

MORE EUROPEAN DESTINATIONS TO LIMIT THE NUMBER OF TOURISTS



Taxes for visiting Venice, quotas in Porquerolles, ban on short-term rentals in Barcelona: more and more European destinations are adopting measures to limit the number of visitors during summer. Evaneos surveyed travelers from several countries and questioned French, German, Spanish, and Italian travelers about the effects of overtourism.

Half of Spanish People Think There Are Too Many Tourists

In European countries, which are popular tourist destinations, people better understand the concept of overtourism and can measure its significant impact.

In France, the world's leading tourist destination, **92% of respondents noted the adverse effects of overtourism, such as seeing dirt or waste at tourist sites (84%),** dealing with too many crowds (74%), or experiencing long waiting times (71%).

On the other hand, more than half of Spanish people believe there are too many tourists, leading to tensions with the local population. For example, in the Balearic Islands, the number of tourists continued to rise and reached 17.8 million in 2023, with 14 million being foreign tourists, marking a 9% increase. The Spanish don't dislike tourists but rather overtourism; 67% believe that travelers should integrate into the community and assert that coexistence with them is generally reasonable.

Most Italians (70%) have decided not to visit tourist sites due to overcrowding. They believe that the increase in local prices (57.5%) and the decline in residents' quality of life (43.6%) are the most noticeable consequences of this issue.

In contrast, 42% of Germans aged 18 to 24 have experienced overtourism, while only 15% of those over 55 have encountered it. Additionally, 47% of Germans either have never heard of overtourism or are unaware of its meaning, compared to 42% of Italians and 26% of French people. This is not surprising, given that 39% of Germans choose to stay in Germany for their holidays. The differences also become apparent when considering age groups: 40.5% of those aged 45 and over are unaware of overtourism, compared to 32.5% of those aged 18 to 44. On the other hand, three-quarters of the French population (74%) report having heard of overtourism.

The survey results reveal a notable contrast in sensitivity between the host countries (France, Spain, and Italy) and Germany, where most travelers originate. Additionally, nationals from the host countries typically display greater sensitivity towards enforcing restrictive measures, such as quotas.

Everyone Agrees on the Need to Limit Tourist Numbers

The survey shows that many Europeans are in favor of introducing quotas. **For example, 52% of French people, 45% of Spanish people, and 42% of Italians support these measures.** Additionally, 70% of Spanish people believe that authorities should set stricter limits in environmentally protected areas.

All surveyed countries express a strong interest in alternative travel itineraries. The majority are

open to exploring off-the-beaten-track destinations or traveling out of season. This widespread support offers hope for a more balanced and sustainable tourism industry.

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