summary (1)

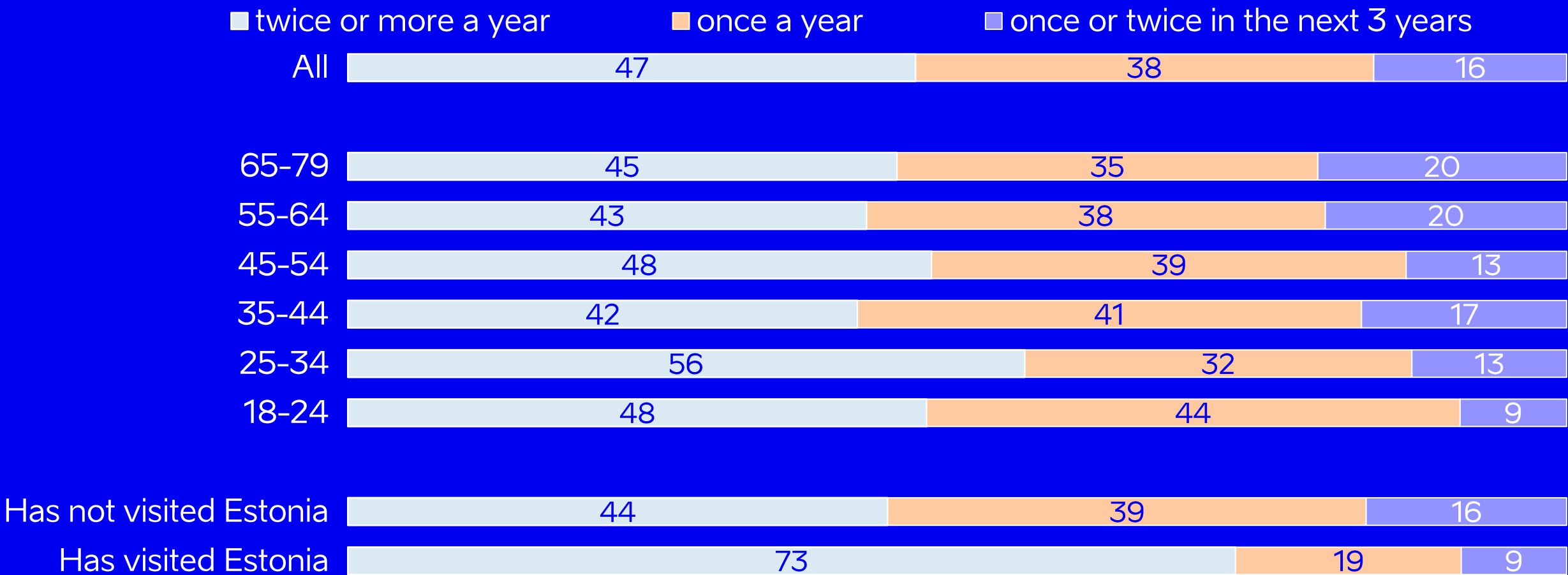
- 47% of respondents plan to take at least 2 holidays abroad per year in the next 3 years, 38% plan to travel once a year and 16% plan to travel once or twice in the next 3 years.
- 6% of respondents say they know nothing about Estonia, 21% only know the name of Estonia, 55% know the name and location of Estonia, 14% know more than the name and location of Estonia and 4% say that they know quite a lot about Estonia.
- 16% of respondents have visited Finland, 8% have visited Estonia or Latvia and 5% have visited Lithuania. 77% of respondents have not been to any of these countries.
- Of those who have been to Estonia, 3/4 have been to at least one of the other countries asked (Latvia, Lithuania or Finland) whereas 53% have visited at least 2 of those countries in addition to Estonia. Combining a visit to Estonia with a visit to Finland is as common as combining with Latvia or Lithuania. 54% of visitors to Estonia have also visited Latvia, 49% have visited Finland, while 48% have visited Lithuania.
- 32% of respondents are interested in a holiday trip to the Baltics in the next 3 years, 50% are interested in finding out more about the Baltics to decide if they want to go there. However, 17% are not interested in either option. Respondents with higher incomes (over 4000 euros), those who travel abroad at least twice a year and respondents aged 18-34 are more interested in visiting the Baltics.
- When travelling to the Baltics, 64% of respondents would also visit other countries (e.g., the Baltic States, Finland) on the same trip. 16% would only visit Estonia and a fifth have no preference.
- As a reason for being interested in travelling to the Baltics, respondents said in the open-ended question that they simply like travelling and discovering new countries, so they could visit the Baltics for a change to see new, different, less familiar, less visited countries. Both culture and nature are of interest.

Summary (2)

- If the Baltic countries are not of interest, the main reason given (in the open question) was that there are other, more interesting destinations where people prefer to travel (49%). 10% said that the Baltic climate is not attractive, they prefer warm countries. 9% said the Baltics are too far, 6% cited lack of security / war in Ukraine / proximity to Russia.
- Of those who are or might be interested in visiting Estonia, 69% would prefer an individual trip and 1/5 a group tour. 1/10 could not say. An individual trip is the overwhelming preference for all age groups, with the exception of 65–79-year-olds, 44% of whom would prefer to travel in a group and 49% an individual trip.
- Of those who are interested or might be interested in visiting Estonia, 31% would book with a travel company with the help of a travel consultant, 21% online via the travel company's website and 37% via another online channel. The younger the age group, the less likely are they to use a travel agency.
- The main sources of inspiration for planning a trip abroad are Google and other search engines (53%), travel review websites (e.g., Tripadvisor) (43%), travel agency or tour operator (42%), recommendations from friends (33%) and official websites of destinations (30%).
- The younger the age group, the more important search engines, travel review websites and social media are for them. The older the age group, the more important for them are travel agencies and official websites of destinations.
- 70% are prepared to donate to a sustainable project in their destination on their next trip abroad to compensate for the ecological footprint of their trip. 21% are willing to donate €1-4, 22% would donate €5-9 and 27% would donate €10 or more. As much as 86% of those aged 18-24 are ready to donate something, however, they are ready to donate rather a smaller amount than the average.

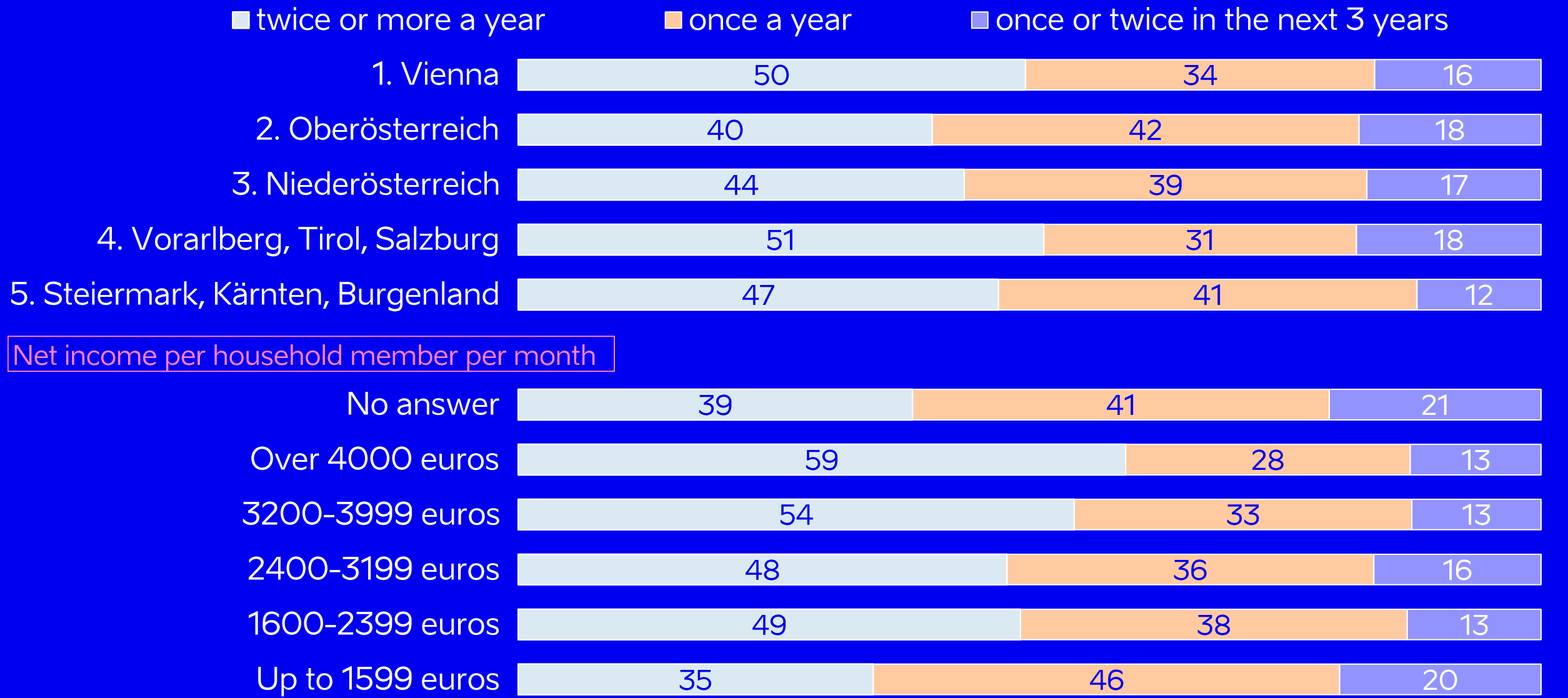
How often do you expect to go on leisure trips abroad in the next 3 years? (%)

47% of respondents plan to take at least 2 holidays abroad per year in the next 3 years, 38% plan to travel once a year and 16% plan to travel once or twice in the next 3 years. Respondents aged 25-34 and respondents with net income over 3200 euros plan to travel more frequently.



N=1011 (respondents who expect to go on leisure trips abroad in the next 3 years)

How often do you expect to go on leisure trips abroad in the next 3 years? (%)

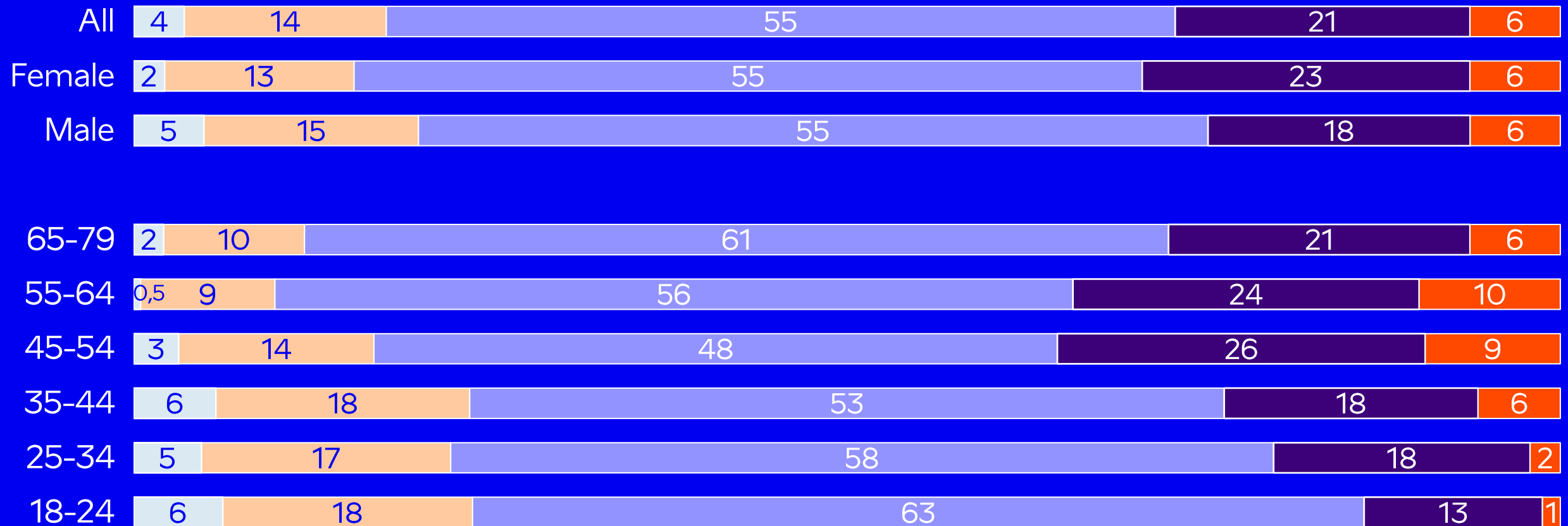


Knowledge of Estonia and previous trips to the Baltic region

- 6% of respondents say they know nothing about Estonia, 21% only know the name of Estonia, 55% know the name and location of Estonia, 14% know more than the name and location of Estonia and 4% say that they know quite a lot about Estonia.
- Those who rate their knowledge as above average are slightly more likely to be among those who generally travel abroad more often, those with higher incomes (over 4000 euros) and people aged 18–44. Of the small group who have visited Estonia (8% of all respondents), 31% know quite a lot about Estonia and 43% know more about Estonia than its name and location.
- 16% of respondents have visited Finland, 8% have visited Estonia or Latvia and 5% have visited Lithuania. 77% of respondents have not been to any of these countries.
- People aged 65–79 those with higher incomes and those who travel abroad at least twice a year are slightly more likely to have visited Estonia. Differences between income groups are small.
- Of those who have been to Estonia, 3/4 have been to at least one of the other countries asked (Latvia, Lithuania or Finland) whereas 53% have visited at least 2 of those countries in addition to Estonia.
- Combining a visit to Estonia with a visit to Finland is as common as combining with Latvia or Lithuania. 54% of visitors to Estonia have also visited Latvia, 49% have visited Finland, while 48% have visited Lithuania.
- At the same time, only a few of those who have not been to Estonia have visited our region: 13% have been to Finland, 4% to Latvia and 2% to Lithuania.

How much do you know about Estonia? (%)

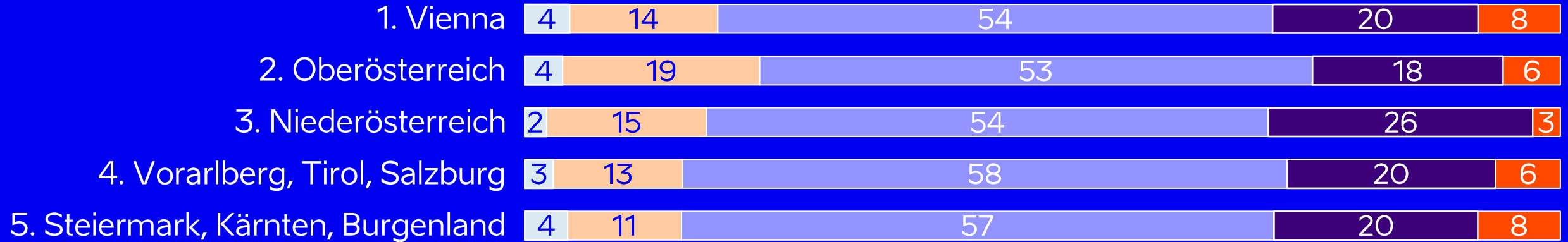
- I know quite a lot about Estonia
- I know some more about Estonia than only its name and location
- I know the name and location of Estonia
- I only know the name of Estonia
- I don't know Estonia



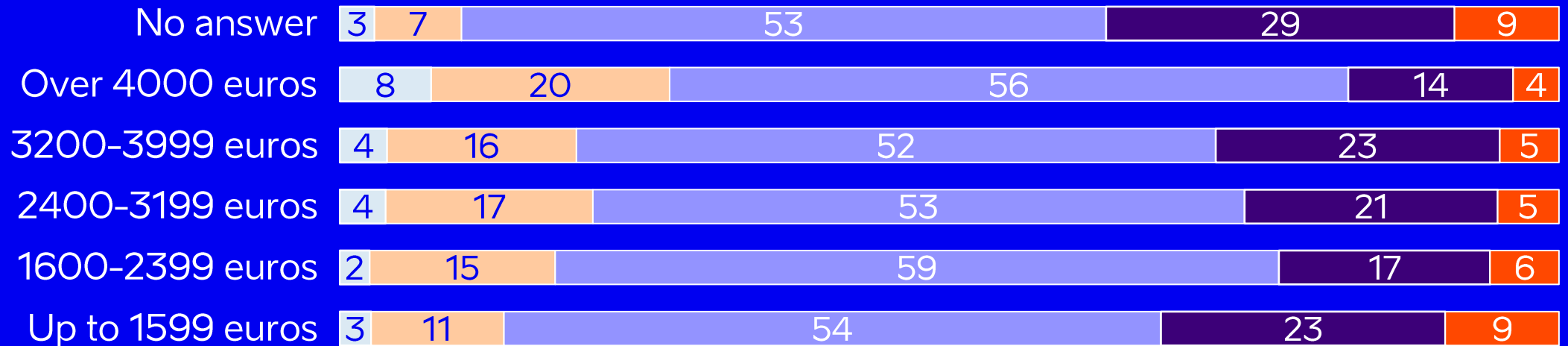
N=1011 (respondents who expect to go on leisure trips abroad in the next 3 years)

How much do you know about Estonia? (%)

- I know quite a lot about Estonia
- I know some more than only its name and location
- I know the name and location of Estonia
- I only know the name of Estonia
- I don't know Estonia



Net income per household member per month



N=1011 (respondents who expect to go on leisure trips abroad in the next 3 years)

How much do you know about Estonia? (%)

- I know quite a lot about Estonia
- I know some more about Estonia than only its name and location
- I know the name and location of Estonia
- I only know the name of Estonia
- I don't know Estonia

Has not visited Estonia

1	12	58	22	7
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Has visited Estonia

31	43	25
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Respondents who are...

...interested in visiting the Baltics within the next 3 years

6	29	51	10	3
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...interested in finding out more about the Baltics

2	8	64	21	5
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...not interested in visiting the Baltics or finding out more

2	4	39	38	17
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Respondents who expect to go on leisure trips abroad...

...once or twice in the next 3 years

2	7	53	31	8
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...once a year

2	8	59	23	8
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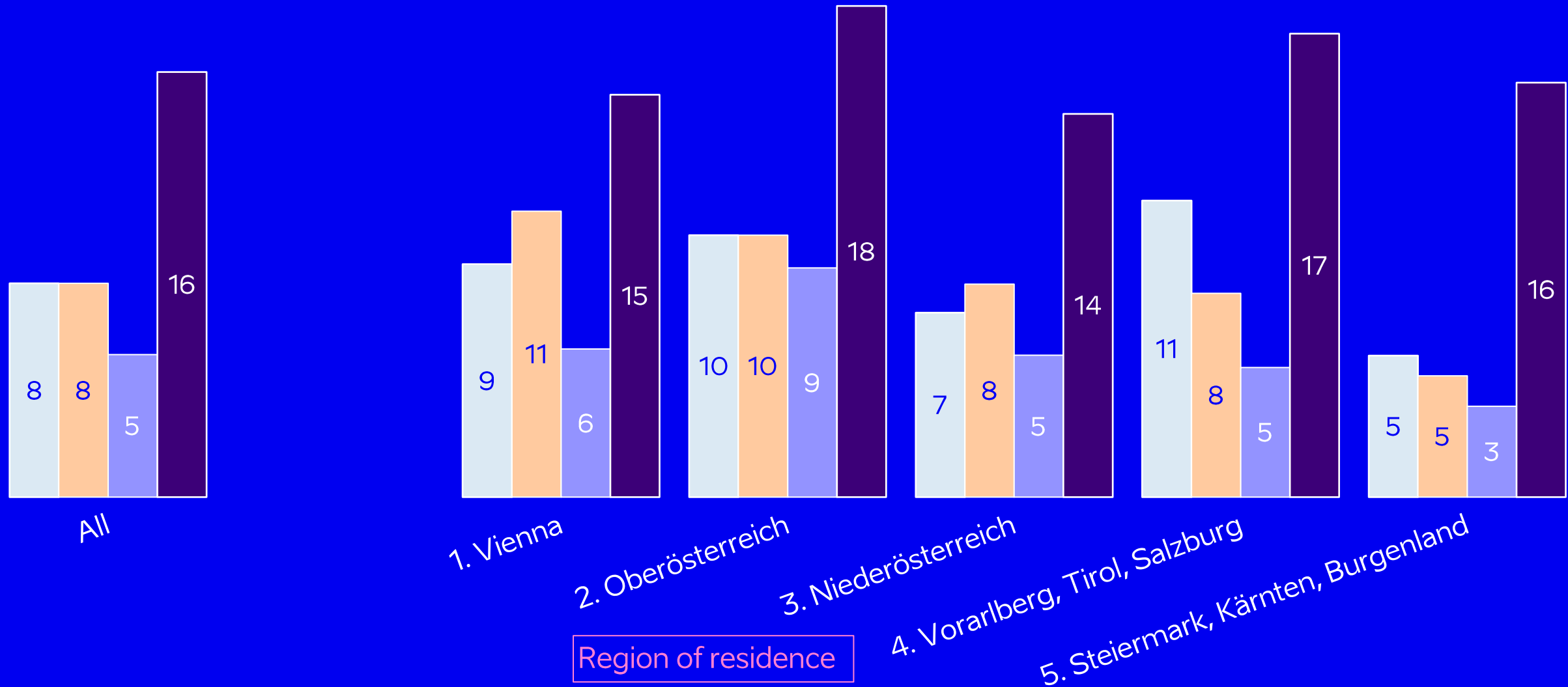
...twice or more a year

5	21	53	15	5
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N=1011 (respondents who expect to go on leisure trips abroad in the next 3 years)

Have you visited any of the Baltic countries or Finland? (%)

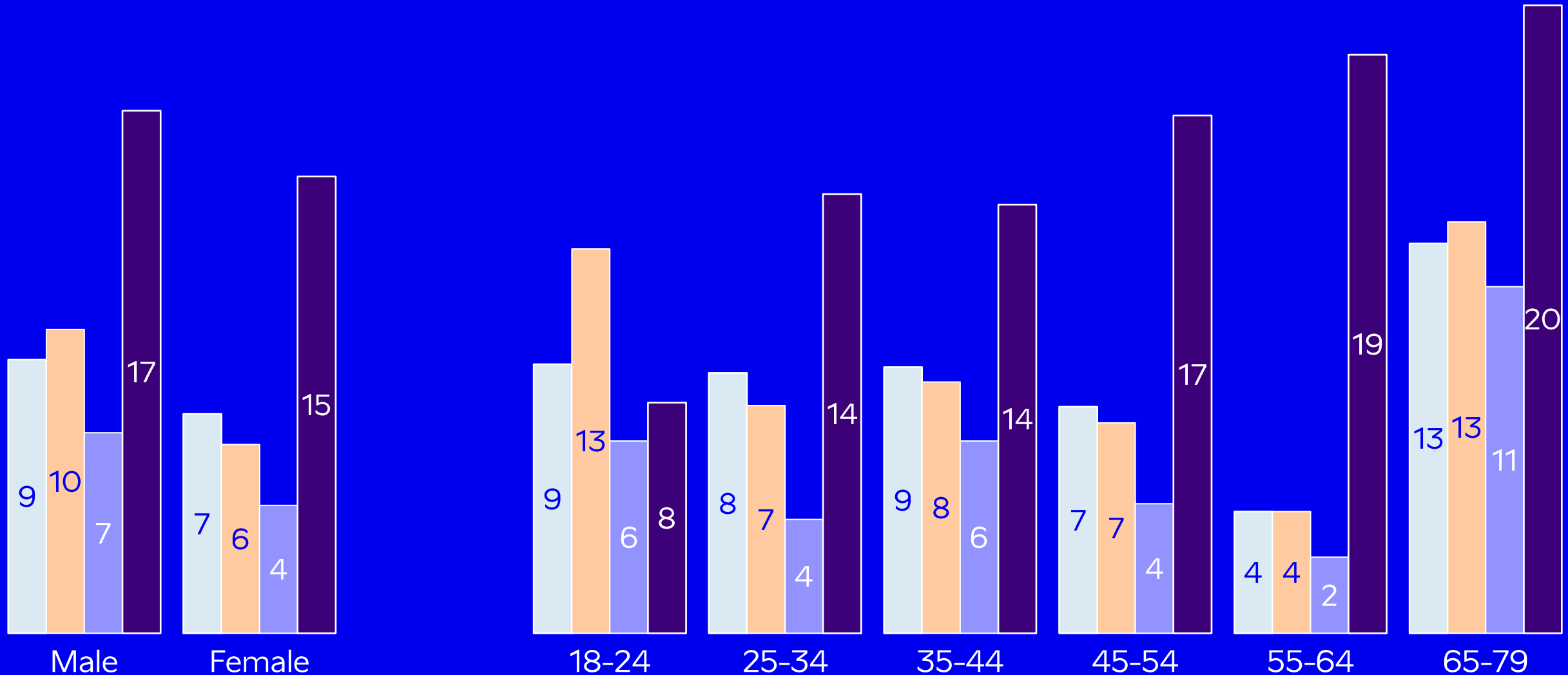
■ Yes, Estonia ■ Yes, Latvia ■ Yes, Lithuania ■ Yes, Finland



N=1011 (respondents who expect to go on leisure trips abroad in the next 3 years)

Have you visited any of the Baltic countries or Finland? (%)

■ Yes, Estonia ■ Yes, Latvia ■ Yes, Lithuania ■ Yes, Finland

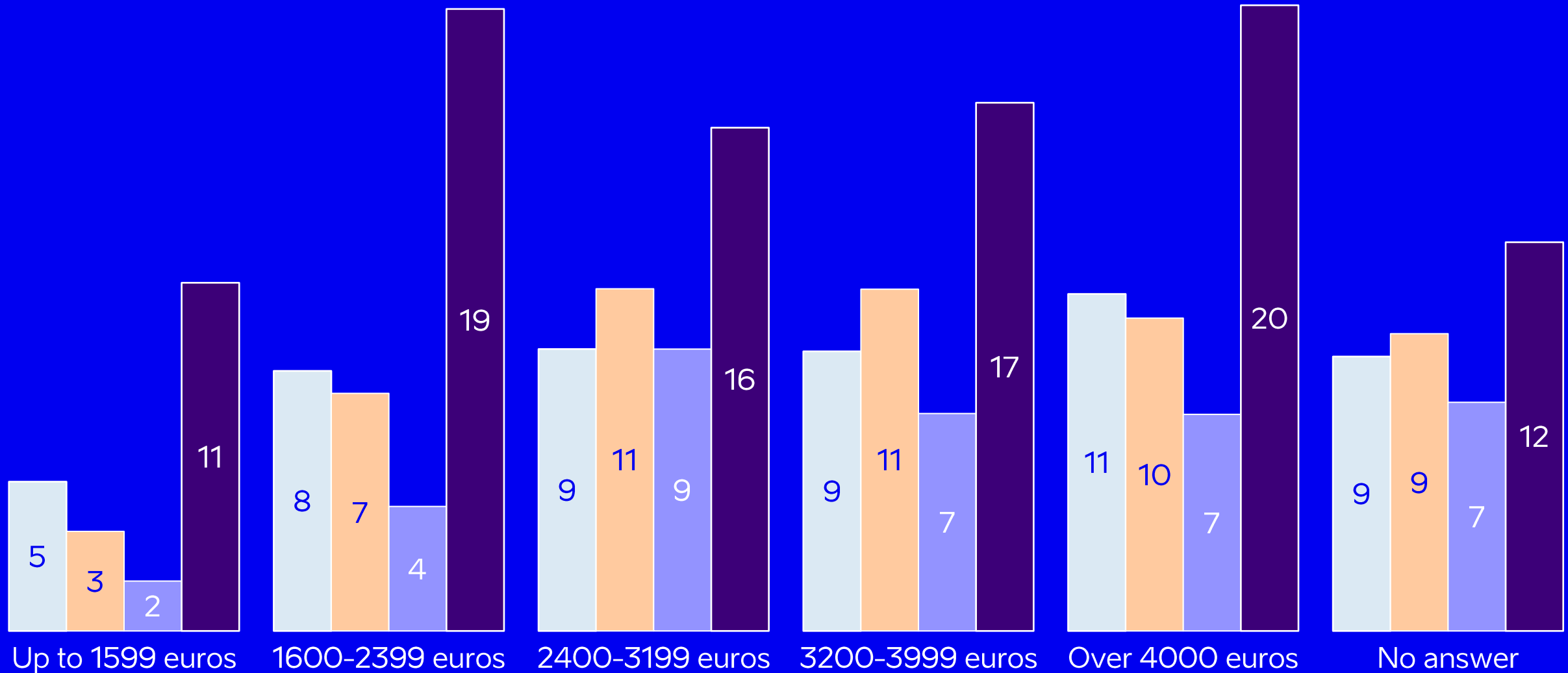


N=1011 (respondents who expect to go on leisure trips abroad in the next 3 years)

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Have you visited any of the Baltic countries or Finland? (%)

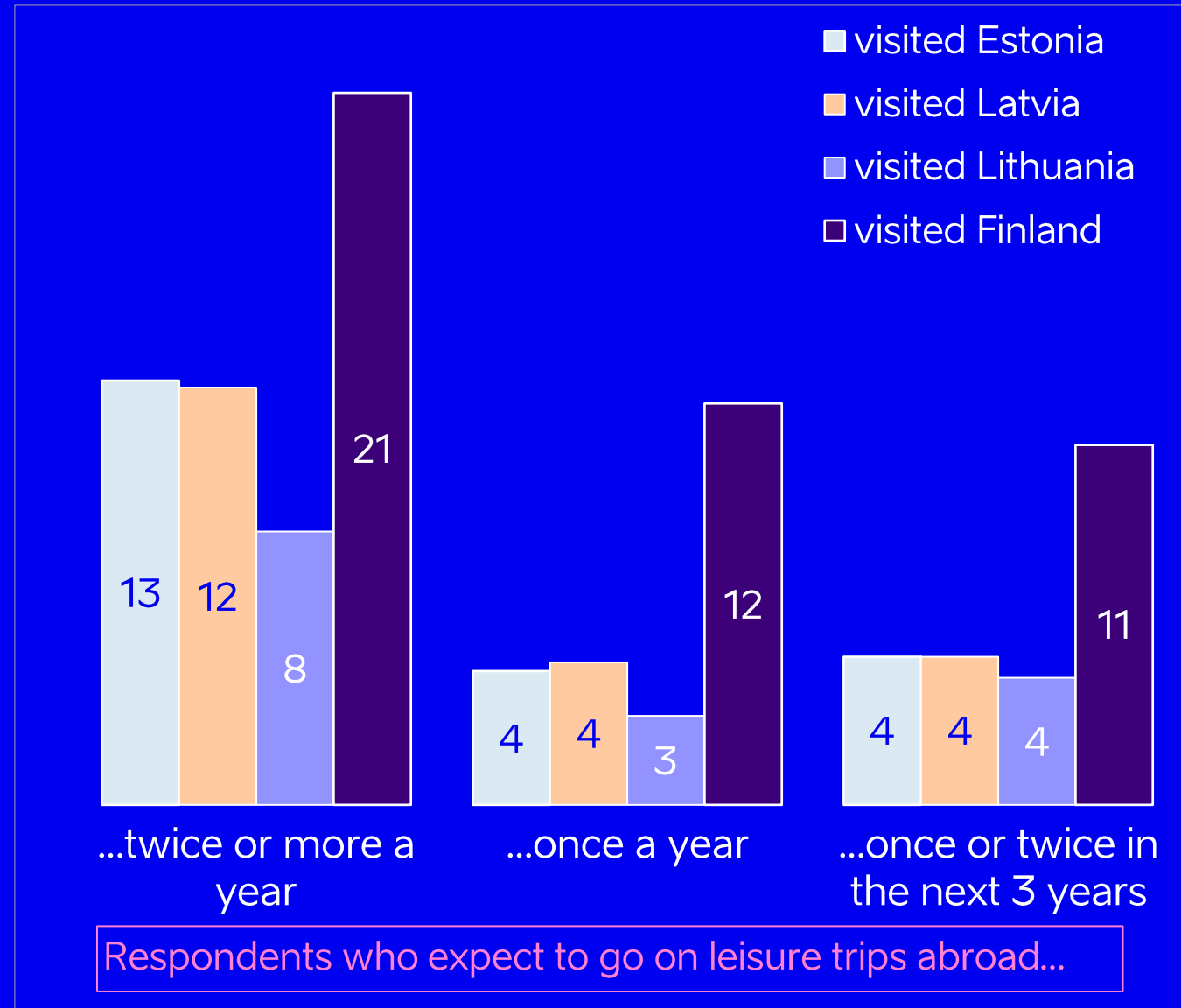
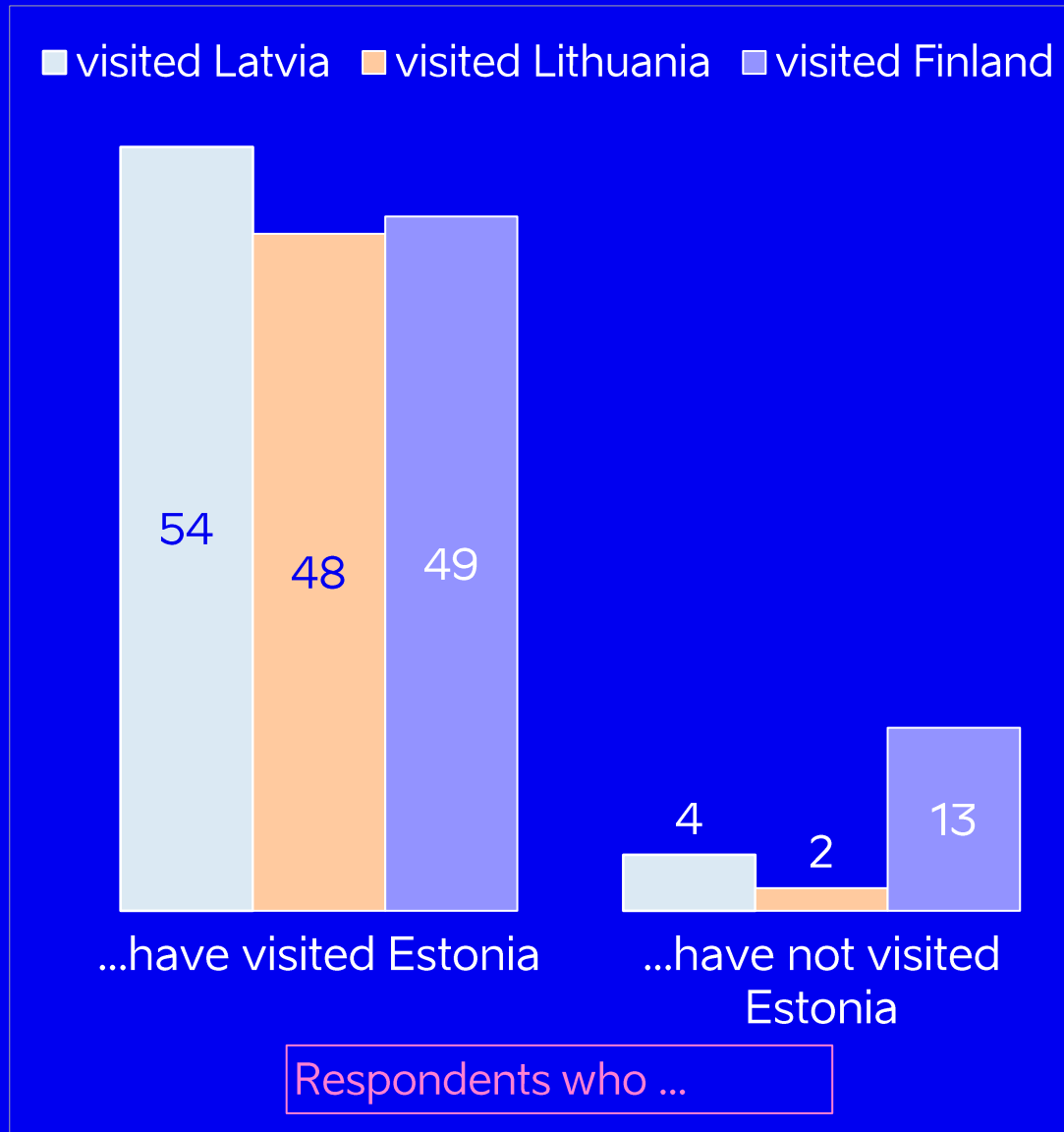
■ Yes, Estonia ■ Yes, Latvia ■ Yes, Lithuania ■ Yes, Finland



N=1011 (respondents who expect to go on leisure trips abroad in the next 3 years)

EASi ja KredExi ühendorganisatsioon

Have you visited any of the Baltic countries or Finland? (%)



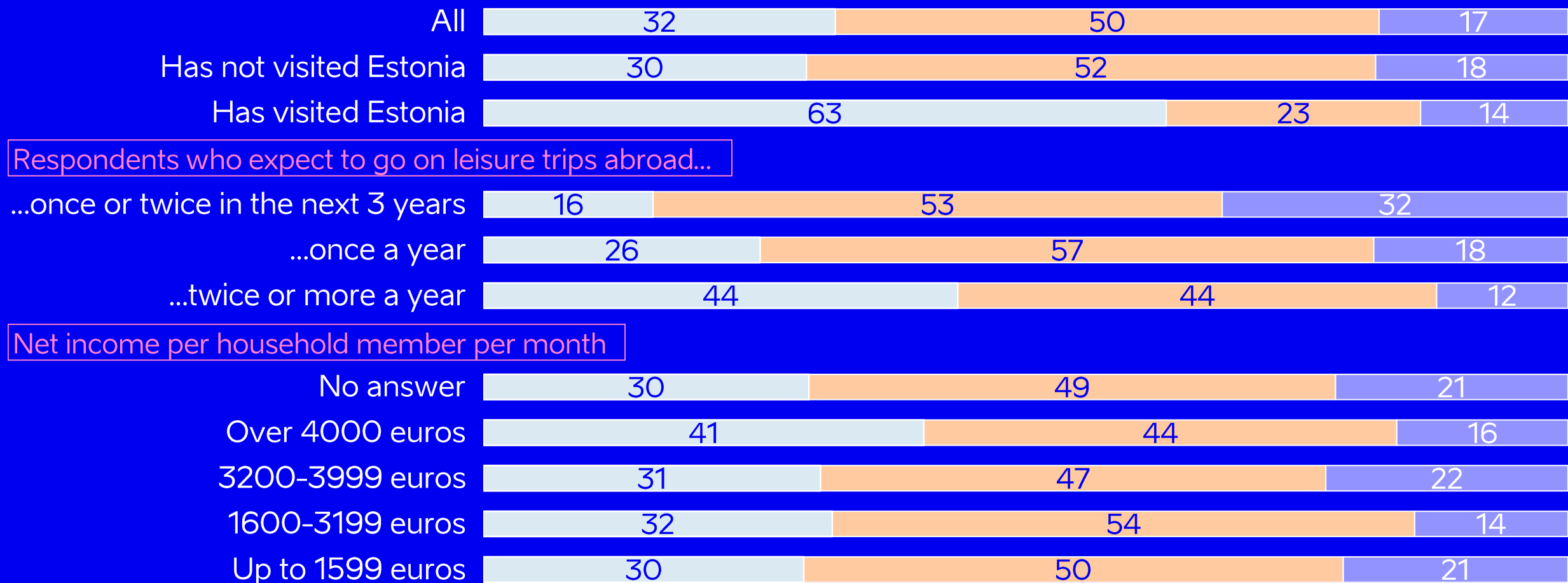
N=1011 (respondents who expect to go on leisure trips abroad in the next 3 years)

Interest in travelling to the Baltics

- 32% of respondents are interested in a holiday trip to the Baltics in the next 3 years, 50% are interested in finding out more about the Baltics to decide if they want to go. 17%, however, are not interested in going to the Baltics or learning more about it.
- Respondents with higher incomes (over 4000 euros), those who travel abroad at least twice a year and respondents aged 18-34 are more interested in visiting the Baltics.
- Of the small group who have visited Estonia (8% of all respondents), as many as 63% are interested in a holiday trip to the Baltics in the next 3 years.
- When travelling to the Baltics, 64% of respondents would also visit other countries (e.g., the Baltic States, Finland) on the same trip. 16% would only visit Estonia and a fifth have no preference.
- Of those interested in visiting the Baltics in the next 3 years, 70% would prefer a combined visit to several countries and 19% would prefer to visit Estonia only. 1/10 could not say.
- Of those interested in finding out more about the Baltics first, 60% would prefer a combined visit to several countries and 15% would prefer a visit to Estonia only. However, 1/4 had no preference.
- Of those who have visited Estonia, 73% would visit Estonia combined with other countries on a new trip and 19% would visit Estonia alone. Of those who have not visited Estonia, 63% would visit Estonia combined with other countries and 16% would visit Estonia alone (the rest had no preference).

What would best describe your position about travelling to the Baltic countries for holidays? (%)

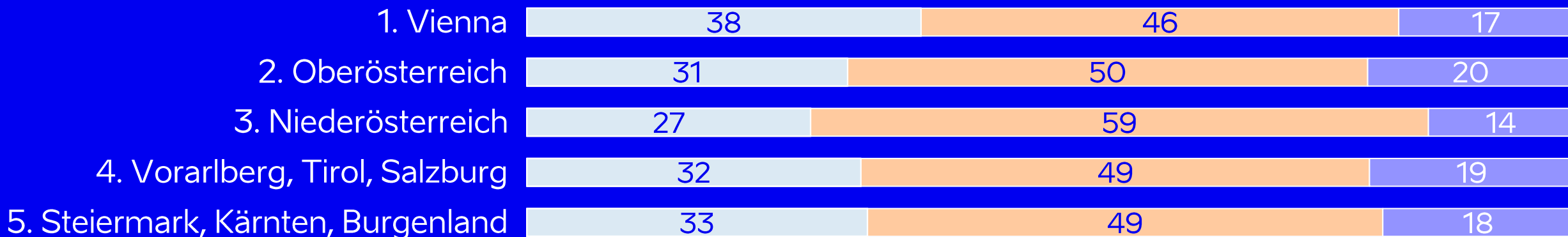
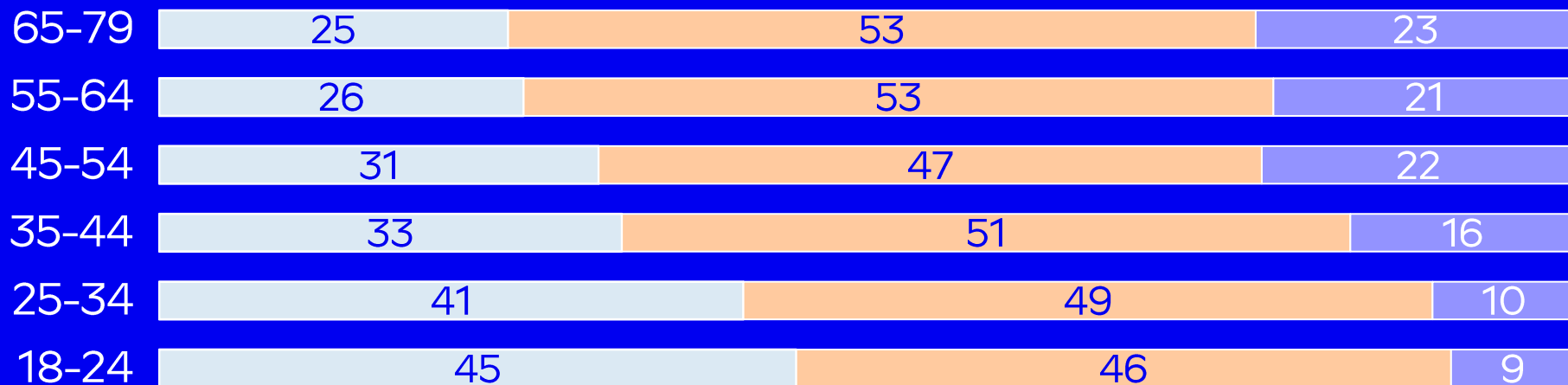
- I'm interested in visiting the Baltics for a holiday within the next 3 years
- I'm interested in finding out more about the Baltics to decide if I want to visit them
- I'm not interested in visiting the Baltics or finding out more



N=1011 (respondents who expect to go on leisure trips abroad in the next 3 years)

What would best describe your position about travelling to the Baltic countries for holidays? (%)

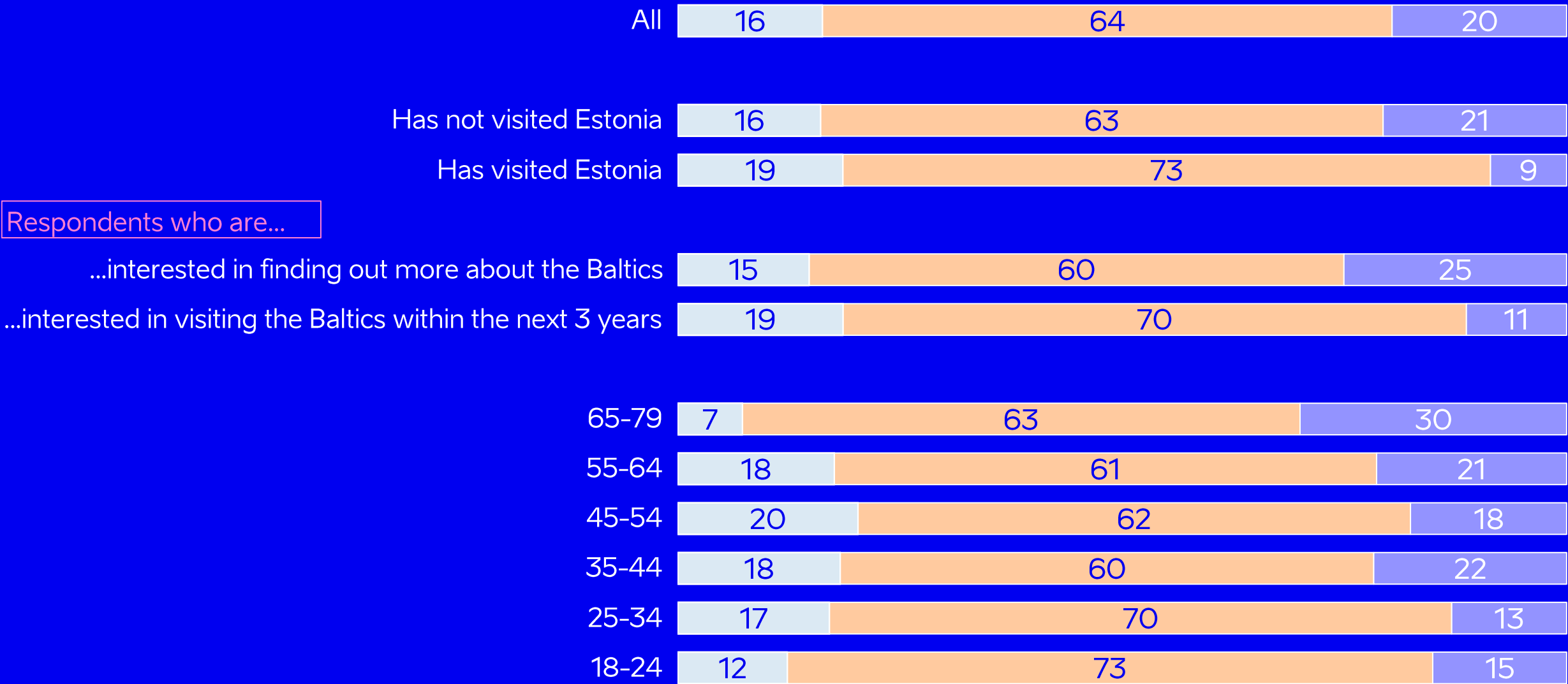
- I'm interested in visiting the Baltics for a holiday within the next 3 years
- I'm interested in finding out more about the Baltics to decide if I want to visit them
- I'm not interested in visiting the Baltics or finding out more



N=1011 (respondents who expect to go on leisure trips abroad in the next 3 years)

If you decided to take a holiday to Estonia, what would you most likely do? (%)

■ visit Estonia only ■ visit Estonia and some other countries in the same region during the same trip ■ no preference

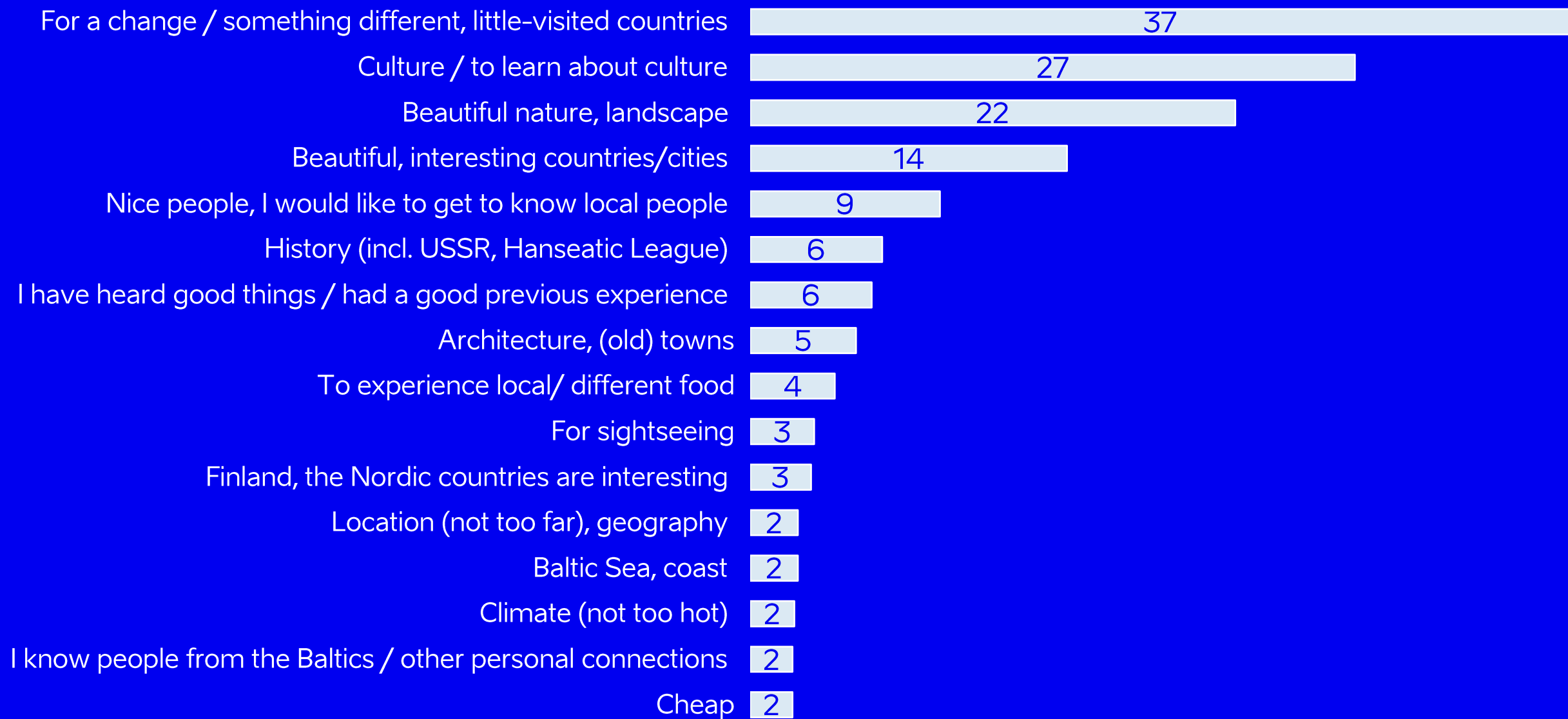


N=835 (respondents who are interested in visiting the Baltics for a holiday within the next 3 years or finding out more about the Baltics)

Why would you be interested in the Baltic countries? (open question)

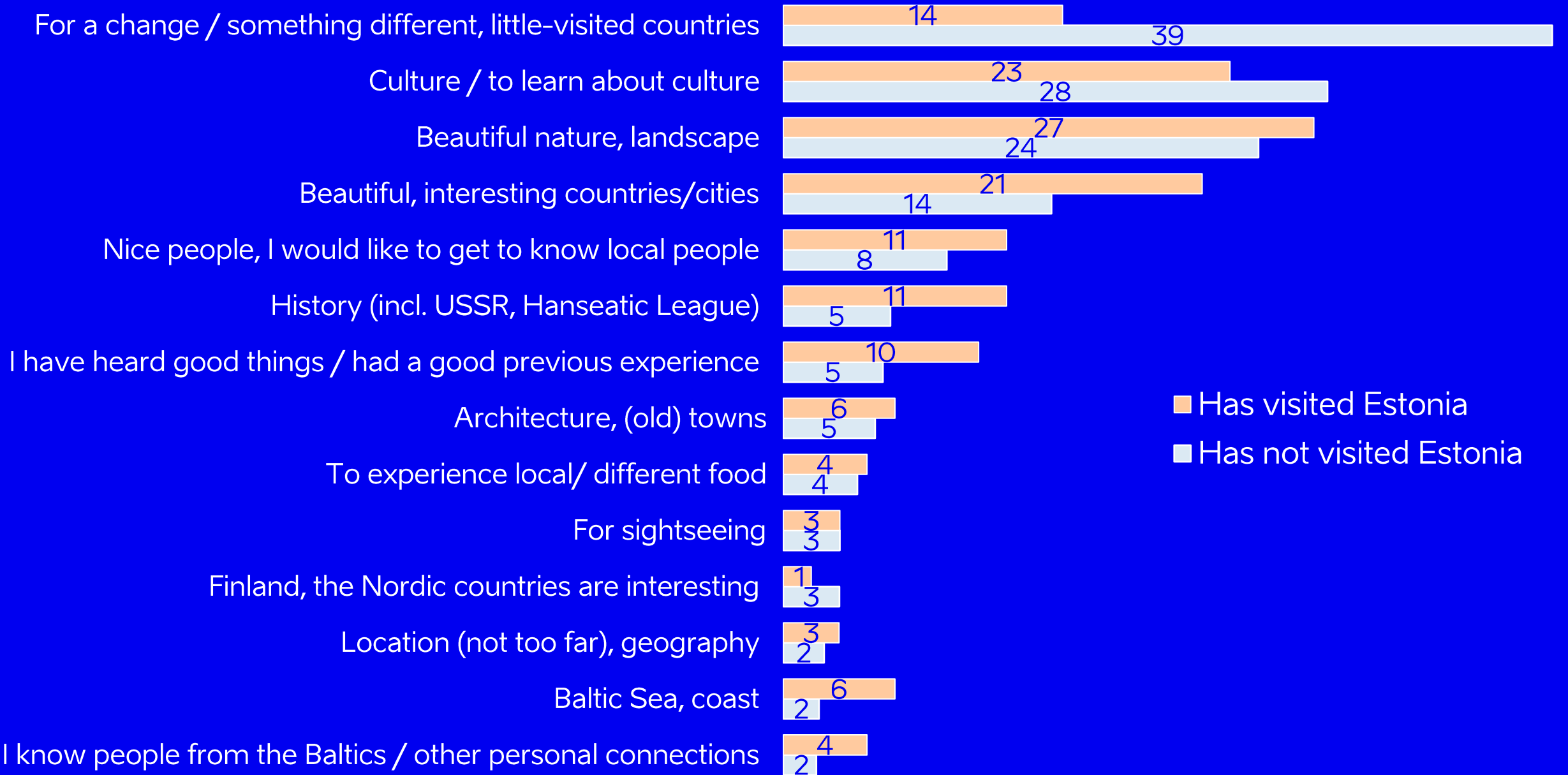
- Those who are interested in the Baltic countries were asked in an open question why they were interested in the Baltics. The most frequently mentioned topics were:
- They just like travelling and **discovering new countries** / as many countries as possible, their culture and nature. The Baltic States arouse interest because they are little known to many, and therefore considered to be less crowded and less touristy than mainstream destinations. Therefore, it would be exciting to visit the Baltic States **for a change, to see something different** and less typical. In total, 37% of respondents mentioned the factors grouped here (rather more those who have not visited Estonia).
- **Culture** was mentioned in some context by 27% - mostly that it would be exciting to learn about a culture that was unknown to them and different from their own. Culture was mentioned slightly more by respondents who had not visited Estonia.
- **Nature** was mentioned slightly less than culture (22%). Many respondents mentioned both nature and culture. In most cases, a specific interest in nature was not mentioned, but rather a general desire to see Estonia's beautiful landscapes and scenic spots.
- 13% mentioned beautiful, interesting countries/cities as a reason (mentioned somewhat more by those who had visited Estonia).
- 9% mentioned nice people or interest in getting to know people.
- 6% cited interest in history - general interest in history or the fact that the Baltic States have had an interesting history due to the influence of various powers, also different connections/ periods were mentioned: e.g. Hanseatic League, USSR. History was mentioned more by those who had visited Estonia.
- 6% said that they have good impressions of the Baltic countries from their own travels (to some Baltic countries), from other people's experiences or from what they have seen on TV.
- 4% want to experience local food - but food in Estonia was not mentioned as a separate motivation for travelling, rather they are interested in learning about / experiencing new foods as part of the travel experience (in combination with other factors, e.g. culture or nature).
- 3% said that they were interested in the Nordic countries/ Finland, therefore the Baltic States were also of interest.

Why would you be interested in the Baltic countries? (open question, % of respondents)



N=835 (respondents who are interested in visiting the Baltics for a holiday within the next 3 years or finding out more about the Baltics)

Why would you be interested in the Baltic countries? (open question, % of respondents)



Examples of open-ended responses: (1)

- Würde gerne jedes Land in Europa bereisen. Billige Urlaubsreise, nicht zu heiß
- Weil die sind die einzigen Staaten in Europa die ich noch nicht besucht habe
- Ich bin interessiert Europa besser kennenzulernen und andere Kulturen zu erforschen
- Da ich noch nie im Norden von Europa war
- Weil ich gerne reise und neue Länder kennenlernen möchte, weil es dort tolle Städte gibt zu besichtigen!
- Weil ich noch nichts darüber weiß und ich gerne neue Länder bereise
- ich interessiere mich für fremde Kulturen, für die ganze Welt, also auch fürs Baltikum
- Ich glaube sie sind etwas völlig anderes als alles, was ich besucht habe
- Noch nicht so überlaufen wie andere Länder
- Sind touristisch ziemlich unentdeckt
- Ich war noch nie so weit oben. Daher ist eine Reise möglich.
- Ich möchte gerne so viele Länder wie möglich bereisen und da gehören auch die baltischen Staaten dazu.
- Ich interessiere mich für fast die ganze Welt und habe auch schon gutes von den baltischen Staaten gehört. Also würde ich gerne einmal dahin reisen
- Weil sie noch wenig touristisch sind und bestimmt viel zu bieten haben. Man weiß zu wenig darüber.
- Ist mal ganz was anderes.
- Staaten die man nicht als typisches Urlaubsziel wählt, möchte auch diese Seite von Europa kennenlernen
- Weil mich alle fremde Kulturen und Länder interessieren
- Es wäre für mich nur interessant, wenn es ein lastminute Angebot dafür gibt so wie für andere Länder. Wenn Angebot passt, schaue ich mir jedes Land an.
- Sollen schöne Urlaubsdestinationen sein, noch nicht so überlaufen.
- Schöne Landschaft, freundliche Menschen, günstig und nicht so stressig.

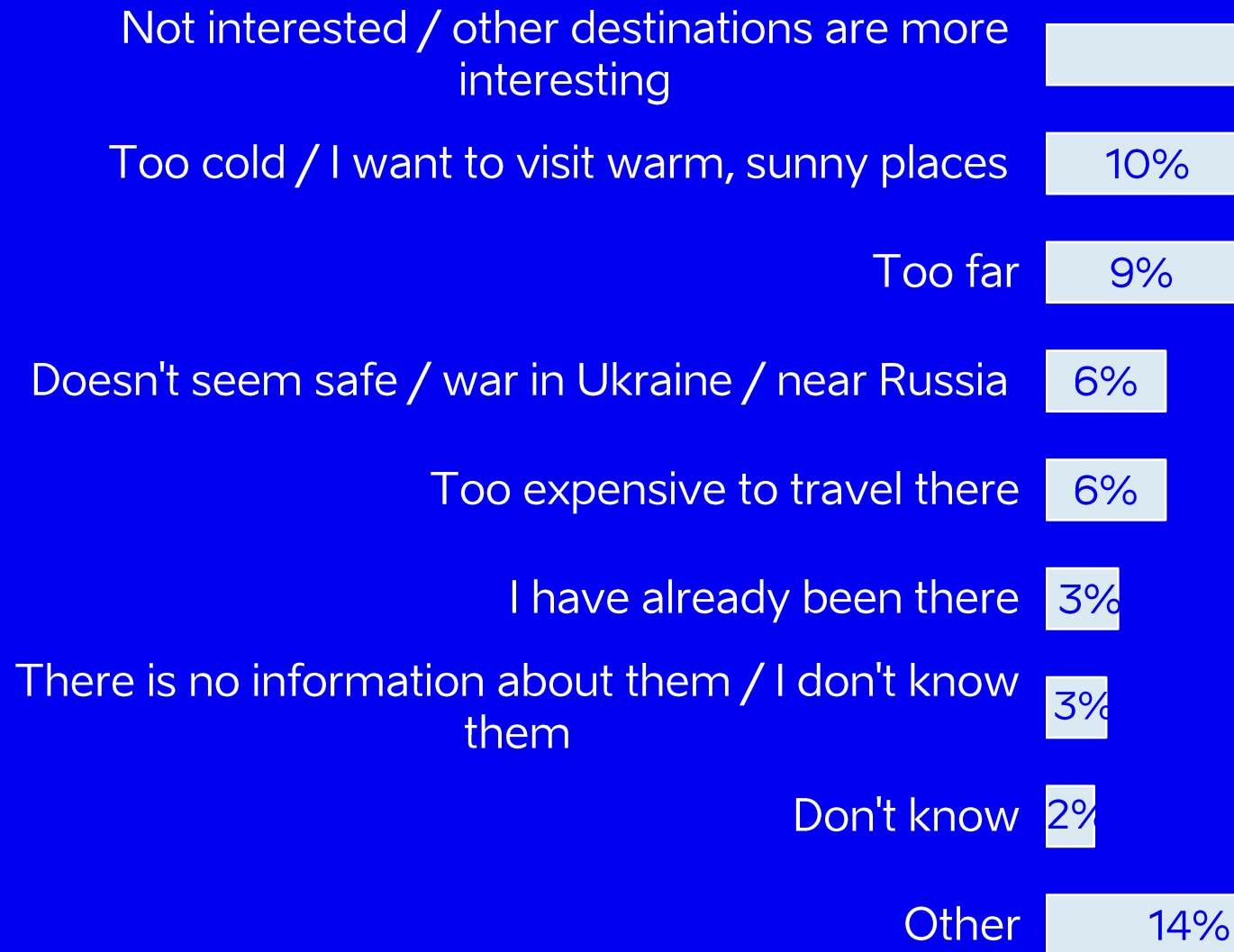
Examples of open-ended responses: (2)

- schönes Reiseziel, Bekannte haben es empfohlen
- Kenne sie aus den Bildern, sehr schön!
- Sie haben uns bei unserem ersten Besuch sehr gut gefallen
- Bei meinem Erstbesuch habe ich in kurzer Zeit 3 Staaten besucht. Jetzt möchte ich die Staaten näher kennenlernen.
- Habe viel Schönes darüber gehört und die Kultur interessiert mich
- Weil ich schon viel von Bekannten darüber gehört habe und es sich interessant anhört.
- habe einige Interessante Sachen gehört und Reportage im TV gesehen
- die Geschichte der Staaten sowie die kulturellen und architektonischen Einflüsse sind sicherlich interessant zu sehen. Außerdem ist die Lage am Meer ziemlich attraktiv
- Aufgrund der Geschichte, aber auch der wunderbaren Landschaft, der Menschen
- Geschichte, Sehenswert, Vielfalt auf engem Raum
- Mich interessiert deren Geschichte, deren Kunst und Kultur, die Mentalität der Menschen und nicht zuletzt die Flora und Fauna und das zauberhafte Licht, das es in den baltischen Regionen geben soll.
- Ich möchte mehr über dir Geschichte und Kultur der baltischen Staaten wissen und die Mentalität der Menschen kennen lernen. Außerdem bin ich von der Landschaft der nordischen Länder begeistert.
- Ihre Geschichte ist sehr interessant. Viele Berichte empfehlen das Baltikum, deren freundliche Bevölkerung, günstige Preise und es gibt viel zu sehen
- interessante Geschichte, ehemalige Sowjetrepubliken, gute Küche, nicht sehr teuer
- Interessante Lage mit Meerzugang und Geschichte/Entwicklung
- Länder, die einen ganz massiven wirtschaftlichen Fortschritt machen im Vergleich zu anderen Staaten aus dem ehemaligen kommunistischen Block. Liberal mit interessanter Geschichte und Kultur.

Examples of open-ended responses: (3)

- Sie sind wunderschön, ich kenne diese Gegend noch nicht
- Es soll sehr schöne Stadtzentren dort geben
- Der Norden/Osten ist generell interessant
- Vor allem Riga und Tallinn sollen sehr schöne Städte sein. War ich noch nie. Einfach und günstig zu erreichen.
- Die wunderschöne Landschaft und die Kult finde ich reizvoll. Freunde von mir waren einmal dort und sehr begeistert.
- Schöne Landschaft, Lage am Meer, andere Kulturen kennenlernen
- Weil Tallinn echt sehr schön war und ich gerne noch mehr sehen will
- Ich mag die russischen Kirchen, die mittelalterlichen Hansestädte, das kühle Wetter, das gute Essen und ganz Besonders Tallinn, die Klöster und Gassen und alles.
- 'UNESCO-Altstädte', Naturparks, kurze Strecken zwischen den Ausflugszielen
- Mir tut das Klima dort gut und ich bin interessiert an anderen Kulturen
- der Norden bietet herrliche Landschaften
- in der Hitze unseres Sommers wäre es im Norden kühler - eine schöne Landschaft obendrein
- Ich denke, dass die Natur dort noch intakter ist, es gibt dort viele Naturschutzgebiete
- Weil es immer interessant ist, neue Kulturen kennenzulernen
- Neue Kultur kennenlernen, vergleichsweise günstig und nicht zu weit entfernt, daher praktisch für einen Kurztrip
- Kultur, Sehenswürdigkeiten, 'weiße Nächte'
- Interessante Kultur. Kulinarik entdecken. Landschaften ansehen.
- reise entlang der Ostsee Küste
- Finnland war wunderschön deshalb habe ich Interesse am Baltikum
- Weil Sie zeigen, wie Demokratie belebt wurde und gelebt wird, und wie Digitalisierung im öffentlichen Bereich funktioniert.
- Innovative kleine Staaten
- Weil Estland ist the Bestland.

Why would you not be interested in the Baltic countries? (open question)



If the Baltic countries are not of interest, the main reason given was that **there are other, more interesting destinations** where people prefer to travel (49%).
10% said that the **climate in the Baltics is not attractive**, preferring to travel to warmer countries.
9% said that the Baltics are **too far away** (mostly linked to a preference or possibility to travel only to nearby countries or to travel only by car or train).
6% cited lack of security / **war in Ukraine / proximity to Russia**.
3% cited a **lack of information** about the Baltics.

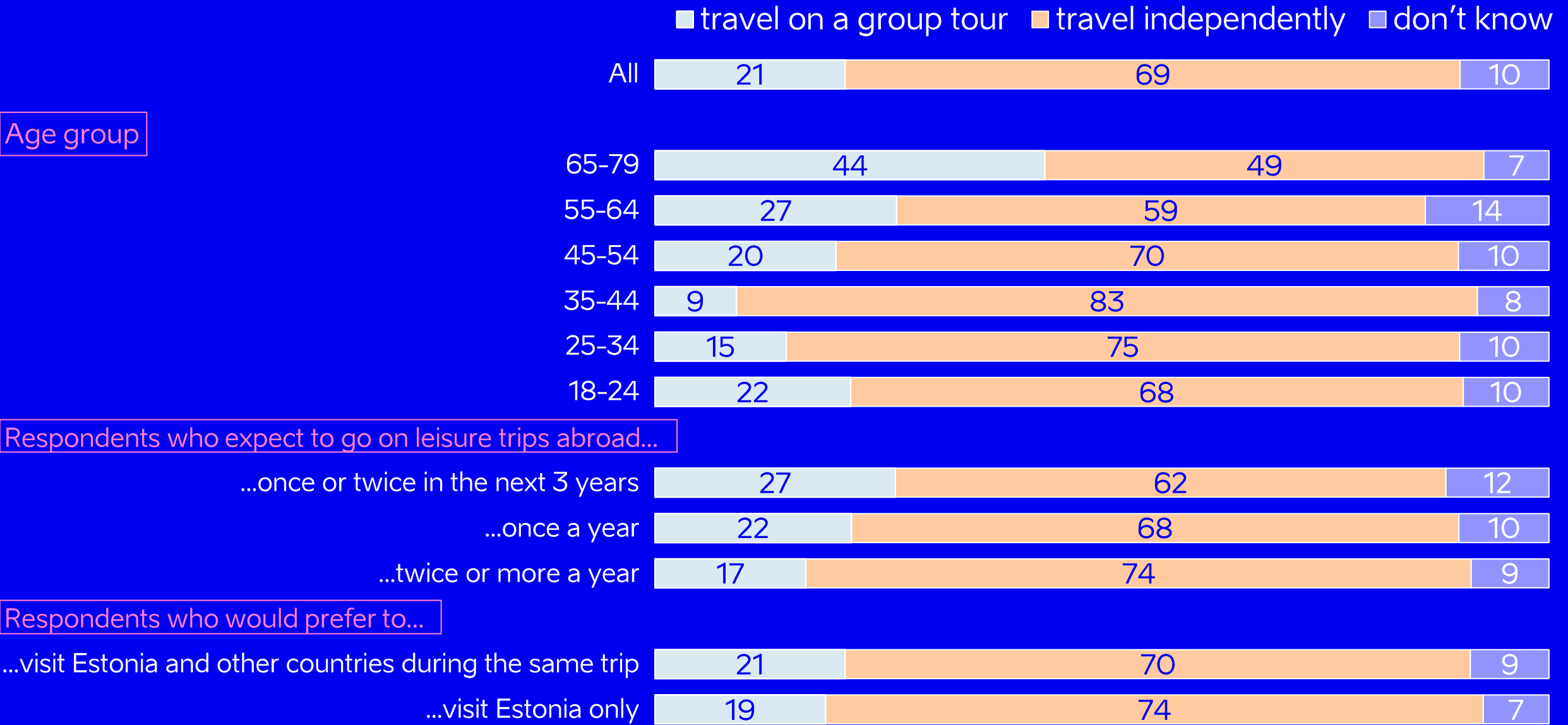
Examples of open-ended responses:

- Weil ich es nicht kenne
- Weil ich das Land noch nicht kenne. Benötige zuerst Infos.
- Ich weiß zu wenig darüber
- Ich bin nicht an den baltischen Ländern interessiert.
- Nur in den Süden ist für mich Urlaub
- Weil ich eher Urlaub im sehr sonnigen Süden mache oder Fernreisen
- meine Urlaubszeit ist immer Frühling oder Herbst, da ist es mir zu kühl, außerdem für mich total uninteressant!
- Bevorzuge Badeurlaub
- Diese Staaten haben mich noch nie interessiert
- Region interessiert mich nicht
- weil ich das Meer und den Süden will!
- Der Norden interessiert mich nicht, ich liebe den Süden
- Der Osten interessiert mich nicht
- Andere Ziele sind interessanter
- Ich fahre lieber ans Meer, Kroatien!
- Hochpreisige Destinationen
- Zu weit Weck, teuer.
- Ist zu weit weg und ich wüsste nicht was mich begeistern könnte da Urlaub zu machen
- Zu weit weg. An der Kultur nicht interessiert
- Kann so weite Reisen nicht mehr unternehmen.
- Fliege nicht gern
- weil ich nicht mit dem Flugzeug verreisen möchte
- Zu kalt, wenig interessant
- Zu unsicher politische Situation
- Weil sie doch sehr nahe an der russischen Grenze sind.
- Sicherheit ist mir zuwenig
- Derzeit nicht, Kinder zu klein. Zu einem späteren Zeitpunkt sicherlich nicht abgeneigt die baltischen Staaten zu besuchen.
- Weil ich Lettland, Litauen und Estland durch eine 2 wöchige Rundreise schon kennen gelernt habe.
- war schon wiederholt dort 2-mal Riga, Tallinn, Vilnius
- Die Hauptstädte habe ich fast alle besucht, die mir recht gut gefallen haben. In Finnland habe ich auch im Winter Urlaub gemacht. Mehr brauche ich nicht mehr.

Preferences when travelling to Estonia

- Of those who are or might be interested in visiting Estonia, 69% would prefer to travel independently and 1/5 on a group tour. 1/10 had no preference.
- Travelling independently is the overwhelming preference for all age groups, with the exception of 65—79-year-olds, 44% of whom would prefer to travel on a group tour and 49% independently.
- Respondents who travel abroad less than once a year are slightly more likely to choose a group tour (27%), compared to those who travel twice a year (17%).
- Among those who would prefer to combine a visit to Estonia and some other neighbouring countries, there is a similar preference for a group tour as among those who would prefer to visit only Estonia.
- Of those who are or might be interested in visiting Estonia, 31% would book using a travel consultant at a tour operator / local travel agency, 21% would book online at a tour operator's / travel agent's website and 37% via another online channel. 1/10 had no preference.
- Preferences mainly depend on age. The younger the age group, the less likely they are to use a travel agency. Almost half of 55—79-year-olds would book with a travel consultant whereas only 1/3 of 45—54-year-olds and only 1/5 of younger age groups would do the same. 45% of 18–44-year-olds would book via another online channel.
- The more frequently respondents travel abroad in general, the more likely they are to book through another online channel. On the other hand, 46% of respondents who travel abroad less than once a year would book with a travel consultant.
- Respondents with lower incomes would be slightly more likely to use a travel consultant compared to those with higher incomes.

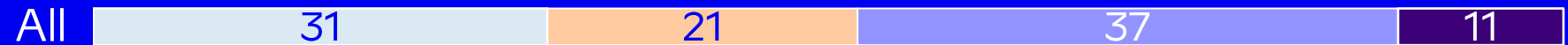
If you decided to take a holiday to Estonia, would you prefer to travel on a group tour or independently? %



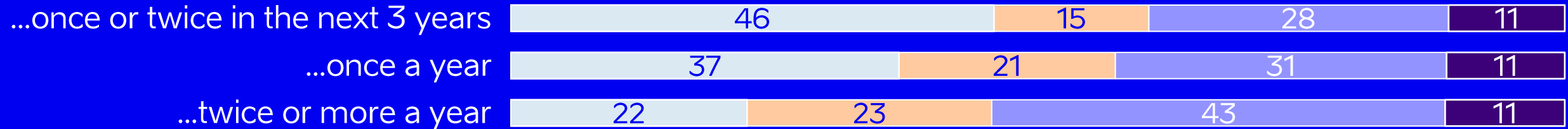
N=835 (respondents who are interested in visiting the Baltics for a holiday within the next 3 years or finding out more about the Baltics)

If you decided to take a holiday to Estonia, how would you most likely book your trip? (%)

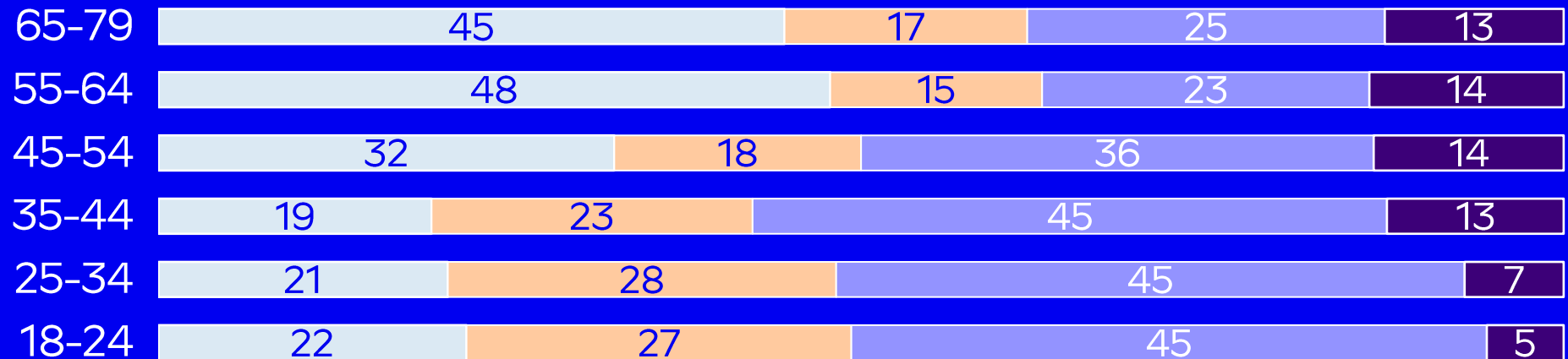
- using a travel consultant at a tour operator / local travel agency
- booking online at a tour operator's / travel agent's website
- booking via other Internet channels (e.g. booking.com)
- no preference



Respondents who expect to go on leisure trips abroad...



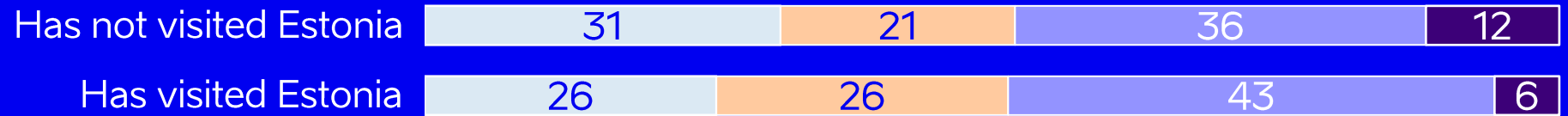
Age group



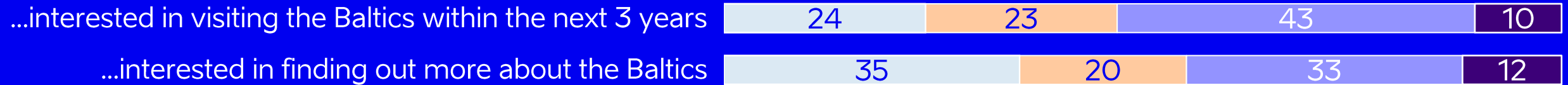
N=835 (respondents who are interested in visiting the Baltics for a holiday within the next 3 years or finding out more about the Baltics)

If you decided to take a holiday to Estonia, how would you most likely book your trip? (%)

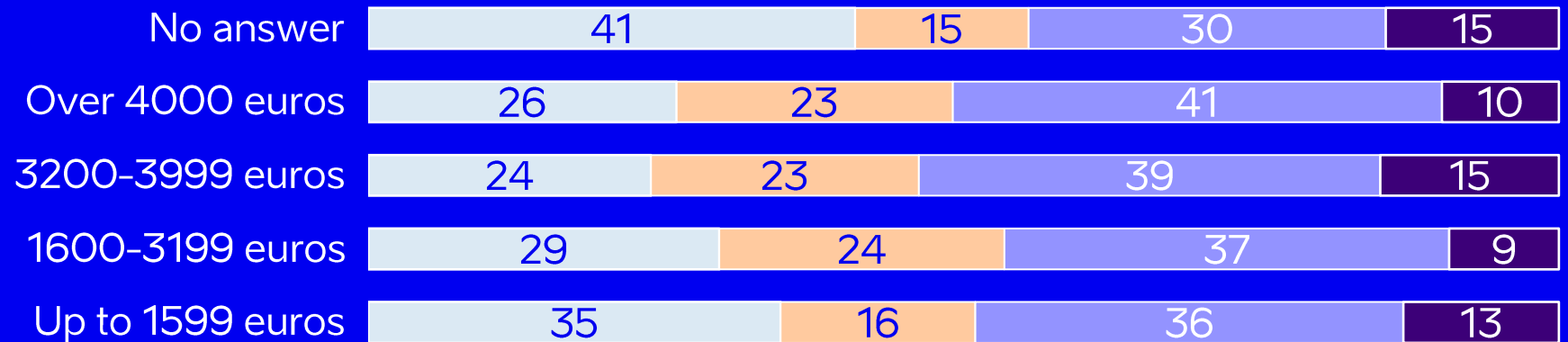
- using a travel consultant at a tour operator / local travel agency
- booking online at a tour operator's / travel agent's website
- booking via other Internet channels (e.g. booking.com)
- no preference



Respondents who are...



Net income per household member per month



N=835 (respondents who are interested in visiting the Baltics for a holiday within the next 3 years or finding out more about the Baltics)

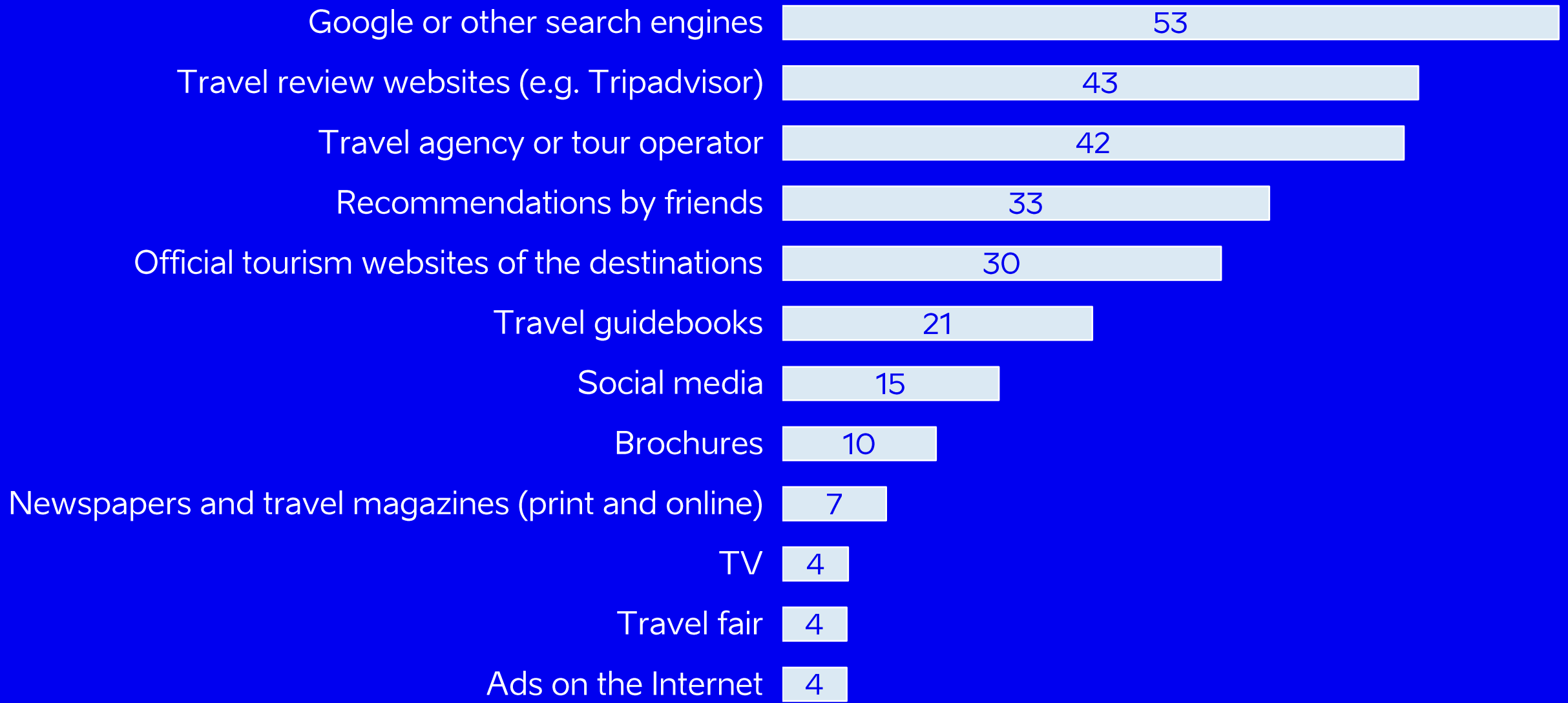
Sources of inspiration when planning a trip abroad

- The main sources of inspiration for planning a trip abroad are Google and other search engines (53%), travel review websites (e.g., Tripadvisor) (43%), travel agency or tour operator (42%), recommendations from friends (33%) and official websites of destinations (30%).
- The younger the age group, the more important search engines, travel review websites and social media are for them. The older the age group, the more important for them are travel agencies and official websites of destinations.
- 18–24-year-olds get most of their inspiration from search engines (68%), travel reviews (58%) and social media (44%); 25–44-year-olds from search engines, travel reviews and friends, 45–54-year-olds from travel reviews, search engines and travel agencies. Over half of 55–79-year-olds mentioned travel companies and slightly less than half search engines. Official websites of destinations and friends' recommendations are also important for them.

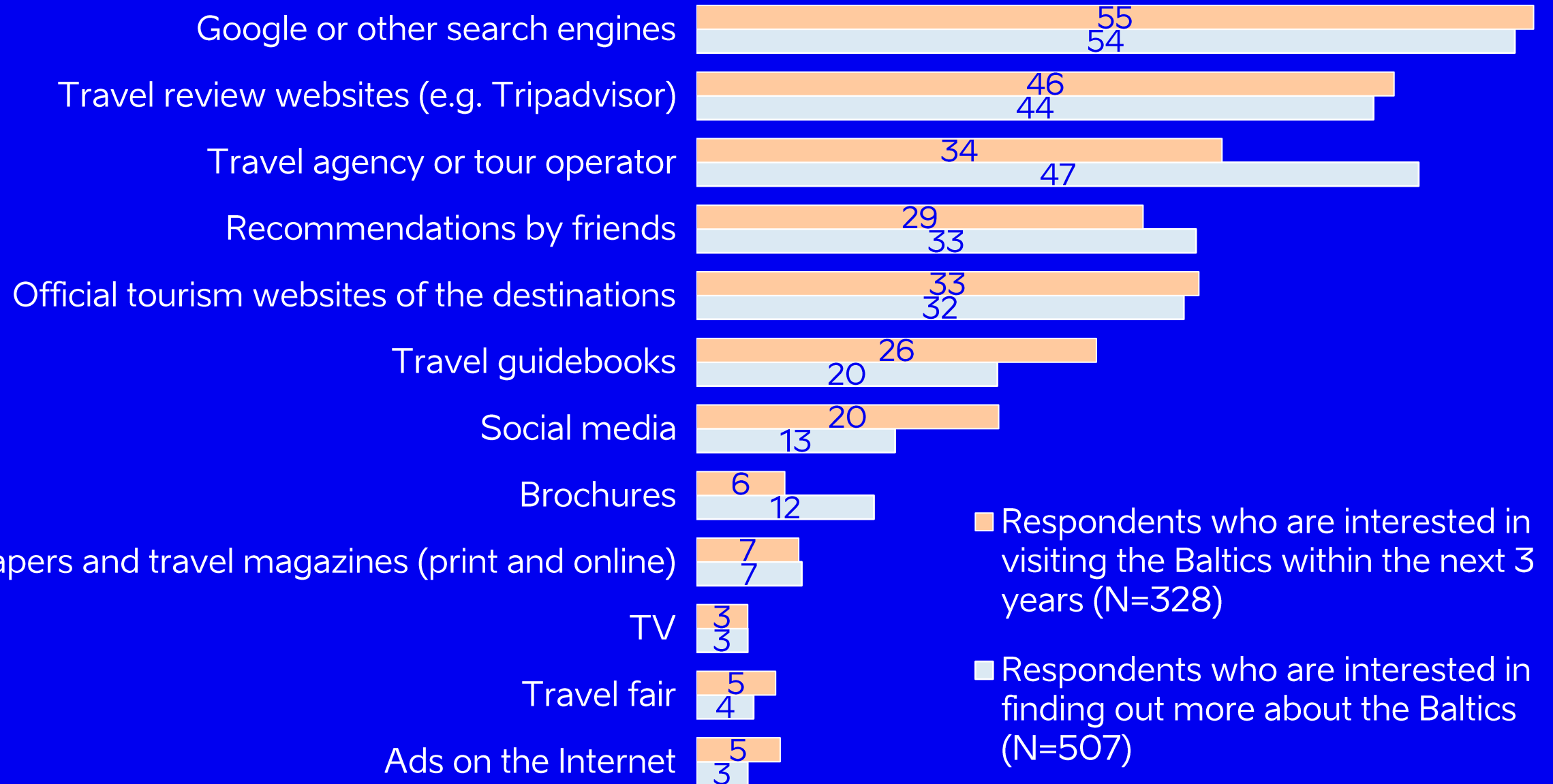
Willingness to compensate for the ecological footprint to the destination

- 70% are prepared to donate to a sustainable project in their destination on their next trip abroad to compensate for the ecological footprint of their trip. 21% are willing to donate €1-4, 22% would donate €5-9 and 27% would donate €10 or more.
- As much as 86% of those aged 18-24 are ready to donate something, however, they are ready to donate rather a smaller amount than the average.
- Those aged 65-79 are willing to donate more than the average, with 34% willing to contribute at least €10.
- The proportion of people willing to donate is relatively similar across all income groups. However, those with incomes above €4,000 are more likely to be prepared to donate €10 or more.

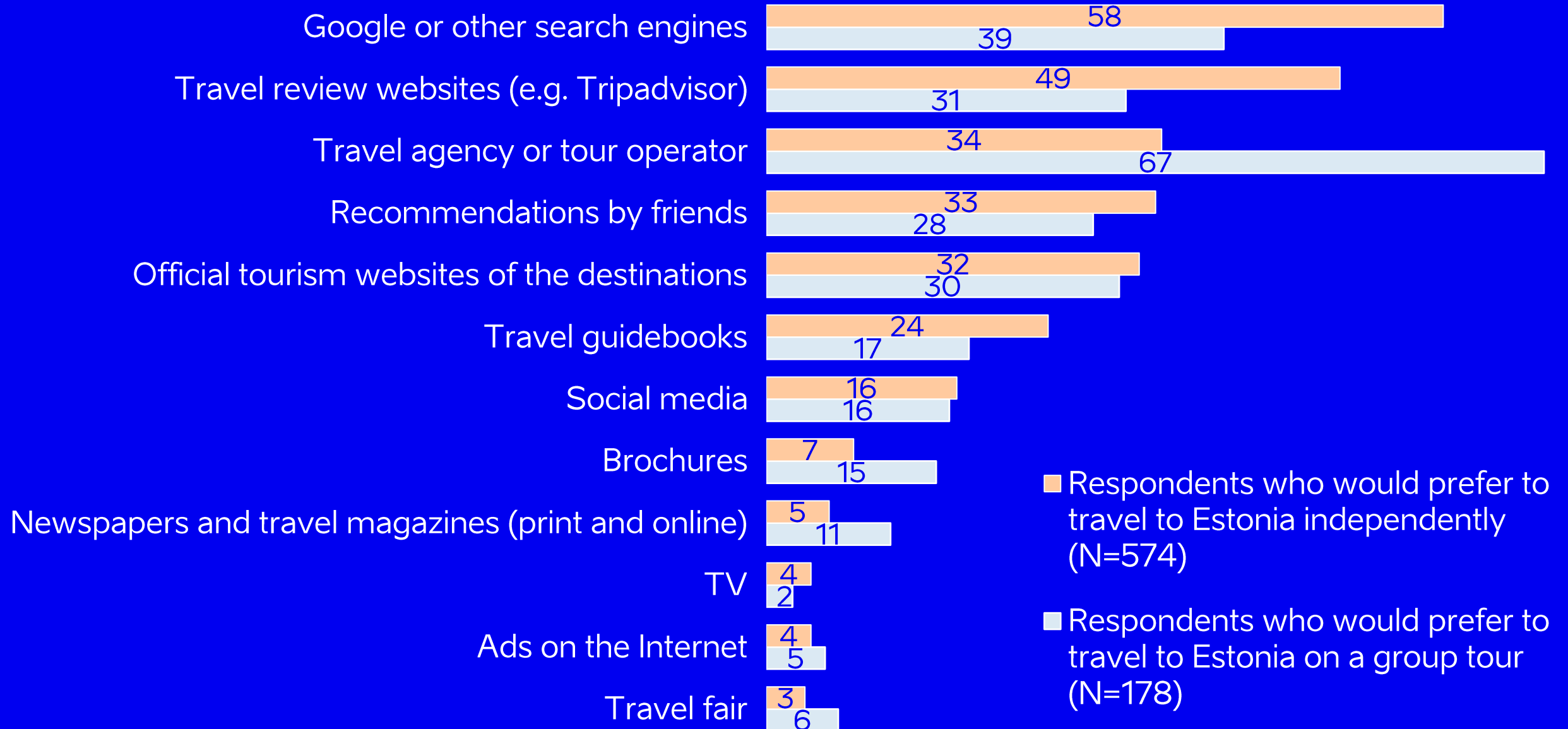
3 most important sources of inspiration when planning a holiday abroad, %



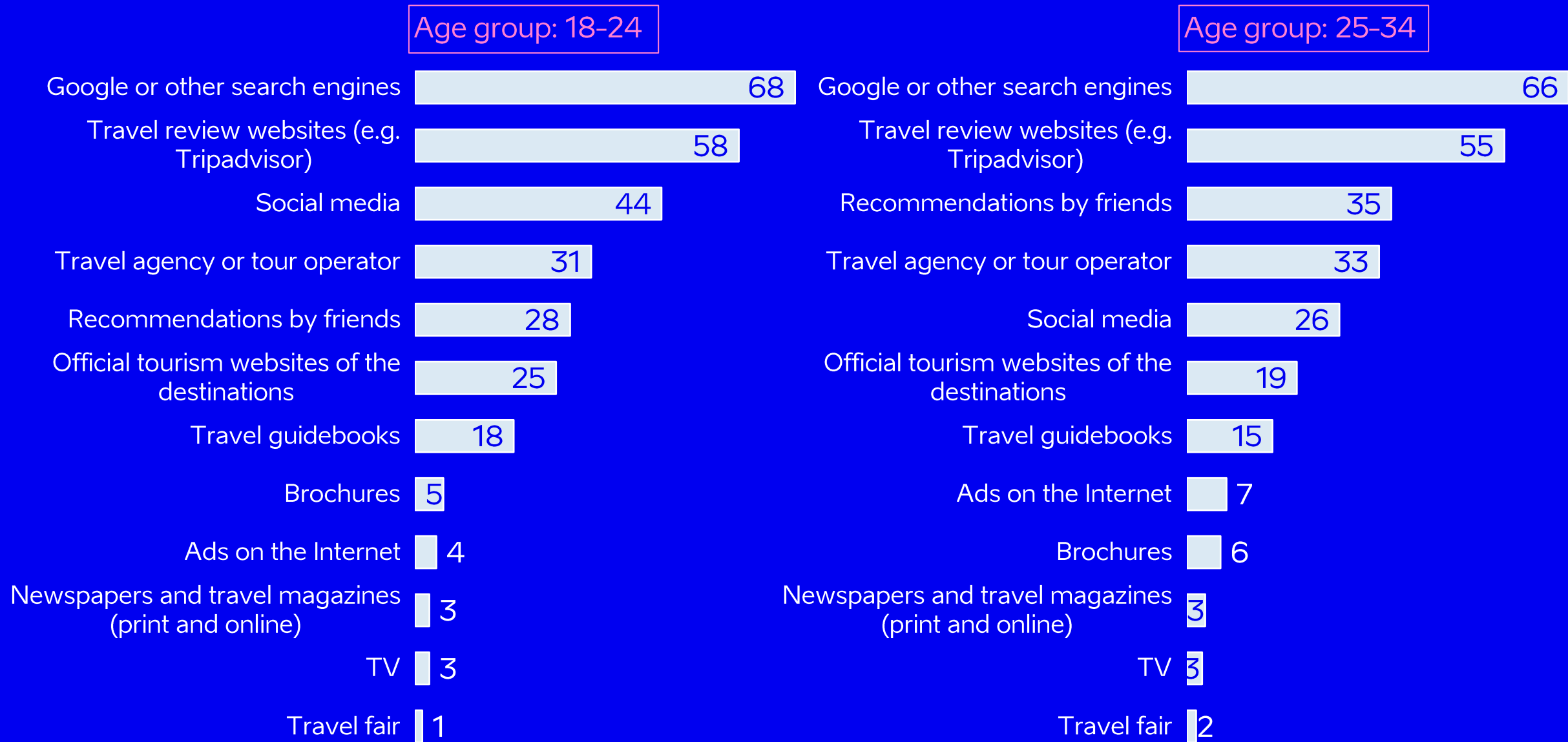
3 most important sources of inspiration when planning a holiday abroad, %



3 most important sources of inspiration when planning a holiday abroad, %

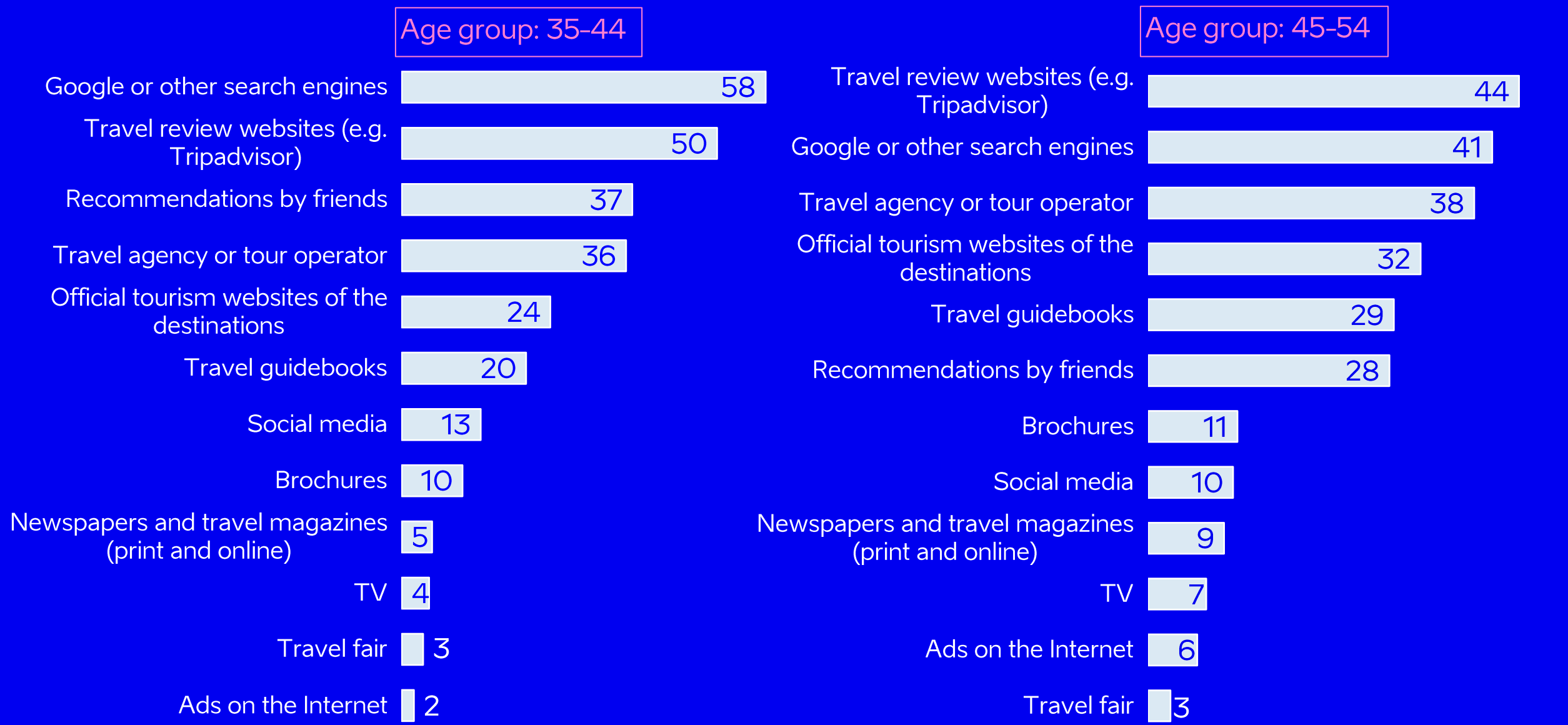


3 most important sources of inspiration when planning a holiday abroad, %



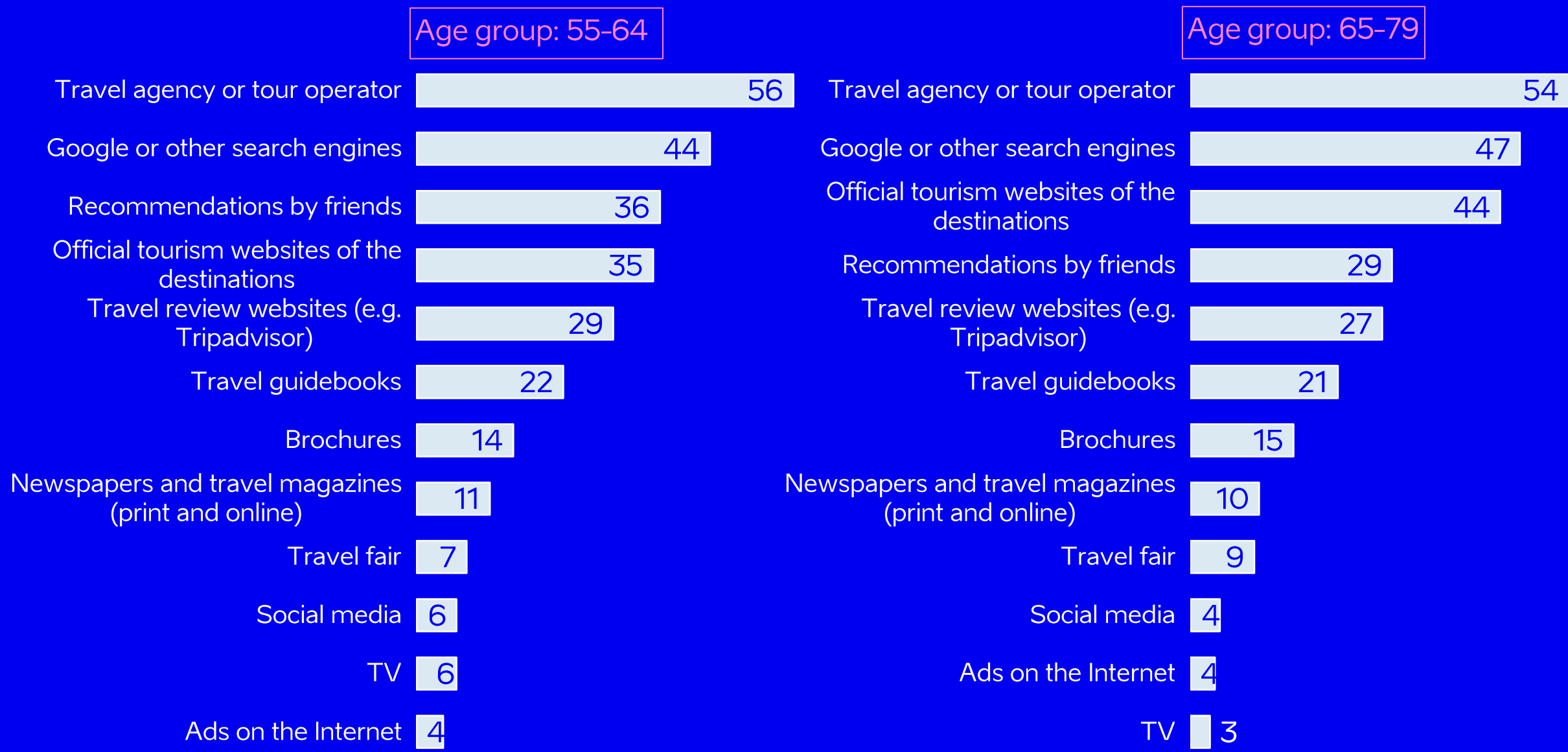
N=1011 (respondents who expect to go on leisure trips abroad in the next 3 years)

3 most important sources of inspiration when planning a holiday abroad, %



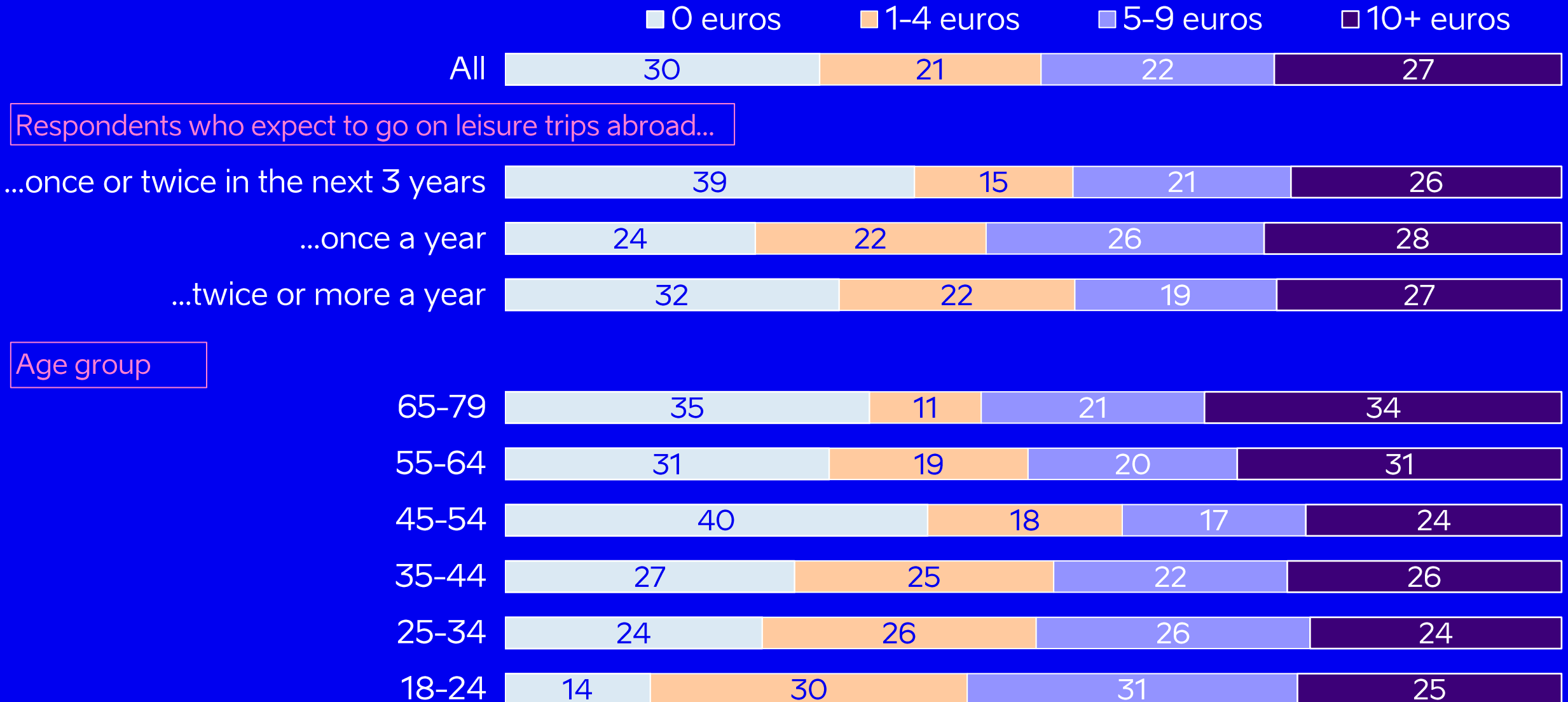
N=1011 (respondents who expect to go on leisure trips abroad in the next 3 years)

3 most important sources of inspiration when planning a holiday abroad, %



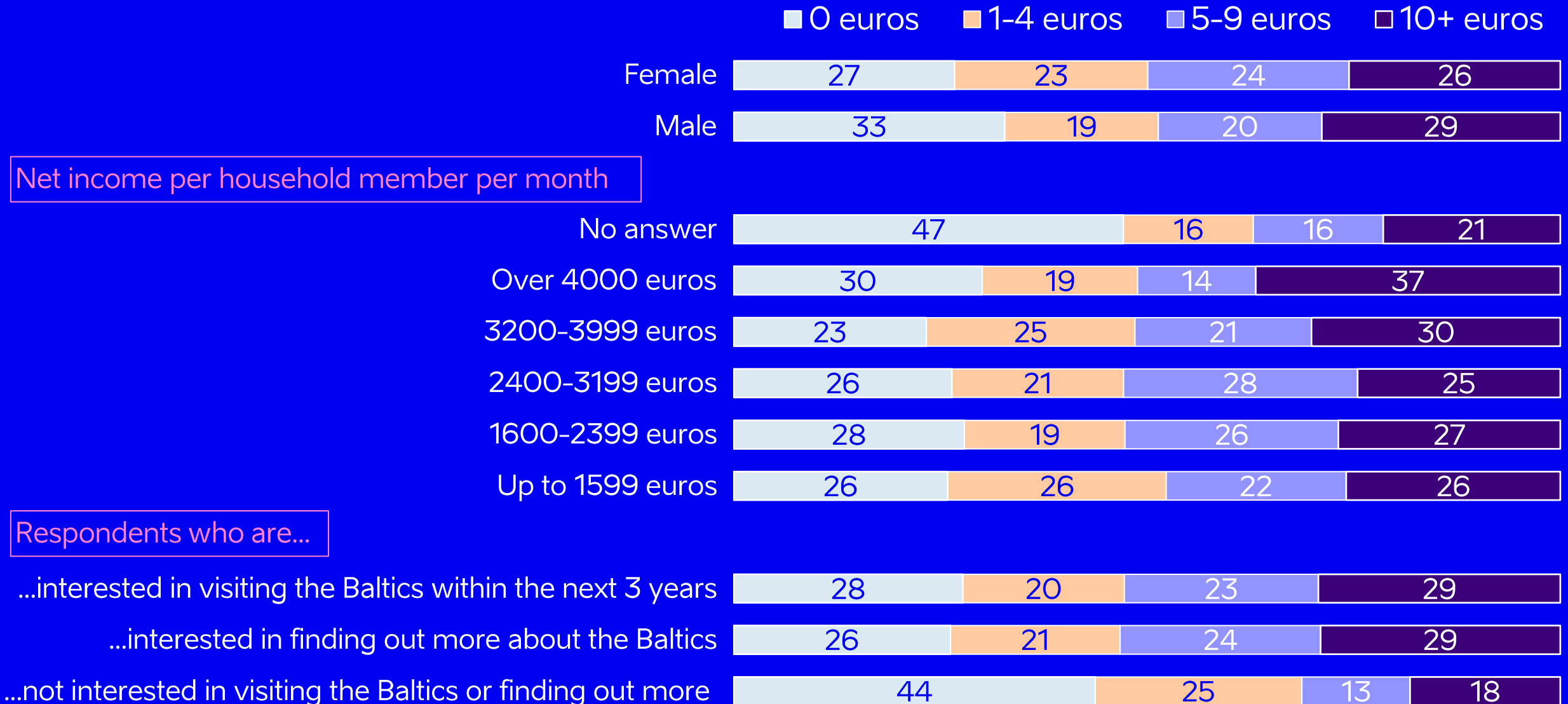
N=1011 (respondents who expect to go on leisure trips abroad in the next 3 years)

On your next trip abroad, how much are you ready to donate to a sustainable project in your destination to compensate for the ecological footprint (CO2 emissions) of your trip? (%)



N=1011 (respondents who expect to go on leisure trips abroad in the next 3 years)

On your next trip abroad, how much are you ready to donate to a sustainable project in your destination to compensate for the ecological footprint (CO2 emissions) of your trip? (%)



N=1011 (respondents who expect to go on leisure trips abroad in the next 3 years)