



Holiday euro: Summer 2026

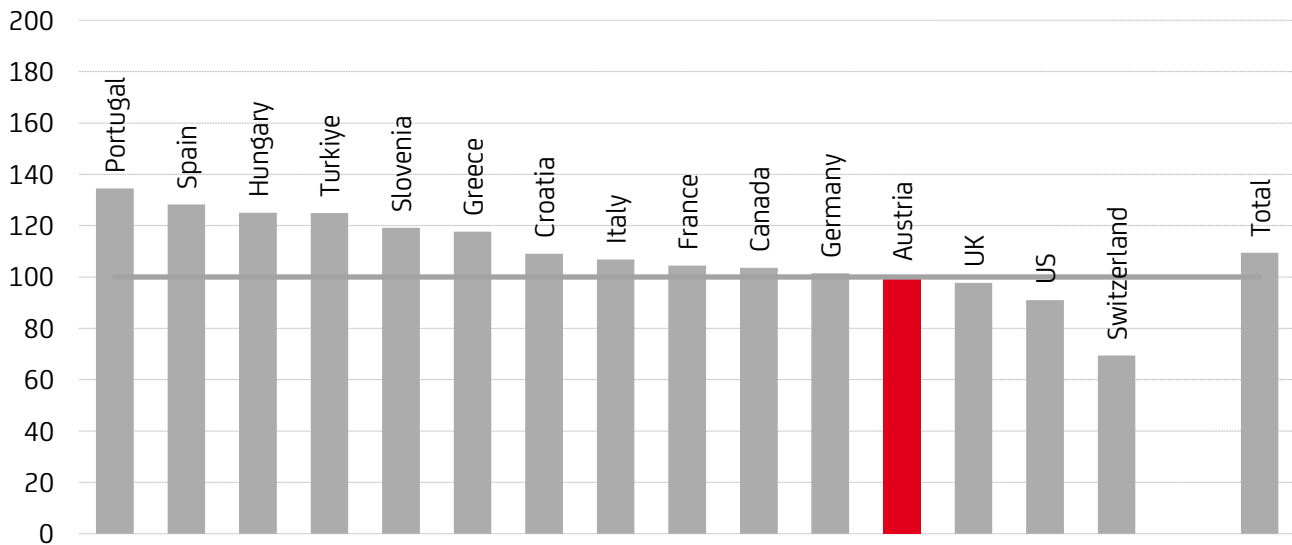
June 2026

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 **Bank Austria**
Member of  UniCredit

Overview

On holiday, EUR 100 are worth



Sources: UniCredit Bank Austria (own estimates), OECD, Eurostat, IMF, Statistik Austria, June 2026

IN THE SUMMER OF 2025, THE HOLIDAY EURO ABROAD WILL BE WORTH AROUND 8 PERCENT MORE THAN AT HOME¹

- Measured by purchasing power in Germany, you can get goods and services worth 108 euros for 100 euros abroad on holiday. The values were weighted with the popularity of Austrians' foreign destinations.
- Among the most popular holiday destinations, holidaymakers will receive the most in Hungary in the summer of 2025, around 50 percent more than in Austria. In Portugal and Spain, too, the value of the holiday euro is significantly higher than in Austria at around 30 percent.
- In Greece and Slovenia, you get around 20 percent more than in Austria. You can get around 10 percent more in Croatia and Italy. Holidaymakers receive similar amounts to Austria in Germany, France and Turkey, where they lost around 20 percent of their value.
- Compared to the summer of 2024, the relative value of the holiday euro has changed only slightly, it has become around one percent less value, as price increases in some countries were more pronounced than in Austria, which was only partially offset by exchange rate devaluations. The value of the holiday euro fell particularly sharply in Türkiye.
- This year, thanks to the strong euro, the holiday euro is worth more than last year in Hungary, the USA and above all in Canada.
- In the overseas destinations, the holiday euro was unable to increase in value despite the appreciation of the euro by around 3 percent, as in many countries the rise in inflation was stronger than in Austria and in addition, the euro lost value against Asian currencies, so that on average it will be 3 percent less value in Asia in 2025 than in the previous year.
- The situation is different in South/Central America, where the holiday euro is likely to be worth around 7 percent more this year, 14 percent in Mexico and 9 percent in Brazil. In Australia and New Zealand, too, you will get almost 10 percent more this year compared to Austria than in 2024.

¹ Compared to previous years, the analysis has been refined thanks to improved data, and the comparison is now based more on holiday-typical

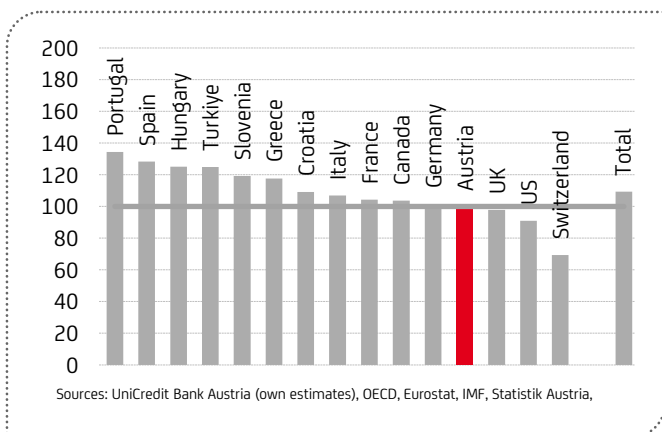
expenses. The values of the past analyses are therefore not comparable with the current evaluation

COMPARED TO THE PREVIOUS YEAR, THE HOLIDAY EURO ABROAD REMAINED ALMOST UNCHANGED

Measured by purchasing power in Germany,² you can get goods and services worth 108 euros for 100 euros abroad on holiday. The values were weighted with the popularity of the foreign destinations of Austrians.

Among the most popular holiday destinations, holidaymakers in the summer of 2025 will receive the most in Hungary, around 50 percent more than in Austria. In Portugal and Spain, too, the value of the holiday euro is significantly higher than in Austria at around 30 percent.

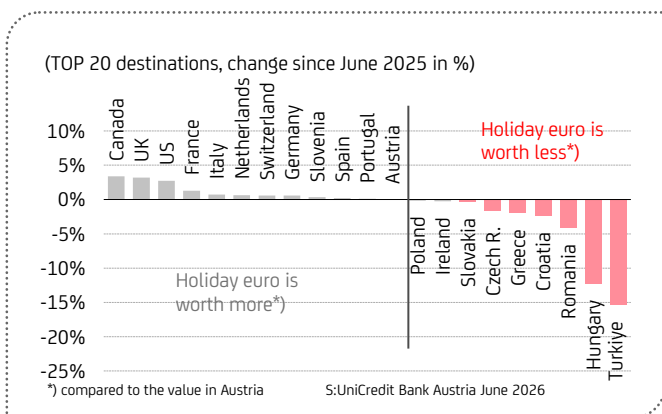
On holiday, EUR 100 are worth



In Greece and Slovenia, you get around 20 percent more than in Austria. You can get around 10 percent more in Croatia and Italy. Holidaymakers in Germany, France and Turkey receive a similar amount as in Austria.

You get less for your money than in Austria in the United Kingdom, around 10 percent, and in the USA, despite the appreciation of the euro, around 20 percent less. One of the most expensive destinations among the most popular holiday destinations continues to be Switzerland, where you can only get goods and services worth the equivalent of 67 euros for 100 euros.

LITTLE CHANGE IN THE VALUE OF THE HOLIDAY EURO IN 2025 COMPARED TO THE PREVIOUS YEAR



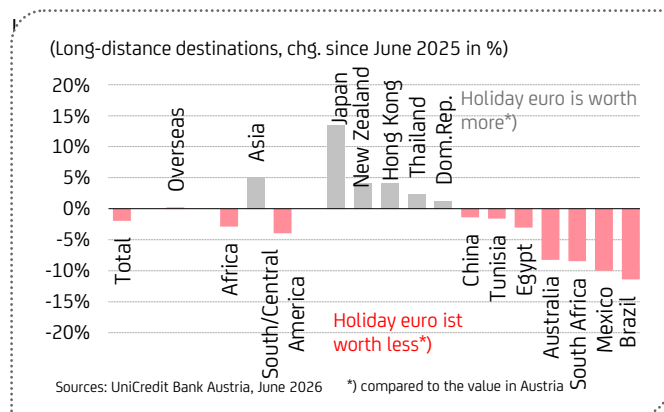
² To calculate the holiday euro, the price level for typical holiday expenditure (70% restaurant and hotel, 7% transport, 10% food, 3% alcohol and 10% other consumer goods) in the holiday country is compared with the price level in Austria on the basis of Eurostat data. However, this comparison is only

Among the holiday destinations that are not among the top destinations, you get around 75 percent more in Bulgaria than in Austria, and around 50 percent in Romania. In the Czech Republic and Slovakia, too, the holiday euro is worth significantly more, around 30 percent, 20 percent more in Poland and Cyprus. On the other hand, you get less than in Austria in Ireland, Sweden and the Netherlands.

Compared to the summer of 2024, the relative value of the holiday euro has changed only slightly, it has become around one percent less value, as price increases in some countries were more pronounced than in Austria, which was only partially offset by exchange rate devaluations. For example, the value of the holiday euro fell particularly sharply in Türkiye, where it lost around 20 percent of its value due to inflation 35 percent higher than in Austria, but a devaluation of only 27 percent at the same time. Some destinations became insignificantly cheaper in comparison due to higher inflation in Austria, such as Germany, France, Italy, Greece and Spain.

This year, thanks to the strong euro, the holiday euro is worth more than last year in Hungary, the USA and above all in Canada.

ALSO OVERSEAS, HOLIDAY EURO TENDS TO BE WEAKER



In the overseas destinations, the holiday euro was unable to increase in value despite the appreciation of the euro by around 3 percent, as in many countries the rise in inflation was stronger than in Austria. In addition, the euro lost value against Asian currencies, so that on average it will be 3 percent less value in Asia in 2025 than in the previous year. The situation is different in South/Central America, where the holiday euro is likely to be worth around 7 percent more this year, 14 percent in Mexico and 9 percent in Brazil. In Australia and New Zealand, too, you will get almost 10 percent more this year compared to Austria than in 2024.

IMPORTANT NOTE ON SIGNIFICANCE

Finally, the economists of UniCredit Bank Austria point out that the calculation of the Holiday Euro does not represent any suggestion of a holiday trip abroad and that the value of the Holiday Euro should play a subordinate role compared to health and other safety aspects. In addition, they point out that these are average values, individual regions (such as London as a

available for EU countries plus Switzerland and Türkiye. For other countries, the general price level of the country compared to Austria is used, based on the IMF World Economic Outlook.

central region) may deviate from them. In some countries, the price level refers to the average of goods and services, individual products (especially for tourists) can deviate significantly from this. Therefore, no value was given for the long-haul destinations, but only its change. In addition, the fact that the price level in some holiday countries is so much cheaper than in

Austria is mainly due to the high income level in Austria. If Austria's price level were lower, the income level would also be lower and holidays would be more difficult to afford.

On holiday, EUR 100 are worth Comparison of Purchasing Power *)

Destination	Popularity	June 2026 EUR 100 are worth EUR ... in this country	June 2025	- more exp. + cheaper ¹⁾ compared to previous year in %
Austria		100	100	
Italy	15.2%	107	106	0.7%
Croatia	10.6%	109	112	-2.4%
Greece	9.2%	101	101	0.6%
Germany	5.9%	118	120	-2.0%
Spain	5.7%	128	128	0.2%
Türkiye	5.9%	125	144	-15.4%
France	3.5%	91	89	2.7%
Hungary	1.8%	104	103	1.3%
Slovenia	2.0%	125	140	-12.2%
UK	1.5%	98	95	3.2%
US	0.1%	69	69	0.6%
Switzerland	3.7%	104	100	3.4%
Portugal	0.1%	119	119	0.3%
Canada	0.1%	134	134	0.1%
Czech Republic	0.0%	87	87	-0.2%
Ireland	0.0%	96	95	0.6%
Sweden	0.0%	122	122	-0.2%
Cyprus	0.0%	141	147	-4.2%
Romania	0.0%	118	119	-0.4%
Slovakia	0.0%	138	140	-1.7%
Poland	0.0%	122	121	0.6%
Netherlands	0.5%	93	91	2.6%
Bulgaria	0.0%	170	178	-4.8%
Asia	0.1%	-	-	5.0%
Thailand	-	-	-	2.4%
Japan	-	-	-	13.5%
Hong Kong	-	-	-	4.1%
China	0.0%	-	-	-1.4%
Africa	0.2%	-	-	-2.9%
Egypt	0.1%	-	-	-3.0%
Tunisia	0.1%	-	-	-1.6%
South Africa	0.0%	-	-	-8.5%
South/Central America	0.1%	-	-	-4.0%
Mexico	-	-	-	-10.0%
Dominican Republic	-	-	-	1.3%
Brazil	0.0%	-	-	-11.4%
Australia	0.0%	-	-	-8.3%
New Zealand	0.0%	-	-	4.2%
Overseas average	0.4%	-	-	0.2%
Total²⁾		109	112	-2.0%

*) For EU countries without housing costs, estimates

¹⁾ Compared to Austria

²⁾ Only the most important countries weighted by destinations

Sources: IMF, Eurostat, Statistik Austria, UniCredit Bank Austria

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