Understanding destination choices of European travellers

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Abstract

This study is unique in the sense that it is based on a large scale multi-origin multi-destination survey among travellers from the majority of countries in the European Union. Although the data are not entirely fresh, but from 2002, it is thought that the travel patterns found are still valid, or results can be repeated in due course. It is shown that travellers tend to travel domestically, and if not then to neighbouring countries (by car or other surface transport or by plane further afield). The top 17 destinations as well as 16 origin markets in Europe are shown in a two-dimensional diagram using a Multidimensional Scaling (MDS) technique. Firstly, a diagram based on all 176,500 domestic and international journeys in the survey is shown, and as expected own countries as destinations are located close to own countries as origin markets. Secondly, a similar (MDS) diagram is shown based solely on the 70,000 (40%) international journeys. A correlation matrix shows from which international origin markets each destination country tend to get their international visitors. Next, a rotated principal component factor analysis is run, making 19 groups of markets and destinations. Finally, a series of multiple regression analyses show the probability of a given destination of being chosen by travellers from different countries. In general, the home country has the greatest chance of being selected as the destination of a journey. Other factors than origin market play a role for the probability of a destination country of being selected, for example additional trip related characteristics such as distance and purpose of travel, and demographic characteristics such as age. Mode of transport impacts the significance of distance.

Share of journeys (100 km+) originating from European countries (EU15+1), which have their home country as destination: Overall ~60%

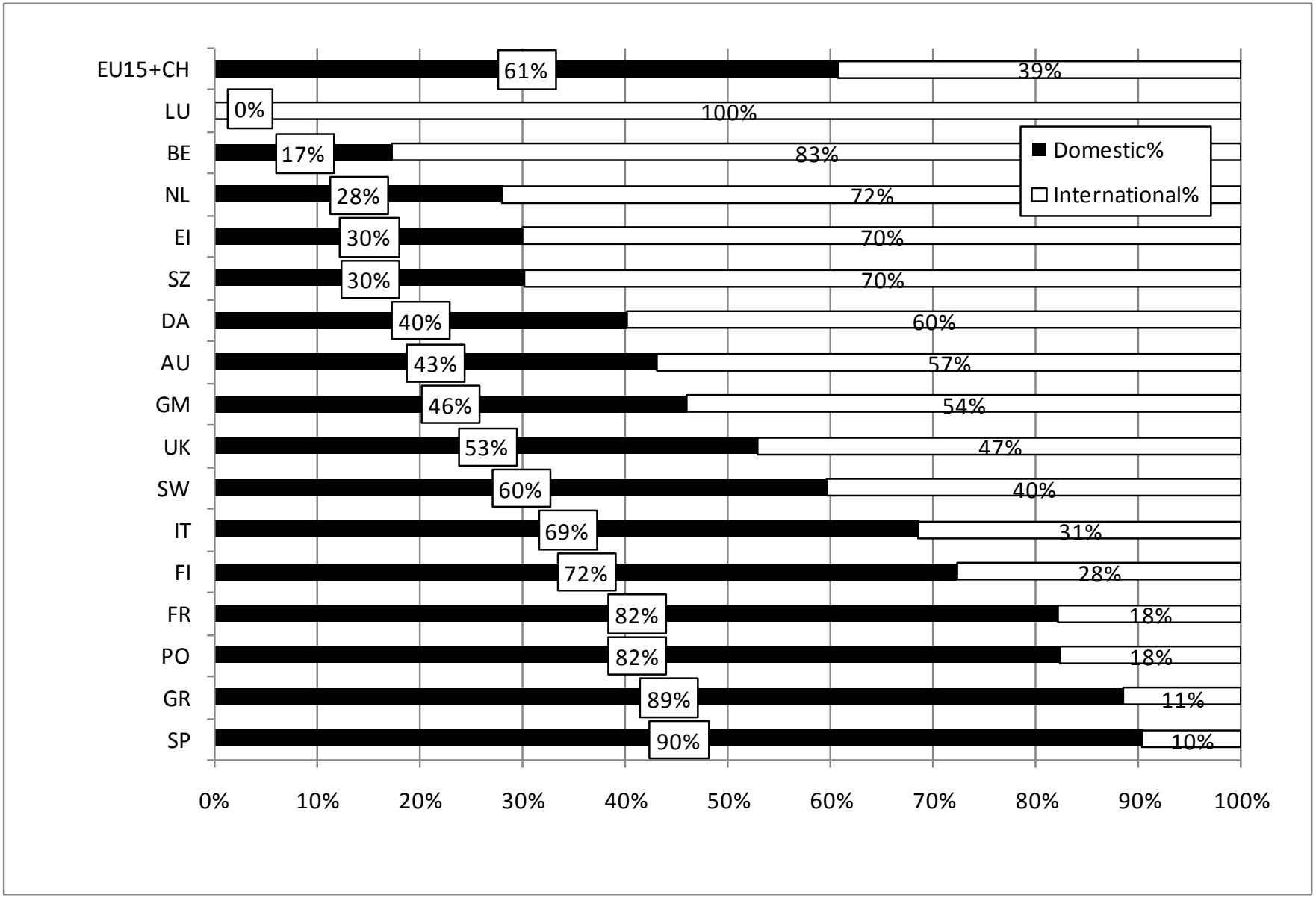
Under half domestically:

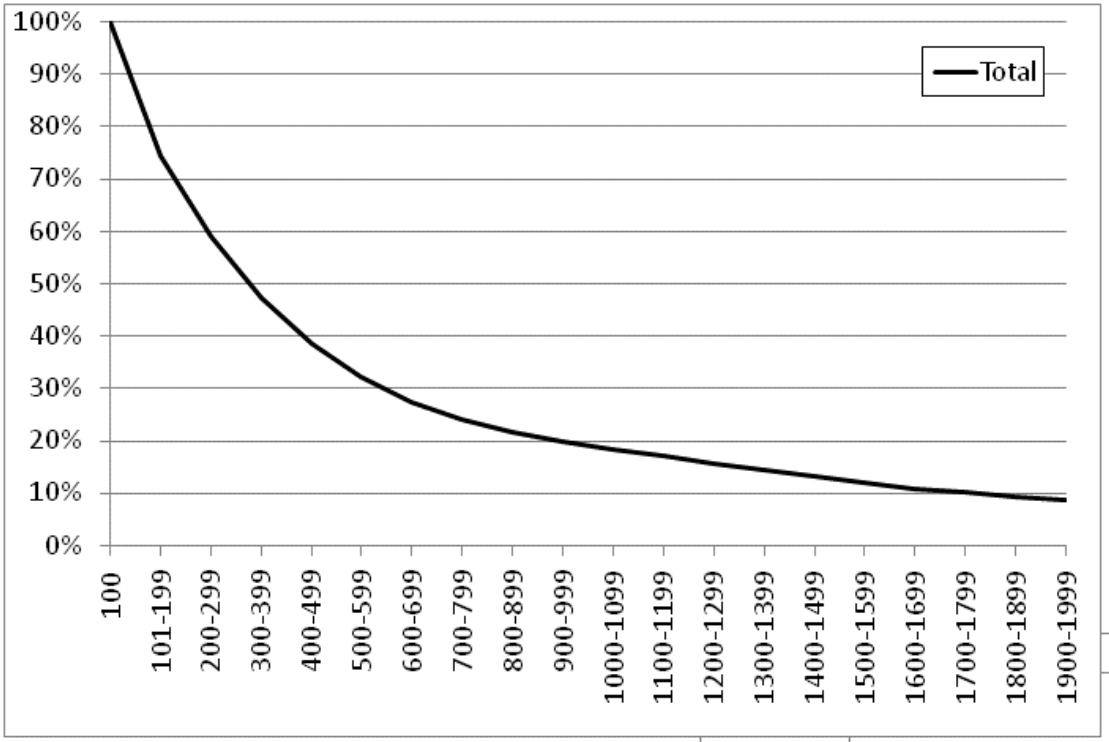
- Luxemburg: Almost none
- Belgium: 17%
- Netherlands: 28%
- Switzerland: 30%
- Ireland: 30%
- Denmark: 40%
- Austria: 43%
- Germany: 46%

Over half domestically:

- Spain: 90%
- Greece: 89%
- France: 82%
- Portugal: 82%
- Finland: 72%
- Italy: 69%
- Sweden: 60%
- UK 53%

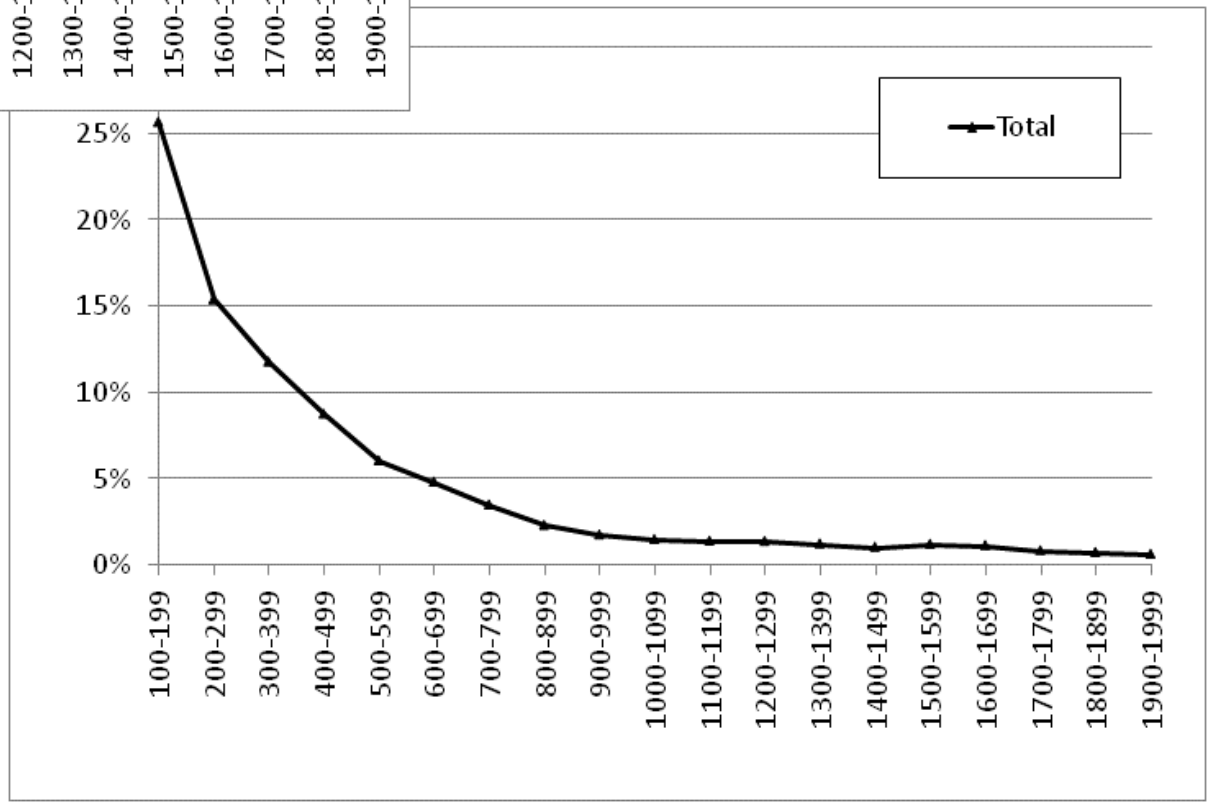
Journeys (100 km+) from European countries (EU15+1), which are domestic: Overall ~60%



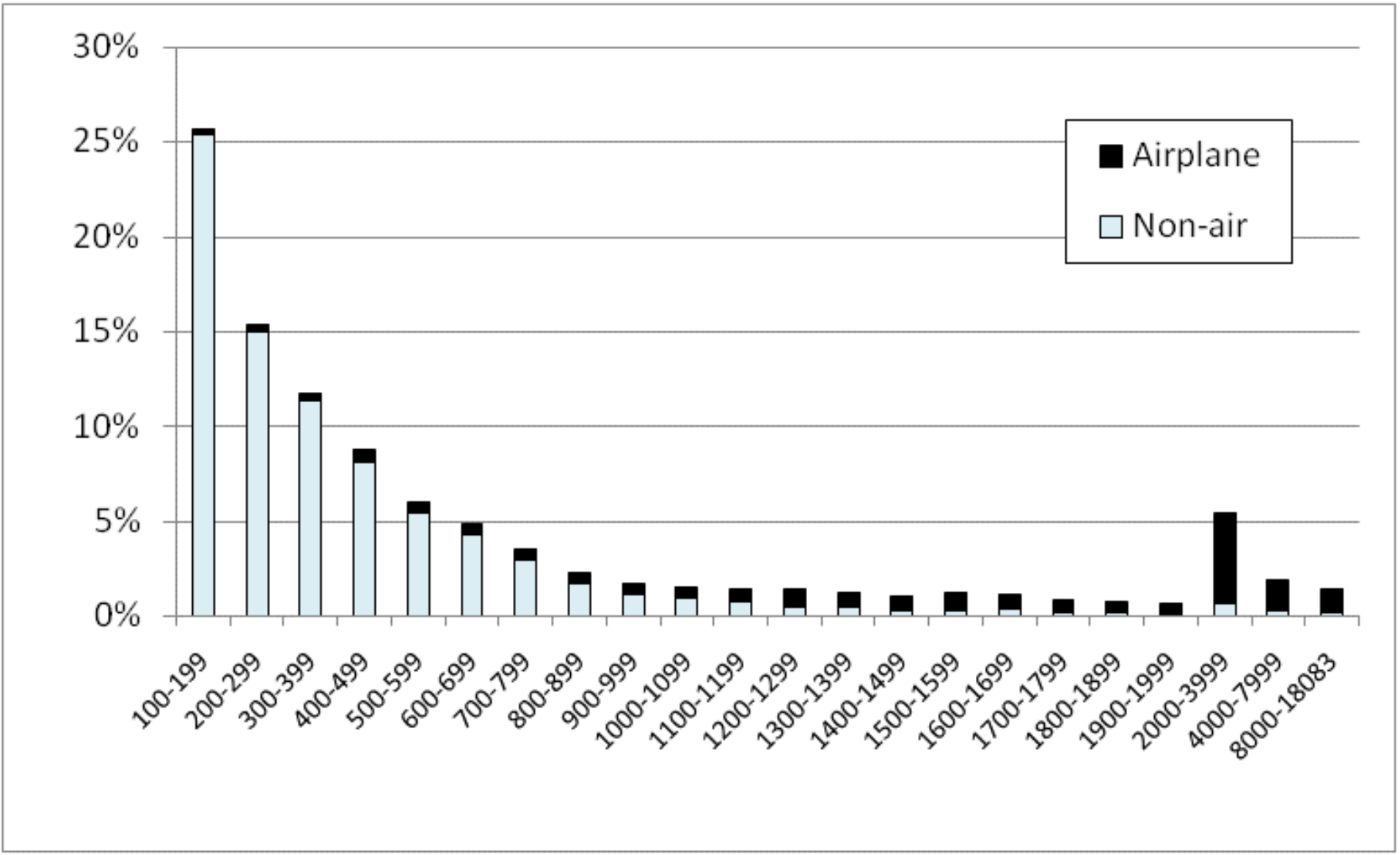


Distance decay (a): 80% of domestic and international journeys (100 km+) are under 1000 km, only 20% longer.

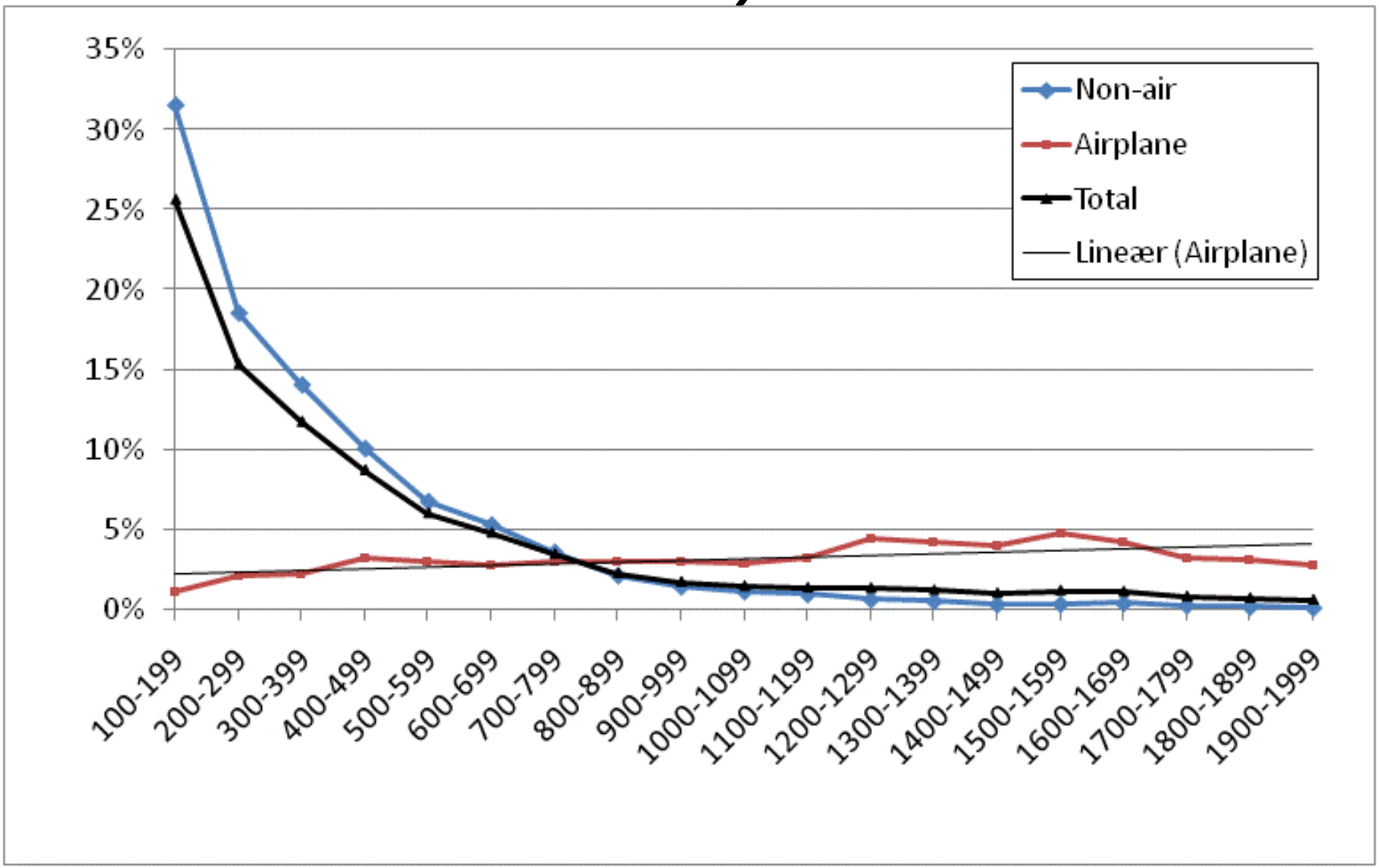
Distance decay (b): 26% of journeys (of at least 100 km) are in the range 100-199 km, 15% are 200-299 km etc.



For air and non-air travel under one distance decay is evident



For journeys up to 2000 km there is *no distance decay* for air-travel



Some characteristics of trips from EU15+1 to their top 17 destinations

	Destination country code	P_AGE	J_DUR	Distance km	International	Airplane	Business	Holiday	Private	n
1	SP	43,2	10,3	783	29%	27%	4%	82%	14%	38516
2	FR	43,9	10,4	482	35%	6%	4%	82%	14%	29248
3	GM	45,0	6,7	347	15%	4%	10%	56%	34%	20191
4	UK	46,4	5,6	313	13%	10%	10%	56%	34%	13888
5	IT	42,3	11,0	700	67%	19%	3%	86%	11%	10983
6	PO	44,6	8,3	564	28%	16%	9%	61%	30%	8294
7	GR	42,7	10,0	972	41%	39%	6%	76%	18%	7627
8	AU	43,2	7,7	483	69%	6%	4%	81%	16%	5839
9	NL	40,5	5,3	238	24%	5%	7%	51%	42%	5548
10	SW	41,2	6,9	430	20%	8%	11%	54%	35%	4693
11	FI	43,2	4,7	377	10%	5%	13%	47%	39%	3807
12	DA	43,8	6,2	320	35%	7%	9%	63%	29%	2687
13	TU	40,4	13,4	2219	100%	85%	0%	99%	1%	2421
14	BE	40,5	6,0	280	60%	6%	10%	58%	33%	2370
15	SZ	44,9	9,4	456	74%	10%	9%	76%	15%	2331
16	US	43,2	18,0	7148	100%	89%	5%	92%	2%	1782
17	EI	42,3	8,6	503	67%	27%	5%	70%	26%	1578
158	Other									14726
175	Total	43,7	9,3	846	40%	19%	6%	74%	20%	176529

Destinations per origin country EU15+1

Destination		Origin country code																
		AU	BE	DA	EI	FI	FR	GM	GR	IT	LU	NL	PO	SP	SW	SZ	UK	EU16+1
1	SP	2,9%	11,2%	5,6%	23,8%	4,9%	3,5%	7,8%	0,5%	4,1%	14,4%	9,5%	8,6%	**90,4%**	6,3%	8,4%	12,1%	21,8%
2	FR	3,2%	35,6%	7,8%	5,1%	1,4%	**82,3%**	3,6%	1,2%	6,4%	21,9%	16,6%	2,9%	2,5%	3,6%	12,2%	8,0%	16,6%
3	GM	4,8%	4,0%	7,5%	0,7%	1,0%	0,9%	**45,5%**	1,5%	2,3%	8,6%	6,7%	0,6%	0,5%	2,0%	5,5%	1,4%	11,4%
4	UK	0,7%	1,4%	1,8%	15,8%	0,7%	0,7%	0,9%	0,8%	1,2%	1,1%	2,1%	0,5%	0,7%	0,9%	1,0%	**53,1%**	7,9%
5	IT	13,4%	6,2%	5,8%	3,0%	1,5%	2,4%	7,7%	2,2%	**68,6%**	7,8%	5,8%	1,4%	1,5%	2,5%	14,0%	2,6%	6,2%
6	PO	0,7%	1,9%	1,2%	2,4%	0,8%	1,3%	1,0%	0,2%	0,2%	8,8%	1,7%	**82,3%**	1,7%	0,6%	1,6%	1,5%	4,7%
7	GR	4,7%	2,1%	3,9%	1,0%	2,3%	0,6%	2,4%	**88,5%**	1,5%	2,2%	2,6%	0,0%	0,2%	3,5%	4,0%	2,6%	4,3%
8	AU	**43,1%**	1,3%	2,6%	1,0%	0,7%	0,3%	6,8%	0,6%	1,3%	2,7%	4,6%	0,3%	0,2%	1,4%	4,1%	0,5%	3,3%
9	NL	0,6%	2,1%	0,8%	0,6%	0,1%	0,3%	1,5%	0,3%	0,2%	5,5%	**28,1%**	0,5%	0,4%	0,6%	0,9%	0,9%	3,1%
10	SW	0,2%	0,1%	4,3%	1,4%	3,5%	0,0%	0,8%	0,1%	0,3%	0,4%	0,9%	0,1%	0,0%	**57,3%**	0,3%	0,3%	2,7%
11	FI	0,4%	0,1%	0,4%	0,0%	**72,3%**	0,0%	0,2%	0,0%	0,1%	0,0%	0,1%	0,1%	0,1%	2,5%	0,0%	0,2%	2,2%
12	DA	0,0%	0,4%	**40,2%**	0,0%	0,6%	0,0%	1,5%	0,0%	0,1%	1,1%	0,7%	0,0%	0,1%	1,8%	0,8%	0,2%	1,5%
13	TU	3,9%	2,6%	1,1%	0,8%	0,6%	0,4%	3,3%	0,5%	0,6%	1,8%	2,3%	0,1%	0,1%	1,2%	1,3%	0,6%	1,4%
14	BE	0,1%	**17,3%**	0,7%	1,8%	0,0%	0,7%	0,4%	0,2%	0,1%	6,2%	4,4%	0,5%	0,2%	0,2%	0,4%	0,8%	1,3%
15	SZ	1,1%	2,0%	0,4%	0,8%	0,0%	0,4%	2,2%	0,3%	0,5%	5,7%	1,8%	0,5%	0,2%	0,1%	**30,1%**	0,7%	1,3%
16	US	0,6%	1,0%	1,1%	5,2%	0,0%	0,4%	1,1%	0,2%	0,6%	0,9%	1,2%	0,1%	0,0%	0,7%	2,0%	3,3%	1,0%
17	EI	0,4%	0,2%	0,3%	**30,0%**	0,1%	0,2%	0,4%	0,0%	0,5%	0,0%	0,5%	0,0%	0,1%	0,3%	0,4%	2,9%	0,9%
158	Other	19,3%	10,6%	14,6%	6,5%	9,5%	5,6%	12,8%	2,8%	11,2%	10,9%	10,7%	1,6%	1,2%	14,5%	12,9%	8,3%	8,3%
175	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Total n	4137	5412	4376	1742	4750	23005	37579	5109	5281	1094	15047	7302	30272	6588	1979	22856	176529

International destinations (n=69.800)

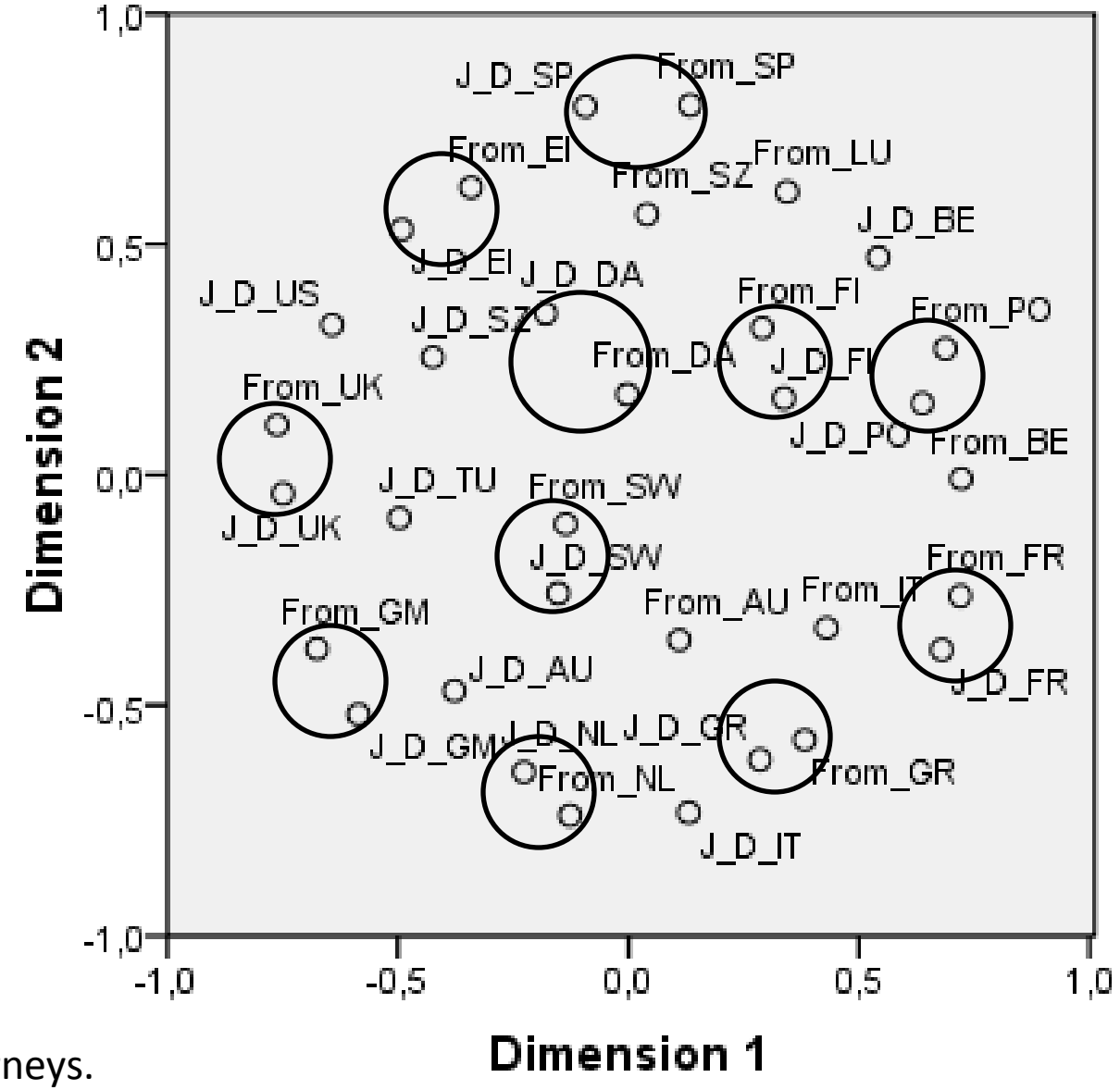
Rank	Destinations	From_AU	From_BE	From_DA	From_EI	From_FI	From_FR	From_GM	From_GR	From_IT	From_LU	From_NL	From_PO	From_SP	From_SW	From_SZ	From_UK	Airplane	Holiday	Distance
1	Spain	-,056**	-,018**	-,035**	,065**	,006	,024**	-,028**	-,029**	-,012**	-,005	-,033**	,121**	-,091**	-,007	-,015**	,115**	,227**	,093**	,011**
2	France	-,048**	,208**	-,010**	-,028**	-,038**	-,104**	-,148**	-,012**	,025**	,025**	,100**	,006	,066**	-,036**	,011**	,027**	-,235**	-,009*	-,185**
3	Germany	,036**	,006	,078**	-,022**	-,006	,006	-,138**	,040**	,022**	,026**	,102**	-,006	,013**	,002	,024**	-,028**	-,097**	-,130**	-,098**
4	UK	-,016**	-,014**	,007	,172**	-,001	,023**	-,032**	,028**	,013**	-,011**	,010*	,004	,058**	-,004	-,010**	-,068**	,034**	-,090**	-,064**
5	Italy	,079**	-,026**	-,005	-,027**	-,024**	,026**	,074**	,025**	-,054**	-,011**	-,034**	-,012**	,034**	-,031**	,044**	-,071**	-,116**	,055**	-,125**
6	Portugal	-,021**	-,014**	-,014**	,001	-,002	,058**	-,049**	-,008*	-,022**	,039**	-,022**	-,025**	,174**	-,020**	-,008*	-,001	,036**	,028**	-,018**
7	Greece	,035**	-,024**	,020**	-,019**	,027**	-,013**	,001	-,020**	,003	-,014**	-,018**	-,030**	-,026**	,036**	,009*	,021**	,189**	,060**	,038**
8	Austria	-,046**	-,048**	-,012**	-,025**	-,019**	-,045**	,184**	-,001	-,010**	-,017**	,010**	-,023**	-,034**	-,022**	,000	-,085**	-,167**	,014**	-,123**
9	Netherlands	-,011**	,012**	-,009*	-,010**	-,016**	-,007	,044**	,006	-,015**	,033**	-,059**	,009*	,030**	-,007	-,006	,000	-,062**	-,071**	-,073**
10	Sweden	-,017**	-,026**	,101**	,008*	,137**	-,029**	,007	-,004	-,006	-,011**	-,005	-,012**	-,016**	-,024**	-,011**	-,029**	-,049**	-,048**	-,039**
11	Finland	,004	-,017**	,003	-,010*	-,010**	-,015**	-,013**	-,007	-,005	-,009*	-,025**	-,003	,004	,151**	-,010**	-,006	-,021**	-,031**	-,012**
12	Denmark	-,022**	-,020**	-,023**	-,015**	,012**	-,025**	,077**	-,008*	-,016**	-,003	-,015**	-,014**	-,012**	,052**	-,002	-,034**	-,067**	-,004	-,064**
13	Turkey	,034**	-,004	-,017**	-,017**	-,011**	-,013**	,092**	,007	-,012**	-,011**	-,007	-,024**	-,030**	-,008*	-,012**	-,053**	,166**	,055**	,049**
14	Belgium	-,025**	-,038**	-,013**	,005	-,019**	,028**	-,056**	-,003	-,019**	,037**	,123**	,005	-,003	-,023**	-,016**	-,007	-,092**	-,126**	-,087**
15	Switzerland	-,007	,000	-,023**	-,011**	-,021**	,000	,062**	-,002	-,007	,026**	,002	,004	-,009*	-,029**	-,023**	-,028**	-,090**	-,027**	-,082**
16	USA	-,018**	-,023**	-,010**	,041**	-,022**	-,007*	-,024**	-,005	-,006	-,013**	-,026**	-,019**	-,032**	-,013**	,003	,124**	,156**	,013**	,413**
17	Ireland	-,013**	-,028**	-,016**	-,017**	-,014**	-,002	-,045**	-,009*	,000	-,016**	-,030**	-,017**	-,004	-,015**	-,011**	,162**	-,002	-,035**	-,058**

	Rotated component matrix - Component																		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
From_BE	-,75	-,17	,02	-,11	-,10	-,02	,01	-,04	-,04	-,05	,00	,14	-,01	-,06	,05	,00	-,10	,03	-,01
France	-,74	,15	,10	,03	,05	-,06	-,02	-,02	-,03	-,02	-,05	-,26	,08	,09	-,10	-,02	,10	-,05	-,05
From_NL	-,03	,82	,03	-,10	-,04	-,02	-,04	-,08	-,05	-,06	,00	-,13	,00	-,01	,09	-,21	-,05	,03	,03
Belgium	,13	,58	,09	,06	-,09	,02	-,02	,02	,03	-,04	-,10	,17	,07	,01	-,21	,29	-,08	-,04	-,10
From_GM	,33	-,39	,18	-,20	-,19	-,08	-,37	-,14	-,08	-,17	-,18	-,19	,10	-,19	-,25	,00	-,19	,15	,08
Spain	,08	-,07	-,82	,02	-,11	,01	-,06	-,03	,01	,03	-,07	,11	,00	-,02	-,06	-,07	-,04	-,05	,02
From_PO	,03	-,01	-,55	-,07	,00	-,01	,09	,01	-,05	-,23	,02	-,16	,15	,12	-,01	,07	,01	,02	-,11
Ireland	,08	-,02	,13	,74	-,04	-,01	,00	-,04	-,03	-,15	,00	,03	,07	,01	,01	-,05	,09	,01	,06
From_UK	-,02	-,05	-,19	,68	,02	-,12	,06	-,04	-,03	,43	-,05	-,08	-,11	,07	-,01	,01	-,08	-,04	-,06
Portugal	,06	-,03	,00	-,07	,76	-,08	-,06	-,04	,02	,09	-,03	,17	-,04	-,07	-,02	,00	-,04	,02	,00
From_SP	-,02	-,04	,12	,04	,73	,10	,07	,01	-,04	-,16	-,01	-,14	,10	,10	-,02	,02	-,02	-,04	-,04
UK	,03	,01	,09	,01	,04	,76	-,01	,00	-,02	-,12	,01	,03	,00	,03	,07	-,03	,06	,01	,01
From_EI	,02	-,01	-,10	-,08	-,03	,72	,04	-,04	,00	,18	-,01	-,03	,00	,00	-,05	,00	-,03	-,02	,00
From_AU	,15	-,07	,07	-,09	-,04	-,04	,65	-,03	-,09	-,07	-,01	-,17	-,15	-,16	,06	-,07	,02	,02	-,16
Austria	,21	-,03	,14	-,16	-,05	-,10	-,62	-,04	-,11	-,08	-,02	-,17	-,04	,04	,08	-,13	,04	-,07	-,21
Italy	,19	-,16	,27	-,11	-,12	-,10	,42	-,06	-,05	-,16	-,11	,07	,37	,34	-,08	-,13	-,22	-,15	-,12
From_SW	,01	-,02	-,01	-,05	-,03	,00	,01	,76	-,04	-,02	-,02	,02	-,13	,01	,05	-,01	-,01	-,06	,19
Finland	,04	-,02	,03	-,01	,00	-,04	,00	,74	,00	,02	,01	-,04	,11	,00	-,04	-,02	,02	,05	-,14
From_FI	,02	-,01	-,04	-,05	,03	-,03	,04	-,02	,77	-,04	-,17	,01	-,13	,01	,12	-,04	,03	-,05	,06
Sweden	,04	-,01	,07	,00	-,05	,00	-,04	-,01	,70	,00	,27	-,06	,12	-,01	-,09	,00	-,02	,03	-,05
USA	,06	-,05	,13	-,01	-,05	,06	-,02	,01	-,03	,79	-,01	-,03	,08	,00	-,02	-,02	-,04	,00	-,06
From_DA	,01	-,08	,05	,00	-,05	,02	-,02	,00	,08	-,02	,85	,00	,01	,05	-,09	,01	-,07	-,03	-,07
From_FR	,05	-,01	,01	-,02	,03	,00	,00	-,02	-,05	-,04	,00	,89	,02	,01	,00	-,04	,01	,01	-,05
Greece	,07	-,05	,13	-,02	-,06	-,01	,09	,00	,01	-,08	-,02	-,01	-,87	,10	-,09	-,01	-,04	-,02	-,06
Turkey	,03	-,03	,09	-,07	-,04	-,05	,13	-,03	-,01	,01	-,06	-,01	,09	-,84	-,02	-,02	,02	-,09	,00
From_GR	,00	-,08	,08	,04	-,07	,07	-,05	,02	,08	-,04	-,18	,00	,11	,02	,77	,06	-,12	,01	-,12
Germany	,08	,16	-,02	-,09	,04	-,12	,11	-,05	-,14	,03	,45	,01	-,04	-,02	,53	-,02	,17	-,01	,17
Netherlands	-,01	-,15	,04	,09	-,03	,03	-,08	-,01	-,06	-,16	,03	-,03	-,04	-,05	,08	,69	-,12	-,12	-,06
From_LU	,02	,10	-,03	-,17	,06	-,08	,10	-,03	,02	,14	-,02	-,02	,03	,07	-,02	,63	,14	,14	,07
From_IT	,01	-,07	,03	,04	-,06	,03	-,02	,01	,01	-,06	-,04	,01	,03	-,01	-,05	,00	,90	,00	-,07
Switzerland	,03	-,04	,05	-,08	-,04	-,05	,06	-,05	-,04	,05	-,05	,01	,02	,16	,02	,00	,06	,85	,05
From_SZ	,03	-,08	,05	-,23	-,05	-,09	,06	-,11	-,05	,18	-,07	-,01	,02	,33	,04	,00	,18	-,48	,15
Denmark	,05	-,03	,06	,03	-,03	,01	-,02	,03	,01	-,07	-,04	-,05	,04	,00	-,05	,00	-,06	-,01	,87
Explain.var%	4,2	4,1	3,9	3,8	3,8	3,7	3,7	3,6	3,5	3,5	3,4	3,4	3,3	3,3	3,3	3,3	3,2	3,2	3,2
Explain.,cum	4,2	8,3	12,2	16,0	19,8	23,5	27,1	30,8	34,3	37,8	41,2	44,6	47,9	51,2	54,5	57,8	61,0	64,2	67,4

Factor analysis – principal components

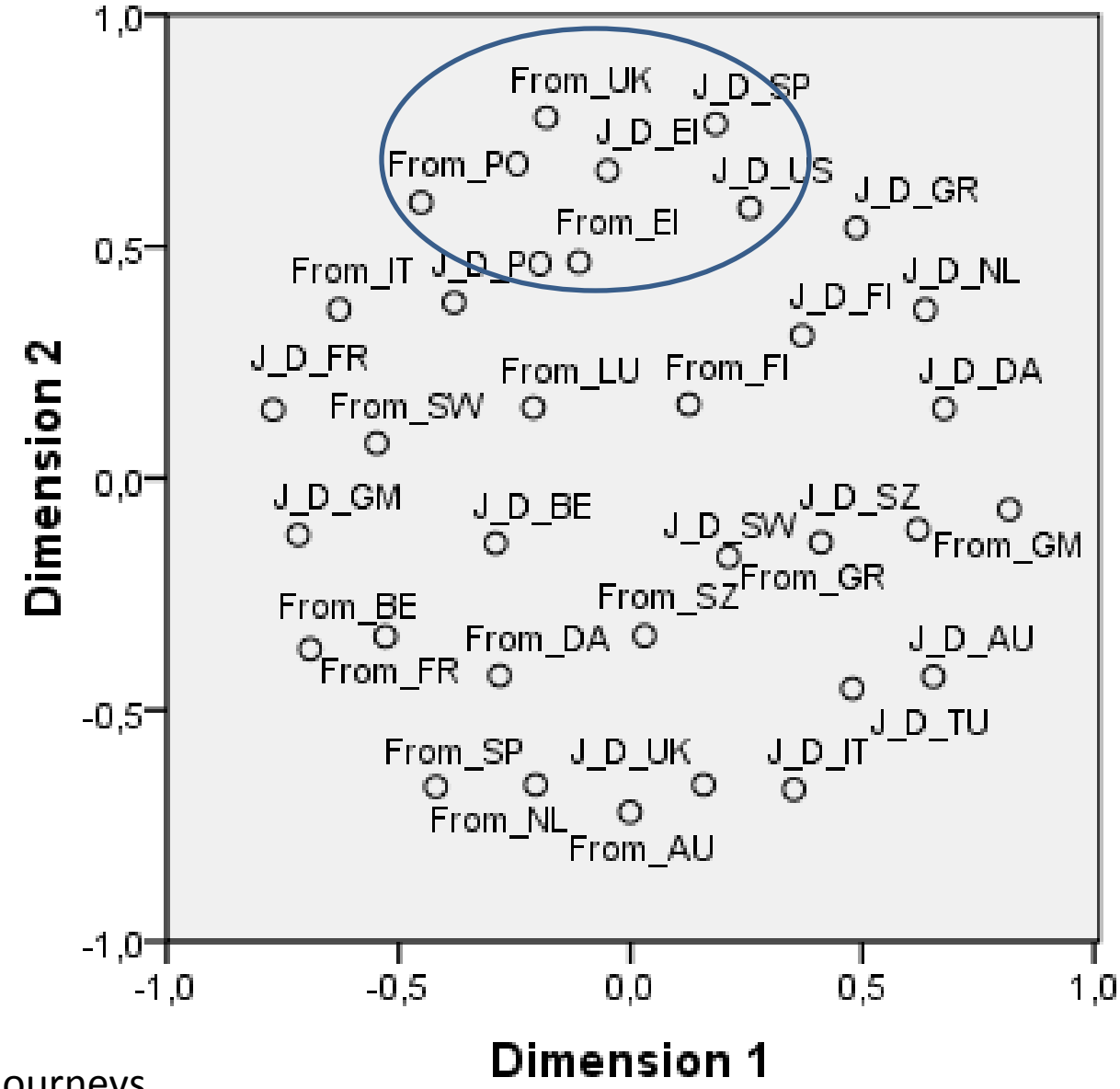
1. The Belgians visit France
2. The Dutch visit Belgium - and the Germans visit Austria
3. The Portuguese visit Spain
4. The British visit Ireland
5. The Spaniards visit Portugal
6. The Irish visit the UK
7. The Austrians visit Italy
8. The Swedes visit Finland
9. The Finns visit Sweden
10. USA is visited by the British
11. Danes visit Germany – and Sweden
12. The French visit Belgium or Portugal
13. Greece is visited by Austrians, Swedes, Finns, Britons
14. Germany is the main international source market for Turkey
15. The Greek visit Germany
16. Those from Luxemburg visit the Netherlands
17. Italians visit Germany
18. Switzerland attracts Germans – and the Swiss visit Italy
19. Denmark attracts Swedes – (Swiss?) and Germans

Illustration of origins and destinations



n=176400 journeys.

Origins and international destinations

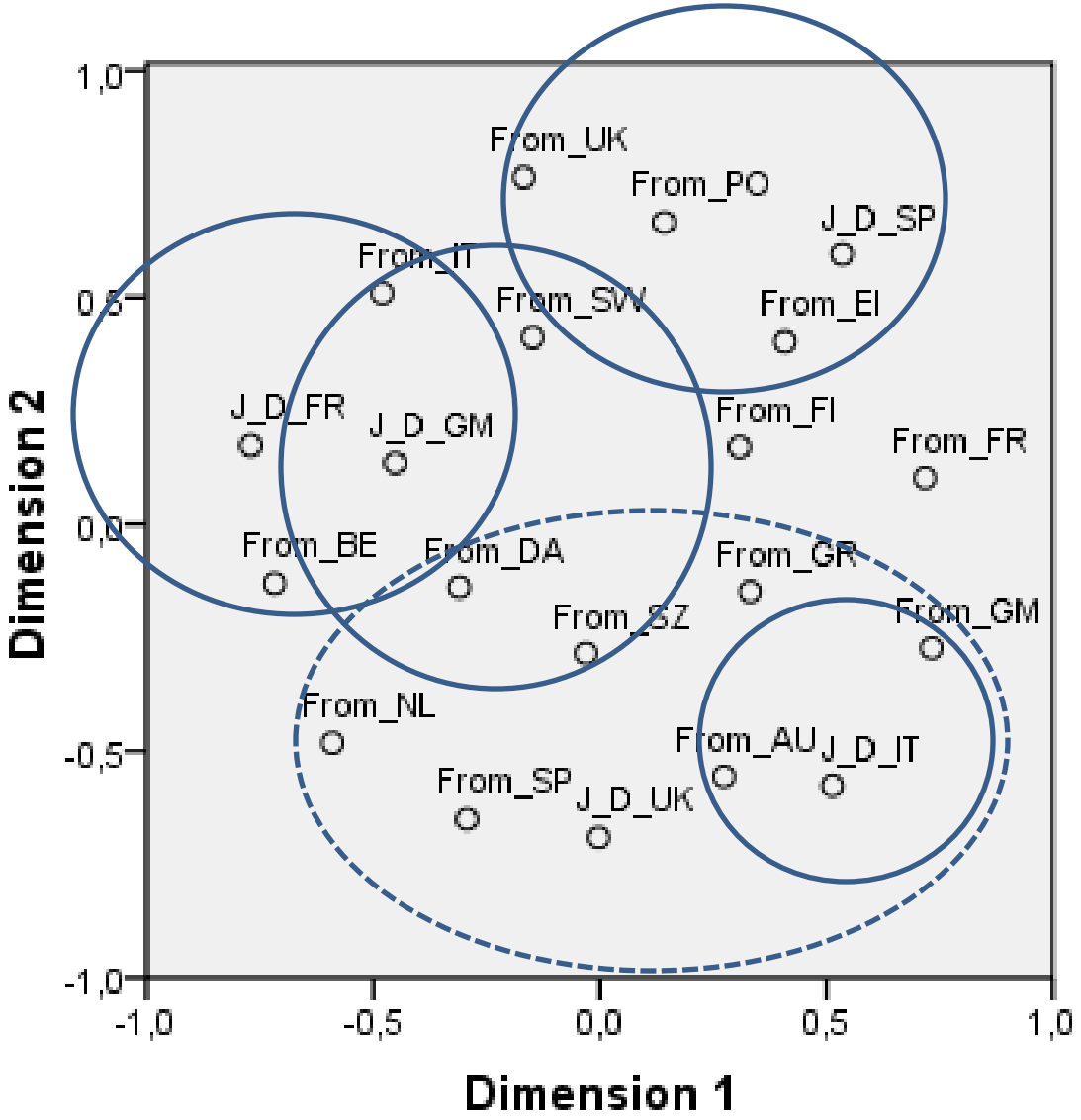


n=69800 journeys.

The top 5 European destinations – for international visitors from 15 markets

Final Coordinates

	Dimension	
	1	2
Spain	,535	,596
France	-,770	,173
Germany	-,452	,135
UK	-,003	-,691
Italy	,513	-,576
From_AU	,274	-,556
From_BE	-,718	-,130
From_DA	-,310	-,139
From_EI	,409	,403
From_FI	,308	,170
From_FR	,717	,102
From_GM	,732	-,272
From_GR	,332	-,148
From_IT	-,480	,509
From_NL	-,590	-,482
From_PO	,142	,665
From_SP	-,293	-,650
From_SW	-,148	,412
From_SZ	-,030	-,285
From_UK	-,168	,765



n=33681 journeys.

Probability for a given destination of being selected by travellers from EU15+1 depending on origin market and other factors.
Example: **Denmark** as a destination

Coefficients[a]

Denmark		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
6	(Constant)	,001	,000		2,339	,019
	From_DA	,401	,002	,509	245,786	,000
	From_GM	,014	,001	,046	21,752	,000
	From_SW	,017	,001	,027	12,862	,000
	From_NL	,006	,001	,014	6,420	,000
	From_FI	,006	,002	,007	3,528	,000
	From_LU	,010	,003	,007	3,173	,002
	From_SZ	,007	,002	,006	3,046	,002
	From_BE	,003	,001	,004	2,101	,036

a. Dependent variable: Denmark

n=176529 journeys. – Adjusted R2 = 0.256

More explanatory variables

Destination: Denmark

Coefficients[a]

Model	Denmark	Coefficients		d			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
21	(Constant)	,005	,001		4,287	,000		
	From_DA	,407	,002	,516	245,692	,000	,956	1,046
	J_DIST_1000	-,005	,000	-,061	-24,638	,000	,691	1,448
	From_GM	,017	,001	,058	25,382	,000	,818	1,223
	From_SW	,021	,001	,033	15,601	,000	,941	1,063
	Airplane	-,008	,001	-,027	-10,765	,000	,694	1,442
	Persons under 5	,005	,001	,018	8,481	,000	,893	1,120
	From_NL	,010	,001	,022	10,090	,000	,882	1,134
	From_UK	,007	,001	,020	8,830	,000	,839	1,192
	HH_company_car	-,005	,001	-,013	-6,351	,000	,937	1,067
	Holiday	-,003	,001	-,011	-5,137	,000	,874	1,144
	No. of non household	-,001	,000	-,010	-5,047	,000	,990	1,010
	From_SZ	,012	,002	,011	5,149	,000	,977	1,024
	From_BE	,008	,002	,010	4,923	,000	,955	1,048
	Employment	,003	,001	,010	4,613	,000	,909	1,100
	From_LU	,014	,003	,009	4,260	,000	,987	1,013
	From_FI	,006	,002	,008	3,901	,000	,954	1,049
	J_SUMMER	,002	,001	,008	3,776	,000	,936	1,068
	From_EI	,006	,003	,005	2,378	,017	,974	1,027
	No. of persons in household	-,001	,000	-,006	-2,729	,006	,817	1,224
	HH_private_car	,002	,001	,006	2,822	,005	,918	1,090
	P_Gender	-,001	,001	-,004	-2,038	,042	,949	1,054

a. Dependent Variable: Denmark

Adjusted R Square = 0.263 N= 176529 n= 2687 Share= 1,5%

Destination: Copenhagen

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
14	(Constant)	,002	,000		6,466	,000		
	From_DA	,079	,001	,225	95,442	,000	,980	1,020
	J_DIST_1000	-,001	,000	-,041	-14,632	,000	,704	1,421
	Business	,005	,001	,020	8,549	,000	,978	1,023
	Airplane	,003	,000	,019	6,828	,000	,711	1,407
	No. of non household members in journey	-,001	,000	-,015	-6,299	,000	,995	1,005
	From_LU	,009	,002	,013	5,644	,000	,992	1,008
	HH_INTER	,001	,000	,012	4,894	,000	,844	1,185
	Persons under 5	,002	,000	,012	5,027	,000	,894	1,118
	No. of persons in household	,000	,000	-,008	-3,062	,002	,837	1,194
	HH_company_car	-,001	,000	-,009	-3,653	,000	,944	1,059
	From_FR	-,001	,000	-,008	-3,275	,001	,924	1,083
	From_SZ	,003	,001	,006	2,517	,012	,986	1,014
	From_SP	-,001	,000	-,006	-2,401	,016	,845	1,183
	From_PO	-,001	,001	-,005	-2,033	,042	,947	1,056

a. Dependent Variable: Copenhagen

Adjusted R Square = 0.053 N= 176529 n= 523 Share= 0,3%

Coefficients[a]

Model	Spain	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
28	(Constant)	-,001	,003		-,404	,686		
	From_SP	,835	,003	,763	296,895	,000	,347	2,879
	Airplane	,158	,002	,151	82,378	,000	,685	1,460
	Holiday	,036	,002	,038	20,425	,000	,659	1,517
	From_EI	,134	,007	,032	20,025	,000	,891	1,123
	From_FR	-,020	,003	-,016	-7,006	,000	,449	2,228
	J_DIST_1000	-,011	,001	-,039	-20,789	,000	,663	1,509
	From_GR	-,054	,005	-,020	-11,316	,000	,756	1,324
	From_UK	,042	,003	,035	15,284	,000	,448	2,231
	J_DUR	,001	,000	,025	14,699	,000	,769	1,301
	J_SUMMER	-,018	,001	-,022	-13,695	,000	,906	1,104
	From_NL	,043	,003	,029	14,070	,000	,545	1,835
	From_PO	,037	,004	,018	9,627	,000	,660	1,515
	Business	-,029	,003	-,017	-9,880	,000	,773	1,294
	From_BE	,043	,004	,017	10,099	,000	,771	1,297
	From_GM	,014	,003	,014	5,608	,000	,367	2,724
	From_LU	,060	,008	,011	7,313	,000	,934	1,070
	No. of persons in household	,006	,001	,018	9,706	,000	,643	1,555
	No. of bicycles	-,003	,000	-,015	-7,535	,000	,586	1,706
	No. of non household members in journey	,003	,000	,010	6,516	,000	,989	1,011
	No. of motorcycles	,008	,001	,010	6,703	,000	,941	1,063
	HH_INTER	-,010	,001	-,012	-6,986	,000	,806	1,240
	From_IT	-,027	,004	-,011	-6,446	,000	,751	1,331
	From_AU	-,022	,005	-,008	-4,722	,000	,802	1,246
	P_Gender	,005	,001	,006	3,948	,000	,934	1,070
	HH_private_car	,010	,002	,007	4,484	,000	,861	1,161
	P_Drivers_licence	-,007	,002	-,007	-4,072	,000	,729	1,372
	From_SZ	,017	,006	,004	2,695	,007	,893	1,119
	Employment	,003	,002	,004	2,045	,041	,758	1,319

a. Dependent Variable: Spain

Adjusted R Square = 0.600 N= 176529 n= 38516 Share= 21,8%

Spanish islands

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
26	(Constant)	-,012	,002		-5,222	,000		
	Airplane	,189	,001	,377	140,914	,000	,688	1,454
	J_DIST_1000	-,009	,000	-,066	-24,152	,000	,663	1,507
	Holiday	,022	,001	,048	17,669	,000	,660	1,516
	From_FR	-,016	,002	-,028	-9,449	,000	,573	1,745
	From_SP	,021	,002	,039	11,718	,000	,436	2,295
	From_EI	,072	,005	,036	15,714	,000	,920	1,087
	From_GM	,018	,002	,038	11,986	,000	,501	1,996
	From_UK	,016	,002	,027	9,117	,000	,551	1,816
	Business	-,028	,002	-,034	-13,632	,000	,797	1,254
	No. of non household members in journey	,003	,000	,019	8,358	,000	,987	1,013
	From_SW	,011	,003	,011	4,379	,000	,814	1,229
	No. of persons in household	,002	,000	,015	4,846	,000	,499	2,005
	J_SUMMER	-,006	,001	-,016	-6,854	,000	,907	1,103
	From_IT	-,027	,003	-,024	-9,663	,000	,826	1,211
	From_BE	-,023	,003	-,020	-8,109	,000	,847	1,181
	HH_INTER	-,006	,001	-,016	-6,541	,000	,820	1,219
	From_GR	-,023	,003	-,017	-7,037	,000	,804	1,244
	No. of motorcycles	,004	,001	,011	4,792	,000	,936	1,068
	J_DUR	-,0002	,000	-,011	-4,298	,000	,777	1,288
	P_Drivers_licence	-,005	,001	-,012	-4,890	,000	,844	1,185
	HH_private_car	,007	,002	,011	4,776	,000	,862	1,161
	From_SZ	-,017	,004	-,009	-4,043	,000	,928	1,077
	Persons 5 to 14	,003	,001	,011	3,702	,000	,576	1,737
	No. of bicycles	-,001	,000	-,010	-3,455	,001	,560	1,787
	From_DA	-,009	,003	-,007	-3,043	,002	,864	1,158
	From_PO	-,005	,003	-,006	-2,125	,034	,730	1,370

a. Dependent Variable: Spanish Islands

Adjusted R Square = 0.142. N= 176529 n= 7154 Share= 4,1%

Mainland Spain

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
22	(Constant)	,010	,002		5,138	,000		
	From_SP	,817	,002	,806	475,492	,000	,708	1,412
	J_DUR	,001	,000	,032	19,984	,000	,773	1,293
	Airplane	-,031	,002	-,031	-18,310	,000	,694	1,441
	From_BE	,069	,003	,030	20,696	,000	,965	1,036
	From_NL	,045	,002	,033	21,570	,000	,885	1,130
	From_PO	,046	,003	,024	15,785	,000	,888	1,126
	From_UK	,029	,002	,025	16,245	,000	,835	1,198
	From_EI	,064	,006	,017	11,410	,000	,970	1,031
	Holiday	,015	,001	,017	10,528	,000	,780	1,282
	J_SUMMER	-,012	,001	-,016	-10,534	,000	,910	1,098
	From_LU	,061	,007	,012	8,683	,000	,989	1,011
	From_SZ	,036	,005	,010	6,932	,000	,978	1,022
	From_GR	-,029	,004	-,011	-7,618	,000	,912	1,096
	P_Gender	,005	,001	,007	4,620	,000	,950	1,053
	From_AU	-,017	,004	-,007	-4,556	,000	,969	1,032
	No. of bicycles	-,002	,000	-,012	-6,446	,000	,596	1,677
	No. of persons in household	,003	,001	,010	5,584	,000	,692	1,445
	No. of motorcycles	,004	,001	,006	4,066	,000	,950	1,053
	J_DIST_1000	-,002	,000	-,007	-3,866	,000	,665	1,505
	HH_INTER	-,003	,001	-,004	-2,264	,024	,812	1,232
	Employment	,003	,001	,003	2,302	,021	,888	1,126
	HH_company_car	-,003	,002	-,003	-1,982	,048	,933	1,072

a. Dependent Variable: Mainland Spain (i.e. without islands)

Adjusted R Square = 0.645 N= 176529 n= 31403 Share= 17,8%

Coefficients[a]

NL

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
20	(Constant)	,027	,002		12,546	,000		
	From_NL	,282	,002	,451	186,091	,000	,769	1,300
	Private	,036	,001	,082	35,100	,000	,823	1,215
	J_DIST_1000	-,008	,000	-,066	-29,340	,000	,880	1,137
	J_DUR	-,001	,000	-,044	-18,458	,000	,793	1,261
	From_GM	,014	,001	,032	12,127	,000	,649	1,541
	Persons 0 to 14	,006	,000	,031	12,870	,000	,787	1,270
	From_LU	,053	,005	,024	11,073	,000	,977	1,024
	From_BE	,022	,002	,021	9,599	,000	,911	1,097
	From_UK	,006	,001	,012	4,608	,000	,712	1,405
	Leisure	-,013	,002	-,018	-7,903	,000	,883	1,132
	Employment	-,004	,001	-,011	-4,844	,000	,906	1,104
	HH_company_car	-,006	,001	-,011	-5,002	,000	,925	1,081
	From_FI	-,012	,002	-,011	-5,048	,000	,905	1,105
	From_PO	-,011	,002	-,012	-5,310	,000	,846	1,182
	No. of bicycles	-,001	,000	-,013	-4,976	,000	,651	1,537
	From_DA	,007	,002	,007	2,933	,003	,912	1,096
	From_SZ	,011	,004	,007	3,085	,002	,959	1,043
	From_GR	-,009	,003	-,008	-3,646	,000	,892	1,121
	HH_private_car	-,003	,001	-,006	-2,749	,006	,946	1,057
	From_SP	-,003	,001	-,007	-2,546	,011	,640	1,563

a. Dependent Variable: Netherlands

Adjusted R Square = 0.212. N= 176529 n= 5548 Share= 3,1%

Destination: Amsterdam

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
18	(Constant)	,005	,001		6,090	,000		
	From_NL	,012	,001	,056	21,360	,000	,839	1,192
	Holiday	-,002	,001	-,015	-3,118	,002	,261	3,830
	Airplane	,006	,000	,038	13,086	,000	,691	1,446
	J_DIST_1000	-,001	,000	-,025	-8,412	,000	,670	1,492
	From_LU	,014	,002	,018	7,278	,000	,983	1,017
	HH_company_car	-,003	,000	-,017	-6,672	,000	,929	1,076
	From_DA	,003	,001	,009	3,590	,000	,944	1,059
	Persons 0 to 14	-,001	,000	-,012	-4,766	,000	,947	1,056
	From_UK	,001	,000	,006	2,327	,020	,809	1,237
	Private	,004	,001	,023	5,097	,000	,277	3,611
	Employment	,001	,000	,008	2,992	,003	,872	1,147
	J_DUR	-,0001	,000	-,011	-4,054	,000	,792	1,263
	From_FI	-,004	,001	-,011	-4,600	,000	,950	1,053
	HH_private_car	-,002	,000	-,009	-3,688	,000	,953	1,049
	HH_INTER	,001	,000	,009	3,376	,001	,871	1,147
	From_GM	-,001	,000	-,009	-3,533	,000	,791	1,265
	P_Gender	,001	,000	,007	2,944	,003	,941	1,063
	From_FR	-,001	,000	-,005	-2,110	,035	,845	1,183

a. Dependent Variable: Amsterdam

Adjusted R Square = 0.007 N= 176529 n= 669 Share= 0,4%

Coefficients[a]

Model	Paris	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
24	(Constant)	**,015**	**,002**		**8,781**	**,000**		
	From_FR	,031	,001	,088	30,022	,000	,657	1,522
	J_DUR	-,0004	,000	-,034	-12,989	,000	,850	1,177
	Business	,015	,001	,031	12,367	,000	,930	1,075
	From_BE	,019	,002	,027	10,783	,000	,889	1,125
	Airplane	,011	,001	,038	13,220	,000	,701	1,426
	From_GM	-,003	,001	-,011	-3,466	,001	,570	1,754
	J_DIST_1000	-,002	,000	-,025	-8,718	,000	,667	1,500
	From_FI	-,011	,002	-,015	-5,880	,000	,883	1,133
	From_SW	-,006	,002	-,010	-3,851	,000	,856	1,168
	HH_INTER	,005	,001	,019	7,238	,000	,800	1,250
	J_SUMMER	-,003	,001	-,015	-5,893	,000	,917	1,091
	P_Drivers_licence	-,003	,001	-,010	-3,772	,000	,761	1,313
	From_IT	,012	,002	,018	7,120	,000	,881	1,134
	From_SP	,007	,001	,021	6,708	,000	,575	1,738
	From_NL	,007	,001	,016	5,586	,000	,700	1,428
	From_PO	,006	,002	,010	3,725	,000	,825	1,211
	P_Gender	-,002	,001	-,008	-3,453	,001	,953	1,049
	Persons 5 to 14	,002	,000	,013	4,267	,000	,576	1,737
	From_DA	,006	,002	,008	3,073	,002	,892	1,121
	HH_private_car	,003	,001	,009	3,503	,000	,858	1,165
	No. of persons in household	-,001	,000	-,011	-3,058	,002	,477	2,097
	From_EI	-,008	,003	-,007	-2,845	,004	,954	1,048
	P_AGE	,000	,000	-,008	-2,715	,007	,671	1,491
	No. of bicycles	,000	,000	-,006	-2,045	,041	,590	1,696

a. Dependent Variable: Paris

Adjusted R Square = 0.012 N= 176529 n= 2569 Share= 1,5%

Coefficients[a]

London

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
21	(Constant)	,010	,001		9,561	,000		
	From_UK	,028	,001	,107	41,509	,000	,839	1,192
	From_EI	,047	,002	,052	21,859	,000	,974	1,027
	Business	,016	,001	,043	17,596	,000	,947	1,056
	J_DIST_1000	-,003	,000	-,059	-20,373	,000	,666	1,501
	Airplane	,011	,001	,047	16,510	,000	,703	1,423
	HH_INTER	,003	,000	,019	7,061	,000	,803	1,246
	From_DA	,012	,001	,020	8,357	,000	,955	1,047
	J_DUR	,000	,000	-,015	-5,824	,000	,853	1,172
	From_SP	-,004	,001	-,015	-5,806	,000	,787	1,270
	Persons under 5	-,003	,001	-,017	-6,676	,000	,903	1,108
	HH_private_car	-,003	,001	-,011	-4,375	,000	,889	1,125
	From_NL	,004	,001	,013	5,302	,000	,872	1,147
	J_SUMMER	-,002	,000	-,009	-3,711	,000	,921	1,086
	P_AGE	,000	,000	-,013	-4,677	,000	,700	1,428
	No. of bicycles	,000	,000	-,010	-3,729	,000	,772	1,296
	No. of non household members in journey	-,001	,000	-,009	-3,924	,000	,981	1,019
	From_SW	,004	,001	,009	3,829	,000	,940	1,064
	P_Drivers_licence	,001	,001	,006	2,338	,019	,781	1,280
	From_IT	,003	,001	,006	2,501	,012	,957	1,045
	From_BE	,003	,001	,006	2,326	,020	,964	1,037
	From_AU	,003	,001	,005	1,970	,049	,966	1,035

a. Dependent Variable: London

Adjusted R Square = 0.022 N= 176529 n= 1410 Share= 0,8%

Coefficients[a]

Model	UK	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
24	(Constant)	,062	,003		23,035	,000		
	From_UK	,552	,002	,689	352,597	,000	,802	1,247
	J_DIST_1000	-,022	,000	-,124	-57,997	,000	,668	1,498
	Airplane	-,068	,001	-,099	-47,313	,000	,701	1,426
	From_EI	,200	,005	,073	41,355	,000	,971	1,030
	Business	,040	,002	,035	19,521	,000	,942	1,062
	J_DUR	-,001	,000	-,029	-15,309	,000	,856	1,169
	No. of non household members in journey	-,005	,000	-,024	-13,535	,000	,982	1,018
	No. of persons in household	-,002	,001	-,011	-4,662	,000	,520	1,925
	From_NL	,029	,002	,030	16,080	,000	,863	1,158
	From_DA	,037	,003	,021	11,935	,000	,945	1,058
	From_GM	,016	,001	,025	12,420	,000	,777	1,287
	From_BE	,029	,003	,018	9,889	,000	,945	1,058
	From_SW	,021	,003	,015	8,263	,000	,923	1,083
	From_IT	,019	,003	,012	6,755	,000	,931	1,074
	HH_private_car	-,012	,002	-,014	-7,584	,000	,932	1,073
	J_SUMMER	-,006	,001	-,010	-5,565	,000	,917	1,091
	From_SZ	,025	,005	,010	5,415	,000	,972	1,028
	Persons 5 to 14	-,005	,001	-,013	-6,005	,000	,608	1,645
	From_LU	,031	,006	,009	5,124	,000	,983	1,017
	From_PO	-,012	,002	-,009	-4,929	,000	,926	1,080
	P_AGE	,000	,000	-,007	-3,236	,001	,743	1,346
	No. of motorcycles	,003	,001	,005	2,801	,005	,948	1,055
	From_GR	-,007	,003	-,004	-2,314	,021	,959	1,043
	P_Gender	-,002	,001	-,004	-2,290	,022	,971	1,030

a. Dependent Variable: United Kingdom

Adjusted R Square = 0.466 N= 176529 n= 13888 Share= 7,9%

Coefficients[a]

Italy

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
21	(Constant)	-,010	,002		-4,322	,000		
	From_IT	,658	,003	,464	208,726	,000	,892	1,121
	From_GM	,048	,002	,082	31,379	,000	,645	1,550
	Holiday	,039	,001	,071	30,466	,000	,806	1,240
	From_AU	,106	,003	,067	30,413	,000	,921	1,085
	From_SZ	,113	,005	,049	23,031	,000	,956	1,046
	J_DIST_1000	-,009	,000	-,058	-26,089	,000	,885	1,130
	From_NL	,028	,002	,033	13,748	,000	,779	1,284
	From_SP	-,016	,002	-,025	-9,421	,000	,613	1,630
	From_BE	,032	,003	,022	9,993	,000	,907	1,102
	From_DA	,035	,003	,022	10,219	,000	,918	1,089
	Persons under 5	-,012	,001	-,023	-10,587	,000	,962	1,039
	J_DUR	,001	,000	,023	9,755	,000	,798	1,253
	HH_INTER	,007	,001	,014	6,286	,000	,841	1,190
	From_LU	,047	,007	,015	7,232	,000	,977	1,024
	HH_private_car	,005	,002	,006	2,855	,004	,864	1,157
	From_FR	-,008	,002	-,011	-4,559	,000	,702	1,425
	HH_company_car	,004	,002	,006	2,741	,006	,928	1,078
	From_PO	-,008	,003	-,007	-3,019	,003	,851	1,176
	Persons over 14	,002	,001	,007	3,260	,001	,855	1,169
	No. of motorcycles	-,003	,001	-,005	-2,501	,012	,949	1,054
	P_Drivers_licence	,003	,001	,005	2,428	,015	,887	1,128

a. Dependent Variable: Mainland Spain (i.e. without islands)

Adjusted R Square = 0.230 N= 176529 n= 10983 Share= 6,2%

Summary

The purpose of this study was to illustrate the importance of distance and other trip related and socio-demographic factors for destination choice by travellers residing in European countries, i.e. the European travel market for travel domestically, within Europe and to destinations outside of Europe. - A multi-dimensions scaling technique is used to illustrate the interrelations between origin markets and destinations, both for journeys in general and for international journeys. – Additional techniques such as correlation analyses and factor (principal component) analyses were used to facilitate interpretation of the results.

Multiple regression analyses (stepwise) were used to model the probability for given destinations of being chosen, dependent of origin markets and a number of additional trip-related and socio-demographic characteristics. As examples are used Denmark, Spain, Netherlands, UK, and Italy, but results can be shown for any of the included destination countries. In its basic form, the probabilities for choice as indicated by output regression coefficients correspond to the percentage of journeys from different markets to a given destination country, but other explanatory factors such as mode of transport, distance and purpose of travel can be added. Results are different for the Spanish Islands and Mainland Spain, and different for NL, DK and UK than for their capital cities, which shows that the addition of a sub-national level at the destination side and/or the origin country (market) side can further deepen our understanding of the facets of destination choices. - In surface based travel, all destination countries tend to get a relatively high proportion of international visitors from the regions in their neighbouring countries which are located nearest the border.