




# Survey Travel Behavior in 2021

February 2021



We asked our  
readers

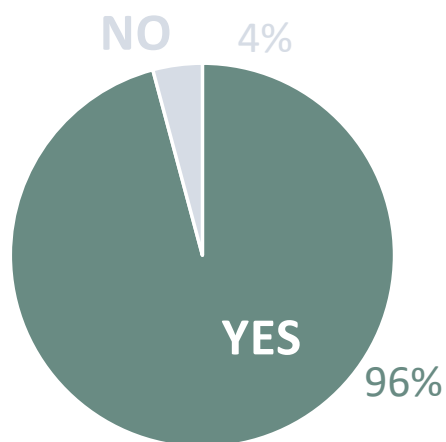
On January 26<sup>th</sup> and 27<sup>th</sup> of 2021, we asked our 21,300 Instagram followers a few questions about their 2021 travel plans. Over 8,000 Instagram followers saw the survey, and up to 2,700 followers answered the individual questions. And the results are exciting and encouraging!



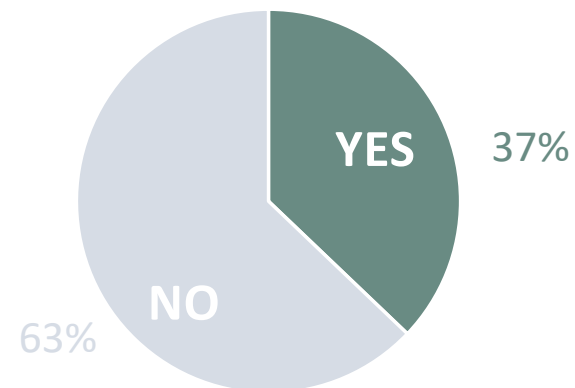


The desire to travel among families is unbroken, but the majority have not yet booked.

"Do you want to travel in 2021?"



"Have you planned your 2021 vacation yet?"



96% of respondents would like to travel in 2021.  
However, 63% have not yet booked.

Source: Little Travel Society survey on travel behavior in 2021 on January 26-27, 2021 in the Stories of the Instagram account little\_travel\_society (21,300 subscribers).

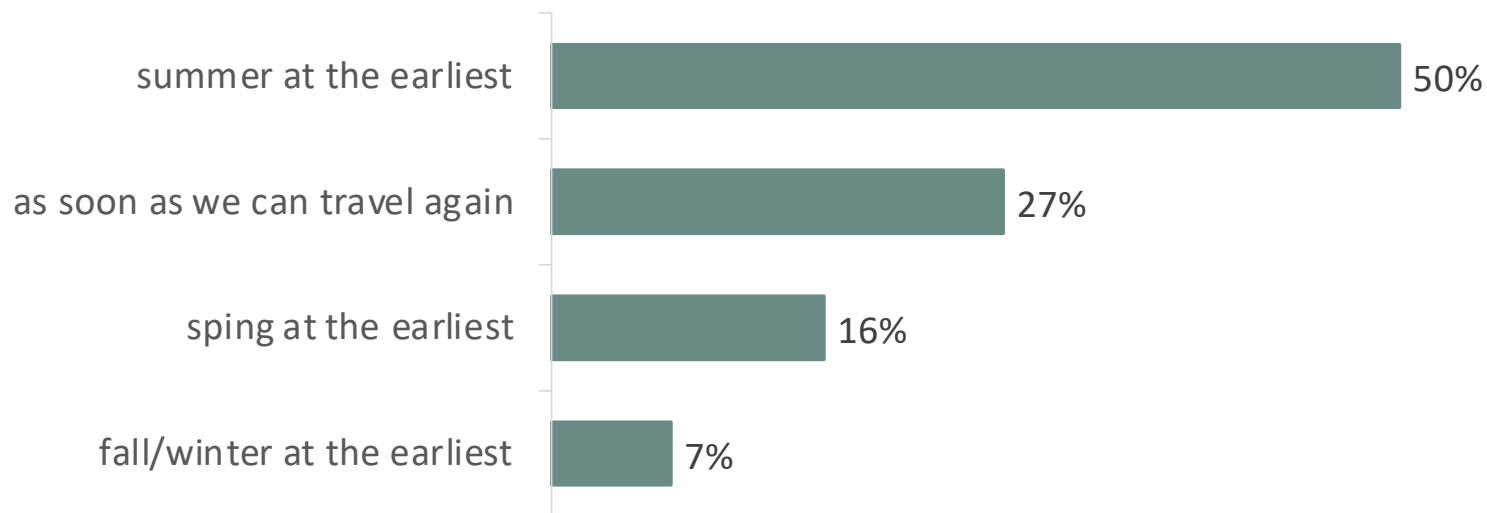
Yes/No survey: "Would you like to travel in 2021?" – Answers in total: 2,667- of which Yes: 2,556 / No: 111

Yes/No survey: "Have you already planned your 2021 vacation?" - Answers in total : 2,774 - of which yes: 1,030 / no: 1,744



Half of those surveyed want to travel in summer at the earliest, but more than a quarter as soon as they can travel again.

## "When are you planning to go on vacation?"



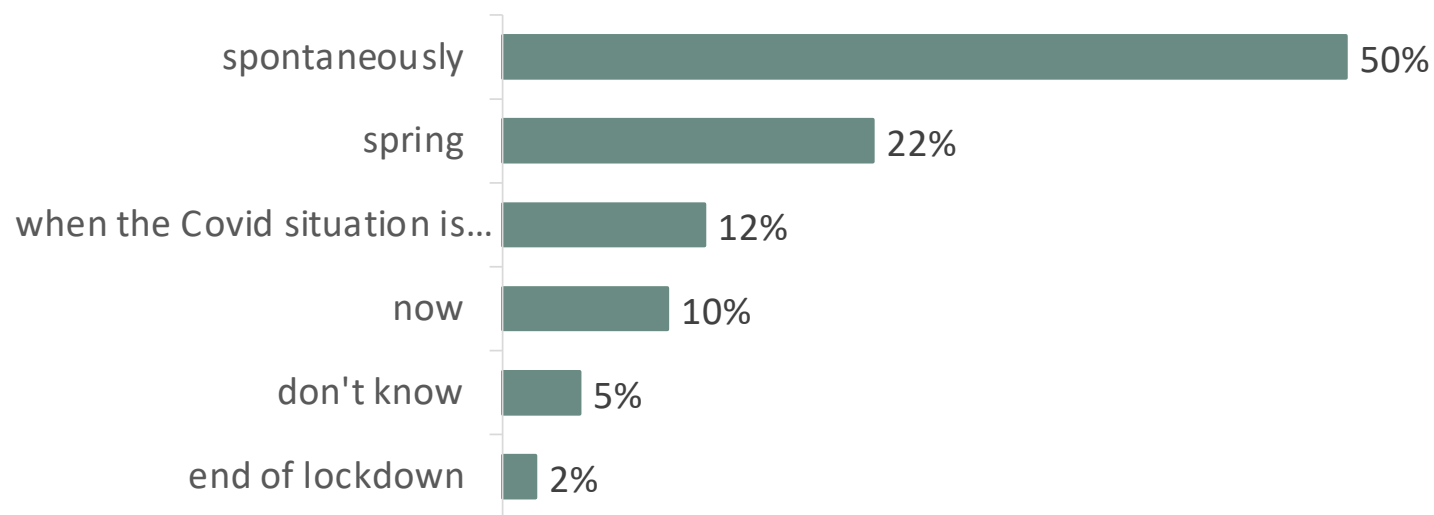
Only 7% of respondents do not plan to travel before fall/winter.

Source: Little Travel Society survey on travel behavior 2021 on January 26-27, 2021 in the stories of the Instagram account little\_travel\_society (21,300 subscribers).  
Open question: "When are you planning to go on vacation?" – Answers in total: 2,112 – of which summer (1059), As soon as we are allowed to travel again (564), Spring (340), Fall/Winter (149).



Most of those who have not yet booked their holiday want to travel spontaneously this year.

"At what point will you plan your vacation?"



This year, a lot of families will book spontaneously. However, a booking push can be expected as early as spring and as soon as there is positive Covid news.

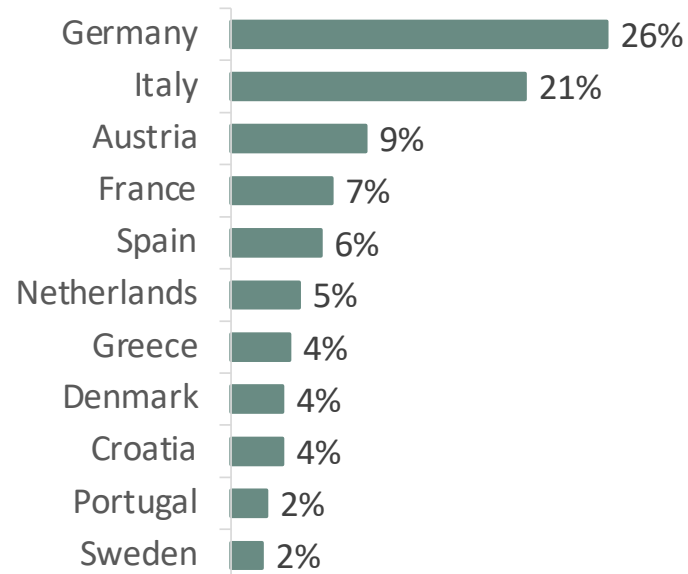
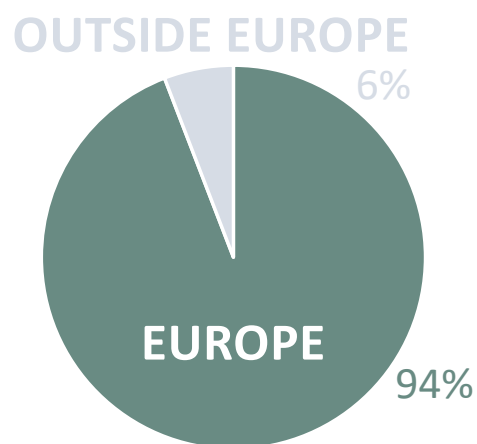
Source: Little Travel Society survey on travel behavior 2021 on January 26-27, 2021 in the stories of the Instagram account little\_travel\_society (21,300 subscribers).

Open question: "If you haven't booked yet, when will you plan your vacation?" – Answers in total: 461 – of which spontaneously (230), spring (101), when more predictable (55), now (45), don't know (21), lockdown end (9).



The majority would like to travel within Europe.  
Germany and Italy are the top destinations.

"Where do you want to go on vacation?"

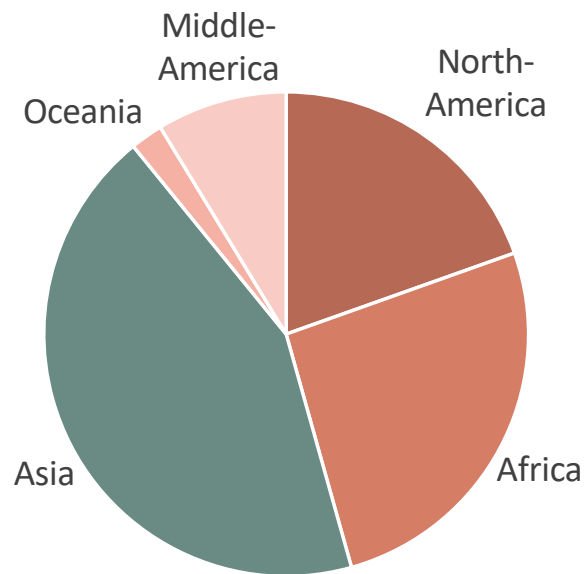


94% would like to travel within Europe in 2021.

Source: Little Travel Society survey on travel behavior 2021 on January 26-27, 2021 in the stories of the Instagram account little\_travel\_society (21,300 subscribers).  
Multiple-choice question: "Where are you planning to go in Europe?" - Answers in total: 2,396- of which Europe: 2,256 / Outside Europe: 140  
Open question: "Where exactly?" - Answers in total: 1,046

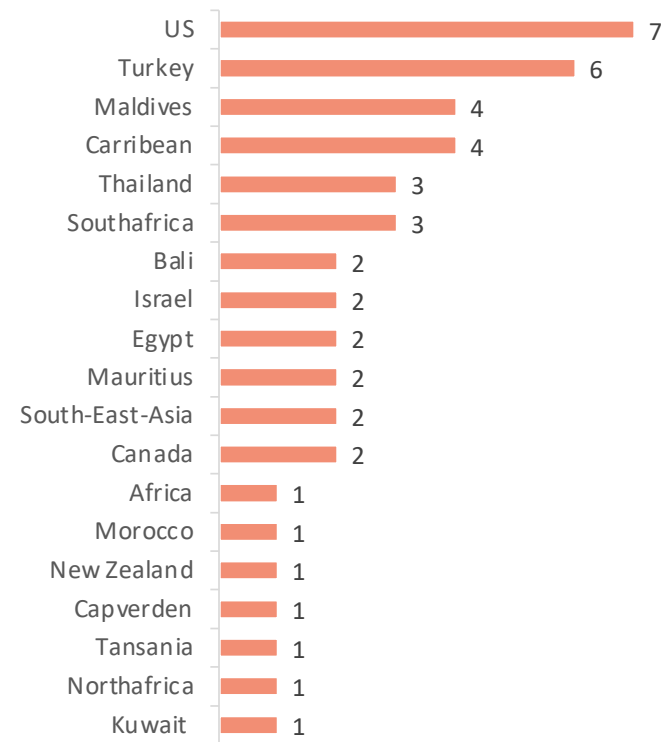


# Destinations outside Europe are named by 6% of respondents - 43% name Asia as their favourite region outside of Europe



43% want to travel to Asia, 26% to Africa, 20% to North America, 9% to Central America and 2% to Oceania

Mentions in absolute numbers

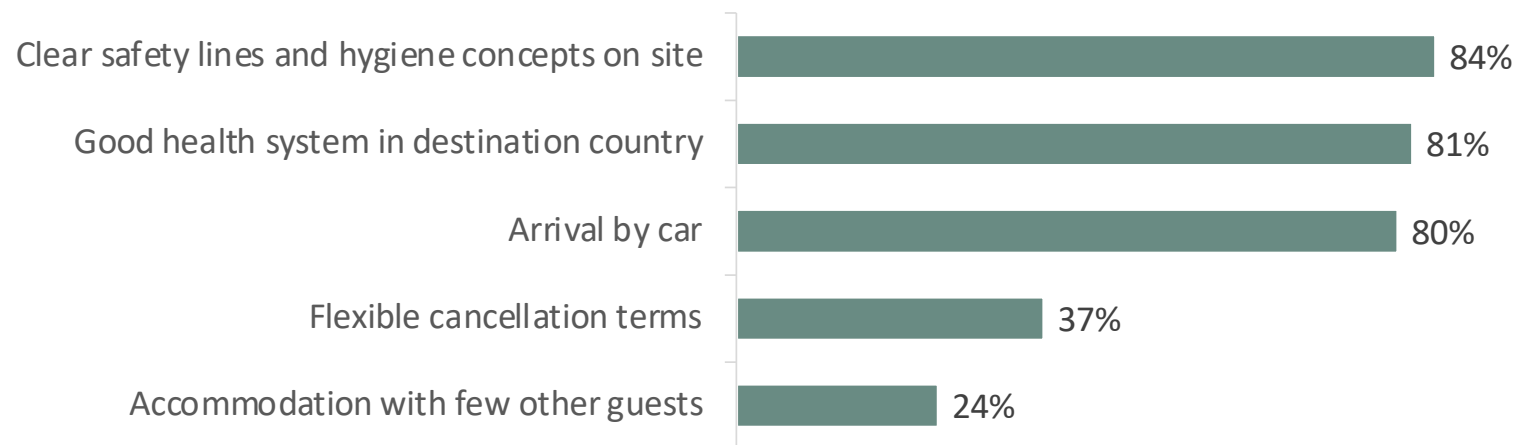


Source: Little Travel Society survey on travel behavior 2021 on January 26-27, 2021 in the Stories of the Instagram account little\_travel\_society (21,300 subscribers). Multiple choice question: "If you want to travel outside of Europe, where do you want to travel to" – Answers in total: 46.



## 2/3 of respondents say they will apply other criteria to their choice of destination this year than in previous years.

The following criteria play a special role during this travel year:



66% say they are applying other criteria this year when choosing their destination due to Covid. 34% are vacationing as usual.

Source: Little Travel Society survey on travel behavior 2021 on January 26-27, 2021 in the Stories of the Instagram account little\_travel\_society (21,300 subscribers).

Yes-No question: "Did you apply other criteria this year when choosing your destination because of Covid?" Answers in total: 1.867- of which YES: 1.237 / NO: 630

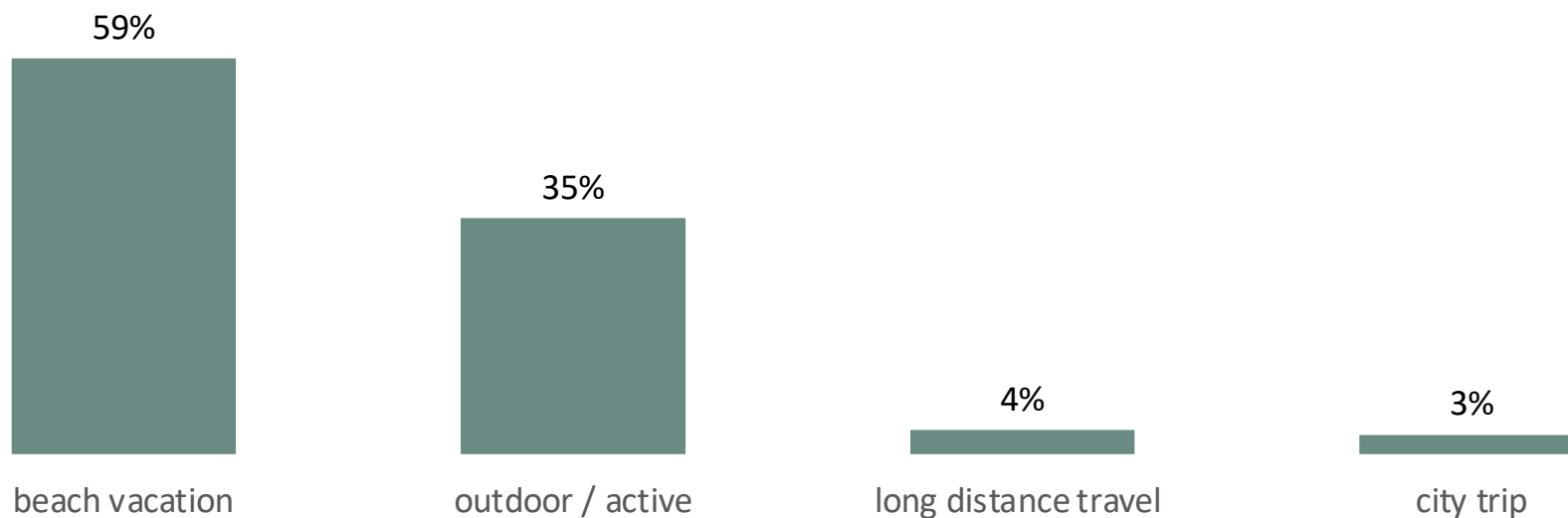
Yes-No question: "Good health system in the destination" - YES: 1,525 / NO: 348 "Arrival by car" - YES: 1,663 / NO: 425 "Clear safety lines and hygiene concepts on site" - YES: 1,625 / NO: 305

Open question: "What else was important for you?" 259 responses in total - cancellation policy (96), accommodation with few other guests (63).





## Above all, families are longing for beach and outdoor vacations this year



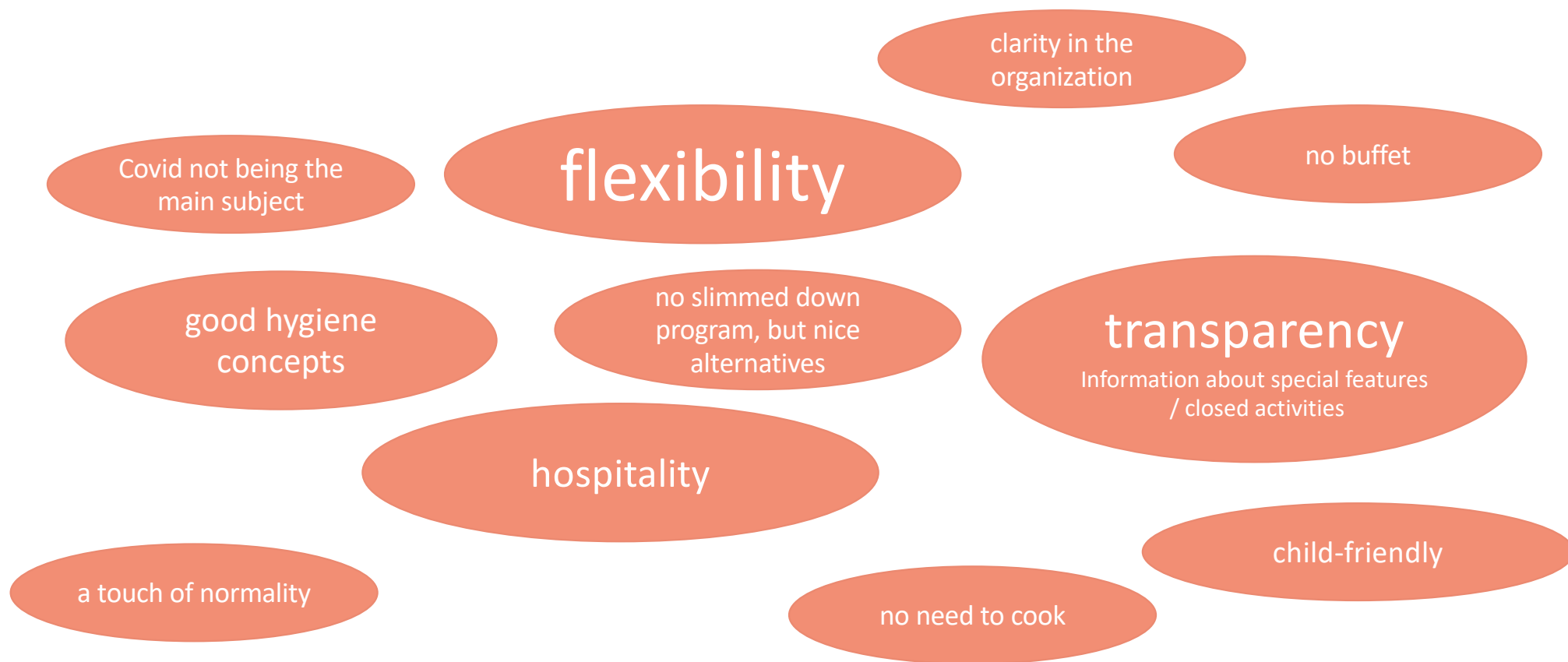
"This year we need balm for the soul", "We need Sun, beach and sea this year even more than usual" are some answers of the respondents regarding their vacation in 2021.

Source: Little Travel Society survey on travel behavior in 2021 on January 26-27, 2021 in the Stories of the Instagram account little\_travel\_society (21,300 subscribers).

Multiple-choice question: "What kind of vacation do you want to go on in 2021?" – Answers in total: 1,656- beach vacation (971), outdoor/active (579), adventure vacation/travel (59), city break (47).



# What do guests expect from their hosts this year?



Source: Little Travel Society 2021 travel behavior survey on Jan. 26-27, 2021, in Stories on the Instagram account [little\\_travel\\_society](#) (21,300 subscribers). Open question, "What do you expect from your hosts this year?" 143 answers in total - exemplary selection



Some followers must have intentionally misunderstood the question "What do you expect from your hosts this year?" and named kind wishes for their hosts instead....

"That they get through this time"

"I wish they have a reasonably good season this year "

"That they make it through the crisis well"

"Hang in there!  
We'll be back!"

"That they are finally allowed to receive guests again"

"I wish them many dear, cheerful guests"

"That they get through this terrible time"

"That they are as excited as we are to see each other again"

"Stay the way you are...relaxed".

Source: Little Travel Society 2021 travel behavior survey on Jan. 26-27, 2021, in Stories on the Instagram account [little\\_travel\\_society](#) (21,300 subscribers). Open question, "What do you expect from your hosts this year?" 143 answers in total - exemplary selection.