

EUROPE IS ALWAYS A GOOD IDEA...

Survey report 2022



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ABOUT THE SURVEY

With the phones ringing off the hook and mails overflowing, travel agents are busy answering several queries from the customers. As we recover from the pandemic, travellers are ready to explore new frontiers of the world.

Being a traveller's hub for a long time now, Europe is blooming again with tourists from worldwide.

To understand the latest demands of regular and first-time travellers and unveil the new travel trends, Studiosus Incoming conducted a survey that was actively participated by 75+ travel agencies and their staff casting their opinion. The results that we obtained are just exciting to share with you!

Studiosus
Incoming



Which country in Europe is making the headlines?

While most travellers want to explore the whole of Europe, the majority of Indians are making enquiries about Switzerland for their next trips.

57.5%

want Switzerland to be their first overseas destination



Why Switzerland tops the bucket list?

1. There is no better place to fall in love with than Switzerland.
2. This beautiful European country is a paradise for perfect honeymoons and family trips.
3. Serene lakes, jaw-dropping natural landscapes, finger-licking cuisine, and warm hospitality make Switzerland an alpine gem of Europe- making it always first!
4. Bollywood calling!
The picturesque landscapes and iconic locations of the romantic capital of Europe are complete showstoppers. They serve as the hotspots for filming Bollywood movies and web series.



Travel to breathe freely again!

How do your customers prefer to travel once the international border is fully open?

Covid-19 has severely impacted the travel industry in the past two years. Many travellers either had to postpone their vacation plans or, to the worst, had to cancel them due to the pandemic crisis.

As the world recovers medically and financially, families and groups of friends are desperate with their bucket lists to travel to Europe once the international boundaries are open and fully operational. As we move towards normalcy, the excitement is gushing back. And Europe, one of the best destinations to unwind, will observe many foreign visitors in the coming time.

82.6% want to plan an immediate family vacation.

The dream travel to Europe...

The top reason why your customers choose Europe over other destinations?

The European continent flourishes with destinations and attractions that savour the perfect blend of heritage and luxury. The world's best travel experiences find a home in Europe, and this is something that attracts global travellers here to quench their quest of finding a heart-warming sojourn.

A sizable group of customers choose to holiday in Europe owing to its exotic destinations, heritage, unmatched architecture, lovely weather, and delicious cuisine. With every new city, the surroundings change, experiences change, the cuisine changes, and attractions change, but what remains the same is the charm of this vibrant country, making it a "must-visit" destination for every passionate traveller.

50% love Europe for its locations.





Europe is all set to
welcome you
back...
Are you?



It's all about making the right choices

What is the biggest challenge while deciding on a European Holiday for your customers?

Making the right choices while making a travel plan is important to having a memorable and flawless experience. Indians need to hire a reliable Destination Management Company (DMC) when travelling to Europe. Customers consider various factors while picking the best DMC for their plan. They often face challenges while making choices like competitive rates, lack of the company's authentic experience, and physical presence in the destination country.

Selecting the right DMC can reward travellers with a smooth and effortless tour of Europe, right from budgeting, comfortable transportation, and luxury stays to making beautiful memories.

67.4% consider competitive pricing as a concern.

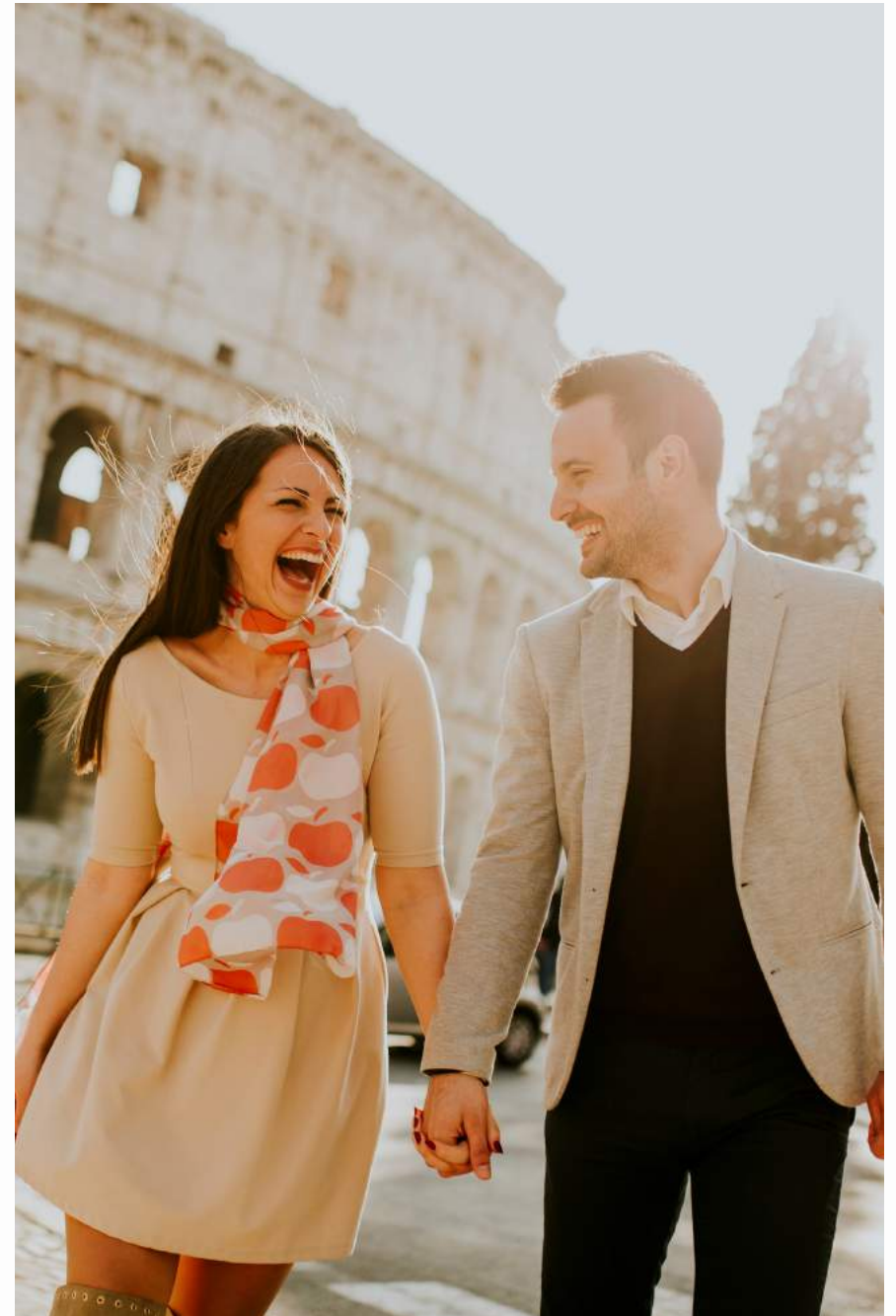
When travel becomes an "occasion"

What are the special occasions your customers opt for travel?

People were anxious to move out and celebrate travel as an occasion with their loved ones. Travellers were awaiting the "social rebirth" to re-unite with people worldwide and enjoy the experiences and destinations missed for so long!

Be it families, friends, or solo travellers, most of them choose to travel to exotic locations for their annual trips. As various countries lifted COVID-19 restrictions this year, newlyweds couples choose to travel to Europe for their honeymoon. The year 2022 is seeing a significant rise in honeymooners, the celebration of anniversaries, and family reunions.

89.1% prefer to go on annual holidays this year.





The more questions we asked

1 What is the busiest period when your customers prefer to visit Europe?

April to September are the most active months when Indian plan their holidays.

2 What is the average age of your customers booking with you?

Most of the queries are from the 40 - 55 years of age group.

3 What is the average duration of a trip your customer book for Europe?

People make Europe plans for 07 to 15 days. A small number of individuals even prefer a trip longer than 15 days!

4 How long do your customers take to finalise their holidays?

It usually takes a month or more for individuals to finalise their bookings. But queries for last-minute travel are increasing.

5 What kind of queries are you receiving from customers regarding COVID-19?

Most travellers want to stay up-to-date with the general information about the country's COVID-19 guidelines, rules and medical support before making any bookings.

6 What are the top reasons for a family holiday?

Honeymoon, family reunion, and more focused personal needs and wellbeing top the list.



Key findings

think that Switzerland is the top destination in demand

57.5%

92.5%

of the queries are for travellers of an average age ranging from 40 to 55 years

70%

of customers enquire about the general information about the covid-19 status in Europe

100%

think that April to September is the most active time of the year when their customers prefer to visit Europe

think that vacations are the top reasons for family holidays

97.5%

87.5%

consider annual holidays as their preferred travel option for special occasions

80%

of the customers are excited to set off on family trips after the international border gets fully open

42.5%

Customers believe that exotic European locations are better than any other destinations of the world

customers take more or month or more to finalise their trip

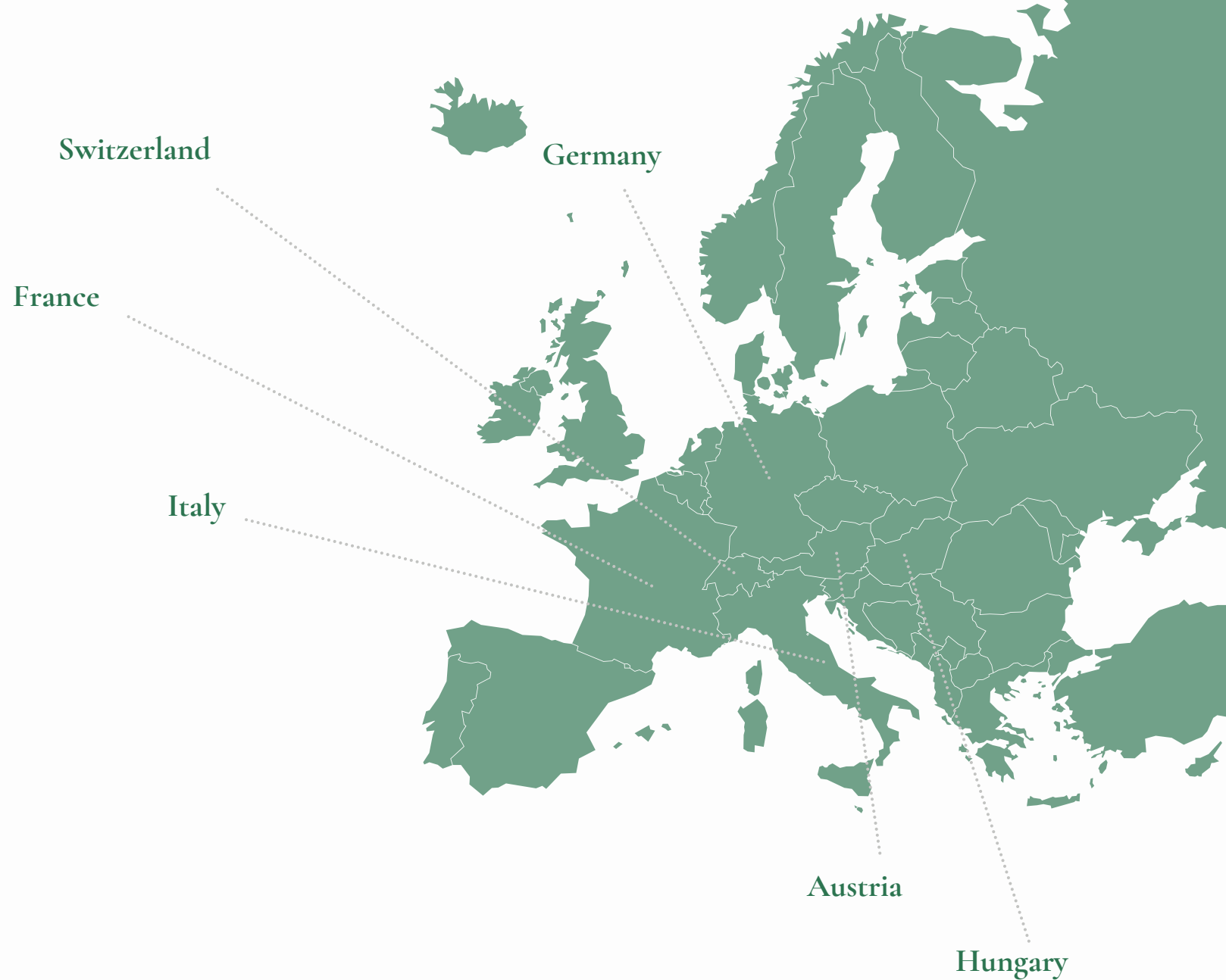
62.5%

70%

think that competitive pricing is a concerning factor while deciding the right DMC to travel to Europe

90%

think that the average duration of the trip their customer asks for European destinations is 7-15 days



Where can you go next?

Explore Europe with Studiosus and its dedicated specialist team renowned for having the industry's most exemplary skills, knowledge, and contacts.

More about the survey...

Significantly, after the news of international borders getting fully operational, travellers have gained enthusiasm and are gearing up to explore places again! The questions put forth in this survey were designed to analyse the planning habits of customers after stepping into the pandemic recovery period.

The pandemic has reflected changes in the thought process of the potential travellers, and decoding these thoughts can aid travel agents in curating the best experiences and handcraft top itineraries for their customers.

Understanding the queries received by the travel agents will help a long way in analysing the travel patterns of tourists visiting Europe. This analysis will benefit the growth of travel to Europe and building a culture that emphasises prioritising the needs of travellers.

Contact us to know more about the holiday trends and how can we help you design the best travel experiences in Europe.



A brief portrait of Studiosus Incoming

Studiosus has operated worldwide outgoing business to Europe since 1954 and is recognized as a leading specialist in the segment of cultural and high standard study tours. It is the European market leader in the cultural tours segment. More than 350 staff at the headquarter in Munich guarantee efficient handling of all operations to more than 120 countries worldwide. In 2018, the company generated a turnover of 281 million euros.

Since 2014, Studiosus has successfully implemented a new department called Studiosus Incoming, specializing in leisure and MICE business. Studiosus Incoming is benefitting from the experience, the reputation, and the market power of the mother company.

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Survey & Questioners

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RESPONDING TO FUTURE TRAVEL TRENDS

Do you prefer stylish shopping in Munich's exclusive Maximilianstraße? Or bustling for bargains of international fashion labels at one of the big outlet centres? Or going on a fast drive without a speed limit on the Autobahn in an exclusive German car? Or walk around in the high-streets of Paris?

We bring beyond the ordinary and design some tailor-made experiences to make your European travel experience magical.

The opportunities are
limitless with us.

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