

Results market research travel behaviour

SASTDes WP4 Report Surveys

SASTDes – Smart Assessment Sustainable Tourist Destinations

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1 Introduction

Project SASTDes

Project SASTDes aims to resolve key issues in the sustainability assessment process of tourism destinations, with the objective to reduce the costs of assessments both in time and money, and to use the results of assessments for destination branding and marketing. The project's core research question is: *'How can sustainability assessments effectively and efficiently contribute to the sustainable development of tourism destinations and tourism products?'*

The large growth in tourism not only brings economic progress, but also causes negative effects on destinations and beyond, environmentally, socio-culturally, and economically. The tourism industry has responded with a number of sustainable tourism initiatives. A much-used method is to subject tourism products to a sustainability assessment, frequently leading to a label. The goal here is to motivate destinations to perform more sustainably and to stimulate consumers to make more sustainable touristic choices. Until now, participation in sustainability assessments in tourism is limited. Hence the effect on consumer choices is also small.

Most assessments suffer from limited participation and interest from tourism businesses. Conducting assessments is too costly for them, costing too much time, and the added value is unclear to them. Moreover, the assessments hardly lead to behaviour changes among the relatively small group of end users interested in sustainability. Finally there is a problem with the content of the assessments: the impacts from transport to destinations is not accounted for, whereas these are often of great importance when determining the environmental impact of tourism trips.

Objective for this report

The objective of Work Package (WP) 4 is to get insights in past and future travel behaviour of various European source markets. By means of two surveys, conducted in 2020, respondents from 9 European countries were asked about their preferences for more than 100 travel activities and were asked to provide details of a maximum of 2 trips in 2018 and/or 2019. Lastly, respondents were asked to indicate which (mostly environmentally) sustainable travel practices they would adopt. The goal of this report is to provide an overview of the findings, which are more extensively used in the final SASTDES-tool.

2 Methodology

Data collection

The data collection has been done through two questionnaires, carried out by market research organization Bilendi. The first questionnaire contained questions about sociodemographic characteristics (e.g., age, education, income), the likelihood of participating in an activity while on a leisure trip (with the following scale: extremely unlikely (1)/ somewhat unlikely (2)/ somewhat likely (3)/ extremely likely (4)), and willingness to participate in a qualitative follow-up interview (Appendix 1). The quantitative results of this first survey can be found in Appendix 3c. Respondents were asked for their country of residence to make visible if the respondents represented people from all over Europe and not only limited to e.g. western Europe. To limit misinterpretation of a question due to a language barrier, the questionnaire was available in nine different languages (English, Czech, Danish, German, Spanish, French, Italian, Dutch, and Polish), resulting in nine separate datasets, with a total number of responses of 9,152. Bilendi weighted the variables gender, age and education to improve the representativeness of the data. To guarantee the respondents' privacy, Bilendi received the language datasets only containing the variables gender, age, education and the m-variable (number that is unique to every respondent). Other sociodemographic variables, the scores given on likeliness to participate in an activity and answers to the willingness to participate in a qualitative follow-up were not shared. The results of this qualitative follow-up can be found in the report 'SASTDes WP4 Report Interviews' (Fricke, Sensagir & Melissen, 2022).

A principal component analysis (PCA) and cluster analysis was conducted, based on the first survey. The goal of these analyses was to create distinguishable activity-based market segments, to be included in the SASTDes tool. However, several attempts at clustering yielded insufficiently distinguishable clusters and therefore it was decided to not work with such activity-based clusters.

The second SASTDes questionnaire was developed and conducted in July 2020 (Appendix 2). The main goal of this survey was to supplement the survey data from the first survey that year (where sociodemographic characteristics and the likelihood of participating in various tourist activities while on a leisure trip) with trip characteristics and the likelihood of adopting of sustainable travel practices. The survey was filled out by more than one third of the respondents which also filled out the first survey (3,592 out of 9,152 in total) in a time span of 2 weeks. Table 1 shows the number of responses in each language in which the survey was developed. The data from different countries were combined into one large dataset. Based on the m-number (the unique respondent number) data from the second survey were added to the first survey.

These additional data give insight into the travel behaviour, so that destination managers get insight into what kind of tourists are willing to do which activities. What is their demographic profile? Who do they travel with? How do they travel? Where do they stay? How much do they spend? Etc. Considering the sustainability aspect of the project, a list of

22 statements (Table 51) developed for this purpose about sustainable travel practices were added to also provide information about how sustainably these tourist travel. The full second survey can be found in Appendix 1, and its results in Appendix 2.3-2.4. In countries that do not use Euros, the questions which involve spending were converted to the relevant currency and rounded off.

Language	Number of responses survey 1	Number of responses survey 2
English	1,011	439
Czech	1,013	465
Danish	1,007	399
German	1,025	418
Spanish	1,023	482
French	1,023	376
Italian	1,036	411
Dutch	977	114
Polish	1,037	488
Total	9,152	3,592

Table 1: Number of respondents per country per survey

3 Country-specific results

Number of trips

The number of trips for the period 2018-2019 is measured and shown in Table 2. Table 2 shows that the average total number of trips ranges from 4.83 in the Italian source market, to 6.95 trips in the Czech market. Most of these trips are long trips (4 nights or longer). In the (Western and Central European countries) English, Czech, Danish, German, and Dutch market, most long trips are international trips, whereas domestic long trips are more often undertaken in the other source markets (Southern and Eastern European countries). Unsurprisingly, the percentage of international short trips is relatively low. However, in smaller countries, such as the Netherlands and Denmark, more than half of the short trips are international.

Source market	Average number of long trips	Of which international	Average number of short trips	Of which international	Average total number of trips	Of which international
English	3.06	1.9	2.32	1.02	5.38	2.92
Czech	3.53	1.81	3.42	1.09	6.95	2.9
Danish	3.08	2.24	2.53	1.36	5.61	3.6
German	3.28	1.93	2.94	1.22	6.22	3.15
Spanish	3.05	1.24	2.82	0.76	5.87	2
French	3.39	1.39	2.83	0.92	6.22	2.31
Italian	2.63	1.15	2.2	0.69	4.83	1.84
Dutch	3.2	2.28	2.29	1.53	5.49	3.81
Polish	3.49	1.52	3.29	1.09	6.78	2.61
Average	3.19	1.66	2.8	1.03	5.99	2.69

Table 2: Number of trips per trip type in 2018-2019 (n=3,592)

Seasonality

3.1.1 Seasonality long trip

Figure 1: Period of travel long trip Figure 1 shows the seasonality, the period of travel as a percentage of the total number of long trips. The figure shows a strong peak in July in the Czech, Polish, and Danish source markets, and a strong peak in August in the Italian and Spanish source markets. The German, English, and Dutch market show a more even distribution throughout the year, however, for the latter this can be due to the smaller sample size.

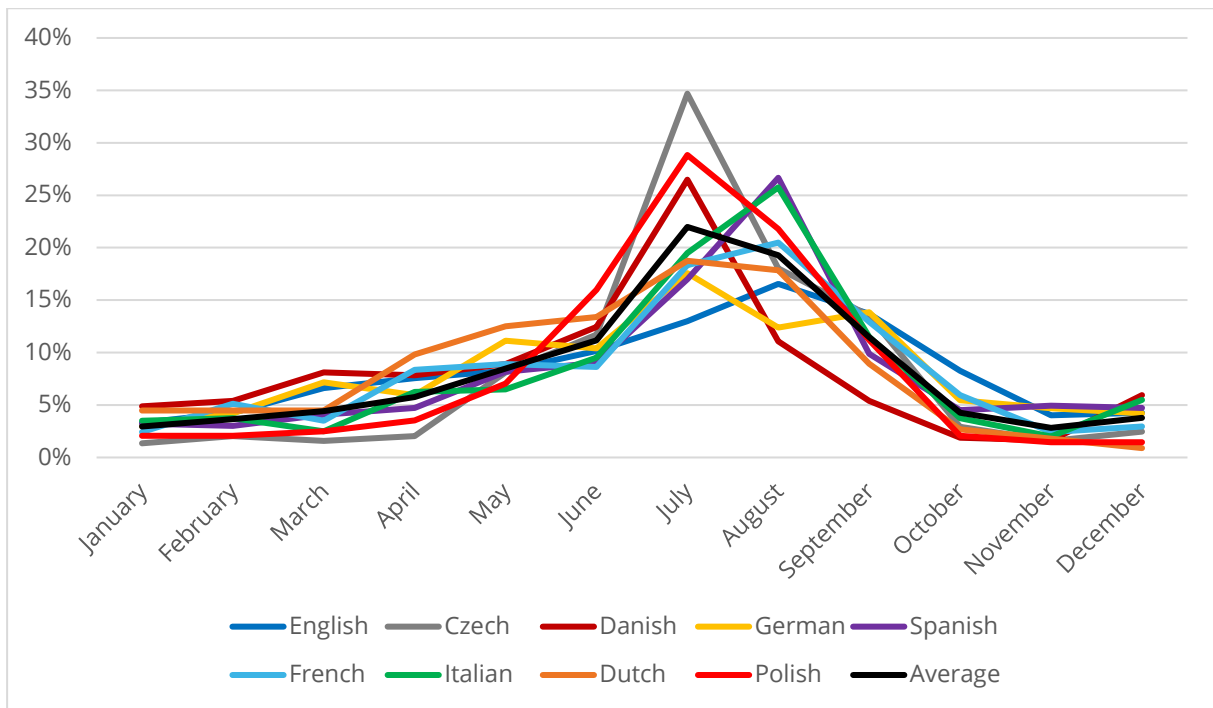


Figure 1: Period of travel long trip in 2018-2019 (n=3,592)

3.1.2 Period of travel short trip

Figure 2 again shows the strongest peak, albeit a smaller one than for long trips, around the summer months July and August for the Czech and Polish source markets. Apparently, short trips suffer less from seasonality. Compared to long trips (Figure 1), the distribution of short trips is more even throughout the year. Around 3 to 15 per cent of trips are undertaken each individual month across the source markets, whereas for long trips the range mostly lies between 3 and 22 per cent, because of the popular summer season.

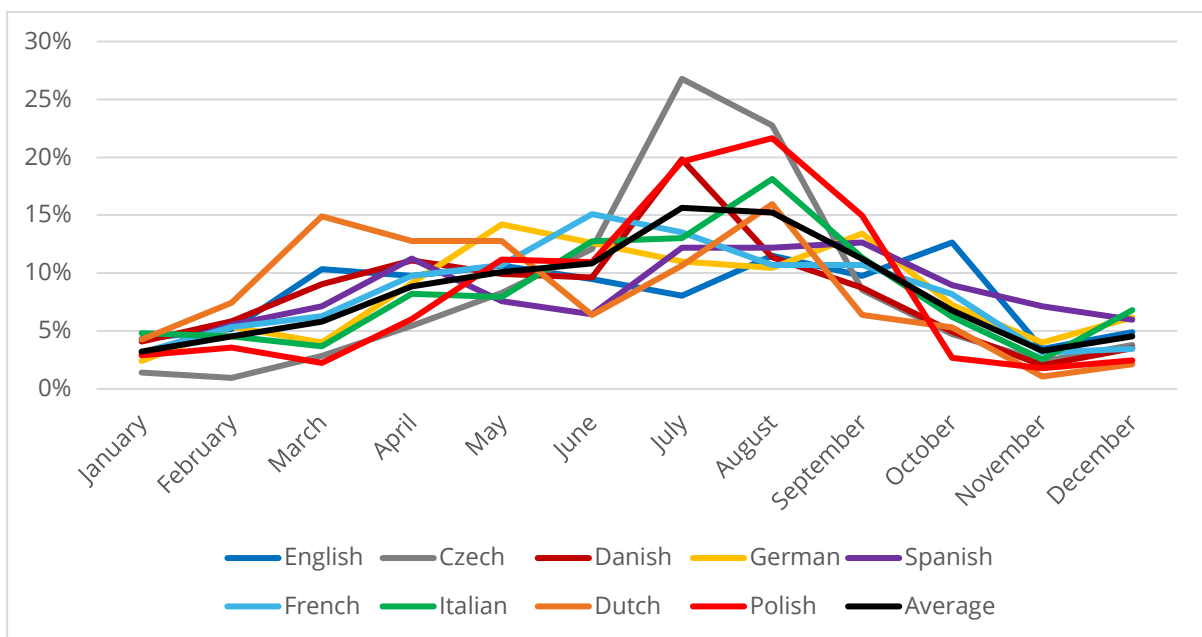


Figure 2: Period of travel short trip in 2018-2019 (n=3,592)

Travel party

3.1.3 Travel party long trip

The travel party during long trips looks similar across the different source markets (Figure 3). 'Two adults without children' or 'Family with children up to 18' are the two most popular options. However, in the Dutch source market, long trips with a family with young children are relatively more popular (>40% of long trips), and couples' trips (Two adults without children) are less popular than in the other source markets. The other types of travel party are equal in size across all source markets and only make up a small share of the total number of long trips.

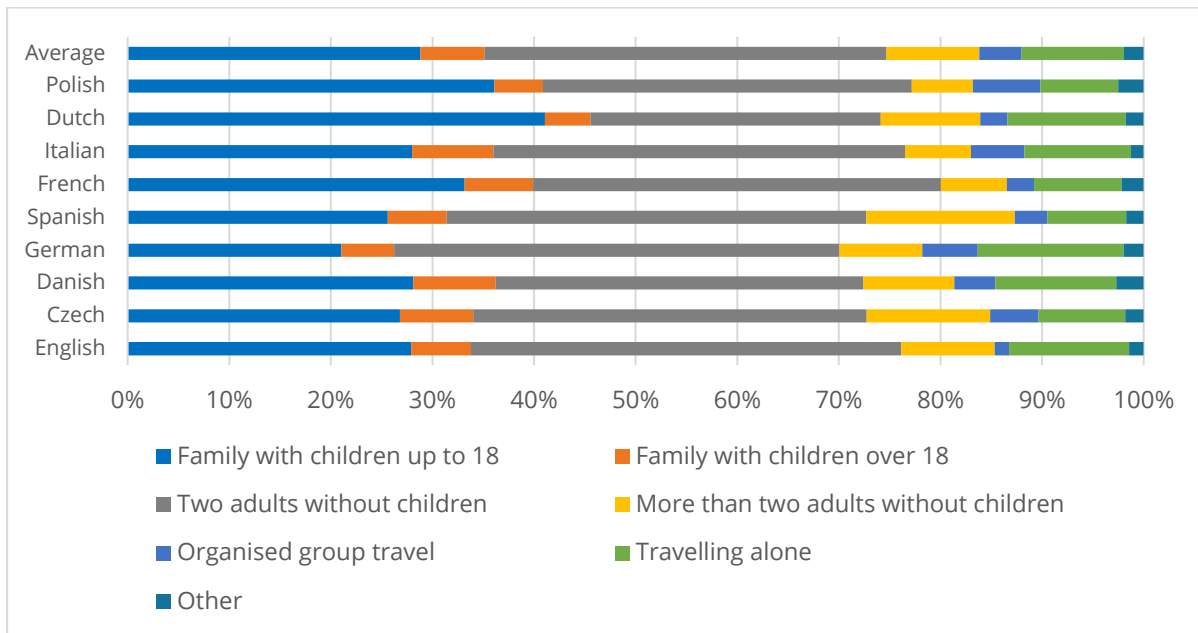


Figure 3: Travel party long trip in 2018-2019 (n=3,592)

3.1.4 Travel party short trip

Figure 4 shows that the distribution of travel party for short trips looks very similar to that of long trips. Short family trips (with younger or older children) are relatively less popular than long family trips. Dutch travellers travel with their children almost half the time, whereas German family travel parties only make up around 25 per cent of the short trips.

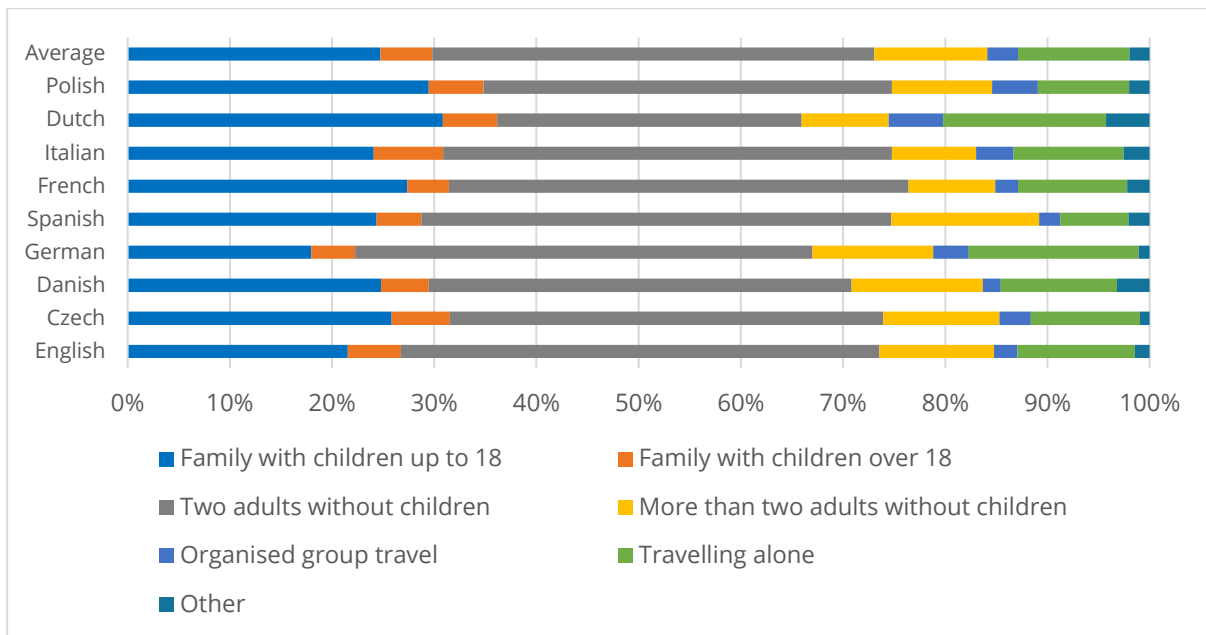


Figure 4: Travel party short trip in 2018-2019 (n=3,592)

Length of stay

3.1.5 Length of stay long trip

Shows that Northern and Western European source markets have a comparatively long average length of stay (LOS) (≥ 10 nights). The Czech and Polish (Eastern Europe) source markets' average LOS is much lower (7.7 and 8.2 nights respectively). The Southern European countries are in between Northern and Western European, and Eastern European countries in terms of LOS, with an average LOS around the total average.

Source market	Length of stay in nights*
English	10.2**
Czech	7.7
Danish	10.0
German	10.6
Spanish	8.6
French	10.5
Italian	9.1
Dutch	10.5
Polish	8.2
Average	9.3

Table 3: Length of stay long trip in 2018-2019 (n=3,592)

*) A scale of 4 nights – 50 nights or more was used, careful interpretation necessary

***) English source market was coded incorrectly and has been corrected by assuming 3 extra nights based on the spread of the data

3.1.6 Length of stay short trip

Figure 5 shows the length of stay of short trips. On average, tourists stay between 2 and 3 nights on a short trip. For the Dutch source market, the shares of 1 and 2 nights are relatively large, which means that the average length of stay is slightly lower (median of 2 nights). In the Polish and German source markets, the average length of stay of a short trip is above average (median of 3 nights).

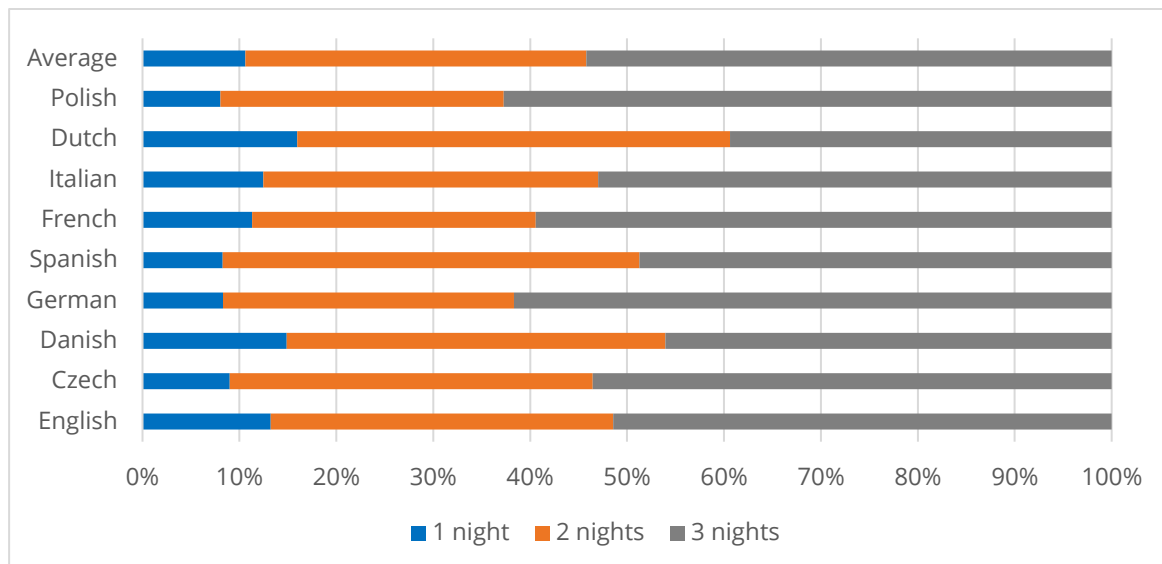


Figure 5: Length of stay short trip in 2018-2019 (n=3,592)

Mode of transport

3.1.7 Mode of transport long trip

Figure 6 indicates that for long trips, the most popular mode of transport across the source markets is the airplane, followed by the car (non-electric). In the Czech source market, this is the other way around, possibly due to its central location. Since England is an island nation, its share of airplane trips is larger than in the other source markets.

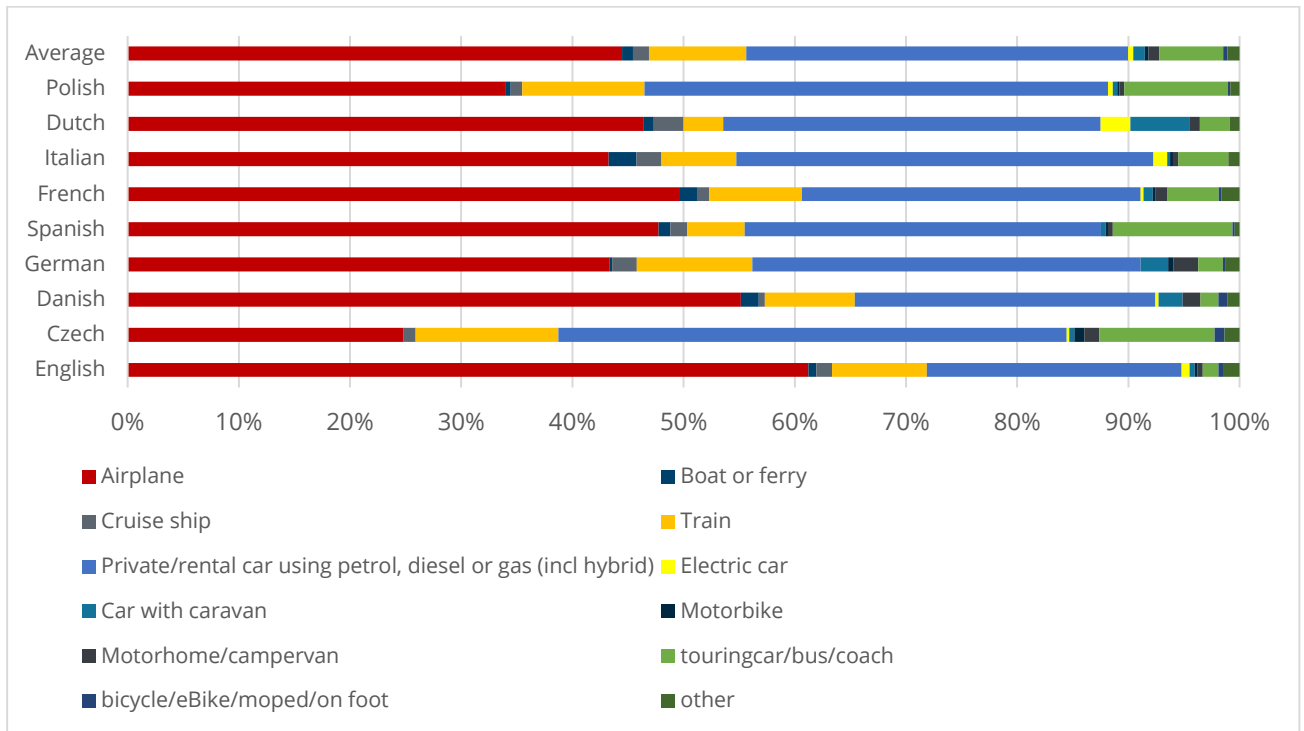


Figure 6: Modal split long trip in 2018-2019 (n=3,592)

3.1.8 Mode of transport short trip

Figure 7 shows that the car is the most popular transport mode for short trips across all source markets. In Poland, Czech Republic, and Germany, the train is the second most popular transport mode and the airplane for the other source markets. In the Czech source market, the share of airplane in short trips is very small, which makes it the fourth? most popular mode of transport, after 'car', 'train', and 'touring car/bus/coach'. The latter transport mode is also relatively popular in the Spanish source market, where it makes up almost 15 per cent of short trips.

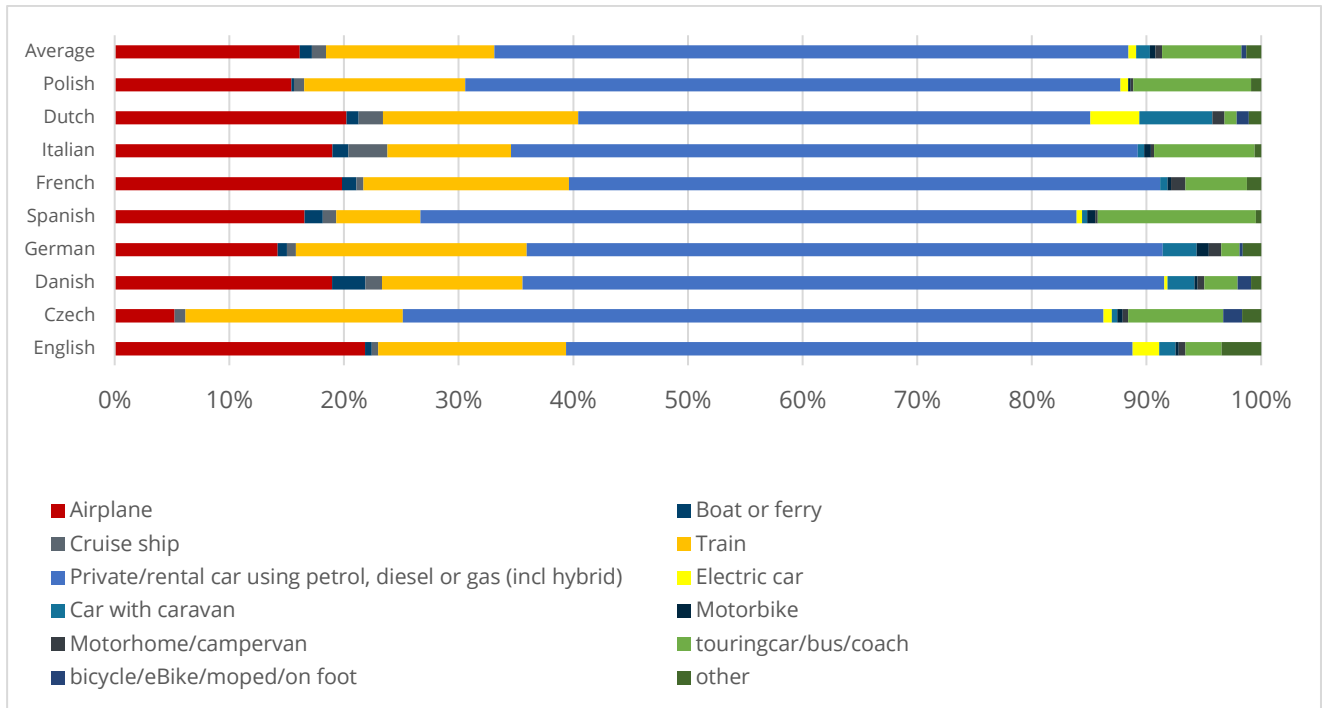


Figure 7: Modal split short trip in 2018-2019 (n=3,59)

Accommodation type

3.1.9 Accommodation type long trip

Figure 8 shows that 'hotel/motel/pension' is the most popular accommodation type for long trips (around 45% of long trips on average). Private homes (second home or owned by family) and rented homes collectively make up around 30 per cent of long trips, although this share is larger in the French source market (>40%), where hotels are relatively less popular (around 30% of long trips).

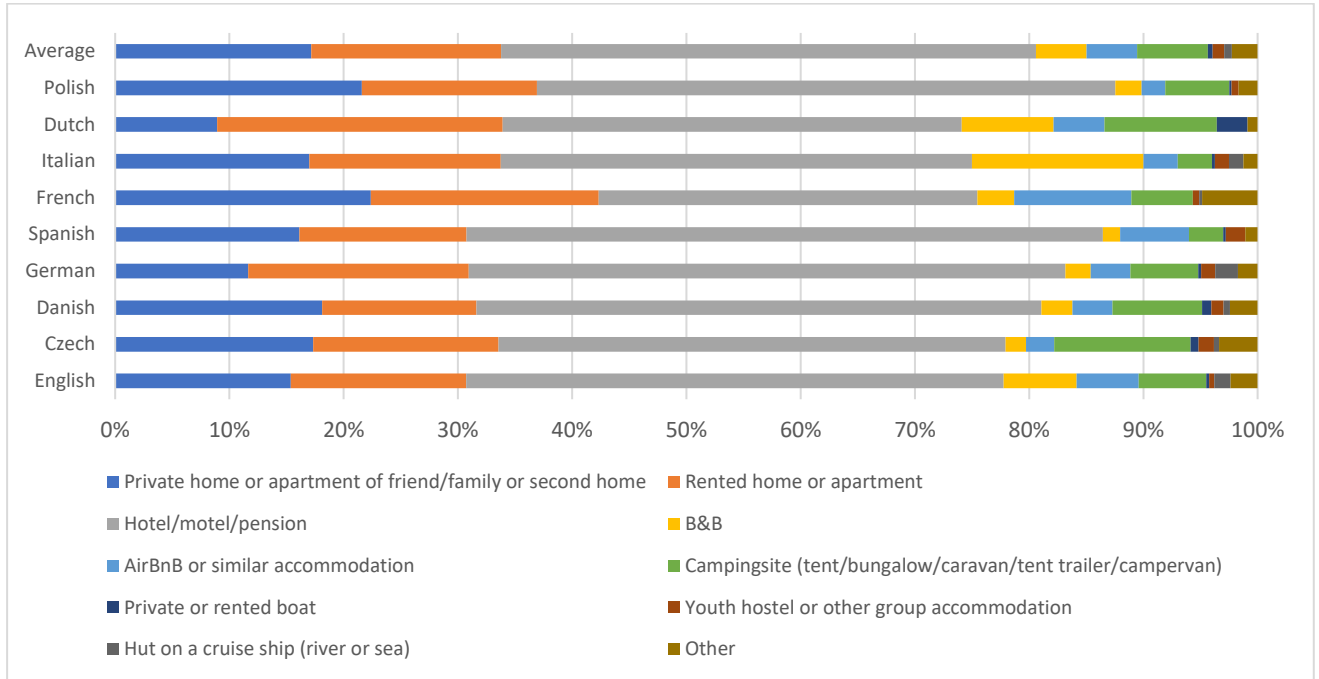


Figure 8: Accommodation type long trip in 2018-2019 (n=3,592)

3.1.10 Accommodation type short trip

Figure 9 shows that hotels are also the most popular accommodation type for short trips. There are larger differences between countries in the percentages of private homes (second home or owned by family). This category makes up 25 per cent of trips in the French source market, but less than 10 per cent in the Dutch source market. Private homes and rented homes are relatively less popular in the Italian source market than in other source markets, whereas Bed & Breakfasts are relatively much more popular in this source market.

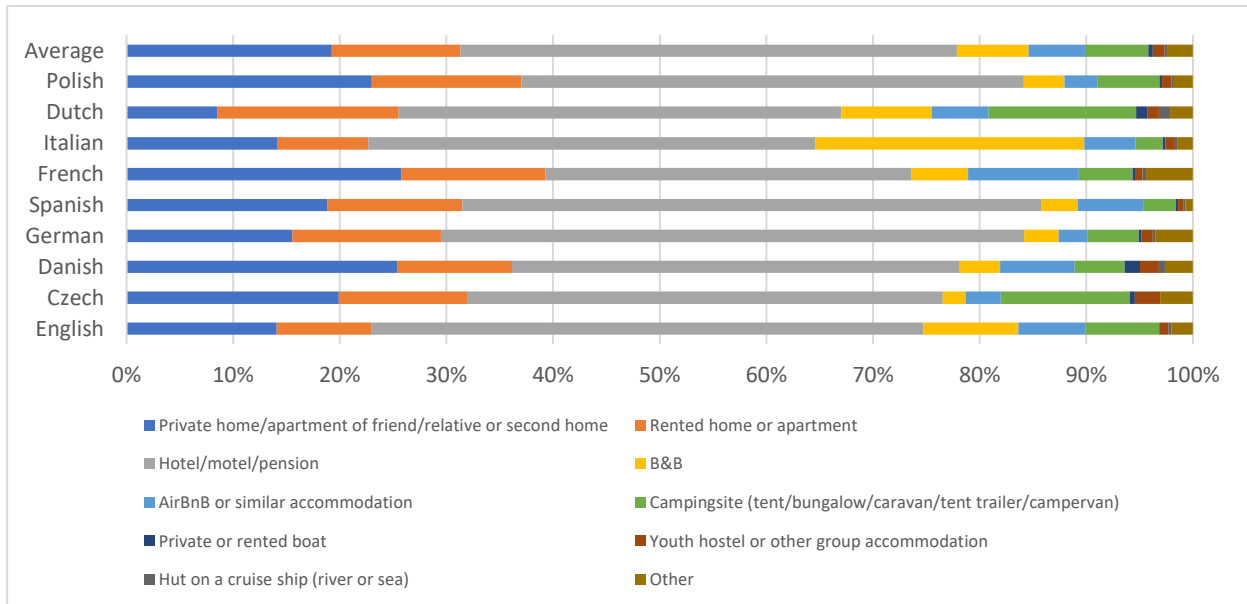


Figure 9: Accommodation type short trip in 2018-2019 (n=3,592)

Spending

3.1.11 Spending on long trip

Figure 10 to Figure 13 show the spending of different parts of the trips in different source markets. A darker line in these graphs is associated with higher spending. It can be observed that the Polish and Czech market spend relatively less money during their long holidays, and the Dutch and Danish relatively more.

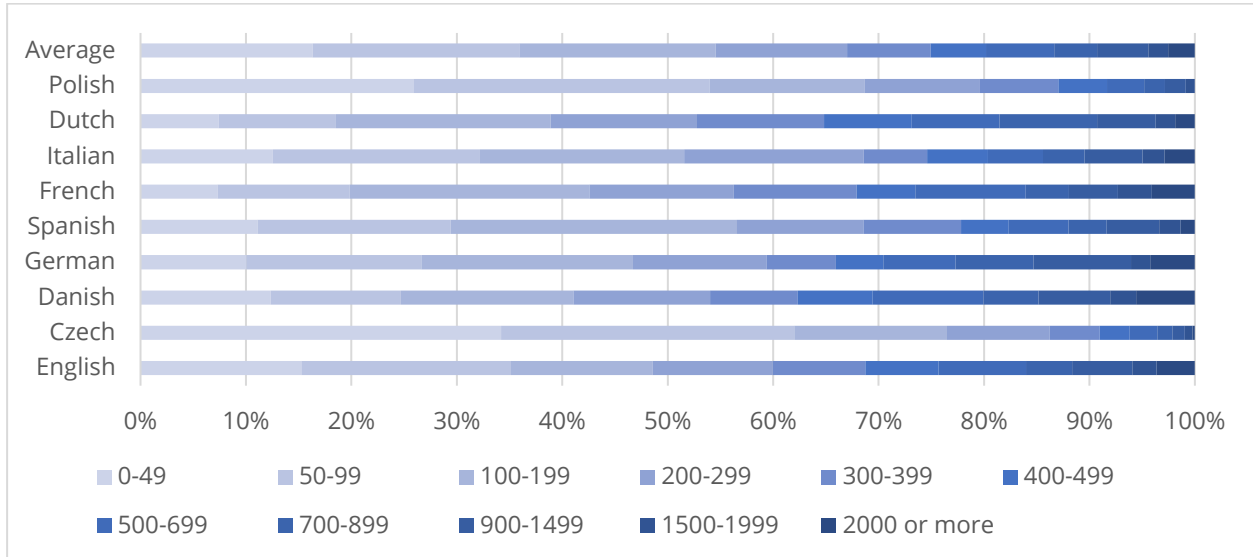


Figure 10: Spending per trip per person on transportation long trip in 2018-2019 (n=3,592)

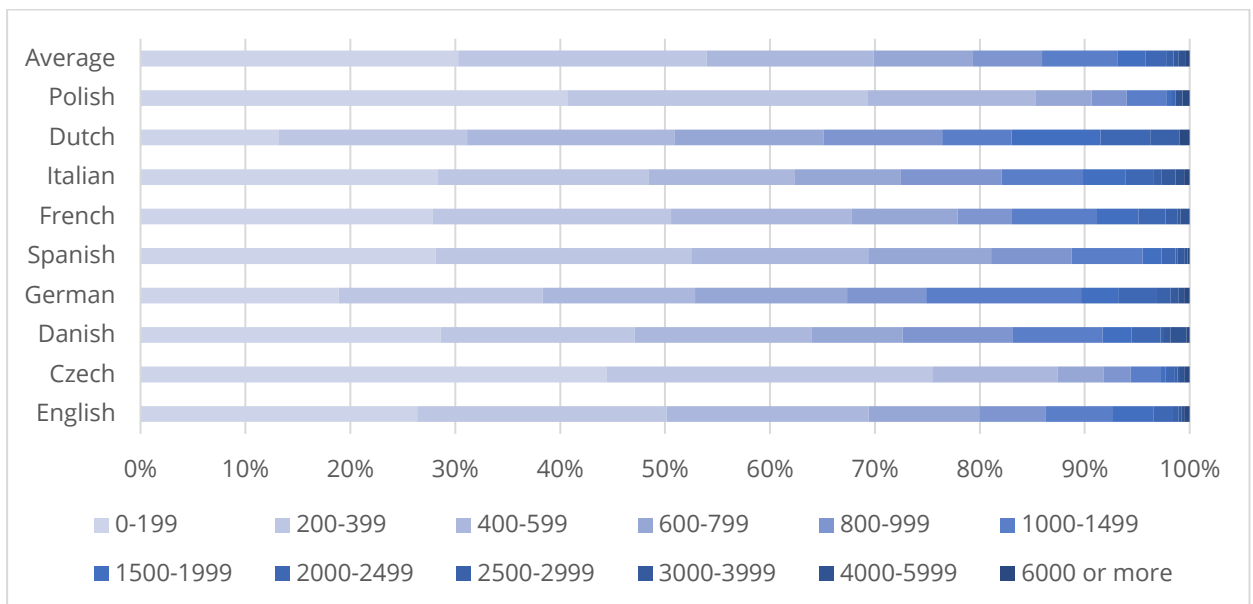


Figure 11: Spending per trip per person on accommodation long trip in 2018-2019 (n=3,592)

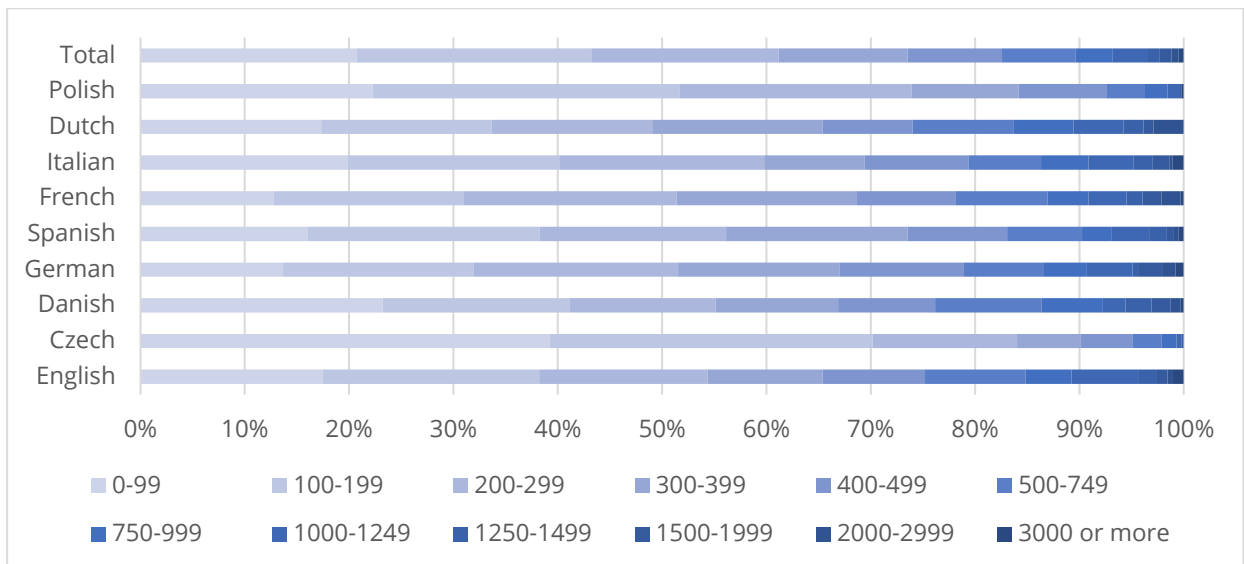


Figure 12: Spending per trip per person on activities long trip in 2018-2019 (n=3,592)

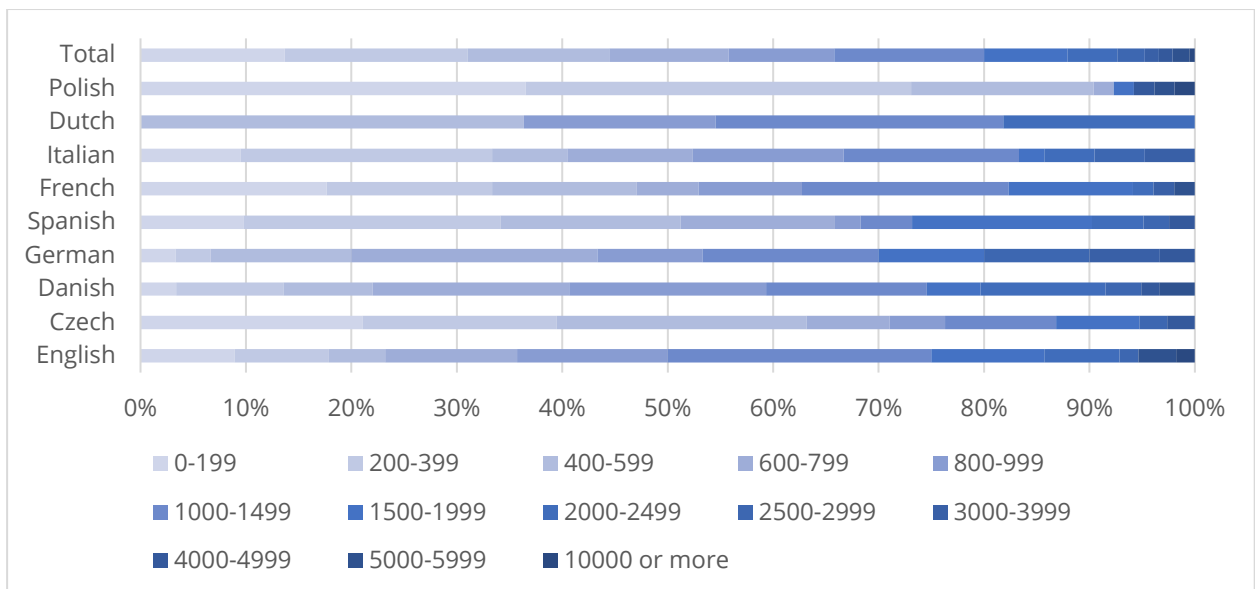


Figure 13: Estimated total spending per trip per person long trip in 2018-2019 (n=3,592)*

*If respondent is not sure about the spending on trip parts

3.1.12 Spending on short trip

Figure 14 to Figure 17 show the spending on different parts of a short trip. Again, a darker line is associated with a higher spending. The Polish and Czech source markets spend the least on average, whereas the Dutch and German source markets spend the most on average.

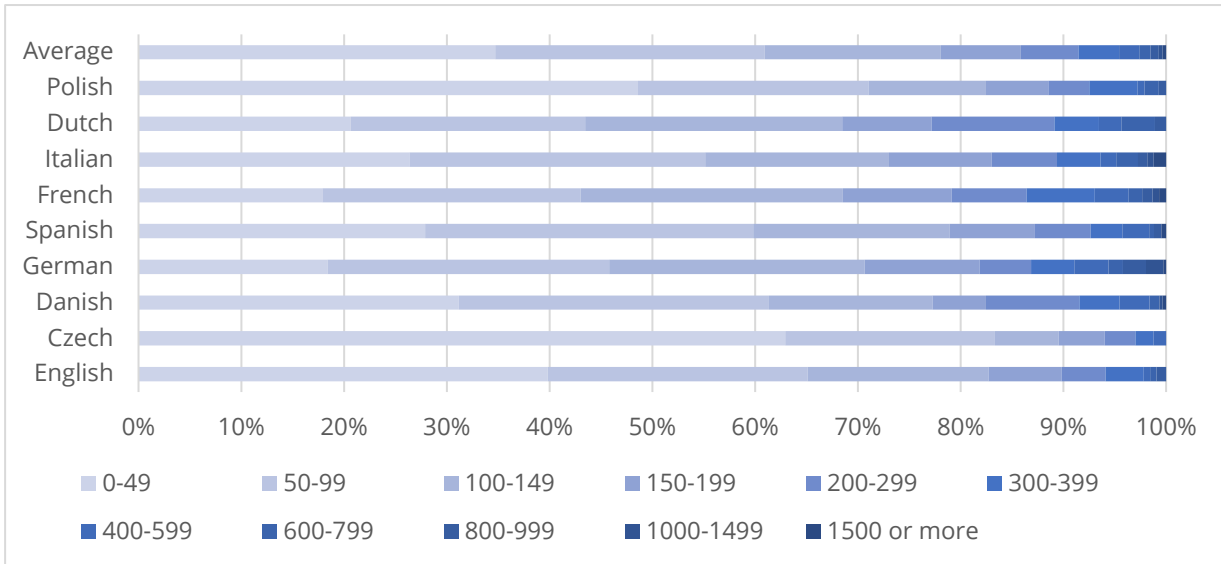


Figure 14: Spending per trip per person on transportation short trip in 2018-2019 (n=3,592)

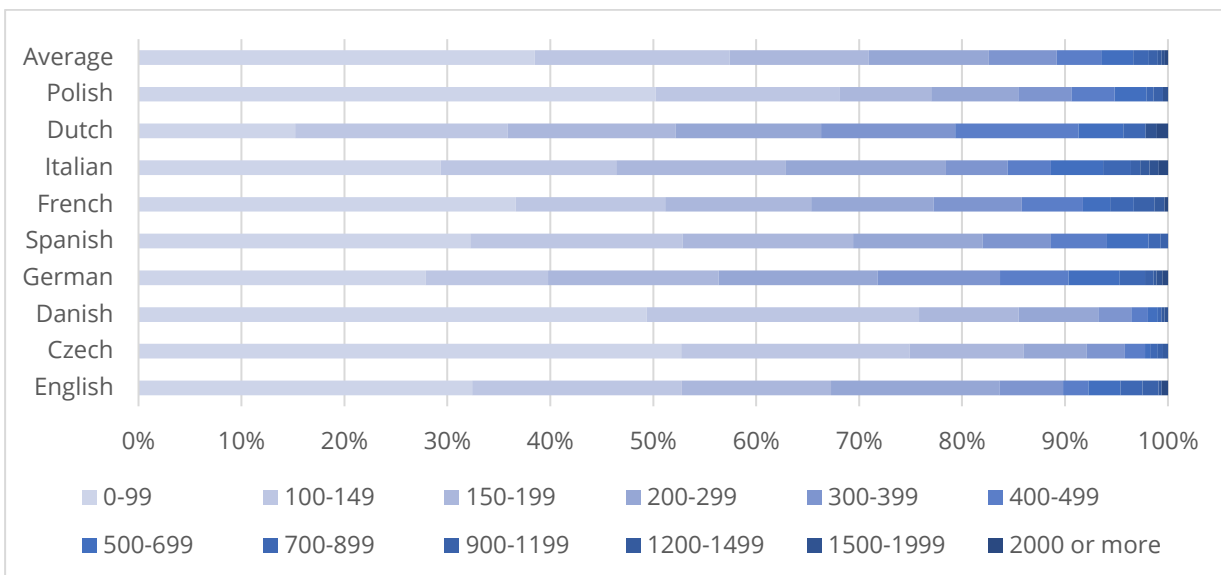


Figure 15: Spending per trip per person on accommodation short trip in 2018-2019 (n=3,592)

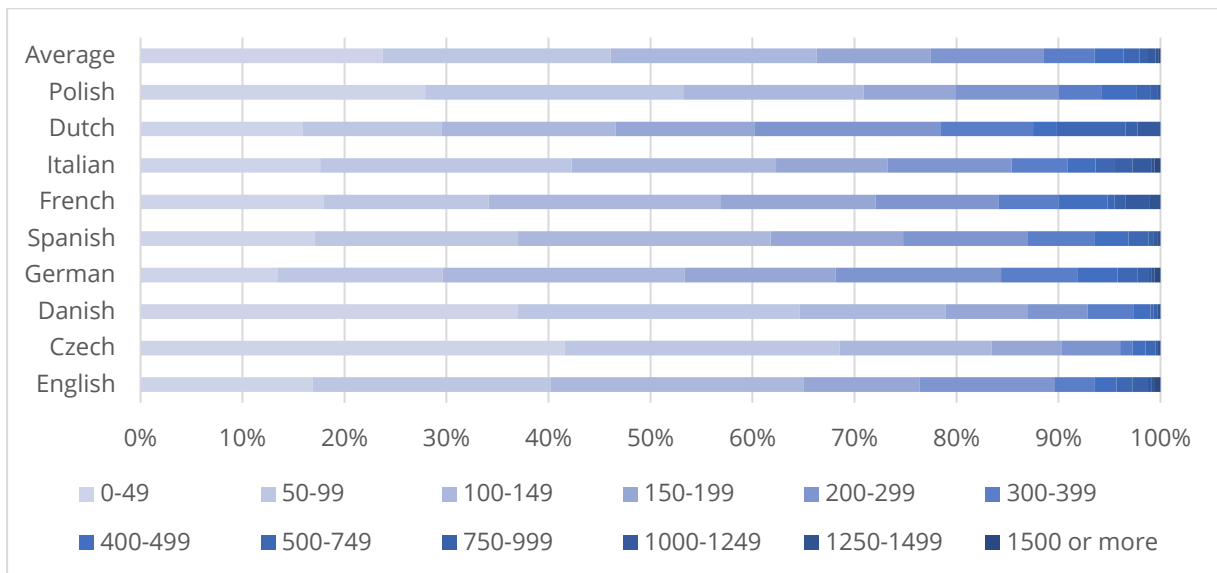


Figure 16: Spending per trip per person on activities short trip in 2018-2019 (n=3,592)

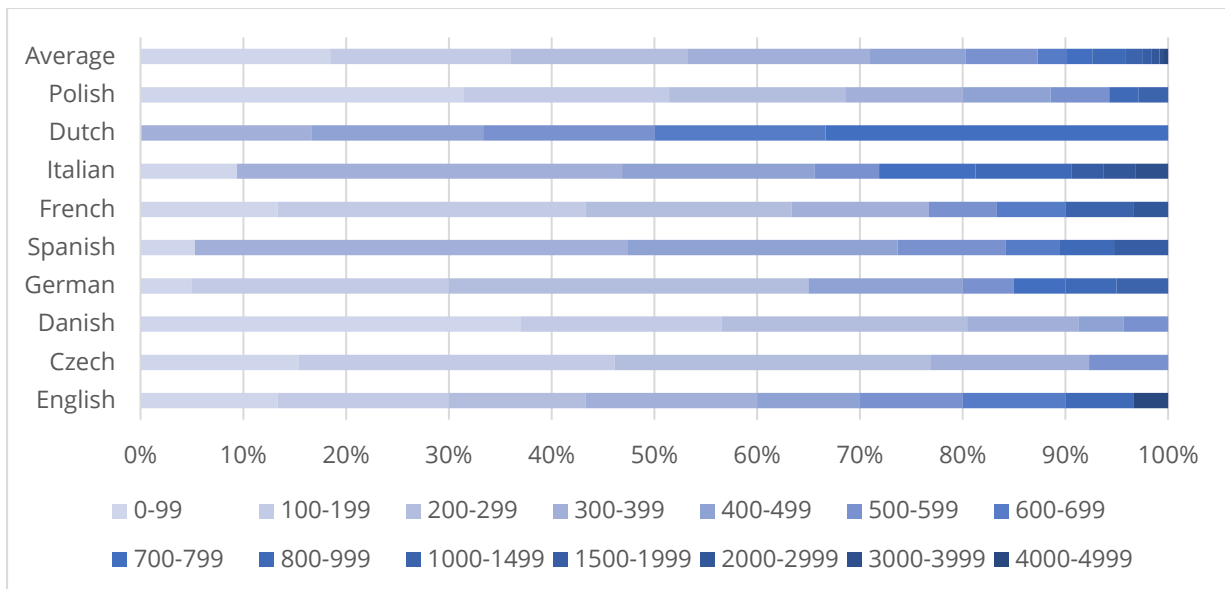


Figure 17: Estimated total spending per trip per person short trip in 2018-2019 (n=3,592)*

*If respondent isn't sure about the spending on trip parts

Emissions

3.1.13 Emissions long trips

The average emissions are a function of the number of long trips in 2018-2019 and the destination type (domestic, European, intercontinental) of the filled-out trip. The Czech and Polish source markets show relatively low average emissions (Table 4). Table 2 (average no. of trips) shows that these source markets have an above-average number of trips, but these trips are less often international. Therefore, the average emissions of long trips of these source markets are relatively low. The Italian source market also shows relatively low emission, but this is due to a lower average number of long trips (Table 2). On the other hand, the large share of international long trips in the English, Danish, and Dutch source market lead to relatively high average emission figures.

Source market	Emissions in kg CO ₂
English	2,358
Czech	1,817
Danish	2,476
German	2,266
Spanish	1,576
French	2,009
Italian	1,346
Dutch	2,198
Polish	1,571
Average	1,918

Table 4: Average total emissions long trips per person in 2018-2019 (n=3,592)

3.1.14 Emissions short trips

The average emissions are a function of the number of short trips in 2018-2019 and the destination type (domestic, European, intercontinental) of the filled-out trip. The Italian source market shows a relatively low emission figure (Table 5), due to a relatively low average number of short trips (Table 2), whereas the opposite is true for the Czech and Polish source markets (high number of trips and high emissions).

Source market	Emissions in kg CO ₂
English	542
Czech	492
Danish	378
German	456
Spanish	396
French	447
Italian	332
Dutch	453
Polish	451
Average	438

Table 5: Average total emissions short trips per person in 2018-2019 (n=3,592)

3.1.15 Sustainable travel practices by country

Table 6 shows the shares of respondents who would opt for various sustainable travel practices. Overall, it can be concluded that respondents from the UK and Germany are more likely to consider these travel practices. These countries score above-average on many of the statements below. The Netherlands scores relatively low on most statements, but the small sample size makes drawing conclusions more difficult. Across all source markets it can be observed that practices that would reduce the carbon footprint significantly (see also Table 51) (which involve either changing the mode of transport or reducing the travel distance) are less popular than practices which involve changes at the destination itself (involving locals or activities).

3.1.16 Past and future behaviour

The Italian source market does not consider many practices, despite having the lowest average carbon footprint out of all the countries (Table 4 - Table 5). The country's large share of domestic trips, both short and long (Table 2), does not seem to be related to environmental concerns (Table 6). On the other hand, the relatively large average carbon footprint of the UK (Table 4 - Table 5) – due to its geographical location - shows a contrast with the country's willingness to adopt sustainable travel practices (Table 6). Less promising is the Danish source market, which has the largest average carbon footprint on long trips (Table 4) and furthermore shows a below-average willingness to adopt sustainable travel practices (Table 6).

% of respondents who consider sustainable practice	UK	CZ	DA	DE	ES	FR	IT	NL	PL	Average
Eat at restaurants that focus on vegetarian and/or vegan dishes	15	5	7	14	9	7	5	8	10	9
Choose only non-motorized activities	6	6	7	7	4	8	6	5	15	7
Choose a travel company that offers environmentally friendly trips	15	9	15	16	15	13	12	12	15	14
Choose a travel company that focusses on working with local partners in the destination	15	16	14	15	8	12	12	13	14	13
Choose a destination that offers convenient transport from the bus and train station to its accommodations	25	20	15	20	21	18	15	11	16	19
Choose an accommodation owned and operated by	28	26	18	28	21	21	22	16	23	23

local people or organizations (not an international chain)										
Choose a destination with a sustainability label	13	9	11	12	14	9	12	14	13	12
Choose an accommodation with a sustainability label	19	11	12	15	18	13	14	20	13	15
Choose an accommodation that offers free or reduced-price public transport within the destination	23	15	17	26	19	19	13	15	18	19
Choose a less luxurious accommodation, for instance one without a spa and wellness center	21	24	20	22	22	20	18	22	24	22
Eat at restaurant that focus on using local produce	45	35	37	39	45	49	37	22	43	41
Eat at restaurants owned and operated by local people or organizations (and not one linked to an international chain)	50	25	33	36	30	31	32	21	30	33
Respect the local people and their customs	48	42	42	45	50	45	36	25	45	44
Buy only regional products at local shops	28	20	17	23	20	37	27	13	31	25
Learn about local traditions and trades	30	31	17	28	27	43	33	13	38	30
Use public transport or walking/cycling instead of the car at the destination	31	27	23	40	26	38	29	19	30	30
Purposely choose to not go for a long-distance trip	18	13	15	26	14	14	12	10	12	15
Travel by train	27	26	19	26	23	19	16	26	21	22
Not take the airplane	22	13	17	31	14	18	15	19	16	18
Travel by bus	14	11	11	10	13	7	7	7	15	11
Travel by electric car	8	3	7	6	8	7	9	11	10	7
Choose a nearby destination, for example my own country or a neighbouring country	30	60	26	36	43	28	24	13	24	34

Table 6: Percentage of respondents per sustainable travel practice by country (n=3,592)

4 Conclusions

This report shows that there are some differences in past travel behaviour between various European source markets. Some key findings:

- The Czech source market travels more often than other countries, but for shorter periods of time
- The German source market shows the most even distribution of trips throughout the year, whereas the Czech source market shows strong peaks in the summer season
- Dutch travellers prefer travelling with their children, whereas most Germans travel as a couple without children
- Unsurprisingly, more than 60 per cent of British travellers use the plane for long trips, while the car is the most frequently used transport mode in the Czech and Polish source markets
- For all source markets the car is the most important transport mode for short trips, followed by either plane or train
- For all source markets hotels are the most frequently used accommodation type for short and long trips, followed by private rentals. In Italy on short trips, Bed-and-Breakfasts are the second most frequently used accommodation type
- The average spending on short and long trip is lowest in the Czech and Polish source markets and highest in the German and Dutch source markets
- The average carbon footprint is highest in the Danish source market. Due to the relatively large share of domestic trips, the average carbon footprint is lowest in Italian, Czech, and Polish source markets
- The willingness to adopt sustainable travel practices in the future is relatively high in the German and British source market and relatively low in the Dutch source market
- Sustainable travel practices with a high impact (which involve a change in destination or transport mode) are generally less popular than medium or low impact travel practices (which involve changes or activities at the destination itself)

References

Fricke, J., Sensagir, I., & Melissen, F. (2022). Developing Tourist Profiles. SASTDes Report Interviews WP4. Breda University of Applied Sciences, Breda.

Appendix 1: Activity questionnaire

Thank you for participating in this survey.

The survey is part of a research project from Breda University of Applied Sciences (BUas), located in Breda, the Netherlands. BUas is a university with specific expertise in tourism and leisure. The overall aim of this research project is to help tourism destinations become more environmentally sustainable.

With the survey we want to get insight into the activities you are most likely to do when you are on a leisure trip. A leisure trip is a trip that you take for your own pleasure, and that involves at least one overnight stay away from home. Please keep this in mind when filling out the survey. Knowing which combinations of leisure activities are most frequently done during one and the same multiday leisure trip gives us better insight in how to develop tourism destinations in a more sustainable way.

In this questionnaire you will be asked questions about yourself, and about the activities you are most likely to do when on a multiday leisure trip. Please read the questions carefully and try to answer them as true to yourself as possible. Your responses are collected and stored fully anonymously, cannot be traced back to you individually, and will be used for research purposes only.

The questionnaire will take approximately 15 minutes to complete.

If you have any questions about the survey, please contact the project leader, dr. Marcel Bastiaansen (Bastiaansen4.M@buas.nl).

In the following part you will be asked a few questions about yourself.

What is your gender?

- Male
- Female
- Other
-

How old are you in years?

What is your country of residence?

- Albania
- Andorra
- Armenia
- Austria
- Azerbaijan
- Belarus

Belgium
Bosnia & Herzegovina
Bulgaria
Croatia
Cyprus
Czech Republic
Denmark
Estonia
Finland
France
FYR Macedonia
Georgia
Germany
Greece
Hungary
Iceland
Ireland
Italy
Kosovo
Latvia
Liechtenstein
Lithuania
Luxembourg
Malta
Monaco
Montenegro
Netherlands
Norway
Poland
Portugal
Rep Moldova
Romania
Russian Federation
San Marino
Serbia
Slovakia
Slovenia
Spain
Sweden
Switzerland
Turkey
Ukraine
United Kingdom
Vatican City

Would you say you live in a ... ?

- Metropolitan zone / larger city
 - Town / village
 - Rural area
-

What is your marital status?

- Single / Divorced / Widowed
 - Married / With partner
 - Other
-

Which type of household do you have?

- One-person household
 - Non-family multi-person household (e.g. student housing, living with roommates)
 - Family multi-person household with resident child(ren)
 - Family multi-person household without resident child(ren)
 - Single parent household with resident child(ren)
-

What is the highest level of education for which you have obtained a diploma?

- Primary education
 - Secondary education
 - Tertiary professional education
 - Equivalent to bachelor degree
 - Equivalent to master degree
 - Equivalent to PhD
-

How would you describe your employment situation?

- Payed employment
 - Self-employed / own business
 - Unemployed
 - Student
 - Retired
 - Other
-

How would you describe your net monthly household income?

- Below average in my country
 - About average in my country
 - Above average in my country
-

In the following part of the questionnaire you will be asked questions about activities you are most likely to do when you are on a multi-day leisure trip. A leisure trip is a trip that you take for your own pleasure, and that involves at least one overnight stay away from home.

This question is about participating in aerial sports. Aerial sports are sports that are executed in the air, for example a helicopter flight or a hot air balloon ride.

Please indicate for the activities listed below how likely you are to participate in each activity while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Flight glider/sailplane	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flight Helicopter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flight small motorised	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hot air balloon ride (non-motorised)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jumping with a parachute (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paragliding motorised (paramotor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paragliding unmotorised	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate below how likely you would be to participate in horseback riding while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Horseback riding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question is about participating in indoor cultural activities. With indoor activities we mean activities that happen inside a building.

Please indicate for the activities listed below how likely you are to participate in each activity while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Cinema or film house (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Classical concert / opera / operetta (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concert (pop/ jazz / blues / rock) (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural event / festival (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gallery (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Museum / art hall / exhibition (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Musical (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Theater / ballet / dance performance (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question is about participating in outdoor cultural activities. With outdoor activities we mean activities that happen outside of a building.

Please indicate for the activities listed below how likely you are to participate in each activity while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Visiting archaeological sights (e.g. excavations, burial mounds, dolmens) (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Classical concert / opera / operetta (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concert (pop/ jazz / blues / rock) (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural event / festival (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monument / place of interest (such as castles, churches, villages or boroughs) (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Museum / art hall / exhibition (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Musical (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open-air cinema (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Theater / ballet / dance performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question is about participating in fresh-water-based recreation. This entails activities that happen on or in lakes, rivers, ponds, glaciers, etc. Activities in the sea/ocean are not included in this question.

Please indicate for the activities listed below how likely you are to participate in each activity while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Canoeing (Fresh-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishing (Fresh-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jet Skiing (Fresh-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kite surfing (Fresh-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rafting (Fresh-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rowing (Fresh-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scuba diving (Fresh-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snorkeling (Fresh-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming (Fresh-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water ball games (Fresh-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water skiing (Fresh-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wind surfing (Fresh-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question is about participating in sea-water-based recreation, which does entail activities that happen on or in the sea or ocean. Activities on or in lakes, rivers, ponds, glaciers, etc. are not included in this question.

Please indicate for the activities listed below how likely you are to participate in each activity while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Canoeing (Sea-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discovering underwater caves (Sea-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishing (Sea-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jet Skiing (Sea-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kite surfing (Sea-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scuba diving (Sea-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snorkeling (Sea-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surfing (Sea-water-based)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming (Sea-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water ball games (Sea-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water skiing (Sea-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wind surfing (Sea-water-based recreation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question is about going out for entertainment purposes.

Please indicate for the activities listed below how likely you are to participate in each activity while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Bar / café visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Casino, gaming hall and similar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dance club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dining out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question is about relaxation activities.

Please indicate for the activities listed below how likely you are to participate in each activity while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Sunbathing at lakeside or riverside	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunbathing in the park or at the swimming pool side	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunbathing at the seaside	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wellness center \ sauna \ thermae \ mud bath \ steam bath	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question is about activities that improve mental activity and self-awareness.

Please indicate for the activities listed below how likely you are to participate in each activity while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Classes for developing skills (indoor) (e.g. design, psychology and philosophy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Classes for developing skills (outdoor) (e.g. design, psychology and philosophy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question is about nature activities. Nature activities involve both active and non-active activities that occur in a nature-based environment outdoors. Examples of nature activities are hiking, bird-spotting, and wild camping.

Please indicate for the activities listed below how likely you are to participate in each activity while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Activities with campfire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bird-spotting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cave visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collecting wild fruits, vegetables, mushrooms, plants, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discovering the wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hiking off-tracks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hiking on-tracks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hunting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ice climbing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photography, film, video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Picnic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rock climbing/mountaineering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking for pleasure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wild camping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question is about playing active games. More specifically games in which the gameplay evolves and progresses via a player's location, for example Pokémon Go and Geocaching.
Please indicate how likely you are to participate in active games while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Active games	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question is about shopping for pleasure. Shopping for necessary goods and services such as groceries is not included in this question.

Please indicate for the activities listed below how likely you are to participate in each activity while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekly market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question is about indoor sports. This entails sports that are done in a sports hall or indoor swimming pool. Sports that cannot be done inside a sports hall are not included in this question. Please indicate for the activities listed below how likely you are to participate in each activity while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Artificial rock climbing (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ball sports (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bowling (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gym (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rollerblading and Skateboarding (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winter sports (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yoga / Tai Chi / Meditation and similar (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question is about doing outdoor sports. This entails sports that are done in the open air. Sports that cannot be done outside of a sports hall are not included in this question. Please indicate for the activities listed below how likely you are to participate in each activity while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Athletics (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ball sports (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beach ball sports (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bungee jumping (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Car Race (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climbing park (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycling (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flying kites (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golf (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jogging / running (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mountain biking (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rollerblading and Skateboarding (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming (outdoor artificial pool)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yoga / Tai Chi / Meditation and similar (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question is about doing touring activities with motorised vehicles. The activities include going around for example a city or rural area to see multiple places/highlights. Vehicles that do not have a motor, for example a canoe or sailing boat, are not included in this question.

Please indicate for the activities listed below how likely you are to participate in each activity while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
4wd tour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cross motor driving (motorised)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electric bicycle tour (motorised)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motorcycle driving (motorised)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quad driving (motorised)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renting a boat (motorised)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking boat tour (motorised)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question is about doing touring activities with non-motorised vehicles. The activities include going around for example a city or rural area to see multiple places/highlights. This question is only about touring that is done with non-motorised vehicles, thus cars, motorbikes, etc. are not included.

Please indicate for the activities listed below how likely you are to participate in each activity while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Renting boat (rowing boat, canoe, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sailing (with sailing-boat with or without auxiliary engine)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question is about visiting attractions. The attractions meant in this question are all in defined enclosed areas, for example amusement parks or aquariums.

Please indicate for the attractions listed below how likely you are to visit each attraction while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Amusement park / Theme park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ornamental, botanical garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zoo / bird park / sea aquarium / etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question is about visiting events. The events meant in this question include for example car shows or other type of business or trade fairs.

Please indicate for the events listed below how likely you are to visit each event while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Fair / exhibition / show	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit conference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question is about visiting sport events. Visiting sport events entails watching other people practicing a sport without participating yourself. Examples are watching the Tour de France from the side of the track or watching soccer games on the side of the field or in a stadium.

Please indicate for the events listed below how likely you are to visit each event while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Athletics (spectator)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Badminton/table tennis (spectator)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boxing/wrestling/flight sports (spectator)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycling (spectator)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Field hockey/rugby (spectator)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Football/soccer (spectator)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horse Racing (spectator)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ice hockey/skating (spectator)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skiing (spectator)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming (spectator)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tennis/cricket/baseball (spectator)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volleyball/handball/basketball (spectator)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other sports (spectator, indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other sports (spectator, outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question is about winter sports. Winter sports are usually done in the mountains and in the snow. Going skiing or snowboarding in an indoor ski-hall is not included in this question.

Please indicate below for the listed types of winter sports how likely you would be to participate in each activity while on a multi-day leisure trip.

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Cross-country skiing ('langlauf')	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heli-skiing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Off-piste skiing/snowboarding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-piste skiing/snowboarding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for taking the time to fill out this questionnaire.

For this study interviews need to be held to better understand the motivation of people to do an activity on their multi-day leisure trip. Would you be willing to explain why you are/aren't interested in certain activities in a follow up interview? For participating in an interview you will receive a compensation of **10 euro** (note that we will select a number of people to interview).

Yes

No

Which medium would you prefer to use?

Skype/Facetime/Zoom

Phone call

Which language would you prefer to be addressed in?

- English
- German
- Dutch
- Spanish
- French
- Turkish

Please fill out the email address or phone number (with country code) on which we can contact you. This information will only be used to contact you for the interview and will be removed after the interview.

Thank you for completing our questionnaire!

If you have indicated that we can contact you for an interview you will be contacted at the beginning of July. Please note that we will select a number of people to participate in the interviews and therefore not everyone will be contacted.

Appendix 2: Travel behaviour questionnaire

Questionnaire Holiday travel behaviour

Thank you for participating in this survey. This survey is the second part of a research project from Breda University of Applied Sciences (BUAs), located in Breda, the Netherlands. The first part, about holiday activities, was sent out to you in June and we thank you again for answering that questionnaire! This second part is a follow-up study, and you have been selected as one of the respondents we would like to ask some additional questions about your travel behaviour in 2018 and 2019. The overall aim of this research project is to assist tourism destinations to develop in a balanced way.

With the survey we want to get insight into your travel behaviour on leisure trips. A leisure trip is a trip that you take for your own pleasure, and that involves at least one overnight stay away from home. Please keep this in mind when filling out the survey.

In this questionnaire you will be asked questions about your travel behaviour and preferences. Please read the questions carefully and try to answer them as true to yourself as possible. Your responses are collected and stored fully anonymously, cannot be traced back to you individually, and will be used for research purposes only.

The questionnaire will take approximately 10 minutes to complete.

If you have any questions about the survey, please contact the project leader, Paul Peeters (peeters.p@buas.nl).

1 General travel information and preferences

The following questions will be about your leisure trips in general.

Q1.1. How many leisure trips (international and domestic) did you take in 2018 and 2019 in total? A leisure trip is a trip that you take for your own pleasure, and that involves at least one overnight stay away from home.

- None at all → *exit of the questionnaire*
- I undertook ____ trips with between 1 and 3 nights away from home
 - Of which ____ trips were international
- I undertook ____ trips of 4 or more nights away from home
 - Of which ____ trips were international

If 'None at all': "Thank you for participating. Because all following questions are about your leisure trips in 2018 and 2019 and you indicate you did not undertake such trips, there is no need to fill-in further questions."

2 Questions about a long leisure trip (4 or more nights)

<<only ask in case the answer on question Q0 for long trips was 1 or higher>>

Now, we ask you to think back about one typical long leisure trips (4 or more nights) in the years 2018-2019. Please answer the following 7 questions with this trip in mind. The trip can be a domestic one (within your own country) or an international one, whatever you prefer. Please answer the following questions for this particular trip.

Q2.1a. Was your long leisure trip (4 or more nights) domestic or international?

- Domestic
- International

<<skip next in case domestic>>

Q2.1b. What was the destination country you stayed most of the time of your long leisure trip?

- List of all countries of the world (*only one choice*)

Q2.2 In what month did you leave for your long leisure trip to *<<fill in the country or "your own country" in case of domestic>>*?

- January
- February
- ...
- December

Q2.3. Which of the options below best describes your travel party on this long leisure trip to *<<fill in the country or "your own country" in case of domestic>>*?

- Family with children up to 18 years old
- Family with children over the age of 18 years old
- Two adults without children
- More than two adults without children (friend or family)
- Organised group travel
- Travelling alone
- Other

Q2.4. How many nights were you away from home during your long leisure trip to *<<fill in the country or "your own country" in case of domestic>>*?

- 4

- 5
- 6
-
- 49
- 50 or more

Q2.5 What was the main mode of transport travelling from your home to the destination on your long leisure trip to <<fill in the country or “your own country” in case of domestic>>?

- Airplane
- Boat or ferry
- Cruise ship
- Train
- Private or rental car using petrol, diesel or gas, incl. hybrid
- Electric car
- Car with caravan
- Motorbike
- Motorhome/campervan
- Touring car/bus/coach
- Bicycle/eBike/moped/on foot
- Other

Q2.6 What was the main type of accommodation on your long leisure trip to <<fill in the country or “your own country” in case of domestic>>? If you were accommodated at several types of accommodation during the trip, please indicate the one you stayed in most nights.

- Private home or apartment of friends and relatives/second home
- Rented home or apartment
- Hotel/motel/pension
- B&B
- AirBnB or similar accommodation
- Camping site (tent, bungalow, caravan, tent trailer, campervan)
- Private or rented Boat
- Youth hostel or other type of group accommodation
- Hut on a cruise ship (river or sea)
- Other

Q2.7 What did you spend per person for the whole long leisure trip to <<fill in the country or “your own country” in case of domestic>> on the following items? Please give in the currency type of your own country

- For your travel from home to the destination (air, rail, bus tickets, car fuel/electricity, etc.) .)
 - €0-49
 - €50-99
 - €100-199
 - €200-299
 - €300-399
 - €400-499
 - €500-699
 - €700-899
 - €900-1499
 - €1500-1999

- €2000 or more
- For accommodation
 - €0-199
 - €200-399
 - €400-599
 - €600-799
 - €800-999
 - €1000-1499
 - €1500-1999
 - €2000-2499
 - €2500-2999
 - €3000-3999
 - €4000-5999
 - €6000 or more
- Local spending for local transport, restaurants, cafes, pubs, tickets, excursions, museums, souvenirs, etc.)
 - €0-99
 - €100-199
 - €200-299
 - €300-399
 - €400-499
 - €500-749
 - €750-999
 - €1000-1249
 - €1250-1499
 - €1500-1999
 - €2000-2999
 - €3000 or more
- I do not remember the details but my whole trip costed per person about
 - €0-199
 - €200-399
 - €400-599
 - €600-799
 - €800-999
 - €1000-1499
 - €1500-1999
 - €2000-2499
 - €2500-2999
 - €3000-3999
 - €4000-4999
 - €5000-5999
 - €6000-6999
 - €7000-9999
 - €10000 or more

3 Questions about a short leisure trip (1-3 nights)

<<only ask in case the answer on question Q0 for short trips was 1 or higher>>

Now, we ask you to think back about one typical short leisure trips (1 to 3 nights) in the years 2018-2019. Please answer the following 7 questions with this trip in mind. The trip can be a domestic one (within your own country) or an international one, whatever you prefer. Please answer the following questions for this particular trip.

Q3.1a. Was your short leisure trip (1 to 3 nights) domestic or international?

- Domestic
- International

<<skip next in case domestic>>

Q3.1b. What was the destination country you stayed most of the time of your short leisure trip?

- List of all countries of the world (*only one choice*)

Q3.2 In what month did you leave for your short leisure trip to <<fill in the country or "your own country" in case of domestic>>?

- January
- February
- ...
- December

Q3.3. Which of the options below best describes your travel party on this short leisure trip to <<fill in the country or "your own country" in case of domestic>>?

- Family with children up to 18 years old
- Family with children over the age of 18 years old
- Two adults without children
- More than two adults without children (friend or family)
- Organised group travel
- Travelling alone
- Other

Q3.4. How many nights were you away from home during your short leisure trip to <<fill in the country or "your own country" in case of domestic>>?

- 1
- 2
- 3

Q3.5 What was the main mode of transport travelling from your home to the destination on your short leisure trip to <<fill in the country or "your own country" in case of domestic>>?

- Airplane
- Boat or ferry
- Cruise ship
- Train
- Private or rental car using petrol, diesel or gas, incl. hybrid
- Electric car
- Car with caravan
- Motorbike
- Motorhome/campervan
- Touring car/bus/coach
- Bicycle/eBike/moped/on foot

- Other

Q3.6 What was the main type of accommodation on your short leisure trip to <<fill in the country or “your own country” in case of domestic>>? If you were accommodated at several types of accommodation during the trip, please indicate the one you stayed in most nights.

- Private home or apartment of friends and relatives/second home
- Rented home or apartment
- Hotel/motel/pension
- B&B
- AirBnB or similar accommodation
- Camping site (tent, bungalow, caravan, tent trailer, campervan)
- Private or rented Boat
- Youth hostel or other type of group accommodation
- Hut on a cruise ship (river or sea)
- Other

Q3.7 What did you spend per person for the whole short leisure trip to <<fill in the country or “your own country” in case of domestic>> on the following items? Please give in the currency type of your own country

- For your travel from home to the destination (air, rail, bus tickets, car fuel/electricity, etc.) .)
 - €0-49
 - €50-99
 - €100-149
 - €150-199
 - €200-299
 - €300-399
 - €400-599
 - €600-799
 - €800-999
 - €1000-1499
 - €1500 or more
- For accommodation
 - €0-99
 - €100-149
 - €150-199
 - €200-299
 - €300-399
 - €400-499
 - €500-699
 - €700-899
 - €900-1199
 - €1200-1499
 - €1500-1999
 - €2000 or more
- Local spending for local transport, restaurants, cafes, pubs, tickets, excursions, museums, souvenirs, etc.)
 - €0-49

- €50-99
- €100-149
- €150-199
- €200-299
- €300-399
- €400-499
- €500-749
- €750-999
- €1000-1249
- €1250-1499
- €1500 or more _____
- I do not remember the details but my whole trip costed per person about
 - €0-99
 - €100-199
 - €200-299
 - €300-399
 - €400-499
 - €500-599
 - €600-699
 - €700-799
 - €800-999
 - €1000-1499
 - €1500-1999
 - €2000-2999
 - €3000-3999
 - €4000-4999
 - €5000 or more

4 Questions about your next multiday leisure trip

Q4.1. There are various ways of making a leisure trip more sustainable. Which of the following options would you personally like to use for your next multiday leisure trip if there were no restrictions due to COVID-19? Please tick all options that you would like to use.

Trip phase	Options	
Preparation & destination	Choose a nearby destination, for example my own country or a neighbouring country	0
	Choose a travel company that offers environmentally friendly trips	0
	Choose a travel company that focusses on working with local partners in the destination	0
	Choose a destination that offers convenient transport from the bus and train station to its accommodations	0
	Purposely choose to <u>not</u> go for a long-distance trip	0
Transport from home to the destination	Travel by train	0
	Not take the airplane	0
	Travel by bus	0
	Travel by electric car	0
Accommodation	Choose an accommodation owned and operated by local people or organisations (and not one linked to an international chain).	0
	Choose a destination with a sustainability label	
	Choose an accommodation with a sustainability label	0
	Choose an accommodation that offers free or reduced-price public transport within the destination	0
	Choose a less luxurious accommodation, for instance one without a spa and wellness center	0
Activities	Eat at restaurant that focus on using local produce	0
	Eat at restaurants owned and operated by local people or organisations (and not one linked to an international chain)	0
	Eat at restaurants that focus on vegetarian and/or vegan dishes	0
	Respect the local people and their customs	0
	Choose only non-motorised activities	0
	Buy only regional products at local shops	0
	Learn about local traditions and trades	0
	Use public transport or walking/cycling instead of the car at the destination	0

END QUESTIONNAIRE → Thank you for completing the questionnaire.

Appendix 3: Sample data (results first and second survey)

1 Sample demographics first survey

The following pie charts give insights in the demographic character of the whole sample.

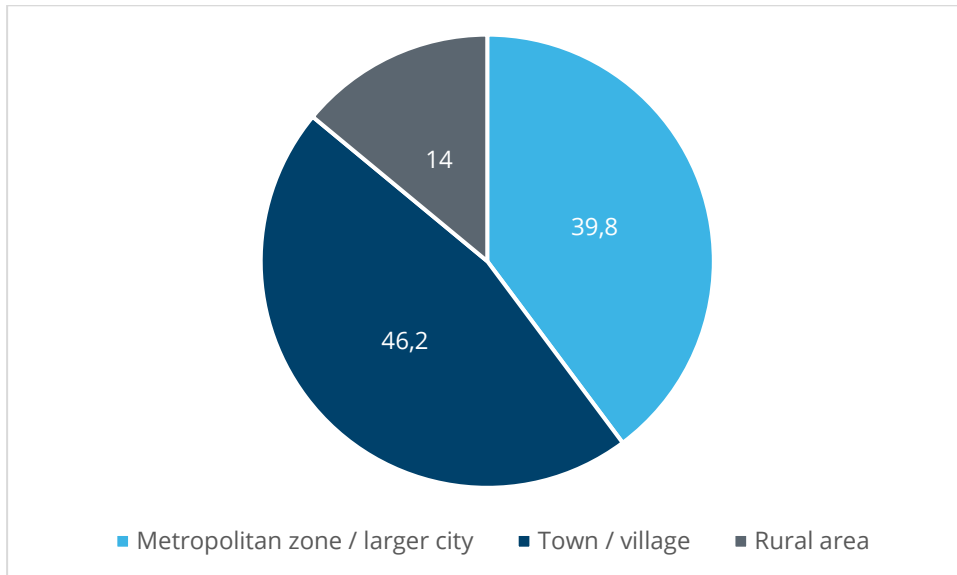


Figure 18: Place of residence (in %)

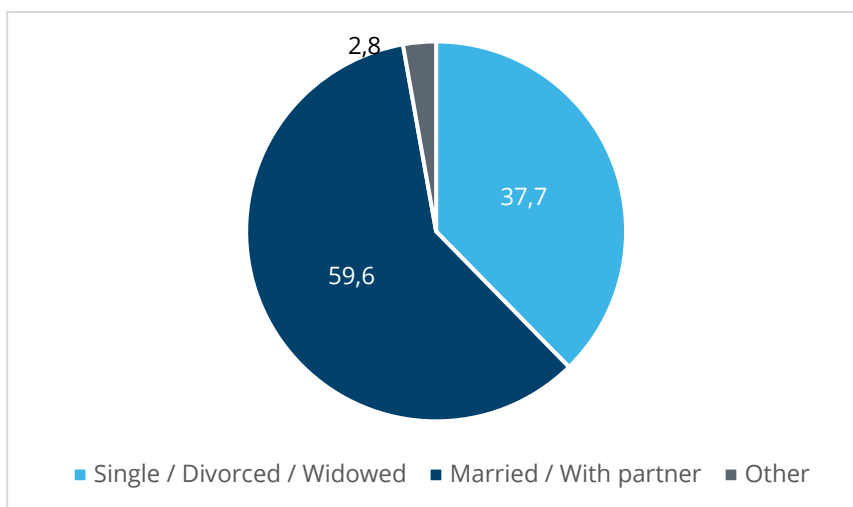


Figure 19: Marital status (in %)

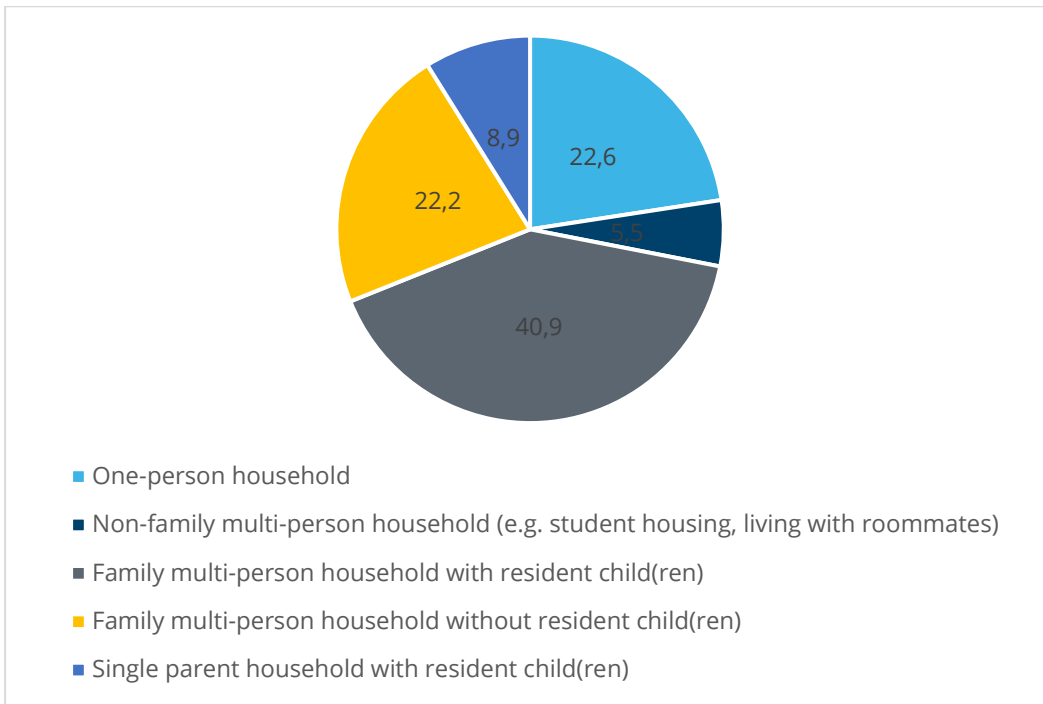


Figure 20: Household type (in %)

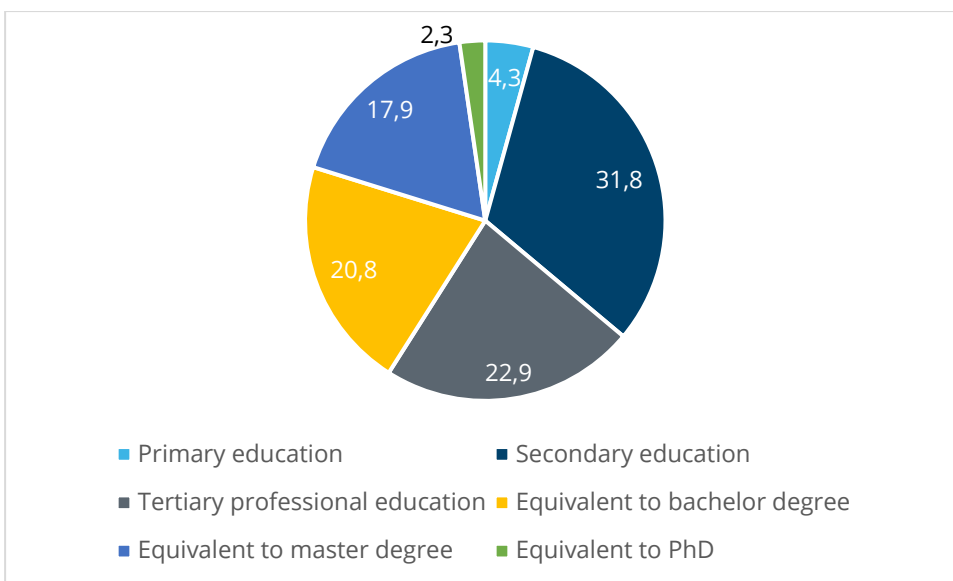


Figure 21: Level of education (in %)

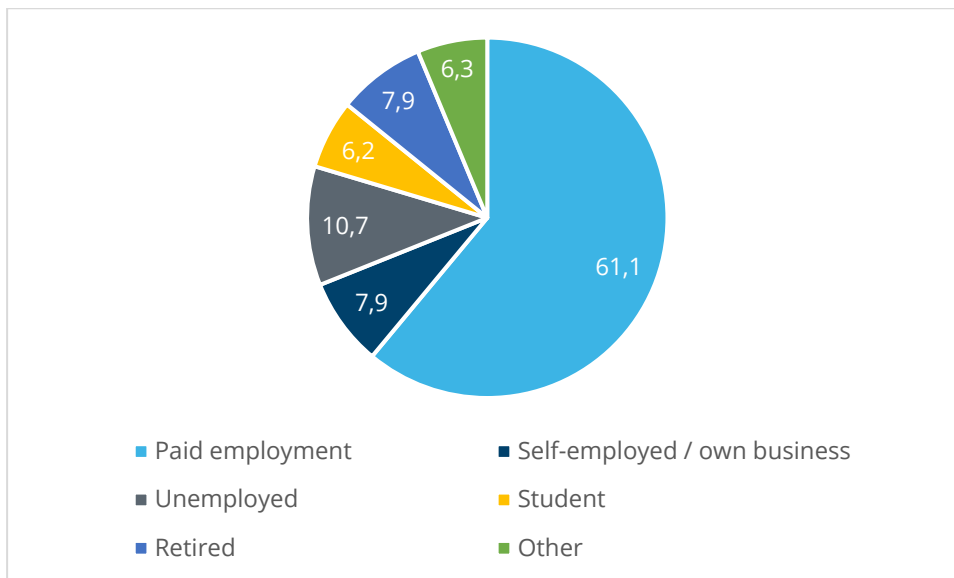


Figure 22: Employment (in %)

2 Preferences of activities

The tables below show the extent to which people consider various activities for their trip(s) (on a scale from 1=extremely unlikely, 2=somewhat unlikely, 3=somewhat likely, 4=extremely likely). It becomes clear that cultural activities (indoor and outdoor), certain forms of going out, hedonic activities (sunbathing and spas), shopping, and visiting attractions are relatively popular. The more accessible nature activities (such as hiking, walking, and a picnic) are much more popular than more active and sporty ones (such as ice or rock climbing or hunting). Activities involving animals, aerial sports, indoor sports, or winter sports are on the lower end of popularity.

	AB01
Mean	1.91
Median	2

Table 7: Mean and median animal-based activity

			Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Horseback riding	AB01	%	46.2	24.5	21.3	8

Table 8: Likelihood animal-based activity

	AS01	AS02	AS03	AS04	AS05	AS06	AS07
Mean	1.82	1.68	1.95	1.96	1.65	1.61	1.63
Median	1	1	2	2	1	1	1

Table 9: Mean and median aerial sports

			Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Flight small motorised	AS01	%	51.2	22.5	19.9	6.5
Flight glider/sailplane	AS02	%	57.2	22.5	15.4	5
Flight helicopter	AS03	%	46.2	21.4	23.8	8.6
Hot air balloon ride (non-motorised)	AS04	%	45.1	21.6	24.9	8.4
Jumping with a parachute (outdoor)	AS05	%	60.7	19.3	14.6	5.4
Paragliding unmotorised	AS06	%	60.8	21.6	13.2	4.4
Paragliding motorised (Paramotor)	AS07	%	59.9	21.8	13.6	4.7

Table 10: Likelihood aerial sports

	CAI01	CAI02	CAI03	CAI04	CAI05	CAI06	CAI07	CAI08
Mean	2.73	2.08	2.53	2.56	2.48	2.7	2.33	2.24
Median	3	2	3	3	3	3	2	2

Table 11: Mean and median cultural activities indoor

			Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Cinema or film house (indoor)	CAI01	%	16.5	18.5	40.1	24.8
Classical concert/opera/opera (indoor)	CAI02	%	37.1	28.7	23.6	10.6
Concert (pop/jazz/blues/rock) (indoor)	CAI03	%	22.2	21.7	37.2	18.9
Cultural event/festival (indoor)	CAI04	%	19.7	22.6	39.8	18
Gallery or studio (indoor)	CAI05	%	22.2	24.1	37.6	16.1
Museum/art hall/exhibition (indoor)	CAI06	%	17.1	18.4	41.9	22.6
Musical (indoor)	CAI07	%	27.4	26.2	32.3	14
Theatre/ballet/dance performance (indoor)	CAI08	%	30.4	27.3	29.8	12.5

Table 12: Likelihood cultural activities indoor

	CAO01	CAO02	CAO03	CAO04	CAO05	CAO06	CAO07	CAO08	CAO09
Mean	2.76	2.21	2.65	2.75	3.02	2.72	2.49	2.64	2.33
Median	3	2	3	3	3	3	3	3	2

Table 13: Mean and median cultural activities outdoor

			Extremel y unlikely	Somewha t unlikely	Somewha t likely	Extremel y likely
Visit outdoor archaeological objects/sites (e.g. excavations, burial mounds, dolmens)	CAO01	%	16.5	18.8	36.8	28
Classical concert/opera/opera (outdoor)	CAO02	%	30.9	30.1	26.5	12.5
Concert (pop/jazz/blues/rock) (outdoor)	CAO03	%	19.3	20.1	37.1	23.6
Cultural event/festival (outdoor)	CAO04	%	15.8	18.2	41.2	24.7
Monument/place of interest (such as castles, churches, villages, and boroughs; outdoor)	CAO05	%	12.8	11.6	36.5	39
Museum/art hall/exhibition (outdoor)	CAO06	%	16.1	20.1	39.9	23.9
Musical (outdoor)	CAO07	%	22.3	24.6	34.9	18.2
Open-air cinema (outdoor)	CAO08	%	16.9	22.7	39.7	20.7
Theatre/ballet/dance performance (outdoor)	CAO09	%	26.6	28	30.8	14.6

Table 14: Likelihood cultural activities outdoor

	FW0 1	FW0 2	FW0 3	FW0 4	FW0 5	FW0 6	FW0 7	FW0 8	FW0 9	FW1 0	FW1 1	FW1 2
Mea n	2.15	1.92	1.97	1.89	1.65	1.85	1.97	1.86	2.17	1.73	1.69	2.61
Medi an	2	2	2	2	1	2	2	2	2	1	1	3

Table 15: Mean and median freshwater activities

			Extremel y unlikely	Somewha t unlikely	Somewha t likely	Extremel y likely
Canoeing (freshwater-based recreation)	FW01	%	38	20.5	30.3	11.2
Fishing (freshwater-based recreation)	FW02	%	47.6	22.1	20.9	9.5
Snorkelling (freshwater-based recreation)	FW03	%	45.2	22.8	22.3	9.7
Jet Skiing (freshwater-based recreation)	FW04	%	49	21.5	21	8.5
Kite surfing (freshwater-based recreation)	FW05	%	56.9	25.5	13	4.5
Rafting (freshwater-based recreation)	FW06	%	48.5	24.5	20.4	6.7
Rowing (freshwater-based recreation)	FW07	%	43.1	24.7	24.8	7.5
Scuba diving (freshwater-based recreation)	FW08	%	50	22.2	19.6	8.2
Water ball (freshwater-based recreation)	FW09	%	37.2	20.6	30.2	12.1
Water skiing (freshwater-based recreation)	FW10	%	54.3	24	16.3	5.4
Wind surfing (freshwater-based recreation)	FW11	%	55.6	25.2	14.1	5.1
Swimming (freshwater-based recreation)	FW12	%	24.8	14.8	34.6	25.8

Table 16: Likelihood freshwater activities

	GO01	GO02	GO03	GO04
Mean	3.23	1.9	2.15	3.4
Median	3	2	2	4

Table 17: Mean and median going out

			Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Bar/café visit	GO01	%	7.3	9.8	35.5	47.4
Casino, gaming hall and similar	GO02	%	45.1	26.9	20.6	7.4
Dance club	GO03	%	35.3	26.5	26.4	11.8
Dining out	GO04	%	5.2	6.8	31.2	56.9

Table 18: Likelihood going out

	HA01	HA02	HA03	HA04
Mean	2.86	3.03	2.85	2.64
Median	3	3	3	3

Table 19: Mean and median hedonic activities

			Extremel y unlikely	Somewha t unlikely	Somewha t likely	Extremel y likely
Sunbathing (land-based: in the park, at the swimming pool)	HA01	%	14.3	17.5	36.1	32
Sunbathing (seaside)	HA02	%	12.4	13.8	32.5	41.3
Sunbathing (lake, river)	HA03	%	14.3	17.9	36.3	31.5
Wellness centre\sauna\thermae\mud bath\steam bath	HA04	%	19.3	22	34.4	24.3

Table 20: Likelihood hedonic activities

Mental activities (classes)

	MA01	MA02
Mean	1.99	2.01
Median	2	2

Table 21: Mean and median mental activities

			Extremel y unlikely	Somewha t unlikely	Somewha t likely	Extremel y likely
Classes for developing skills and academically (i.e. cooking, design, psychology, philosophy) (indoor)	MA01	%	40.6	27.7	23.8	7.9
Classes for developing skills and academically (i.e. cooking, design, psychology, philosophy) (outdoor)	MA02	%	40.1	27.1	24.4	8.3

Table 22: Likelihood mental activities

	NA 01	NA 02	NA 03	NA 04	NA 05	NA 06	NA 07	NA 08	NA 09	NA 10	NA 11	NA 12	NA 13	NA 14
Mean	2.54	2.28	2.54	2.44	2.69	2.38	2.86	1.46	1.55	2.85	1.78	3.3	2.14	3
Median	3	2	3	3	3	2	3	1	1	3	1	4	2	3

Table 23: Mean and median nature activities

			Extremel y unlikely	Somewha t unlikely	Somewha t likely	Extremel y likely
Activities with campfire	NA01	%	22.6	20.4	37.2	19.8
Bird-spotting	NA02	%	30.3	24.3	32	13.4
Cave visit	NA03	%	21.4	20.9	39.8	17.9
Collecting wild fruits, vegetables, mushrooms, plants, etc.	NA04	%	25.9	22.9	33	18.2
Discovering the wildlife	NA05	%	18.9	17.8	39	24.2
Hiking off-tracks	NA06	%	27.7	23.6	32	16.7
Hiking on-tracks	NA07	%	16.2	13	38.9	31.9
Hunting	NA08	%	70.9	16	9.4	3.8
Ice climbing	NA09	%	63.3	22.5	10.5	3.7
Photography, film, video	NA10	%	14.8	15.9	38.6	30.7
Rock climbing/mountaineering	NA11	%	52.1	24.2	17.3	6.4
Walking for pleasure	NA12	%	7.2	7.9	32.6	52.3
Wild camping	NA13	%	36.5	25.1	25.9	12.4
Picnic	NA14	%	10.9	11.9	43.5	33.8

Table 24: Likelihood nature activities

	PVO01
Mean	2.29
Median	2

Table 25: mean GPS-based activity

			Extremel y unlikely	Somewha t unlikely	Somewha t likely	Extremel y likely
Active games (outdoor/GPS-Enabled Smartphones)	PVO01	%	29.7	24.4	33.3	12.6

Table 26: Likelihood GPS-based activity

	SI01	SI03	SI04	SI05	SI06	SI07	SI08	SI09
Mean	1.76	2.1	2.48	2.13	1.78	1.77	2.01	2.55
Median	1	2	3	2	1	1	2	3

Table 27: Mean and median sports activities (indoor)

			Extremel y unlikely	Somewha t unlikely	Somewha t likely	Extremel y likely
Artificial rock climbing (indoor)	SI01	%	52.5	24.8	17	5.7
Ball sports (indoor)	SI03	%	38.4	23.8	27.2	10.6
Bowling (indoor)	SI04	%	25.8	18.1	38.7	17.4
Gym (indoor)	SI05	%	38.3	22.5	26.7	12.5
Rollerblading and Skateboarding (indoor)	SI06	%	52.1	24.8	16.6	6.5
Swimming (indoor)	SI07	%	52.1	24.8	17.1	6
Winter sports (indoor)	SI08	%	42.8	23.6	23.4	10.1
Yoga/Tai Chi/Meditation and similar (indoor)	SI09	%	25	16.6	36.6	21.8

Table 28: Likelihood sports activities (indoor)

	SO 01	SO 02	SO 03	SO 04	SO 05	SO 06	SO 07	SO 08	SO 09	SO 10	SO 11	SO 12	SO 13	SO 14
Me an	1.8 5	2.3	2.3 4	1.6	1.7 4	2.4 9	1.7 6	2.2 4	2.0 8	1.8 6	2.6 5	2.0 2	2.0 3	1.8 9
Me dia n	2	2	2	1	1	3	1	2	2	2	3	2	2	2

Table 29: Mean and median sports activities (outdoor)

			Extremel y unlikely	Somewha t unlikely	Somewha t likely	Extremel y likely
Athletics (outdoor)	SO01	%	48.2	25.4	19.6	6.7
Ball sports (outdoor)	SO02	%	32	20.6	33.1	14.3
Beach ball sports (outdoor)	SO03	%	30.8	19.7	33.9	15.6
Bungee jumping (outdoor)	SO04	%	62.5	20	12.8	4.8
Car Race (outdoor)	SO05	%	55	22.4	16	6.5
Cycling (outdoor)	SO06	%	27.3	17.8	33.2	21.6
Golf (outdoor)	SO07	%	52.3	24.6	17.4	5.7
Jogging/running (outdoor)	SO08	%	34.7	22	28.3	15.1
Mountain biking (outdoor)	SO09	%	40.3	23.1	25.3	11.3
Rollerblading and Skateboarding (outdoor)	SO10	%	49.2	23.5	19.6	7.7
Swimming (outdoor artificial pool)	SO11	%	22.5	15	37.1	25.4
Yoga/Tai Chi/Meditation and similar (outdoor)	SO12	%	42.4	23.6	23.6	10.4
Flying kites	SO13	%	40.8	24.1	26.3	8.8
Climbing park (outdoor)	SO14	%	47.2	24.2	21.3	7.3

Table 30: Likelihood sports activities (outdoor)

	SP01	SP02
Mean	3.01	3.17
Median	3	3

Table 31: Mean and median shopping activities

			Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Weekly market	SP01	%	7.8	15.2	45.5	31.6
Shopping	SP02	%	5.5	11.6	42.8	40

Table 32: Likelihood shopping activities

	SW0 1	SW0 2	SW0 3	SW0 4	SW0 5	SW0 6	SW0 7	SW0 8	SW0 9	SW1 0	SW1 1	SW1 2
Mean	2.04	1.79	1.87	2.04	1.92	1.66	1.9	1.71	2.18	1.73	1.69	2.63
Median	2	1	2	2	2	1	2	1	2	1	1	3

Table 33: Mean and median seawater activities

			Extremel y unlikely	Somewha t unlikely	Somewha t likely	Extremel y likely
Canoeing (seawater-based recreation)	SW0 1	%	41.4	22.9	26.4	9.3
Discovering underwater caves	SW0 2	%	52.7	22.4	17.7	7.2
Fishing (seawater-based recreation)	SW0 3	%	49.7	21.9	19.6	8.8
Snorkelling (seawater-based recreation)	SW0 4	%	43.6	21.2	23.2	12
Jet Skiing (seawater-based recreation)	SW0 5	%	47.9	20.8	22.1	9.1
Kite surfing (seawater-based recreation)	SW0 6	%	57.3	24.6	13.4	4.7
Scuba diving (seawater-based recreation)	SW0 7	%	48.7	21.3	20.9	9.1
Surfing (seawater-based recreation)	SW0 8	%	55.5	23.9	15	5.5
Water ball (seawater-based recreation)	SW0 9	%	36.7	21	29.9	12.4
Water skiing (seawater-based recreation)	SW1 0	%	54.4	23.6	16.1	5.9
Wind surfing (seawater-based recreation)	SW1 1	%	56	24.2	14.7	5.2
Swimming (seawater-based recreation)	SW1 2	%	24.9	14.5	33.9	26.8

Table 34: Likelihood seawater activities

	TA01	TA02	TA03	TA04	TA05	TA06	TA07	TA08	TA09
Mean	2.13	1.72	2.19	1.88	2.02	2.21	2.03	1.96	2.41
Median	2	1	2	2	2	2	2	2	3

Table 35: Mean and median touring activities

			Extremel y unlikely	Somewha t unlikely	Somewha t likely	Extremel y likely
4wd tour	TA0 1	%	37.9	22.2	28.7	11.2
Cross motor driving (motorised)	TA0 2	%	54.9	24.3	14.5	6.3
Electric bicycle tour (motorised)	TA0 3	%	35.2	22.3	30.7	11.8
Motorcycle driving (motorised)	TA0 4	%	49.2	22.9	18.6	9.3
Quad driving (motorised)	TA0 5	%	42.7	22.9	24.7	9.8
Renting boat (rowing boat, canoe, etc.)	TA0 6	%	34.1	22.7	31.7	11.5
Renting a boat (motorised)	TA0 7	%	40.4	25	25.3	9.3
Sailing (with sailing-boat with or without auxiliary engine)	TA0 8	%	43	26.3	22.7	7.9
Taking boat tour (motorised)	TA0 9	%	27.5	19.2	38.2	15.1

Table 36: Likelihood touring activities

	VA01	VA02	VA03
Mean	2.83	2.84	2.94
Median	3	3	3

Table 37: Mean and median visiting attractions

			Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Amusement park/Theme park	VA01	%	13.4	17.9	41.1	27.5
Ornamental, botanical garden	VA02	%	12.3	17.2	44.5	26
Zoo/bird park/sea aquarium/etc.	VA03	%	11	14.8	43.2	31

Table 38: Likelihood visiting attractions

	VE01	VE02
Mean	1.97	2.54
Median	2	3

Table 39: Mean and median visiting events

			Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Visit Conference	VE01	%	38.6	32.3	22.7	6.4
Fair / exhibition / show	VE02	%	19.5	22.7	42.1	15.7

Table 40: Likelihood visiting events

	VS0 1	VS0 2	VS0 3	VS0 4	VS0 6	VS0 7	VS0 8	VS0 9	VS1 0	VS1 1	VS1 2	VS1 3	VS1 4	VS1 5
Mean	2.04	1.9	1.92	1.67	1.7	1.82	1.97	1.78	1.9	1.9	1.79	1.8	2.02	1.92
Median	2	2	2	1	1	1	2	1	2	2	1	1	2	2

Table 41: Mean and median visiting sports

			Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Football/soccer (spectator)	VS0 1	%	44.5	20	22.2	13.3
Tennis/cricket/baseball (spectator)	VS0 2	%	47.6	22.8	21.2	8.3
Athletics (spectator)	VS0 3	%	46.3	23.1	22.7	7.9
Field hockey/rugby (spectator)	VS0 4	%	56.9	23.7	14.4	5
Boxing/wrestling/fighting sports (spectator)	VS0 6	%	57.6	20.9	15.4	6.2
Ice hockey/skating (spectator)	VS0 7	%	51.2	23	18.4	7.3
Volleyball/handball/basketball (spectator)	VS0 8	%	45.5	21.3	23.8	9.4
Badminton/table tennis (spectator)	VS0 9	%	51.8	23.9	18.5	5.8
Cycling (spectator)	VS1 0	%	47.4	23	22	7.7
Swimming (spectator)	VS1 1	%	47.6	23.1	21.1	8.2
Skiing (spectator)	VS1 2	%	52.6	22.6	18.5	6.3

Horse racing (spectator)	VS1 3	%	51.8	22.9	18.7	6.5
Other sports (spectator, outdoor)	VS1 4	%	41.7	22.6	27.8	7.9
Other sports (spectator, indoor)	VS1 5	%	45.4	23.9	24	6.7

Table 42: Likelihood visiting sports

	WS01	WS02	WS03	WS04
Mean	1.71	1.48	1.6	1.85
Median	1	1	1	1

Table 43: Mean and median winter sports

			Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
Cross-country skiing	WS01	%	56.2	21.8	16.5	5.6
Heli-skiing	WS02	%	66.9	21.5	8.4	3.2
Off-piste skiing/snowboarding	WS03	%	62.4	20.2	12.7	4.7
On-piste skiing/snowboarding	WS04	%	53.6	18.1	17.5	10.7

Table 44: Likelihood winter sports

Risk of impact

During an expert session, scores of 12 sustainability dimensions were assigned to each activity. The dimensions that were taken into account are GHG-emissions, energy use, air quality, water use, water quality, noise quality, biodiversity quality, safety, landscape quality, sustainable mobility access, littering/pollution, and waste quantity. The impact of each travel activity on these dimensions was scored from 1 (very low impact) to 5 (very high impact). Therefore, the maximum score is 60. Most of the popular activities from the previous series of tables fall at the lower range of the average impact (Table 45). Out of the activity groups with a relatively high impact, only visiting attractions is relatively popular. In general, the most popular activities have a medium to low impact. This part of the trip, however, only accounts for a small fraction of the total emissions of the trip. Therefore, there is not much reason to be optimistic, looking at trips as a whole.

Group of activities	Average risk on negative impact*
Animal-based activities	19.5
Aerial sports	18.7
Cultural activities (indoor)	5.9
Cultural activities (outdoor)	11.4
Fresh-water-based recreation	13.9

Going out	12.5
Hedonic activities	13.8
Mental activities	4
Nature activities	13.8
Play/video games (outdoor)	15
Sports (indoor)	9.9
Sports (outdoor)	11.1
Shopping for pleasure	10.5
Sea-water-based recreation	14.3
Touring activity	20.4
Visit attractions	21
Visit events	16
Visit sports events	15.3
Winter sports	24.5

Table 45: Overview of the risks for sustainability of all activity groups as assessed by team-analysis.

**) Impact on 12 dimensions (of which GHG emissions, noise pollution, etc.), with a maximum score of $5 \times 12 = 60$; the index gives a 'risk-score', which means that the activity has a relatively high risk of negative impacts, but the impacts themselves also depend on the number of people that participate in ten activity and the environmental vulnerability of the destination.*

3 Trip characteristics second survey

	Short trips	Long trips
Average number of trips per person in 2018-2019	2.8	3.2
Average number of trips per person per year between 2018-2019	1.4	1.6
Percentage of domestic trips	75.6	42.5
Percentage of European trips	21.9	42.3
Percentage of intercontinental trips	2.5	15.2
Average length of stay (nights)	2.58	8.96

Table 46: Trip characteristics whole sample

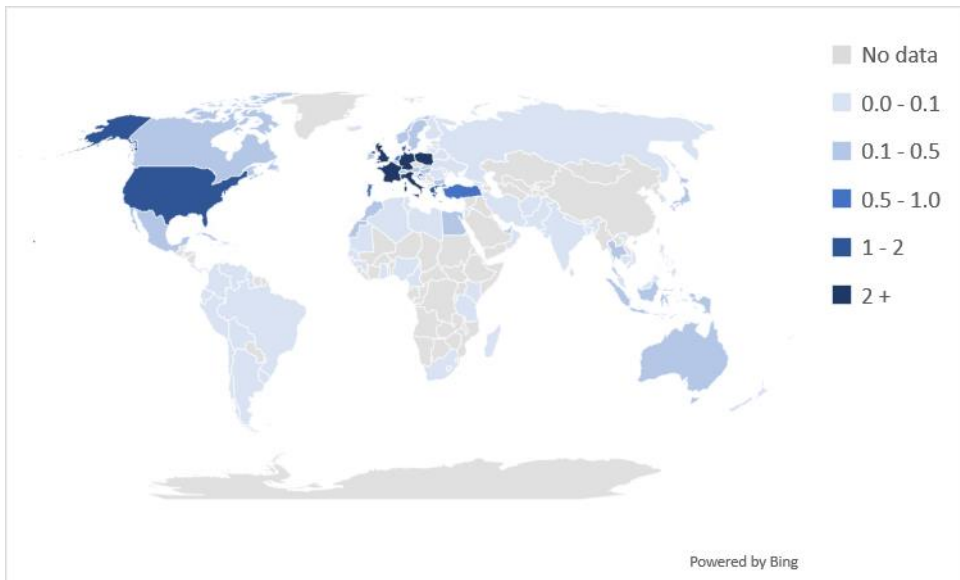


Figure 23: Percentage of long trips by destination country*

*Spain accounts for 4.9 percent of long trips

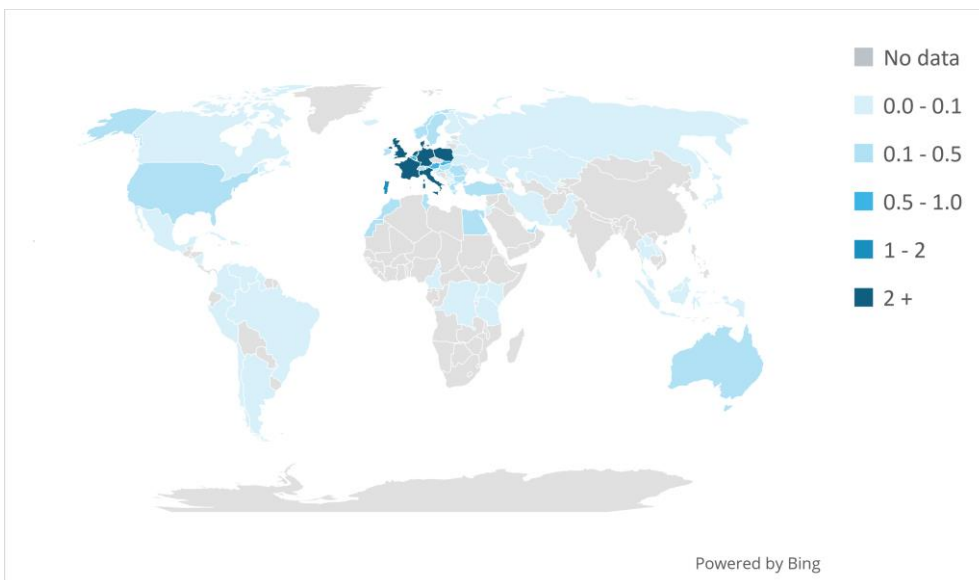


Figure 24: Percentage of short trips by destination country*

*Spain accounts for 4.6 percent of short trips

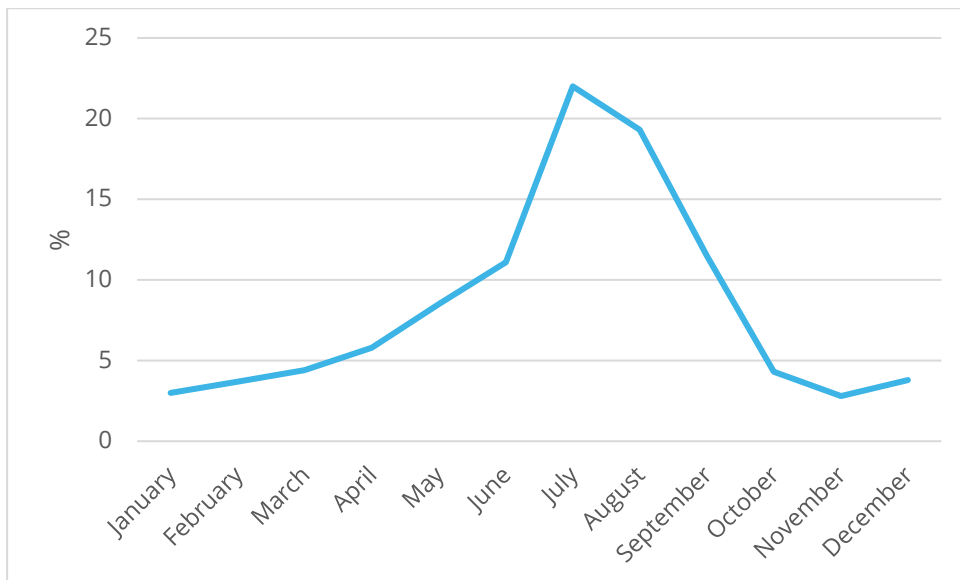


Figure 25: Percentage of long trips per month

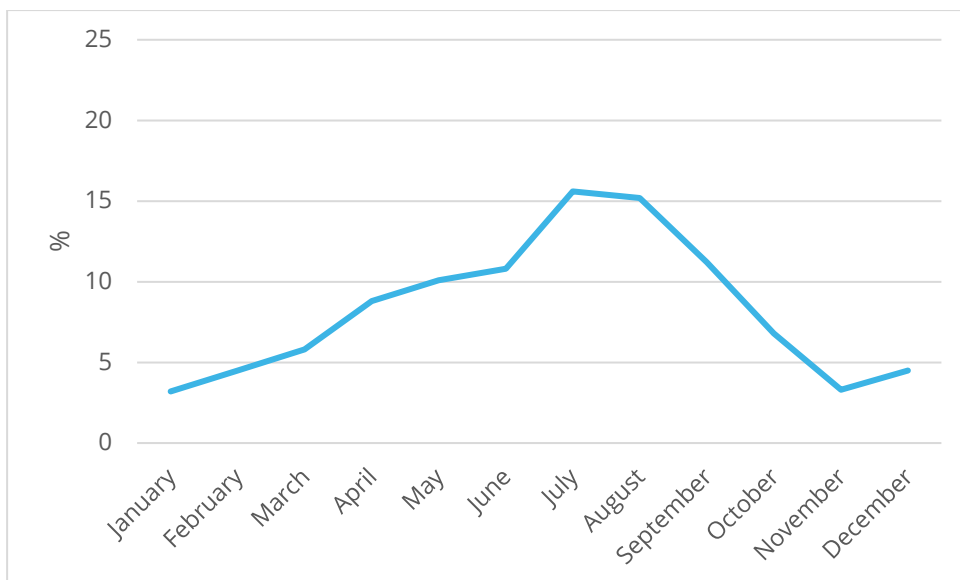


Figure 26: Percentage of short trips per month

Transport mode	Short trips (%)	Long trips (%)
Airplane	16.1	44.5
Boat or ferry	1.1	1
Cruise ship	1.2	1.4
Train	14.7	8.8
Private/rental car using petrol, diesel or gas (incl hybrid)	55.3	34.3
Electric car	0.7	0.5
Car with caravan	1.2	1

Motorbike	0.5	0.3
Motorhome/campervan	0.6	1
Touringcar/bus/coach	6.9	5.8
Bicycle/eBike/moped/on foot	0.4	0.4
Other	1.3	1.1
Total	100	100

Table 47: Shares of transport mode by trip type (short/long)

Accommodation type	Short trips (%)	Long trips (%)
Private home/apartment of friend/relative or second home	19.2	17.2
Rented home or apartment	12.1	16.6
Hotel/motel/pension	46.6	46.8
B&B	6.7	4.4
AirBnB or similar accommodation	5.3	4.4
Campingsite (tent/bungalow/caravan/tent trailer/campervan)	5.9	6.2
Private or rented boat	0.4	0.4
Youth hostel or other group accommodation	1.1	1
Hut on a cruise ship (river or sea)	0.3	0.7
Other	2.4	2.2
Total	100	100

Table 48: Shares of accommodation type per trip type (short/long)

Travel party	Short trips (%)	Long trips (%)
Family with children up to 18	24.7	28.8
Family with children over 18	5.1	6.3
Two adults without children	43.3	39.5
More than two adults without children	11	9.1
Organised group travel	3	4.2
Travelling alone	10.9	10.1
Other	2	1.9
Total	100	100

Table 49: Shares of travel party by trip type (short/long)

Type of costs	Long trip (in €)	Short trip (in €)
Average transport costs	328	120
Average accommodation costs	546	186
Average activity costs	329	148
Average estimated costs (respondents who only indicated total amount)	1049	376
Total costs (all respondents included)	1257	472

Table 50: Average spending by trip type (short/long)

Table 51 shows the percentage of respondents that would consider various sustainable travel practices. From the table it becomes clear that practices at the destination itself (eating local food, at local restaurants, or interacting with locals) are considered by a relatively large share of the sample. A possible explanation for this is that these practices would only entail minor changes in the respondent's travel behaviour, compared to a change in transport mode or destination. These practices would increase the social and economic sustainability of a destination, while the latter two options mostly lead to more environmental sustainability. Another striking finding is that practices which involve sustainability labels, or are marketed as sustainable, are only considered by a small share (one-seventh) of the sample. These labels usually offer a convenient way for travellers to opt for sustainable offers. However, a possible downside is that travellers may associate these words with less comfort or quality. Changing the transport mode or reducing the travel distance are the most impactful ways to reduce emissions. These options are neither the most, nor the least popular behaviour changes. On average, around one-fifth of the respondents would opt for these sustainable travel practices, which could lead to a significant drop in emissions.

Sustainability statement	Percentage of respondents that considers option	Impact of practice on CO ₂ emissions
Eat at restaurants that focus on vegetarian and/or vegan dishes	9%	Low
Choose only non-motorized activities	7%	Low
Choose a travel company that offers environmentally friendly trips	14%	Medium
Choose a travel company that focusses on working with local partners in the destination	13%	Medium

Choose a destination that offers convenient transport from the bus and train station to its accommodations	19%	Medium
Choose an accommodation owned and operated by local people or organizations (not an international chain)	23%	Medium
Choose a destination with a sustainability label	12%	Medium
Choose an accommodation with a sustainability label	15%	Medium
Choose an accommodation that offers free or reduced-price public transport within the destination	19%	Medium
Choose a less luxurious accommodation, for instance one without a spa and wellness center	22%	Medium
Eat at restaurant that focus on using local produce	41%	Medium
Eat at restaurants owned and operated by local people or organizations (and not one linked to an international chain)	33%	Medium
Respect the local people and their customs	44%	Medium
Buy only regional products at local shops	25%	Medium
Learn about local traditions and trades	30%	Medium
Use public transport or walking/cycling instead of the car at the destination	30%	Medium
Purposely choose to not go for a long-distance trip	15%	High
Travel by train	22%	High
Not take the airplane	18%	High
Travel by bus	11%	High
Travel by electric car	7%	High
Choose a nearby destination, for example my own country or a neighbouring country	34%	High

Table 51: Willingness to adopt sustainable travel practices

4 Stated vs revealed behaviour

Table 52 shows that respondents who would consider nearby destinations for their next trip, also travelled less far in the past. More than half (51.7%) the respondents who would consider a nearby destination in the future, travelled domestically in 2018-2019 for their long trip, compared to 38 per cent of respondents who would not consider a nearby destination in the future. On the one hand the current figures do not look overly optimistic, since a large group that would not consider a nearby destination travelled abroad or even intercontinentally in 2018-2019. On the other hand, more than 10 per cent of respondents who would consider a nearby destination in the future (34 per cent, see Table 51), travelled intercontinentally in the past. If this group would not only consider, but also travel to nearby destinations instead of intercontinentally, the carbon footprint could significantly decrease.

	Considered nearby destinations	Didn't consider nearby destinations
Long trip		
Domestic	51.7	38
Short-Haul (<3 hours flights)	37.5	44.7
Long-Haul (>3 hours flight)	10.8	17.3
Total %	100	100
Short trip		
Domestic	81.8	72.3
Short-Haul (<3 hours flights)	16.9	24.5
Long-Haul (>3 hours flight)	1.3	3.2
Total %	100	100

Table 52: Considering nearby destinations in the future compared to past behaviour

Table 53 shows similar figures as Table 52. Respondents who would not consider reducing long-distance trips tend to travel farther (higher percentages of short-haul and long-haul trips), compared to respondents who would consider reducing long-distance trips (higher percentage of domestic trips). Currently, not many people (15 per cent, see Table 51) would consider reducing long-distance trips. Out of this group, the biggest shares already travel relatively close to home (domestically or short-haul).

	Considers reducing long-distance trips	Doesn't consider reducing long-distance trips
Long trip		
Domestic	53.3	40.6
Short-Haul (<3 hours flights)	36.6	43.3
Long-Haul (>3 hours flight)	10.1	16
Total %	100	100
Short trip		
Domestic	82.5	74.4

Short-Haul (<3 hours flights)	15.8	23
Long-Haul (>3 hours flight)	1.7	2.7
Total %	100	100

Table 53: Considering reducing long-distance trips compared to past behaviour

Table 54 shows that stated and revealed behaviour are in line. Relatively many respondents who would consider the train for a next trip, have used the train for a trip in 2018-2019. Around 1 in 4 (22 per cent) would consider the train for a next trip.

	Considers the train	Doesn't consider the train
Long trip		
Train	20.3	5.5
Total %	100	100
Short trip		
Train	34.9	8.6
Total %	100	100

Table 54: Considering taking the train compared to past behaviour

Table 55 shows again that stated and revealed behaviour are in line. Relatively more respondents who would not consider 'skipping' the plane, travel by plane in 2018-2019. On the other hand, almost one in 5 respondents would consider other modes of transport in the future (18 per cent, see Table 51), which would decrease the total carbon footprint significantly.

	Considers not taking the plane	Doesn't consider not taking the plane
Long trip		
Airplane	30	47.6
Total %	100	100
Short trip		
Airplane	9.5	17.6
Total %	100	100

Table 55: Considering not taking the plane compared to past behaviour

Table 56 shows that a higher percentage of respondents who would consider the bus for their next trip(s), also used this transport mode in 2018-2019 (4 times as high). The willingness to adopt this sustainable travel practice is low (only 11 per cent would consider taking the bus).

	Considers the bus	Doesn't consider the bus
Long trip		
Bus	17.3	4.4
Total %	100	100
Short trip		
Bus	19	5.4
Total %	100	100

Table 56: Considering the bus compared to past behaviour

Only a small percentage of respondents consider taking the electric car for their next trip (7 per cent, see Table 51), which is mostly due to the car ownership that is needed. Besides this, only a very small share of respondents have travelled by electric car in 2018-2019 (Table 57). This share was two to three times bigger for respondents who would consider this transport mode, compared to respondents who would not (1.1 versus 0.6 per cent and 1.2 per cent versus 0.4 per cent for long and short trips respectively).

	Considers the electric car	Doesn't consider the electric car
Long trip	7	
electric car	1.1	0.6
Total %	100	100
Short trip		
electric car	1.2	0.4
Total %	100	100

Table 57: Considering the electric car compared to past behaviour



Games



Media



Hotel



Facility



Built Environment



Logistics



Tourism



Leisure & Events



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