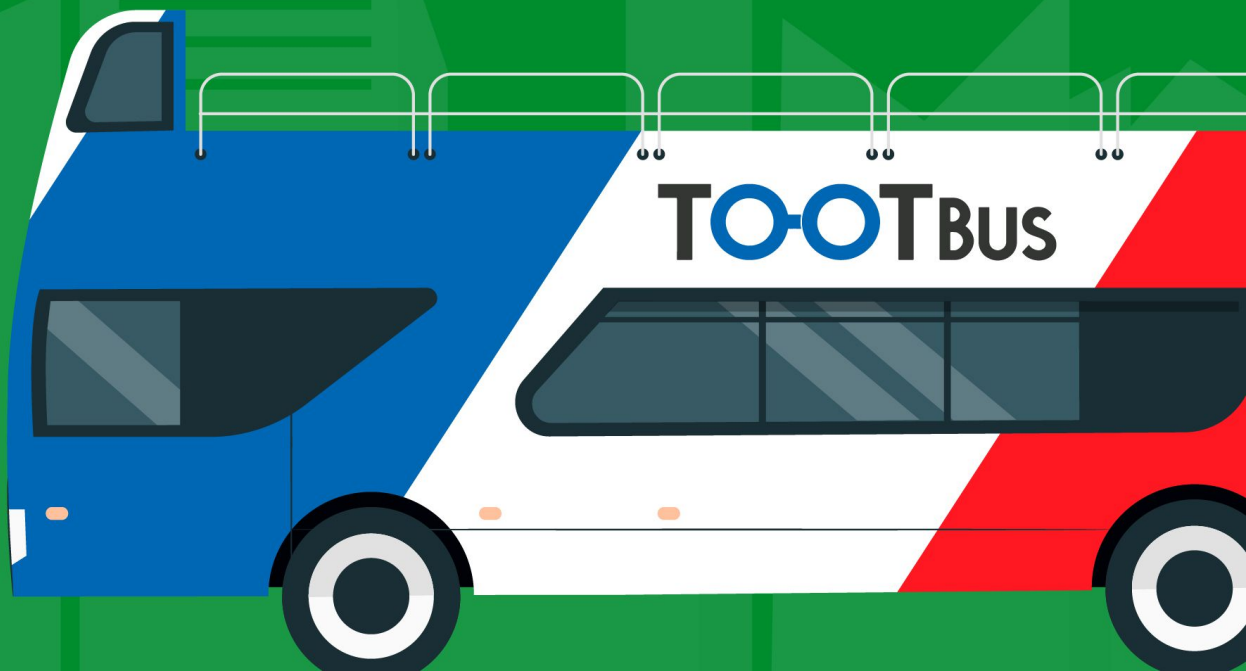


TOOTBUS

“opinionway”

The impact of cost of living and inflation on European attitudes towards sustainable city breaks



In 2023, European tourists are opening up to urban tourism, off the beaten track

In 2023, Europeans would rather visit:



A city they don't know



France

91%



Belgium

85%



UK

82%



A little-known, little-visited city



France

78%



Belgium

76%



UK

81%

And when they choose a city to visit, they prefer:



Culture



France

68%



Belgium

64%



UK

72%



Nature



France

51%



Belgium

54%



UK

52%

Sustainable tourism is still little-known and associated with a restrictive experience

Only **3 out of 10** Europeans know exactly what sustainable tourism is.



France

31%



Belgium

28%



UK

37%



And some people find it **difficult to travel sustainably...**



France

48%



Belgium

51%



UK

46%

...because

They don't know when a service or activity is sustainable or not



France

50%



Belgium

42%



UK

46%



France

34%



Belgium

26%

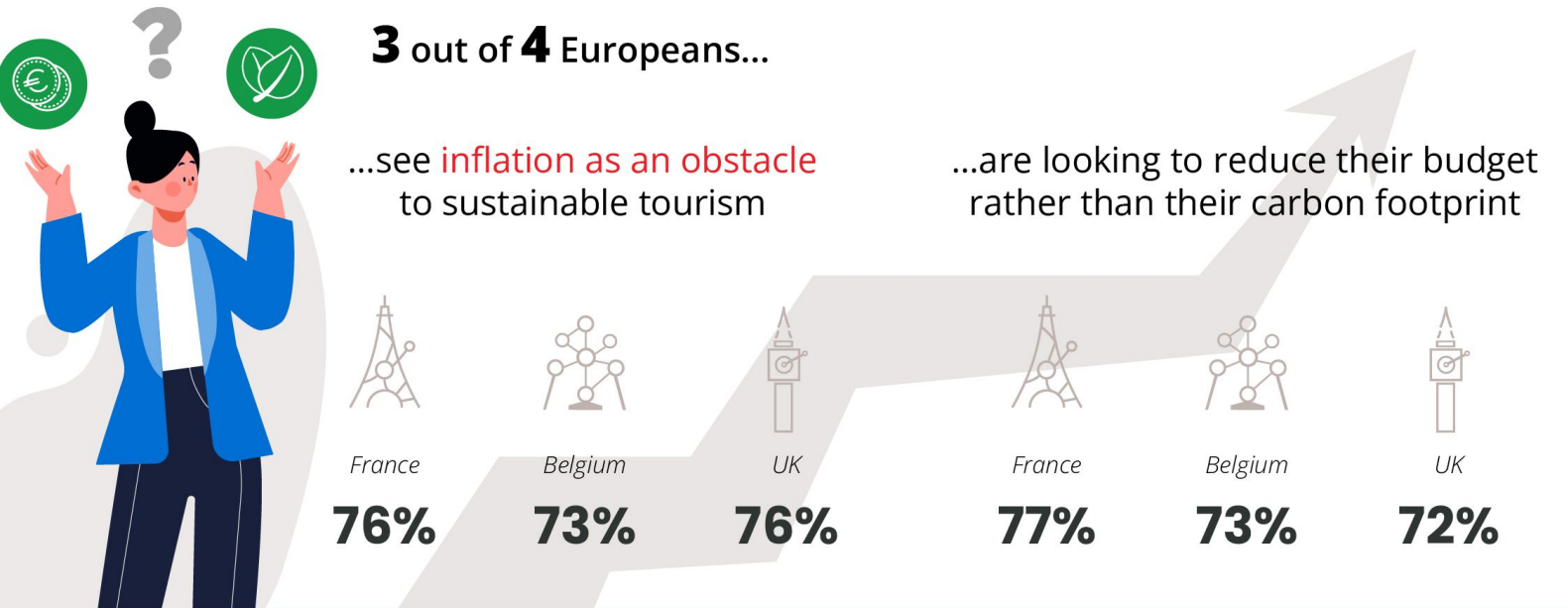


UK

31%

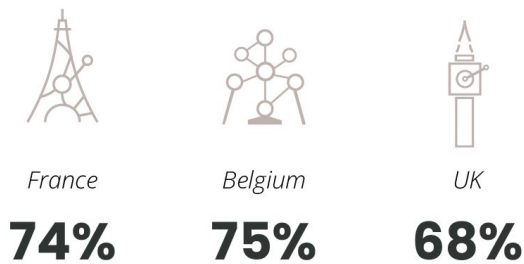
They don't always know how to find sustainable ways to travel/visit places

Will inflation encourage Europeans to stand still?



Europeans are receptive to the principles of sustainable city breaks and are preparing to make efforts in their travel habits...

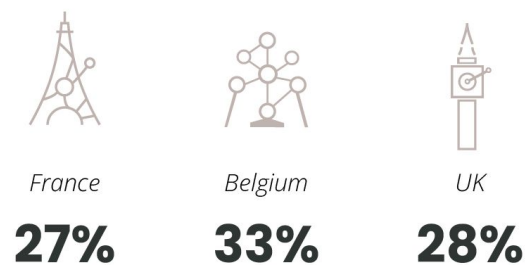
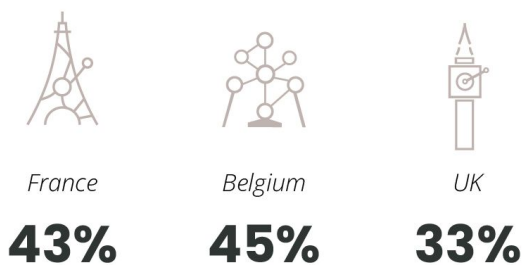
Nearly **7** out of **10** Europeans have changed their travel habits in the city.



For a more sustainable journey, they are ready to:

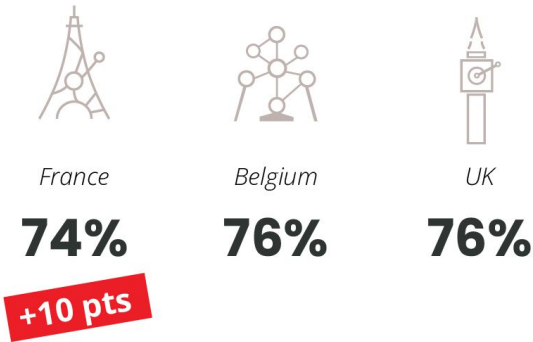
Choose eco-responsible **activities**

Use more sustainable **means of transport**

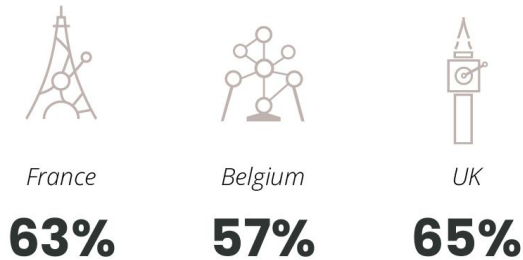


...but not on price

Sustainable tourism is perceived as **expensive**...

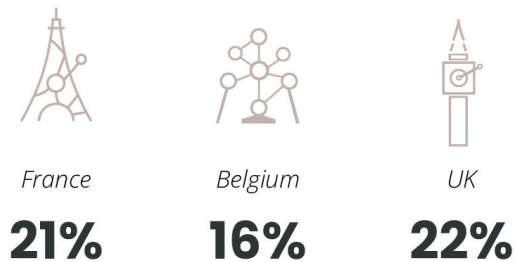


...while price remains the most important criterion when choosing a travel provider

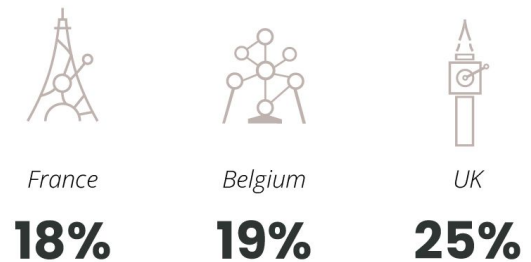


Far ahead of:

Environmental criteria



Cancellation conditions



25%
of French people

+3 pts

32%
of Belgians

+8 pts

25%
of British people

+7 pts

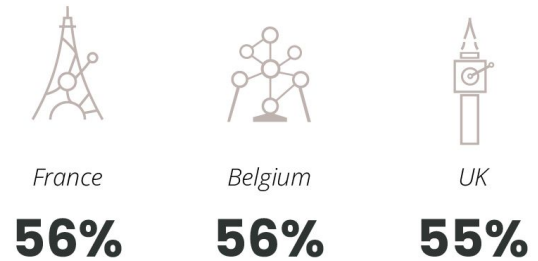
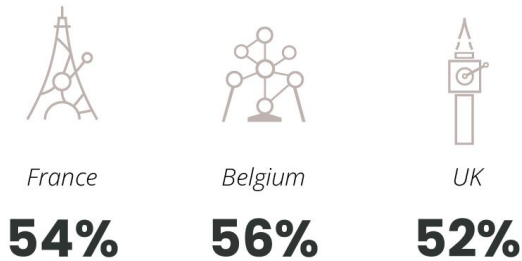
would **not** be willing to pay more to visit a city in a sustainable way.

Tourism operators have a role to play in promoting sustainable tourism

When it comes to promoting sustainable tourism, **1 in 2** Europeans feels that...

Tourism operators are not doing enough

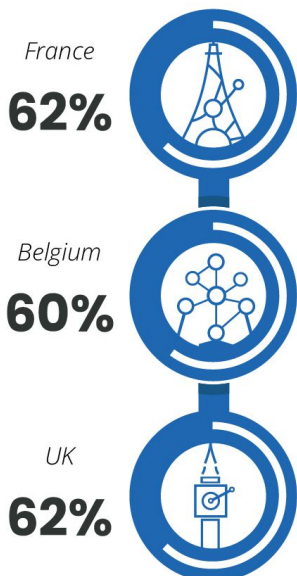
Local and European authorities are not doing enough



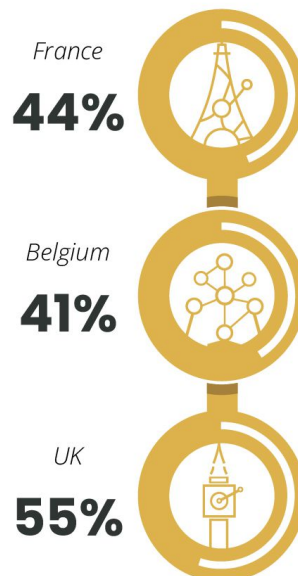
To encourage players to do so, the Europeans are proposing:



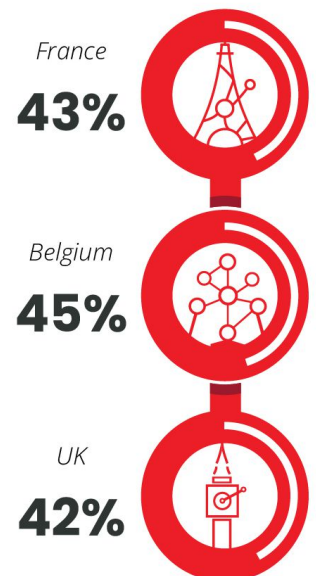
01 Education



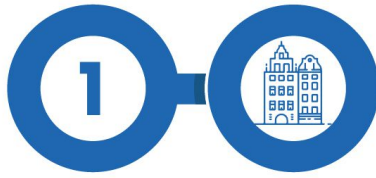
02 Financial assistance



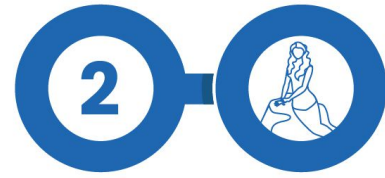
03 Labels



Among those most sustainable, northern capitals are voted winners by Europeans:



Stockholm



Copenhagen



France

49%



Belgium

48%



UK

40%



France

47%



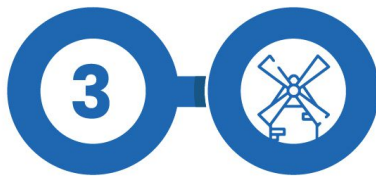
Belgium

49%

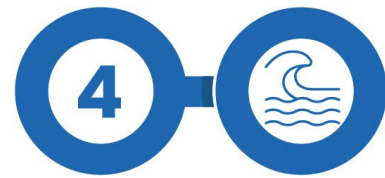


UK

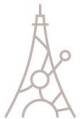
39%



Amsterdam



Oslo



France

44%



Belgium

28%



UK

37%



France

44%



Belgium

45%



UK

34%

The study was carried out in France (1,037 persons), in Belgium (1,035 persons) and in the United Kingdom (1,044 persons). The samples were drawn up according to the quota method, with regard to the criteria of gender, age, occupation, region of residence and city size in France ; gender, age, region in other countries. The interviews were done on from March 30th to April 13th, 2023.

