

THE LONGING FOR EASE

Unwinding in a hyperconnected, volatile world



DERTOUR GROUP
EUROPEAN TRAVEL
TREND REPORT

DERTOUR
GROUP

Today, many of us feel the world speeding up around us. In this reality, travel has started to mean something deeper to people across Europe. Travelers seek moments of calm, clarity, and comfort; they want to slow down, feel safe, and let go of constant demands.

The longing for ease

The first edition of DERTOUR Group's European Travel Trend Report "The longing for ease" reflects a growing desire to unwind: travelers want holidays that feel effortless from the start. Simplicity, reassurance, and ease guide decisions more than ever, shaping how people plan, book, and experience their trips. Whether through seamless travel arrangements, supportive expertise, or environments that naturally invite relaxation, the expectation is clear: a holiday should restore, not overwhelm.



Christoph Debus
CEO DERTOUR Group

“Our experts on the ground in key destinations see emerging shifts in traveler behavior long before they show up in aggregated data.”

A pan-European lens on how travel is changing

As an international travel group operating in 16 European countries, we are uniquely positioned to observe how travel is changing across diverse markets. With approximately 200 companies, more than 20 major tour operator brands, around 30 specialist travel providers and a network of 2,000 travel agencies, we draw on a breadth of insight that reflects our truly pan-European footprint. Our global network of 71 offices across 31 travel countries, our extensive hotel portfolio, and our long-standing partnerships enable us to understand emerging traveler needs early and translate them into relevant, future-ready travel offerings.

We observe that nature-rich experiences, meaningful downtime and freedom from strict schedules are becoming more important as European travelers seek to disconnect from digital noise and reconnect with themselves, their loved ones and the

environments around them. At the same time, the comfort of knowing that logistics are taken care of (through curated planning, trusted advice, or reliable support) plays an important role in how people plan and book their holidays in volatile times.

Based on pan-European insights

This report, based on insights from across Europe, is built on a multi-layered methodological framework. It brings together survey data from 8,000 participants across 13 European markets, booking insights from DERTOUR Group data, and the qualitative expertise of destination management companies along with those who see emerging shifts long before they appear in aggregated data. Together, these perspectives reveal key insights into current travel habits and paint a picture of a Europe seeking ease, balance, and wellbeing.

A world longing for calm, clarity, and real connection

At a time when daily life feels louder, faster, and more demanding than ever, travel has become a pause button – a way to catch our breath, reconnect with ourselves, and rediscover the small, beautiful moments that get lost in the rush of everyday routine. Across 13 countries, thousands of voices tell the same story: people are dreaming of trips that feel easy and effortless.

Travel as an essential in volatile times

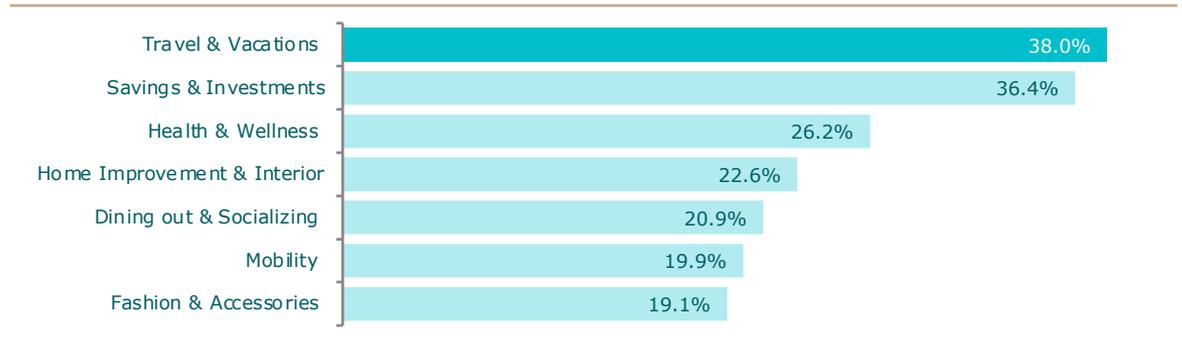
Travel remains an essential part of European travelers' lives. The results show that **38% of travelers** are prioritizing spending on travel and vacations, followed by savings/investments and health/fitness. This strong focus on travel is particularly evident in markets such as Switzerland, Norway, and Germany (see Fig. 1).

“Despite growing instability across the world, travel remains a fundamental part of European lifestyle and serves as a counterbalance to an increasingly busy, complex and digitally driven daily life,” explains Christoph Debus.

Travel is most prioritized in **Switzerland and Norway**, with 45% of travelers ranking it as a spending priority, followed by **Germany** with 43% of travelers.

Fig. 1: Thinking about your budget for 2026: apart from your essential daily expenses (like groceries or rent), which of the following areas are you prioritizing for your spending?

Between 1 and 3 answers possible



The trust factor: Why travelers turn to package holidays



ananea Diamonds Malindi, Kenya

Package holidays remain a strong choice for many travelers, driven primarily by convenience: **38.4% of travelers who choose package holidays** select them due to the all-in-one booking aspect (flights, hotels, and transfers are arranged), making planning much simpler, while 30.7% opt for package holidays to reduce the overall burden of planning.

“It removes pressure, saves time, and creates space for anticipation instead of stress,” adds Christoph Debus (see Fig. 2).

These advantages make package holidays a reliable source of comfort, especially when travelers want less hassle, more predictability, and clear value.

“It is not for convenience alone people book package holidays, but because they feel safe and predictable,” states Christoph Debus.

Fig. 2: Why do you prefer, or do you choose a package holiday?

Multiple answers possible



Country insights:

The UK exemplifies this trend, with nearly one in four travelers (24%) consistently choosing package holidays – signaling strong trust in bundled solutions.

Germany stands out even more, leading all markets in seamless transfers (35%), reliable quality (35%), and financial security (35%) as key reasons for choosing package holidays.

Spotlight on travel planning: Value for money becomes a focus

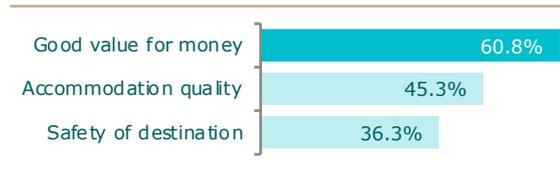
European travelers are seeking options that offer greater value for money and budget control.

Three out of four travelers feel the impact of rising costs more acutely than they did five years ago, making financial security as critical as physical safety. For 60.8% of respondents, value for money is the most important aspect when organizing a trip, which means it is one of the top factors influencing travel decisions (see Fig. 3).

Which of the following aspects are the most important ones for you when planning a trip?

Between 1 and 5 answers permitted

Fig. 3: Top 3 answers



With 36.2% of travelers naming it as a key reason for choosing package holidays, value for money remains one of the strongest decision drivers. Cost predictability also plays a significant role: 30.1% of travelers consciously choose package holidays to keep a clearer overview of their travel spending (see Fig. 2).

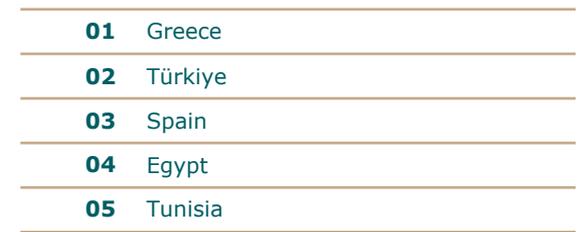
Value-for-money favorites across short- and mid-haul destinations

The importance of value for money is clearly reflected in this year's selection of short- and mid-haul destinations. Travelers are increasingly drawn to destinations that combine high quality with great value.



"Rather than compromising on service or quality standards, European travelers are selecting destinations that provide strong value for money, as observed in the growing preference for destinations such as Egypt," states Christoph Debus (see Fig. 4).

Fig. 4: Top summer destinations for short- and mid-haul 2026



Destination trend:

Egypt records the strongest growth in visitor numbers, with an increase of 14% compared to the previous year.

Spotlight on travel planning: Safety takes center stage

Travelers today must navigate an increasingly uncertain and complex world, and many feel more concerned than they did in the past. This applies to the issue of safety in particular.

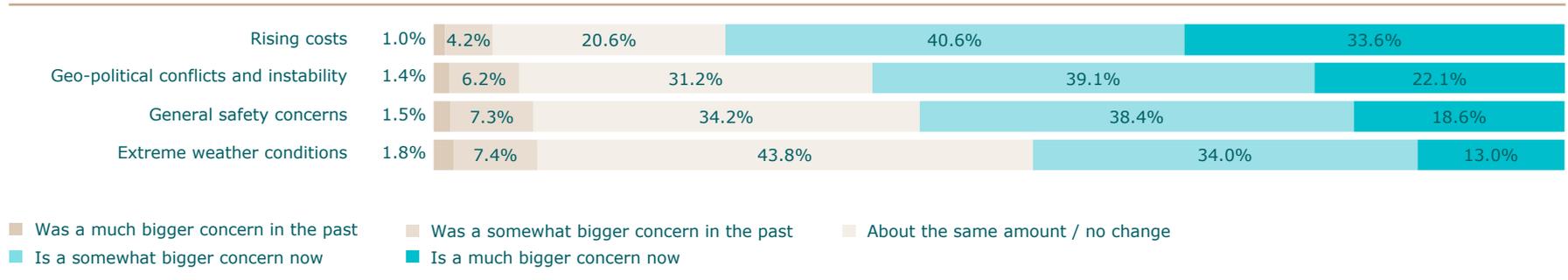
Today, 36.3% of travelers name the safety of the destination as one of the most important factors in their travel planning, particularly due to geopolitical instability and extreme weather conditions (see Fig. 3).

Compared to five years ago (see Fig. 5):

- Three out of four travelers (74.2%) say rising costs worry them more now.
- Six in ten (61.2%) feel more concerned about political instability.
- More than half (57%) feel less safe.
- Almost half (47%) regard extreme weather conditions as a rising concern.

“When it comes to travel safety, package holidays remain the gold standard. Our highly professional crisis and safety management plays a key role in ensuring that travelers can explore the world confidently and without worry,” explains Christoph Debus.

Fig. 5: When thinking about travelling five years ago, how do you think the following aspects have changed?



Personal consultation as an anchor in volatile times

These pressures are also shaping expectations around support: many travelers seek direct consultation and want reliable assistance, should issues arise during their journey.

When the world feels unstable, travelers seek experts that allow them to feel safe. This explains why one third of all travelers (42.1%) use personal travel consultation, while 32.1% say they would consider it (see Fig. 6).

Fig. 6: Do you currently use or are interested in using personal travel consultation in the future?



Of all travelers who use or are interested in using personal travel advice, **32.1%** value personal consultation specifically as it means there is someone there to help in the event of an emergency, while **30.1%** appreciate the trust that consultants know the best options, and **29.3%** cite the need for a reliable contact person if questions or issues arise (see Fig. 7). This trend is complemented by 28.9% who simply want to save time, showing how emotional reassurance and practical convenience go hand in hand.

Country insights:

Slovak (41%), Czech (38%), Romanian (37%) and German travelers (33%) in particular appreciate having a trusted travel agent who is “there when something goes wrong,” bringing peace of mind before the journey even begins.

Fig. 7: What are the main reasons for using personal travel consultation?

Multiple answers possible

Top 3 Answers

32.1%

I want to be sure that emergencies/ issues are taken care of if something goes wrong before/during the trip

30.1%

I trust that a travel agent can offer me the best travel option, well suited to my needs

29.3%

I want a person I can contact in case I have further questions

How DERTOUR Group protects travelers from extreme weather

Melanie Gerhardt, Director of Crisis Management at DERTOUR Group, explains how the Group uses predictive tools to protect travelers when extreme weather occurs:



“The growing complexity and severity of extreme weather events emphasize the increasing importance of precise, forward-looking prevention strategies. That’s why proactive, technology-driven crisis management is essential; at DERTOUR Group, we combine real-time meteorological data with AI-supported risk analysis, automated warning systems, and clear operational processes. This allows us to react early, guide our guests safely, and maintain stable operations even when conditions change suddenly. Our goal is always the same: travelers should feel supported and secure from the moment they book until they return home.”

Melanie Gerhardt

Director of Crisis Management, DERTOUR Group

Using AI and meteorology to safeguard travelers

In 2025, about two-thirds of security incidents at DERTOUR Group were attributed to extreme weather conditions. To mitigate such risks, the Group collaborates with meteorological experts and deploys AI-driven predictive models to anticipate these events.

As a result, this approach enables:

- Early-warning notification
- Proactive rebooking and itinerary adjustments
- Intelligent destination guidance
- Data-driven operational decision-making across 31 countries

A CLOSER LOOK AT TRAVEL HABITS





Unwinding in a hyperconnected world

Travel as digital detox

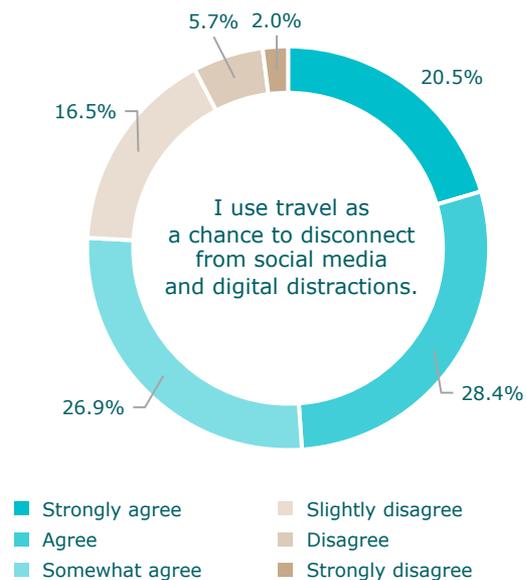
Across Europe, digital fatigue is increasingly reshaping travel behavior.

Nearly three-quarters of travelers (75.8%) agree to some degree that they regard vacations as an opportunity to step back from constant connectivity. For many, taking a break now also means taking a break from being endlessly “online” (see Fig. 8).

This need for digital downtime is strongest among travelers aged 25 to 44, with 52% actively seeking it, compared to 44% of travelers aged 18 to 24. This indicates that the desire to disconnect increases once daily digital demands intensify in both work and personal life.

Meanwhile, “Insta-travel” is of low relevance: only 7% of travelers prioritize Instagrammable moments, and this interest drops sharply with age. These findings highlight the increasing importance of travel as a restorative escape, particularly for younger adults seeking meaningful downtime.

Fig. 8: To what extent do you agree with the following statement?



Relaxation takes the lead

Rest has become Europe's strongest travel motivation in 2026. Across all age groups, genders, and nearly every country, travelers express the same desire: to slow down, recover, and step away from everyday demands.

57.2% say they travel primarily to relax and recharge, making rest the number one motivation, ahead of exploring new places (50.6%) or spending time with loved ones (41.6%).

More than one in three travelers (34.2%) also travel to improve their mental wellbeing.

This means that topics such as stress reduction and mindfulness are also becoming a focus for European travelers (see Fig. 9).

Fig. 9: What motivates you to travel?

Between 1 and 5 answers possible



Country insights:
34.2% of European holidaymakers travel to support their mental health through stress reduction and mindfulness. This motivation to travel is particularly high in Germany (39%), the United Kingdom (38%) and Romania (36%).

Why doing less is more

The strongest desire for 2026? A holiday with no fixed plans. Just reading a book, relaxing on the beach or wandering without purpose. **34.4% of the European travelers** prioritize simple relaxation with no scheduled activities when traveling (see Fig. 10). This preference is even more pronounced among travelers aged 55 to 65, with 65% in this group saying they prioritize simple relaxation. In essence, "dolce far niente" defines what European travelers are seeking most in their holidays in 2026.

Fig 10. Which experiences are you prioritizing in 2026 when travelling?

Between 1 and 3 answers possible

Top 3 Answers



Finns top relaxation rankings

A new shift is reshaping travel: everyone wants to slow down. From why they travel to how they experience it, Europeans are choosing rest over constant pace, led by the Nordics and increasingly echoed by younger travelers.

Where the slowdown movement is strongest

Relaxation is Europe's number one travel motivation, with more than half of travelers choosing it as their main reason for taking a trip. The need for restorative downtime resonates especially in countries in Northern Europe: Finland (44%), Sweden (38%), Norway (37%). This means nearly half of Nordic travelers want to go somewhere simply to rest. By comparison, the European average is 34.4% (see Fig. 10).

Rest is the new priority

Across Europe, 57% of travelers say they take trips primarily to relax and recharge. In Finland, this rises to 67% – that's two thirds of travelers, with Norway (66%), Poland (62%), and Romania (61%) close behind. Even younger travelers, usually viewed as restless explorers, show a strong need for downtime. That's proof that exhaustion doesn't spare the young!

LOCAL INSIGHT FROM OUR DMCs

What travelers are asking for on the ground

Slow, restorative experiences are increasingly in demand as travelers look for peaceful, low-pressure ways to reconnect with their senses.

Our Destination Management Companies (DMCs) consistently report a rising interest in calm, unhurried formats that prioritize presence over pace and create space to truly switch off.

Examples for Greece, the most popular summer destination this summer, include:



RHODES

Butterfly valley & Filerimos monastery

A quiet, sensory escape along shaded forest paths, historic monasteries, and panoramic viewpoints. Outside the butterfly season, the monastery route offers an equally meditative experience. A light lunch and wine tasting at a local estate complete the slow-paced atmosphere.



CORFU

Paxos & Antipaxos slow cruise

A gentle, day-long journey across calm waters, sea caves, and small harbors. The unhurried rhythm, soft light, and quiet bays, especially outside high season, create a deeply relaxing, mindful sense of flow.



INSIGHTS FROM
OUR HOTEL DIVISION

ANANEA

A PAUSE
BY DESIGN



The ananea way: Slow glamour

Embracing the slowdown movement long before it became a trend

ananea was created in response to patterns we observed early on, long before they crystalized into the slowdown movement as reflected in this report. Even then, travelers were expressing a clear need for quieter beginnings, unhurried atmospheres and moments that feel genuinely restorative.

These insights shaped ananea's "slow glamour" approach early on: an emphasis on calm, natural materials, thoughtful design, and experiences that feel intimate rather than overwhelming. Today, this philosophy is brought to life across the brand's growing destination portfolio.

Slow arrival ritual

At **ananea Madivaru, ananea Diamonds Mapenzi, and ananea Hurghada**, arrival begins quietly and deliberately unhurriedly: a seated welcome with herbal teas or local drinks, cool towels, and a gentle introduction to the surroundings. At **ananea Diamonds Athuruga**, guests are greeted with a local flower bouquet and personally shown to their accommodation. The usual check-in rituals are absent. The intention is simple: to allow guests to arrive as people, not as travelers running through a process.

"Art of doing nothing" spaces

Across all ananea properties, every space is designed for the kind of break people rarely experience at home: shaded lounges, book cafés, sunset decks, yoga platforms, and the Tree of Life area for quiet moments of stillness free from devices. Spaces that invite guests to rediscover the pleasure of simply being somewhere.

Digital detox & creative reconnection

In all ananea hotels, guests have the opportunity to switch off by doing something small yet grounding: stargazing nights, ceramics, cooking sessions, cocktail classes, yoga, tea-infusion rituals, and curated libraries. These are gentle invitations to unplug, and enjoy experiences that shift attention from screens back to the senses.

Local nature discovery

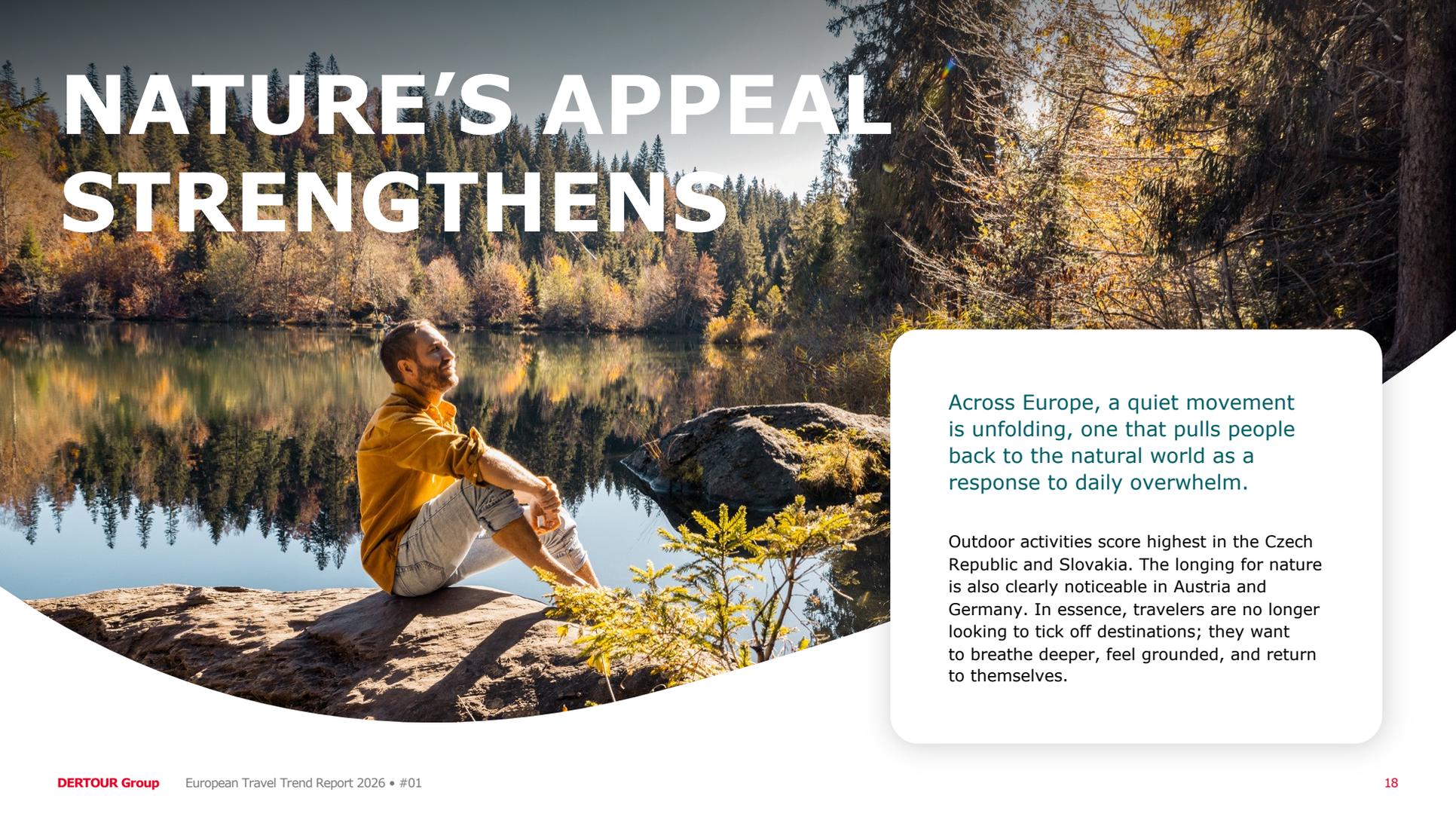
Nature shapes the rhythm of each destination. In **Hurghada**, community walks along local paths; in the **Maldives**, sunrise and sunset moments by the water; in **Africa**, wildlife and reserve experiences that unfold at a slower, more attentive pace. It's not about adding nature to the agenda but letting it guide the tempo.

Seasonal living experiences

In long-haul ananea properties, quieter seasons settle into their own rhythm: shared-table lunches, slow-living retreats, and a new chef-in-residence program. These experiences make off-season travel feel meaningful and redefine it as a feature, not an afterthought.



NATURE'S APPEAL STRENGTHENS

A man with a beard, wearing a yellow long-sleeved shirt and light-colored jeans, is sitting on a large, flat rock by the edge of a calm lake. He is looking towards the right, away from the camera. The lake reflects the surrounding forest, which is in autumn with trees showing yellow and orange leaves. In the background, there are tall evergreen trees. The scene is peaceful and scenic.

Across Europe, a quiet movement is unfolding, one that pulls people back to the natural world as a response to daily overwhelm.

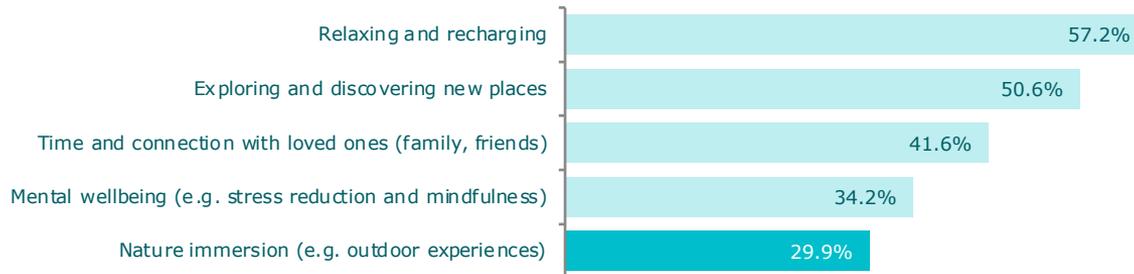
Outdoor activities score highest in the Czech Republic and Slovakia. The longing for nature is also clearly noticeable in Austria and Germany. In essence, travelers are no longer looking to tick off destinations; they want to breathe deeper, feel grounded, and return to themselves.

The call of the outdoors



Fig. 11: What motivates you to travel?

Between 1 and 5 answers possible



Nature is becoming an emotional contrast to modern life: a place where nothing vibrates, updates, or requires a password. And while **nearly one in three travelers** (29.9%) say immersion in nature is a key motivation for travel, the desire to unwind stretches far beyond the outdoors (see Fig. 11).

In 2026, nature is increasingly becoming a place of conscious deceleration. That said, **23.2%** of European travelers place particular value on outdoor activities such as hiking, which puts nature experiences in second place among the most popular holiday experiences (see Fig. 12).

Country insights:
Mental wellbeing as a motivation to travel is especially strong among German (39%), British (38%), and Romanian travelers (36%).

Fig. 12: Which experiences are you prioritizing in 2026 when traveling?

Between 1 and 3 answers possible

Top 3 Answers



INSIGHTS FROM OUR SPECIALIST BRANDS

Expert-crafted travel

With expertise across regions and travel styles, our roughly 30 specialists craft authentic, experience-rich journeys. The examples below show how their deep local knowledge shapes truly memorable nature-rich experiences. A selection:



Private Safaris DERTOUR Suisse

Wildlife & nature experiences in Africa

Private Safaris offers wildlife and nature adventures across Africa, with responsible safaris and nature-focused itineraries.

INGHAMS

Inghams DERTOUR UK

Alpine outdoor travel

Inghams organizes alpine holidays across Europe, from summer hikes to winter ski escapes.

NEV-DAMA

Nev-Dama DERTOUR Eastern Europe

Ski & winter sports specialist

Nev-Dama is a leading provider of ski packages for all skill levels, delivering trips both on and off the slopes.



Kontiki DERTOUR Suisse

Northern & Arctic journeys

Kontiki is Switzerland's No. 1 specialist for the North, taking travelers to Scandinavia, Iceland, Greenland and the Arctic.

A scenic view of a beach at sunset. The sky is a mix of orange, yellow, and light blue. In the background, a large, flat-topped mountain range is visible. The ocean is dark blue with white foam from the waves. The beach is sandy and has some footprints. The text is overlaid on the left side of the image.

**PAST THE PEAK:
A CLOSER LOOK AT
SHOULDER SEASON**

SLOW SEASON, SMART SEASON

Around the world, destinations are discovering that people cherish quieter moments more than ever. Travelers are increasingly taking their trips beyond traditional peak seasons in search of calmer, more restorative experiences. **We have observed that the share of trips taking place in September and October has increased by 4 percentage points since 2023, and 22% of summer holidays now fall in late summer and autumn.**

This shift is also reflected in how destinations promote themselves, with many now highlighting slow-paced, off-peak experiences designed to meet the growing demand for quiet and meaningful journeys. "This year, we are also seeing high booking levels for May," explains Christoph Debus.





South Africa and Namibia are emerging as top travel destinations across the DERTOUR Group, celebrated for their breathtaking natural landscapes and exceptional wildlife experiences.

This year, the Southern African countries are seeing remarkable growth in popularity, with visitor numbers rising steadily in both winter and summer seasons. Travelers are increasingly drawn to these regions, making them the fastest-growing long-haul destinations.

SPOTLIGHT ON SOUTH AFRICA

Insider experiences beyond the usual routes

GoVacation Africa is the local destination management company of the DERTOUR Group, responsible for curating and organizing experience-based offers and excursions for travelers in Southern and Eastern Africa.

Sabine Blehle, CEO GoVacation Africa, shares why South Africa's diverse experiences should be on every traveler's bucket list. Whether you're seeking peace and tranquility or thrilling adventures, this destination promises unforgettable memories that will remain with you long after your visit.



"The global popularity of Cape Town and Kruger National Park continues to attract visitors, but it also highlights the value of looking beyond the obvious, where some of South Africa's most beautiful experiences unfold far from the crowds"

Sabine Blehle
CEO GoVacation Africa



GOVACATION



**N° 1
INSIDER
TIP**

Sleep under the stars of the Kalahari

- **Destination:** Tswalu Kalahari Game Reserve, Northern Cape
- **Season:** April–May & September–October (shoulder seasons)
- **Trends:** Digital detox · Nature as emotional counterbalance · Off-season travel · Slowing down

Travelers sleep under one of the darkest night skies on Earth, surrounded by the vast silence of the Kalahari. Evenings unfold on a Persian carpet under the stars, guided by a local astronomer. The experience also includes activities such as horseback riding across dunes, tracking wildlife, walking with a San guide, or quietly observing meerkats and desert lions.

How it reflects today’s travel habits:

For many European travelers seeking digital downtime, the Kalahari provides distance from everyday demands. Its wide-open landscapes create a natural distance from constant connectivity, while the quiet environment supports a slower pace, making it an ideal example of the growing interest in off-season travel.

Local touch:

The Kalahari is often overlooked compared to Kruger, yet it is recognized locally for its quiet, understated character. Tswalu’s conservation-led approach and personalized hosting create a focused, nature-based experience that aligns well with current travel preferences.



The fairest Cape, reimagined

- **Destination:** Cape Peninsula, Winelands & Southwestern Cape
- **Season:** March–May (early autumn)
- **Trends:** Longing for ease · Emotional value · Slowing down · Shoulder season

This curated journey avoids Cape Town’s peak attractions and instead focuses on exploring the Cape’s quieter coastal and wine-country landscapes. Travelers move between viewpoints, forest trails, and vineyard areas, with options such as light hikes, scenic drives, yacht journeys past Robben Island, or sunrise balloon flights over the Winelands.

How it reflects today’s travel habits:

Early autumn offers warm conditions and fewer visitors, creating a calmer setting for exploring the region, as travelers increasingly look for simple, well-paced experiences rather than full schedules.

Local touch:

Autumn is also when many Capetonians spend more time outdoors, allowing visitors to experience the area in a more authentic, everyday context.

**Nº 2
INSIDER
TIP**



About DERTOUR Group

DERTOUR Group, a member of the REWE Group, is a leading international tourism company and the second-largest tour operator in Europe. With more than a century of experience, DERTOUR Group is home to over 200 travel companies offering a wide variety of holiday experiences designed so people can relax, explore, or pursue their passions. An international team of 15,000 employees supports millions of guests annually throughout their entire journey, generating a turnover of 8.7 billion euros in 2024.

Today, DERTOUR Group is active in 16 European markets and encompasses more than 20 major

tour operator brands, around 30 specialist travel providers, and a network of approximately 2,000 travel agencies. As an integrated tourism company, DERTOUR Group combines a diversified tour operating business with a global portfolio of tours and activities and a strong hotel division. The thriving hotel division includes 120 hotels in top destinations around the world, ranging from boutique-style places to family-focused resorts. DERTOUR Group supports its guests throughout their entire journey with expertise and personalized care, ensuring that travel experiences turn into lasting memories.

A highly professional safety and crisis management system ensures that millions of travelers feel secure – before and during their trips. Automated early-warning systems, close coordination with authorities worldwide, and specialized teams enable a quick and proactive response.

As part of its commitment to sustainable tourism, DERTOUR Group actively invests in more responsible travel practices and long-term destination partnerships. The DERTOUR Foundation supports local communities and promotes environmental and cultural conservation through education, training, and development projects.

METHODOLOGY

The European Travel Trend Report is built on a multi-layered methodological framework designed to generate robust, internationally comparable insights across DERTOUR Group's **16 European markets.**

Data sources

- **Booking data analysis:** Aggregated and anonymized booking patterns across DERTOUR Group's diverse brands and markets provide early indications of emerging travel behavior.
- **Online survey research:** Representative quantitative survey data from 13 European countries, with 500–1,000 respondents per market, conducted between February 2 to February 6 2026.
- **Qualitative expertise:** Insights from Destination Management Companies (DMCs), local market specialists, and on-the-ground teams across 31 travel countries.

Online survey sampling

The online survey was conducted by market research company Appinio in **13 European countries: Germany, Austria, Switzerland, Sweden, Norway, Finland, Denmark, the Czech Republic, Slovakia, Romania, Poland, France, and the United Kingdom.**

A total of 8,000 people between the ages of 18 and 65 were surveyed, representing the respective populations in terms of age and gender. The study includes 1,000 participants from Germany, France, and the UK, as well as 500 participants from each of the other markets, ensuring a comprehensive European sample.

Analytical approach

- Cross-market comparison across 16 European DERTOUR Group countries
- Identification of structural and emerging travel trends
- Integration of qualitative signals from our global Destination Management Companies
- Alignment with booking trends to validate early market shifts

This methodology provides a comprehensive view of Europe's evolving travel landscape and ensures that insights in this report are grounded in market reality and strengthened by DERTOUR Group's scale, expertise, and local presence.

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