

Press release

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What are Americans' top European summer destinations?

Allianz Worldwide Partners analyzed the number of travelers booked to European Destinations during Summer 2016 compared to Summer 2015

American travelers visiting Europe this summer are avoiding cities affected by acts of terror and are rerouting vacation plans to destinations recently left unscathed.

Allianz Worldwide Partners reviewed the travel plans of more than 500,000 Americans during the summer vacation season from the 30th of May to the 5th of September, and found the number of travelers booked to visit Istanbul is down by 43.7 percent in 2016 compared to the same period last year, while the number of travellers visiting Brussels is down 30.4 percent. Neighbouring Germany saw travelers from the U.S. to Frankfurt down by 22.9 percent. Paris, meanwhile, was more resilient with a 0.6 percent increase in summer visitors from the U.S., helping it maintain its spot as the second-most visited city in Europe by American travelers behind London.

While some major cities saw a significant decrease in U.S. travelers visiting during the upcoming summer, Europe as a whole recorded an overall 9.3 percent increase to 515,676 travelers in 2016 compared to 471,823 in 2015.

The cities that benefited most from the redistribution of American travelers in Europe include: Dublin and Shannon, in Ireland, increased by 42.8 and 46.5 percent respectively; Athens, Greece, increased by 42.7 percent; Lisbon, Portugal, increased by 42.3 percent, and Amsterdam, Netherlands, increased by 34.5 percent.

“What we’re seeing is that Americans are still bullish on Europe, and travel to the continent is going to be resilient as tourists seek safety in traditionally popular destinations like London and Rome, as well as increasingly popular cities like Dublin, Amsterdam and Lisbon,” said Vincent Luna, Head of Global Market Management Travel at Allianz Worldwide Partners. “We’re pleased to see that summer travel to Europe will still be strong despite recent acts of terror on European soil.”

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Methodology: The data of travellers' bookings from the U.S. to top European airports purchased from January to April in 2015 and 2016, for travel dates between from the 30th of May to the 5th of September, including airfare and package paths for partners offering Allianz Worldwide Partners travel insurance in the booking path for the entirety of both purchase periods. The data was obtained from bookings made on

six U.S. airlines and one large online travel agency. Below is a top 20 snapshot of the flight bookings to Europe's top airports.

Name	2015 Travelers	2016 Travelers	% Change	2015 Rank	2016 Rank	Rank Change
London, United Kingdom	69,327	74,057	6.8%	1	1	0
Paris, France	50,016	50,301	0.6%	2	2	0
Rome, Italy	40,402	46,437	14.9%	3	3	0
Dublin, Ireland	21,627	30,880	42.8%	4	4	0
Barcelona, Spain	20,851	25,551	22.5%	5	5	0
Frankfurt, Germany	20,439	15,766	-22.9%	6	9	-3
Madrid, Spain	17,814	18,356	3.0%	7	7	0
Milan, Italy	15,600	14,626	-6.2%	8	10	-2
Athens, Greece	15,166	21,649	42.7%	9	6	3
Amsterdam, Netherlands	12,667	17,041	34.5%	10	8	2
Venice, Italy	12,525	14,779	18.0%	11	11	0
Edinburgh, Scotland	11,746	10,376	-11.7%	12	13	-1
Munich, Germany	10,139	10,797	6.5%	13	14	-1
Zurich, Switzerland	9,239	11,416	23.6%	14	12	2
Copenhagen, Denmark	8,849	8,363	-5.5%	15	16	-1
Istanbul, Turkey	7,106	4,001	-43.7%	16	29	-13
Shannon, Ireland	6,148	9,007	46.5%	17	15	2
Lisbon, Portugal	5,893	8,384	42.3%	18	17	1
Berlin, Germany	5,890	5,418	-8.0%	9	19	-10
Brussels, Belgium	5,829	4,055	-30.4%	10	26	-16

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*for 2015, excluding Global Automotive

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