

# EU Holiday Spending & Travel Trends 2025: Inflation, AI, and Sustainability Sh

EU Holidays · Answer Key · 8 Questions

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**1. Which of the following factors is a primary driver for the projected 4.2% average increase in European package holiday prices in 2025, exceeding the general inflation rate of 2.5%?**

- A) A decreased demand for holidays due to economic uncertainty.
- B) A reduction in aviation fuel costs.
- C) Continued high demand for holidays, rising energy costs for hotels, and higher aviation fuel prices.**
- D) A surplus of air traffic control capacity on key routes.

**2. According to projected data for the 2025 holiday season, which EU country is anticipated to be the largest Christmas spender, with projected retail sales of approximately 85.24 billion euros?**

- A) France
- B) Italy
- C) Spain
- D) Germany**

**3. In 2025, what is a significant trend observed in European tourism concerning sustainability and traveler preferences, as indicated by the European Travel Commission (ETC)?**

- A) A decline in interest in sustainable travel due to rising costs.
- B) An increased reliance on fossil fuel-based transport for shorter trips.
- C) A growing preference for off-season travel and a greater reliance on trains and public transport for lower-emission mobility.**
- D) A decrease in demand for locally-owned accommodations and businesses.

**4. Which of these factors is cited as a reason for subdued sales and consumer caution in France's projected holiday retail sales for 2025, leading to flat to slightly negative volume growth despite around 1% inflation?**

- A) A significant increase in disposable income.
- B) Political stability and a surge in consumer confidence.
- C) Political instability, rising unemployment, and slowing income growth.**
- D) A decrease in household savings rates.

**5. What is the projected growth rate for European online retail sales in the 2025 holiday season, outpacing global averages, driven by increased consumer confidence in digital channels and wider adoption of cross-border shopping?**

- A) 5-7%
- B) 8-10%
- C) 12-15%**
- D) 18-20%

**6. In 2025, the European tourism sector is noted for its resilience. While overnight stays are slightly down year-on-year (-0.7%), international tourist arrivals have increased by 3.3%. What is a key contributing factor to this continued growth despite rising travel costs?**

- A) A decrease in consumer price sensitivity.
- B) A reduction in marketing efforts by tourism boards.
- C) The expectation that tourist spending will grow compared to 2024, with a preference for more affordable destinations.**
- D) A global decline in interest in travel.

**7. Regarding holiday spending and consumer behavior in Europe for the 2025 season, which statement best reflects the observed trends?**

- A) Consumers are drastically cutting back on all discretionary spending due to high inflation.
- B) There's a significant shift towards luxury big-ticket items as a primary spending focus.
- C) Consumers are embracing 'affordable luxuries,' favoring fashion and beauty items, and seeking emotional value through experiences.**
- D) Online retail sales are projected to decline year-over-year.

**8. What is a notable regulatory shift impacting EU tourism in 2025, aimed at enhancing environmental sustainability and efficiency within the sector?**

- A) The abolition of all environmental regulations to boost economic growth.
- B) The introduction of EU Ecolabel criteria for tourist accommodations and campsites.**
- C) A complete deregulation of the aviation industry regarding emissions reporting.
- D) The removal of data-sharing requirements for short-term rental platforms.