



## Connecting Europe Responsibly: Summer Trends & Encouraging Green Travel

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**Tatiana Veselova**

27 June 2025

**EUROPEAN  
TRAVEL  
COMMISSION**

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# European Travel Commission

75 years supporting  
European tourism

35 European destinations

Promotion

Knowledge

Advocacy



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# Summer 2025: How Travellers Will Move Across Europe?

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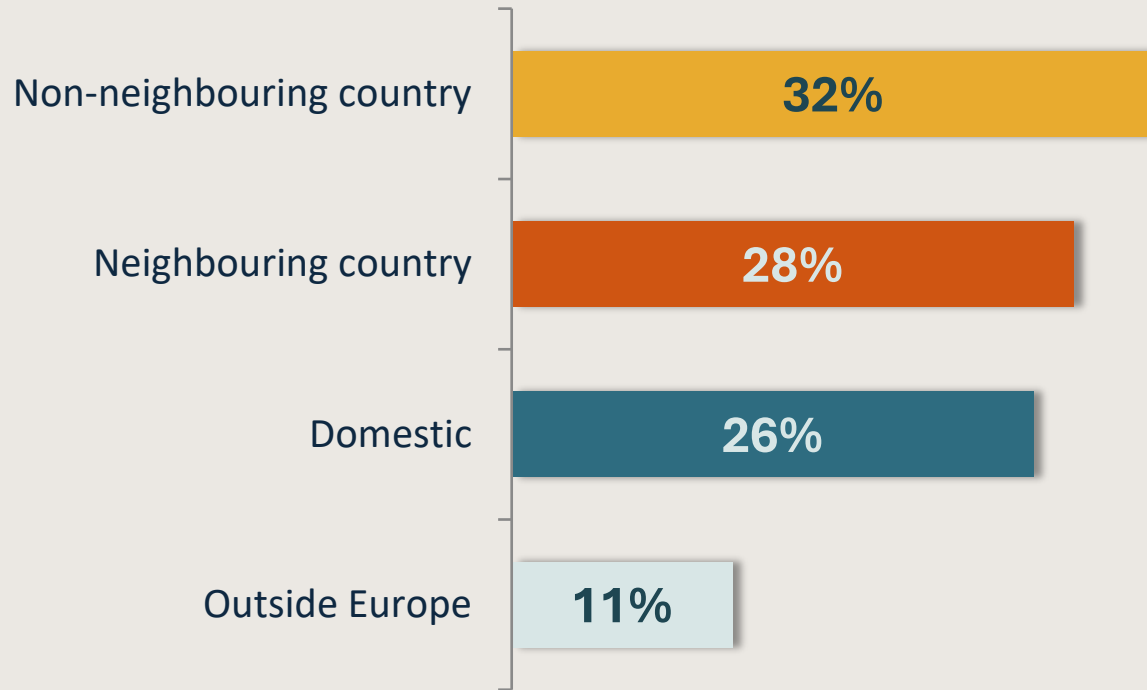
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# How will Europeans travel next?

72% of Europeans plan to travel this spring/summer



## How to get there?

AIR

55%

SHIP / FERRY

5%

CAR

24%

BUS

4%

RAIL

11%



# Potential to spread travellers away from hotspots

52%

Major destinations with well-  
known attractions

35%

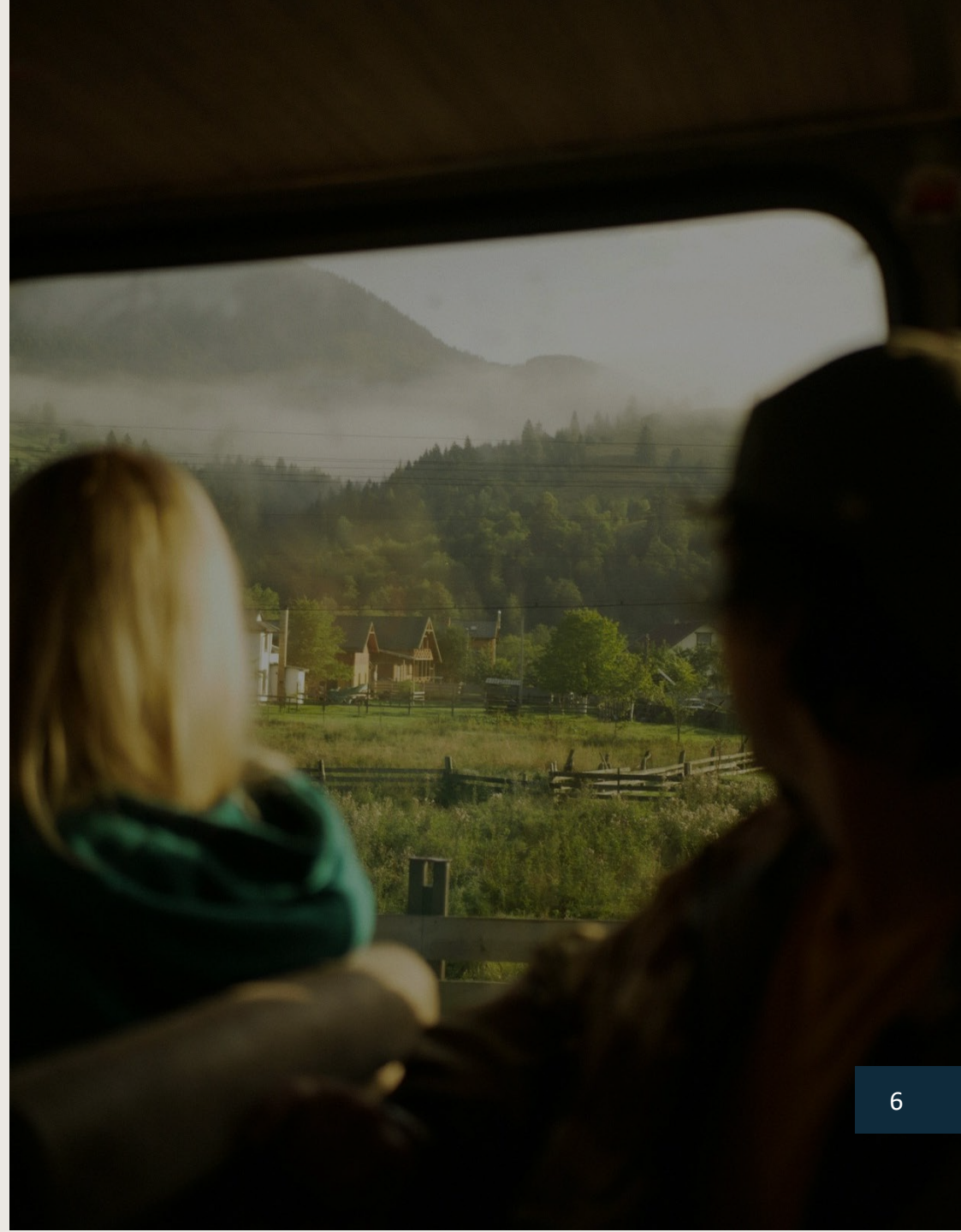
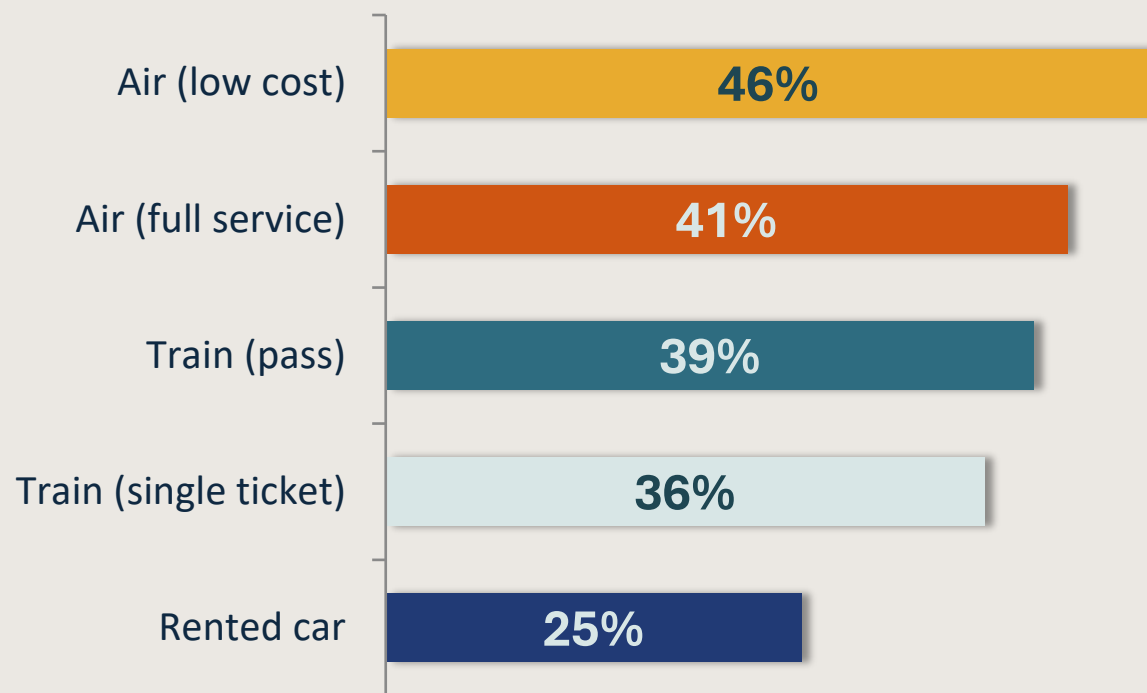
Less popular destinations

13%

Off the beaten path

# How will international visitors travel across Europe?

69% of long-haul travellers plan multiple-country trips



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# Encouraging Responsible Travel

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# Unlock An Unexpected Upgrade

New global awareness  
campaign

To encourage a shift towards  
more responsible travel



Co-funded by  
the European Union

 UNLOCK AN UNEXPECTED UPGRADE

# Rail Tourism Awards 2025

Fostering collaboration  
between the rail and tourism  
sectors in Europe



# Rail Tourism Awards 2025



- 5th edition running now
- Applications open until 29<sup>th</sup> August
- Discover more and apply at [railtourismawards.com/](https://railtourismawards.com/)

**Multimodal travel has to be attractive  
— not just in values, but in practice.**

COMFORTABLE

AFFORDABLE

EASY TO PLAN

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# Thank you for your attention



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**Tatiana Veselova**

tatiana.veselova@visiteurope.com

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