

New research shows a boost in interest for long-haul travel



LONG-HAUL TRAVEL BAROMETER 1/2023
Travel horizon: January-December/April 2023



Based on the latest Long-Haul Travel Barometer (LHTB) 1/2023, over 60% of potential travelers in Australia, Brazil, Canada, China and the US intend to travel long-haul in 2023

Research shared by the European Travel Commission (ETC) and Eurail BV indicates a significant increase in the desire to travel overseas this year compared to 2022. Based on the latest Long-Haul Travel Barometer (LHTB) 1/2023 and according to a press release published today, over 60% of potential travelers in Australia, Brazil, Canada, China and the US intend to travel long-haul in 2023, with Europe serving as the top destination.

Travel sentiment to Europe in the first four months of the year has also improved, with the most notable year-over-year increases observed in China (+21 points) and Brazil (+13 points).

The exception to these positive trends is Japan, with 27% of respondents wanting to take long-haul

trips in 2023 as a whole and 13% between January and April.

"ETC is pleased to see that long-haul travel sentiment is proving more positive this year than in 2022. A significant development that will surely have a major impact on travel to Europe in the coming year is China's reopening.

"The removal of China's zero COVID-19 policy has reinstated travel confidence among Chinese travelers, and China's sentiment index for traveling to Europe is now at values close to pre-pandemic times.

"This is hopeful news, but still, there remain concerns that in the context of inflationary pressures, personal finances may limit long-haul travel overall. Promoting Europe in overseas markets remains crucial for the sector's continued recovery in 2023," said ETC President Luis Araújo.

Good value for less budget

Despite the positive outlook for 2023, high inflation continues to pressure individuals and influence their desire to travel. Financial circumstances cause concern among Australian, Brazilian, American and Canadian travelers. With this in mind, it's essential that travelers receive "good value for less budget."

The removal of border restrictions also remains important for travelers' confidence, according to 35% of all respondents. Following this, destinations that have fully lifted travel barriers may be perceived as more appealing in 2023.

An update on the removal of China's zero COVID-19 policy

The removal of China's zero COVID-19 policy in December 2022 has caused a positive change in the potential for long-haul travel. The sentiment for traveling to Europe between January and April (115 points) has shown a significant improvement compared to the same periods in 2022 (94 points) and 2021 (103 points).

Among Chinese respondents wishing to travel overseas in early 2023, 63% have a European destination in mind.

Nevertheless, barriers remain in place when it comes to the immediate recovery of tourism flows from China. These include air connectivity and capacity, the recent re-imposition of COVID-19 safety measures in some destinations and health concerns.

For respondents in China, the main considerations when choosing a holiday destination are the tourism infrastructure, weather conditions and the perceived safety of the destination. Notably, Chinese travelers are eager to return to luxury shopping in Europe.

North America: eagerness to travel overseas

Forty percent of US respondents intend to travel outside North America by April 2023 and 33% consider Europe as a destination. This marks a significant change to the same period in 2022, when only 28% of Americans planned to travel overseas and 23% to Europe.

In the United States, eagerness to travel is associated with a higher annual household income. Findings show that 55% of Americans earning \$75,000 or more look forward to traveling vs. 20% of respondents in the other income groups. In contrast to other markets, a large share of US respondents (20%) is open to solo travel.

The Canadian market is also on track for a gradual recovery. The share of Canadians planning to visit Europe between January and April increased from 15% in 2022 to 29% in 2023, with the sentiment index value remaining in positive territory (108 points). However, the majority (62%) of Canadian respondents will refrain from overseas travel at the beginning of 2023. The main deterrent for 39% of them is their disposable income.

Canadians wishing to visit Europe in the next several months will look for experiences revolving around history and culture and the vibrant life of European cities. The top European destinations for Canadians are France, Italy, the UK and Germany.

The summary report can be downloaded [here](#).