

## **Mondial Assistance reveals the favourite 2010 summer destinations of Europeans travelling by plane**

### **3rd Mondial Assistance summer holiday barometer**

- **Despite the crisis, severe cutbacks...volcanic ash, etc. Europeans are travelling by plane this summer to reach their holiday destinations**
- **Summer holidays will be 20% longer than in 2009**
- **French, German, Spanish and Italian vacationers who chose to fly will fly within their own countries**

For the third consecutive year, Mondial Assistance revealed the preferred 2010 summer destinations for Europeans travelling by plane<sup>1</sup>. This analysis was based on hundreds of thousands of Mondial Assistance travel insurance policies subscribed to on the Internet sites of European airline companies for flights scheduled from July 1st to August 31st 2010.

« Most European airline companies and tour operators use e-Magin, our online platform that is integrated into their own Internet sites. E-Magin allows their customers to take our travel insurance policies at the same time they reserve their airline tickets. Year after year, our barometer offers an exclusive indication of summer trends. Spain remains the 2010 favourite summer destination of Europeans, but again this year, the ranking of preferred destinations changes country by country, » says Erick Morazin, Director Global Accounts, Mondial Assistance.

#### **Spain stays on top but loses some appeal**

In 2009, 25% of Europeans travelling by plane vacationed in Spain. This year, that figure has dropped to 18%. In 2009 in fourth position as a favourite destination, France finds itself in second place in 2010, on a par with Italy at 10%. Spain, France, Italy and the U.K. together attract 46% of all European vacationers travelling by plane.

Among the large European countries, France, Germany, Italy and Spain are the preferred destinations of their citizens who choose their own country as a favourite destination.

For the moment, the U.S. attracts 7% of Europeans, a figure that could drop given the fluctuation in exchange rates. Greece (6%), Portugal (5%), Ireland and Croatia (2%) are at the bottom of the list.

#### **2010 Holidays are 20% longer than in 2009**

Despite the crisis, European vacationers travelling by plane seem to be prolonging their summer holidays this year. While 10 days represented the average holiday time in 2009, now they will last for 12 days, or 20% longer in 2010! This is especially true for the French (16 days), the Germans (14 days), the Dutch and the Italians (13 days). The British (9 days), the Irish and the Austrians (10 days) are planning on taking shorter holidays.

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<sup>1</sup> The barometer concerns ten countries: Germany, Austria, Spain, France, Ireland, Italy, the Netherlands, Poland, the U.K and Switzerland. Methodology: an analysis of insurance policies sold with holiday airline tickets on the Internet sites of clients of Mondial Assistance (European airline companies and online travel agencies) for flights scheduled between July 1st 2010 and August 31st 2010. A « holiday » trip is defined as being one that lasts a minimum of 3 days, or includes a weekend or when at least 3 people are travelling together.

## To each his favourite destination

- 24% of all French citizens prefer to stay in France. In 2010, 8% are infatuated with the U.S. Italy remains a favourite country for the French.
- The Germans wish to rediscover the charms of their own country; 37% will remain in Germany and only 9% will travel to Spain (31% in 2009). 6% will fly to the U.K. and the U.S.
- 46% of all Spanish vacationers will stay at home. 14% will fly to the U.K. and 6% to the U.S.
- Nearly one third (30%) of all Italians will remain in Italy, while 17% will visit Greece and 16% will travel to Spain.
- 30% of British vacationers will fly to Spain. Only 11% will remain in the U.K. and 10% will visit France. This year, the British prefer Portugal (8%) to Italy (6%).
- The majority of Polish vacationers will travel to the U.K. (54%) and Ireland (13%). 9% will visit the Netherlands and 7% will fly to France.
- The Dutch are heading south (Spain 27%, Italy 10%, France 9%).
- The Irish want the Spanish sun with 33% visiting Spain, while 10% will visit their nearby neighbour, the U.K. and 9% will travel to Portugal or France.
- The Swiss will travel to Southern Europe (Spain 27%, Portugal 20%, Italy 9%).
- The Austrians will fly to the U.K. (19%) and to Ireland (14%).

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