

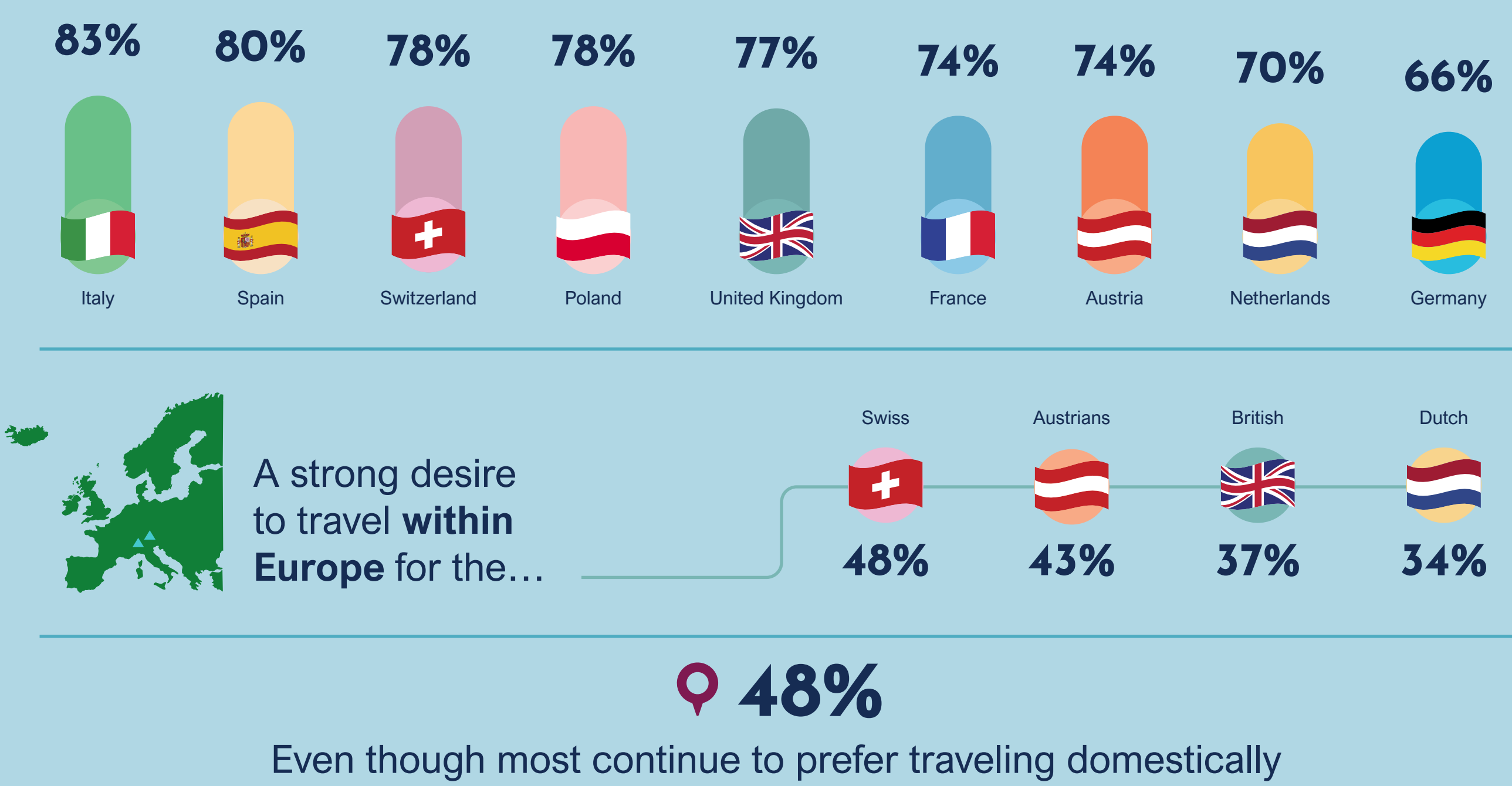
June 2025

European Vacation CONFIDENCE INDEX



Despite economic and financial instability, Europeans remain eager to travel this summer

Travel intentions have decreased slightly but remain high across Europe



Even if **inflation** has slowed, it continues to impact vacation plans

Rising travel costs remain the #1 concern for European travelers

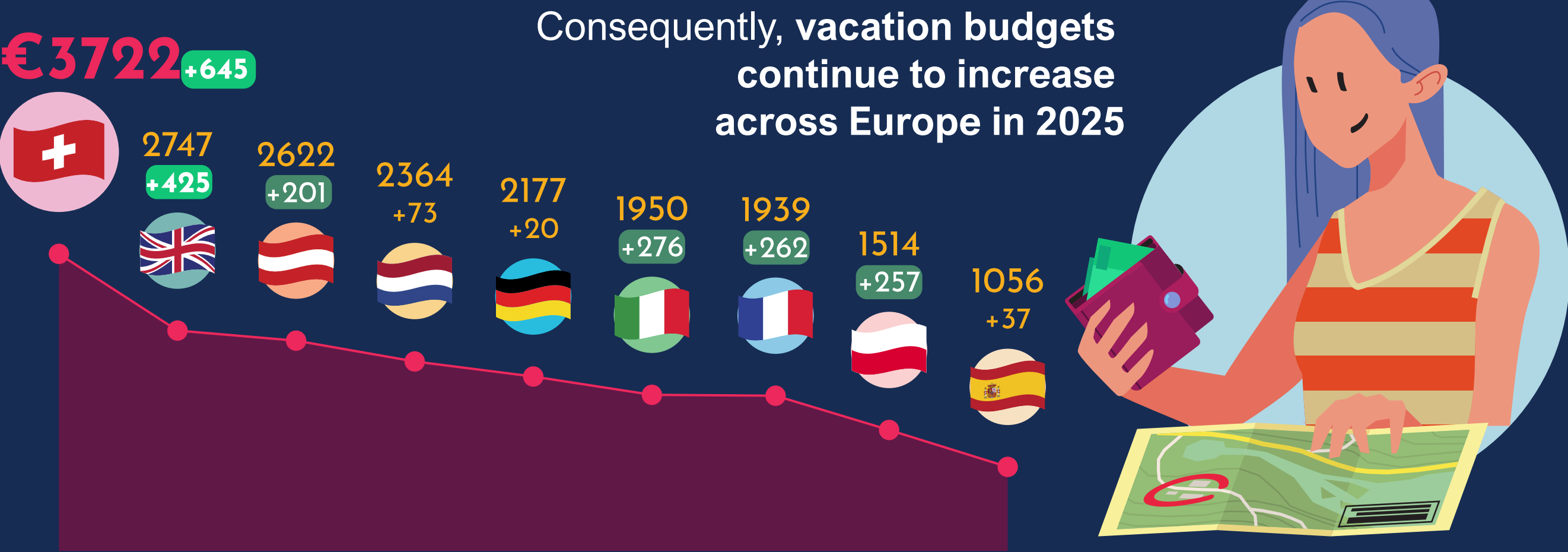
61%



This concern is highest in...



Financial constraints are the primary reason not to travel: **51%** but this is lower than in 2024 -4 ↓



To afford summer holidays, Europeans will reduce...



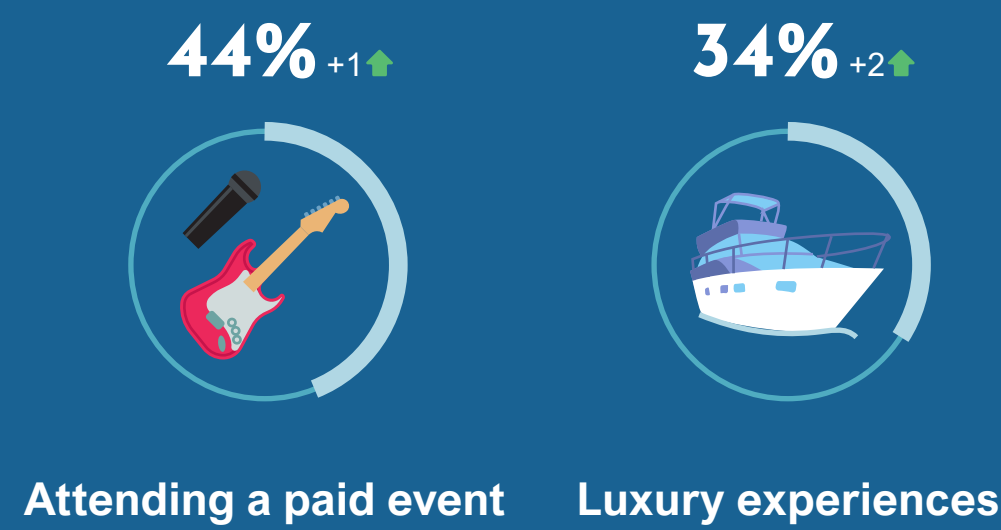
60% Leisure activities



56% Major expenses (car, house, etc.)

Experience-Filled Vacations Continue to Thrill

Travelers want to be active on holiday



42% +1



Social media

32% +2

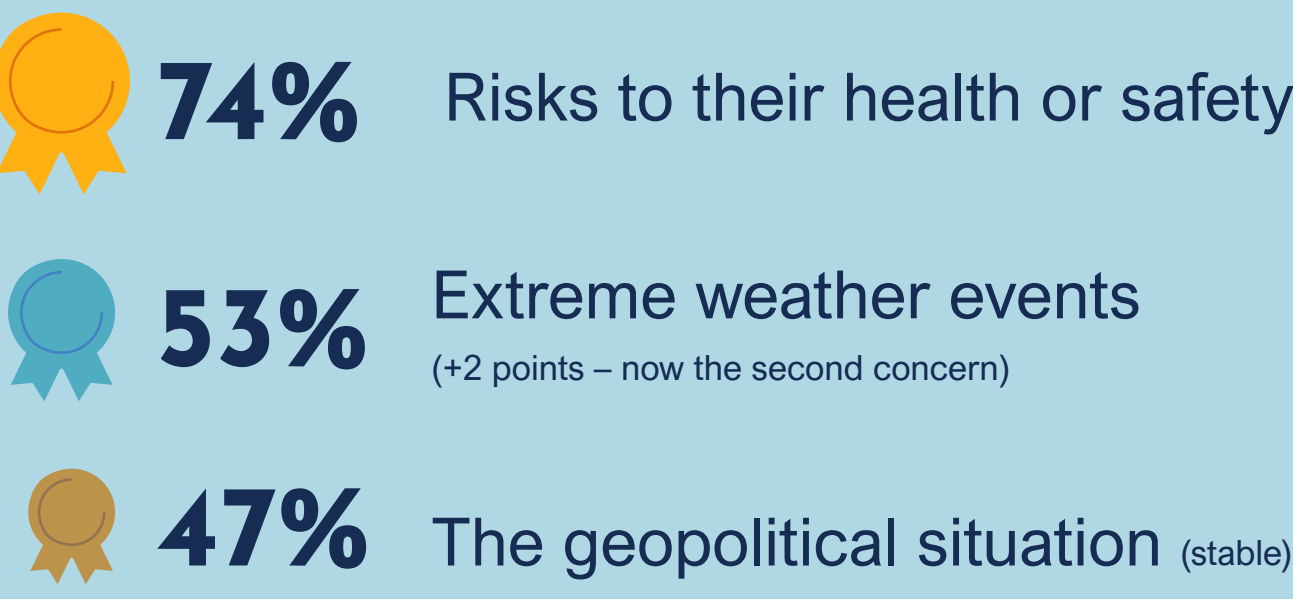


and AI

... are the main sources of inspiration for summer travelers

Amidst uncertainty, insurance becomes central to peace of mind

Europeans are concerned their summer vacation could be disrupted by...



As a result, a growing number of Europeans plan to take out travel insurance to protect their summer holiday

