

Domestic tourism

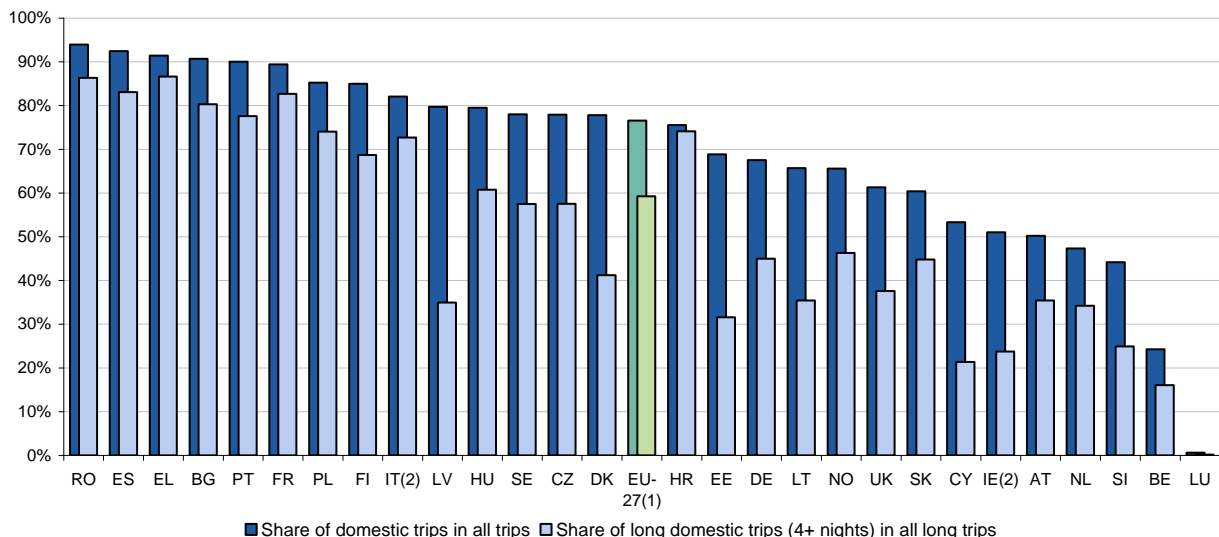
Europeans spend 77 % of their holiday trips in their own country

Tourism is generally considered to be an international phenomenon. People travel to other countries to discover new cultures or enjoy unseen nature or heritage, or simply to enjoy a mild climate for a week or so. However, statistics show that the destination of most trips made by Europeans is within their own country. A recent Eurostat publication¹ showed the importance of domestic tourism for the tourism sector – domestic tourism expenditure by residents was twice as high as inbound tourism expenditure by non-residents. This issue of *Statistics in Focus* takes a closer look at domestic tourism in the European Union.

On average in the European Union, more than 3 out of 4 holiday trips (i.e. trips with at least one overnight stay) made by residents of the EU Member States had a destination within their own country of residence (Figure 1). For nearly all Member States, more than half of the holiday trips were spent within the country borders. Only residents of the Netherlands, Slovenia, Belgium and Luxembourg tended to spend more holiday trips abroad than at home.

When considering only the longer trips of at least 4 overnight stays, domestic tourism remained the most popular form of holiday making (59 % of all long trips) – see the lighter bar in Figure 1.

Figure 1: Share of domestic holiday trips in all holiday trips (any duration ; only trips of 4 or more nights), 2010



⁽¹⁾ EU-27 estimate made for the purpose of this publication.

⁽²⁾ IE and IT: 2009 data.

Source: Eurostat (online data code: [tour_dem_tmd](#))

¹ *Tourism Satellite Accounts (TSA) in Europe – 2010 edition*

Half of the tourists making long trips stay in their own country on such trips

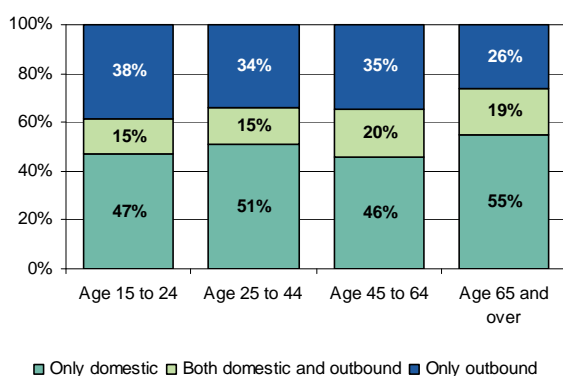
Before taking a closer look at the destination for *individual trips*, this section discusses the participation of the population in tourism (i.e. the *share of the total population* that makes one or more trips during a reference year) by destination.

Table 1 shows that, in 2010, slightly more than half (52 %) of EU residents aged 15 and over made one or more holiday trips of at least 4 overnight stays. About half of those having made such holiday trips made *only* trips within their own country (26 % of the population aged 15 and over). In comparison, only 16 % of the population made only holiday trips outside the country's borders. 9 % of the population made both domestic and outbound trips.

Significant differences in tourism preferences were seen across Europe. Countries that are typically attractive destinations for foreigners also show a high level of domestic tourism: more than 30 % of the Greek, Spanish, French and Italian population made trips only in their own country (for France this was as high as 45 %). Cyprus and Luxembourg had the highest share of residents only spending their holidays abroad, with 68 % and 57 % respectively.

The observation that about half of those taking part in tourism only visit destinations within their own country is valid for all age groups (Figure 2). Nevertheless, a certain age effect can be seen. Of all persons who made holiday trips of 4 nights or more, 55 % stayed inside their country in the age group 65 and over, while for the age groups 15 to 24 and 45 to 64 this fell to 47 % and 46 %

Figure 2: Share of destinations of tourists participating in holidays of 4 or more nights, by age, EU-27⁽¹⁾, 2010(2)



⁽¹⁾ EU-27 excluding IE, MT and RO.

⁽²⁾ 2009 data was used for CZ, EE, EL, ES, FR, SE and UK.

Source: Eurostat (online data code: [tour_dem_toage](#))

respectively. Among tourists aged 65 and over, only 26 % visited destinations outside their own Member State.

Regardless of the preference for domestic or outbound trips, the participation in tourism was lowest in the age group 65 and over - *data not shown in the graph*. 44 % of the Europeans in this age group made one or more trips of at least 4 overnight stays; in the segment of the population aged 15 to 64, on average 55 % participated in tourism.

Table 1: Share of population having made holiday trips of at least 4 overnight stays, 2010

	All holidays of at least 4 overnight stays	Only domestic	Only outbound	Both domestic and outbound
EU-27 ⁽¹⁾	52%	26%	16%	9%
BE	53%	4%	44%	5%
BG	5%	4%	1%	<1%
CZ ⁽²⁾	54%	29%	10%	14%
DK	66%	10%	47%	8%
DE	66%	22%	30%	14%
EE ⁽²⁾	39%	8%	23%	7%
IE	:	:	:	:
EL ⁽²⁾	41%	36%	4%	1%
ES ⁽²⁾	42%	31%	6%	5%
FR ⁽²⁾	65%	45%	7%	14%
IT ⁽²⁾	49%	31%	10%	8%
CY	88%	20%	68%	:
LV	18%	10%	8%	<1%
LT	31%	9%	22%	<1%
LU	61%	<1%	57%	5%
HU	47%	30%	14%	3%
MT	:	:	:	:
NL	71%	14%	27%	30%
AT	59%	9%	18%	31%
PL	33%	22%	8%	4%
PT	23%	16%	4%	2%
RO	24%	20%	3%	<1%
SI	57%	11%	37%	9%
SK	53%	16%	34%	3%
FI	58%	26%	15%	17%
SE	:	:	:	:
UK ⁽²⁾	57%	22%	28%	8%
NO ⁽²⁾	73%	19%	28%	26%
HR	38%	27%	5%	6%

⁽¹⁾ EU-27 excluding IE, MT and SE.

⁽²⁾ 2009 data for CZ, EE, EL, ES, FR, SE and NO.

Source: Eurostat (online data codes: [tour_dem_tosex](#), [demo_pianguroup](#))

Less than half of the holiday budget of European households is spent outside their country of residence

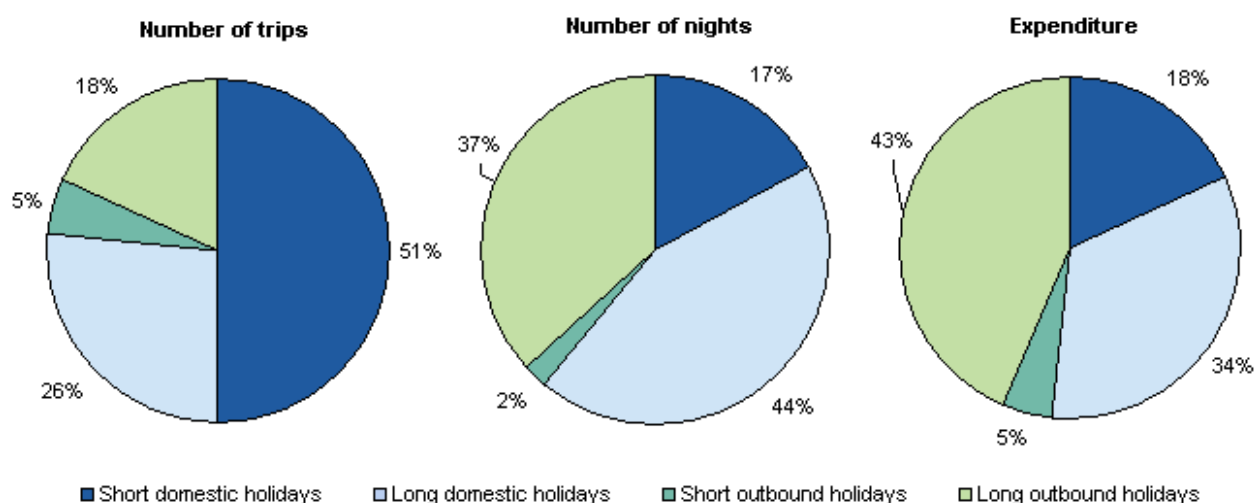
With more than half of the holiday trips being short domestic trips and more than 25 % being long domestic trips, destinations within their own country dominated in Europeans' holiday choices (77 %) (see Figure 3). Of the 23 % of trips abroad, trips to other EU Member States (17 %) were clearly preferred to trips to destinations outside the EU (6 %) - data not shown in the graph.

Even when considering that many domestic trips were short trips of between 1 and 3 overnight stays, domestic tourism represented 61 % of all nights

spent on tourism trips in 2010. More nights were spent on domestic long trips (44 % of the total) than on long trips abroad (37 %).

Tourist expenditure is expected to be relatively lower on domestic trips because tourists often have easier access to (information about) cheaper accommodation options or because transport costs to get to the holiday destination are lower. Nevertheless, Europeans spend more than half of their budget for holidays on domestic trips (52 %), mainly during short breaks of 1 to 3 nights (34 %).

Figure 3: Shares by length and destination of holiday trips made by EU-27⁽¹⁾ residents, 2010



⁽¹⁾ EU-27 estimates made for the purpose of this publication.

Source: Eurostat (online data codes: [tour_dem_tmmd](#), [tour_dem_tnmd](#), [tour_dem_extot](#))

Table 2: Evolution of the number and share of the different types of holiday trips, EU-27⁽¹⁾, 2004-2010.

	Increase in the number of trips over the period 2004-2010	Share in the total number of trips	
		2004	2010
All holidays	19%	100%	100%
Short holidays (1-3 nights)	27%	52%	56%
Long holidays (4+ nights)	11%	48%	44%
Domestic holidays	21%	77%	78%
Outbound holidays	12%	23%	22%
Short domestic holidays	25%	48%	51%
Short outbound holidays	43%	4%	5%
Long domestic holidays	15%	29%	28%
Long outbound holidays	5%	19%	16%

⁽¹⁾ EU-27 aggregate based on quarterly figures of 20 EU Member States. Not including BG, IE, CY, MT, PT, SE and UK. Source: Eurostat (online data code: [tour_dem_tmmd](#))

In recent years, all types of tourism (short, long, domestic, outbound) have seen positive growth figures (see Table 2, please note that the subset of countries used to calculate EU figures is different from the subset used for Figure 3 above due to availability of 2004 data). The overall growth of the total number of holiday trips by 19 % over the period 2004 to 2010 was mainly due to the strong growth in the segment of domestic tourism (21 %, compared to an increase of 12 % in the number of outbound trips).

In 2010, Europeans made 25 % more short domestic trips and 15 % more long domestic trips than six years earlier. The strongest growth was observed in the short outbound holidays (43 %), but in terms of volume this segment represented only 5 % of all holiday trips of at least one overnight stay made by residents of the EU in 2010.

800 million domestic holiday trips in EU Member States

In 2010, residents of the European Union made more than one billion holiday trips, of which just over 800 million were domestic trips (77 %) and almost 250 million outbound trips (23 %). Within the segment of short trips, 90 % had a domestic destination (for long trips this share was 59 %).

Behind the average share of 77 % of domestic trips, big regional differences were observed. Especially in southern countries located by the Atlantic Ocean or the Mediterranean or Black Sea basin, domestic

destinations were by far the most popular. The share of domestic trips in the total number of trips was around or above 90 % in Bulgaria, Greece, Spain, France, Portugal and Romania.

On the other hand, in a few smaller or more northern Member States, the number of outbound trips exceeded the number of domestic trips. This was the case for Belgium, Luxembourg, the Netherlands and Slovenia (in the latter case due to the proximity of coastal destinations in Croatia).

Table 3: Holiday trips of EU residents (aged 15 and over), 2010 by destination and duration

	Number of holiday trips (in thousands)			Share by type of trip					
	All holiday trips	Domestic holiday trips	Outbound holiday trips	Domestic			Outbound		
				Total	Short	Long	Total	Short	Long
EU-27⁽¹⁾	1 046 804	801 575	245 229	77%	51%	26%	23%	5%	18%
BE	10 746	2 611	8 135	24%	14%	10%	76%	22%	54%
BG	6 280	5 694	586	91%	64%	27%	9%	3%	6%
CZ	25 735	20 064	5 671	78%	55%	23%	22%	5%	17%
DK	27 788	21 622	6 166	78%	67%	11%	22%	6%	16%
DE	221 407	149 486	71 921	68%	46%	22%	32%	6%	26%
EE	2 630	1 811	818	69%	61%	8%	31%	13%	18%
IE⁽²⁾	10 638	5 430	5 208	51%	40%	11%	49%	13%	36%
EL	12 159	11 120	1 039	91%	44%	47%	9%	1%	8%
ES	118 931	109 928	9 003	92%	65%	27%	8%	2%	6%
FR	197 653	176 712	20 941	89%	50%	39%	11%	2%	9%
IT⁽²⁾	80 799	66 278	14 521	82%	47%	35%	18%	5%	13%
CY	1 783	951	832	53%	42%	11%	47%	5%	42%
LV	4 114	3 280	834	80%	73%	7%	20%	7%	13%
LT	3 270	2 148	1 122	66%	54%	12%	34%	13%	21%
LU	1 240	:	1 237	<1%	<1%	<0.5%	>99%	38%	62%
HU	18 404	14 631	3 773	79%	60%	19%	21%	8%	13%
MT	:	:	:	:	:	:	:	:	:
NL	29 580	13 996	15 585	47%	25%	22%	53%	10%	43%
AT	16 887	8 485	8 402	50%	31%	19%	50%	15%	35%
PL	34 557	29 463	5 094	85%	50%	35%	15%	2%	13%
PT	11 168	10 058	1 110	90%	64%	26%	10%	3%	7%
RO	11 163	10 484	679	94%	60%	34%	6%	1%	5%
SI	4 244	1 875	2 370	44%	34%	10%	56%	26%	30%
SK	5 947	3 593	2 354	60%	35%	25%	40%	8%	32%
FI	36 125	30 695	5 431	85%	70%	15%	15%	8%	7%
SE	42 041	32 789	9 252	78%	59%	19%	22%	8%	14%
UK	111 515	68 370	43 145	61%	41%	20%	39%	6%	33%
NO	17 552	11 509	6 033	66%	46%	20%	34%	11%	23%
HR	6 449	4 870	1 578	76%	35%	41%	24%	10%	14%

⁽¹⁾ EU-27 excluding MT and using 2009 data for IE and IT.

⁽²⁾ IE and IT: 2009 data

Source: Eurostat (online data code: [tour_dem_tmtd](#))

Hotels are by far the main accommodation choice for outbound trips but not for domestic trips

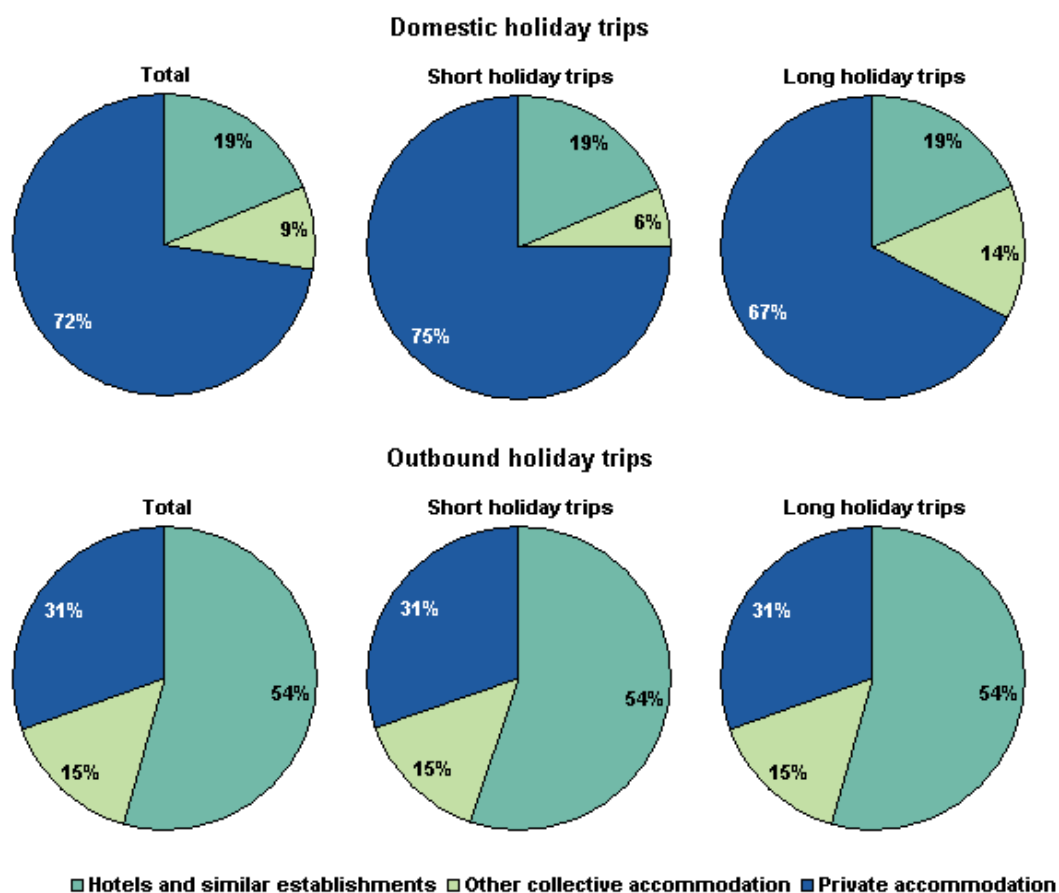
Figure 4 below divides the data on holiday trips made by EU residents by type of accommodation.

A clear difference in accommodation choices or preferences can be seen when comparing domestic trips with outbound trips. For outbound trips, tourists showed a strong tendency to book hotels or other collective accommodation (69 %), while for domestic trips the opposite pattern could be observed. In 72 % of the cases, private

accommodation options were chosen – these include smaller or less formal establishments, but also owned holiday homes or accommodation offered free of charge while visiting friends or relatives.

The pie charts show that duration of the trips played only a minor role compared to the destination of the trip.

Figure 4: Types of accommodation⁽¹⁾ for holiday trips of EU-27⁽²⁾ residents aged 15 and over, 2010



⁽¹⁾ 1 % item non-response not included in the pie charts.

⁽²⁾ EU-27 aggregate, based on quarterly data, excluding CY, MT, RO and UK.

Source: Eurostat (online data code: [tour_dem_ttac](#))

Tourists spend on average 234 euro on a domestic trip, more than three times less than on outbound trips

As explained above (Figure 3), total tourist expenditure on domestic trips exceeds that of outbound trips. In 2010, households in the European Union spent an estimated 192 billion euro during domestic holiday trips, as compared to 181 billion euro on outbound holiday trips (see Table 4) - please note that part of the expenditure

on outbound trips can be to the benefit of the national economy, e.g. travel agency commission, or flights booked with a national carrier. On average, tourists spent 234 euro per domestic trip, compared to 737 euro per outbound trip. Knowing that domestic trips were generally shorter than outbound trips, the difference was less pronounced

when looking at the expenditure per night, namely 52 euro and 81 euro for domestic and outbound trips respectively.

The highest domestic expenditure was recorded in France (77 billion euro, 79 % of all holiday expenditure by French residents) followed at a distance by Germany (31 billion euro, 36 % of all holiday expenditure by German residents).

On average per domestic holiday trip, French and Austrian tourists were the biggest spenders with 400 and 362 euro per trip respectively (note that Luxembourgish tourists are the biggest spenders on outbound trips; data on domestic trips was

unreliable and not published due to the rarity of domestic trips with overnight stays).

Given that French domestic trips tend to be longer – 6 nights on average – than most other countries (*data not shown in the table*), the ranking changes when looking at the average expenditure per night. Austrians spent on average 97 euro per night while on a domestic trip, followed by British domestic tourists (72 euro) and French (67 euro). At the level of the entire European Union, tourist expenditure per night on domestic trips was 52 euro (compared to 81 euro on trips abroad).

Table 4: Tourist expenditure on holiday trips of EU residents (aged 15 and over), 2010, by destination

	Tourist expenditure on holiday trips with overnight stays (in million euro)			Tourist expenditure per trip (in euro)			Tourist expenditure per night spent (in euro)		
	All holiday trips	Domestic holiday trips	Outbound holiday trips	All holiday trips	Domestic holiday trips	Outbound holiday trips	All holiday trips	Domestic holiday trips	Outbound holiday trips
EU-27⁽¹⁾	373 107	192 291	180 815	350	234	737	63	52	81
Belgium	7 016	554	6 463	653	212	794	91	47	100
Bulgaria	1 051	744	307	167	131	523	38	34	57
Czech Republic⁽²⁾	3 848	1 359	2 489	146	66	424	32	18	59
Denmark	8 195	3 024	5 171	295	140	839	81	55	113
Germany	85 817	31 040	54 777	388	208	762	72	56	86
Estonia⁽²⁾	271	38	233	195	48	386	41	19	52
Ireland⁽²⁾	5 054	898	4 156	475	165	798	88	54	101
Greece⁽²⁾	4 278	3 533	745	317	283	756	42	38	77
Spain⁽²⁾	23 822	16 790	7 032	195	148	839	41	33	87
France⁽³⁾	98 140	77 226	20 914	462	400	1 060	73	67	109
Italy⁽²⁾	30 514	18 848	11 665	378	284	803	61	48	105
Cyprus	1 515	120	1 396	850	126	1 677	123	48	143
Latvia	532	93	439	129	28	526	35	13	56
Lithuania	576	94	483	176	44	430	43	17	62
Luxembourg	2 148	:	2 148	1 732	:	1 741	245	:	245
Hungary	1 924	889	1 035	105	61	274	27	20	39
Malta	:	:	:	:	:	:	:	:	:
Netherlands	13 469	2 331	11 138	455	167	715	59	32	72
Austria	10 323	3 076	7 247	611	362	863	114	97	123
Poland	4 045	2 736	1 309	117	93	257	21	19	27
Portugal	2 032	1 166	865	182	116	780	41	29	90
Romania	1 017	738	279	91	70	411	21	19	34
Slovenia	884	205	679	208	110	286	47	38	51
Slovakia	1 644	508	1 137	277	141	483	52	34	66
Finland	8 514	4 359	4 155	236	142	765	73	52	129
Sweden⁽²⁾	10 478	3 849	6 629	287	138	771	68	45	97
United Kingdom⁽²⁾	45 999	18 073	27 926	388	249	610	60	72	54
Norway⁽²⁾	8 165	2 695	5 470	485	238	991	97	63	131
Croatia	1 734	1 036	699	269	213	443	50	44	64

⁽¹⁾ EU-27 estimation excluding LU (for domestic trips) and MT.

⁽²⁾ 2009 data.

⁽³⁾ 2008 data.

Source: Eurostat (online data code: [tour_dem_extot](#))

The most popular regions for domestic tourists often differ from those preferred by inbound tourists

The previous sections discussed the various aspects of tourist preferences for domestic destinations as compared to destinations in other countries. Based on data collected from accommodation establishments, Table 5 gives an insight into the tourist flows within a country.

For each Member State, the region that recorded the highest number of guest nights by residents of the country is listed. In many cases these regions take up a large share of domestic tourism flows in the country. Taking into account the number of regions in a country, this is the case in particular for Île de France (FR, 18 % of all domestic tourists in all 22 French regions for which data is available), West-Vlaanderen

(BE, 31 % of all domestic tourists in all 11 NUTS2 regions in Belgium), Mecklenburg-Vorpommern (DE, 9 % of 39 regions), Andalucía (ES, 19 % of 17 regions).

In many cases, the region that is most popular with residents of the country is not the most popular region for foreigners visiting the country (see second part of Table 5).

Certain European regions rely almost entirely on domestic tourists. The two main regions are Mecklenburg-Vorpommern (DE) and Sud-Vest Oltenia (RO); in both cases 97 % of all guest nights in accommodation establishments were accounted for by residents of the country (*data not shown in the table*).

Table 5: Most popular regions for tourist travelling inside their own country, 2010

	Region with the highest number of nights spent by residents in the country ⁽¹⁾					
	Region	Nights spent by residents		For comparison: nights spent by non residents		
		Number of nights spent by residents	Share of the region compared with the total nights spent by residents in the country	Number of nights spent by non residents	Share of the region compared with the total nights spent by non-residents in the country	Ranking of the region (in terms of non-resident nights) compared with other regions in the country
Belgium	Prov. West-Vlaanderen	4 442 330	31%	3 068 406	19%	# 2 of 11
Bulgaria	Yugoiztochen	1 547 249	28%	4 849 373	46%	# 1 of 6
Czech Republic	Severovýchod	4 878 606	26%	1 422 682	8%	# 3 of 8
Denmark ⁽²⁾	Syddanmark	5 622 413	31%	2 317 310	28%	# 2 of 5
Germany	Mecklenburg-Vorpommern	23 819 784	9%	847 045	1%	#19 of 39
Ireland ⁽²⁾	Southern and Eastern	8 722 000	69%	:	:	:
Greece ⁽³⁾	Kentriki Makedonia	3 579 516	19%	4 312 277	9%	# 5 of 13
Spain ⁽⁴⁾	Andalucía	28 605 565	19%	22 060 331	10%	# 4 of 17
France ⁽⁵⁾	Île de France	35 693 093	18%	36 802 495	44%	# 1 of 22
Italy	Emilia-Romagna	28 517 480	14%	8 960 400	5%	# 6 of 21
Hungary	Nyugat-Dunántúl	2 360 881	24%	1 920 783	21%	# 2 of 7
Netherlands	Gelderland	8 612 200	15%	889 100	3%	# 6 of 12
Austria	Steiermark	6 036 758	19%	2 891 245	4%	# 6 of 9
Poland	Zachodniopomorskie	7 436 991	16%	2 008 067	20%	# 2 of 16
Portugal ⁽²⁾	Algarve	4 814 264	25%	10 082 878	40%	# 1 of 7
Romania	Sud-Est	3 483 171	26%	251 117	9%	# 5 of 8
Slovenia	Vzhodna Slovenija	2 188 856	58%	1 577 036	34%	# 2 of 2
Slovakia	Stredné Slovensko	2 404 110	37%	1 031 078	27%	# 1 of 4
Finland	Etelä-Suomi	5 081 017	36%	2 788 963	56%	# 1 of 5
Sweden	Västsverige	7 778 632	21%	2 369 703	21%	# 2 of 8
United Kingdom ⁽²⁾	Dorset and Somerset	11 724 440	7%	1 772 030	2%	# 10 of 37
Norway	Sør-Østlandet	4 167 993	20%	1 022 181	13%	# 4 of 7
Croatia	Jadranska Hrvatska	2 862 486	76%	32 053 066	96%	# 1 of 3

⁽¹⁾ EE, CY, LV, LT, LU and MT not included: having only one NUTS 2 region, this kind of information is not relevant. ⁽²⁾ 2009 data.

⁽³⁾ Estimated values, 2009. ⁽⁴⁾ No data available for Ciudad Autónoma de Ceuta and Ciudad Autónoma de Melilla.

⁽⁵⁾ Not including "Départements d'outre mer".

Source: Eurostat (online data code: [tour_occ_nin2](#))

METHODOLOGICAL NOTES

Tourism means the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Domestic tourism comprises the activities of residents of a given country travelling to and staying in places only within that country but outside their usual environment;

Tourist is a visitor who stays at least one night in a collective or private accommodation in the place/country visited.

A **tourism night** (or overnight stay) is each night that a guest actually spends (sleeps or stays) or is registered

(his/her physical presence there being unnecessary) in a collective accommodation establishment or in private tourism accommodation.

Hotels and similar establishments

Hotels, apartment hotels, motels, roadside inns, beach hotels and other similar establishments which provide hotel services including more than bed-making and cleaning of the room and sanitary facilities. Similar establishments are other similar types of accommodation which is let per room and has a limited number of hotel-type services, including bed-making and cleaning of rooms and sanitary facilities, on a daily basis.

Country codes

EU-27: European Union	IE: Ireland	LT: Lithuania	PT: Portugal	IS: Iceland
BG: Bulgaria	EL: Greece	LU: Luxembourg	RO: Romania	LI: Liechtenstein
BE: Belgium	ES: Spain	HU: Hungary	SI: Slovenia	NO: Norway
CZ: Czech Republic	FR: France	MT: Malta	SK: Slovakia	CH: Switzerland
DK: Denmark	IT: Italy	NL: Netherlands	FI: Finland	HR: Croatia
DE: Germany	CY: Cyprus	AT: Austria	SE: Sweden	
EE: Estonia	LV: Latvia	PL: Poland	UK: United Kingdom	

Symbols

": data unavailable or unreliable

Further information

Eurostat Website: <http://ec.europa.eu/eurostat>

Data on 'Tourism statistics' <http://epp.eurostat.ec.europa.eu/portal/page/portal/tourism/data/database>

Further information about 'Tourism statistics' <http://epp.eurostat.ec.europa.eu/portal/page/portal/tourism/introduction>

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