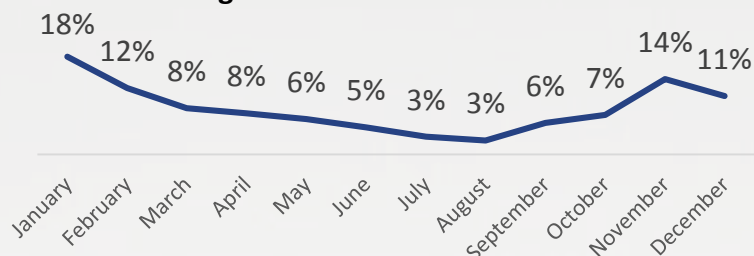


ABTO TRAVEL TRENDS DASHBOARD

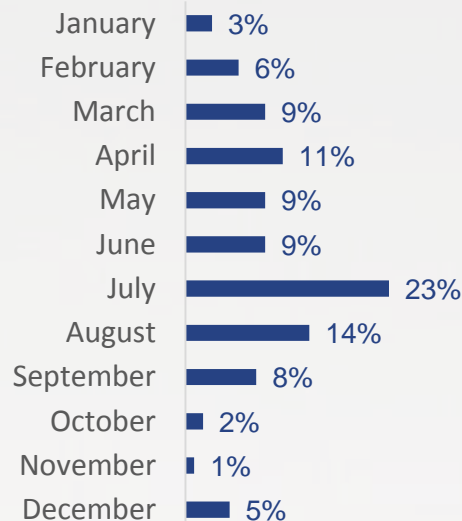
Summer 2018

KEY GRAPHS – TOTAL MARKET

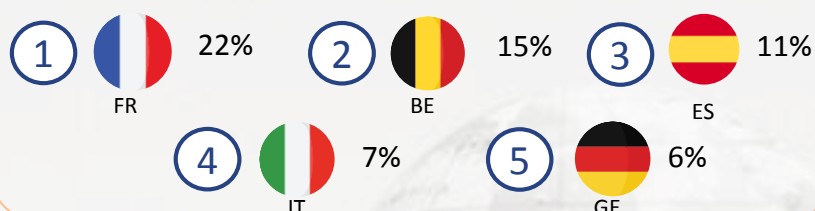
Month of booking



Month of Trip



Top 5 Countries of Destination



SPECIAL MONTHLY TOPIC – ACTIVITIES ON VACATION

Most popular activity = visiting a city or large town by 62%

Other planned **cultural** activities:

- ✓ 35% will visit a local site of architectural, historical or natural interest
- ✓ 27% are interested to visit a museum, a theatre, an exhibition or an art gallery
- ✓ 18% also have an interest to visit a local cultural event
- ✓ In total; **77%** of the Belgians **plan** to do at least **one cultural activity**.

Belgians love to relax and do some **leisure** activities

- ✓ 37% want to go to the beach
- ✓ 33% plan countryside activities like going to lakes or mountains
- ✓ In total, **72%** will do a **leisure activity** during their holidays

Also **sport** activities are popular

- ✓ 45% plan to do a regular sport
- ✓ 44% are even considering a more adventurous sport
- ✓ Two sports stand out:
 - ✓ Swimming by 32%
 - ✓ Hiking by 29%

The extreme warm weather influences the travellers' choice towards **water & refreshment**

- ✓ 37% of the Belgians look for a beach at their holiday destination
- ✓ As an activity:
 - ✓ 32% of them want to go swimming
 - ✓ 9% (over 900.000 travellers!) plan to visit a water park

To conclude:

- ✓ Belgians search for a mix of both relaxing and being active on holidays
- ✓ Cultural and leisure activities are however most often on the planning (by 77%)
- ✓ Water and refreshment play an important role in the choice of activities

CONTACT

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