

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							
Weighted Sample Unweighted Sample   2888   1013   2021   1026   1021   1060   1011   1010   1011   1020   1021   1060   1011   1020   1021   1060   1011   1020   1020   1020   1021   1060   1011   1020		Country						
Unweighted Sample   2189   0131   2301   1026   1021   1060   1011   1060   1		Britain	France	Germany	Denmark	Sweden	Spain	Italy
12-13   13-19   16-20   9-19   13-20   6-19	Weighted Sample	2189	1013	2301	1026	1021	1060	1011
Care and the following components of the tourism and travel industry	Unweighted Sample							
Cemerally speaking, do you have a favourable or unfavourable view of each of the following components of the tourism and travel industry:    Very favourable   Somewhat favour		%	%	%	%	%	%	%
Cemerally speaking, do you have a favourable or unfavourable view of each of the following components of the tourism and travel industry:    Very favourable   Somewhat favour		40 40	44 40	40.00			40.00	
Centerally 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   Somewhat favourable   So	Generally speaking do you have a favourable or unfavourable view	Aug	Aug	Aug	Aug	Aug	Aug	Aug
Industry   Airline industry   Very favourable   9								
Very favourable   9   10   8   8   10   12   9   49   49   49   46   47   40   51   42   49   49   49   46   47   40   51   42   49   49   49   49   40   40   40   40	• .							
Somewhat favourable   46   47   40   51   42   49   49   49   49   40   40   40   40	Airline industry							
TOTAL FAVOURABLE   55   57   48   59   52   61   58	Very favourable	9	10	8	8	10	12	9
Somewhat unfavourable								_
Very unfavourable								
TOTAL UNFAVOURABLE   32   31   33   23   31   26   27								
Don't know   13								_
NET FAVOURABILITY   23   26   15   36   21   35   31						-	=~	
Very favourable	2 200 2 000 200							-
Very favourable								
Somewhat favourable		9	11	10	12	14	17	14
Somewhat unfavourable	·		61		61	58	55	58
Very unfavourable	TOTAL FAVOURABLE	69	72	65	73	72	72	72
TOTAL UNFAVOURABLE   18		15	15	15	8	12	17	14
Don't know   13   10   16   17   15   8   10	•							-
NET FAVOURABILITY   51   53   47   63   59   51   54						-		
Very favourable   7								_
Very favourable		51	53	41	63	59	51	54
Somewhat favourable		7		40	6	15		10
TOTAL FAVOURABLE   48	•							
Somewhat unfavourable   24   21   17   18   12   30   22								_
Very unfavourable   9								
TOTAL UNFAVOURABLE   33   28   21   24   14   45   30								
NET FAVOURABILITY   15   35   37   26   52   0   29		33	28	21	24	14	45	30
Inbound tourism industry - i.e. the part of the tourism industry that caters to international visitors to your country    Very 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 FAVOURABLE   15   15   16   8   6   17   10     Don't know   28   14   28   33   16   15   9     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   3   3   3   2   3   2   3   2   4     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	Don't know	18	9	20	26	19	11	12
Caters to international visitors to your country    Very favourable   9	NET FAVOURABILITY	15	35	37	26	52	0	29
Very favourable   9								
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	,	0	4.4	12	9	24	16	25
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 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 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			15	16	8	6	17	10
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 3 2 3 2 4  TOTAL UNFAVOURABLE 16 17 15 10 13 16 15  Don't know 24 19 27 27 21 19 15								
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	43	57	39	50	70	52	71
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	Outbound tourism industry - i.e. the part of the tourism industry							
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								
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	Very fovourable	10	11	11	a	16	12	16
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	·							
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								
Very unfavourable     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		-						
TOTAL UNFAVOURABLE 16 17 15 10 13 16 15  Don't know 24 19 27 27 21 19 15								
			17	15	10	13	16	15
NET FAVOURABILITY 45 47 43 53 53 48 56								
	NET FAVOURABILITY	45	47	43	53	53	48	56



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Fieldwork: 6th - 20th August 2024

Tiolawork. oth Zoth 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	101			
	%	%	%	%	%	%	%			
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			

Very favourable

Very unfavourable

Don't know

**NET FAVOURABILITY** 

Somewhat favourable

**TOTAL FAVOURABLE** 

Somewhat unfavourable

NET FAVOURABILITY

TOTAL UNFAVOURABLE

International tourists



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Fieldwork: 6th - 20th August 2024

	Country										
	Britain	France	Germany	Denmark	Sweden	Spain	Italy				
Weighted Sample	2189	1013	2301	1026	1021	1060	1011				
<b>Unweighted Sample</b>	2189	1013	2301	1026	1021	1060	1011				
•	%	%	%	%	%	0/_	%				

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
Outhound tourism industry, i.e. the part of the tourism industry							
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



Sample Size: 2189 Adults in GB / 1013 Adults in France / 2301 Adults in Germany / 1026 Adults in Denmark / 1021 Adults in Country / 1022 Adults in Country / 1023 Adults in Country / 1024 Adults / 1024

Sweden / 1060 Adults in Spain / 1011 Adults in Italy

Fieldwork: 6th - 20th August 2024	<u></u>							
	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	
	%	%	%	%	%	%	%	
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  TOTAL MORE HARM THAN BENEFITS	8 21	20 33	23 44	17 30	8 23	8 <b>20</b>	8 19	
Don't know	26	16	16	28	21	19	17	
Don't know	20	10	10	20	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?	7	18	13	5	5	32	16	
Too many international tourists Not enough international tourists	<i>1</i> 21	24	24	ა 27	30	32 25	31	
About the right amount of international tourists	48	44 44	45	48	30 45	25 35	39	
Don't know	24	15	18	21	19	8	14	
26111						•		
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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	Country									
	Britain	France	Germany	Denmark	Sweden	Spain	Italy			
Weighted Sample	2189	1013	2301	1026	1021	1060	1011			
<b>Unweighted Sample</b>	2189	1013	2301	1026	1021	1060	1011			
•	0/_	0/_	0/.	0/_	0/_	0/_	0/_			

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 aumort	44	16	18	18	10	25	14
Strongly support	11						
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	3	10	12	10	12	•	12
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
	17	15	10	20	19	11	10
Prohibiting people in popular destinations from renting out							
residential properties as holiday rentals	•	4-	•		40		•
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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	Britain France Germany Denmark Sweden Spain						
Weighted Sample	2189	1013	2301	1026	1021	1060	1011
Unweighted Sample	2189	1013	2301	1026	1021	1060	1011
•	%	%	%	%	%	%	%
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

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