

Allianz Partners

Group Communications

## Media release

# Europe's summer travel spirit remains strong despite economic uncertainty

***The majority of leisure travelers will spend more on summer travel this year and are cutting back on expenses to do it, according to the Allianz Partners' 2025 Vacation Confidence Index***

Paris, June 3<sup>rd</sup>, 2025

The intention to travel this summer remains strong for many Europeans despite the continuing impact of inflation, economic uncertainty and persistent concerns over climate-related and geopolitical risks. Three in four Europeans (75%) intend to travel between June and September, according to Allianz Partners' 2025 European Summer Vacation Confidence Index. Even though the appetite for travel remains high, financial constraints remain a consideration, as 61% of travelers say they are worried about the rising cost of travel and 51% about their personal financial situation.

The research, which was carried out by OpinionWay for Allianz Partners, surveyed 9,300 people across France, Germany, the United Kingdom, Italy, Spain, the Netherlands, Austria, Switzerland and Poland providing insight into the evolving mindset of the European traveler.

While travel intention remains high, these financial concerns are having an impact, as the intention to travel has decreased slightly from last year (-8 points\* vs 2024, from 83%), with some travelers potentially delaying planning their summer holidays. Among those not planning to travel this summer, a third (34%) stated that not having the money to do so was the main barrier, with the UK topping the list (46%). Additionally, 24% say travel has simply become too expensive.

### **Sacrifices Made for Summer Holidays**

Despite continued financial worries, the summer holiday remains sacred for many Europeans, as respondents intend to reduce spending elsewhere to afford to travel. The survey finds that 60% plan to reduce leisure-related spending (e.g., restaurants, cultural activities, gym membership) to save for their holiday, while 56% will delay major purchases like a new car or home renovation to prioritize travel.

As a result, leisure travelers across all surveyed countries anticipate maintaining or increasing their spending on summer travel. The average spend per household in the region is projected at €2,217 compared to €1,982 in 2024, which is a 12% increase.

\*The 2025 survey went into the field from April 11<sup>th</sup> to 22<sup>nd</sup> 2025, 3 weeks earlier than in 2024 (May 2<sup>nd</sup> to May 10<sup>th</sup> 2024) which may also contribute to this decrease in reported travel intention.

The survey found that compared to summer 2024, many travelers in Germany (2025: €2,177 vs 2024: €2,157), Spain (2025: €1,056 vs 2024: €1,019) and the Netherlands (2025: €2,364 vs 2024: €2,291) intend to maintain spend while those in the UK (2025: €2,747 vs 2024: €2,322) and Switzerland (2025: €3,722 vs 2024: €3,077) are planning to increase spend notably.

### **Climate and Geopolitical Concerns Persist**

While cost remains the primary concern, environmental and geopolitical issues are increasingly considered in travel planning. More than half of travelers (53%, +2 points vs 2024) now worry about extreme weather conditions, such as heatwaves, floods, wildfires. Additionally, 60% (+3 points vs 2024) say they now factor in environmental risks when choosing a destination.

Beyond the environmental risk, the global geopolitical situation remains a concern for 47% of travelers. Almost half (43%) of leisure travelers said they would change their choice of destination due to the implementation of stricter border controls, while 45% are worried about the risk to their safety and security due to crime, terrorism or local unrest while on holidays.

### **A Shift Toward Meaningful and Sustainable Experiences**

European travelers are increasingly prioritizing authentic, experience-driven holidays. Concerns about overcrowding are growing with 24% of those not planning to travel citing overtourism as a reason for not traveling during June to September, and many are intentionally seeking less-frequented, environmentally conscious destinations.

Travelers also express a strong willingness to make more ethical choices: 72% say it is important that their spending benefits the local community of the places they visit.

This year, 48% of respondents plan to travel within their home country, while 42% intend to go abroad. Those in Italy (67%), Spain (63%), Poland (58%) and France (56%) are more likely to travel at home, while travelers from Switzerland (58%), Austria (51%), UK (49%) Germany (41%) and the Netherlands (44%) are intending to travel abroad. Regardless of destination, the primary motivation for traveling remains the desire to experience something new and different (74%).

### **Attitudes Toward Travel Insurance**

A large majority (86%) of Europeans who purchase travel insurance recognize that it allows them to feel reassured and have peace of mind knowing their trip is covered. The purchase of travel insurance is rising: 62% of European travelers have already purchased or plan to purchase travel insurance for their holidays this summer (+3 points vs 2024).

### **Commenting on the survey, Anna Kofoed, Chief Officer, Travel at Allianz Partners said:**

“Even amid economic uncertainty and rising travel costs, Europeans still really treasure their summer holiday, and they are willing to make cuts elsewhere to make sure they get it. It is really encouraging for the industry, despite the dip in intentions to travel, as there are positive indicators that the sector will still grow this year.

It is also evident that while people are willing to spend more on a holiday, they are looking for a better experience and good value. There are opportunities to find great experiences for all budgets so it's important that people shop around – many are using GenAI for inspiration, and we've seen an increase from 29% in 2024 to 32% this year in those using it to plan their summer holidays – it's a great way to find inspiration and plan one's holiday.

No one wants disruption to their holidays, but unfortunately in recent years we have seen extreme weather events during the summer season and other disruptions. The world has become less predictable so it's no surprise we're seeing more people taking out travel insurance, to protect their financial investment and ensure they are safe while traveling abroad.

And that's why we introduced Allyz app, the always-on digital companion that supports travelers with all of their needs, from making their insurance benefits easily accessible to AI-powered digital claims, to medical support on the go. Allianz Partners aims to bring peace of mind and confidence to today's travelers so that they can focus on what really matters – enjoying their vacation.

The European Vacation Confidence Index infographics can be found here: [Confidence Index Summer 2025](#)

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**About Allianz Partners**

Allianz Partners is a world leader in B2B2C insurance and assistance, offering global solutions that span international health and life, travel insurance, mobility and assistance. Customer driven, our innovative experts are redefining insurance services by delivering future-ready, high-tech high-touch products and solutions that go beyond traditional insurance. Our products are embedded seamlessly into our partners' businesses, sold through intermediary channels or directly to customers through the Allianz brand. Present in over 73 countries, our 22,600 employees speak 70 languages, handle over 95 million cases each year, and are motivated to go the extra mile to offer peace of mind to our customers around the world.

**About allyz**


Allianz Partners launched the allyz digital platform to provide users with reliable advice, expertise, and access to a comprehensive range of insurance benefits. Available as a mobile app, allyz aims to enhance the overall and holistic experience, ensuring peace of mind for travelers. allyz is a smart travel companion app provided by the service entity AP Solutions GmbH, a service company of the Allianz Group.

For more information, please visit: [www.allianz-partners.com](http://www.allianz-partners.com)

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