

BEYOND THE BUCKET LIST

The shift from seeing more to experiencing more

DERTOUR GROUP
EUROPEAN TRAVEL
TREND REPORT

DERTOUR
GROUP



Christoph Debus
CEO DERTOUR Group

“Travel has always been about discovery, but today we see travellers placing even greater value on experiences that feel more meaningful. Whether through slow travel, digital detox breaks or solo adventures, Europeans are embracing new ways of travelling that reflect their individual needs and interests.”

From slow to solo travel

In the second edition of the DERTOUR Group European Travel Trend Report, we explored why Europeans travel. Part 3 builds on those findings by examining how Europeans want to travel. The survey reveals a clear preference for experiences that offer more time and less pressure: slow travel resonates with a broad audience, with 53.2% of the people included in the survey expressing an interest in this style of travel, which highlights a growing appetite for more intentional and personalised ways of travelling.

From slow travel and digital detox holidays to the rise of solo travel, this chapter explores the travel formats gaining momentum and how changing traveller priorities are reshaping the way Europeans travel.



**SLOW TRAVEL
IS BECOMING A
CONSCIOUS
LIFESTYLE CHOICE**

The holiday rush is losing appeal



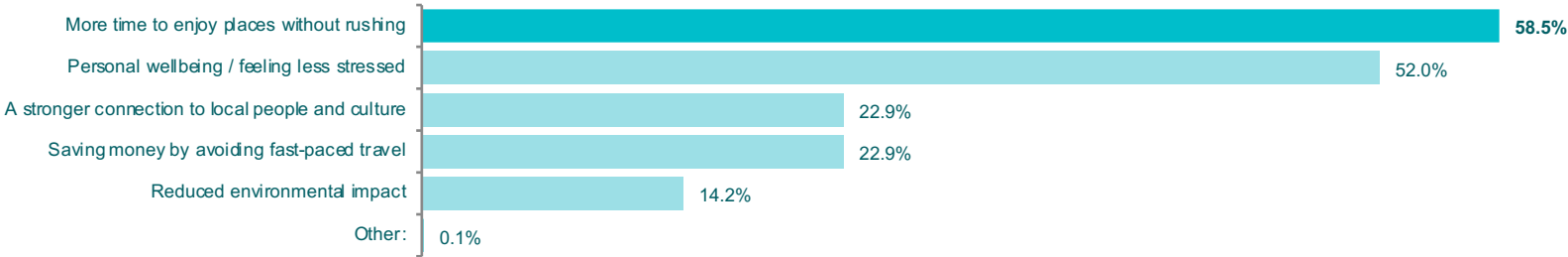
Across Europe, travellers are embracing a slower pace of travel because they want more time, less stress and more meaningful experiences.

Among the 53.2% of respondents who expressed an interest in slow travel, the strongest motivation by far is the desire to fully enjoy a destination. Nearly six in ten respondents (58.5%) say they prefer a slower style of travel because it allows them to experience places without feeling rushed.

Closely behind, 52.0% associate slower travel with personal wellbeing and stress reduction, suggesting that holidays are increasingly viewed as an opportunity to recharge rather than maximise activities. Travellers appear to be redefining what makes a successful holiday. Almost one in four respondents (22.9%) say that travelling more slowly allows them to connect more deeply with local people and cultures, while the same share appreciate the opportunity to save money by avoiding fast-paced travel patterns.

What motivates you most to choose a slower style of travel?

Multiple answers possible



Europe's biggest stress escapers: The Czechs

In the Czech Republic, the appeal of slow travel is driven first and foremost by wellbeing. Seven in ten Czech travellers (69.8%) choose slower travel because it helps them feel less stressed, making them Europe's strongest advocates of stress-free travel.

Ways to unwind

Whether through nature, wellness or effortless holiday experiences, Czech travellers seek holidays that help them unwind. For some, it means walking Madeira's levada trails and immersing themselves in the island's landscapes with **Fischer**, discovering the volcanic scenery, thermal springs and slow-paced island life of the Azores or finding balance through spa and mountain retreats in the Alps with **NEV-DAMA**. For others, wellbeing means choosing **EXIM Tours'** all-inclusive Red Sea holidays, where warm weather, beach walks and the convenience of everything arranged in advance make it easier to switch off from pressures.

FISCHER

NEV-DAMA

EXIM *tours*



Europe hits pause

Despite cultural differences, the reasons behind slow travel are remarkably consistent across Europe. In every market included in the study, spending more time in a destination and reducing stress emerge as the strongest motivations. Austria (67.3%), Norway (66.5%) and Sweden (65.6%) record some of the highest scores for travellers wanting more time to enjoy destinations.

The memory makers

Nordic travellers appear particularly aligned with the idea that holidays are about meaningful experiences rather than packed itineraries. This is supported by a survey conducted by Apollo in Norway, Sweden, Finland and Denmark, where 65% of the 4,000 respondents said that the most valuable outcome of travel is the memories it creates.

TRAVELLERS WANTING MORE TIME TO ENJOY SLOW TRAVEL DESTINATIONS

67.3%
Austria

66.5%
Norway

65.6%
Sweden



Beatriz Rivera Jaquotot,
Head of Communication & Brand at Apollo

"The findings remind us that there's no single 'right' way to travel. Some people fill their days with hikes and adventures, others with long lunches and quiet moments. Yet across the Nordics, one thing stands out: the holidays people value most are the ones that leave space for experiences to unfold, rather than trying to fit everything in. In a world that rarely slows down, perhaps that's become the greatest luxury of all."

From budget saving to stress relief

While the appeal of slower travel spans all age groups, the reasons for choosing it evolve significantly over the course of life. For younger travellers, slow travel is often a practical decision. Travellers aged 18–24 are the most likely to cite affordability (29.0%), cultural immersion (25.1%) and sustainability as motivations. They view slower travel as a way to gain richer experiences while making their budget go further. Older travellers see slow travel differently. Among travellers aged 55–65, the desire for more time rises to 64.9%, while 56.5% cite reduced stress and wellbeing as key motivations.

TOP MOTIVATIONS FOR CHOOSING SLOWER TRAVEL BY AGE GROUP

AGE 18–24<

29.0%
affordability

25.1%
cultural immersion

AGE 55–65<

64.9%
desire for more time

56.5%
reduced stress & wellbeing

ananea

Purpose over pace

Long before slow travel became a trend, ananea was created around a clear idea: travellers increasingly seek calmer beginnings, fewer distractions and truly restorative experiences.

The brand calls this philosophy “Slow Glamour”—a blend of thoughtful design, natural materials, wellbeing and meaningful moments that create intimate, unhurried spaces.



At ananea Madivaru Maldives, overwater spa experiences, yoga sessions in inspiring locations and gentle walks between two islands connected by a scenic bridge encourage travellers to disconnect from everyday routines and reconnect with their surroundings.



At ananea Castelo Suites Algarve, rooftop yoga sessions overlooking the coastline, wellness treatments and relaxed sunset gatherings invite guests to embrace the slower rhythm of southern Portugal.



The concept takes another form at **ananea Beyond Khaolak in Thailand**. Here, slowing down means mindful participation: guests join Pilates on the beach, learn Thai cooking, batik and local desserts. Social interaction shifts to gatherings that encourage guests to connect at their own pace.

THE END OF AN ERA



For decades, travel was often measured in quantities: how many countries were visited, how many sights were seen and how much could be packed into a limited amount of time.

Today's travellers appear to be adopting a different mindset. The views of the 7,151 travellers who completed this part of the survey reveal a clear preference for a slower, more deliberate approach to travel.

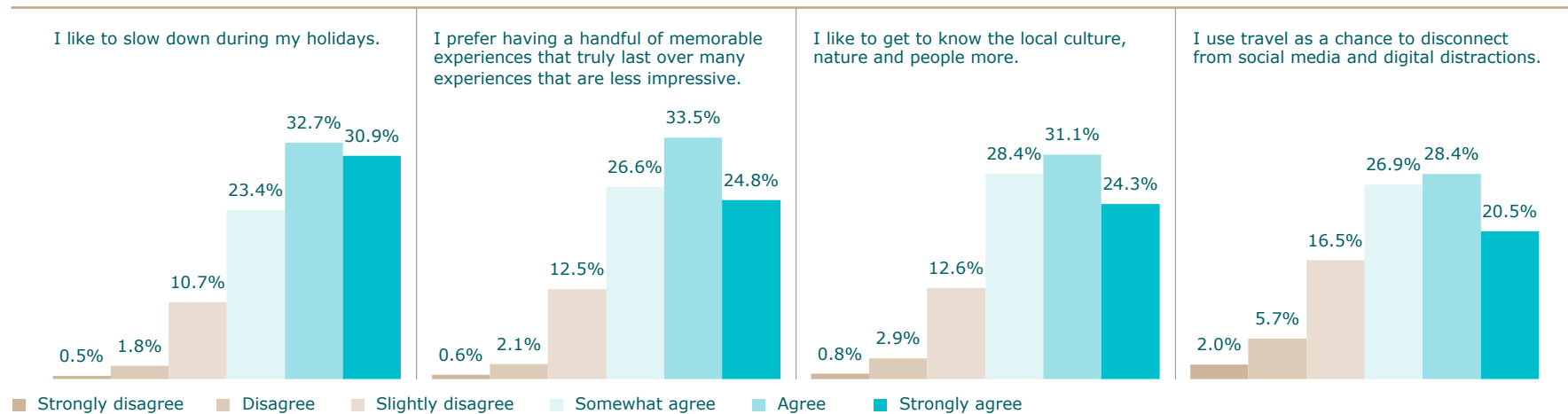
Relaxed, recharged, renewed

Slow travel is part of a wider shift towards taking a more relaxed approach to travel. In fact, 63.6% of respondents say they prefer to slow down while on holiday. Closely behind, 58.3% prefer a handful of memorable experiences over many less impressive ones, while 55.4% say they want to spend more time connecting with local culture, nature and

people. The findings suggest a broader shift in how travellers define value. Rather than maximising the number of experiences, many are increasingly focused on improving the quality of those experiences. It is less about seeing more, and more about experiencing destinations more deeply.

Travel is also becoming an opportunity to disconnect. Almost half of respondents (48.9%) say they use holidays as a chance to escape social media and digital distractions, highlighting a growing desire for presence and immersion while travelling.

To what extent do you agree with the following statements?





A “Go with the Flow” approach to travel

The desire for greater flexibility, slower travel and digital disconnection is already influencing travel products. German travel brand **Meiers Weltreisen** is responding to these trends with selected travel experiences, from flexible touring concepts to nature-focused retreats designed for switching off.

Travel without a timetable

As travellers increasingly prioritise quality over quantity, tour operators are adapting. Meiers Weltreisen’s **Go with the Flow** concept combines the reassurance of a professionally organised roundtrip with the freedom to explore at one’s own pace. Instead of a fixed daily schedule, travellers decide how to spend their time in each destination, reflecting the shift towards slower, intentional travel. They can focus on the experiences that matter most while keeping space for spontaneity and discovery. Dedicated local contacts support planning in each destination, using their expertise to give tailored tips on highlights, restaurants and off-the-beaten-track experiences so travellers can discover each place more deeply, authentically and independently.

SPOTLIGHT



GUADELOUPE

Off the grid



The desire to switch off is shaping not only how people travel, but also where they stay. Among the experiences offered by Meiers Weltreisen is **Tendacayou Ecolodge & Spa** in Guadeloupe, a property designed to help guests disconnect from everyday distractions and immerse themselves in nature. Accommodation units are deliberately free from televisions and telephones, supporting a travel experience centred on presence, tranquillity and wellbeing.

“The best trip isn’t the one where I saw the most. It’s the one I remember the most.”

The JOMO (Joy Of Missing Out) traveller is not travelling to fit in more experiences, but to create better ones. They choose slower travel because it gives them time to enjoy destinations more fully, reduce stress and focus on experiences that feel meaningful rather than rushed. They are less interested in ticking places off a list and more interested in enjoying where they are.



WHAT THEY WANT

- More time in fewer places
- Less stress
- More memorable experiences
- Deeper cultural connections
- Fewer digital distractions

THE DATA BEHIND THE PROFILE

- 58.5% choose slower travel because it gives them more time to enjoy a destination
- 58.3% prefer a handful of memorable experiences over many less impressive ones
- 55.4% want to connect more deeply with local culture, nature and people
- 55.2% say reducing stress is a key motivation to travel
- 48.9% see travel as an opportunity to disconnect from social media and digital distractions

Romanians value connection

No country performs as strongly across all indicators of intentional travel as Romania.

The desire for a more relaxed style of travel is reflected in the experiences offered by DERTOUR Romania, where travellers are encouraged to explore the country at a slower pace through multi-day cultural journeys. These itineraries combine stays in mountain regions such as Poiana Braşov with visits to UNESCO-listed Sighişoara, traditional restaurants, historic monasteries and iconic landmarks including Peleş and Bran castles. Travellers can also engage with local conservation efforts through visits to the Zărneşti Bear Sanctuary, where they have the opportunity to support rescued brown bears.

ROMANIA EMERGES AS EUROPE'S MOST INTENTIONAL TRAVEL MARKET

70.7%

slowing down
during
holidays

70.4%

memorable
experiences
over quantity

70.7%

connecting
with local culture
and nature

69.1%

disconnecting
from
social media

Switching off

Travel as a form of digital detox is increasingly reflected in traveller behaviour.



Age comparison

Who's most likely to disconnect?

>50% 25–44 (Millennials)

44.4% 18–24 (Gen Z)

Relationship status comparison

Seek a break from digital distractions

52.1% Married

45.8% Single

Holidays are increasingly used not only as a break from work, but also from constant connectivity.

Contrary to popular belief, the strongest supporters are not Gen Z travellers but Millennials.

The desire to disconnect resonates particularly strongly among travellers balancing work, family commitments and everyday responsibilities.



Taking the scenic route

Not your typical cruise

Slow travel is influencing not only how people explore destinations, but also how they move at sea. I.D. Riva Tours, Croatia specialist acquired by DERTOUR Germany in 2025, designs its **Blue Cruises** around the idea that the journey should be enjoyed rather than rushed.

Aboard family-run motor yachts and sailing ships for up to 40 guests, travellers explore Croatia's coastline and islands at a relaxed pace. Days are shaped by swimming stops in secluded bays, time on deck and evenings in small harbour towns. Far from the standard cruise route, guests have the chance to discover hidden coves and destinations beyond the reach of larger ships.

Rather than tight schedules and constant movement, the experience prioritises immersion and the pleasure of slowing down. Every year, 15,000 guests choose an I.D. Riva cruise, drawn by a more relaxed way to travel.

SPOTLIGHT



Slow travel with an active twist

I.D. Riva Tours also brings the principles of slow travel to guided cycling and hiking cruises along the Croatian coast. During the day, guests explore islands, coastal landscapes and historic towns on guided routes, while the ship follows the journey as a floating hotel.

There is no need to pack and unpack luggage between destinations, allowing travellers to focus entirely on the experience. Daily cycling stages range from approximately 18 to 45 kilometres and are suitable for different fitness levels, with trekking bikes and e-bikes available. Selected itineraries also combine shorter routes with cultural experiences, swimming stops, and plenty of time to unwind.



**SOLO TRAVEL
MOVES INTO THE
MAINSTREAM**

Travel as a path to self-connection

The appeal of solo travel extends beyond relationship status, with many travellers viewing it as an opportunity for independence. For many, travelling alone offers dedicated time to focus on their own interests and priorities.

LIKELY TO TAKE A SOLO TRIP IN THE NEXT 12 MONTHS

24.4%

around one in four
in a stable relationship

25.5%

Married /
civil partnership

37.6%

Singles

Solo travel = a universal need for singles and couples alike.

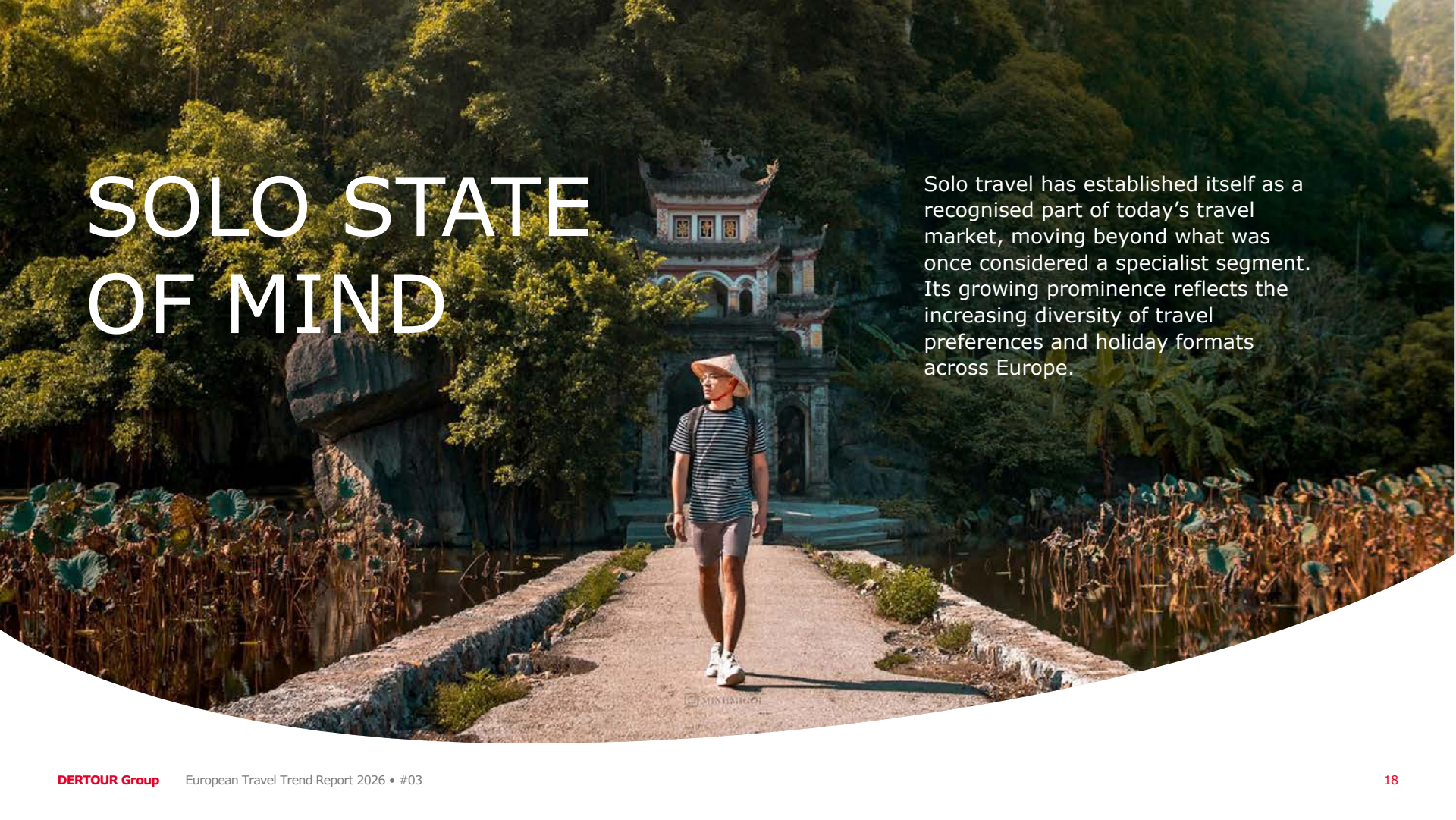
The return to self

Slow travel is ultimately about more than spending longer in a destination. For many travellers, it is a way to reconnect with what matters. Earlier findings in the report showed a growing desire to connect with nature and step away from digital distractions, with almost half of Europeans viewing holidays as an opportunity for a digital detox. Yet the search for connection goes one step

further. Beyond reconnecting with places and nature, more travellers are seeking opportunities to reconnect with themselves. Interestingly, this desire for reconnection is not limited to one type of traveller or relationship status. Around one in four travellers in a stable relationship (24.4%) and married travellers or those in a civil partnership (25.5%) are likely to take a solo trip in the next 12 months. While solo travel is often associated

with singles, 37.6% of whom are likely to take a solo trip in the next 12 months, the findings suggest it is viewed as a way to create personal space, independence and time for reflection. DERTOUR Group booking data paints a similar picture: across our European source markets, solo travellers stay an average of 10.4 days, compared with 8.9 days for travellers overall.

SOLO STATE OF MIND

A man wearing a straw hat, a striped t-shirt, and shorts is walking towards the camera on a stone path. The path leads towards a traditional Chinese temple with multiple tiers and ornate roofs, nestled deep within a dense, green forest. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The path is flanked by low stone walls and lush vegetation, including large green leaves in the foreground.

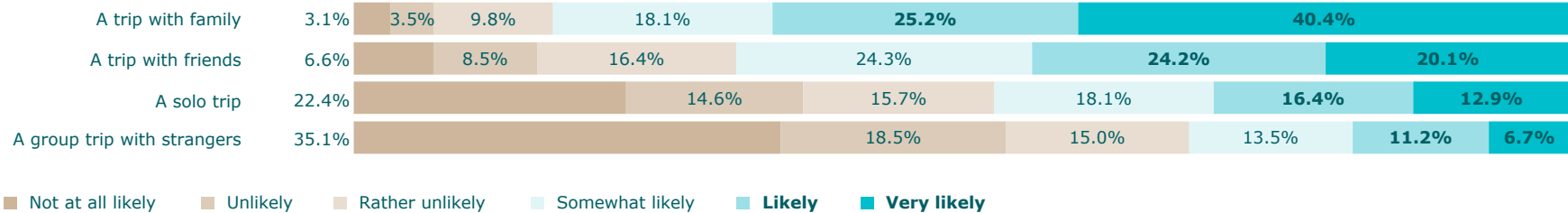
Solo travel has established itself as a recognised part of today's travel market, moving beyond what was once considered a specialist segment. Its growing prominence reflects the increasing diversity of travel preferences and holiday formats across Europe.

Among respondents with travel plans, solo travel is becoming an increasingly attractive way to explore the world. Looking at those who say they are likely or very likely to take these types of trips in the next 12 months, family holidays remain dominant (65.6%), more than four in ten respondents (44.3%) expect to travel with friends, while almost 30% (29.3%) say they are considering taking a solo trip. Germany provides an interesting example of how solo travel is becoming part of a broader and more diverse travel landscape.

Solo travel has no age limit
While family travel becomes increasingly important from the mid-30s onwards, solo travel remains relevant across every age group. Travellers aged 25–34 are the most likely to consider a solo trip (32.6%), but interest remains surprisingly resilient over time. Even among travellers aged 55–65, one in four (25.3%) still consider solo travel likely. The growing interest in solo travel is not only visible in survey data. Jules Verne, DERTOUR UK’s specialist brand for escorted small-group journeys

and immersive cultural travel experiences, reports that 51% of all its small-group tour bookings for 2027 are from solo travellers, up from 48% for 2026 tours, highlighting the continued growth of this travel segment.

How likely are you going to take the following trips in the next 12 months?



Solo travel gains momentum in Germany

Germany emerges as Europe's strongest solo travel market, with 36.1% of respondents saying they are likely to take a solo trip in the next 12 months. Furthermore, according to the DERTOUR Germany Travel Barometer Winter 2025/26, solo travellers accounted for 18% of all winter holidays booked through DERTOUR Germany.



Inga Schwer

Press Relations DERTOUR Germany

"What stands out most in our booking data is how distinctly the travel behaviour of solo travellers differs from that of other travellers. During the winter season, their trips lasted an average of 13.5 days, which is four days longer than holidays taken with companions. In addition, solo travellers booked closer to departure and were more likely to choose all-inclusive packages. The data shows that solo travellers have their own preferences and booking patterns."



Scandinavia stands out for its strong culture of travel independence

Sweden (35.0%) ranks among Europe's most solo-travel-friendly markets, while Norway (28.8%) also places among the continent's leading solo travel destinations. The survey findings are mirrored by booking data from the Nordic markets, where almost 24,900 solo-traveller bookings have already been recorded for 2026. Most of these bookings are package holidays, demonstrating that solo travellers increasingly seek both independence and convenience.

Top 5 solo travel countries

1.	Germany	36.1%
2.	Sweden	35.0%
3.	France	32.2%
4.	UK	29.8%
5.	Poland	28.9%

The solo effect

For years, solo travel was often regarded as a niche travel style, but our findings suggest that this is no longer the case. As independent travel becomes increasingly mainstream, a new category of traveller is emerging, one with distinct expectations about how travel products should be designed and delivered.

As more travellers choose to explore independently, the industry faces a new challenge: understanding what solo travellers want from a holiday. To better grasp what independent travellers expect from the industry, we asked the respondents who are likely to take a solo trip in the next 12 months what would make travelling alone easier, safer and more appealing. Their answers reveal a clear demand for products designed with solo travellers in mind.

Solo travellers appear to be redefining not only how they travel, but also when they travel. Across DERTOUR Group bookings, 65% of solo-traveller holidays take place outside June to August, compared with 56% among travellers overall. The findings suggest a clear preference for greater flexibility, fewer crowds and a slower pace of travel.



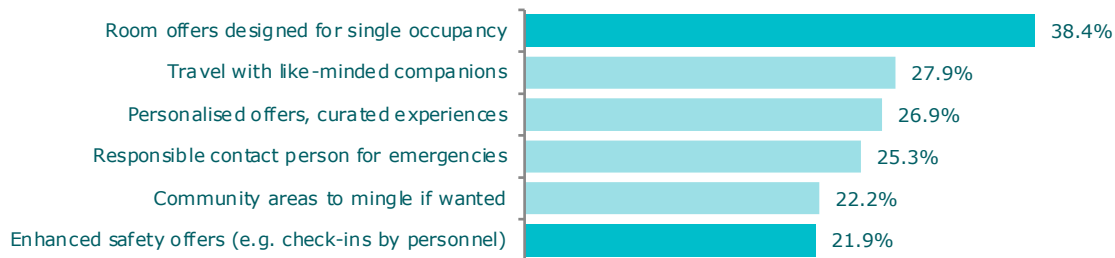
Confidence to travel alone

While independence is a defining feature of solo travel, support still matters. Around one in four respondents (25.3%) would like a dedicated emergency contact, while 21.9% value additional safety measures during their

trip. Women place an even greater emphasis on these forms of support, with 26.8% wanting a dedicated emergency contact and 23.5% valuing enhanced safety measures, compared with 24.1% and 20.7% of men respectively.

What would you wish for when travelling solo?

Between 1 and 3 answers possible



The findings suggest that solo travellers are not looking for a fundamentally different type of travel experience. Rather, they want products and services that recognise solo travel as a distinct travel style and make it easier, more comfortable, and more relevant to their individual needs. The strongest demand is for room offers designed for single occupancy (38.4%), followed by opportunities to travel with like-minded companions (27.9%), personalised offers and curated experiences (26.9%), and access to a dedicated contact person for emergencies (25.3%).

The demand for solo-specific products is particularly strong among travellers who have fully embraced independent travel. Nearly half of singles (45.1%) would like room offers designed specifically for solo travellers, compared with 35.8% of respondents in a stable relationship and 31.7% of married travellers.

Finns leave nothing to chance

Demand for solo-friendly room options is highest in Finland, Austria and Poland, with Germany and Norway also above average.



Beyond this shared need for better room options, regional differences emerge.

Nordic solo travellers place the strongest emphasis on personalisation.

Sweden records the highest demand for personalised offers and curated experiences (35.0%), followed by Norway (32.7%) and Denmark (31.6%).

35.0%

Sweden

32.7%

Norway

31.6%

Denmark



Apollo responds to the demand for personalised solo travel

Apollo Sports Solo reflects the growing visibility of solo travel in the market. The concept combines instructor-led sports activities with opportunities to meet like-minded travellers, while allowing participants to travel independently and join activities on their own terms. Following its success, Apollo expanded the concept with Apollo Sports Solo Senior, tailored to travellers aged 50+ and designed around similar principles.

Younger solo travellers want choice.
Older solo travellers want connection.

Solo travel evolves across life stages, and while solo travel may be growing across all age groups, travellers are not all looking for the same experience.

MILLENNIALS (25–34)



Younger travellers place greater emphasis on personalisation, flexibility and experiences.

31.1%

asking for personalised offers and curated experiences ...

... that makes millennials the strongest supporters of personalised travel compared with travellers aged 55–65:



OLDER SOLO TRAVELLERS (55–65)



Priority for comfort and practicality rises steadily with age.

47.8%

Older travellers show the strongest demand for solo-friendly room offers.

Meaningful social interaction becomes more important over time.

32.0%

are interested in travelling with like-minded companions.

THE SOLO TRAVELLER

“Solo travel is about choosing what feels right for me.”

The solo traveller actively chooses solo travel, but not because they want isolation. They value freedom, flexibility and the ability to shape their own experience. What they need are products designed around individual travellers rather than adapted from traditional couple or family travel. They appreciate support when needed, but on their own terms.

WHAT THEY WANT

- Single-occupancy room offers
- Personalised experiences
- Support when needed
- Optional opportunities to connect
- Travel designed around individual needs

THE DATA BEHIND THE PROFILE

- 38.4% want room offers designed for single occupancy
- 37.6% of singles are likely to take a solo trip in the next 12 months
- 27.9% would like to travel with like-minded companions
- 26.9% want personalised offers and curated experiences
- 25.3% value a dedicated contact person for emergencies

Beyond the survey: Solo travel unpacked

What current DERTOUR Group booking data reveals about solo travellers

While survey results show that solo travel is becoming more popular across Europe, DERTOUR Group booking data provides a deeper picture of how solo travellers behave. The data suggests that travelling alone is often associated with longer stays, greater flexibility and a preference for travelling beyond the traditional summer peak season.

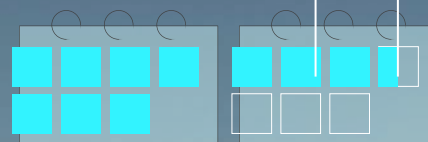
Solo travellers stay

+1.5 days

longer than the
average traveller

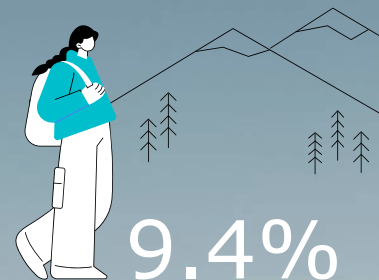
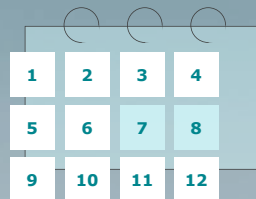
8.9 days
average trip length
across all travellers

10.4 days
average trip length
for solo travellers



65%

travel outside
June–August



9.4%

of DERTOUR Group bookings are made by
solo travellers (vs. 9.1% in 2025)



Making solo travel easier

Jules Verne and **Explore Worldwide** are leading DERTOUR UK's response to the rise of independent and small-group solo travel.

While solo travel continues to grow in popularity, many prospective travellers still have questions before booking their first independent trip. Considerations around group size, flexibility, personal space, logistics and safety can all act as barriers for those considering travelling solo for the first time.

Jules Verne

Explore!



Jules Verne: Solo Travel Guide

In response, Jules Verne recently launched a dedicated Solo Travel Guide (URL to the guide: brochures.vjv.com/solo-travel-guide) designed to educate and reassure as well as inspire. Rather than taking a traditional brochure-led approach focused on destinations and itineraries, the guide brings together practical advice, expert insight and first-hand traveller experiences to help demystify solo travel and build confidence.

A fresh look at solo travel

Alongside destination inspiration, the guide tackles some of the most common myths surrounding solo travel and includes first-person accounts from two of Jules Verne's most popular solo tours, a Croatian Dalmatian Coast cruise from the perspective of a first-time solo traveller and a cultural journey through Egypt with journalist, broadcaster and Queenager founder Eleanor Mills.

Furthermore, the guide's ranking of Europe's five best solo tours spans everything from the ancient landscapes of Albania and the volcanic islands of the Azores to Lake Garda, the Austrian Alps and the Baltic capitals, highlighting the growing appeal of culturally rich and experience-led journeys.

Debbie O'Neill, Managing Director, Jules Verne, explains: "Many people still assume solo travel is primarily about independence, but for today's travellers it's often just as much about curiosity, confidence and personal enrichment. While interest in solo travel continues to grow, we know that many people still have questions before taking that

first step. Drawing on almost 50 years' experience of organising incredible holidays for solo travellers, this guide combines destination inspiration, practical advice and first-hand stories to help more people feel informed, reassured and excited about the possibilities of travelling solo."



Debbie O'Neill
Managing Director, Jules Verne



Explore Worldwide: Solo travel momentum

Jules Verne is not alone in recognising the growing appeal of independent travel. Explore Worldwide, another DERTOUR UK brand, is seeing a similar shift in traveller behaviour. Solo bookings increased 18% between 2023 and 2026, highlighting the growing momentum behind the segment. May, September and October have emerged as particularly popular months for solo travel, reflecting a preference for fewer crowds, greater flexibility and more relaxed travel experiences.

Beyond familiar ground

For many travellers, solo travel is more than a holiday format. It is an opportunity to step outside the familiar, embrace new experiences and discover destinations on their own terms. Popular choices range from European favourites such as Italy, Spain and Portugal to more adventurous journeys in India, Albania and Algeria.

Case study: Rachel's Morocco trek

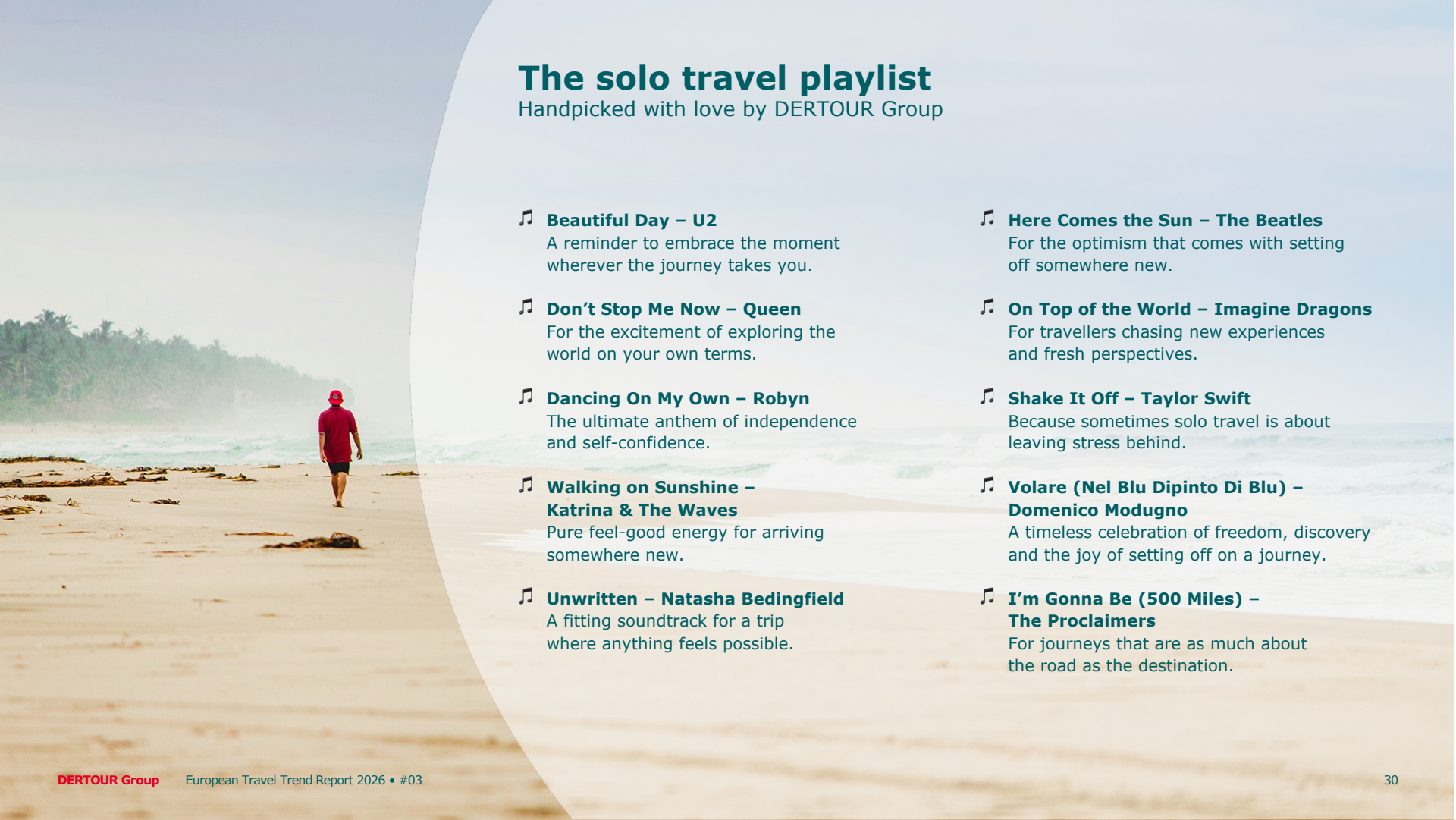
This trend is reflected in the experiences of Explore traveller and author **Rachel Cullen**, who joined a small-group trekking adventure in Morocco as a solo traveller. Although she expected to connect most strongly with people at a similar life stage, she found herself forming friendships across a group spanning more than five decades in age. Reflecting on the experience, she concluded: "Sharing our outlook on life and a mutual love of adventure was the keystone on my first ever solo trip with Explore. From the youngest member of the group to the oldest, this was the glue that bonded us on tour. If anything, the vast difference in our ages, life stages, breadth of experience, insights and stories only added to the potential for deep connection."

Connection over solitude

Rachel's story highlights how today's solo travellers are often seeking connection rather than solitude. She travelled independently, but the lasting impact of the trip came from the friendships, shared challenge, and sense of community she found within the group.



Rachel Cullen
Explore traveller and author



The solo travel playlist

Handpicked with love by DERTOUR Group

🎵 **Beautiful Day – U2**

A reminder to embrace the moment wherever the journey takes you.

🎵 **Don't Stop Me Now – Queen**

For the excitement of exploring the world on your own terms.

🎵 **Dancing On My Own – Robyn**

The ultimate anthem of independence and self-confidence.

🎵 **Walking on Sunshine – Katrina & The Waves**

Pure feel-good energy for arriving somewhere new.

🎵 **Unwritten – Natasha Bedingfield**

A fitting soundtrack for a trip where anything feels possible.

🎵 **Here Comes the Sun – The Beatles**

For the optimism that comes with setting off somewhere new.

🎵 **On Top of the World – Imagine Dragons**

For travellers chasing new experiences and fresh perspectives.

🎵 **Shake It Off – Taylor Swift**

Because sometimes solo travel is about leaving stress behind.

🎵 **Volare (Nel Blu Dipinto Di Blu) – Domenico Modugno**

A timeless celebration of freedom, discovery and the joy of setting off on a journey.

🎵 **I'm Gonna Be (500 Miles) – The Proclaimers**

For journeys that are as much about the road as the destination.



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 around 200 travel companies offering a wide variety of holiday experiences designed so people can relax, explore, or pursue their passions. Trusted by more than 13 million holidaymakers worldwide, our international team of over 16,500 employees supports guests at every stage of their travel journey.

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

European tour operator brands, over 30 specialist travel providers, and a network of approximately 1,850 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 personalised care, ensuring that travel experiences turn into lasting memories. A highly professional safety and crisis management system ensures that millions of

travellers feel secure—before and during their trips. Automated early-warning systems, close coordination with authorities worldwide, and specialised 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 anonymised booking patterns across DERTOUR Group's diverse brands and markets provide early indications of emerging travel behaviour.
- **Online survey research:** Representative quantitative survey data from 13 European countries, with 500–1,000 respondents per market, conducted between 2 to 6 February 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.

Legal notice

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