

YouGov / Eurotrack Survey Results

Sample Size: 2189 Adults in GB / 1013 Adults in France / 2301
Adults in Germany / 1026 Adults in Denmark / 1021 Adults in
Sweden / 1060 Adults in Spain / 1011 Adults in Italy

Fieldwork: 6th - 20th August 2024

	Country						
	Britain	France	Germany	Denmark	Sweden	Spain	Italy
Weighted Sample	2189	1013	2301	1026	1021	1060	1011
Unweighted Sample	2189	1013	2301	1026	1021	1060	1011
	%	%	%	%	%	%	%
	12 - 13 Aug	14 - 19 Aug	16 - 20 Aug	9 - 19 Aug	9 - 19 Aug	13 - 20 Aug	6 - 19 Aug

Generally speaking, do you have a favourable or unfavourable view
of each of the following components of the tourism and travel
industry?

Airline industry

Very favourable	9	10	8	8	10	12	9
Somewhat favourable	46	47	40	51	42	49	49
TOTAL FAVOURABLE	55	57	48	59	52	61	58
Somewhat unfavourable	24	23	26	17	23	19	22
Very unfavourable	8	8	7	6	8	7	5
TOTAL UNFAVOURABLE	32	31	33	23	31	26	27
Don't know	13	12	18	18	16	12	15
NET FAVOURABILITY	23	26	15	36	21	35	31

Hotel industry

Very favourable	9	11	10	12	14	17	14
Somewhat favourable	60	61	55	61	58	55	58
TOTAL FAVOURABLE	69	72	65	73	72	72	72
Somewhat unfavourable	15	15	15	8	12	17	14
Very unfavourable	3	4	3	2	1	4	4
TOTAL UNFAVOURABLE	18	19	18	10	13	21	18
Don't know	13	10	16	17	15	8	10
NET FAVOURABILITY	51	53	47	63	59	51	54

Holiday rental properties industry

Very favourable	7	8	10	6	15	8	10
Somewhat favourable	41	55	48	44	51	37	49
TOTAL FAVOURABLE	48	63	58	50	66	45	59
Somewhat unfavourable	24	21	17	18	12	30	22
Very unfavourable	9	7	4	6	2	15	8
TOTAL UNFAVOURABLE	33	28	21	24	14	45	30
Don't know	18	9	20	26	19	11	12
NET FAVOURABILITY	15	35	37	26	52	0	29

Inbound tourism industry - i.e. the part of the tourism industry that
caters to international visitors to your country

Very favourable	9	14	12	8	24	16	25
Somewhat favourable	49	58	43	50	52	53	56
TOTAL FAVOURABLE	58	72	55	58	76	69	81
Somewhat unfavourable	12	12	12	7	5	14	8
Very unfavourable	3	3	4	1	1	3	2
TOTAL UNFAVOURABLE	15	15	16	8	6	17	10
Don't know	28	14	28	33	16	15	9
NET FAVOURABILITY	43	57	39	50	70	52	71

Outbound tourism industry - i.e. the part of the tourism industry
that caters to people from your country going abroad

Very favourable	10	11	11	9	16	12	16
Somewhat favourable	51	53	47	54	50	52	55
TOTAL FAVOURABLE	61	64	58	63	66	64	71
Somewhat unfavourable	13	14	12	8	10	14	11
Very unfavourable	3	3	3	2	3	2	4
TOTAL UNFAVOURABLE	16	17	15	10	13	16	15
Don't know	24	19	27	27	21	19	15
NET FAVOURABILITY	45	47	43	53	53	48	56

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	Country						
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Weighted Sample	2189	1013	2301	1026	1021	1060	1011
Unweighted Sample	2189	1013	2301	1026	1021	1060	1011
	%	%	%	%	%	%	%

Domestic tourism industry - i.e. the part of the tourism industry that caters to people from your country visiting places within your country

Very favourable	15	16	18	15	36	21	28
Somewhat favourable	55	56	51	56	46	55	49
TOTAL FAVOURABLE	70	72	69	71	82	76	77
Somewhat unfavourable	11	10	9	5	6	11	10
Very unfavourable	2	3	2	1	1	3	2
TOTAL UNFAVOURABLE	13	13	11	6	7	14	12
Don't know	17	14	19	22	12	10	10
NET FAVOURABILITY	57	59	58	65	75	62	65

Cruise ship holiday industry

Very favourable	8	8	7	4	13	11	13
Somewhat favourable	33	31	29	30	41	42	43
TOTAL FAVOURABLE	41	39	36	34	54	53	56
Somewhat unfavourable	21	25	27	18	20	13	20
Very unfavourable	11	22	18	13	5	9	7
TOTAL UNFAVOURABLE	32	47	45	31	25	22	27
Don't know	27	14	19	35	20	25	16
NET FAVOURABILITY	9	-8	-9	3	29	31	29

And generally speaking, do you have a favourable or unfavourable view of domestic and international tourists in your country?

Domestic tourists

Very favourable	19	16	16	27	36	26	26
Somewhat favourable	57	59	56	59	50	57	54
TOTAL FAVOURABLE	76	75	72	86	86	83	80
Somewhat unfavourable	9	10	10	4	4	10	8
Very unfavourable	1	2	1	0	1	1	2
TOTAL UNFAVOURABLE	10	12	11	4	5	11	10
Don't know	14	13	17	10	9	6	10
NET FAVOURABILITY	66	63	61	82	81	72	70

International tourists

Very favourable	17	13	14	22	30	15	21
Somewhat favourable	56	57	55	61	54	50	57
TOTAL FAVOURABLE	73	70	69	83	84	65	78
Somewhat unfavourable	10	13	11	6	5	23	9
Very unfavourable	3	3	3	2	1	5	2
TOTAL UNFAVOURABLE	13	16	14	8	6	28	11
Don't know	15	14	18	10	9	7	11
NET FAVOURABILITY	60	54	55	75	78	37	67

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Weighted Sample
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2189	1013	2301	1026	1021	1060	1011
%	%	%	%	%	%	%

Thinking about each of the following components of the tourism and travel industry in your country, do you think they bring more benefits than harm, or more harm than benefits?

Airline industry

Bring much more benefits than harm	15	21	12	16	13	25	13
Bring somewhat more benefits than harm	32	27	24	21	21	32	31
TOTAL MORE BENEFITS THAN HARM	47	48	36	37	34	57	44
Bring benefits and harm about equally	29	22	28	33	27	24	31
Bring somewhat more harm than benefits	9	10	13	7	16	6	8
Bring much more harm than benefits	3	7	8	8	11	3	2
TOTAL MORE HARM THAN BENEFITS	12	17	21	15	27	9	10
Don't know	12	14	14	15	12	10	15

Hotel industry

Bring much more benefits than harm	18	22	23	30	26	32	23
Bring somewhat more benefits than harm	46	36	34	32	38	34	43
TOTAL MORE BENEFITS THAN HARM	64	58	57	62	64	66	66
Bring benefits and harm about equally	19	21	20	18	19	18	17
Bring somewhat more harm than benefits	4	7	6	4	4	7	4
Bring much more harm than benefits	1	3	2	2	1	3	1
TOTAL MORE HARM THAN BENEFITS	5	10	8	6	5	10	5
Don't know	12	11	14	15	12	6	12

Holiday rental properties industry

Bring much more benefits than harm	11	16	19	24	24	12	17
Bring somewhat more benefits than harm	32	32	32	27	37	21	34
TOTAL MORE BENEFITS THAN HARM	43	48	51	51	61	33	51
Bring benefits and harm about equally	22	26	22	20	17	23	20
Bring somewhat more harm than benefits	15	11	9	7	6	20	10
Bring much more harm than benefits	6	5	3	3	2	17	5
TOTAL MORE HARM THAN BENEFITS	21	16	12	10	8	37	15
Don't know	15	10	15	19	15	8	13

Inbound tourism industry - i.e. the part of the tourism industry that caters to international visitors to your country

Bring much more benefits than harm	17	15	14	24	28	19	26
Bring somewhat more benefits than harm	40	31	32	31	38	31	39
TOTAL MORE BENEFITS THAN HARM	57	46	46	55	66	50	65
Bring benefits and harm about equally	19	24	23	16	15	23	16
Bring somewhat more harm than benefits	4	8	6	3	4	8	5
Bring much more harm than benefits	1	3	2	1	1	3	1
TOTAL MORE HARM THAN BENEFITS	5	11	8	4	5	11	6
Don't know	18	19	22	24	13	15	13

Outbound tourism industry - i.e. the part of the tourism industry that caters to people from your country going abroad

Bring much more benefits than harm	12	14	10	20	17	16	12
Bring somewhat more benefits than harm	37	29	28	28	30	32	30
TOTAL MORE BENEFITS THAN HARM	49	43	38	48	47	48	42
Bring benefits and harm about equally	24	23	28	20	24	25	25
Bring somewhat more harm than benefits	6	10	7	4	10	8	12
Bring much more harm than benefits	1	3	3	2	4	3	3
TOTAL MORE HARM THAN BENEFITS	7	13	10	6	14	11	15
Don't know	21	21	23	25	15	17	18

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%	%	%	%	%	%	%

Domestic tourism industry - i.e. the part of the tourism industry that caters to people from your country visiting places within your country

Bring much more benefits than harm	20	19	23	30	35	26	24
Bring somewhat more benefits than harm	40	34	31	32	32	35	39
TOTAL MORE BENEFITS THAN HARM	60	53	54	62	67	61	63
Bring benefits and harm about equally	19	23	21	14	15	21	19
Bring somewhat more harm than benefits	3	5	4	2	5	4	3
Bring much more harm than benefits	1	2	1	1	1	2	1
TOTAL MORE HARM THAN BENEFITS	4	7	5	3	6	6	4
Don't know	17	16	19	21	12	12	14

Cruise ship holiday industry

Bring much more benefits than harm	9	13	8	8	10	15	13
Bring somewhat more benefits than harm	25	18	13	15	24	26	27
TOTAL MORE BENEFITS THAN HARM	34	31	21	23	34	41	40
Bring benefits and harm about equally	19	21	20	19	21	20	24
Bring somewhat more harm than benefits	13	13	21	13	15	12	11
Bring much more harm than benefits	8	20	23	17	8	8	8
TOTAL MORE HARM THAN BENEFITS	21	33	44	30	23	20	19
Don't know	26	16	16	28	21	19	17

How many international tourists would you say your local area receives?

Large numbers	13	27	19	17	21	49	44
Moderate numbers	24	37	42	31	36	23	32
TOTAL LARGE / MODERATE	37	64	61	48	57	72	76
Small numbers	36	20	27	30	23	17	13
None or almost none	16	8	3	11	4	6	2
TOTAL SMALL / NONE	52	28	30	41	27	23	15
Don't know	10	9	9	11	16	5	9

And thinking about your local area again, would you say the number of international tourists it receives is too many, not enough or about the right amount?

Too many international tourists	7	18	13	5	5	32	16
Not enough international tourists	21	24	24	27	30	25	31
About the right amount of international tourists	48	44	45	48	45	35	39
Don't know	24	15	18	21	19	8	14

How much sympathy do you have, if any, for residents of popular tourist destinations around the world who are protesting about over tourism there?

A great deal	16	18	24	21	20	23	12
A fair amount	41	47	41	42	45	43	41
TOTAL GREAT DEAL / FAIR AMOUNT	57	65	65	63	65	66	53
Not very much	27	16	19	23	19	19	28
None at all	7	3	5	4	5	7	8
TOTAL NOT VERY MUCH / NONE	34	19	24	27	24	26	36
Don't know	9	16	11	10	12	8	11

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	%	%	%	%	%	%	%

The following are all actions that popular tourist cities/destinations have taken or proposed as a way to reduce over-tourism. For each of the following, please say whether you would support or oppose each suggestion.

Requiring tourists to pay a 'tourist tax' fee to enter popular cities

Strongly support	11	16	18	18	10	25	14
Somewhat support	37	34	31	35	37	29	31
TOTAL SUPPORT	48	50	49	53	47	54	45
Somewhat oppose	22	24	26	19	20	19	23
Strongly oppose	22	16	15	20	22	20	23
TOTAL OPPOSE	44	40	41	39	42	39	46
Don't know	8	12	11	8	12	7	10

Setting limits on the amount of tourists that can go to popular cities or destinations

Strongly support	12	21	21	19	15	26	16
Somewhat support	38	41	41	35	35	34	36
TOTAL SUPPORT	50	62	62	54	50	60	52
Somewhat oppose	25	18	18	20	21	18	22
Strongly oppose	15	9	8	15	16	15	14
TOTAL OPPOSE	40	27	26	35	37	33	36
Don't know	9	10	12	10	12	7	12

Requiring tourists to book in advance in order to get admission to popular sites

Strongly support	21	20	20	19	16	35	22
Somewhat support	50	43	37	38	40	41	47
TOTAL SUPPORT	71	63	57	57	56	76	69
Somewhat oppose	14	19	22	19	20	11	14
Strongly oppose	8	7	9	13	13	6	7
TOTAL OPPOSE	22	26	31	32	33	17	21
Don't know	8	11	12	10	12	7	10

Banning the construction of new hotels in popular cities

Strongly support	14	23	20	21	15	21	18
Somewhat support	34	35	32	30	31	28	29
TOTAL SUPPORT	48	58	52	51	46	49	47
Somewhat oppose	25	19	22	19	23	24	23
Strongly oppose	10	8	10	10	11	16	11
TOTAL OPPOSE	35	27	32	29	34	40	34
Don't know	17	15	16	20	19	11	18

Prohibiting people in popular destinations from renting out residential properties as holiday rentals

Strongly support	24	15	24	23	10	26	9
Somewhat support	28	27	25	25	22	26	21
TOTAL SUPPORT	52	42	49	48	32	52	30
Somewhat oppose	23	27	24	21	29	21	30
Strongly oppose	10	14	13	14	21	16	23
TOTAL OPPOSE	33	41	37	35	50	37	53
Don't know	15	18	14	16	18	12	17

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	%	%	%	%	%	%	%

Banning day trippers to popular cities - i.e. only allowing in tourists who are staying at least one night

Strongly support	3	11	11	9	7	12	6
Somewhat support	14	23	25	17	18	21	16
TOTAL SUPPORT	17	34	36	26	25	33	22
Somewhat oppose	34	26	29	26	26	21	28
Strongly oppose	36	22	20	30	29	33	37
TOTAL OPPOSE	70	48	49	56	55	54	65
Don't know	13	18	15	18	20	13	14