



The Eurocouncil of the Fédération Internationale de l'Automobile
European Bureau

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Safety is highest priority for Europeans on holiday

On the occasion of the European Tourism day the FIA European Bureau published the results of its I-Test survey. The scope of the survey was to find out what is important to consumers when choosing summer holiday destinations.

More than 6.000 Europeans gave their opinion on what criteria make the difference when it comes to choosing a holiday destination. The answers stem from members of 28 European automobile clubs, from which 61% were men and the average age was 46.¹

A general sense of safety is the most important factor in choosing Europeans' holiday destinations: this was rated 8.4 out of a possible 10. Climate and the quality of accommodation are also crucial for Europeans (8.3 viz. 8.2).

Wil Botman, Director of the FIA European Bureau, remarked that "Unfortunately, when Europeans choose their holiday destination sustainability in tourism is not the most important motive. Even though it is the motto of this year's European tourism day a lot remains to be done to put sustainability at the heart of mobile consumers' choices".

Concern for the environment is indeed one of the lower rated criteria for the choice of a holiday destination (7.0/10). Availability of sports facilities (4.9), nightlife (4.8) and public transport at the holiday destination (4.7) are the three criteria, which are least important to the sample group of individuals.

Kees-Jan van Ginkel, Vice-President of the FIA Tourism Commission will present some of the key findings of the survey in the European Tourism Forum roundtable on "Consumer behaviour vis-à-vis sustainability and the economic downturn" on October 9th 2009.

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NOTE TO THE EDITORS:

The Eurocouncil of the Fédération Internationale de l'Automobile (FIA), the leading motoring and touring organisation in Europe, represents via its 71 national motoring and touring organisations in 47 European countries some 35 million European motorists. Europe's motoring and touring organisations have as their highest priority to put their members' interests at the centre of Europe's mobility policy in order to make mobility more sustainable, i.e. more reliable, cleaner and safer while keeping it affordable for all.

The iTest survey was conducted at international level from January 12th to April 1st 2009. It sought to determine the most important criteria for individuals when choosing a summer holiday

¹ Responses were gathered from all over the world. However the results presented in this document are based on European answers only.



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destination. More than 9.000 citizens from 38 countries identified 5 aspects out of a list of 19 as the key factors for their choice of a holiday destination. 76.5 % of the responses stems from 28 European clubs. The results presented below are based solely on the analysis of the European results to the survey.

Importance of Factors When Choosing a Holiday Destination
(means)

