

# Preferred vacation type

Global GfK survey



April 2017

# Global GfK survey: Preferred vacation type

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**1** Methodology

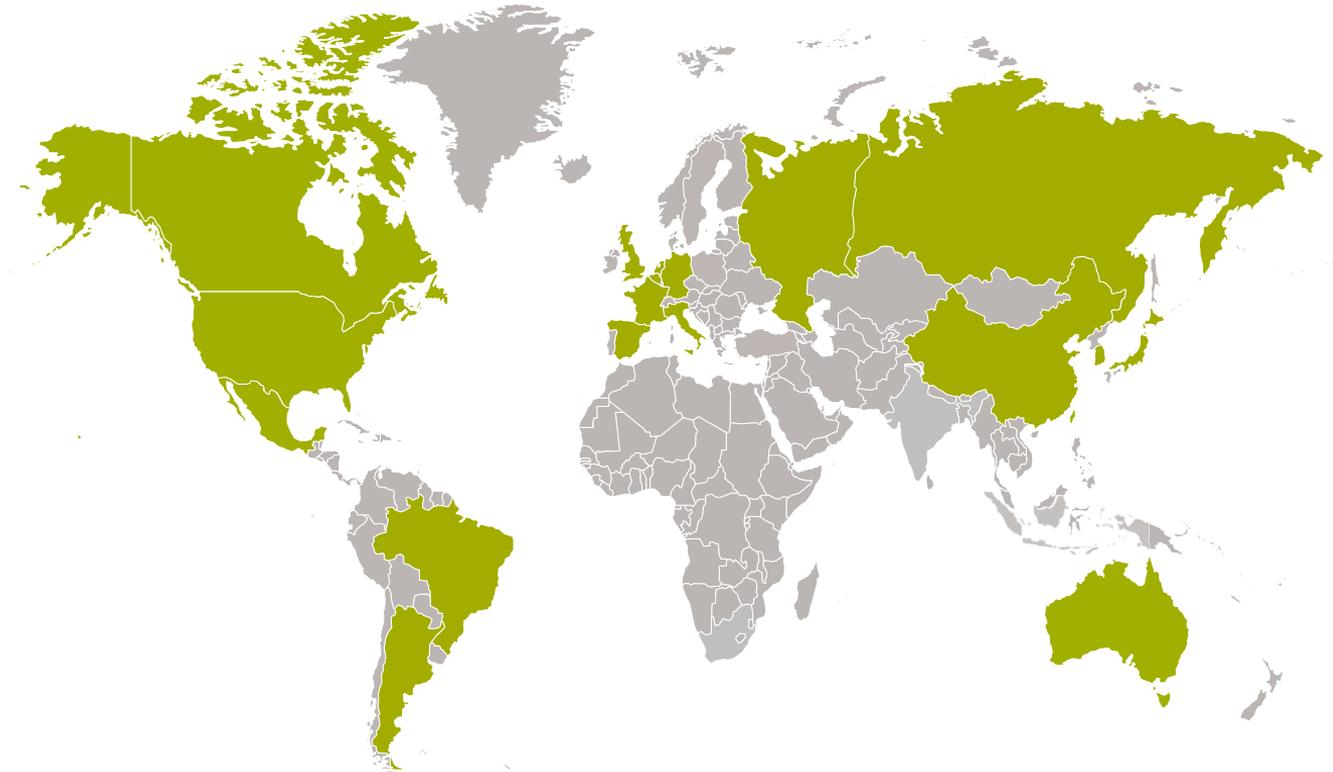
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**2** Global results

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**3** Country results

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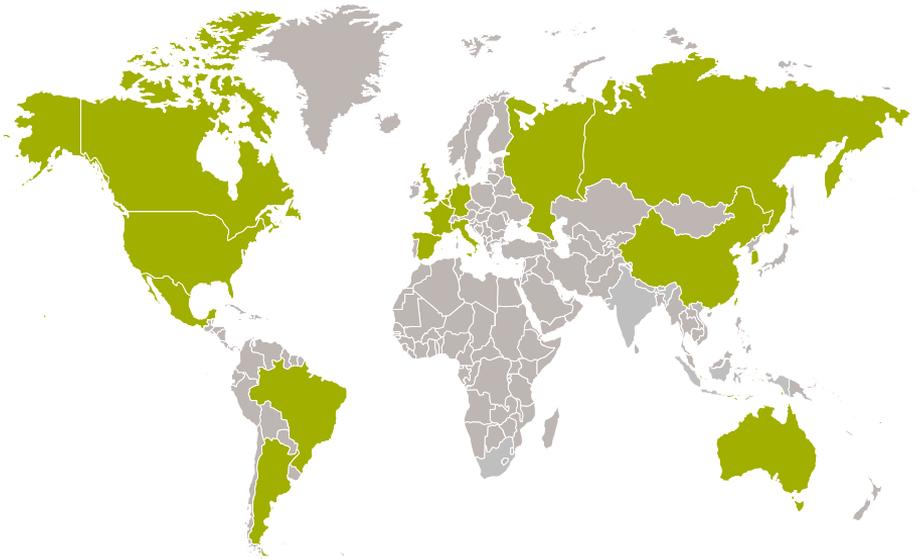
To see country results, click on the map. To go back to the table of content, click on the GfK logo anywhere in the document.

# Methodology

## Countries covered, methodology and sample size

GfK interviewed in summer 2016 more than 22,000 consumers (aged 15 and older) in 17 countries online. The data have been weighted to reflect the demographic composition of the online population age 15+ in each market. The global/total sample average shows the percentage for the weighted proportion of the target population relative to the other countries within a global, regional or other multi-country total and it is not a numerical addition of the average percentages from each country.

- Argentina (online/n=1007)
- Australia (online/n=1001)
- Belgium (online/n=1004)
- Brazil (online/n=1500)
- Canada (online/n=1002)
- China (online/n=1510)
- France (online/n=1501)
- Germany (online/n=1502)
- Italy (online/n=1503)
- Japan (online/n=1500)
- Mexico (online/n=1000)
- Netherlands (online/n=1003)
- Russia (online/n=1501)
- South Korea (online/n=1000)
- Spain (online/n=1500)
- UK (online/n=1501)
- USA (online/n=1536)



## Question



**Which of these two statements best describes your preferred type of vacation?**

- An active vacation where I do or see lots of things
- A vacation where I relax and take it easy
- Not sure

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# Global results

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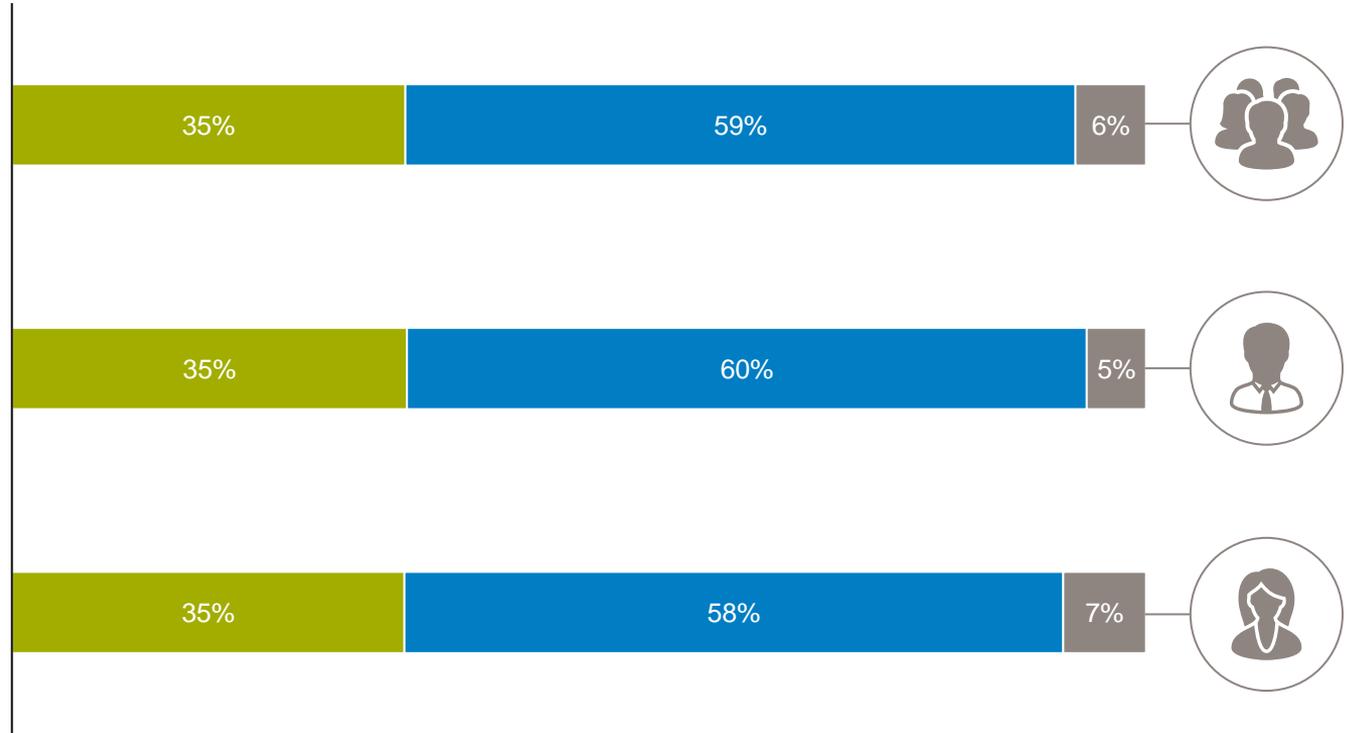


## Highlights

- In a 17-country online survey conducted by GfK, well over half (59 percent) of people say they prefer a vacation “where I relax and take it easy”
- Just over a third (35 percent) prefer “an active vacation where I do or see lots of things”
- Brazil, South Korea and Japan lead for favoring relaxing vacations
- Italy, France and Spain lead for active holidays
- Teenagers most inclined to energetic vacations; those aged in their forties are most inclined to lazy ones

# Preferred vacation type

Average across all 17 countries



Total plus breakdown by gender



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



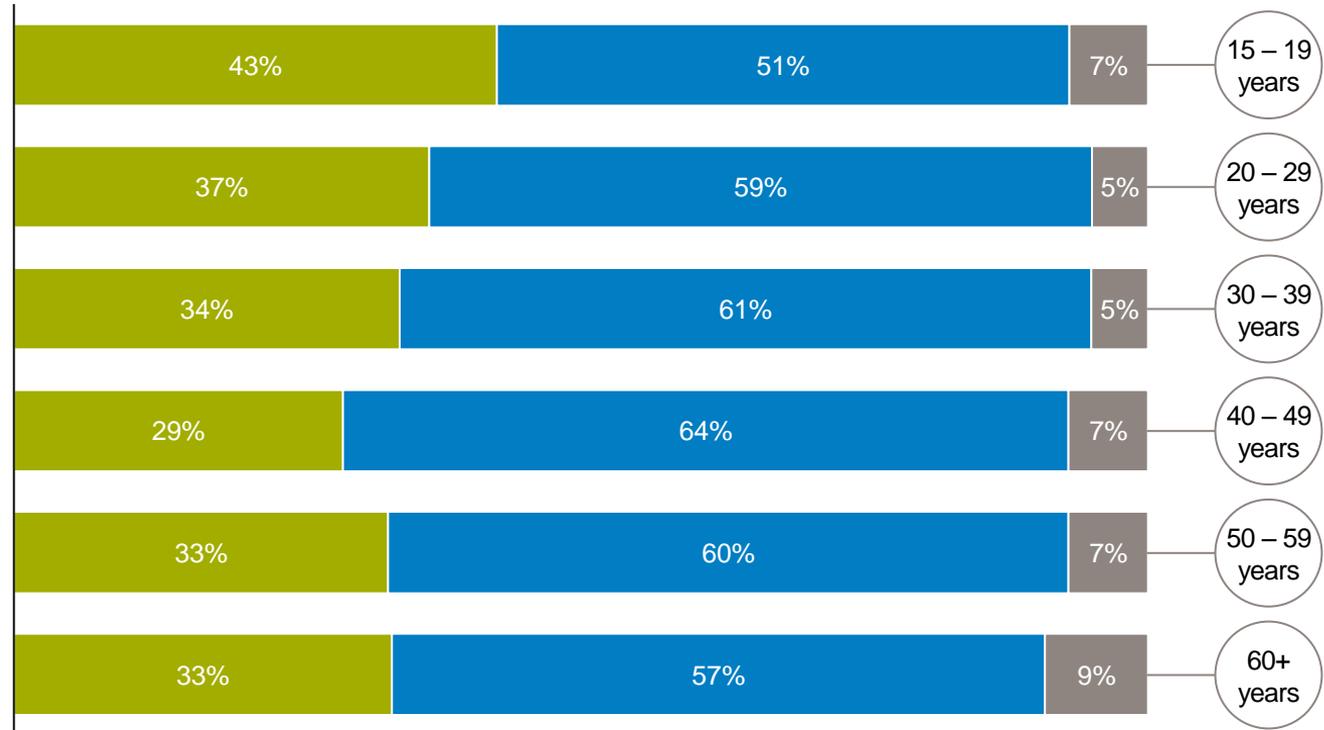
Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – Global average is weighted based on the size of each country proportional to the other countries – rounded

© GfK 2017 | Preferred vacation type

# Preferred vacation type

Average across all 17 countries



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

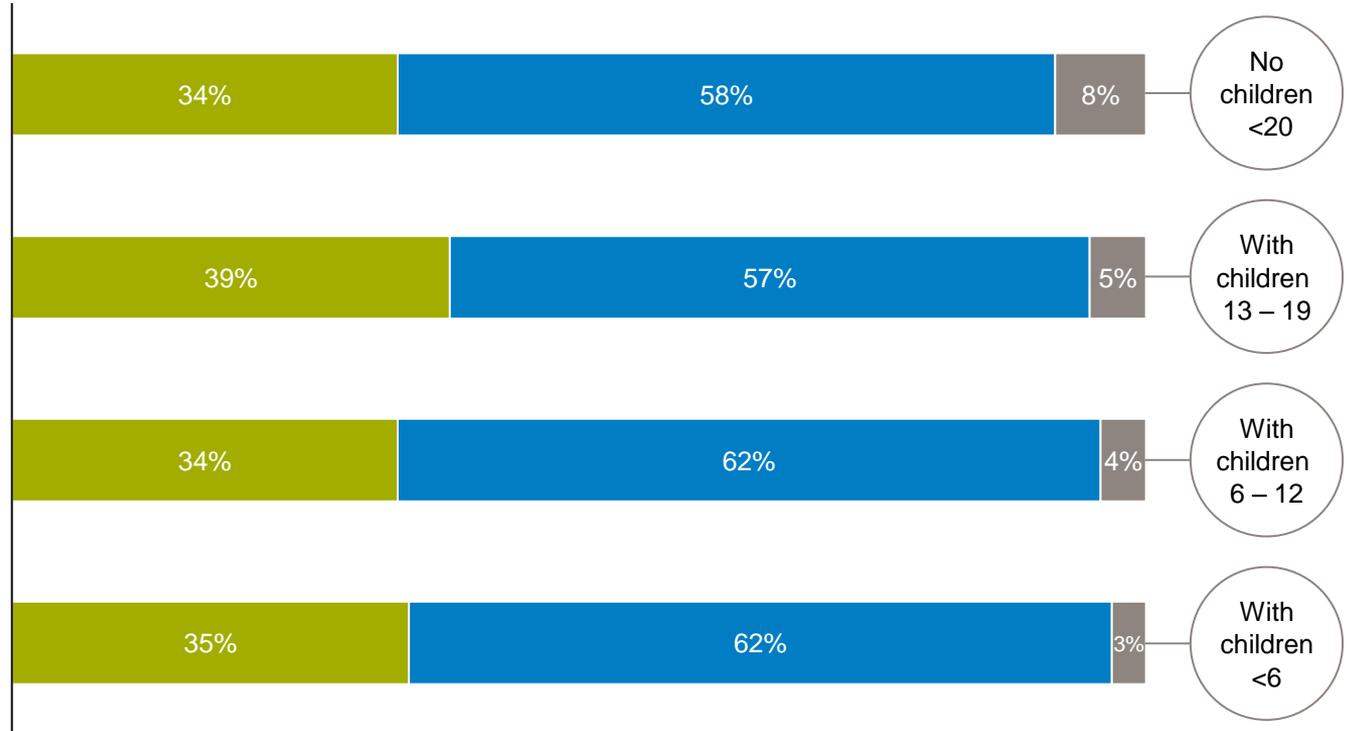


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – Global average is weighted based on the size of each country proportional to the other countries – rounded

# Preferred vacation type

Average across all 17 countries



With or without children in household



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



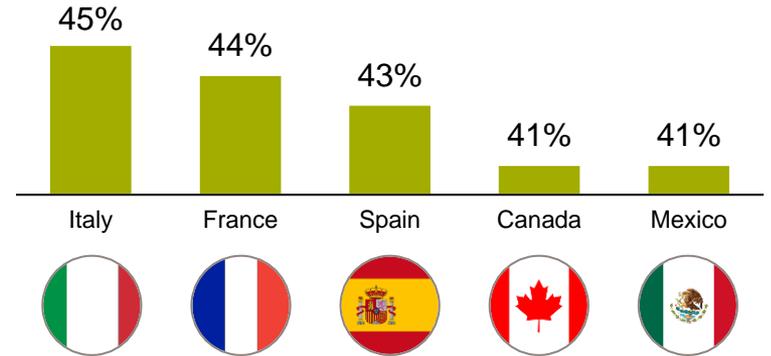
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Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – Global average is weighted based on the size of each country proportional to the other countries – rounded

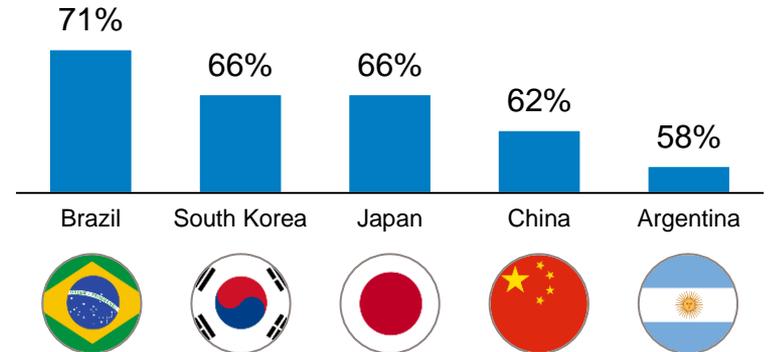
# Preferred vacation type



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



Top 5 countries



# Country results – Europe

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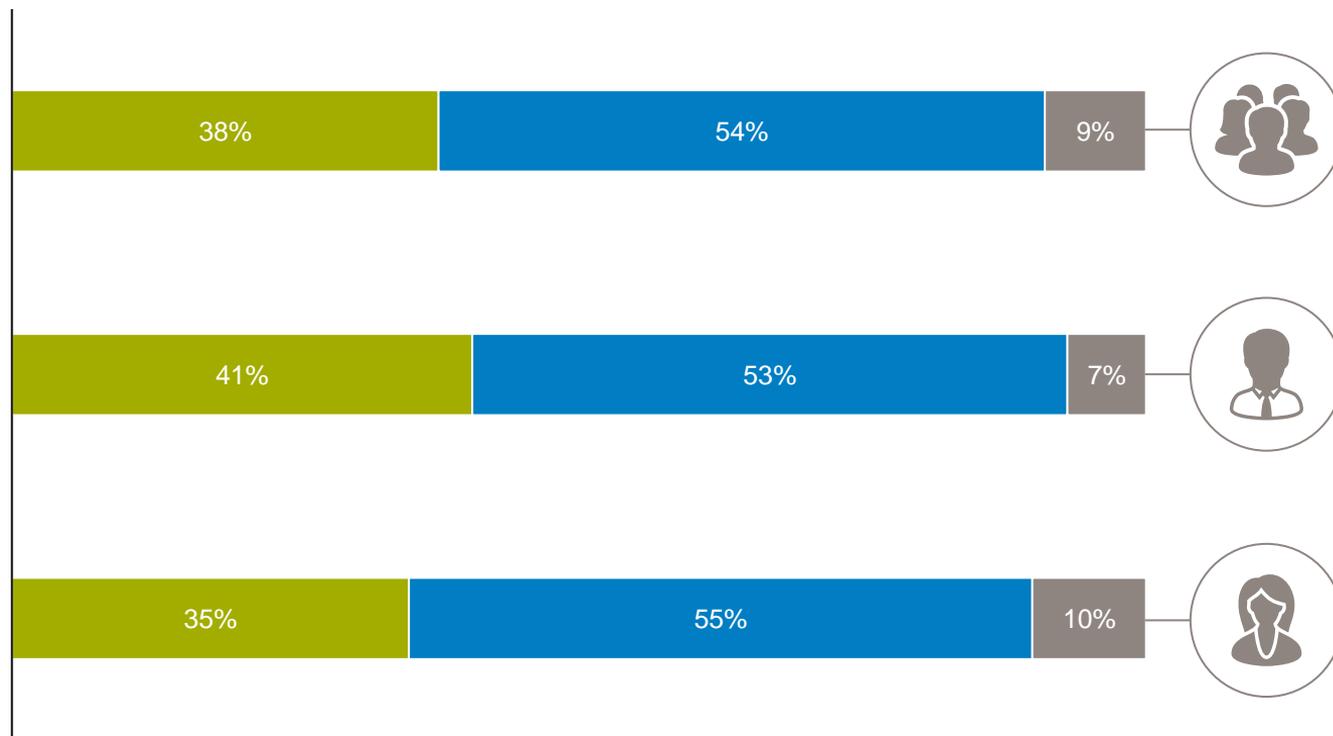
# Belgium

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# Preferred vacation type

Average across Belgium



Total plus breakdown by gender



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

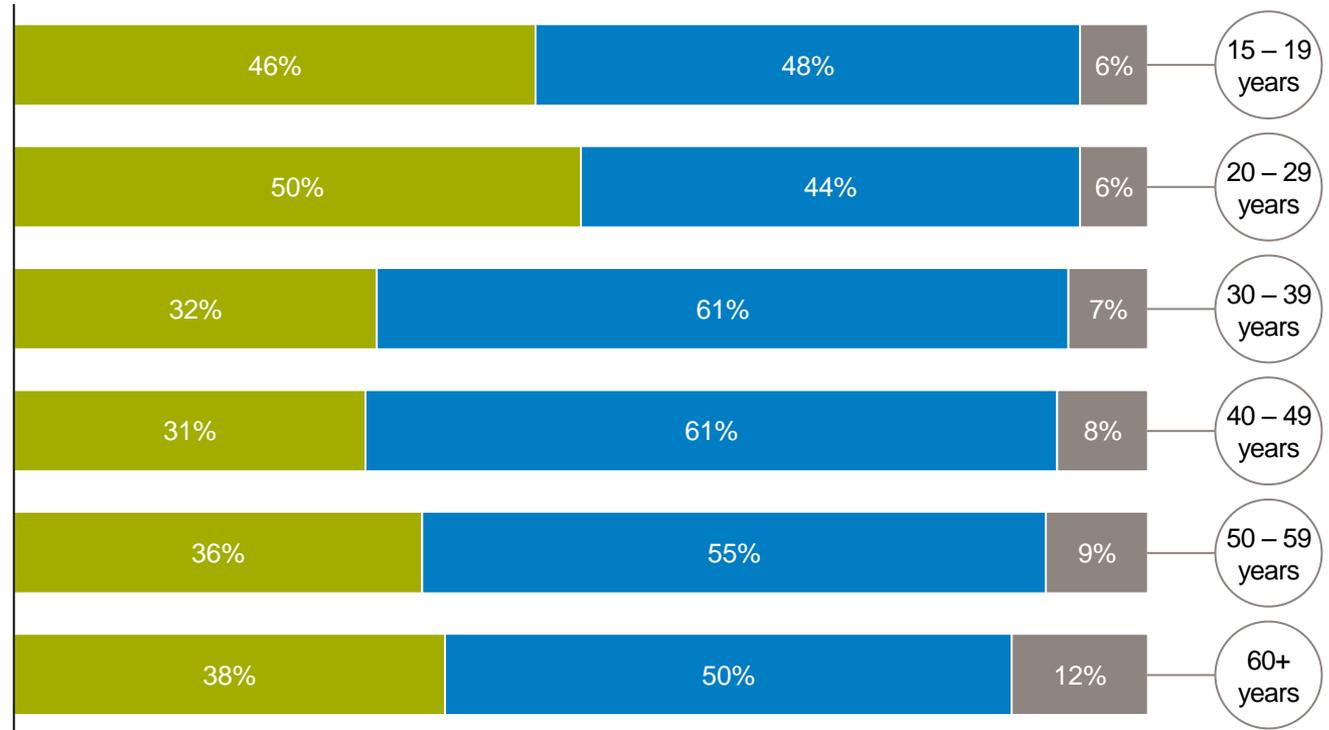


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Belgium



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



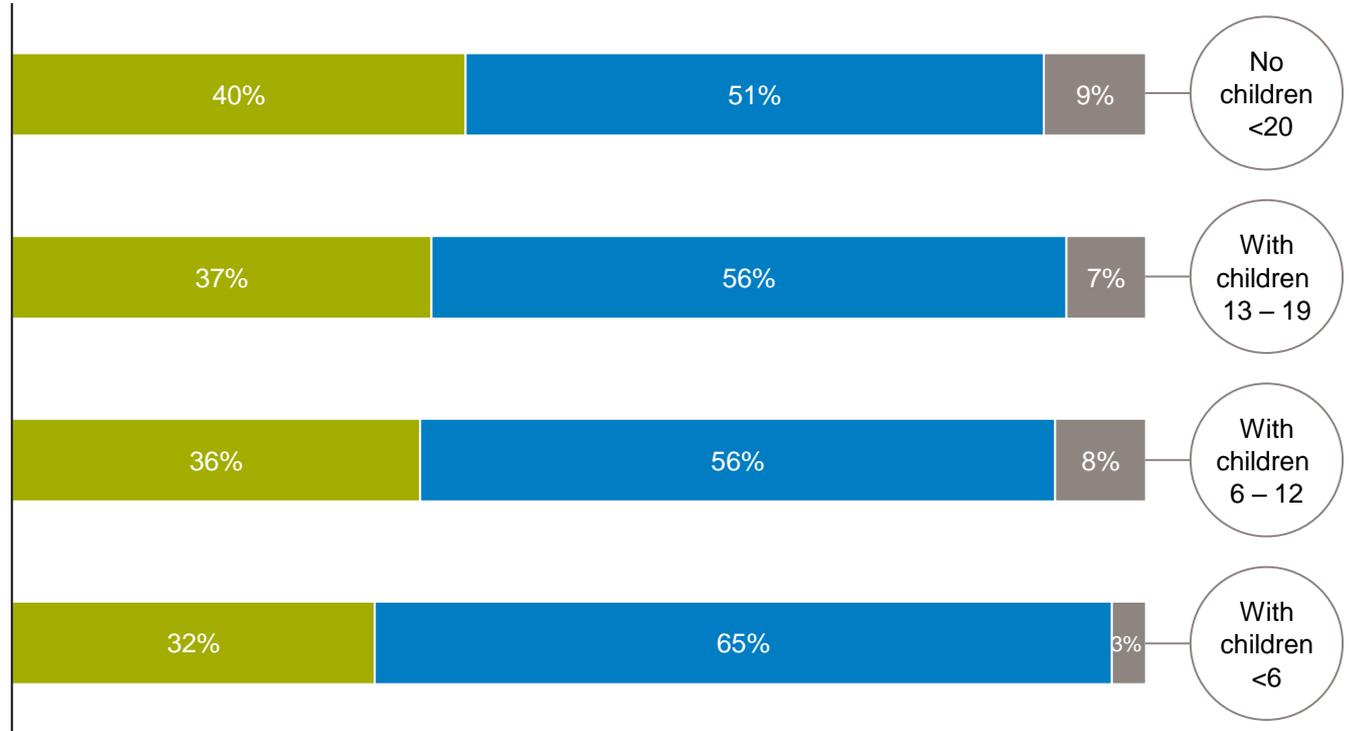
Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

© GfK 2017 | Preferred vacation type

# Preferred vacation type

Average across Belgium



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

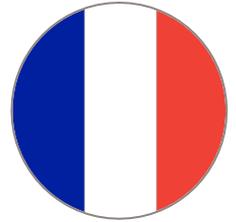


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Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

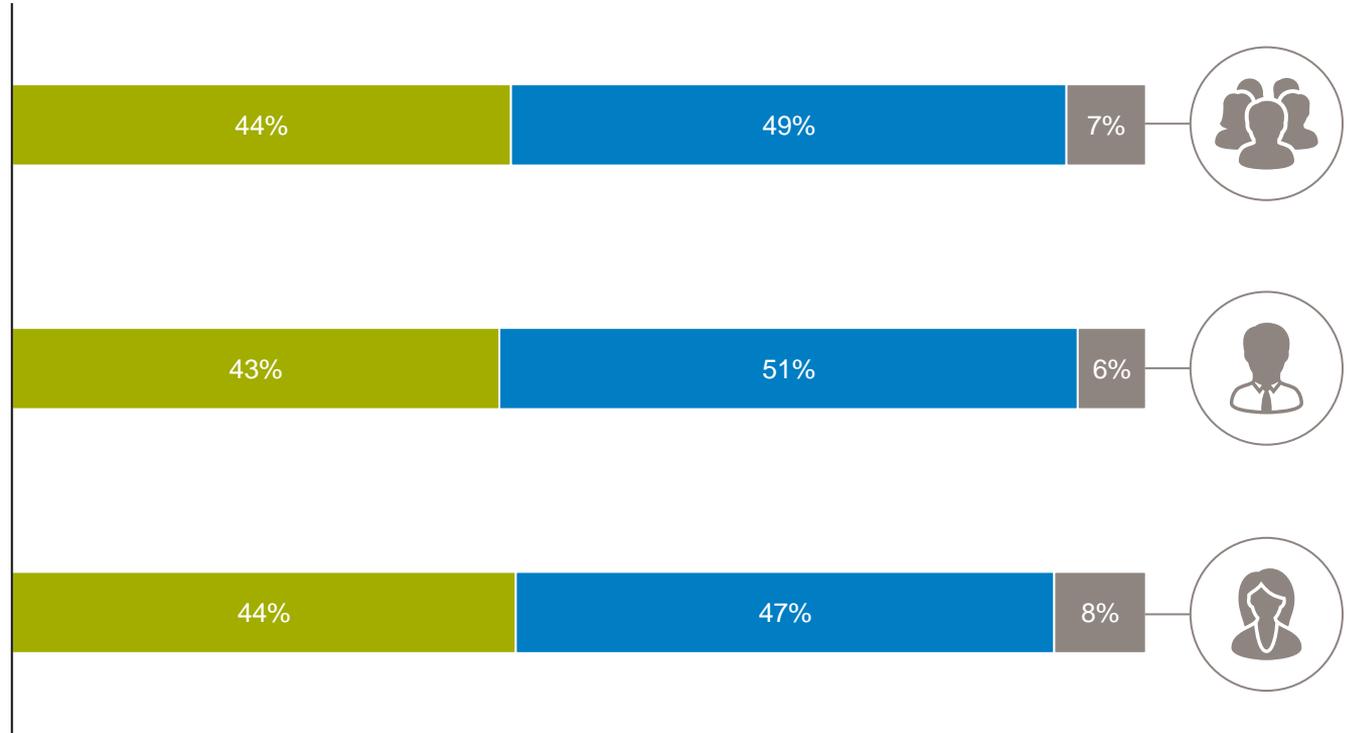
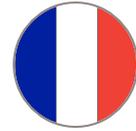
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# France



# Preferred vacation type

Average across France



Total plus breakdown by gender



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

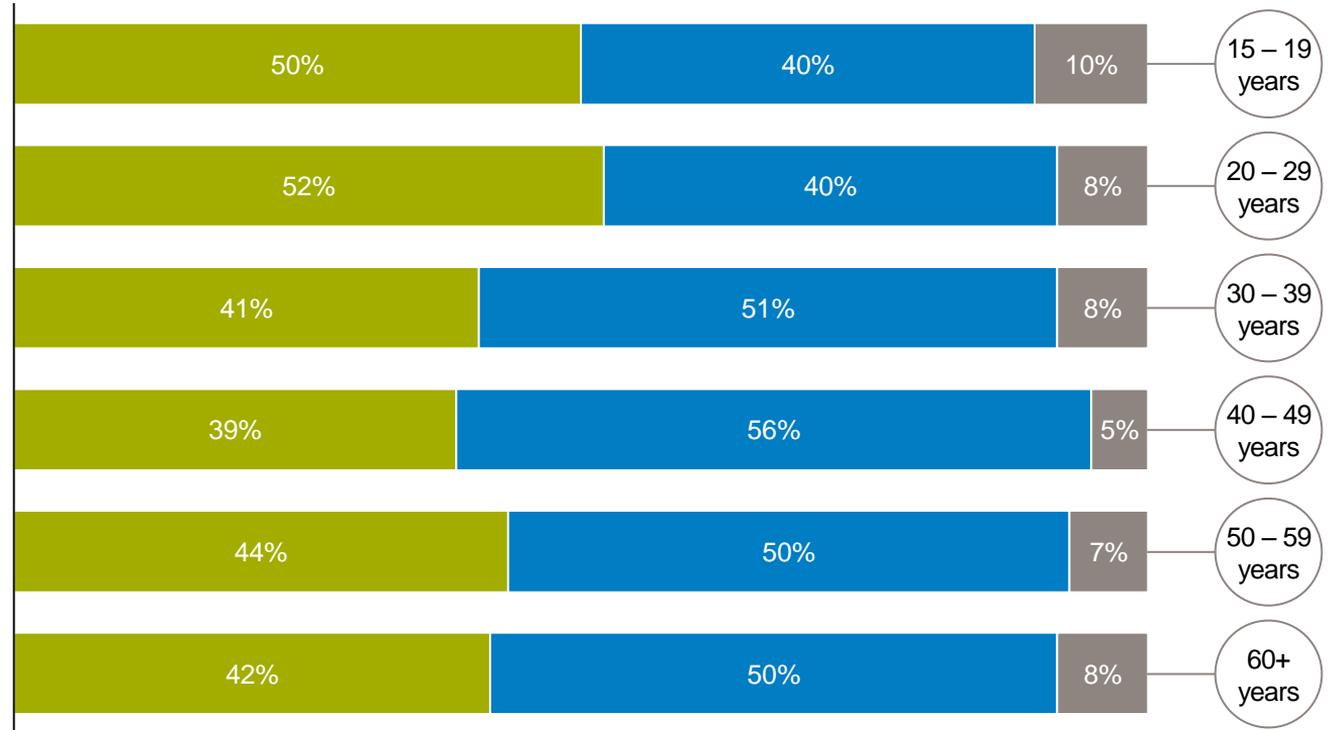
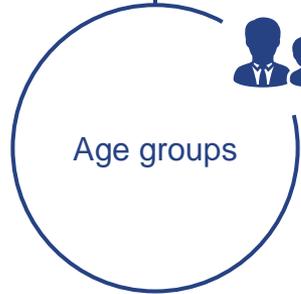
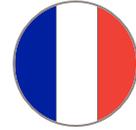


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across France



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

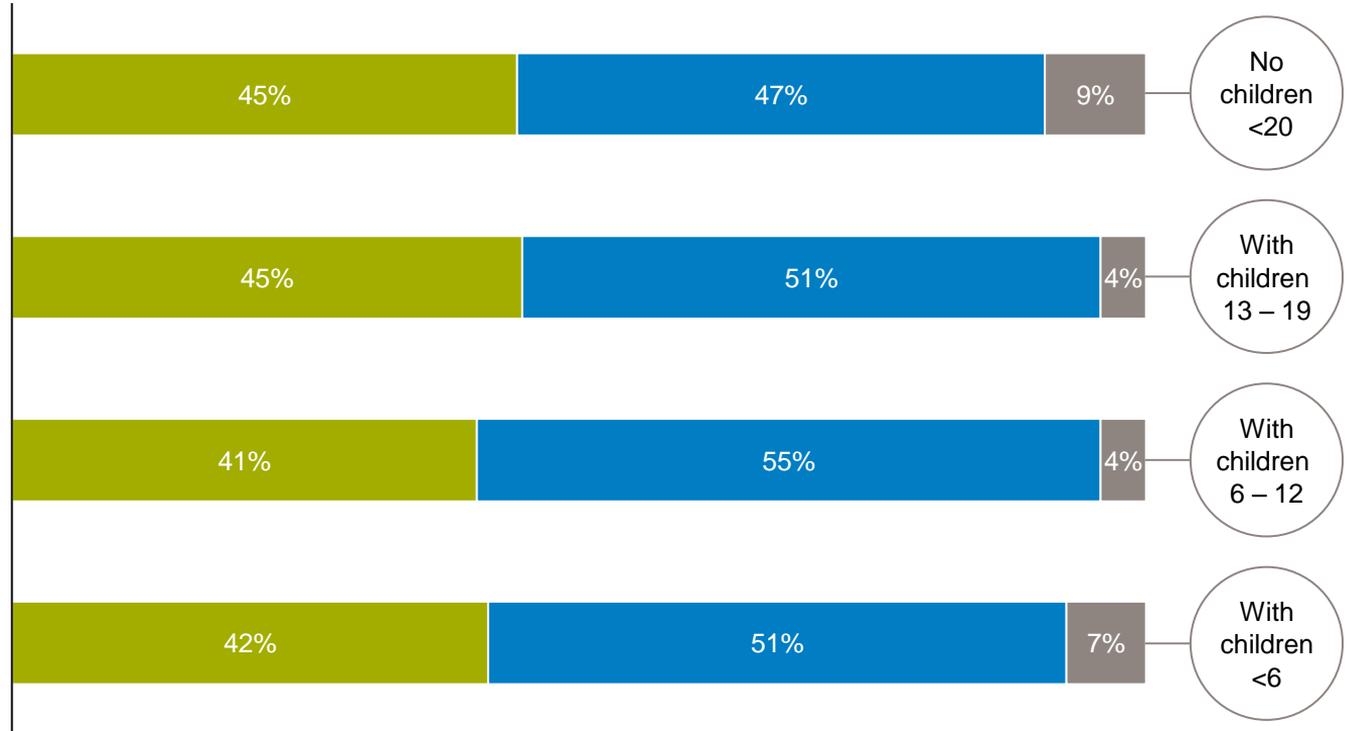
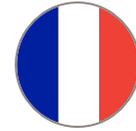


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across France



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

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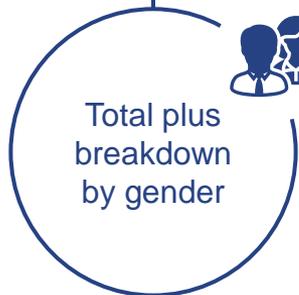
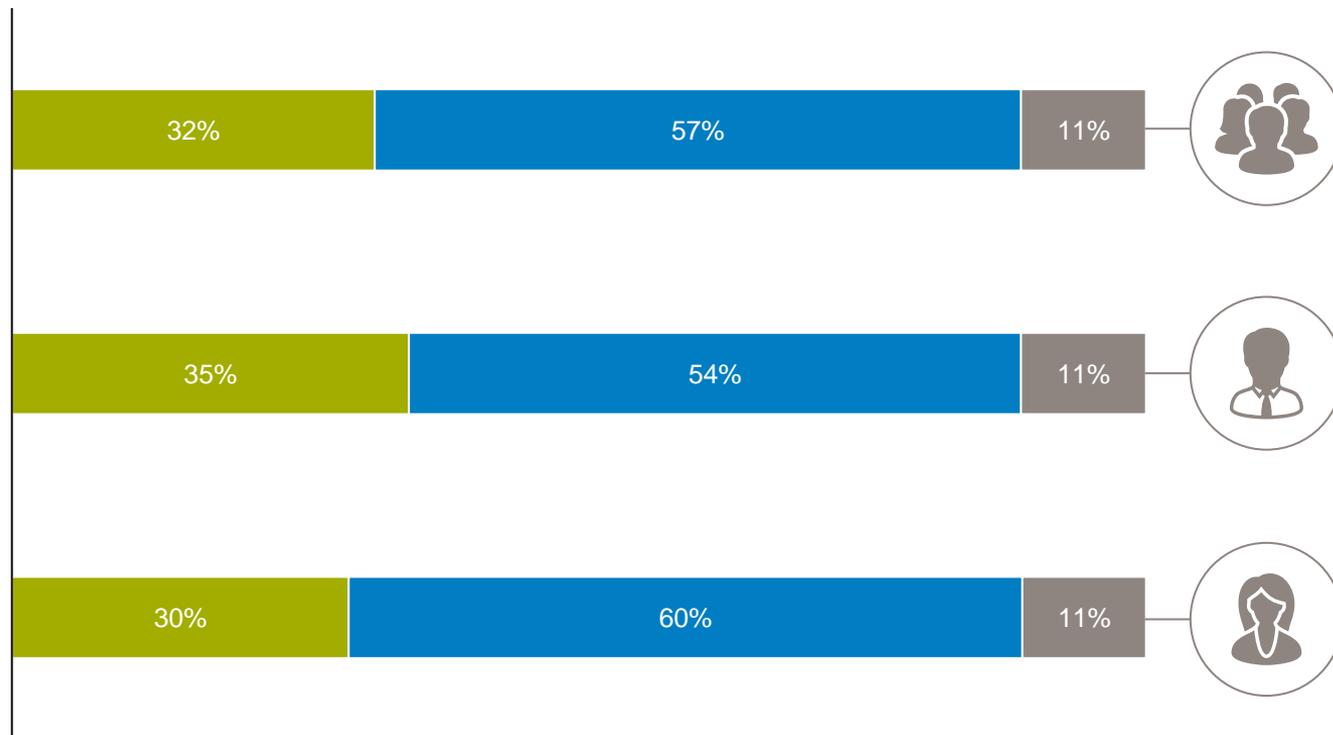
# Germany

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# Preferred vacation type

Average across Germany



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

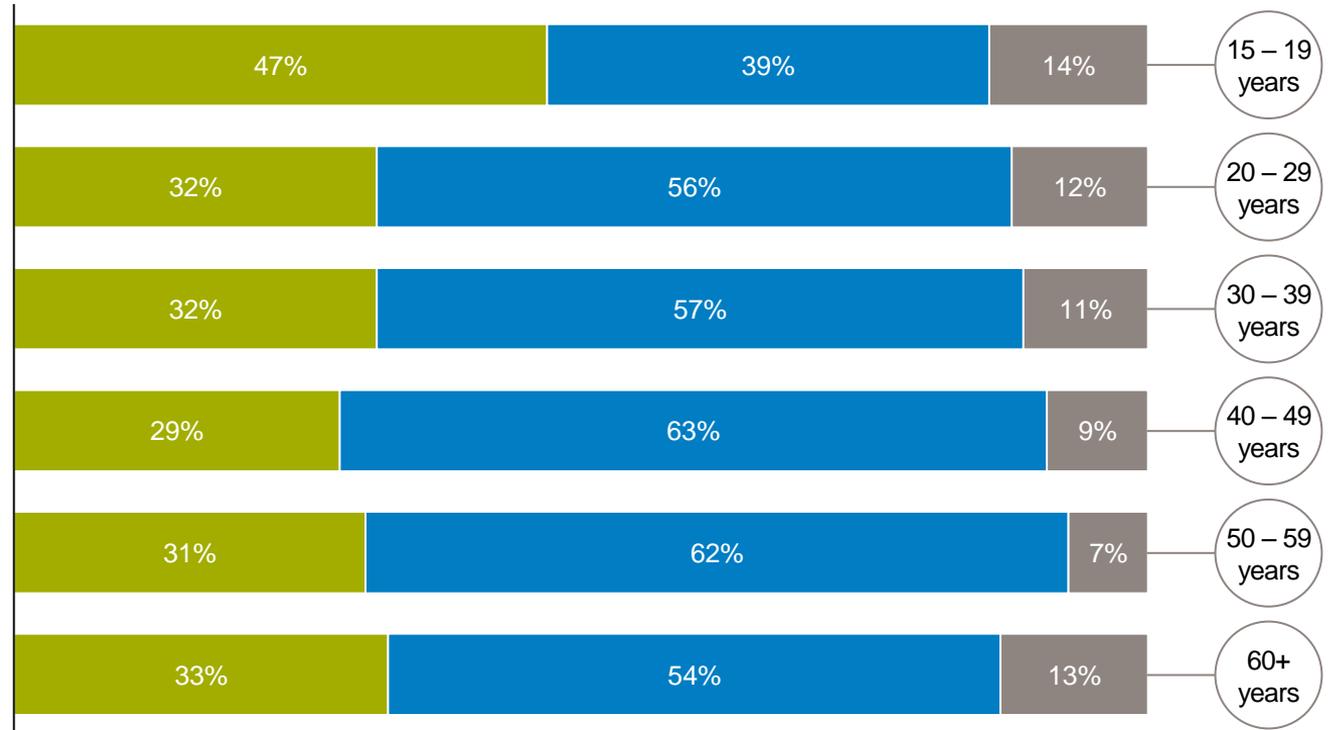
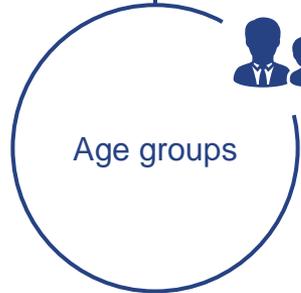


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Germany



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

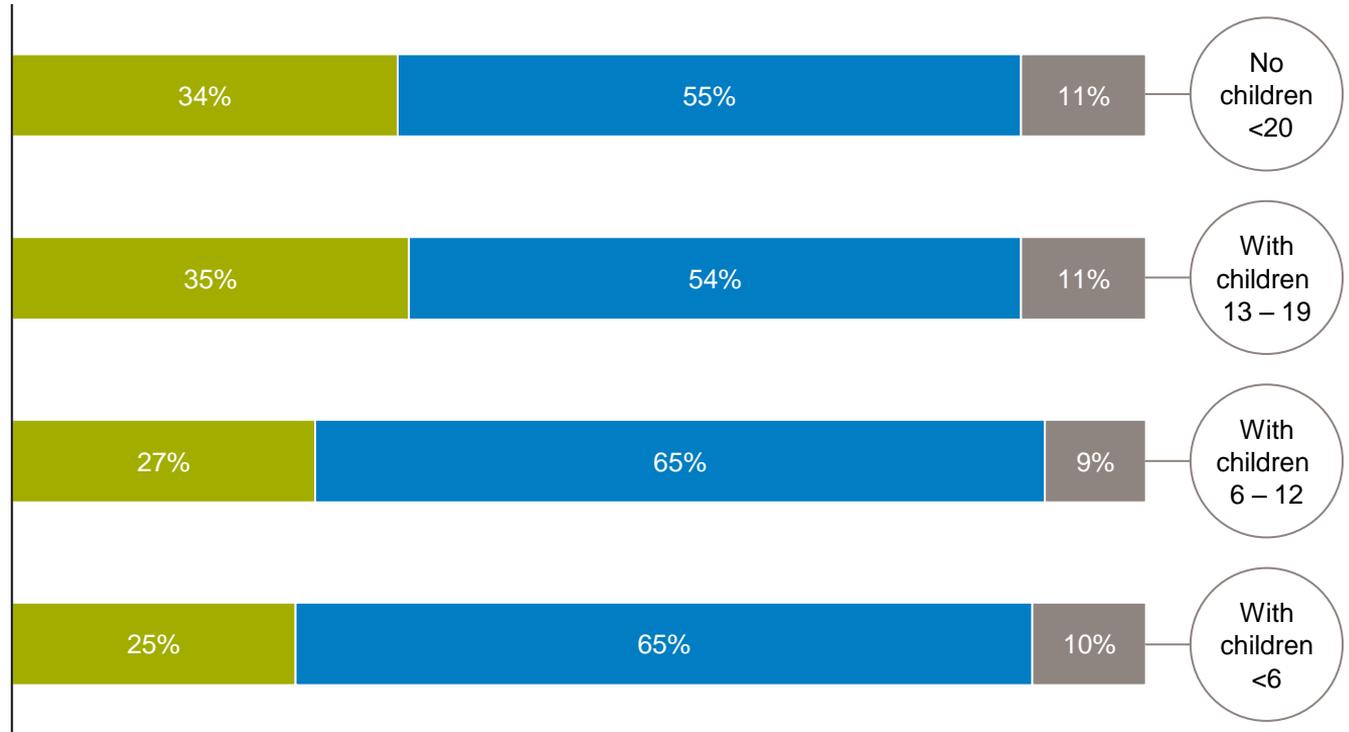


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Germany



With or without children in household



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

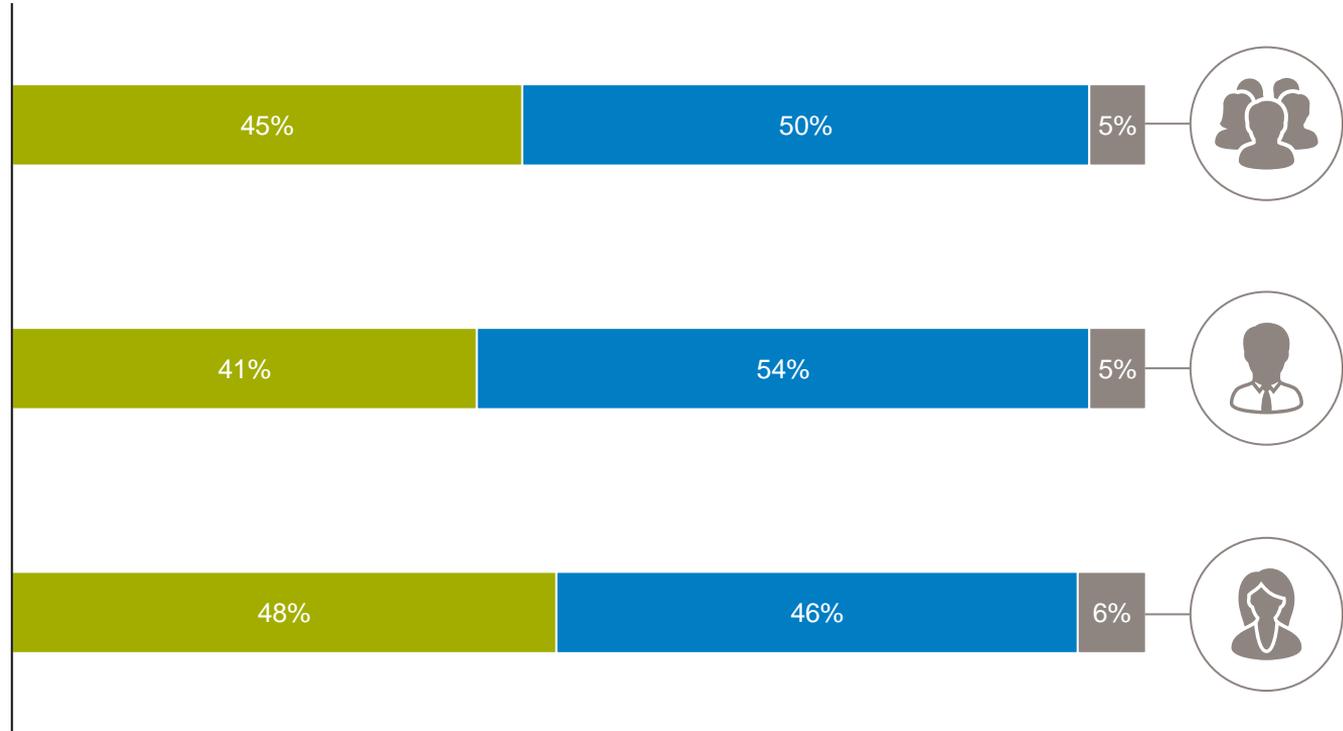
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# Italy



# Preferred vacation type

Average across Italy



Total plus breakdown by gender



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

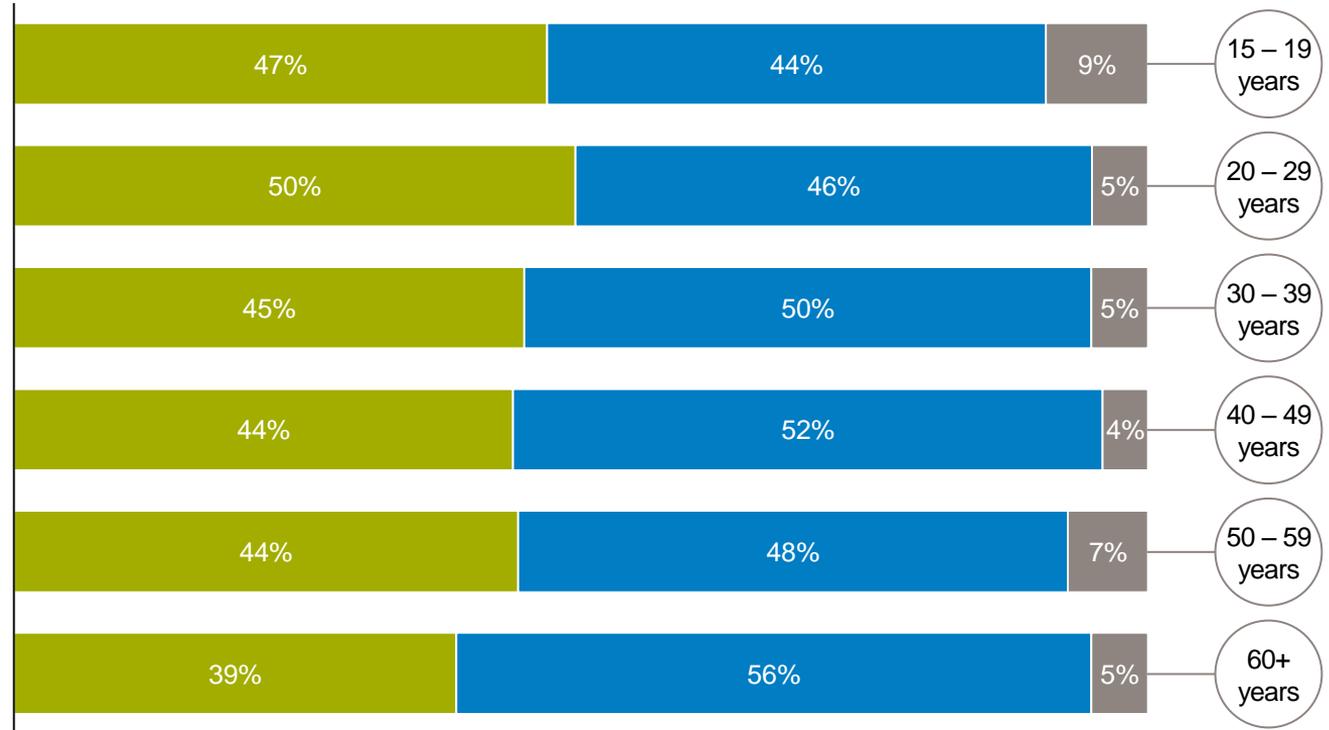


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Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Italy



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

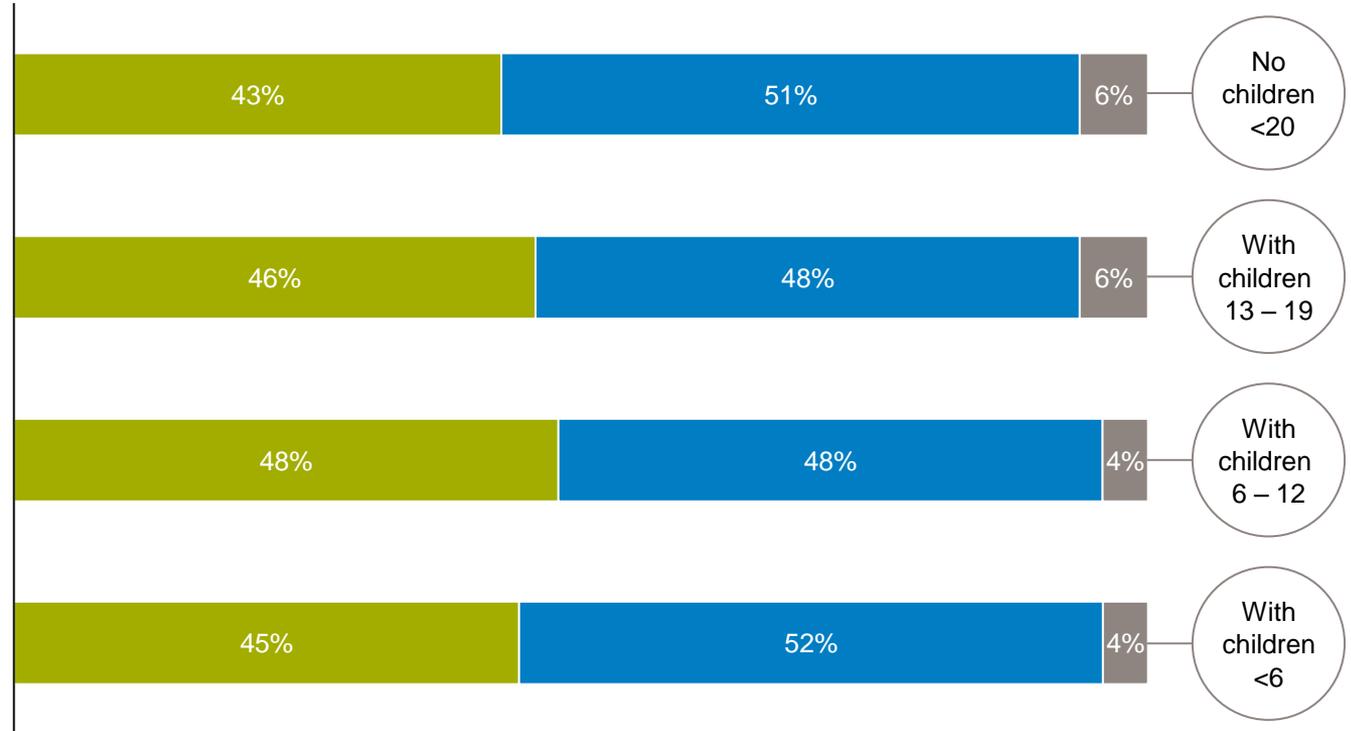


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Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Italy



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



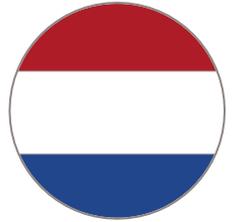
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Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

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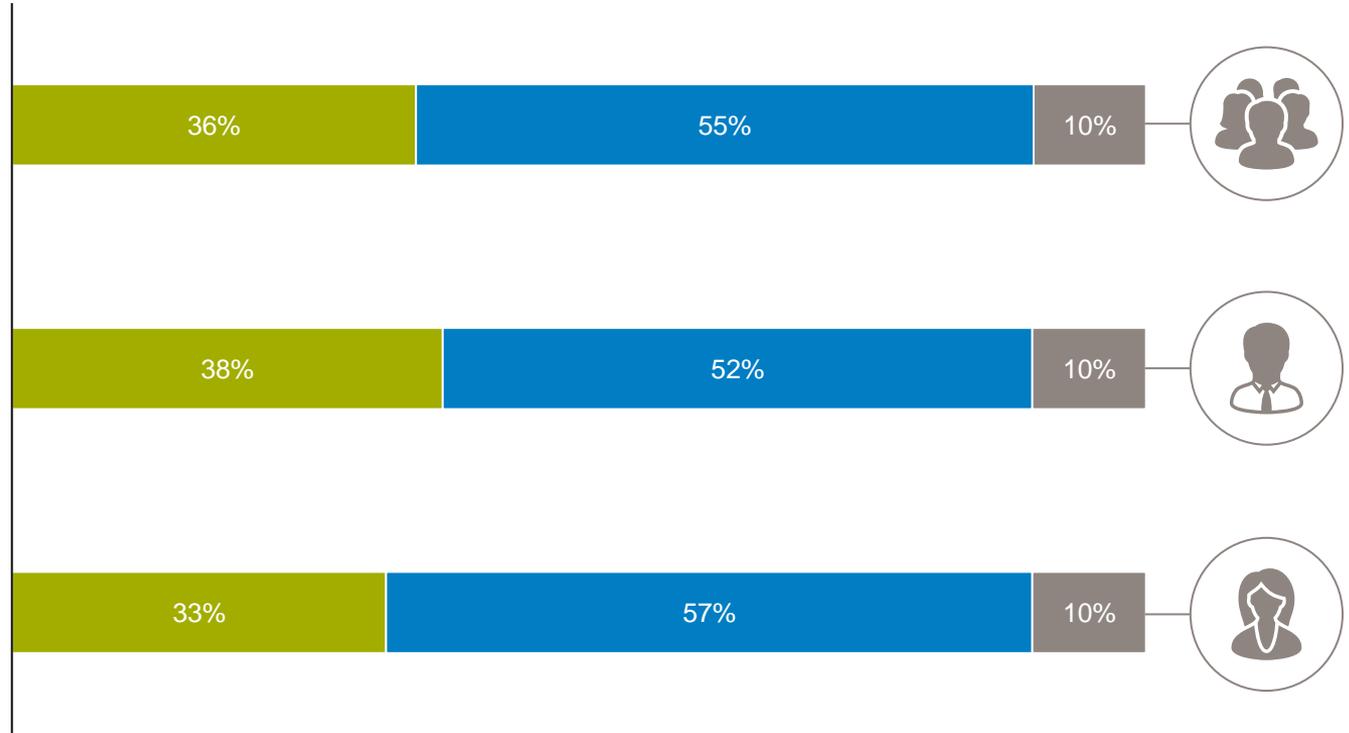
# Netherlands

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# Preferred vacation type

Average across the Netherlands



Total plus breakdown by gender



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

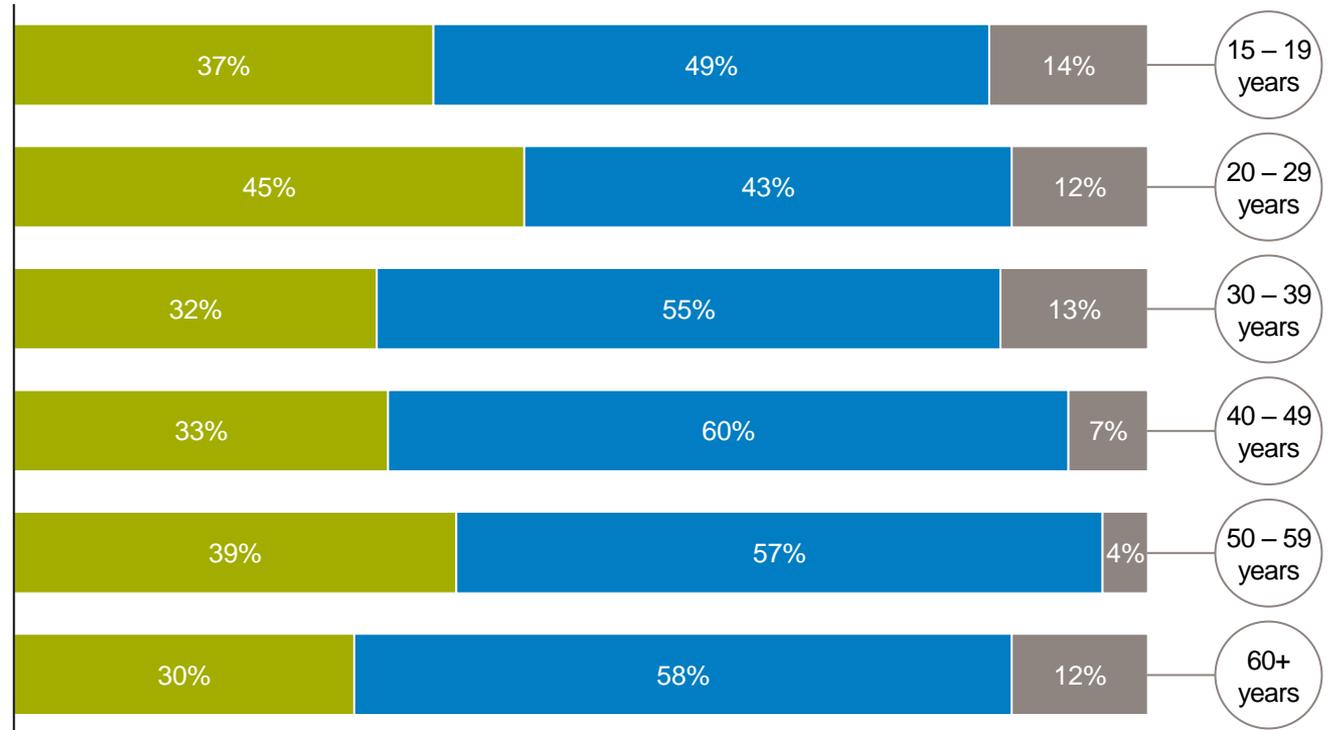
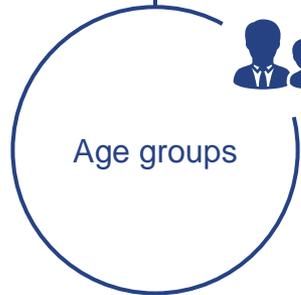


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across the Netherlands



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

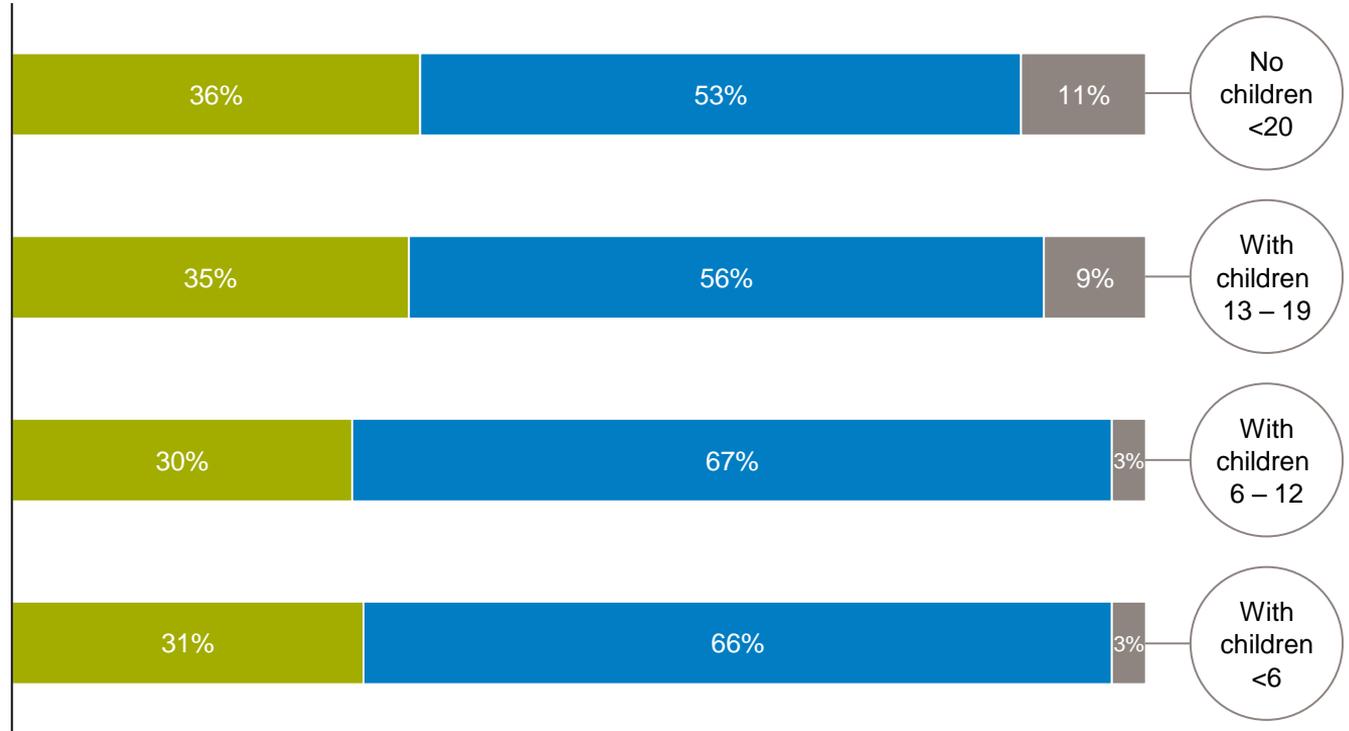


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across the Netherlands



With or without children in household



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

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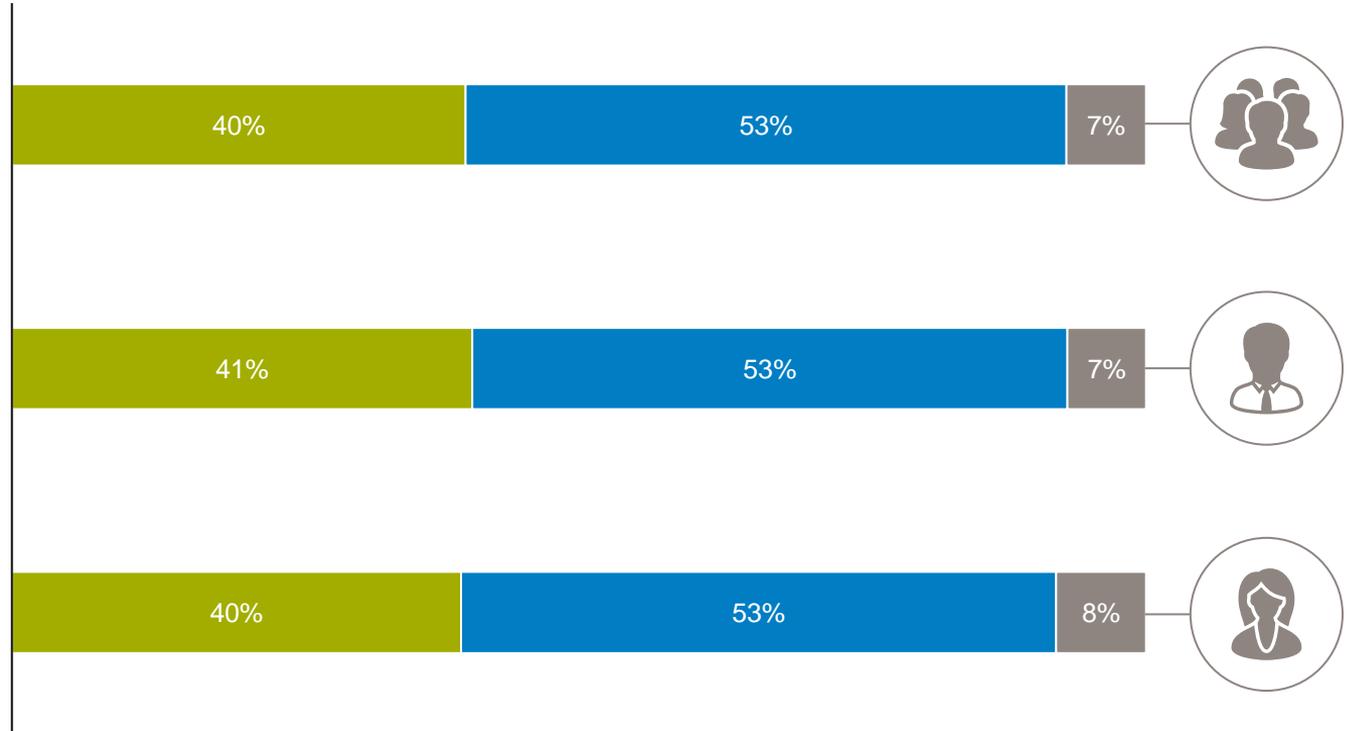
# Russia

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# Preferred vacation type

Average across Russia



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

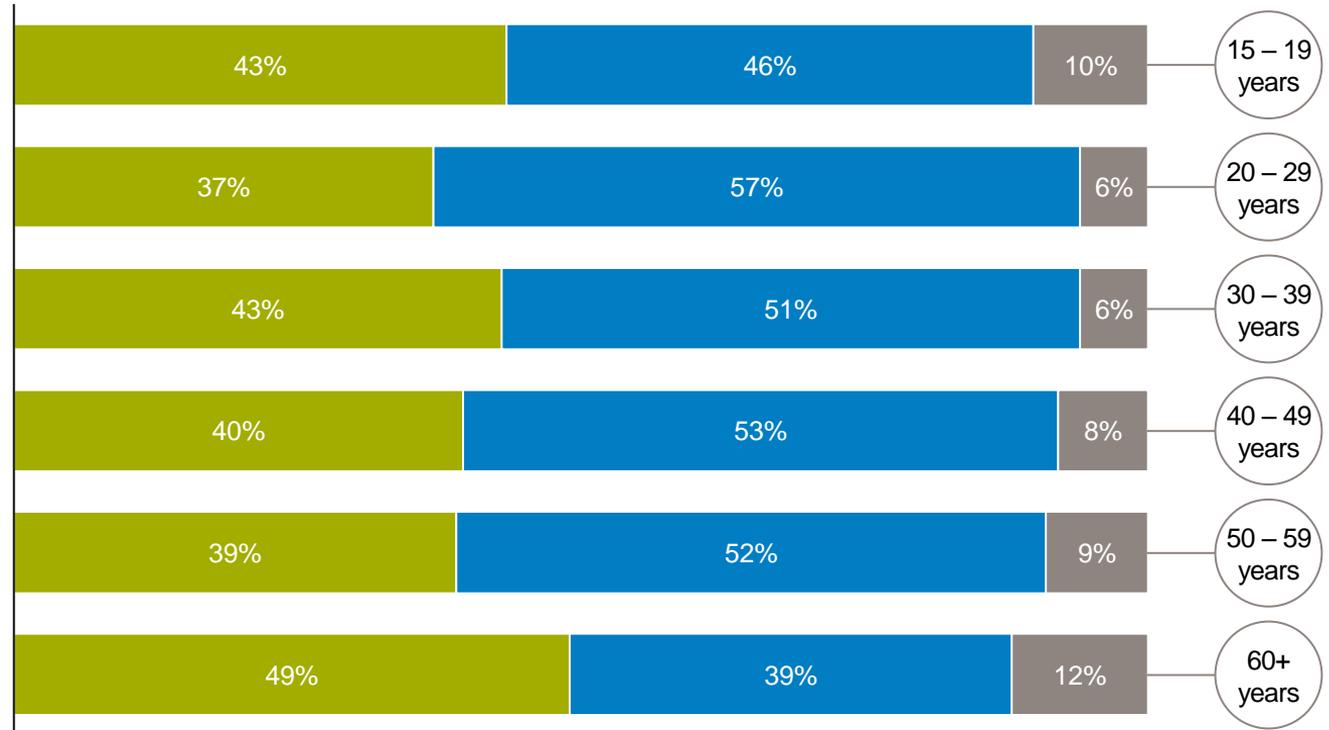


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Russia



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

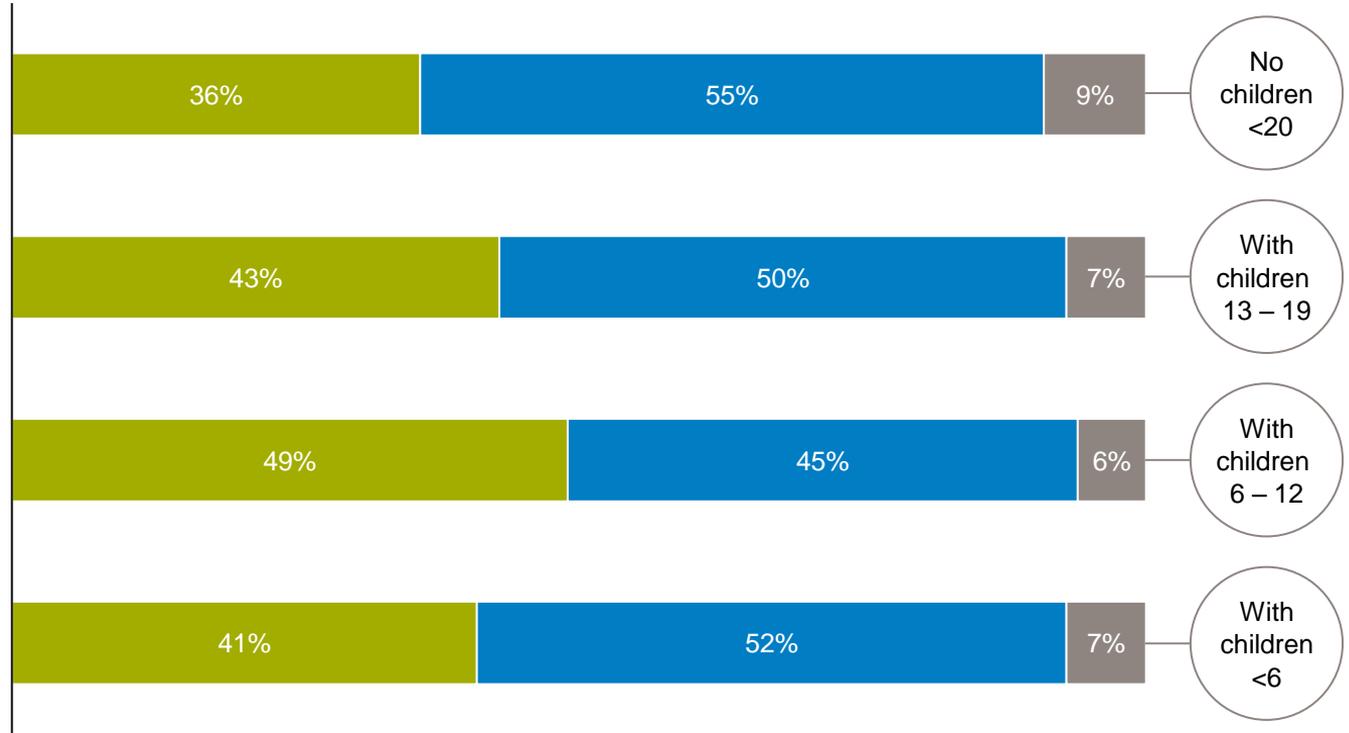


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Russia



With or without children in household



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

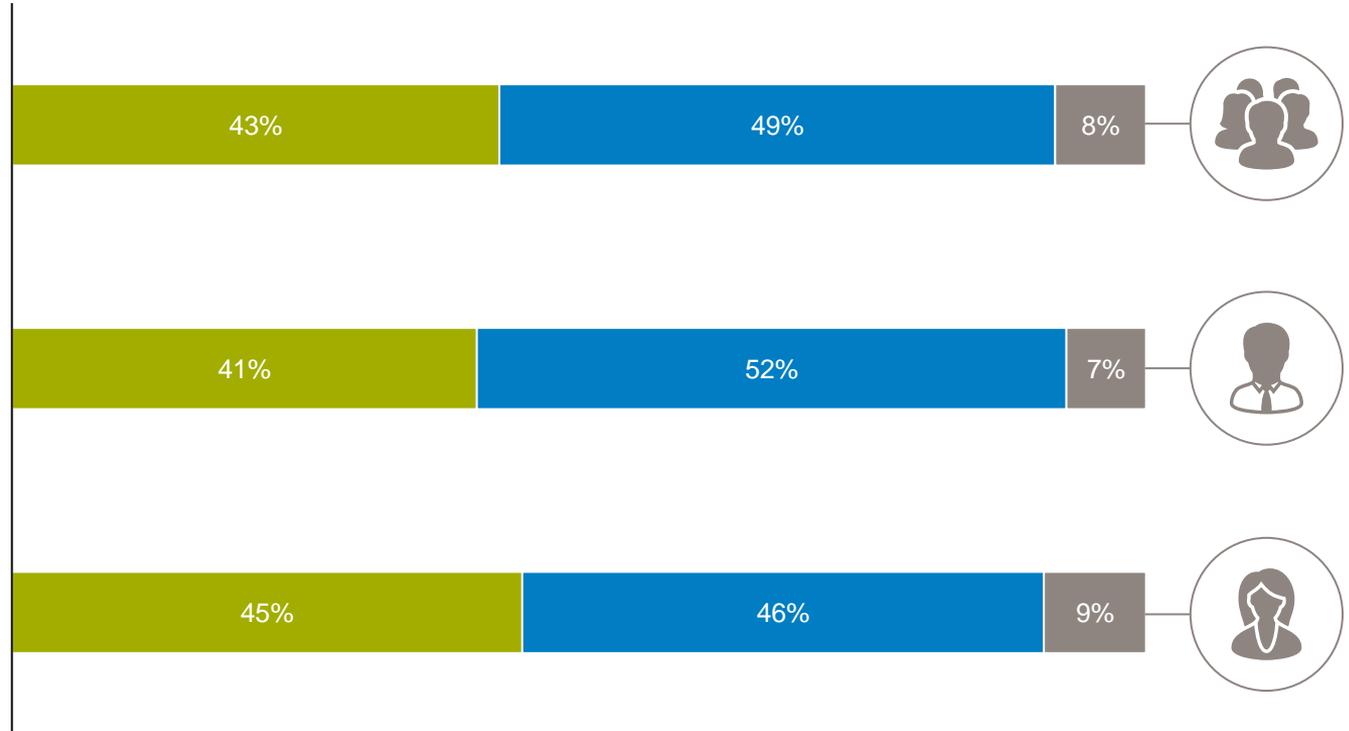
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# Spain



# Preferred vacation type

Average across Spain



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



Not sure

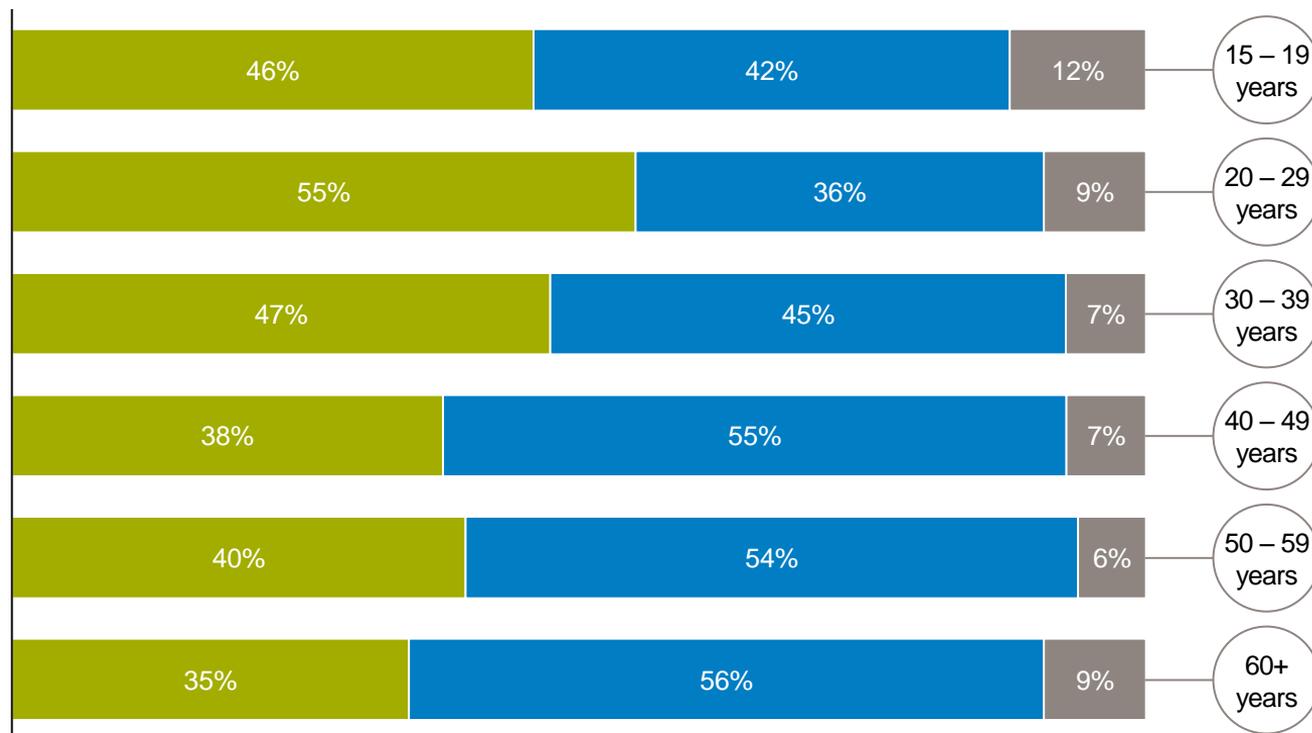
Total plus breakdown by gender



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Spain



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

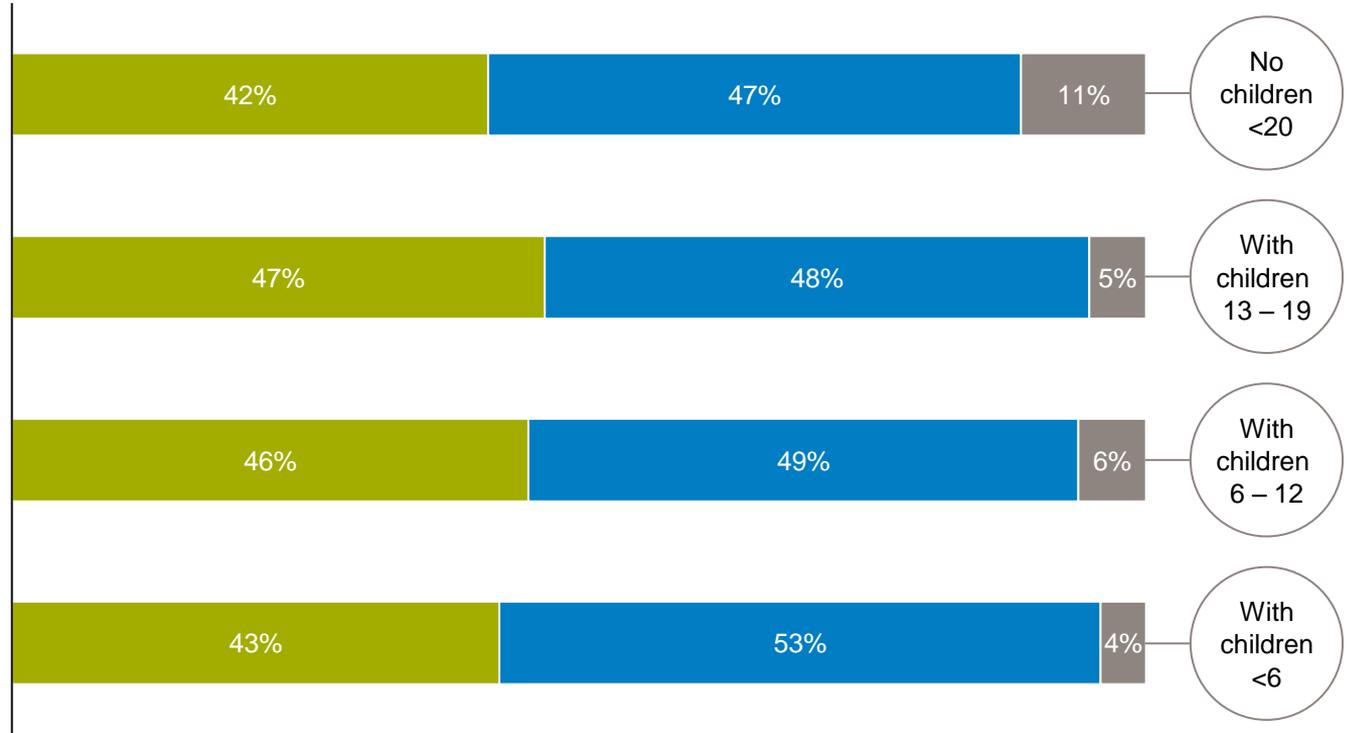


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Spain



With or without children in household



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

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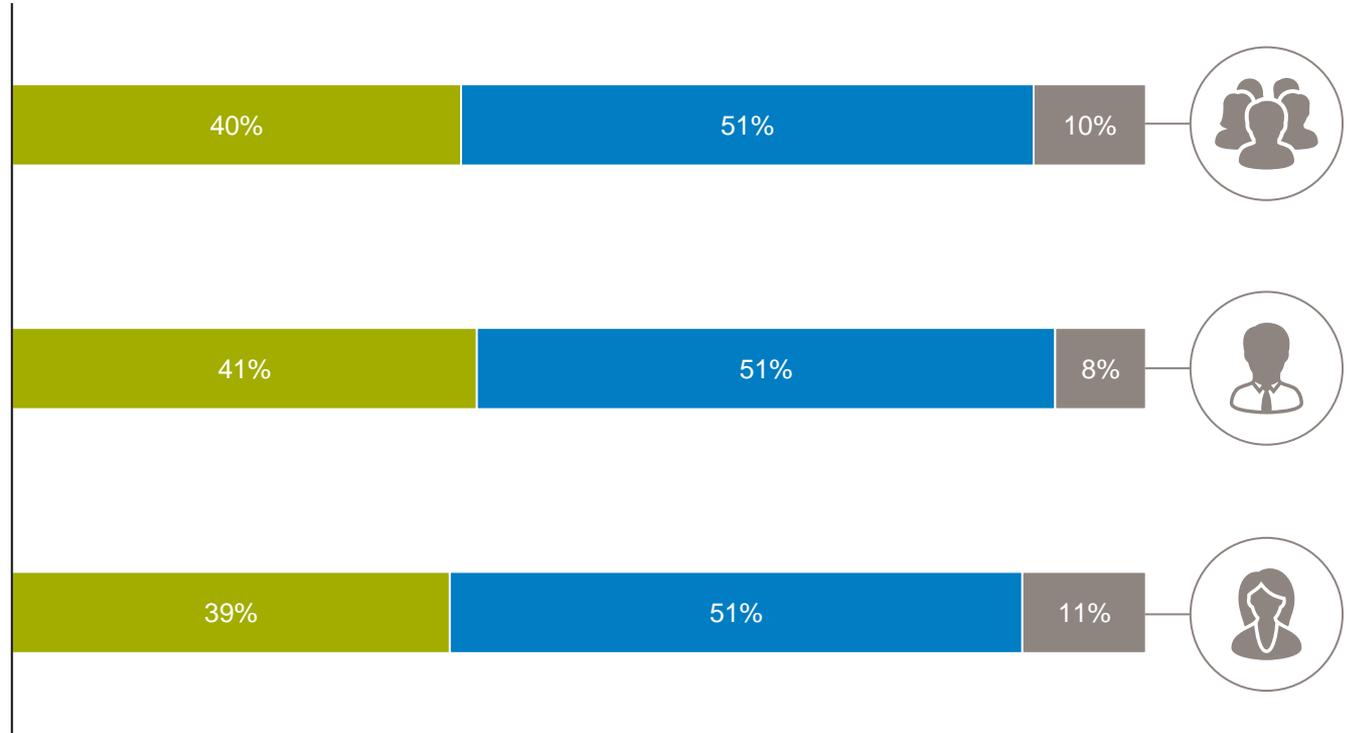
# United Kingdom

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# Preferred vacation type

Average across the United Kingdom



Total plus breakdown by gender



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

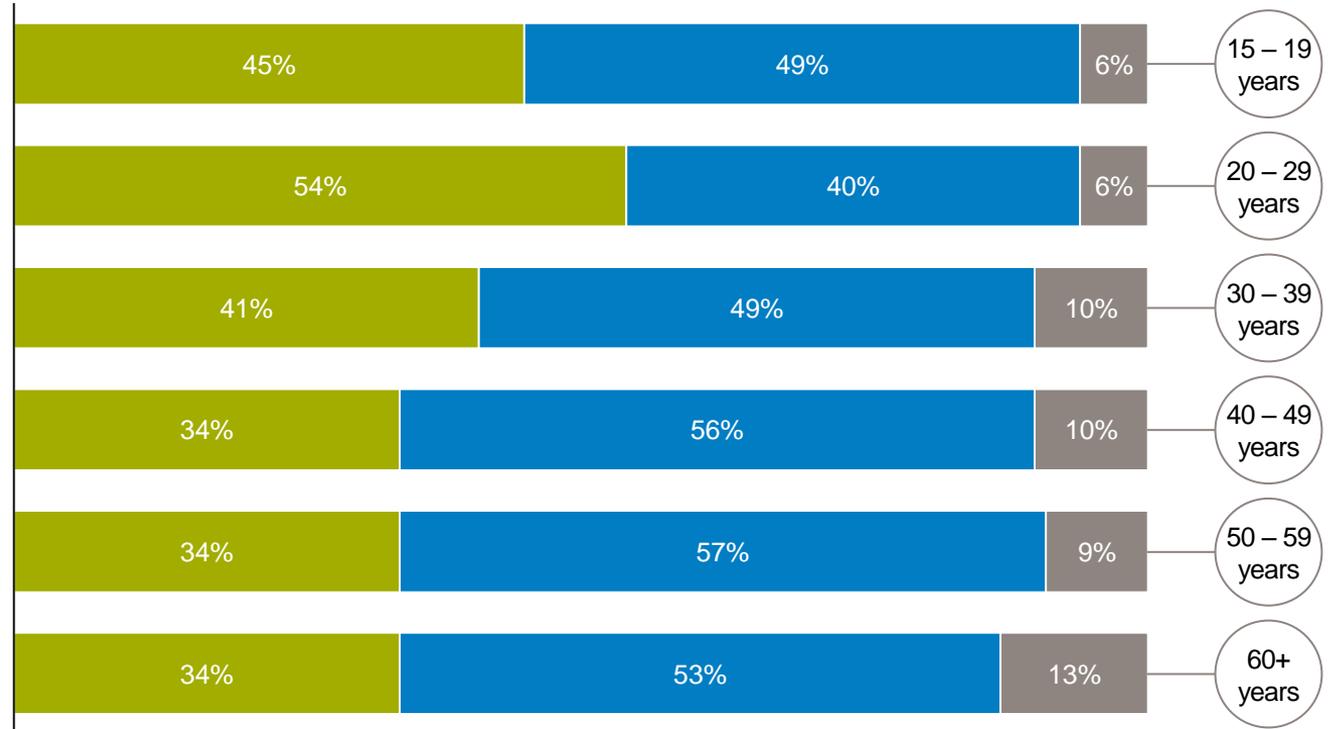


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across the United Kingdom



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

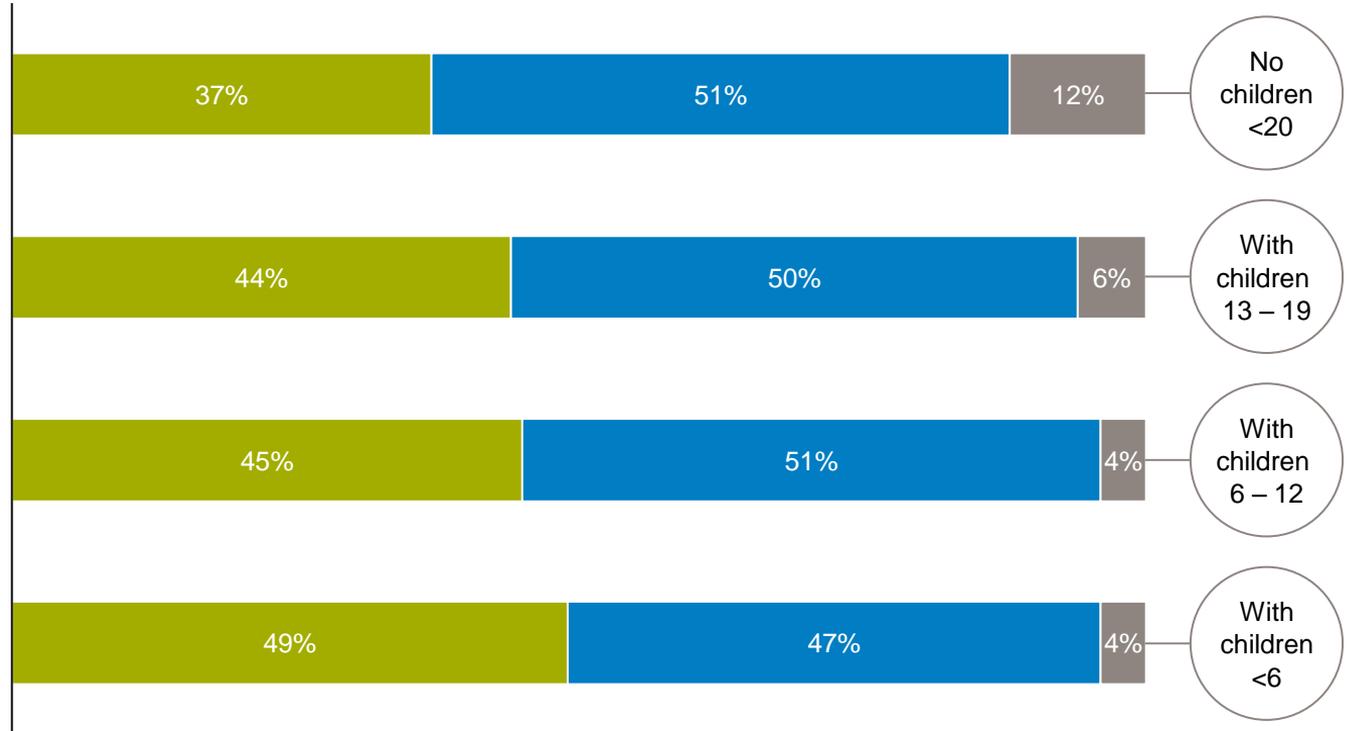


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across the United Kingdom



With or without children in household



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Country results – North America

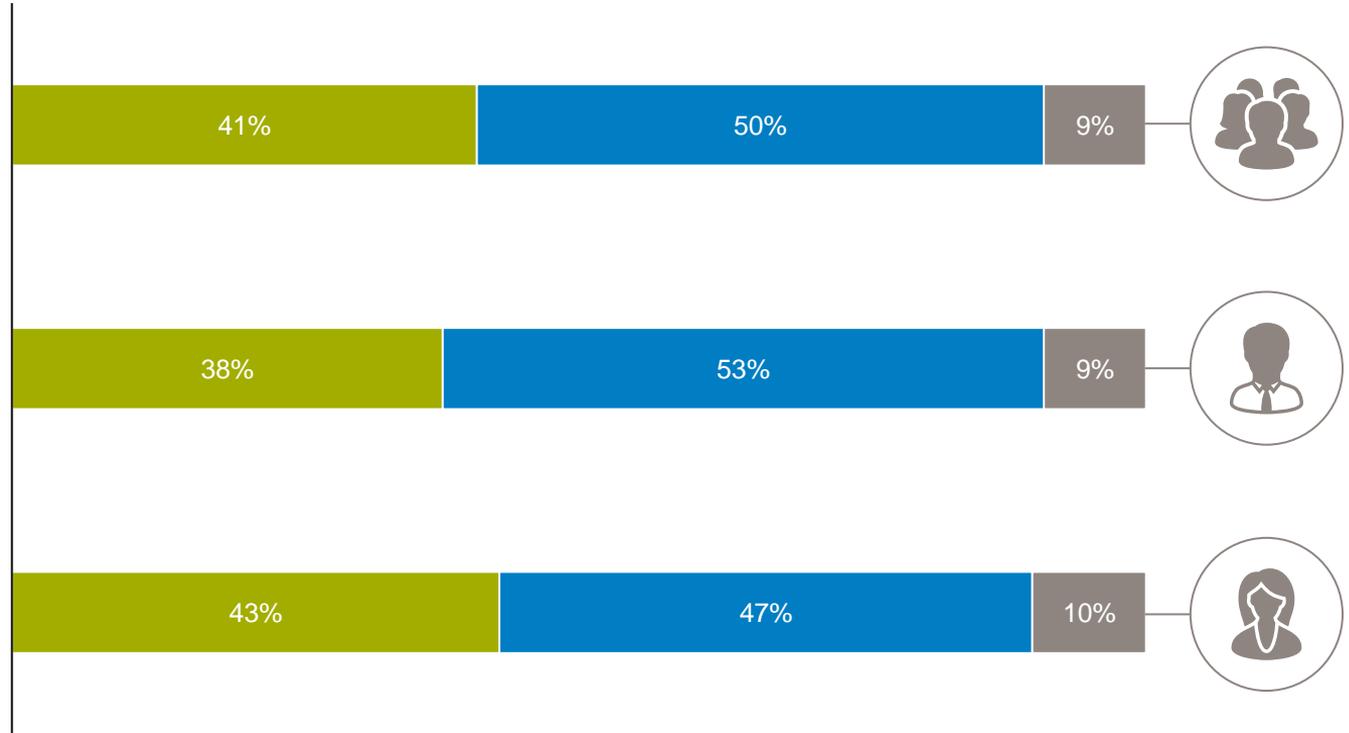
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# Canada



# Preferred vacation type

Average across Canada



Total plus breakdown by gender



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

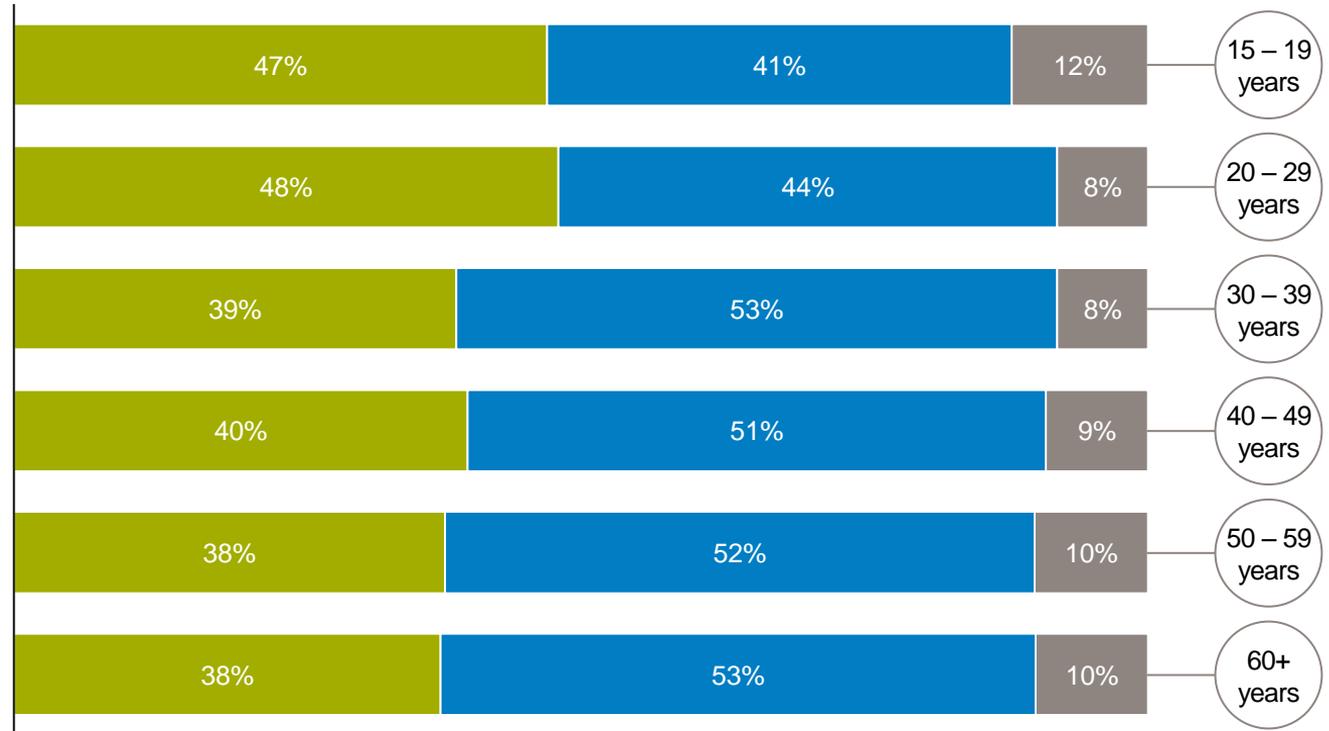
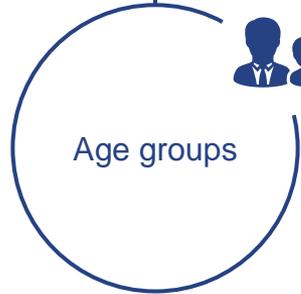


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Canada



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

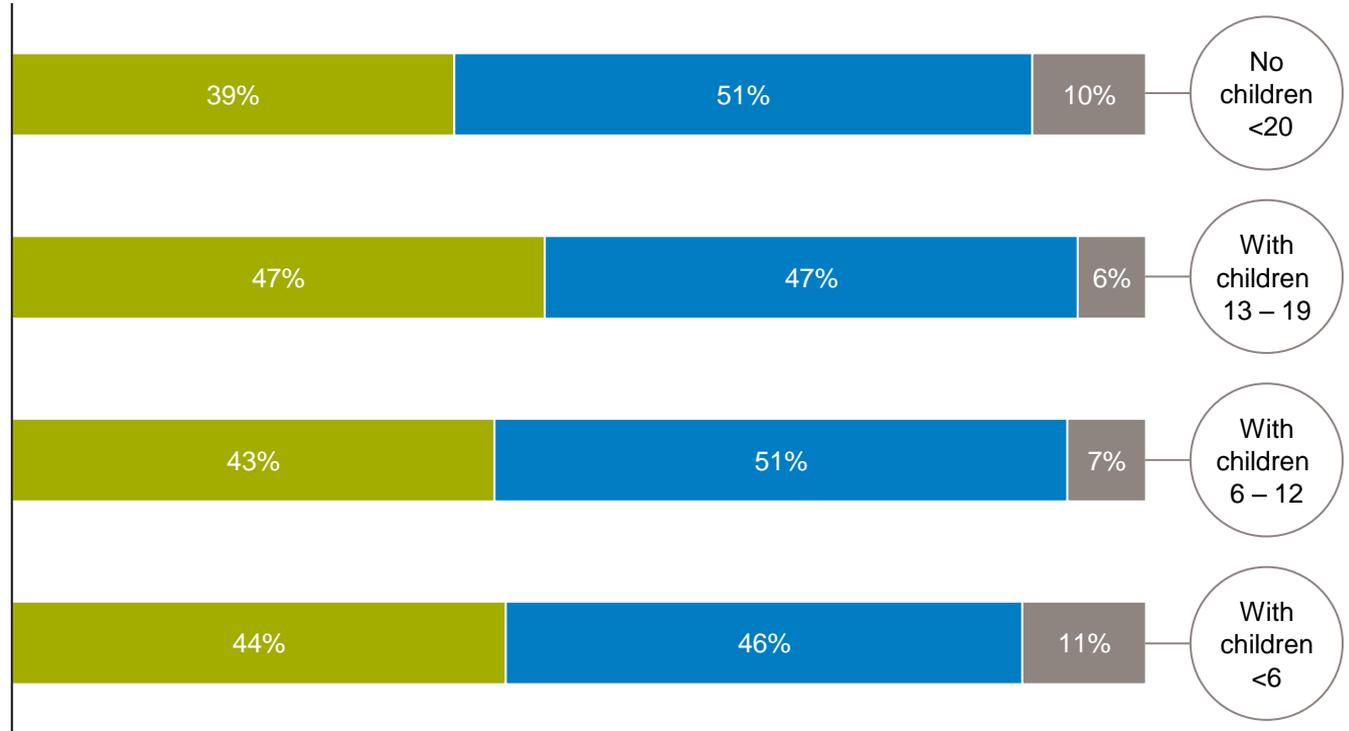


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Canada



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

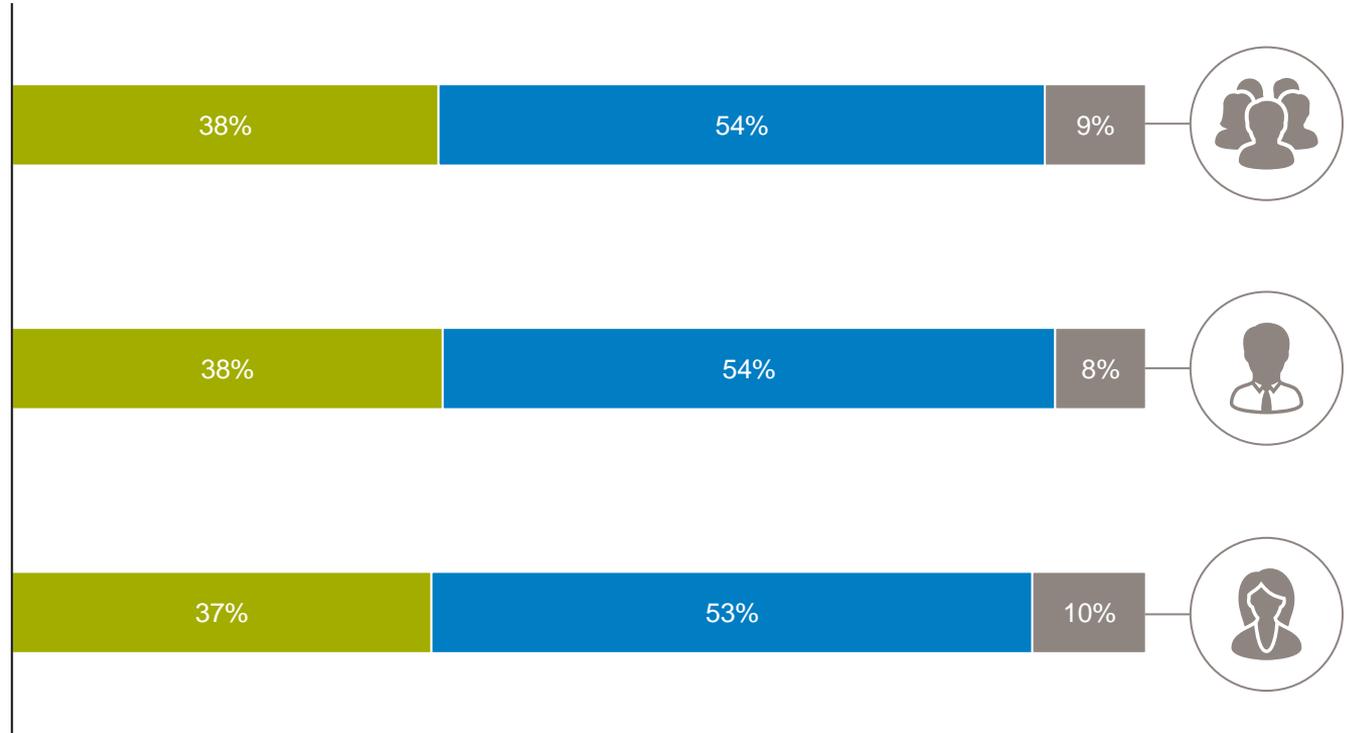
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USA



# Preferred vacation type

Average across the USA



Total plus breakdown by gender



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

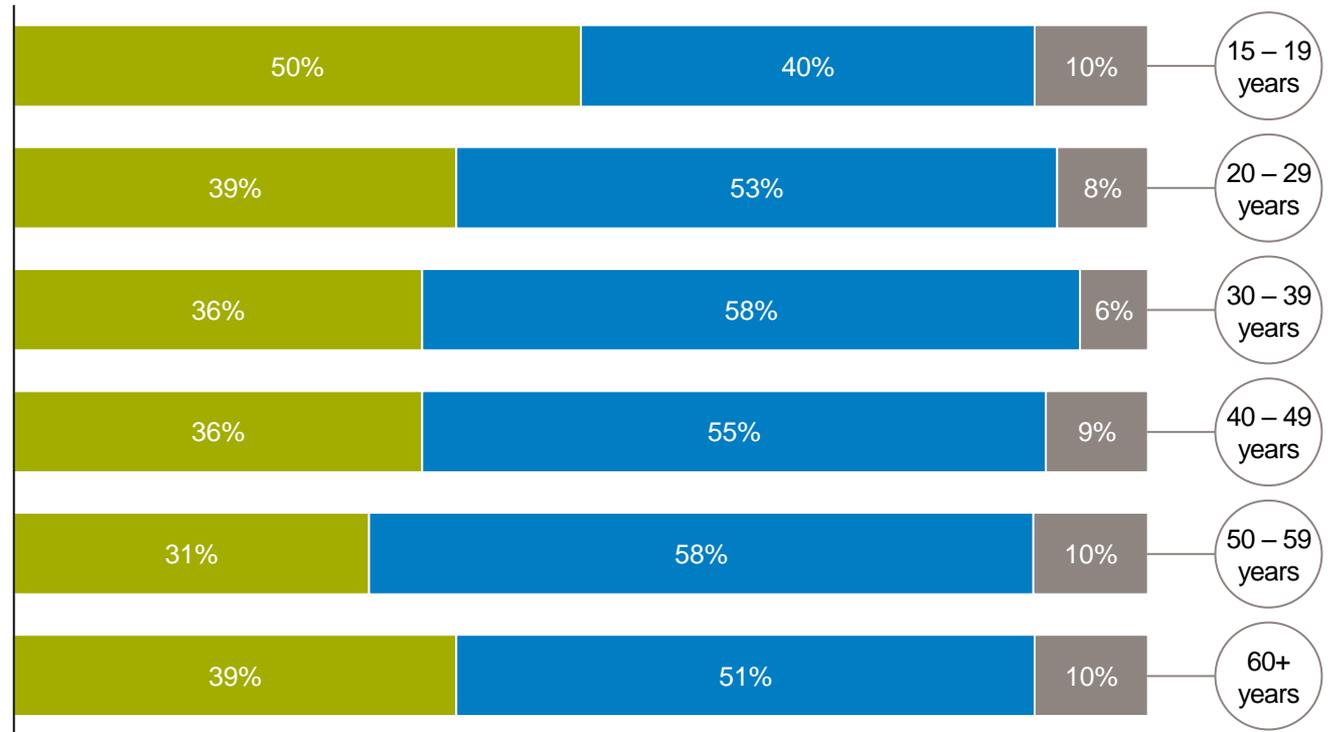
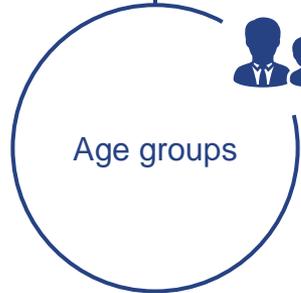


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across the USA



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

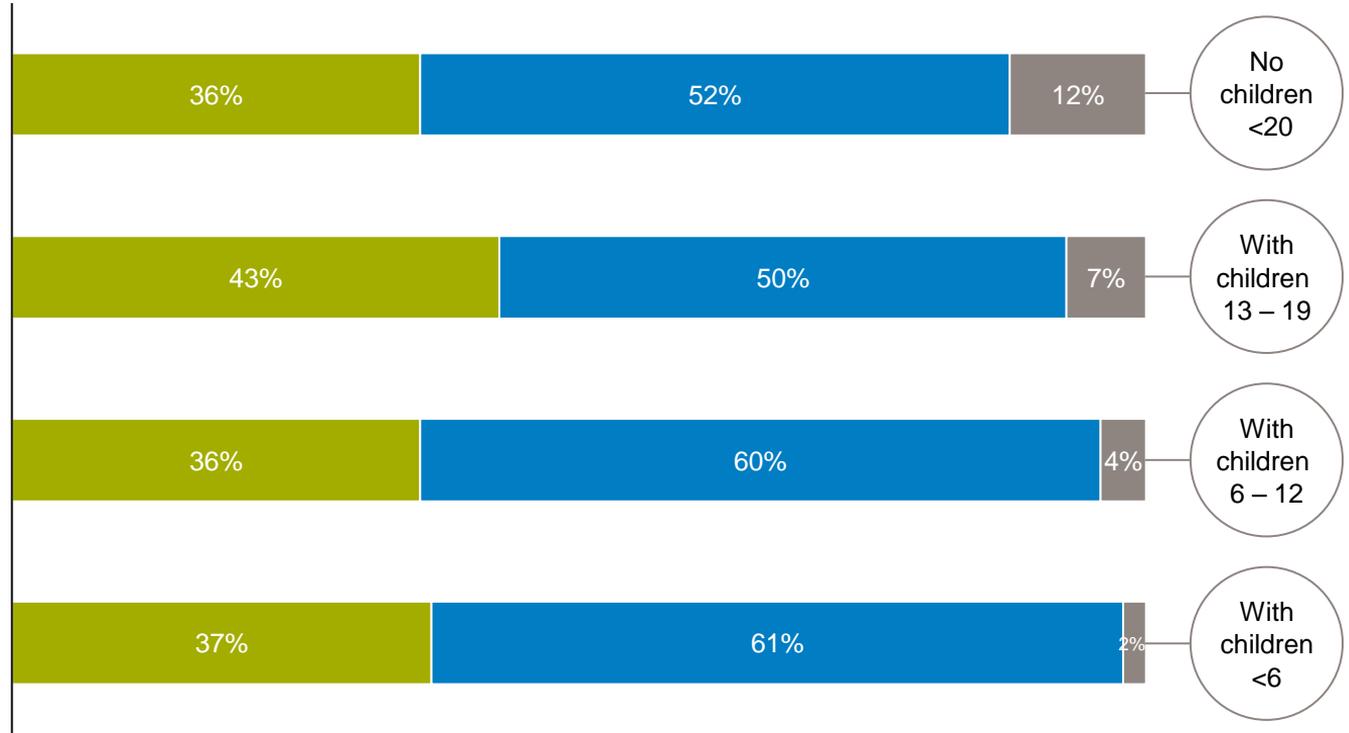


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across the USA



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Country results – Latin America

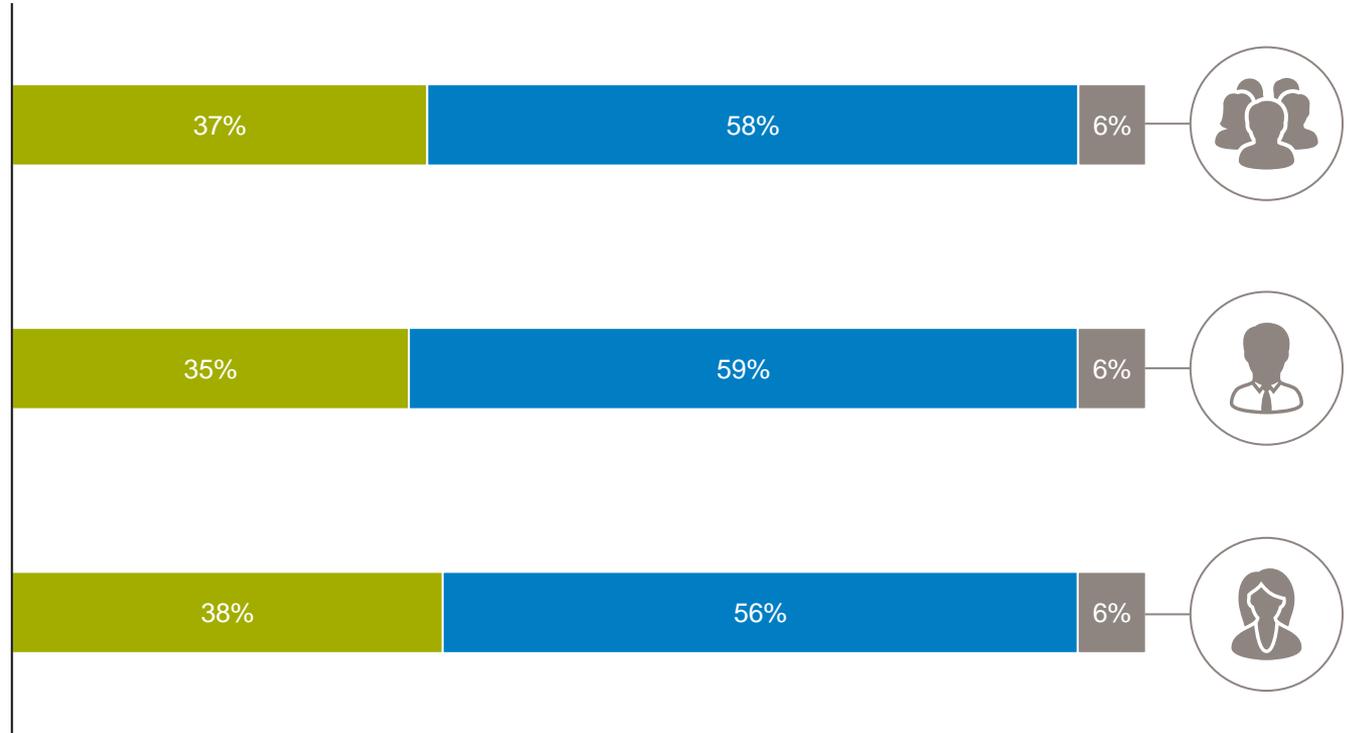
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# Argentina



# Preferred vacation type

Average across Argentina



Total plus breakdown by gender



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

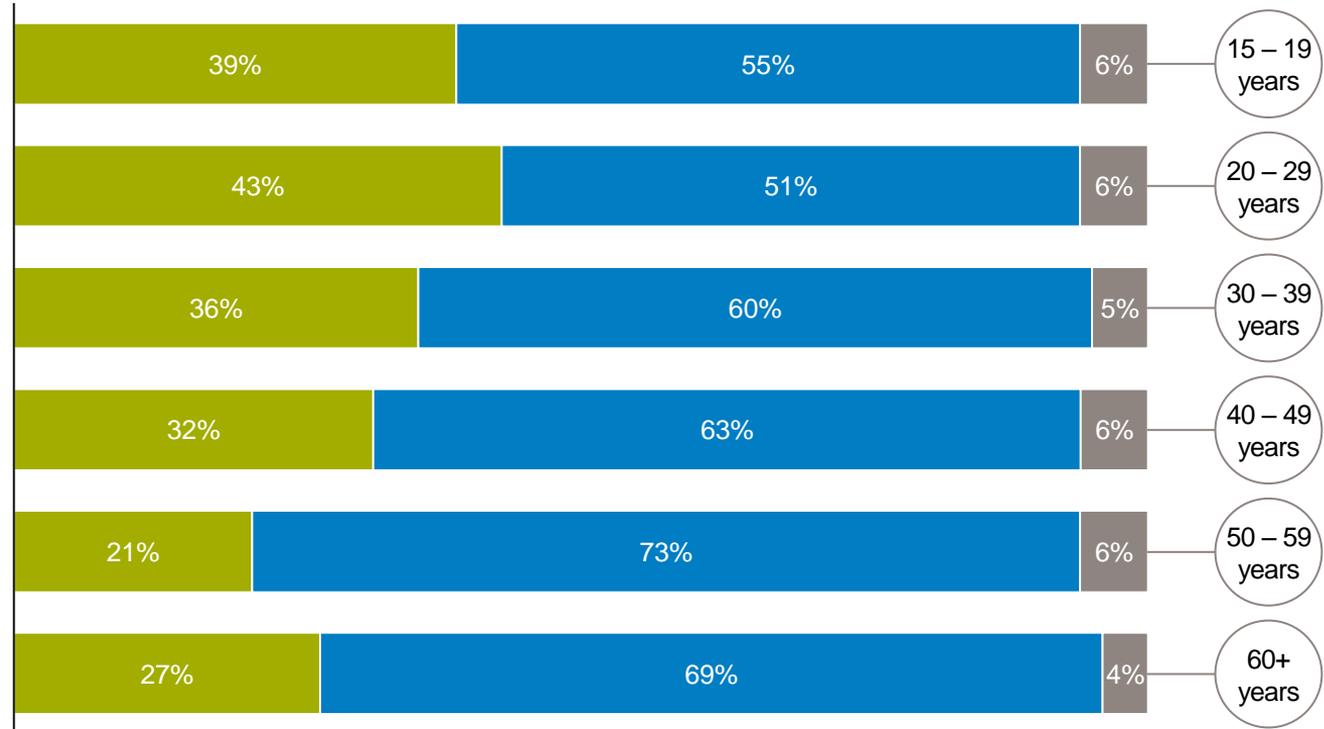


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Argentina



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

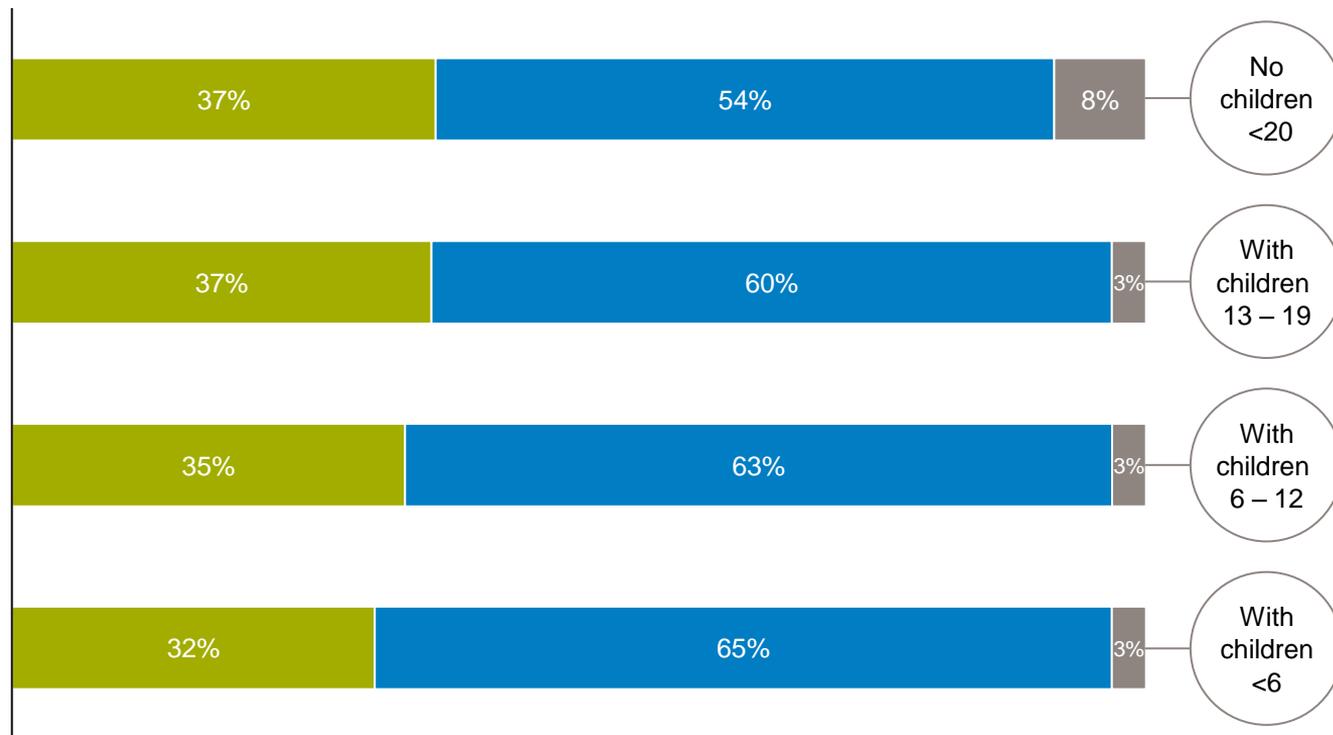


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Argentina



With or without children in household



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

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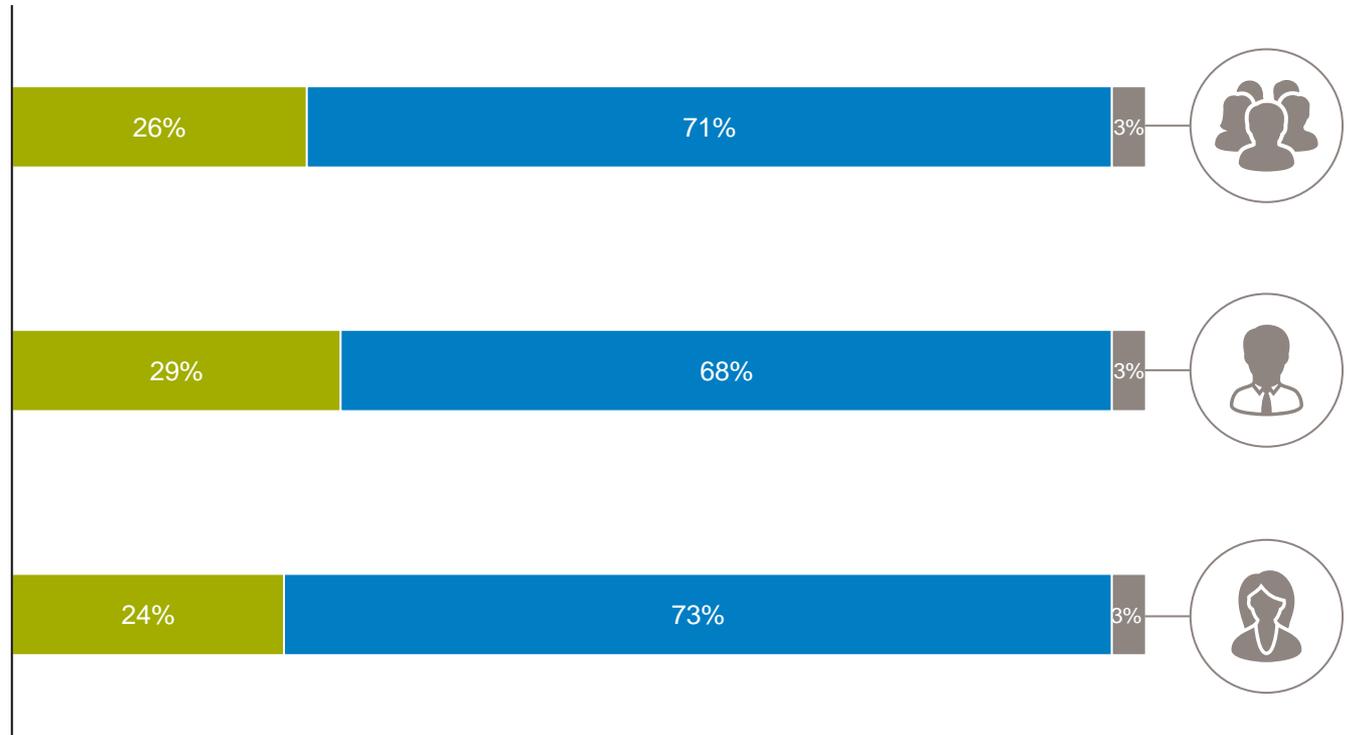
# Brazil

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# Preferred vacation type

Average across Brazil



Total plus breakdown by gender



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

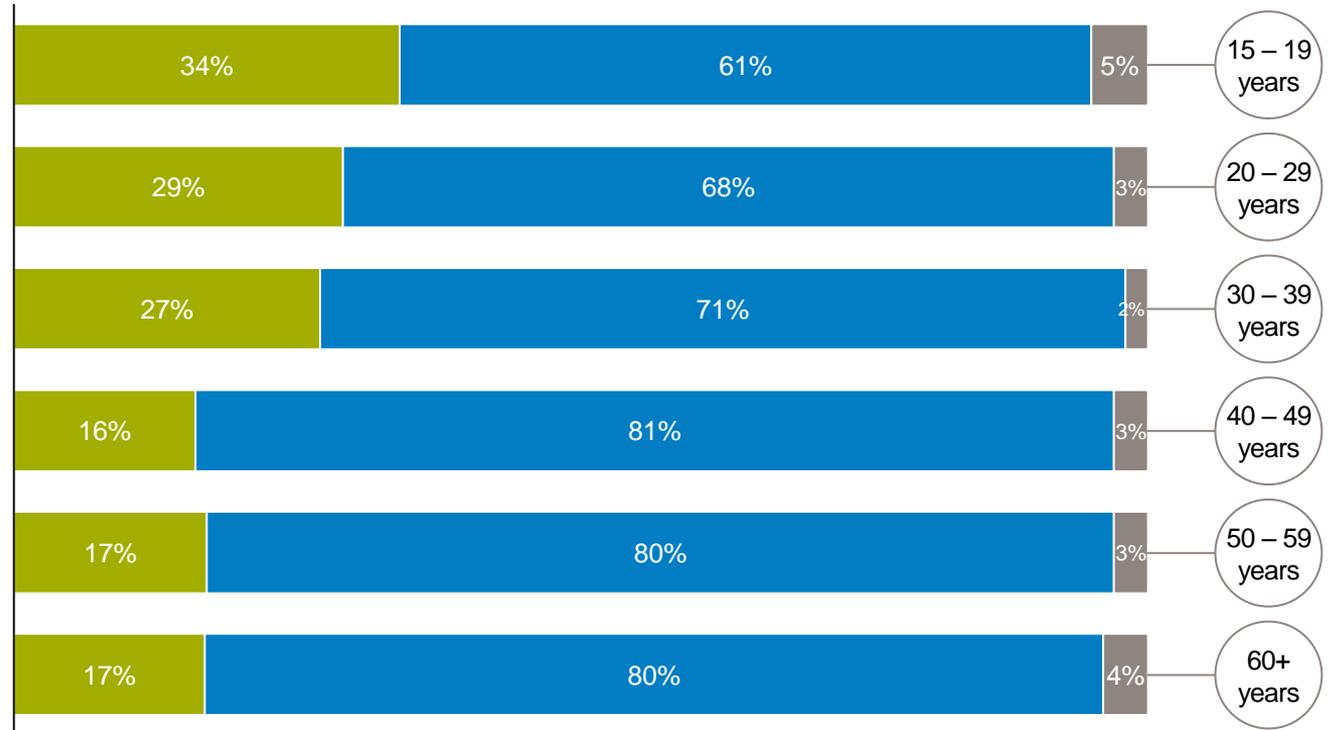
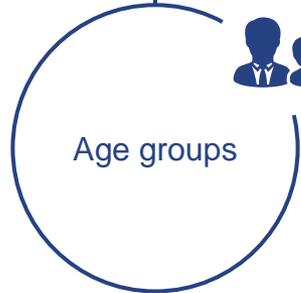


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Brazil



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

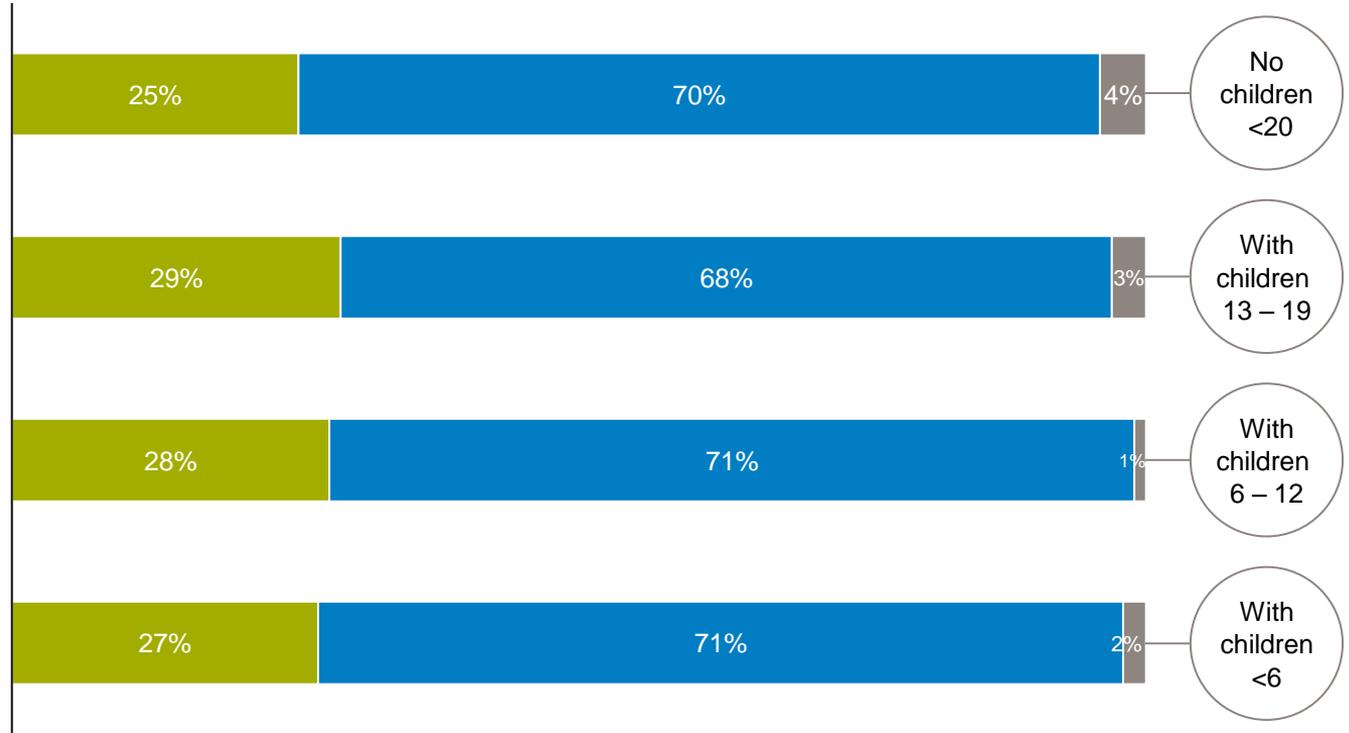


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Brazil



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

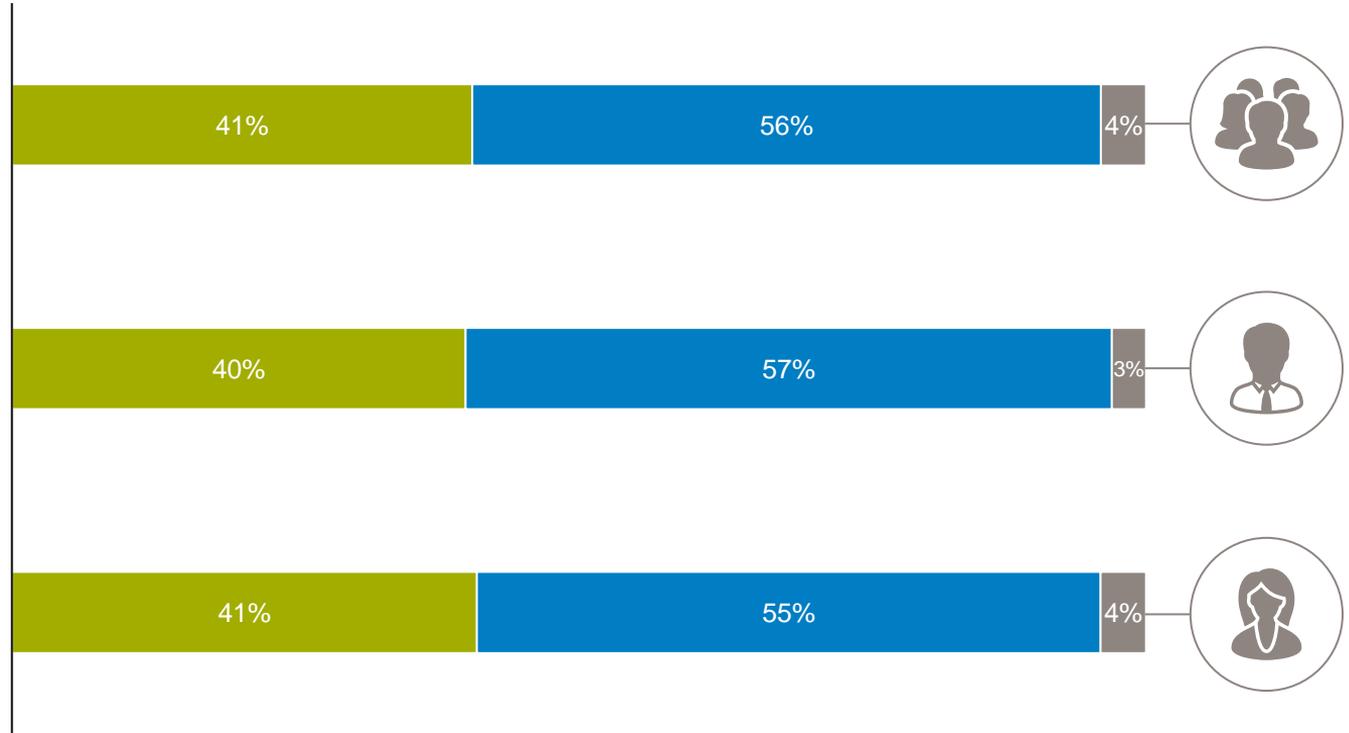
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# Mexico



# Preferred vacation type

Average across Mexico



Total plus breakdown by gender



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

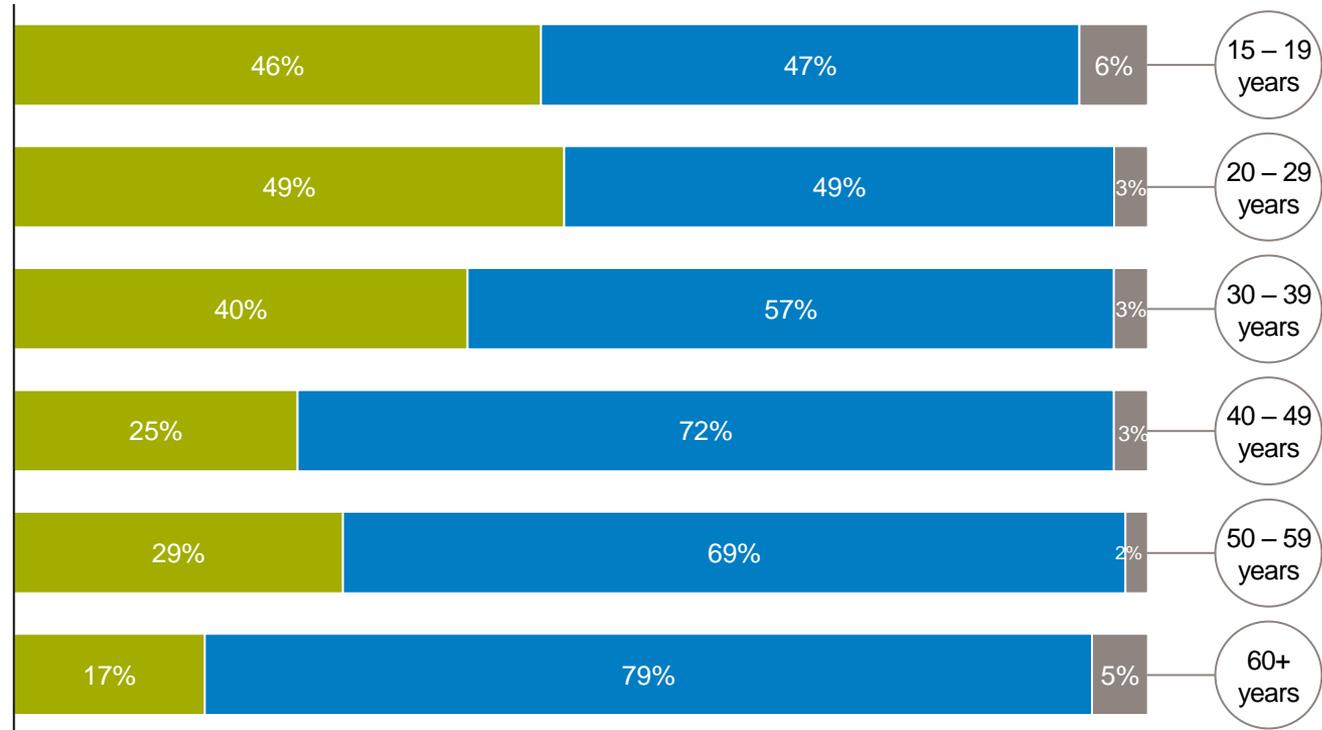
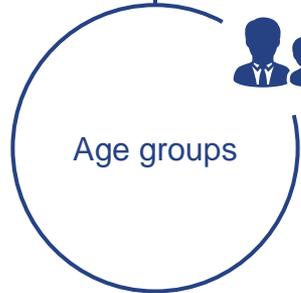


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Mexico



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

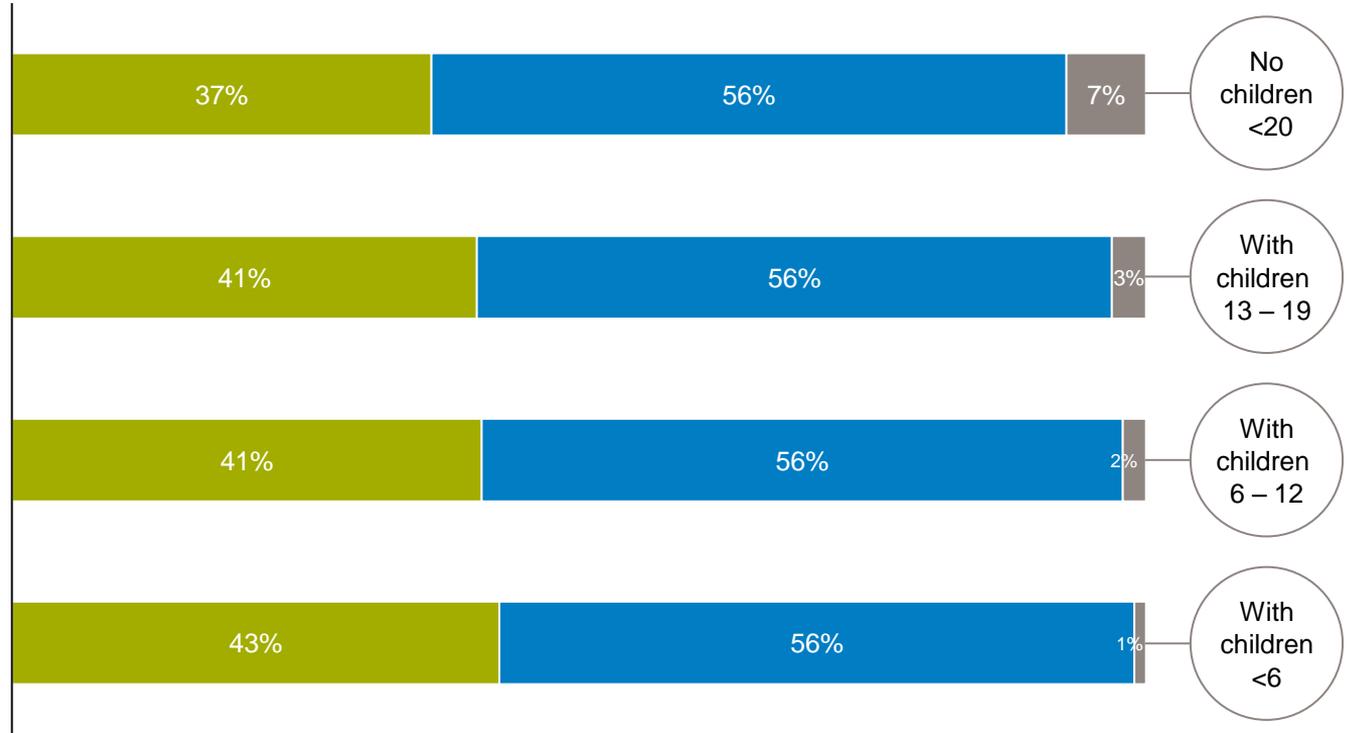


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Mexico



With or without children in household



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Country results – Asia-Pacific

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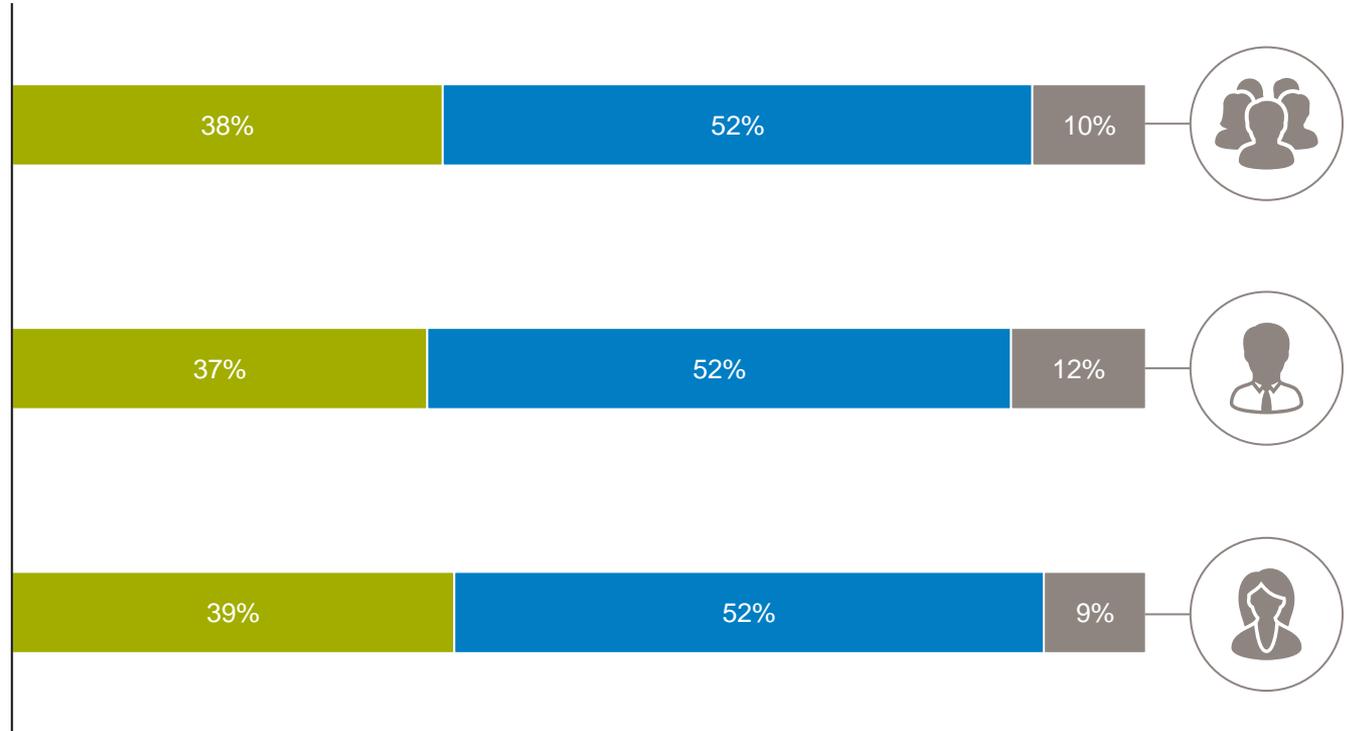
# Australia

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# Preferred vacation type

Average across Australia



Total plus breakdown by gender



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

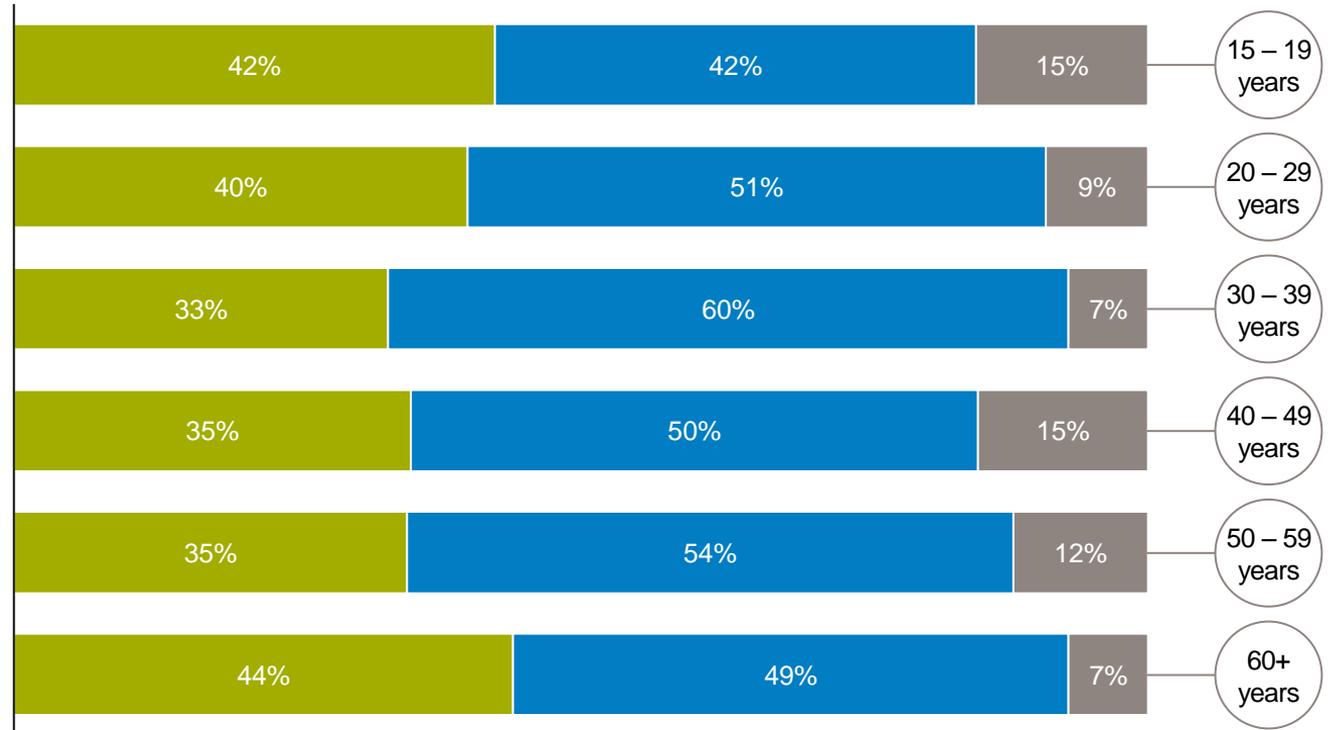


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Australia



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

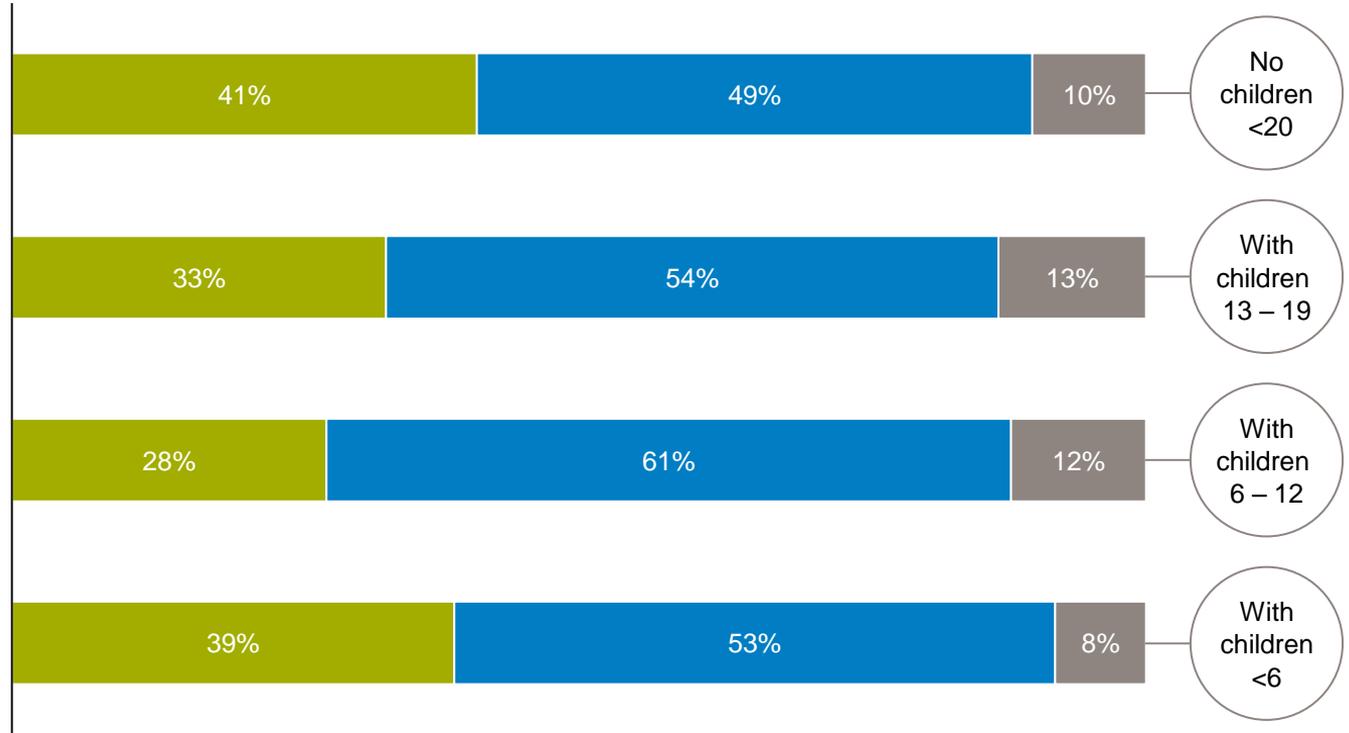


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Australia



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

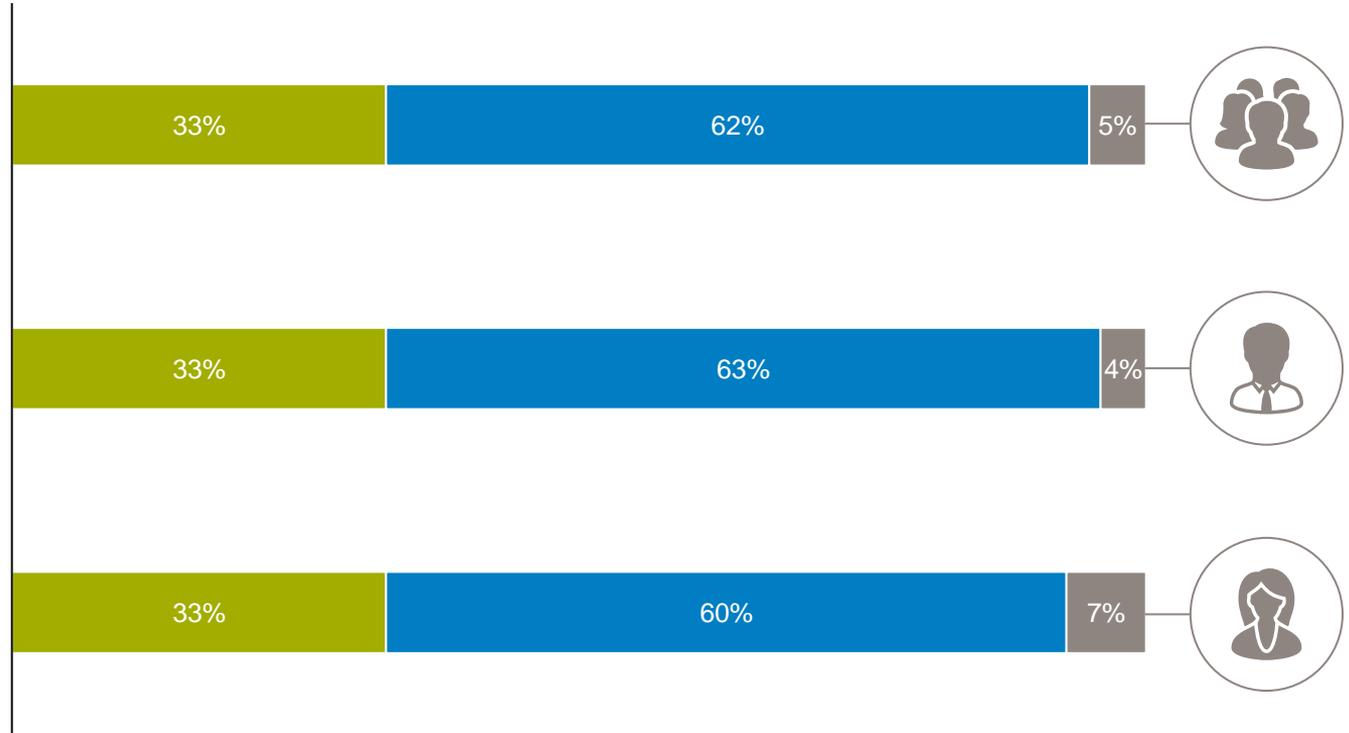
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# China



# Preferred vacation type

Average across China



Total plus breakdown by gender



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

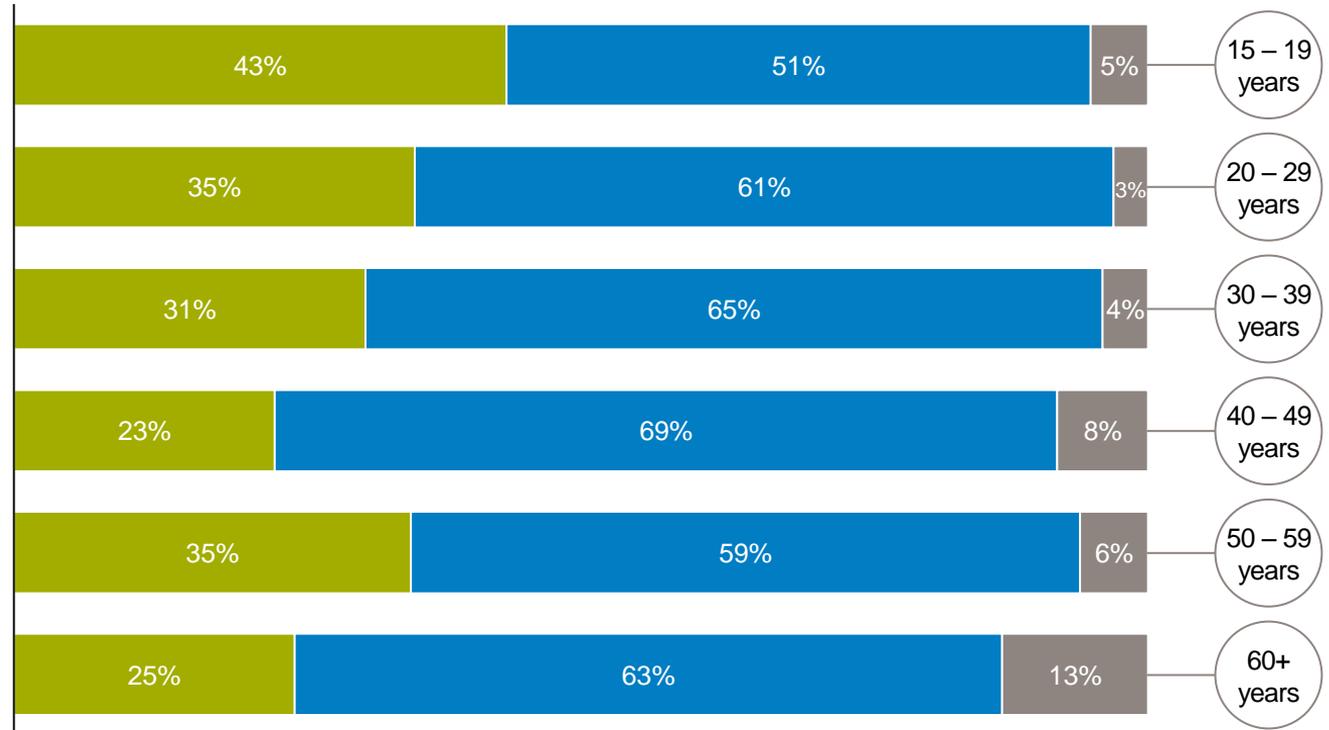
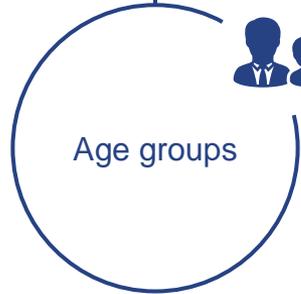


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across China



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

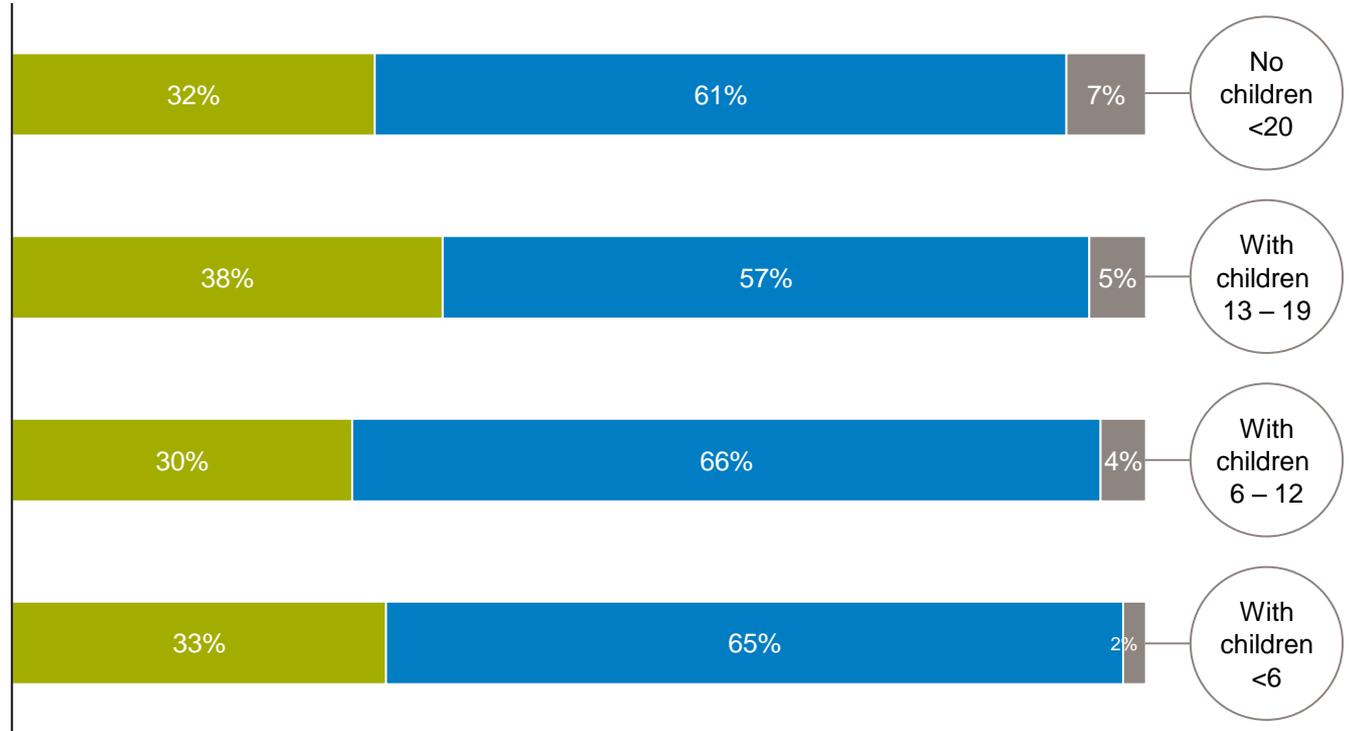


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across China



With or without children in household



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



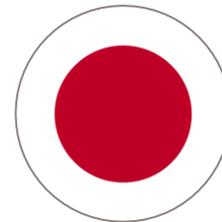
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Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

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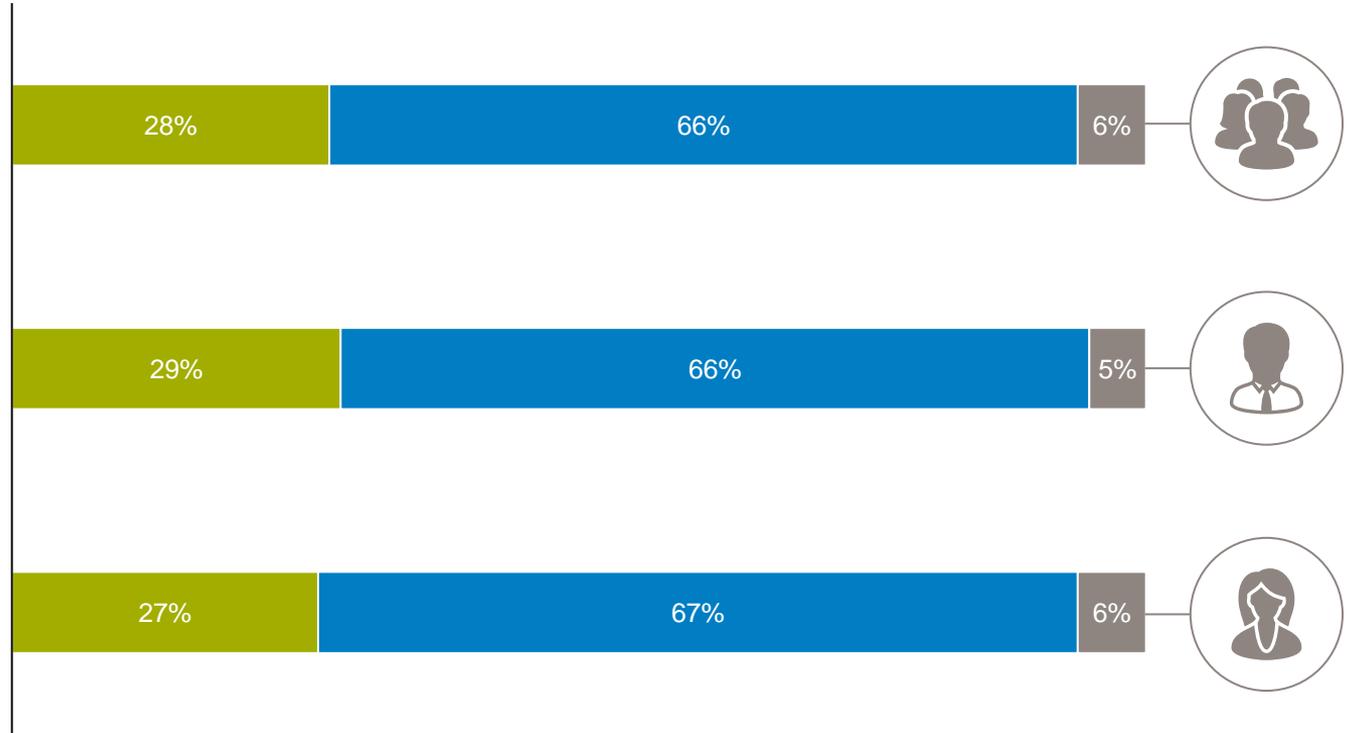
# Japan

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# Preferred vacation type

Average across Japan



Total plus breakdown by gender



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

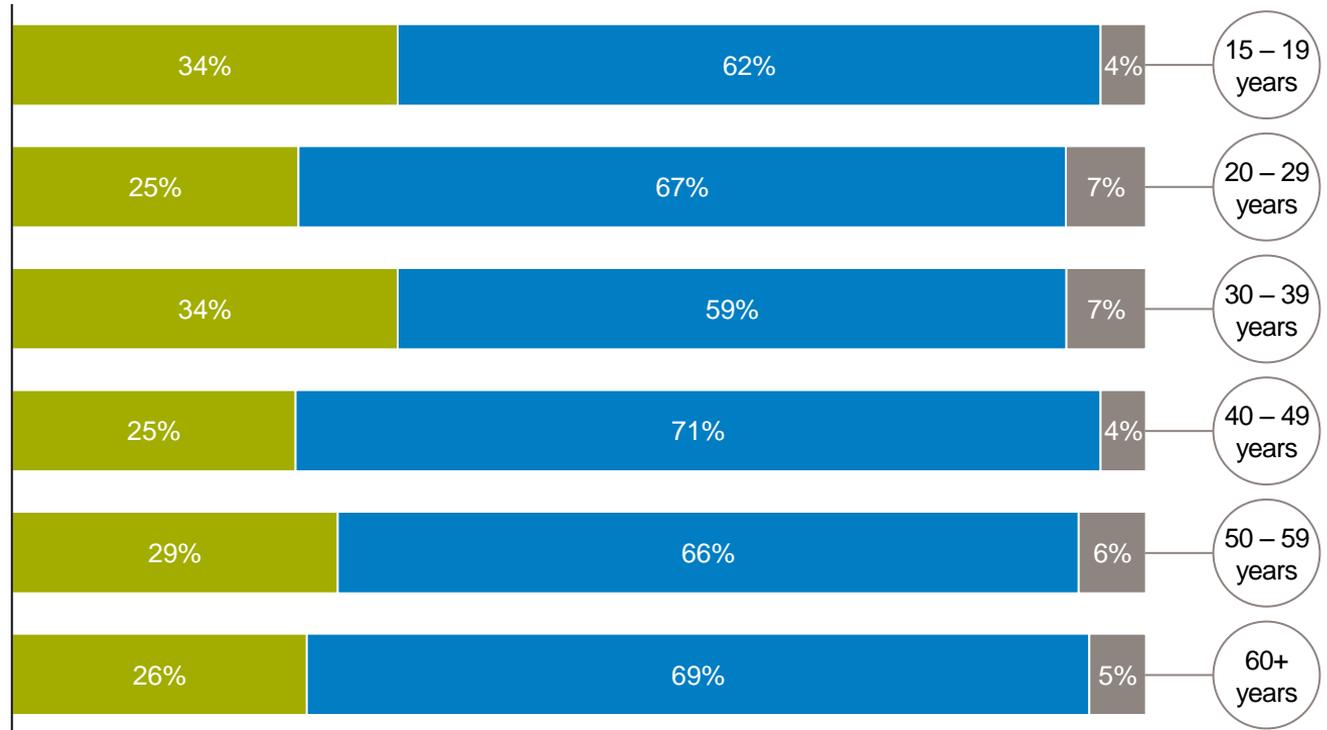


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Japan



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

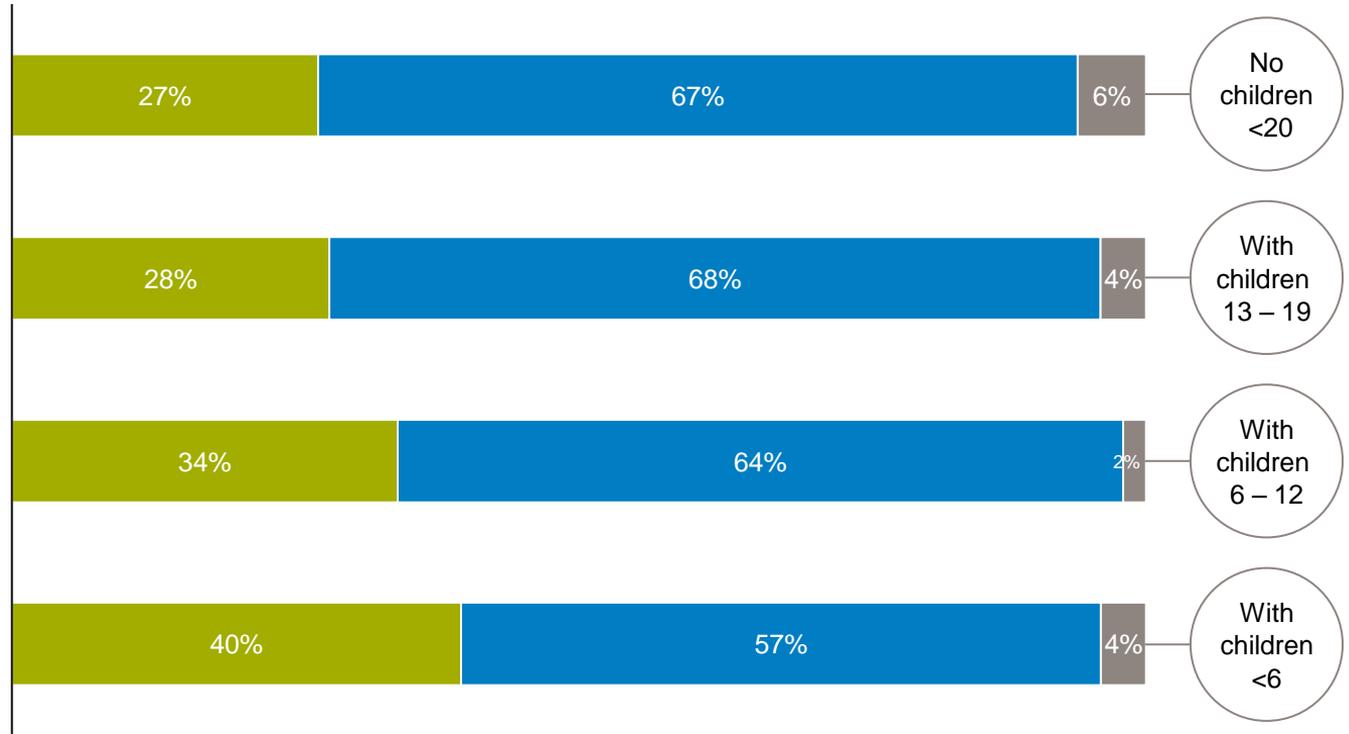


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across Japan



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

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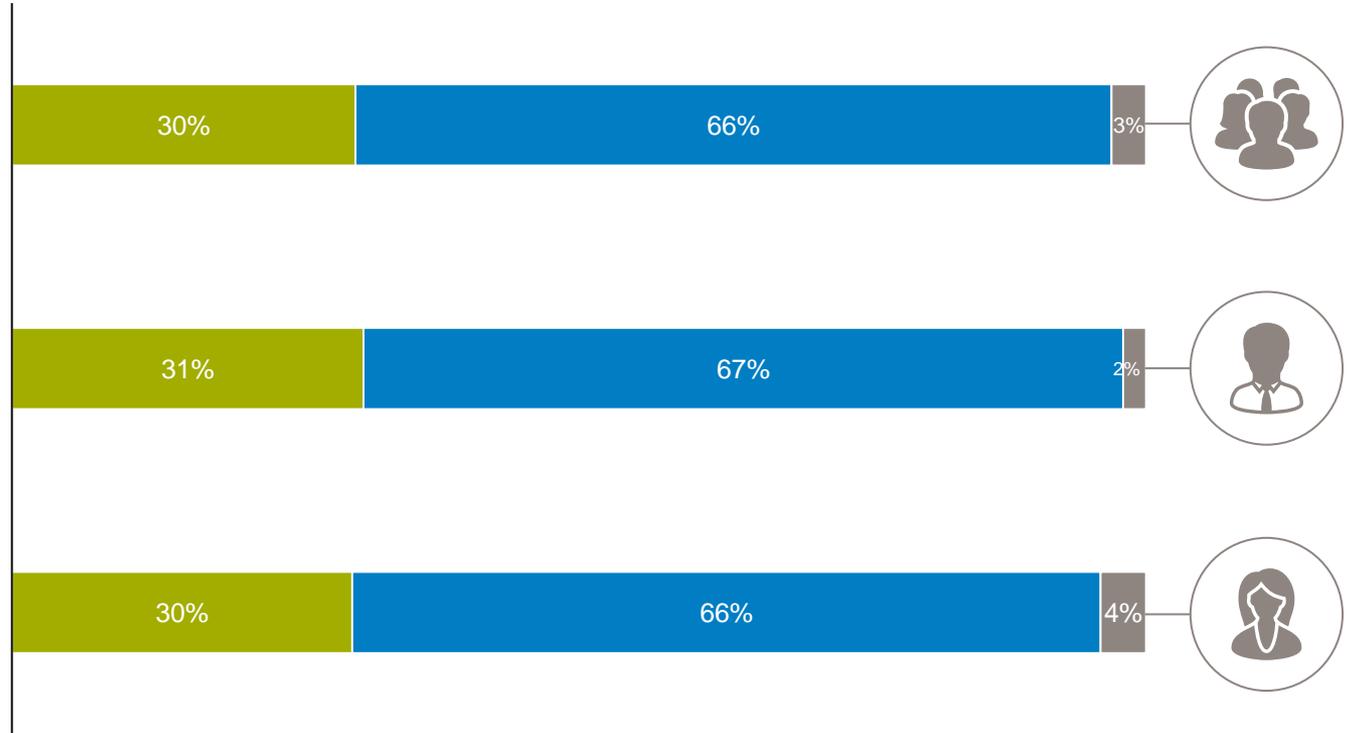
# South Korea

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# Preferred vacation type

Average across South Korea



Total plus breakdown by gender



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

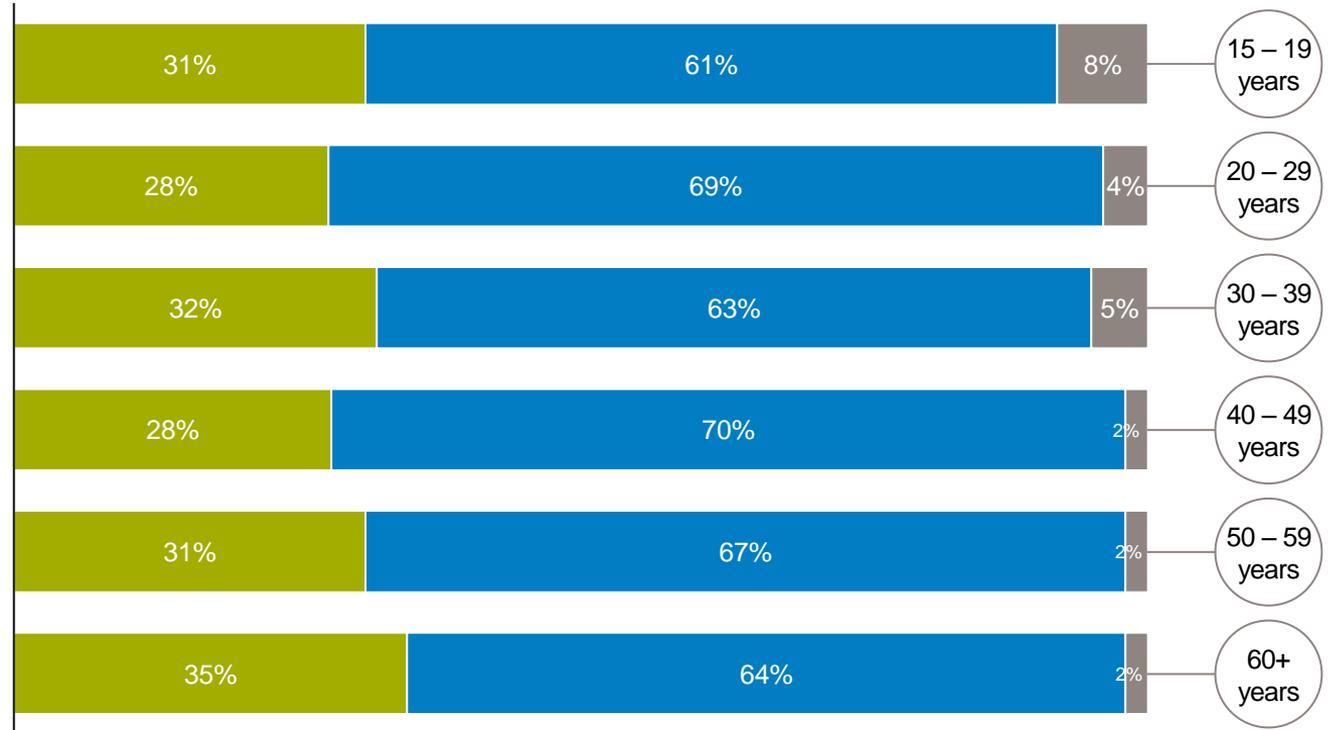


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across South Korea



An active vacation where I do or see lots of things



A vacation where I relax and take it easy

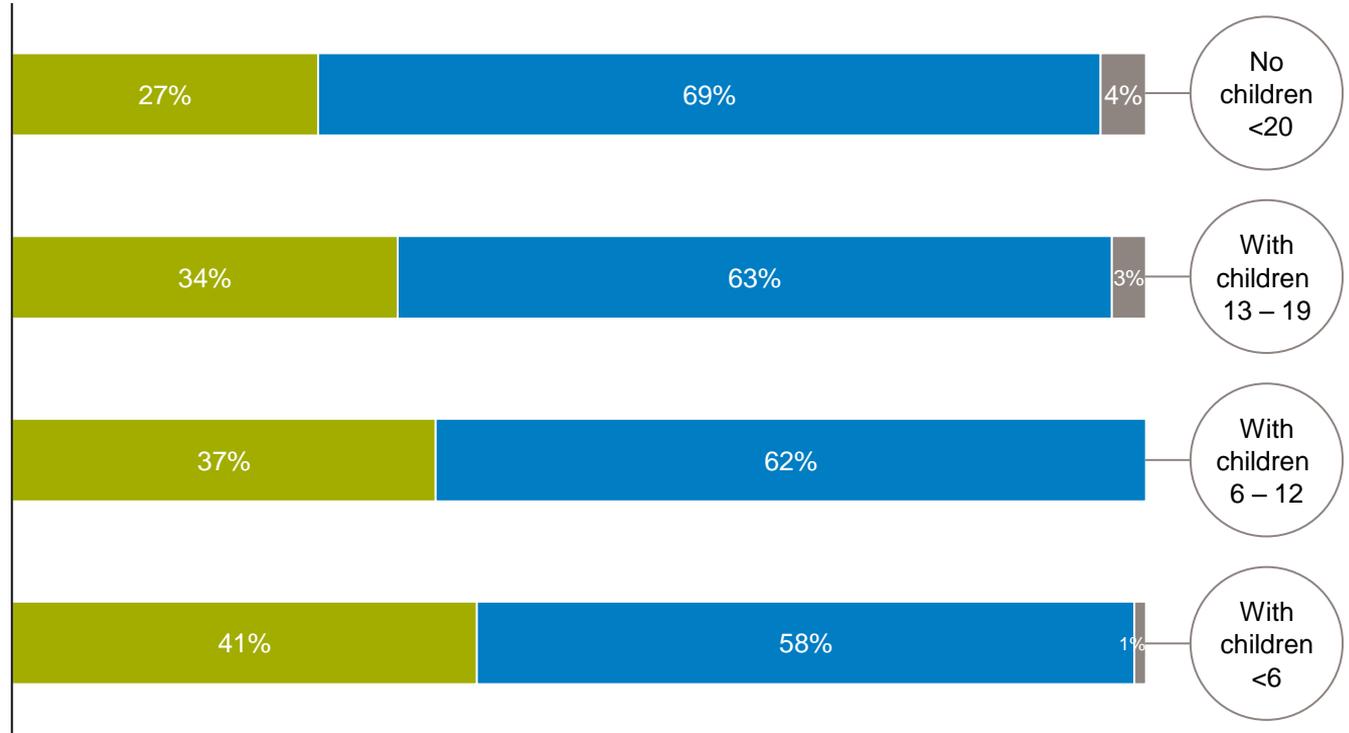


Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

# Preferred vacation type

Average across South Korea



An active vacation where I do or see lots of things



A vacation where I relax and take it easy



Not sure

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – data have been weighted to reflect the demographic composition of the online population – rounded

For more information please contact  
[press@gfk.com](mailto:press@gfk.com)