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European leisure travel rebounding in key markets

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As the European economy begins to show signs of life, a growing share of consumers in the region is feeling confident enough to indulge in a much-needed vacation. According to a new PhoCusWright European and Global Edition report, a leisure travel recovery is underway in France, Germany and the U.K. Leisure travel incidence in 2013 increased for all three markets, and improved economic conditions are sparking a boost in vacation spending.The share of adults who took at least one vacation over the past twelve months jumped four percentage points in France (70%) and Germany (72%) over 2012. In the U.K., where leisure travel incidence is the highest of the three markets, the share increased three points to reach 78%.

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