

opinionway,

| FOR | Sofinscope
LE BAROMÈTRE QUI VOUS DONNE UN TEMPS D'AVANCE
SUR LA CONSOMMATION

Summer holidays: the French are going away again, but at what price?

The French and their travel budget

Results Report | April 2026





The methodology

opinionway

There

methodology

Any publication, in whole or in part, must include the following complete statement:

"OpinionWay survey for Sofinco »

and no resumption of the investigation can be separated from this title.



Sample of **1,029 people**, representative of the French population aged 18 and over more.

The sample was constructed using the **quota method**, based on the criteria of sex, age, and socio-professional category, category of agglomeration and region of residence.



The sample was interviewed by **self-administered questionnaire online on CAWI system** (Computer Assisted Web Interview).



The interviews were conducted **from the 18th to the 19th March 2026**.

To thank them for their participation, the panelists received incentives or made a donation to the proposed association of their choice.



OpinionWay conducted this survey in accordance with the procedures and rules of the **ISO standard 20252**.



The results of this survey should be interpreted taking into account the margins of uncertainty: 1.4 at most 3.1 points for a sample of 1,000 respondents.



The sample profile

opinionway

The sample profile

French population aged 18 years and over.

Source: INSEE

Sex %

Men	48%
Women	52%

Age %

18 to 24 years old	10%
25 to 34 years old	15%
35 to 49 years old	24%
50 to 64 years old	25%
65 years and older	26%

Region %

Ile-de-France	19%
Northwest	23%
Northeast	22%
Southwest	11%
Southeast	25%

Professional activity %

Upper socio-professional categories 30%

Farmers / Tradespeople / Shopkeepers / Business owners 5%

Liberal professions / Executives 10%

Intermediate professions 15%

Popular categories 28%

Employees 16%

Workers 12%

Inactive 42%

Retirees 28%

Other inactive 14%

Size of urban area %

A rural commune 21%

From 2000 to 19,999 inhabitants 18%

From 20,000 to 99,999 inhabitants 14%

100,000 inhabitants and more 30%

Paris metropolitan area 17%



The results

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“ Holiday travel intentions this summer

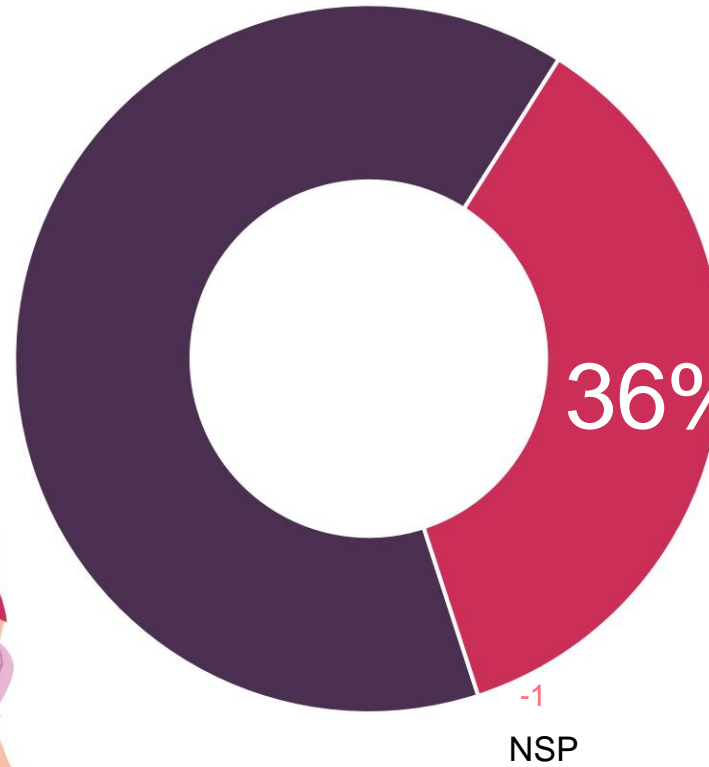


1029
people

Q. Do you plan to go on vacation this summer?

64% ^{ÿ +9}

French people intend to go on holiday there this summer



-8
No





Holiday travel intentions this summer

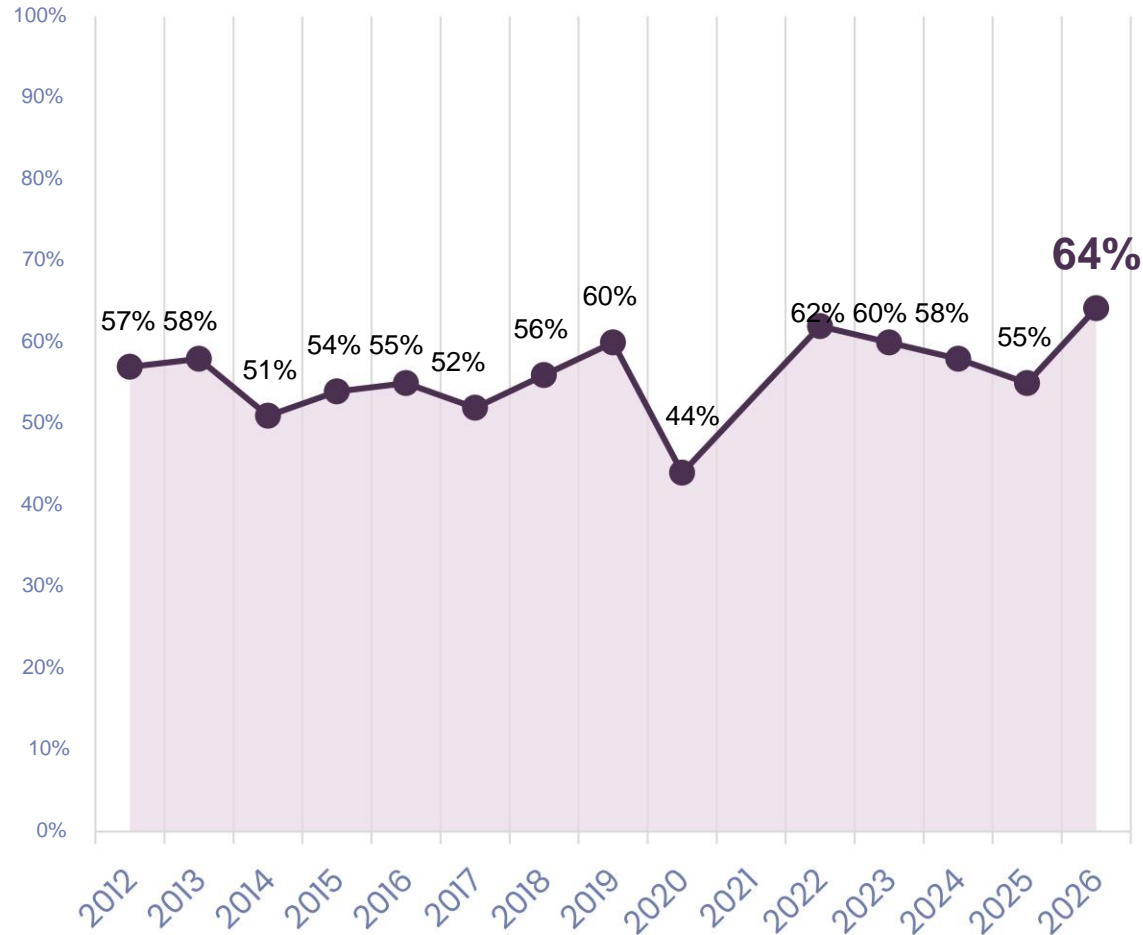


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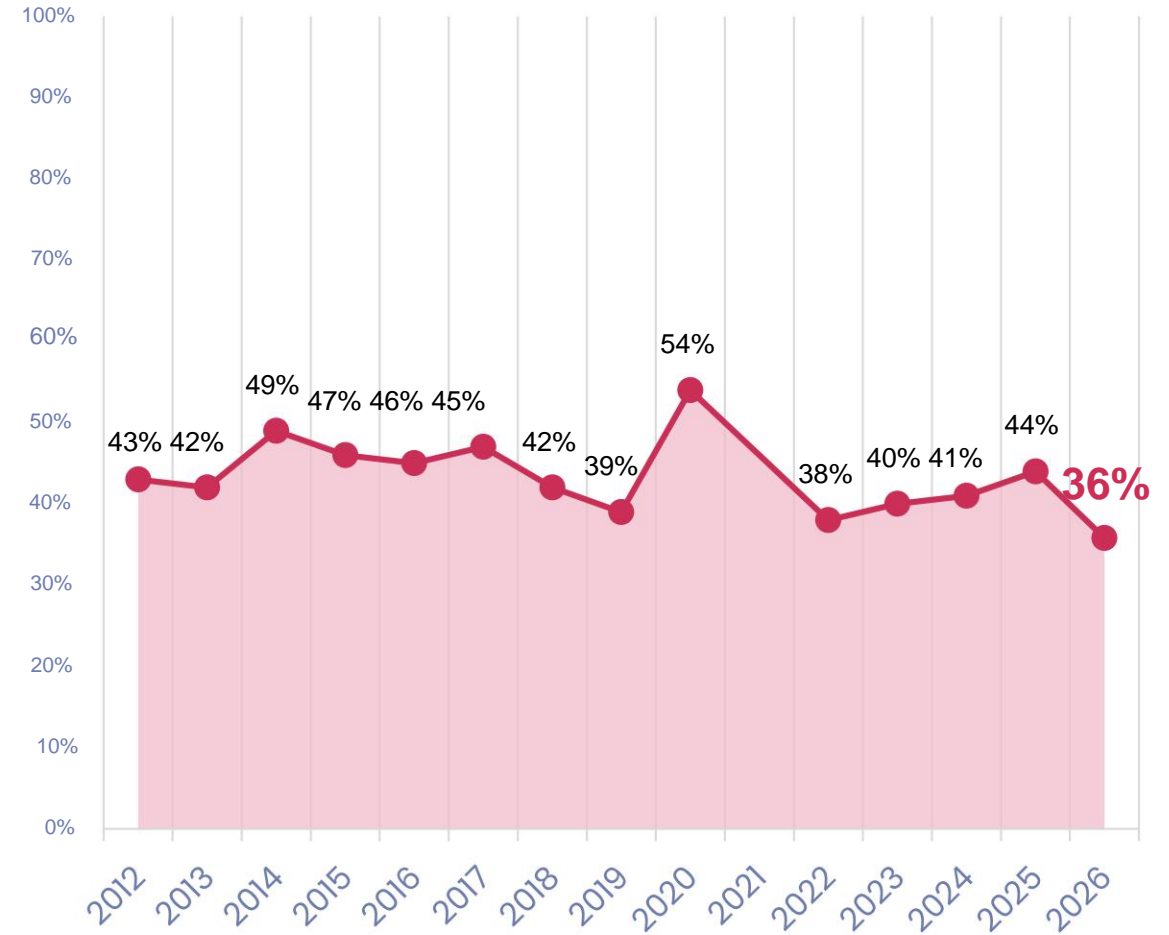
people

Q. Do you plan to go on vacation this summer?

Totally Yes



Total No





The planned duration of the next summer holidays



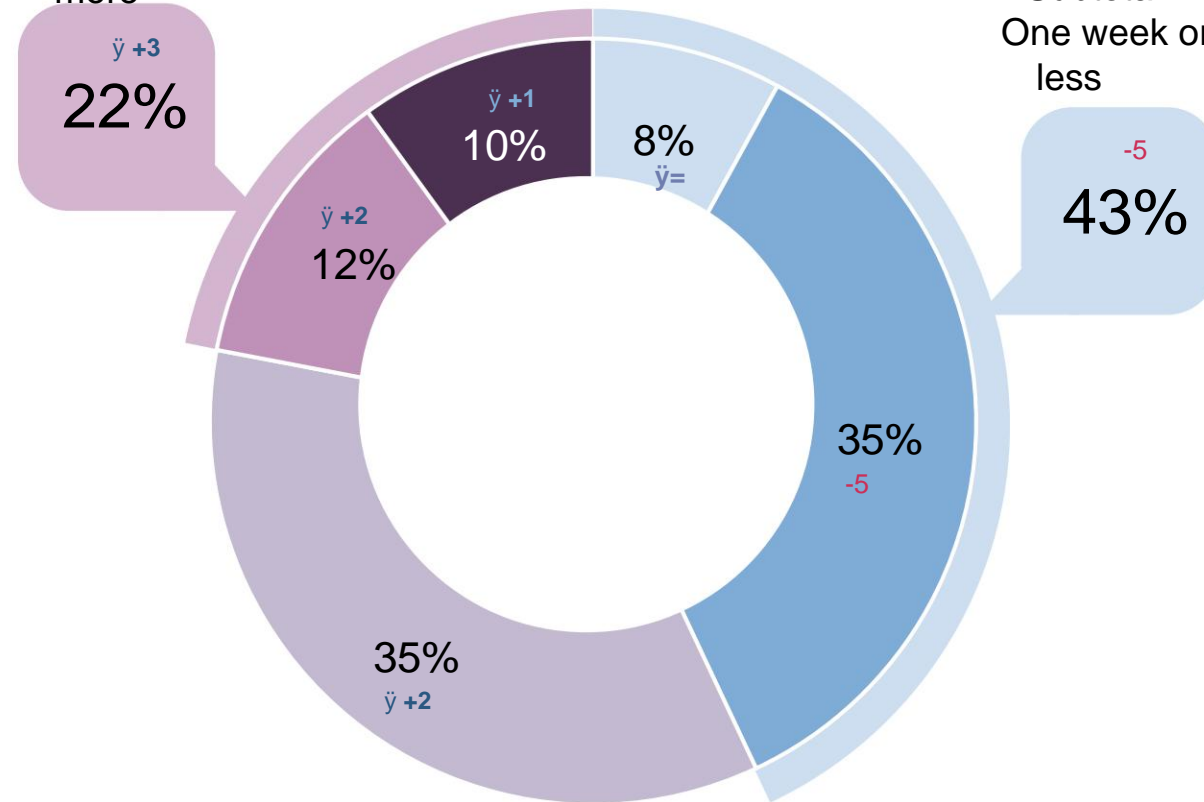
662

people

Q. This summer, you're going away...?

Question asked only to those who planned to go on holiday this summer, i.e. 64% of the sample.

Subtotal 3 weeks or more



- More than three weeks
- Three weeks
- Two weeks
- One week
- Less than a week



The planned duration of the next summer holidays

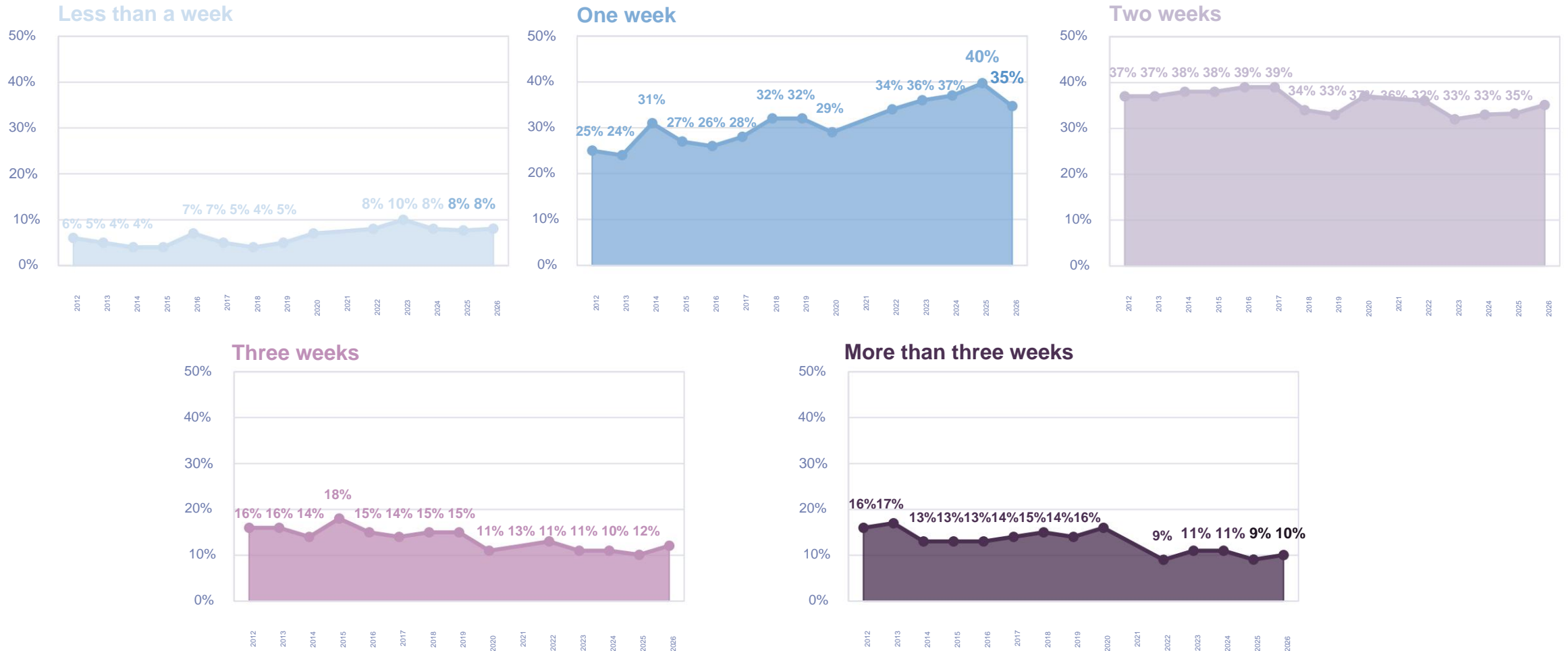


662

people

Q. This summer, you are going...?*

Question asked only to those who planned to go on holiday this summer, i.e. 64% of the sample.





The average budget anticipated for the next summer vacation



662
people

Q. How much do you plan to spend on your holidays this summer?*

Open-ended digital question / Question asked to those planning to go away this summer, i.e. 64% of the sample.

€1686 ^{ÿ +€88}

The average **summer vacation** budget of his household

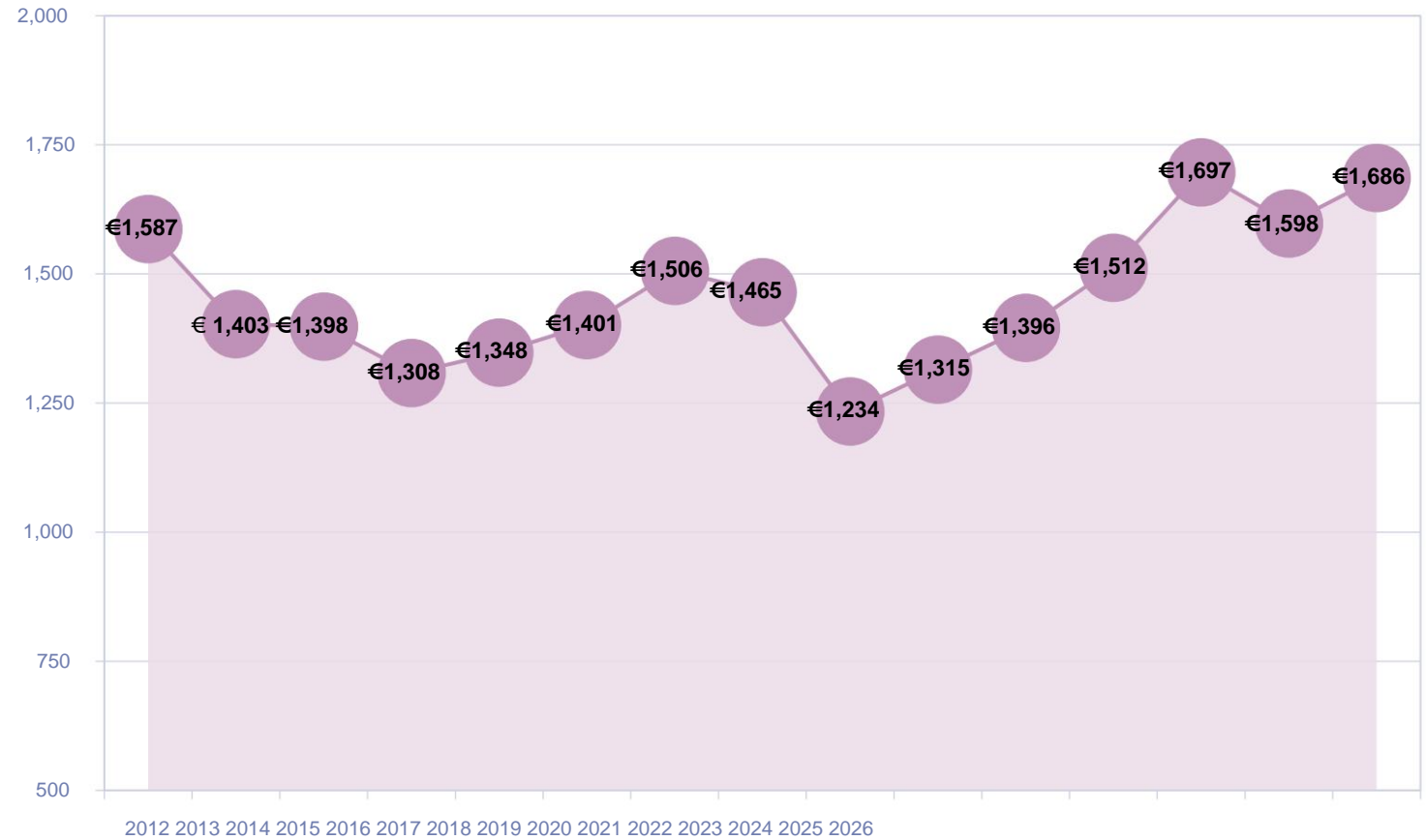


ÿ French people whose monthly household income is higher than or equal to €3500: **€2411** ÿ

French couples: **€2002** ÿ French people

aged 35 and over: **€1891** ÿ French people under 35:

€1184 ÿ French people living alone: **€1177** ÿ French people whose monthly household income is less than €2000: **€1041**





The financial situation of people who will not be going on holiday this summer

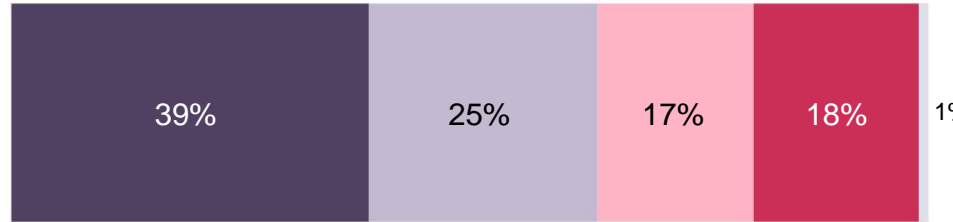


367
people

Q. Do you agree or disagree with each of the following opinions?

Question asked only to those who have not planned to go on holiday this summer, i.e. 36% of the sample.

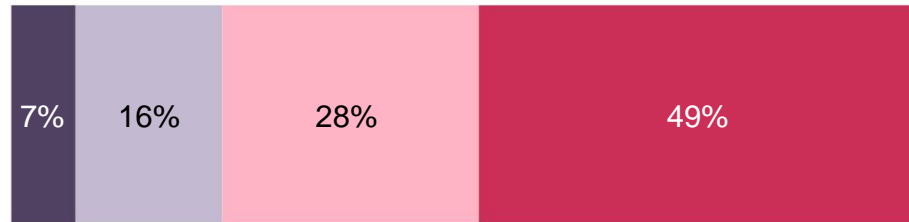
You're not going away this summer, because you can't afford it



Yes

64% \ddot{y} =

The payment facilities would encourage you going on holiday this summer*



23% \ddot{y} +4

Yes, absolutely.
 Yes, rather
 No, not at all.
 No, not at all.
 NSP



The financial situation of people who will not be going on holiday this summer



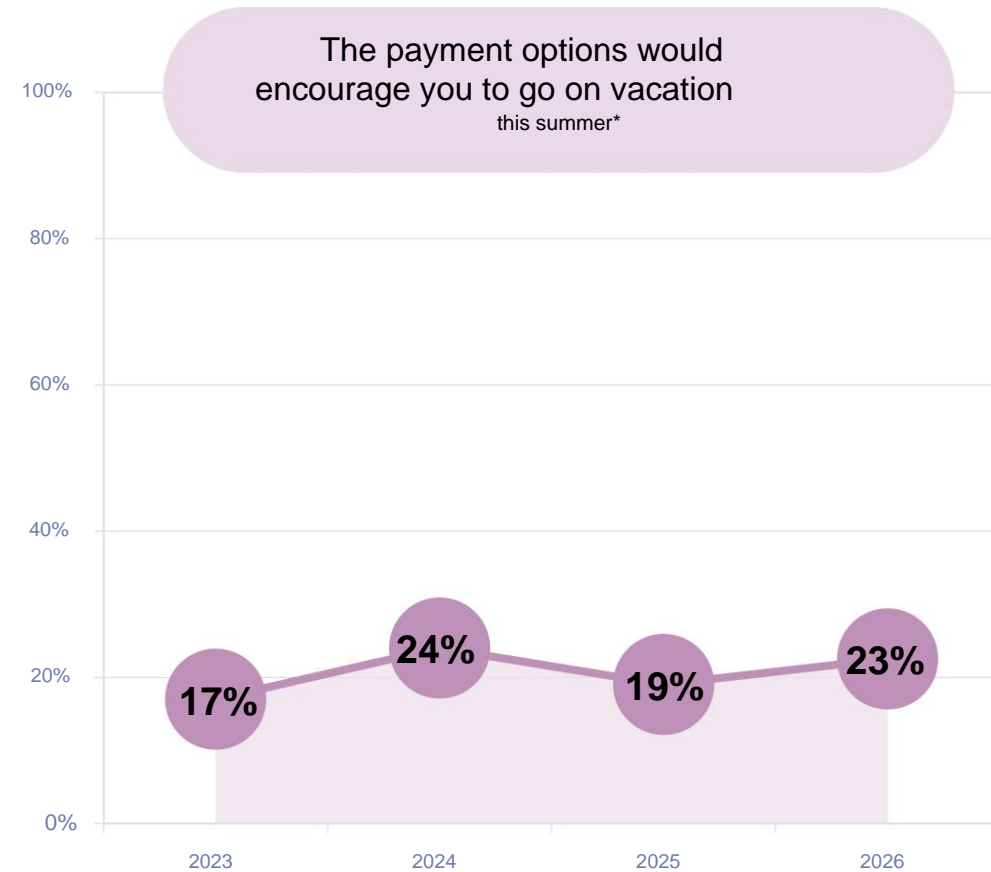
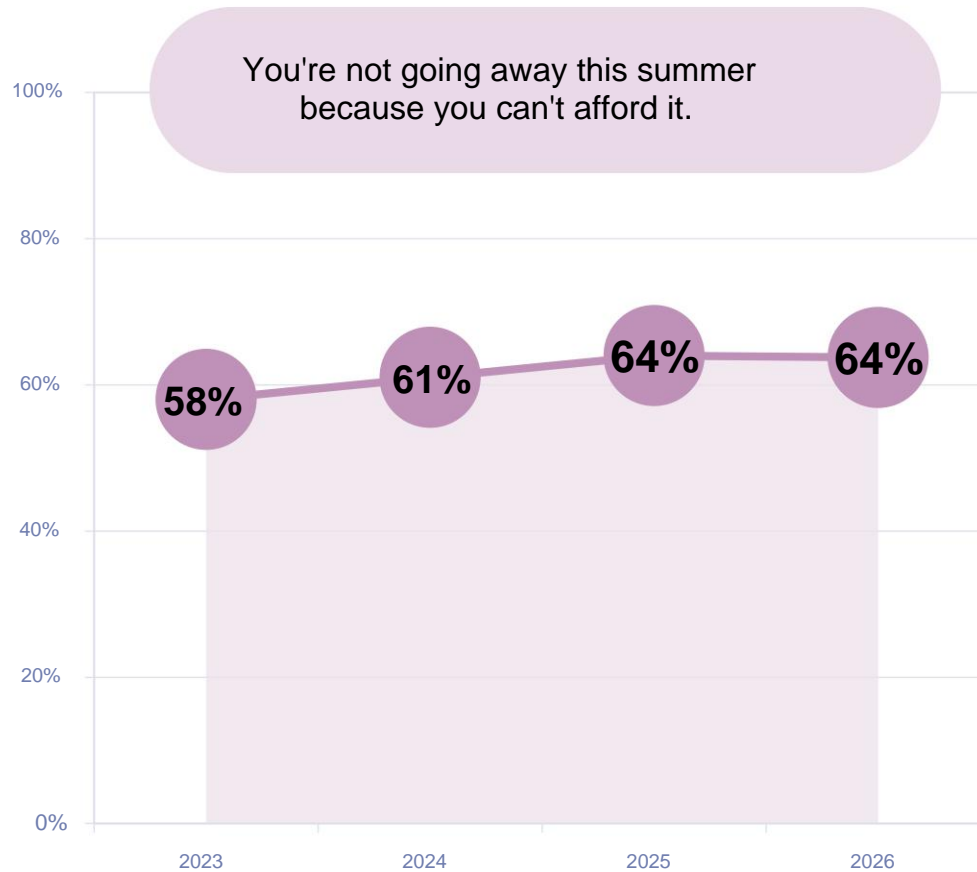
367

people

Q. Do you agree or disagree with each of the following opinions?

Question asked only to those who have not planned to go on holiday this summer, i.e. 36% of the sample.

Totally Yes



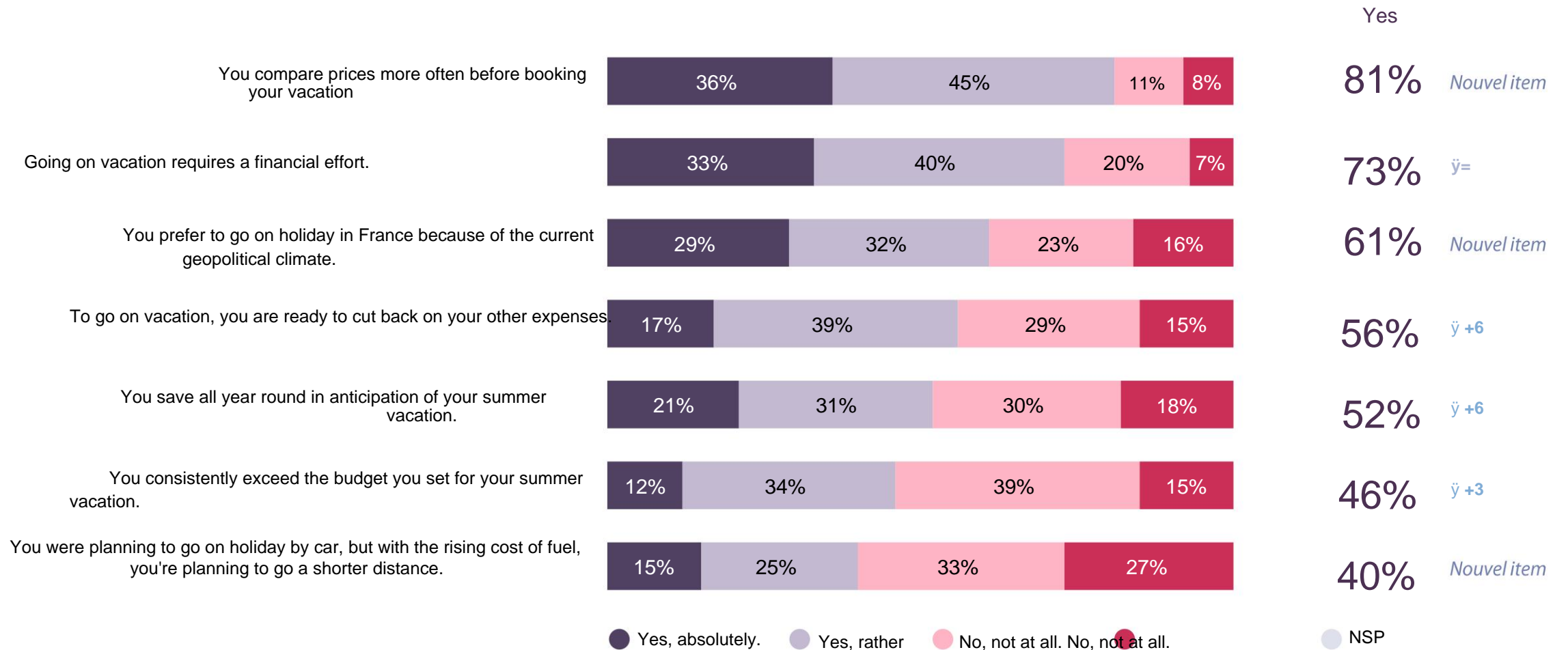


Opinions regarding holiday financing



1029
people

Q. Do you agree or disagree with each of the following opinions?





Opinions regarding holiday financing

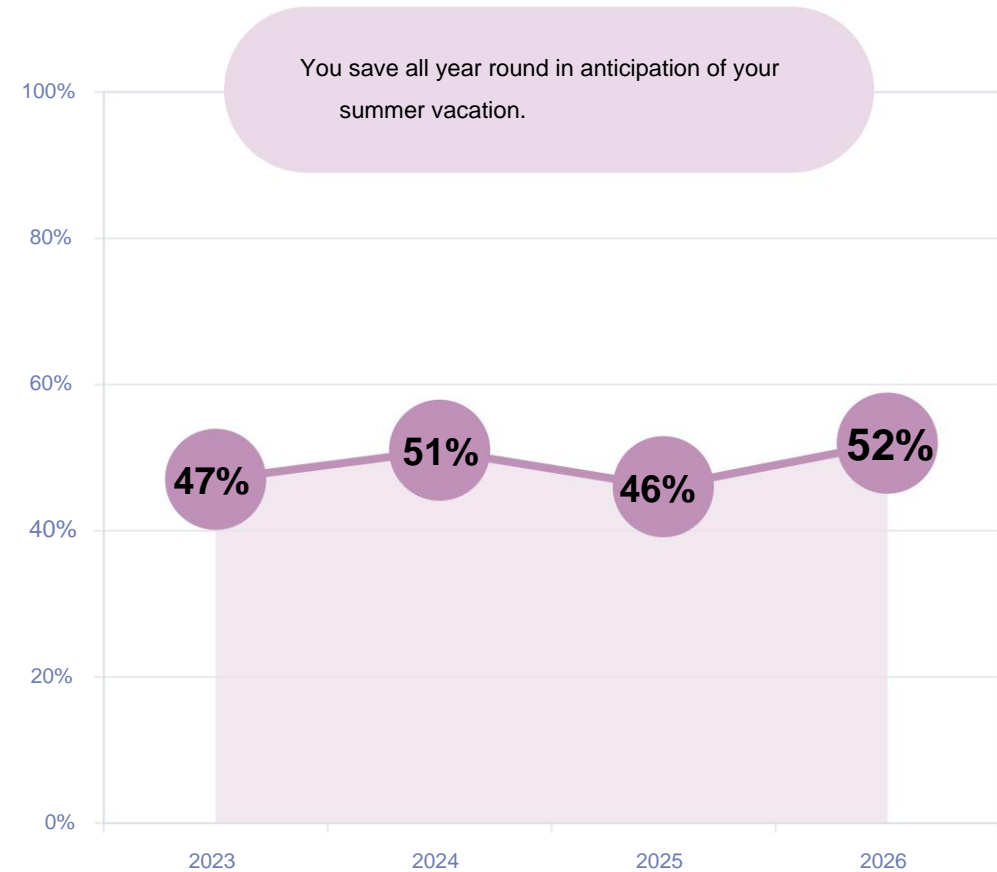
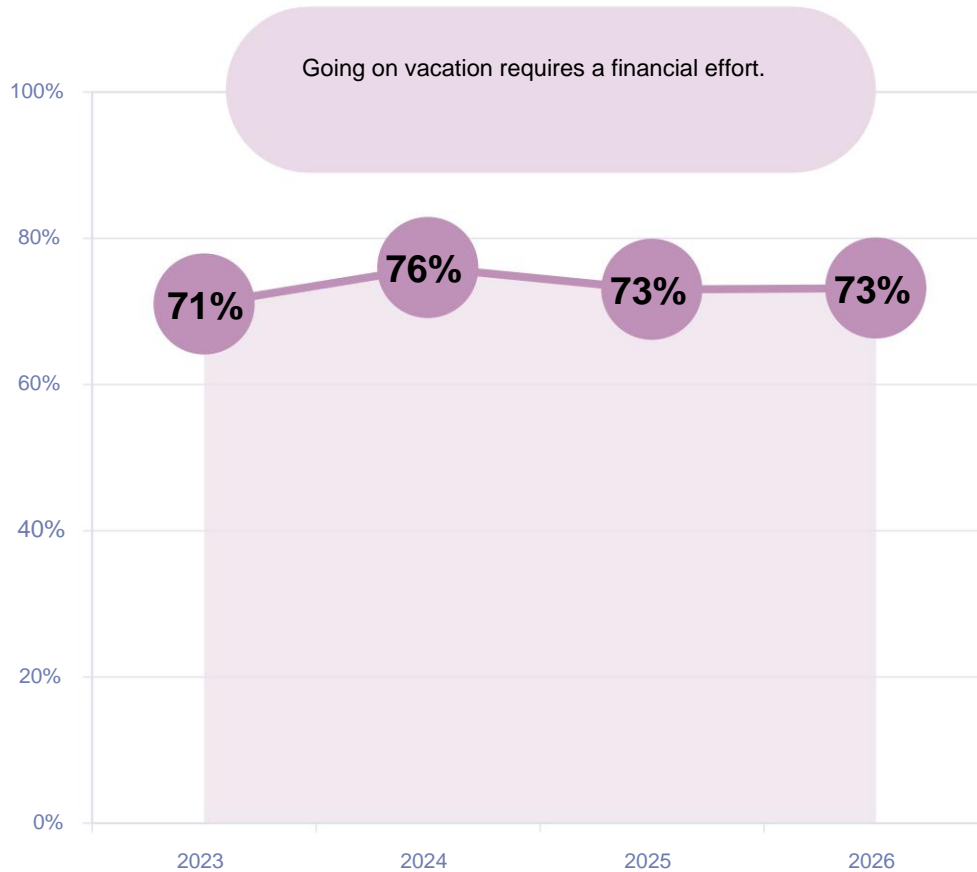


1029

people

Q. Do you agree or disagree with each of the following opinions?

Totally Yes





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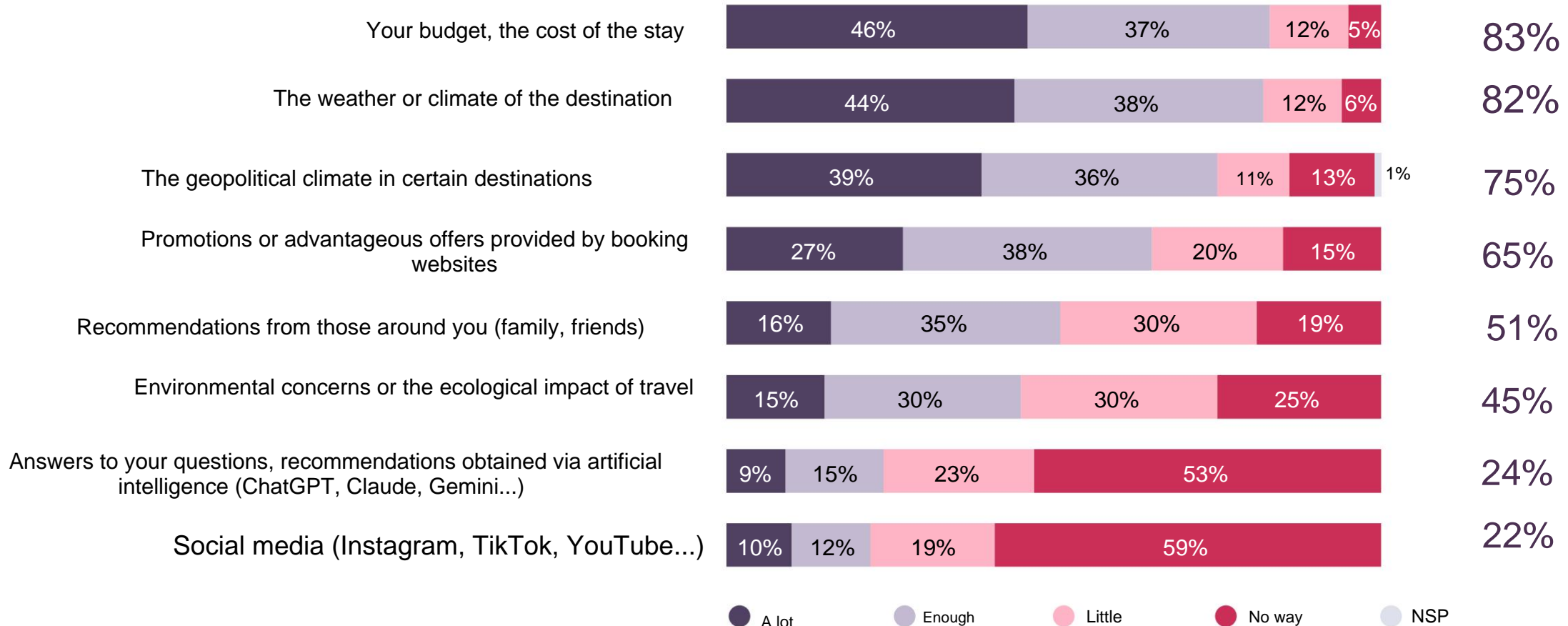
people

Factors influencing the choice of destination

Q. When choosing your holiday destination, does each of the following influence your decision?

New question

Quite a lot, or
even a lot





Strategies for financing travel



1029

people

Q. Does each of the following statements apply to your situation regarding your travel budget?





Preferred options for reducing travel budgets

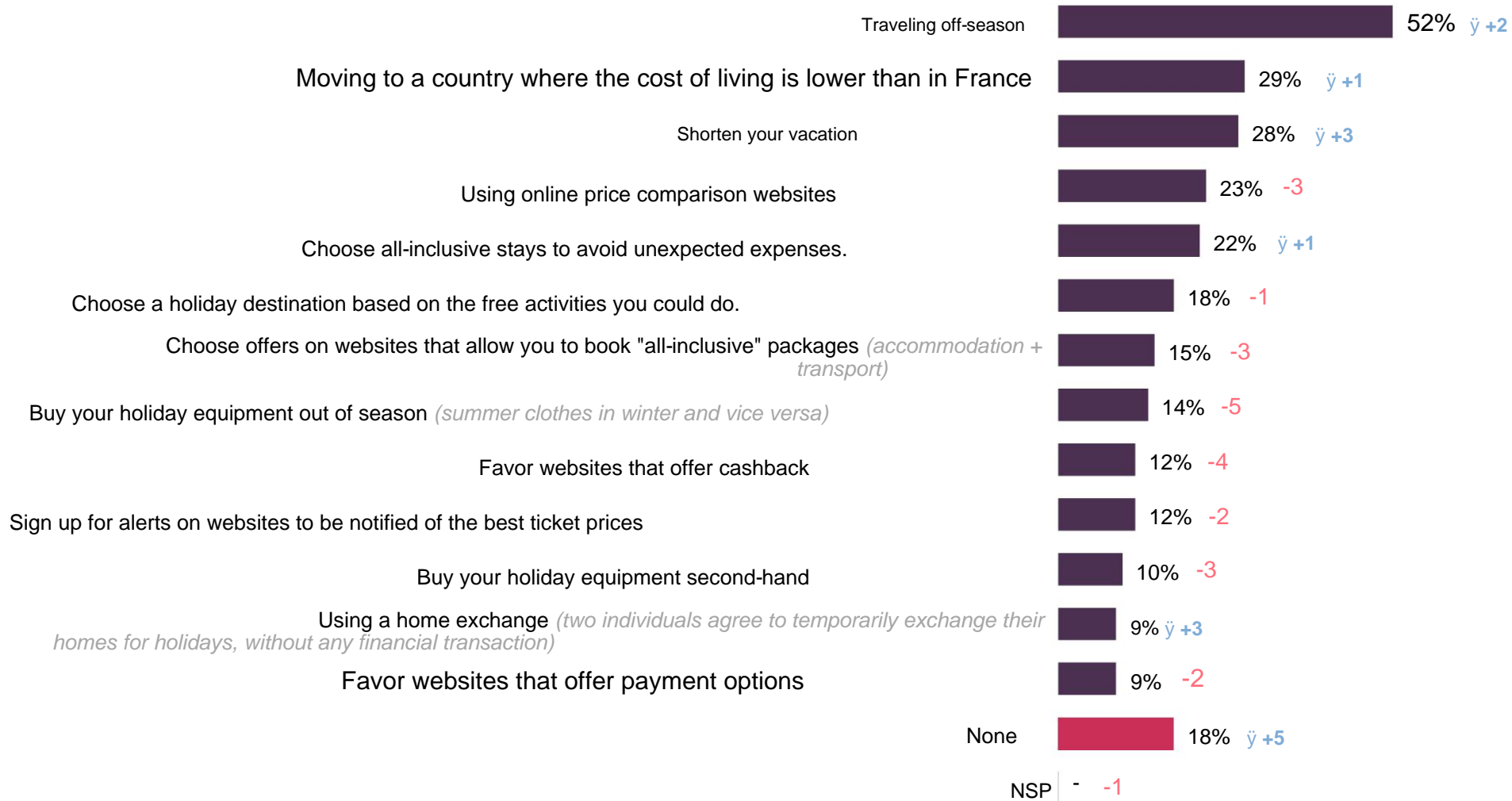


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people

Q. To reduce your travel budget, which of the following options could you consider?

Multiple answers possible, total greater than 100%



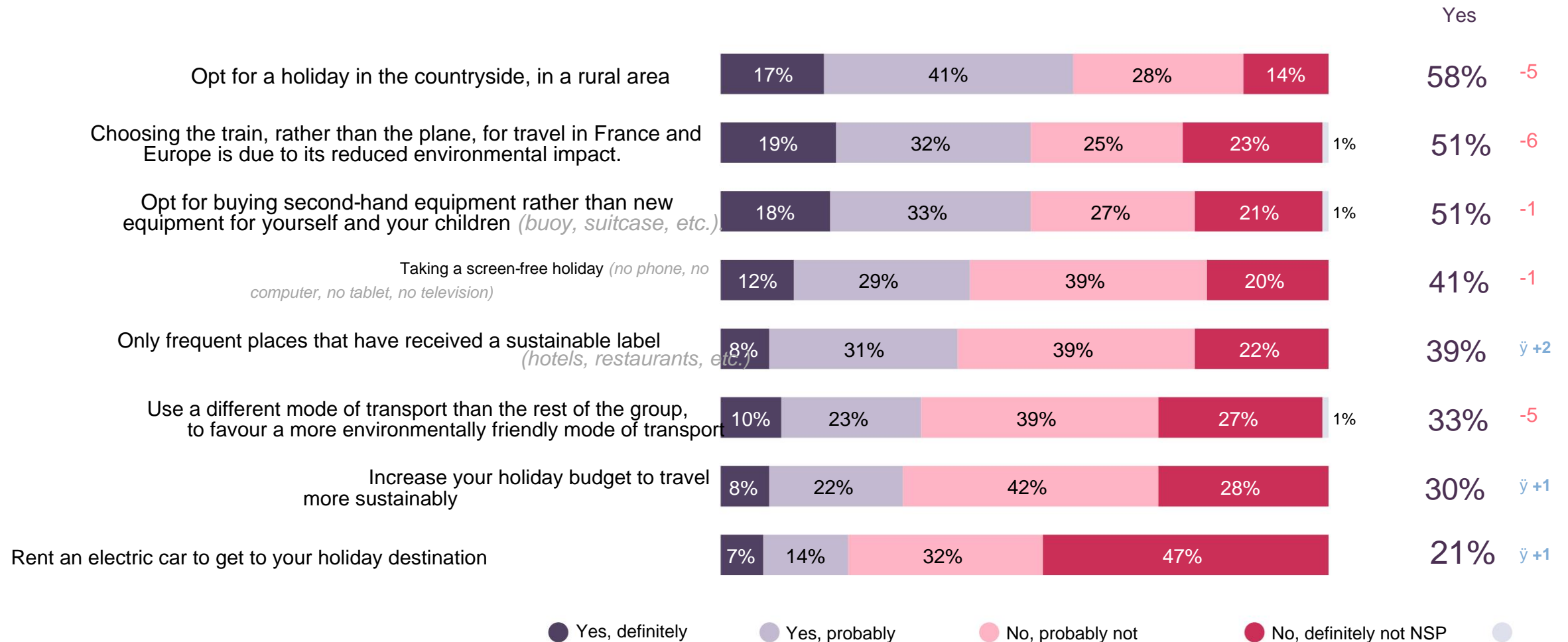


The propensity to undertake eco-friendly travel



1029
people

Q. For your summer holidays, could you...?





The propensity to undertake eco-friendly travel

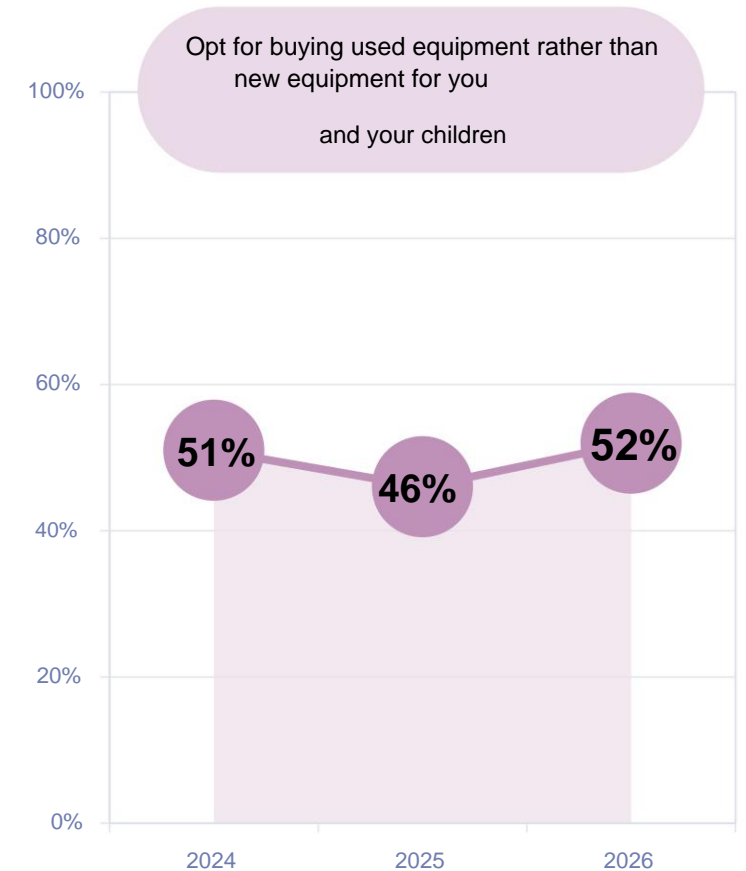
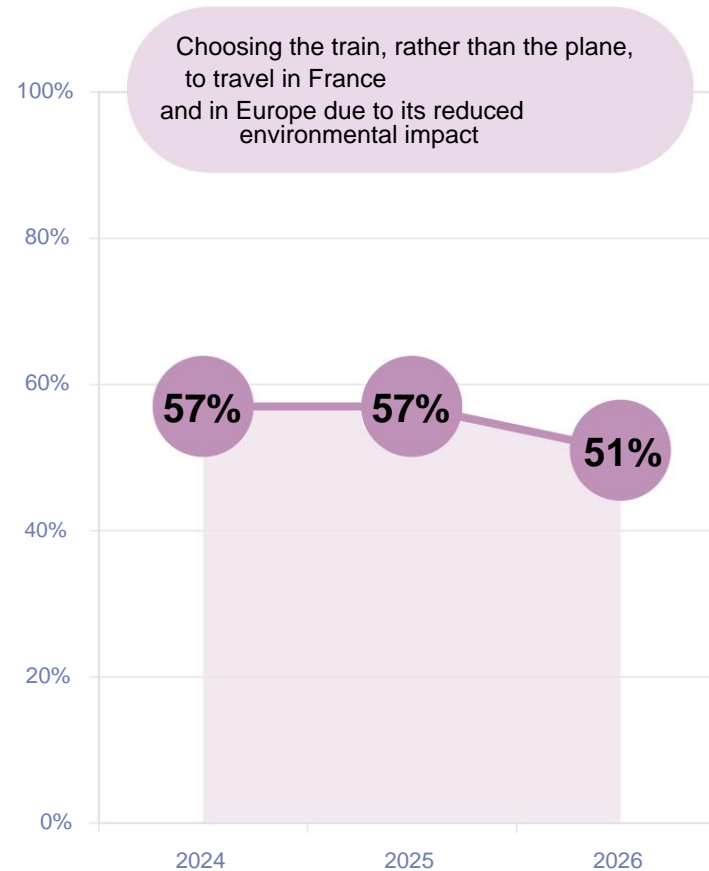
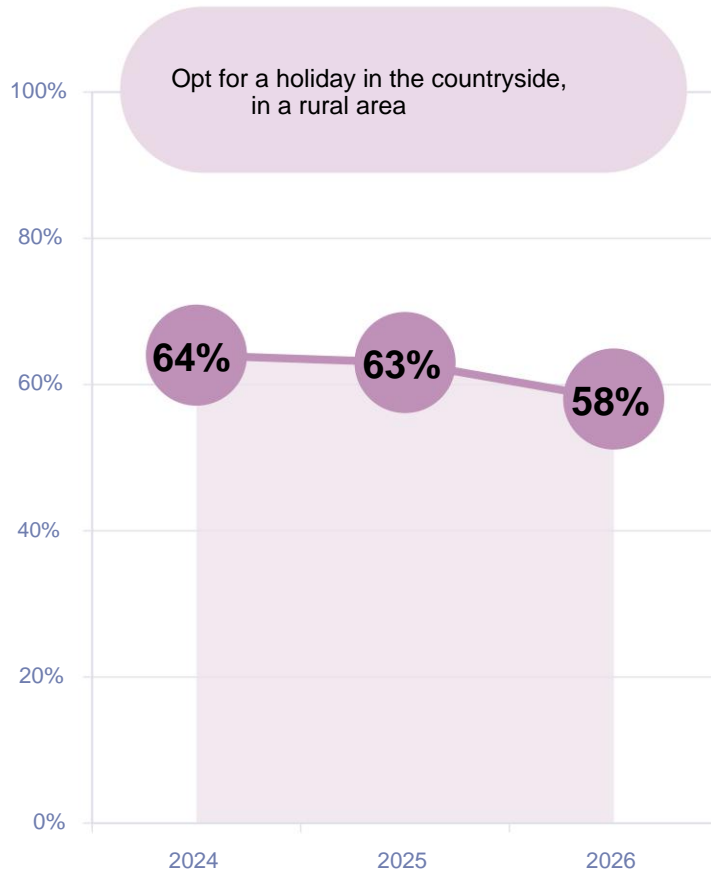


1029

people

Q. For your summer holidays, could you...?

Totally Yes





The propensity to undertake eco-friendly travel

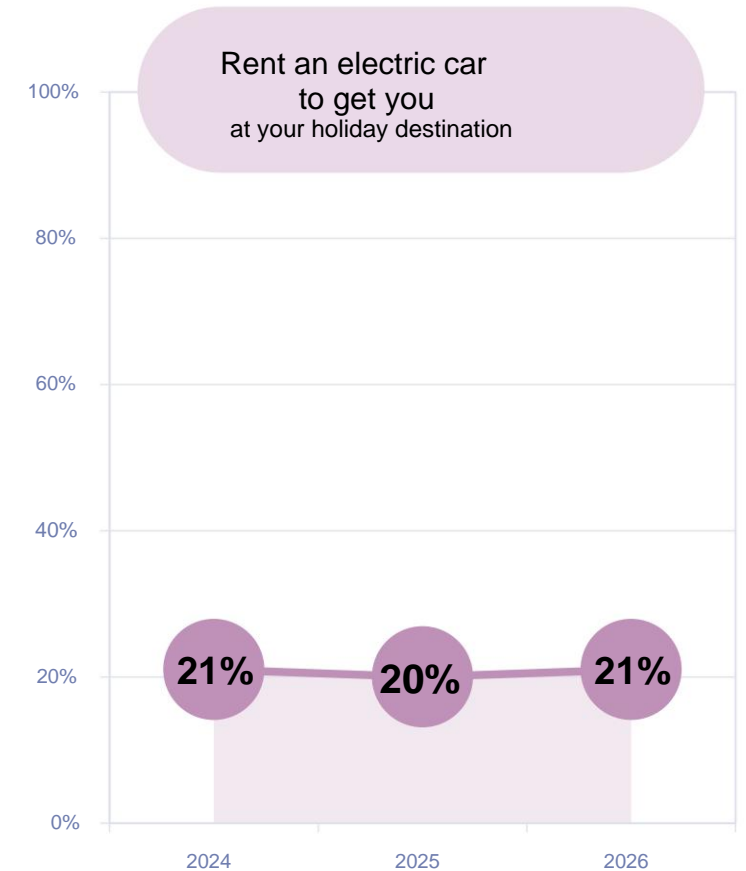
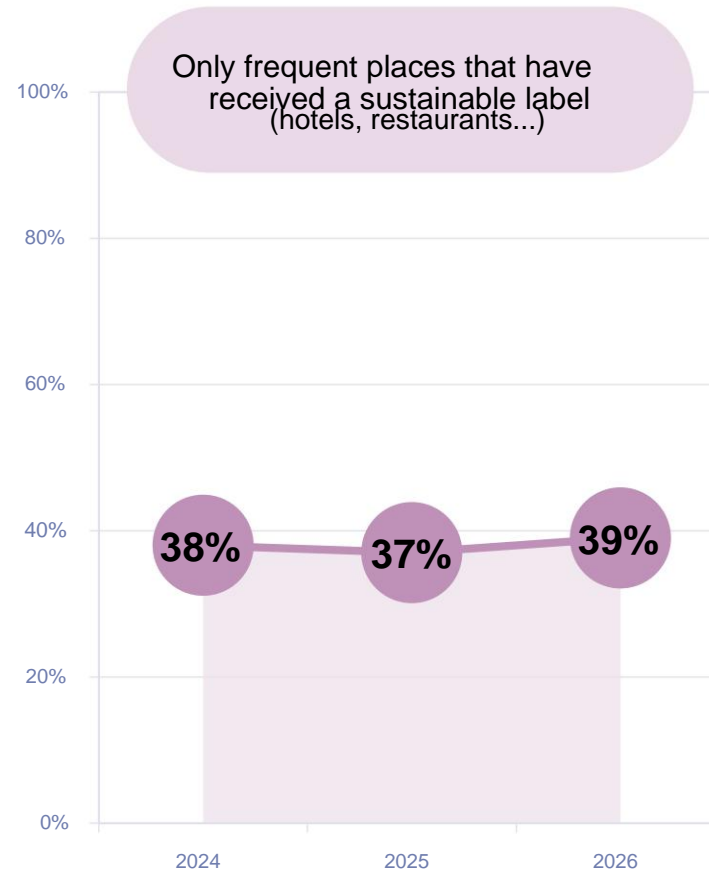
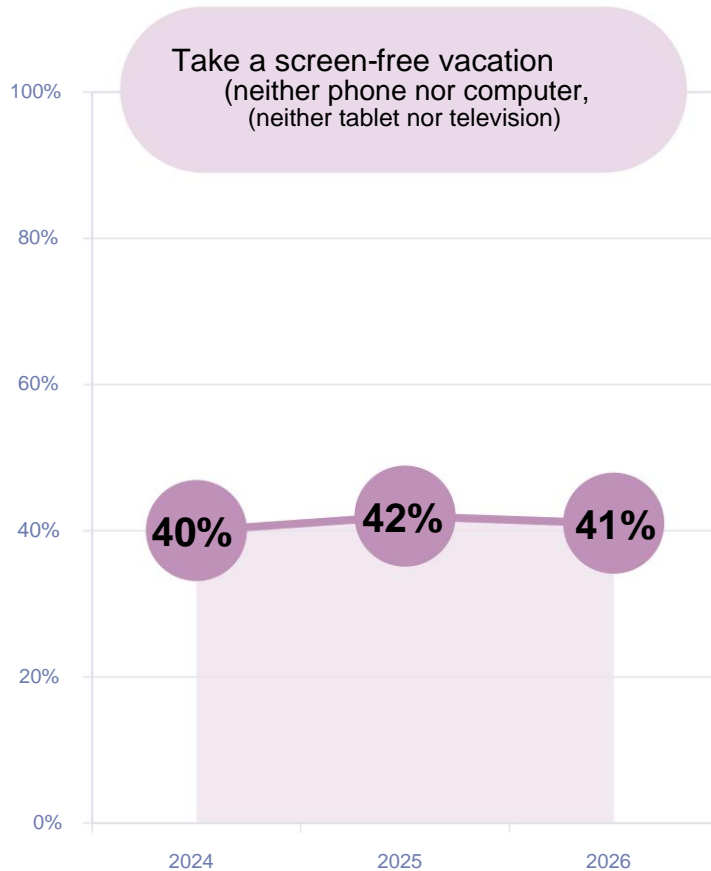


1029

people

Q. For your summer holidays, could you...?

Totally Yes



opinionway

PARIS y BORDEAUX y WARSAW y CASABLANCA y ABIDJAN

Founded in 2000 on this radically innovative idea for the time, OpinionWay was a pioneer in renewing the practices of the marketing and opinion research profession.

With continuous growth since its creation, the company has constantly opened itself up to new horizons to better address all marketing and societal issues, by integrating into its methodologies Social Media Intelligence, the exploitation of smart data, creative co-construction dynamics, community approaches and storytelling.

Today OpinionWay continues its growth momentum by establishing a geographical presence in high-potential areas such as Eastern Europe and Africa.

This is the mission that motivates OpinionWay employees and forms the basis of the relationship they build with their clients.

The pleasure they feel in providing answers to their questions, reducing uncertainty about decisions to be made, tracking relevant insights and co-creating future solutions, nourishes all the projects in which they are involved.

This enthusiasm combined with a genuine taste for innovation and transmission explains why our clients express high satisfaction after each collaboration - 8.9/10, and a high recommendation rate - 3.88/4.

Pleasure, engagement and intellectual stimulation are the three mantras of our interventions.

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