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# Travelzoo Survey: Europe Bounces Back as a Top Travel Destination for Americans in 2018

**NEW YORK, February 7, 2018** —Travelzoo® (NASDAQ: TZOO), a global publisher of exclusive offers and experiences for members, today published the results of the Travelzoo Winter Travel Trends Survey\*, reporting that Europe is once again a top travel destination for Americans. Five European countries—Italy, Ireland, France, Iceland and the United Kingdom—comprised half of the top 10 spots for vacation plans in 2018.

## London's Calling

The U.K. saw the biggest increase in interest among U.S. travelers, rising from tenth to fifth place year over year. France moved up one place from ninth to eighth, and Iceland made it into the top 10 for the first time. The only international destination preferred over Europe was the Caribbean, while Mexico fell down to the tenth spot from eighth last year. Travelzoo's website statistics also show a growing interest in travel to Europe with searches to France and Italy up more than 50% in 2017.

## Safety Concerns Waning

Though safety concerns led travelers to seek alternative vacation destinations in the past couple of years, the survey showed these concerns decreased nearly 20% year over year, and that more than one-fifth of respondents had no concerns about safety at all.

## Bucket List Growth

In addition to the increase in confidence about travel safety, there was a 56% year-over-year increase in the number of travelers who plan to take two or more international vacations. Two-thirds of those surveyed also indicated they were planning a "bucket list" trip in 2018.

Travelzoo North America president Michael Stitt noted, “Low-cost carriers like Wow Air and Norwegian helped make Europe more affordable and accessible again for Americans. A weekend trip to Iceland is now as easy as a weekend in Austin. And major airports like JFK are no longer a choke point. There are now plenty of non-stops from cities like Hartford and Pittsburgh, opening up access and increasing competition, which is always appealing for travelers. Transatlantic is the new transcontinental.”

### **About the Research**

\*The Travelzoo Winter Travel Trends Survey was completed by 936 Travelzoo members in the U.S. who responded to an online questionnaire in January 2018.

### **About Travelzoo**

Travelzoo® provides our 28 million members insider deals and one-of-a-kind experiences personally reviewed by one of our deal experts around the globe. With more than 25 offices worldwide, we have our finger on the pulse of outstanding travel, entertainment, and lifestyle experiences. For over 15 years we have worked in partnership with more than 2,000 top travel suppliers—our long-standing relationships allow us access to the very best deals.

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