

Press Conference ECTAA 132nd semi-annual meeting Prague 28. 5. 2026

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ECTAA 132nd semi-annual meeting

ECTAA is the umbrella organisation of travel agents and tour operators across Europe

ECTAA's mission is to drive growth and competitiveness in the European travel industry by working with members to inform and shape the debate in the European institutions and industry bodies.

Prague welcomes more than 50 travel industry representatives from across Europe for the semi-annual meeting



Accompanying programme

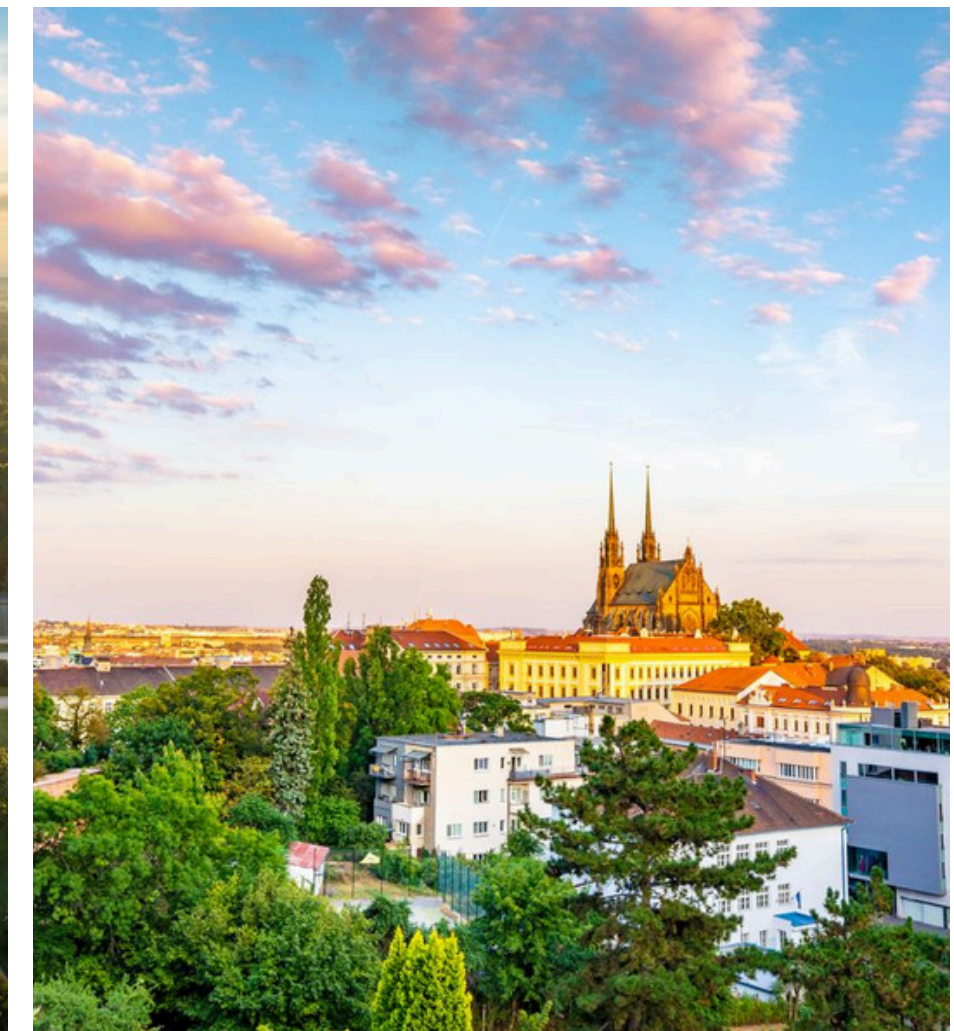
Option 1: Guided tour - Prague

Guided tour in Prague - in the footsteps of Dan Brown The Secret of Secrets

Option 2: South Moravian Region

Friday 29th May

- St James ´ Brno
- Water tanks in Brno Underground
- Pivovar Lednice
- Chateau Lednice
- Mikulov
- Wine Salon
- Valtické podzemí



Holiday abroad

Czechs's Summer Vacation Plans Research

49% of Czechs plan to spend their summer vacation abroad.

Compared to the summer of 2025, there was a decrease of approximately 8 p.p.

People aged 60 and over plan a summer vacation abroad less often (35%).

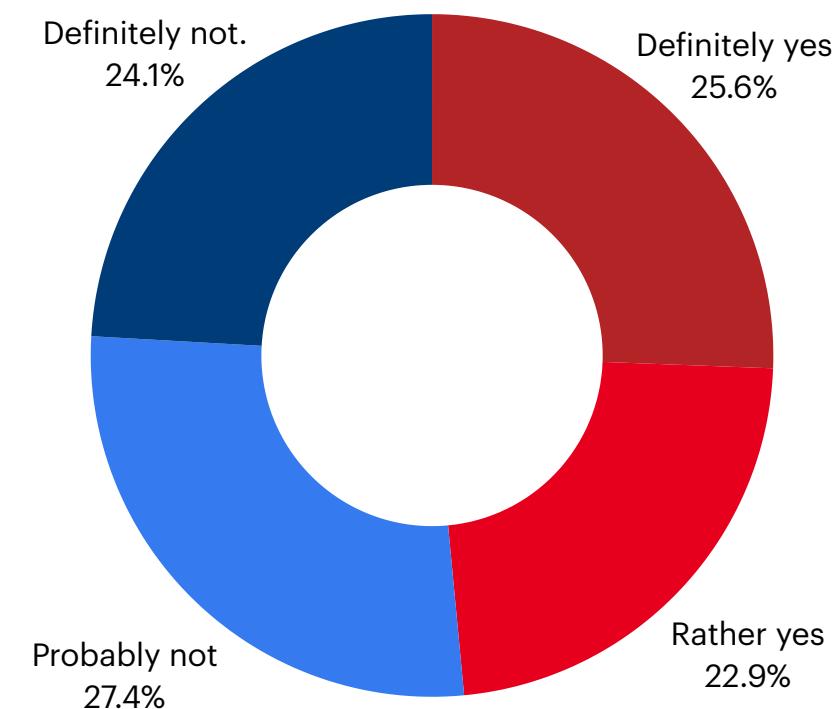
People will not go on holiday abroad mainly due to lack of finances (40%) and also due to concerns about sudden changes in travel conditions (31%). People aged 30-39 feel less concerned about sudden changes in travel conditions, this reason is a barrier to planning a summer holiday for only 19% of them.

Lack of finances is more often a barrier for people under 40 – it prevents more than half of people in this age group from planning a summer vacation abroad. On the other hand, at the age of 60 and over, lack of finances is the reason for only 30% of people.

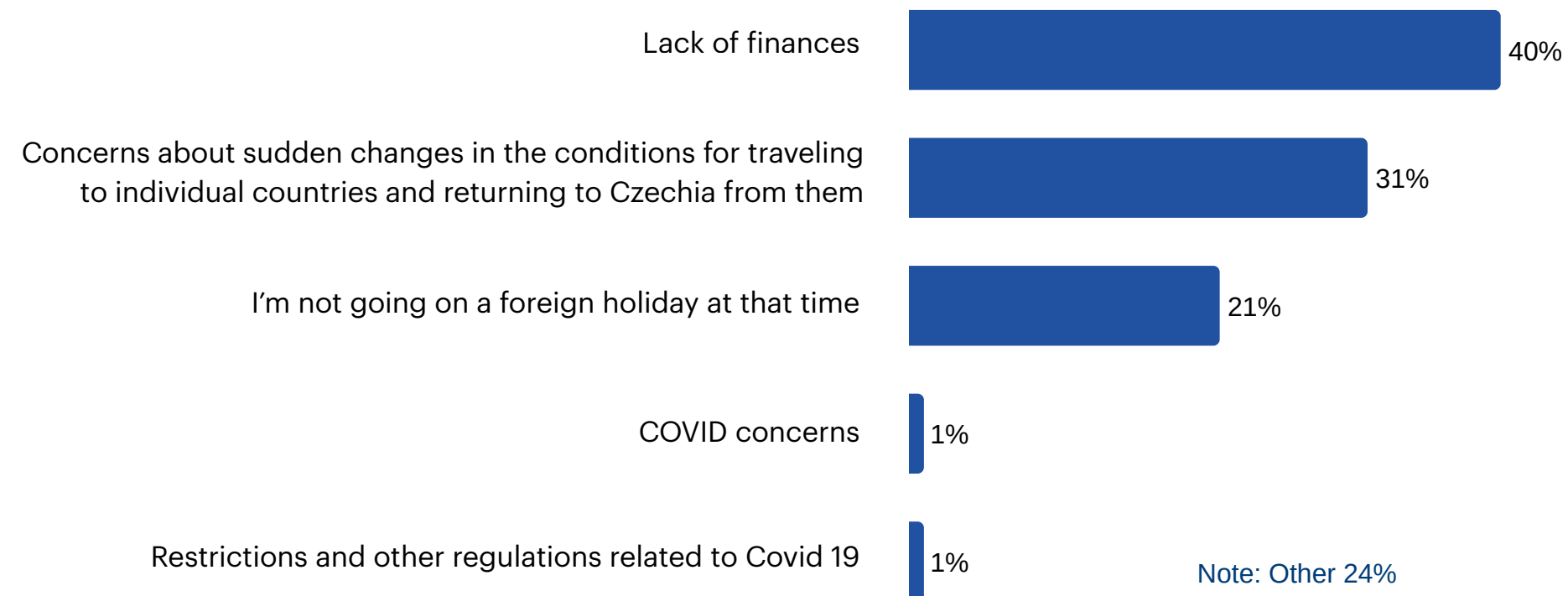


B1 - Are you planning to go on holiday abroad in the summer of 2026? (N = 1000) B2 - What are the main reasons for not going abroad? (respondents who do not plan a summer holiday abroad; N=515)

Are you planning to go on holiday abroad in the summer of 2026?



What are the reasons you don't go on a summer vacation abroad?



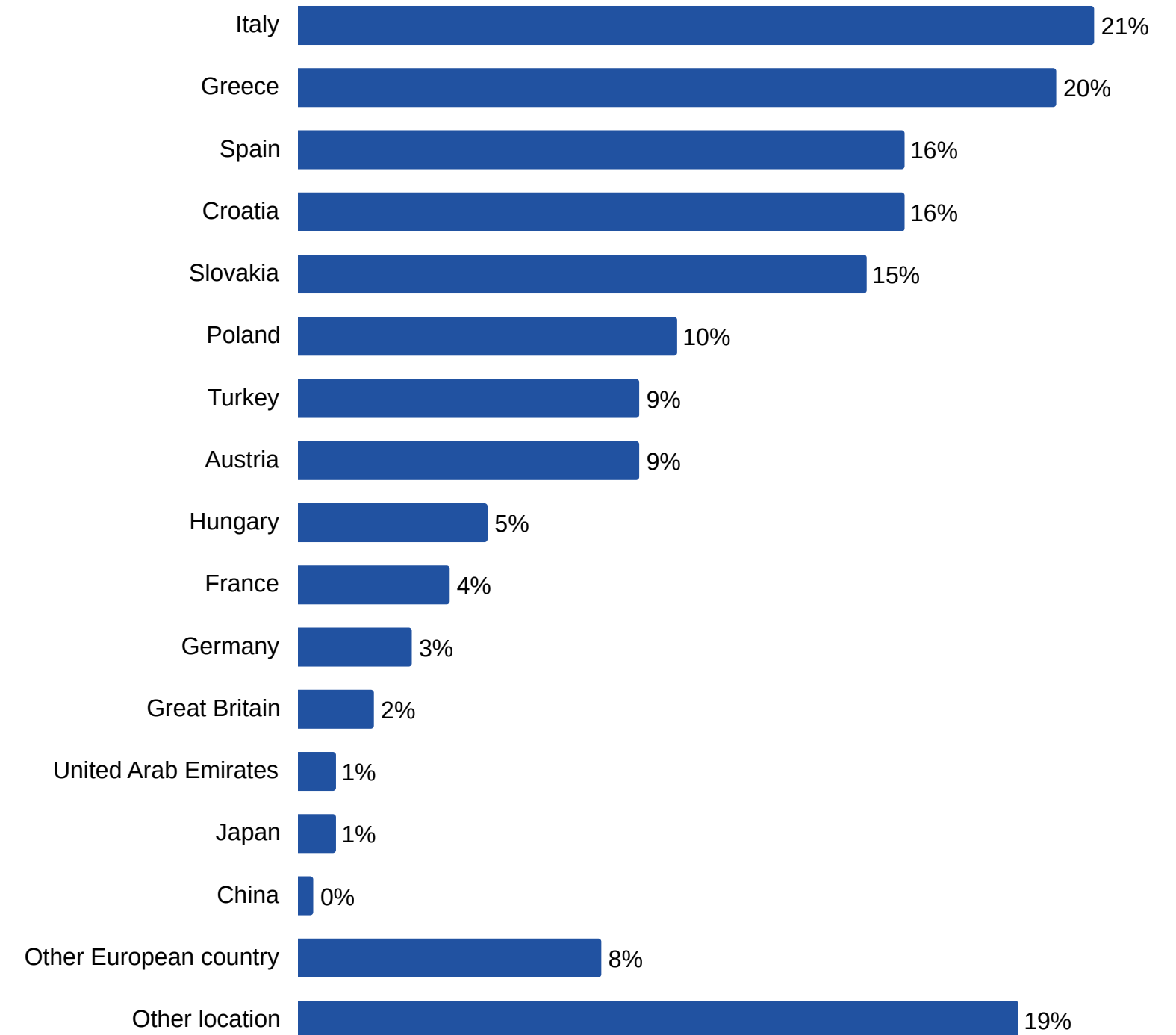
Locations of planned vacation abroad

Czechs most often plan to spend their summer holidays abroad in southern Europe, in Italy (21%) or Greece (20%).

Frequently chosen destinations are also Spain, Croatia and Slovakia – each of them is mentioned by approximately one sixth of people.

The United Arab Emirates is a more popular destination among the 30-39 age group (5%).

Planned locations for a foreign vacation

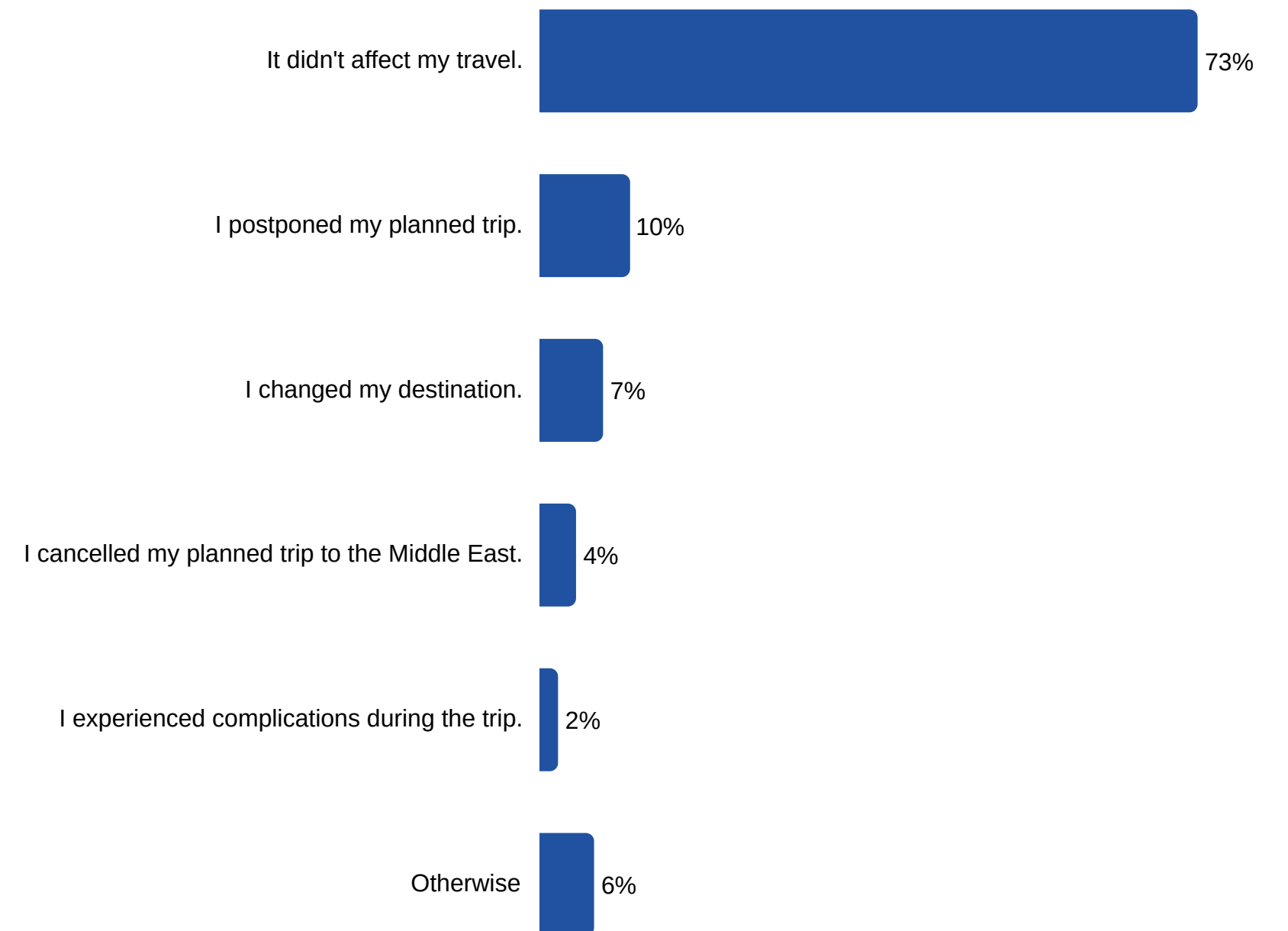


Impact of the situation in the Middle East

For three quarters of Czechs (73%), the situation in the Middle East had no impact on their travel so far.

A tenth of people had to postpone their planned trip due to this situation, and 7% reported having to change their destination.

The impact of the situation in the Middle East on travel



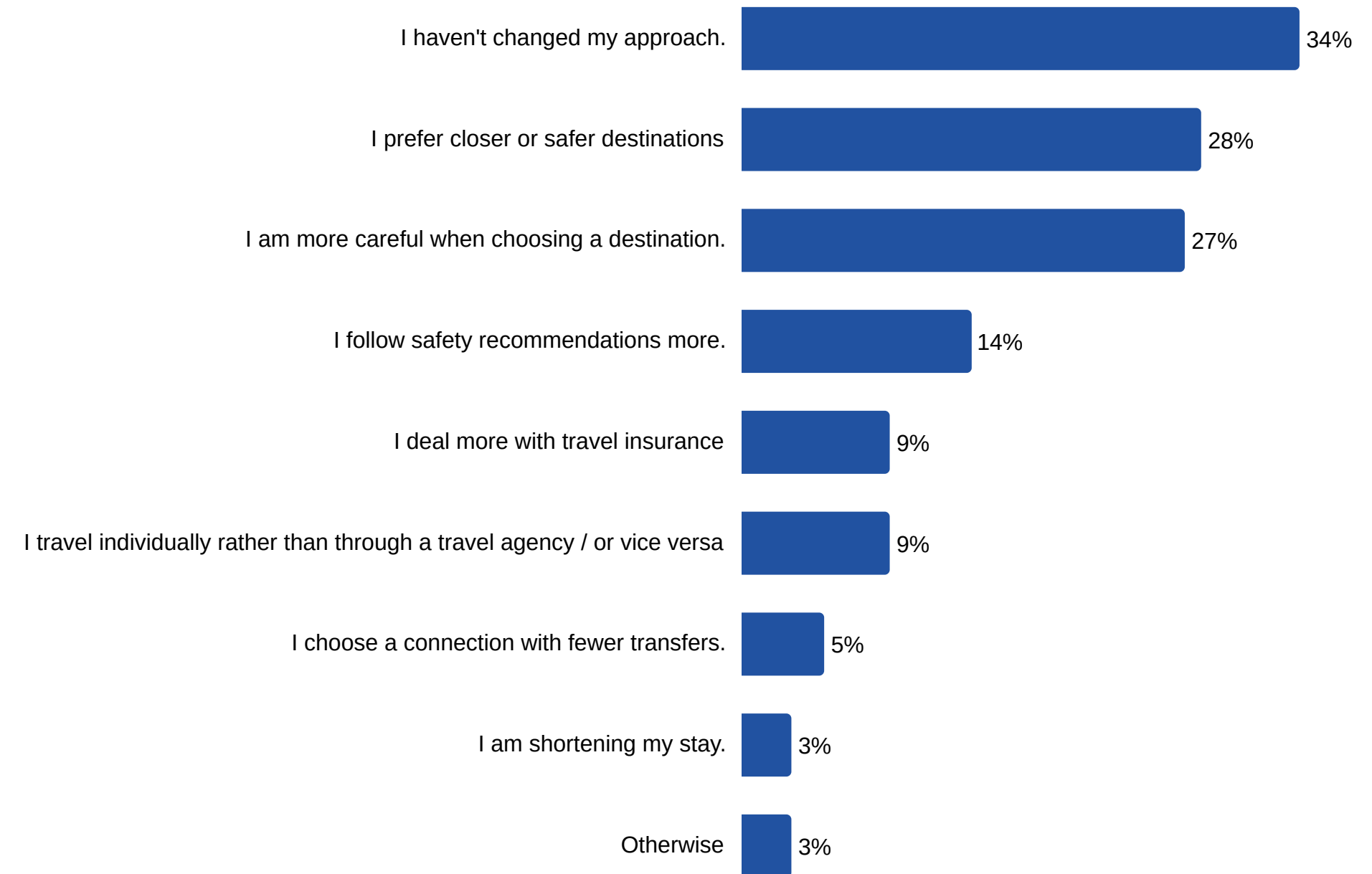
Impact of the situation in the Middle East

Only a third (34%) of Czechs say that they have not changed their approach to planned travel due to the situation in the Middle East. The rest are influenced by the situation in their travel plans.

The 30-39 age group reports a lesser degree of influence on travel plans, where the situation in the Middle East did not affect the planning of 44% of people.

Most often, there was an increase in preferences for closer or safer destinations (28%) or at least an increase in caution when choosing a destination (27%).

The impact of the situation in the Middle East on travel



Thank you for your attention