

# 65% OF EUROPEAN TRAVELERS ARE PLANNING TO INCREASE THEIR TRAVEL BUDGET BY 2024



The upward trend in tourism is expected to continue in 2024, as 65% of travelers in Europe and the Middle East are planning to maintain or increase their travel budgets, according to a report by IPSOS.

The report identifies key trends influencing European travelers' summer vacation plans. The first trend indicates that travelers intend to keep spending the same this year.

**Despite global economic challenges, most travelers in the region say they will maintain or increase their travel budget compared to last year.** More than half of UAE travelers even plan to spend more.

In Europe, 62% of travelers in the UK, 73% in Germany, 62% in Spain, and 52% in France anticipate maintaining or increasing their travel spending. Additionally, for 8% of respondents, 2024 will be the year of the "trip of a lifetime."

Weather conditions, ranking second in importance (50%) for travelers in the region, are a crucial factor in travel decisions, surpassing both transportation costs (42%) and the range of experiences on offer at the destination (also 42%).

Despite uncertain summer weather, nearly one in three (61%) German consumers consider weather important when choosing a travel destination, compared to 45% of French travelers, 47% of British travelers, and 48% of Spanish and Emirati travelers.

The third trend mentioned in the report highlights the increasing desire to take a break from busy daily work life. While some travelers seek adventure this year, the majority (42%) prefer to take a break and relax. This is particularly true for French (45%), British (41%), and German (52%) travelers, who consider relaxation their primary motivation for traveling.

The report underscores the resilience of the local travel market, with domestic travel set to be a significant trend in 2024. A substantial three out of four (73%) Spanish travelers are planning leisure trips within their own country, a trend similarly observed in France (75%) and among travelers in the United Kingdom (73%), United Arab Emirates (68%), and Germany (63%).

**At the same time, 42% of respondents in the region consider transportation costs a significant deciding factor,** along with accommodation costs, which are of particular concern to Spanish travelers (61%).

In addition to interest in domestic travel, over half (55%) of the region's consumers plan to travel abroad, with 35% intending to visit a new destination. French and British travelers are most interested in exploring new destinations, with 43% and 42%, respectively.

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