

Modelling Travel Decisions: Urban Exploration, Cultural Immersion, or Both?

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Abstract:

This paper investigates the characteristics of the choice between cities and culture (or aspects of both) in selecting certain travel destinations. The data consists of 28,700 individuals in 32 European countries. Bivariate probit model estimates show that those with moderately and highly skilled occupations, students, pensioners, women, people living in cities and regions with a high GDP per capita have a higher joint probability of city and cultural trips. The role of skilled occupation and age is more pronounced for exclusively cultural trips, whereas trips that focus solely on a particular city are more popular among younger people. Furthermore, there are large differences in decisions to take a combined city and cultural trip across the countries of residence surveyed, with small western European countries exhibiting the highest probability and those in southern and southeast Europe the lowest.

Keywords: travel decision, city trip, cultural trip, cross-country differences, Eurobarometer, bivariate probit model

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1 Introduction

In 2013, 11.5 per cent of European adults undertook a culturally motivated visit involving at least one overnight stay.¹ During the same year, 10.6 per cent of European adults undertook a trip with the goal of visiting a city (in their country of residence or abroad). The corresponding numbers for visits abroad are 6.0 and 5.3 per cent, respectively. Both city and cultural tourism are two of the industry's fastest growing segments (Richards, 2007; Du Cros and McKercher, 2015). Cities are becoming more and more popular among tourists, whereas destinations in rural areas are stagnating.² The number of visitors to major European museums has increased at a steady rate over the last few years.³ City trips and cultural visits are interrelated (Cellini and Cuccia, 2013; Borowiecki and Castiglione, 2014; Zieba, 2015). In fact, evidence based on the Atlas survey reveals that culture is the most important motivation for city trips (Richards, 2001). Brida, Dalle Nogare, and Scuderi (2015) suggest that cultural sites such as museums not only attract day-trippers, but also those staying overnight in their destination of choice. However, culture is not the only motivation to visit cities (Ashworth and Page, 2011). A significant number of tourists travel to cities because of their excellent shopping opportunities, outstanding restaurants, festivals and other events, and nightlife. Another important aspect is that cities are major centres of business, conventions, conferences, and trade shows. Another of the main drivers of city tourism has been the emergence of low-cost carriers, which have introduced many new connections at reduced rates and new secondary city airports. Further factors include the tendency to take more frequent but shorter holidays, an aging population that has time to travel, flexible working hours that allow for more travel, and the availability of cheap lodging (e.g. Airbnb).

¹ Source: Eurobarometer 2014, weighted by population.

² In the period 2004-2014, for instance, international overnight stays in the 10 major European city tourism destinations (Berlin, Istanbul, Barcelona, Rome, Madrid, Vienna, Amsterdam, Prague, London, and Paris) increased by 5.3 per cent per year (based on unweighted averages drawn from the Tourmis database (www.tourmis.info/)).

³ The number of visitors grows at an average rate of five per cent per year. Data source: Visitor data based on major museums and historical sites in Europe (Château de Versailles, Van Gogh Museum, Museo Nacional Centro de Arte Reina Sofia, Colosseo, Foro Romano e Palatino, Schloss Schönbrunn, Museo Nacional del Prado, Musée du Louvre, British museum, national gallery, Vasamuseet and Galleria degli Uffizi e Corridoio Vasariano). Further data sources: NL and ES – annual report, museum homepage; IT – Ministero dei beni e delle attività culturali e del turismo, Musei, Monumenti e Aree Archeologiche Statali; UK – Department of Culture, Media and Sport, monthly museum and gallery visits; FR – Atout France, Ministère de la Culture et de la Communication; Musées nationaux: entrées par muse; AT – Kulturstatistik.

This paper investigates the characteristics of individuals who cite the desire to visit a particular city, immerse themselves in culture, or both as their motivation for travelling. We use a seemingly unrelated regression (SUR) probit model to estimate jointly the personal correlates of different travel choices. The model enables us to distinguish between the characteristics of individuals who choose city trips (not combined with a cultural motivation), those who prefer travelling to enjoy culture, and those who reported choosing both types of trips in the same period. We focus on the role of demographic and socioeconomic characteristics in shaping travel motivations while also identifying the cross-country differences at hand. We provide separate estimates for total trips and trips abroad. The underlying data originates from the 2014 Flash Eurobarometer on 28,700 individuals in 32 countries.

This paper contributes to the ongoing discussion of the extent to which travel motivations differ across nationalities and sociodemographic characteristics. It presents two main novelties, the first of which relates to the joint modelling of city and cultural trips. Previous studies have often used a single-equation approach to study either the determinants of cultural visits or those of city trips. However, it is likely that decisions to go on a city trip are interrelated to those involving cultural reasons. Other studies have used information from visitor surveys that do not allow for modelling of travel motivations. The second novelty, meanwhile, concerns the use of internationally comparable data for a large set of countries. A common feature of previous studies is that they have been based on small-scale surveys consisting of respondents from a small number of origin countries.

2 The correlates of travel decisions

Previous research has indicated that factors such as age, gender, and education influence motivations to travel. Results from the Atlas Cultural Tourism Project show that cultural tourists can be characterised as having a high educational level and a higher-than-average income than other tourists in the general population (Richards, 2001). Using the Travel Attractions and Motivation Survey for US residents, Kim, Cheng, and O'Leary (2007) find that participation in festivals, musical activities, and similar cultural attractions is significantly higher among women, older people, high-income individuals, and the highly educated. Meanwhile, research on urban tourism

shows that city tourists exhibit a higher-than-average educational level and a higher income. Using data for Hong Kong, for instance, Shoval et al. (2011) show that more than 80 per cent of visitors have a college or university degree, and more than 70 per cent have an annual salary of USD 70,000 or more. Dunne, Flanagan, and Buckley (2011) state that occupational status and education differ significantly between city and non-city tourists. However, Valls, Sureda, and Valls-Tuñon (2014) find that income is not relevant to the selection with regard to city trips.

In summary, previous studies have shown that cultural tourists have above-average incomes and education and are often older (Richards, 2001; McKercher, 2002; Nicolau and Mas, 2005; Eusébio, Carneiro, and Kastenholtz, 2013). Students and pensioners usually have more flexible schedules, which is why they are more likely to go on holidays. The size of one's local residential population can also affect travel decisions. Nicolau and Mas (2005) suggest that people living in densely populated cities exhibit a higher probability to travel. In particular, people living in a capital city may have a higher propensity to select a cultural or city destination because of the excellent travel connections at their disposal. Travel decisions also depend on destination prices and country of origin. Nicolau (2010), however, finds that cultural tourists are relatively price-insensitive (price elasticity: -0.20). In addition to these sociodemographic characteristics, the "push" factors influencing individuals are also important in understanding travel motivations and the related decision-making process (Crompton, 1979). These factors include the intrinsic desires of individuals with regard to escape, rest and relaxation, adventure, and similar pursuits, all of which can differ across nationalities and countries of residence.

Previous studies confirm that nationality is a significant predictor of travel motivations (see Li, 2014 for a meta-analysis). In many cases, nationalities differ in a number of aspects, such as attitudes, perceptions, needs, expectations, beliefs, and norms. Several studies show that travel motivations and expenditures on different leisure activities also differ widely across nationalities and countries of origin (Pizam and Sussmann, 1995; You et al., 2000; Kozak, 2002; Thrane and Farstad, 2012). For instance, Kozak (2002) finds that the relevance of heritage and cultural factors as a reason for travelling is valued much more highly by German tourists than by their British counterparts. Similarly, Kim and Prideaux (2005) find that travel motivations

differ between American, Australian, Japanese, and Chinese tourists. Jönsson and Devonish (2008) suggest that the historical and cultural sites factor differs across nationalities, with Canadian and British tourists having the highest cultural motivation and American and Caribbean tourists the lowest. Among the 14 different travel motivations studied, which range from physical activity to relaxation and pleasure seeking, it is interesting to note that the cross-country differences are largest for cultural pursuits.

Overall, there is a broad consensus in the literature about the direction in which socioeconomic and demographic characteristics influence the probability of selecting a domestic or foreign destination for a cultural visit. However, the question remains as to how jointly relevant these characteristics are for cultural and city trips. Previous studies have mainly investigated the determinants of cultural participation in general rather than focussing on these two types of excursions. Given the strong growth of city and cultural tourism and the high daily expenses of city tourists as compared to other travellers (Pulido-Fernández and Sánchez-Rivero, 2010), new insights into the demographic and socioeconomic characteristics of city and cultural tourists is important for the development of marketing strategies.

3 Data and descriptive results

This paper's data originates from Flash Eurobarometer 392, "Preferences of Europeans towards tourism", which was conducted in early 2014 (European Commission, 2014). It includes information on actual (outbound) travel by destination in 2013 and a wide range of socioeconomic and demographic characteristics. The survey covers the 28 European Union Member States, as well as the Former Yugoslav Republic of Macedonia, Iceland, Israel, Norway, the Republic of Serbia, Turkey, and Montenegro. The sample includes residents aged 15 years and over.

The survey includes information on actual trips involving at least one overnight stay, along with the respective travel motivation(s). The dependent variables are constructed by examining two questions: (1) "What was your main reason for going on holiday in 2013? (One answer allowed)" (2) "What were your secondary reasons? (Up to three answers allowed)". For both questions, the following answers were available: sun/beach, wellness/spa/health treatment, city trips, sport-related activities (scuba

diving, cycling, etc), nature (mountains, lakes, landscapes, etc), culture (religious, culinary, artistic, etc), visiting family/friends/relatives, specific events (sporting events, festivals, clubbing, etc), and other. The two questions thus cover travellers' primary and secondary travel motivations. We combine the answers to the two questions to construct a dummy variable for *city trips* and a dummy variable for *culture*. This information includes both domestic travel and destinations abroad. In addition, a more narrow definition of cultural visits is employed using information derived from two questions: "Which of the following would be your main reason for returning to the same place for a holiday?" and "What about your secondary reasons?" Here, we used the answer "cultural and historical attractions" as a dummy variable.⁴

The survey includes information on occupational status, gender, age, and the size of one's local residential population. The occupational categories are aggregated into nine dummy categories (highly skilled professionals, moderately skilled professionals, civil servants, salesmen and nurses, farmers and self-employed craftspeople, housewives, students, pensioners, and the unemployed). Gender equals 1 for women and 0 for men. Age is a set of dummy categories (25-34, 35-44, 45-54, 55-64, and 65+ years, with 15-24 years as the reference category). The country aspect involves a set of dummy variables indicating country of residence. For population size, we use a set of dummy variables measuring the size of the respondent's local residential population (rural areas (benchmark category) and small, midsize, and large cities). In addition, we include a dummy variable that indicates whether people live in a capital city. Regional real GDP is measured as (current) purchasing power parities for the year 2013.

For the 35 countries, the number of observations is 31,112. The Eurobarometer survey is merged at the regional NUTS 2 or 4 level with information on regional GDP per capita (measured in terms of purchasing power parities). Data on regional GDP per capita for about 294 regions is drawn from Eurostat's New Cronos database. Since there is no information on regional GDP per capita for Israel, Montenegro, and Serbia, these

⁴ We note here that while multiple country analyses should be carefully interpreted to consider language and translation issues (e.g. O'Hagan, 2016), our use of broad definitions of tourist visits is unlikely to suffer from translation problems or misunderstandings. Furthermore, since we use binary versions of the dependent variables, inaccuracies associated with providing answers on a continuous scale are also not relevant here.

countries are excluded from the analysis. The estimation sample includes information on 28,700 individuals from 32 countries.

Table 1 presents a cross table relating city and cultural visits to total trips, along with a cross table for trips abroad. In 2013, 3.6 per cent of European adults undertook both a city trip and a culturally motivated visit with at least one overnight stay. The corresponding figure for combined trips abroad is 2 per cent. Trips motivated exclusively by a particular city or by cultural pursuits occur more frequently than combined city and cultural travel (7.0 and 7.9 per cent, respectively versus 3.6 per cent).

Table 1: Cross table of city trips and cultural visits (percentages)

city trip (domestic or abroad)	cultural trip (domestic or abroad)	
	no	yes
no	81.5	7.9
yes	7.0	3.6
	cultural trip abroad	
	no	yes
city trip abroad		
no	90.8	4.0
yes	3.3	2.0

Notes: Weighted by post-stratification weights.

Source: FLASH EUROBAROMETER 392 "Preferences of Europeans towards tourism".

Table 2 shows the percentage of travellers undertaking city or cultural trips by their country of residence (including domestic and foreign trips). The percentage of cultural visits is highest in western European countries and lowest in southeast Europe. The population percentages that select destinations for city trips and for cultural visits differ widely by country of origin. At the same time, however, there seems to be a positive correlation across countries. The scatter plot shows that city trips and cultural visits are very much connected, with correlations of 0.73 for the broad definition and 0.68 for the narrow definition of cultural trips (see Fig. 1 in the appendix). Table 3 shows that the percentage of people who have undertaken a city or cultural trip is higher for women, those with skilled occupations, students, pensioners, and residents of large cities.

4 Analytical strategy

We use the microeconomic theory of tourism demand to derive the empirical model (Morley, 1992; Eymann and Ronning, 1997; Nicolau and Mas, 2005). The decision to go on holiday is a complex process and consists of several stages. The first involves deciding to take a trip (domestically or abroad), which is followed by the choice of a

destination (Morley, 1992; Nicolau and Mas, 2005). In the final stage, travellers determine a budget and the length of their stay. The decision to travel depends on income, prices, available leisure time, sociodemographic characteristics (age, gender, occupational status), and location-specific factors (size of city of residence).

In this study, city trips are measured in terms of whether or not people have undertaken a city trip with at least one overnight stay, either in their country of residence or abroad. However, decisions to go on cultural visits or city trips are likely to be correlated given that museums, historical sites, and other cultural attractions are concentrated in cities. In order to account for this correlation, we use a seemingly unrelated (SUR) bivariate probit model. The SUR probit model provides estimates that are more efficient, even if the variables on the right-hand side are similar. As a further advantage, it can also calculate various marginal effects of interest – in selecting a cultural trip but not a city trip, for instance, or selecting both types of trips. The extent to which individuals' characteristics differ when selecting a destination for a city trip, a cultural trip, or both is an open question that we address here. For example, occupation, age, and income may play a less important role in choosing a city trip compared to a cultural trip.

The empirical model consists of a probit model in which the propensity to undertake cultural visits is specified as follows:

$$\begin{aligned} \text{culttrips}_i^* &= \alpha_0 + \alpha_1 \text{gender}_i + \sum_{g=1}^5 \alpha_{2g} \text{agecat}_{gi} + \sum_{h=1}^{10} \alpha_{3h} \text{occupation}_{hi} \\ &+ \sum_{j=1}^{31} \alpha_{4j} \text{country}_{4i} + \sum_{k=1}^3 \alpha_{5k} \text{sizepop}_{ki} + \alpha_6 \ln \text{rgdpcap}_r + \varepsilon_{1i} \quad . \end{aligned}$$

Similarly, a probit model expressing the propensity to undertake a city trip is specified as follows:

$$\begin{aligned} \text{citytrips}_i^* &= \beta_0 + \alpha_1 \text{gender}_i + \sum_{g=1}^5 \beta_{2g} \text{agecat}_{gi} + \sum_{h=1}^{10} \beta_{3h} \text{occupation}_{hi} \\ &+ \sum_{j=1}^{31} \beta_{4j} \text{country}_{4i} + \sum_{k=1}^3 \beta_{5k} \text{sizepop}_{ki} + \beta_6 \ln \text{rgdpcap}_j + \varepsilon_{2i} \quad . \end{aligned}$$

The relationship between the latent variables and observed travel decisions is expressed as follows:

$$citytrips_i = \begin{cases} 1 & \text{if } citytrips_i^* > 0 \\ 0 & \text{otherwise} \end{cases}$$

$$culttrips_i = \begin{cases} 1 & \text{if } culttrips_i^* > 0 \\ 0 & \text{otherwise} \end{cases},$$

where i represents the individual and r the region; $culttrips_i^*$ represents the probability of undertaking a trip with at least one overnight stay for cultural reasons in 2013 (based on primary and secondary travel motivations). $citytrips_i^*$ expresses the probability of undertaking a trip with at least one overnight stay due to an interest in a particular city in 2013 (based on primary and secondary travel motivations). City and cultural trips abroad are alternately used as the dependent variable. Alternatively, cultural trips can be defined in terms of whether or not the previous visit was motivated by a preference for cultural and historical attractions (again, based on primary and secondary travel motivations).

The two-equation model is estimated by the SUR probit model:

$$\begin{cases} Y_1^* = X_1\alpha + \varepsilon_1 \\ Y_2^* = X_2\beta + \varepsilon_2 \end{cases}$$

The error terms are assumed to be correlated with the following:

$$\begin{bmatrix} \varepsilon_1 \\ \varepsilon_2 \end{bmatrix} | X \sim N\left(\begin{bmatrix} 0 \\ 0 \end{bmatrix}, \begin{bmatrix} 1 & \rho \\ \rho & 1 \end{bmatrix}\right)$$

If $\rho=0$, the error terms are independent, which means estimating two separate binary probit models is appropriate. The seemingly unrelated probit model makes it possible to test whether the characteristics differ between the two types of holiday motivations.

5 Results

Table 6 in the appendix shows the results of a bivariate probit model in which the determinants of a city trip and a cultural visit are jointly estimated. We find that the correlation coefficient between the error terms of the two equations (0.51) is highly significant and positive. This indicates that the probabilities of a city trip and a cultural visit, with each involving at least one overnight stay, are significantly and positively

related, even when controlling for country of residence, GDP per capita in the region of origin, and a wide range of other demographic and socioeconomic factors.

As expected, the probability of selecting a destination for a cultural visit with at least one overnight stay depends significantly on gender, occupational status, size of the residential population in one's home country, country of residence, and regional GDP per capita. Individuals with highly skilled occupations, pensioners, students, and women are more likely to report cultural factors as the motivation for their choice of destination. The higher probability of cultural visits for women and those with highly skilled occupations is consistent with earlier studies on cultural participation in general (Falk and Katz-Gerro, 2015). People living in urban agglomerations have a higher propensity to select a cultural destination. Age is only significant for the oldest categories.⁵ The probability of selecting a destination for a city trip depends on similar characteristics – with the exception of age, for which no clear pattern can be observed.

Table 2 shows the average marginal effects of the bivariate probit model. We report three out of four possible joint probabilities: (i) marginal effects on the joint probability of undertaking city trips without a cultural motivation (“pure city trips”); (ii) marginal effects of the joint probability of undertaking both city trips and culturally motivated visits (“combined city and cultural trips”); and (iii) marginal effects of the joint probability of undertaking culturally motivated visits, but not city trips, in 2013 (“pure cultural trips”). The results show that the probability of taking both a city and a cultural trip with a minimum of one overnight stay in 2013 was significantly higher for women, those with highly skilled occupations, and people living in cities and regions characterised by a high GDP per capita. The age categories are not significant, indicating that the probability of undertaking both a city trip and a cultural visit is not age-dependent. Specifically, women are one percentage point more likely to undertake a city trip and a cultural visit in a given year. Highly skilled professionals, those in moderately to highly skilled occupations, and civil servants have a joint probability of undertaking a city trip and a cultural visit that is between three and four percentage points higher than the reference group of manual workers.

⁵ The majority of older people are retired, hence the multicollinearity between the oldest age category and the occupational category for pensioners. Excluding the dummy variable for pensioners leads to an increase in the coefficient for the two oldest age categories, as well as in the significance level.

Table 2: Bivariate probit estimates of the determinants of undertaking a city trip and cultural trip in 2013 (marginal effects)

	Probability of choosing							
	a city trip but not a cultural visit		both		a cultural visit but not a city trip			
	Pr(city trip=1,cultural trip=0)	z	Pr(city trip=1,cultural trip=1)	z	Pr(city trip=0,cultural trip=1)	z		
log regional GDP per capita	0.007	1.18	0.014 ***	3.97	0.023 ***	4.14		
women	0.009 ***	4.05	0.010 ***	6.40	0.011 ***	4.01		
highly skilled prof. (ref manual w.)	0.037 ***	4.14	0.037 ***	9.66	0.051 ***	5.18		
medium skilled occupations	0.038 ***	3.65	0.034 ***	7.23	0.041 ***	3.73		
civil servants	0.027 ***	3.04	0.034 ***	7.77	0.055 ***	5.24		
salesmen, nurses	0.021 ***	2.84	0.018 ***	4.89	0.019 **	2.52		
farmers, craftsmen	-0.001	-0.08	-0.006	-1.23	-0.012	-1.49		
housewife	0.006	0.68	-0.005	-1.03	-0.017 **	-2.43		
students	0.021 *	1.94	0.027 ***	4.94	0.044 ***	3.56		
retired	0.024 ***	3.30	0.013 ***	3.19	0.003	0.42		
unemployed	-0.016 **	-2.33	-0.015 ***	-3.36	-0.015 **	-2.10		
small or medium sized city (ref rural)	0.013 ***	3.60	0.010 ***	6.10	0.010 ***	2.70		
large city	0.021 ***	4.98	0.019 ***	8.47	0.022 ***	5.15		
capital city	0.007	1.60	0.003	1.09	-0.002	-0.48		
age cat. 25-34 (ref cat. 15-24)	-0.006	-0.82	-0.001	-0.14	0.006	0.68		
age cat. 35-44	-0.012 *	-1.71	-0.004	-1.03	0.004	0.50		
age cat. 45-54	-0.014 ***	-2.08	-0.001	-0.21	0.016 *	1.79		
age cat. 55-64	-0.019 ***	-2.75	0.005	1.26	0.039 ***	3.76		
age cat. 65+	-0.037 ***	-5.36	-0.008 *	-1.83	0.029 ***	2.83		
AT (ref cat. DE)	0.023 ***	3.33	0.027 ***	8.98	0.040 ***	4.44		
BE	-0.001	-0.14	0.008 **	2.48	0.022 **	2.41		
BG	-0.056 ***	-14.73	-0.070 ***	-10.03	-0.049 ***	-9.23		
CY	-0.001	-0.06	-0.025 ***	-5.63	-0.045 ***	-8.21		
CZ	-0.008	-0.90	-0.022 ***	-6.09	-0.036 ***	-5.59		
DK	0.005	0.54	0.013 ***	4.64	0.027 ***	2.98		
EE	-0.029 ***	-4.05	-0.015 *	-1.64	0.006	0.40		
ES	-0.020 ***	-3.76	-0.017 ***	-6.02	-0.014 ***	-2.57		
FI	0.011	1.06	-0.009 ***	-2.00	-0.029 ***	-7.04		
FR	0.015 *	1.77	-0.008 **	-2.26	-0.031 ***	-6.34		
GB	-0.025 ***	-5.02	-0.022 ***	-4.84	-0.018 **	-2.25		
GR	-0.031 ***	-5.71	-0.057 ***	-10.01	-0.062 ***	-15.60		
HR	0.001	0.08	-0.020 ***	-4.00	-0.040 ***	-8.64		
HU	-0.004	-0.41	-0.032 ***	-6.66	-0.053 ***	-11.42		
IE	0.001	0.10	-0.008	-1.43	-0.019 **	-2.02		
IS	-0.027 ***	-5.97	-0.041 ***	-11.92	-0.046 ***	-14.23		
IT	0.011	1.13	-0.004	-0.91	-0.020 ***	-3.20		
LT	-0.015 **	-2.04	-0.029 ***	-6.55	-0.041 ***	-9.10		
LU	0.011	1.52	0.002	0.68	-0.007	-1.15		
LV	-0.020 **	-2.45	-0.033 ***	-6.08	-0.042 ***	-8.45		
MK	-0.014	-1.11	-0.018 **	-2.17	-0.022	-1.62		
MT	-0.016 ***	-3.64	-0.005 *	-1.81	0.011 *	1.74		
NL	0.024 *	1.87	0.021 ***	3.97	0.023 **	2.59		
NO	0.028 *	1.85	0.009 ***	3.13	-0.008	-0.62		
PL	0.039 ***	3.54	-0.019 ***	-4.68	-0.058 ***	-14.64		
PT	-0.049 ***	-10.58	-0.050 ***	-7.17	-0.032 ***	-5.37		
RO	-0.025 ***	-3.35	-0.048 ***	-8.47	-0.058 ***	-14.06		
SE	-0.003	-0.61	-0.005	-1.44	-0.007	-0.92		
SI	0.055 ***	4.53	0.000	-0.02	-0.041 ***	-8.57		
SK	-0.033 ***	-8.14	-0.036 ***	-8.86	-0.033 ***	-4.74		
TR	-0.044 ***	-7.53	-0.059 ***	-9.22	-0.054 ***	-11.03		

Notes: ***, **, * denote statistical significance at the 1, 5, and 10 percent level. Standard errors are cluster adjusted at regions (N=297). The number of observations is 28,688. The correlation of the error terms of the city trip and cultural trip equation is 0.50 and significant at the 1% level.

Table 3: Bivariate probit estimates of the determinants of undertaking a city trip and cultural trip abroad in 2013 (marginal effects)

	Probability of choosing							
	a city trip		ut not a cultural visit		both		a cultural visit but not a city trip	
	Pr(city trip=1,cultural trip=0)	Pr(city trip=1,cultural trip=1)	Pr(city trip=1,cultural trip=1)	Pr(city trip=1,cultural trip=1)	Pr(city trip=0,cultural trip=1)	Pr(city trip=0,cultural trip=1)	Pr(city trip=0,cultural trip=1)	Pr(city trip=0,cultural trip=1)
	dy/dx	z	dy/dx	z	dy/dx	z	dy/dx	z
log regional GDP per capita	0.000		-0.09	0.004 *	1.81	0.011 ***		2.57
women	0.005 ***		3.00	0.005 ***	4.27	0.006 ***		2.65
highly skilled prof. (ref manual w.)	0.022 ***		3.74	0.021 ***	7.84	0.030 ***		4.40
medium skilled occupations	0.020 ***		2.79	0.018 ***	5.25	0.023 ***		3.19
civil servants	0.018 ***		2.73	0.016 ***	5.28	0.020 ***		3.12
salesmen, nurses	0.010 **		2.35	0.009 ***	3.81	0.010 **		2.02
farmers, craftsmen	-0.003		-0.44	-0.003	-0.81	-0.003		-0.53
housewife	0.006		1.11	-0.001	-0.36	-0.009 *		-1.90
students	0.012		1.64	0.012 ***	3.07	0.017 *		1.87
retired	0.012 **		2.47	0.006 *	1.90	-0.001		-0.20
unemployed	-0.004		-0.74	-0.006 *	-1.74	-0.009 ***		-1.97
small or medium sized city (ref rural)	0.007 ***		3.31	0.006 ***	4.81	0.005 *		1.87
large city	0.010 ***		3.69	0.010 ***	6.37	0.011 ***		3.94
capital city	0.007 ***		2.68	0.003 **	2.55	-0.001		-0.24
age cat. 25-34 (ref cat. 15-24)	-0.005		-1.28	-0.002	-0.51	0.003		0.52
age cat. 35-44	-0.009 **		-2.30	-0.005 *	-1.74	0.000		-0.05
age cat. 45-54	-0.010 ***		-2.59	-0.004	-1.31	0.004		0.66
age cat. 55-64	-0.012 ***		-3.34	-0.001	-0.32	0.017 **		2.35
age cat. 65+	-0.023 ***		-6.04	-0.009 ***	-2.67	0.013 *		1.79
AT (ref cat. DE)	0.019 ***		3.80	0.011 ***	4.17	0.005		0.81
BE	0.021 ***		3.14	0.019 ***	6.20	0.026 ***		2.79
BG	-0.030 ***		-16.75	-0.057 ***	-6.50	-0.034 ***		-10.03
CY	0.014		1.30	-0.006	-1.43	-0.023 ***		-5.15
CZ	0.004		0.88	-0.010 ***	-4.15	-0.022 ***		-6.32
DK	0.018 ***		2.98	0.014 ***	5.87	0.016 **		2.36
EE	-0.013 ***		-3.31	-0.011 **	-2.46	-0.005		-0.75
ES	-0.012 ***		-3.65	-0.019 ***	-6.85	-0.023 ***		-6.45
FI	0.014 **		2.31	-0.003	-1.03	-0.019 ***		-5.54
FR	0.008		1.61	-0.010 ***	-3.07	-0.025 ***		-7.46
GB	-0.008 **		-2.05	-0.011 ***	-2.63	-0.013 **		-2.05
GR	-0.026 ***		-15.05	-0.052 ***	-13.30	-0.037 ***		-16.24
HR	-0.018 ***		-3.22	-0.038 ***	-5.55	-0.034 ***		-15.23
HU	-0.010 **		-2.03	-0.026 ***	-6.25	-0.032 ***		-11.48
IE	0.011		1.28	0.004	0.90	-0.004		-0.59
IS	-0.007 *		-1.89	-0.011 ***	-4.40	-0.015 ***		-3.90
IT	-0.014 ***		-3.25	-0.024 ***	-5.72	-0.027 ***		-6.98
LT	-0.002		-0.37	-0.011 ***	-3.41	-0.020 ***		-4.65
LU	0.049 ***		5.71	0.026 ***	8.76	0.018 **		2.12
LV	-0.005		-0.75	-0.013 ***	-2.89	-0.019 ***		-3.84
MK	0.000		0.00	-0.004	-0.79	-0.009		-1.03
MT	-0.002		-0.51	0.005 **	2.10	0.016 **		2.18
NL	0.031 ***		3.35	0.022 ***	5.41	0.025 **		2.24
NO	0.033 ***		2.85	0.012 ***	4.29	-0.003		-0.31
PL	0.014 *		1.84	-0.016 ***	-4.40	-0.035 ***		-13.31
PT	-0.022 ***		-7.43	-0.027 ***	-7.83	-0.020 ***		-4.81
RO	-0.010 *		-1.73	-0.026 ***	-4.91	-0.032 ***		-10.61
SE	0.009 **		2.09	0.004	1.43	-0.001		-0.09
SI	0.057 ***		5.18	0.012 ***	3.30	-0.018 ***		-4.21
SK	-0.007 *		-1.83	-0.011 ***	-3.46	-0.013 **		-2.31
TR	-0.024 ***		-8.22	-0.045 ***	-8.60	-0.034 ***		-13.92

Notes: ***, **, * denote statistical significance at the 1, 5, and 10 percent level. Standard errors are cluster adjusted at regions (N=297). The number of observations is 28,688. The correlation of the error terms of the city trip and cultural trip equation is 0.71 and significant at the 1% level.

Students and those in moderately skilled occupations (such as salespersons and nurses) follow with a 2.7 and 1.8 percentage points higher probability, respectively. Pensioners also have a significantly higher joint probability of undertaking a city and cultural trip, while unemployed people have a lower joint probability. The average income in a given region also plays a sizable role: Those living in regions with a 50 per cent higher GDP per capita than those of the average ones are 0.7 percentage points more likely to undertake both a city trip and a cultural visit. However, the magnitude of this effect is small when compared to the other determinants.

Local population size has a large effect on combined city and cultural trips. People living in a large city are two percentage points more likely to decide on a pure city trip or a combined trip than those living in a rural area or village. People living in a capital city do not exhibit a higher probability of taking city and cultural trips than those living in other cities.

Interestingly, the marginal effects of gender do not differ much between the three different types of holiday motivations. The strength of the marginal effects of the different occupational categories, meanwhile, is similar for pure city trips and for combined city and cultural trips. However, there are large differences in the marginal effects of age and occupational status on the probability of purely cultural visits. Specifically, the effects of occupational status and regional GDP per capita are highest for this type of travel motivation. Furthermore, the probability of cultural holidays not combined with city trips rises significantly with age. By the same token, the probability of undertaking a city trip without related cultural activities in the same period significantly decreases with age. The marginal effects, however, are relatively small except for the oldest age category.

The country dummy variables show large and significant differences in the probability of both city and cultural trips across countries even after controlling for individual factors and regional GDP per capita. We find that the joint probability of undertaking both city and cultural trips in the same period is the highest for people living in Austria, Denmark, and the Netherlands – between one and two percentage points higher than for those living in the benchmark country, Germany. The lowest participation in city trips and culturally motivated holidays can be observed for people living in Turkey, Bulgaria, Romania, Greece, and Portugal. One possible reason for this

finding is that these countries are located on the periphery of Europe. The difference between the countries with the highest and lowest probability is about nine percentage points. The large variation in city and culturally motivated trips can also be observed for pure city trips and purely culturally motivated trips.

In order to test whether the correlates of individuals' probability of choosing cultural and city trips differ between domestic and foreign travel, we provide separate estimates for the latter case. Table 3 shows the corresponding marginal effects for three different combinations of city and cultural trips abroad. The results again show that the probability of choosing a combined city and cultural trip abroad with a minimum one overnight stay in 2013 depended significantly on gender, occupational status, size of the local population in one's home country, and country of origin. Unreported results show that the correlation coefficient between the error terms (0.70) is highly significant and higher than for total trips (including domestic travel).

The probability of pure city trips abroad decreases with age, while the probability of purely cultural visits increases with age. Unlike for trips that include domestic destinations, living in a capital city is associated with a higher probability of travelling to cities abroad and taking combined city and cultural trips abroad in the same period. Again, there is a strong variation in combined city and cultural visits by country of residence, with western and northern European countries (Luxembourg, the Netherlands, Belgium, Denmark, Norway, Austria) showing the highest probability, and southern and southeast European countries the lowest (Bulgaria, Greece, Turkey). One interesting result is that occupational status and regional GDP have the greatest effect on cultural trips not combined with city trips.

In summary, the probability of taking city and cultural trips depends mainly on occupational status, the size of the local population in one's home country, and country of residence, and depends partly on regional income. Gender plays a minor role, but there is no clear age pattern. This holds true for both domestic and foreign visits, as well as for exclusively foreign visits. We conduct a number of robustness checks, starting with a multilevel bivariate probit model estimated by simulated ML. The advantage of the multilevel model is that it allows for individual unobserved parameter heterogeneity across regions through the estimation of random effects. Estimates of the random effects (by NUTS region) bivariate probit model confirm that occupation, gender, size of

residential population, and country of residence are significant predictors of the choice between a city destination and a cultural trip. Second, we employ a more narrow definition of cultural trips by using information on whether respondents have been mainly motivated by cultural and historical attractions in their past vacations. Unreported results show that the size and direction of these characteristics are not sensitive to the definition of cultural visits. Third, we estimate the bivariate probit model for previous survey years and find that the results are robust to the survey year chosen. Fourth, we estimate a multivariate probit model that includes a third equation taking into account other travel motivations (sun/beach, wellness/spa/health treatment, sport-related activities, nature, visiting family/friends/relatives, and specific events). These additional motivations notwithstanding, unreported results show that the sign and significance of the characteristics of cultural and city trips are similar.

6 Discussion and conclusion

This paper investigates the characteristics of individuals who travel to visit a city, to enjoy a location's cultural offerings, or a combination of both. We employ a bivariate probit model to estimate the joint probability of both city and cultural trips and distinguish between total trips and trips abroad. We find that individuals' probability of travelling in order to explore a particular city has a significant and positive correlation with their likelihood of travelling for cultural reasons. Furthermore, both these choices depend significantly on socioeconomic and demographic characteristics, including the size of the local population in one's place of residence, regional GDP per capita, and country of residence. Respondents in skilled occupations, women, and city dwellers are more likely to select a combined city and cultural vacation. In addition, there are remarkable cross-country differences in the probability of undertaking city trips and cultural visits, with the highest levels recorded in small and wealthy western European countries (Austria, Belgium, Denmark, Luxembourg, the Netherlands, and Norway) and the lowest in southern and southeast European countries (Bulgaria, Greece, Portugal, Romania, and Turkey).

In contrast, the role of age differs in the probability of pure city trips, purely cultural visits, and both, with pure city trips decreasing with age and purely cultural trips becoming more frequent. Interestingly, the relevance of skilled occupations and

regional income is much more pronounced for purely cultural visits. It is also noteworthy that the effect of sociodemographic characteristics does not differ much between total trips and trips abroad. The exceptions include living in a capital city, which increases the probability of travelling abroad. Overall, it seems that city and cultural trips are driven by the same factors except for age, regional income, and occupations that are more skilled. The role of these factors is more prominent for purely cultural visits. Therefore, different promotional strategies are needed to attract city tourists and cultural tourists.

This paper's empirical findings could prove useful to destination marketing organisations (DMOs) in their attempts to identify and develop prioritised market segments. Several European cities have ambitious plans for attracting tourists, many of which include target growth of five per cent or more in the number of arrivals. Cities are also increasingly competing with other destinations for tourists. Another main objective for cities is to encourage tourists to increase their expenditures while on holiday. For this purpose, cities often have a large and growing marketing budget mainly financed by a tourism tax. The design of a tourism marketing campaign depends on the type of attractions and cultural offerings at hand. Cities with plenty of cultural attractions and heritage (theatres, museums, art galleries) or cultural events (festivals, exhibitions) might consider a cultural tourism strategy (see Visit London, for instance). These kinds of marketing campaigns yield the best results when they target women and highly educated individuals of both genders who live in affluent regions and densely populated areas. Markets suitable for tourism advertising campaigns could include small European countries with an higher-than-average GDP per capita, where the propensity to engage in cultural travel is significantly above the norm. Cities that lack a broad variety of cultural offerings but do boast a vibrant nightlife, restaurants, and shopping areas may benefit from targeting younger people (particularly women) – preferably those in highly skilled occupations from urban areas, and definitely those living in regions characterised by a higher-than-average GDP. In general, marketing campaigns need to focus on attracting visitors in the low season in order to avoid strong increases in hotel and flight prices. Marketing campaigns directed exclusively at cultural tourists could have the best effects by targeting older and highly educated people from wealthy regions.

This paper offers several ideas for future work. The empirical approach used herein could be generalised by studying other motivations behind travel-related decisions. For example, one interesting area of future work could involve comparing the characteristics of travel motivations such as specific events (sporting events, festivals, clubbing) or beach and sun destinations. This could be estimated by a multivariate probit model that extends the bivariate probit model. Furthermore, one can distinguish between primary and secondary holiday motivations and between domestic and foreign travel. Another idea would be to estimate a nested logit model that allows for the simultaneous modelling of destination choices and different travel motivations.

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Appendix

Table 4: Percentages of individuals who have undertaken a city trip or cultural visit by country of residence

	percentage of population going on a		
	city trip	cultural trip	cultural visit (narrow def)
AT	19.8	25.3	14.8
BE	13.2	18.6	9.1
BG	1.9	3.9	2.0
CY	10.5	7.6	3.2
CZ	9.2	8.6	4.8
DE	13.3	16.9	8.2
DK	16.5	21.9	13.6
EE	8.8	15.8	10.1
ES	8.7	11.9	6.4
FI	15.3	12.6	8.1
FR	14.2	12.6	6.2
GB	8.4	13.4	7.9
GR	6.2	3.8	1.0
HR	10.4	7.6	5.6
HU	9.7	5.4	3.7
IE	14.5	11.7	7.2
IL	8.1	10.3	4.4
IS	11.5	9.2	5.2
IT	14.0	13.9	7.1
LT	10.4	8.7	4.0
LU	20.7	23.6	14.3
LV	8.1	6.1	3.8
ME	3.2	10.6	6.3
MK	7.8	8.7	5.6
MT	8.9	16.0	11.4
NL	18.4	25.9	13.9
NO	18.7	18.2	6.9
PL	13.8	5.4	2.7
PT	3.4	8.3	5.0
RO	6.2	3.6	1.9
RS	8.2	10.0	5.3
SE	13.5	15.5	10.6
SI	19.0	10.7	6.8
SK	6.1	7.9	3.6
TR	3.0	3.1	1.4

Notes: Weighted by post-stratification weights.

Source: FLASH EUROBAROMETER 392 “Preferences of Europeans towards tourism”.

Table 5: Percentages of individuals who have undertaken a city trip or cultural visit by socioeconomic and demographic characteristics

	percentage of population going on a		
	city trip	cultural trip	cultural visit (narrow def)
		age	
15 – 24	14.1	12.3	6.8
25 – 34	12.3	11.7	6.5
35 – 44	10.9	11.5	5.5
45 – 54	12.0	13.5	7.3
55 – 64	12.7	15.4	8.2
65 years and	9.6	12.0	6.4
		size of residential population	
Rural area or village	9.6	11.0	5.8
Small or middle or sized town	12.1	12.6	6.5
Large town	13.9	14.7	8.2
		capital city	
no capital city	11.3	12.4	6.5
capital city	14.2	14.1	8.4
		real GDP per capita	
Y < €16600	7.7	4.5	2.4
€16600 <= X < €23700	10.3	11.3	6.1
€23600 <= X < €29300	11.5	13.0	7.0
Y >= €29300	14.8	17.0	8.9
		gender	
Male	11.1	12.0	6.1
Female	12.4	13.3	7.3
		occupation	
farmer, forester, fisherman (self-employed)	3.3	4.2	3.4
owner of shop, craftsman (self-employed)	5.9	7.9	3.6
professional (self-employed lawyer, medical practitioner, accountant, architect)	13.3	15.9	8.1
manager of a company (self-employed)	8.4	10.5	7.1
other (self-employed)	10.6	14.7	8.6
professional employed doctor, lawyer, accountant, architect)	17.5	17.2	10.2
general management, director or top management)	14.7	21.0	9.6
middle management	18.0	19.8	10.6
civil servant	15.8	17.8	10.2
office clerk	16.6	17.2	10.1
other employee (salesman, nurse, ...)	12.8	13.5	6.7
other (employee)	6.3	15.8	7.2
supervisor\ foreman (team manager, ...)	11.4	5.0	2.0
manual worker	7.8	7.3	3.4
unskilled manual worker	6.6	4.6	2.6
other (manual worker)	3.7	19.3	2.9
looking after the home	7.3	7.3	4.1
student (full time)	15.7	14.8	8.0
retired	10.9	12.5	6.6
seeking a job	5.3	5.7	2.2
other (without a professional activity)	6.1	7.7	4.2

Notes: Weighted by population size weights (including post-stratification). Sample refers to EU28+IS+NO excluding TR, MK, ME, RS and IL.

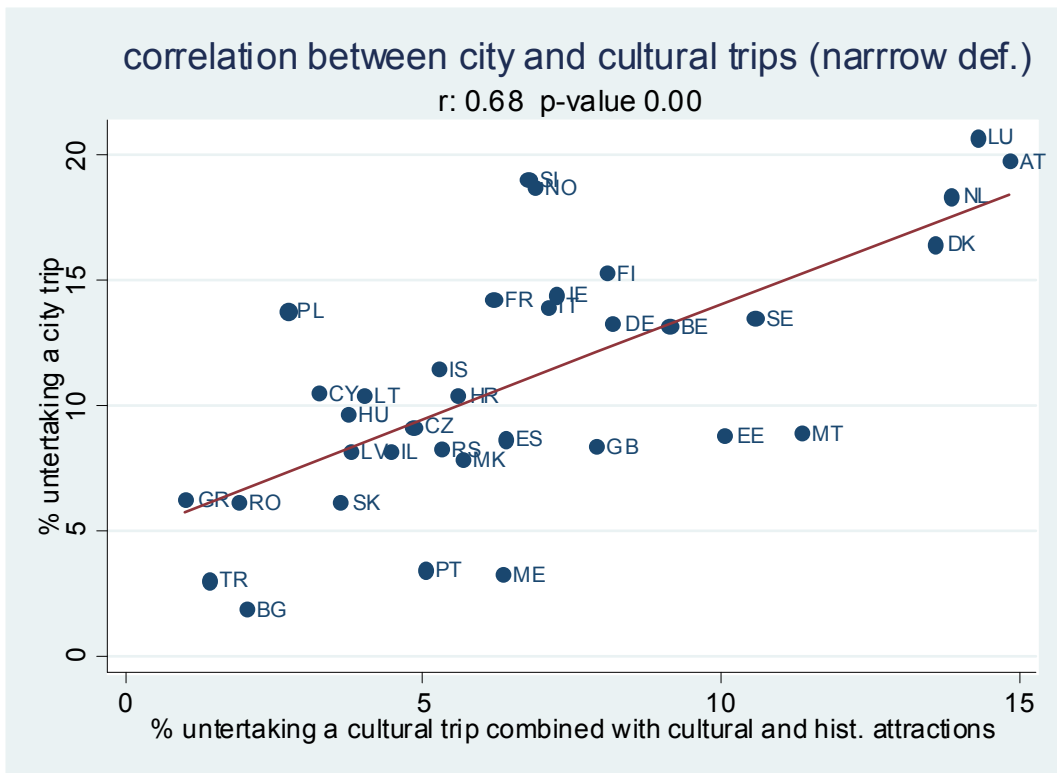
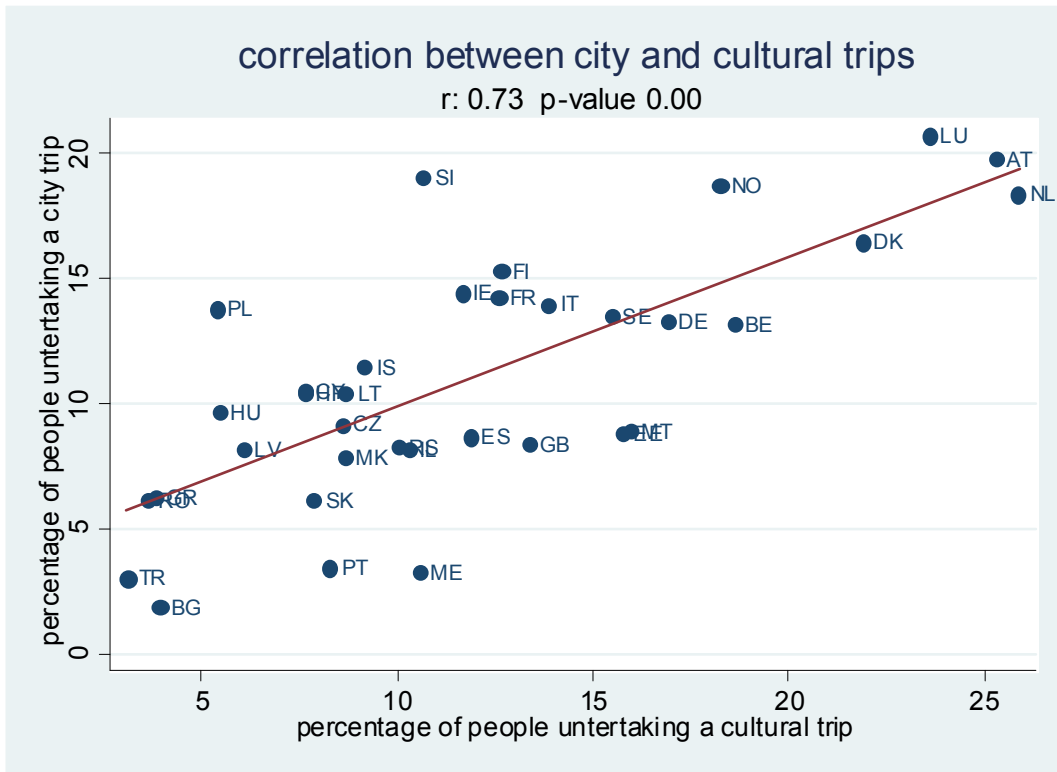
Source: FLASH EUROBAROMETER 392 “Preferences of Europeans towards tourism”.

Table 6: Bivariate probit estimates of the determinants of undertaking a city trip and cultural trip in 2013

	Probability of a city trip		Probability of a cultural trip	
	coeff.	z	coeff.	z
log regional GDP per capita	0.11 **	2.22	0.19 ***	4.65
women	0.10 ***	5.41	0.11 ***	5.14
highly skilled prof. (ref manual w.)	0.40 ***	7.43	0.43 ***	8.46
medium skilled occupations	0.38 ***	6.01	0.37 ***	6.02
civil servants	0.34 ***	5.64	0.43 ***	7.64
salesmen, nurses	0.21 ***	4.07	0.19 ***	3.83
farmers, craftsmen	-0.03	-0.45	-0.10	-1.55
housewife	0.01	0.12	-0.13 **	-2.02
students	0.26 ***	3.50	0.34 ***	4.96
retired	0.20 ***	3.65	0.08	1.51
unemployed	-0.18 ***	-2.68	-0.16 ***	-2.65
small or medium sized city (ref rural)	0.13 ***	4.89	0.10 ***	4.24
large city	0.22 ***	6.99	0.21 ***	7.17
capital city	0.05	1.54	0.00	0.07
age cat. 25-34 (ref cat. 15-24)	-0.04	-0.65	0.03	0.51
age cat. 35-44	-0.10	-1.57	0.00	0.07
age cat. 45-54	-0.09	-1.52	0.08	1.40
age cat. 55-64	-0.09	-1.45	0.22 ***	3.74
age cat. 65+	-0.29 ***	-4.17	0.12 *	1.84
AT (ref cat. DE)	0.27 ***	6.45	0.33 ***	7.04
BE	0.04	0.70	0.15 ***	3.01
BG	-0.92 ***	-7.57	-0.64 ***	-8.29
CY	-0.11	-1.25	-0.46 ***	-6.95
CZ	-0.15 **	-2.10	-0.35 ***	-5.50
DK	0.10	1.63	0.20 ***	4.72
EE	-0.28 ***	-2.68	-0.03	-0.25
ES	-0.22 ***	-4.32	-0.16 ***	-3.84
FI	0.02	0.23	-0.24 ***	-5.28
FR	0.05	0.84	-0.24 ***	-5.18
GB	-0.28 ***	-4.99	-0.21 ***	-2.91
GR	-0.47 ***	-6.68	-0.82 ***	-9.14
HR	-0.09	-0.87	-0.39 ***	-7.61
HU	-0.16 **	-2.18	-0.59 ***	-7.88
IE	-0.03	-0.39	-0.16 *	-1.90
IS	-0.38 ***	-6.98	-0.54 ***	-12.13
IT	0.04	0.58	-0.14 **	-2.53
LT	-0.23 ***	-3.28	-0.44 ***	-7.68
LU	0.07	1.41	-0.03	-0.61
LV	-0.28 ***	-3.31	-0.46 ***	-7.17
MK	-0.18	-1.47	-0.22 *	-1.79
MT	-0.13 ***	-3.15	0.04	1.01
NL	0.24 ***	2.85	0.22 ***	4.16
NO	0.19 ***	2.60	0.00	-0.03
PL	0.13 **	2.10	-0.58 **	-8.80
PT	-0.70 ***	-6.46	-0.41 ***	-6.06
RO	-0.38 ***	-4.46	-0.72 ***	-9.36
SE	-0.04	-0.98	-0.06	-1.12
SI	0.26 ***	4.11	-0.29 ***	-4.71
SK	-0.42 ***	-8.44	-0.37 ***	-5.12
TR	-0.64 ***	-6.09	-0.69 ***	-8.51
constant	-2.56 ***	-4.68	-3.36 ***	-7.38

Notes: Sample refers to EU28+IS+NO excluding TR, MK, ME, RS and IL.

Figure 1: Relation between city and cultural trips in 2013



Source: FLASH EUROBAROMETER 392 "Preferences of Europeans towards tourism. January 2014".