**HOW HAS COVID-19 CHANGED THE WAY WE PLAN A TRIP?**

Frequency of vacations Europeans took pre-pandemic:
- 3% - Never
- 11% - Every few years
- 25% - Yearly
- 41% - 2-5x/year
- 19% - Monthly
- 7% - Every few weeks

Time since last trip:
- 7% - More than a year
- 11% - 1-3 months
- 19% - 6-12 months
- 33% - 3-6 months
- 48% - 1-3 months

**NEW TRENDS CREATED BY COVID-19**

- 48% of travellers are booking their trips closer to their travel dates.
- 61% of travellers are only interested in flexible cancellations.
- 45% of travellers are planning trips where they are blending work and leisure.

**HYBRID WORK AND ITS IMPACT ON TRAVEL**

Hybrid working enables travellers to combine work and leisure.

- 56% of travellers are restarting their planning process.
- 57% of European travellers are planning trips where they are blending work and leisure.
- 49% of travellers are only interested in flexible cancellations.
- 45% of travellers are booking their trips closer to their travel dates.
- 38% of European travellers delayed their vacation because of the pandemic.

**HOW MUCH MONEY WILL EUROPEAN TRAVELLERS SPEND ON THEIR NEXT TRIP (€/£)?**

Travel budget forecast:

- More than 7K
- 3K-7K
- 1K-3K
- 500-1K
- Under 500

**WHAT WILL POST-PANDEMIC TRAVEL IN EUROPE LOOK LIKE?**

Where Europeans plan to travel:
- 42% Outside Europe
- 30% Locally
- 15% Within my country
- 11% Within Europe

How Europeans plan to travel:
- 53% Within Europe
- 20% Within my country
- 44% Locally
- 3% Outside Europe

Source: Microsoft Advertising Travel Research Study, Aug 2021 - UK, FR and DE markets