

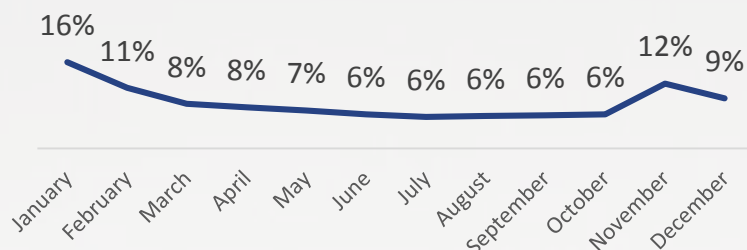
ABTO TRAVEL TRENDS DASHBOARD

October 2018

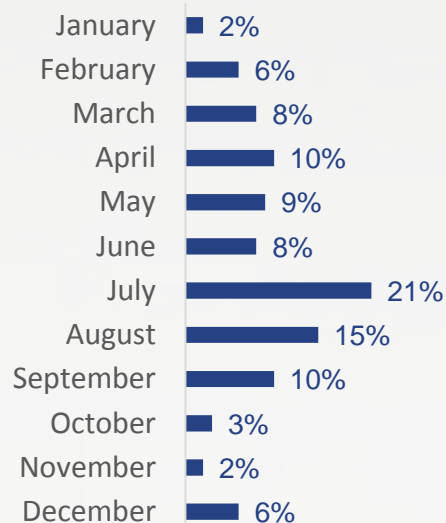


KEY GRAPHS – TOTAL MARKET

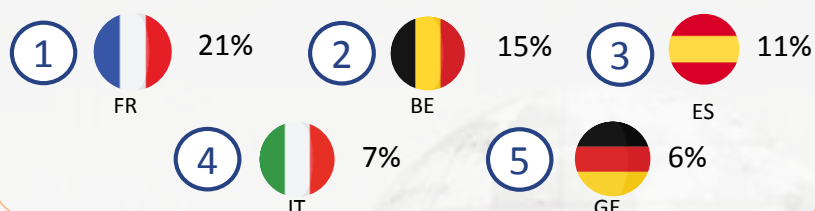
Month of booking



Month of Trip



Top 5 Countries of Destination



SPECIAL MONTHLY TOPIC – The summer of 2018 (arrivals 1/4/2018 - 31/10/2018)

- ✓ Estimated market volume Summer 2018 (organised and non-organised, Belgian travellers, +2 years):
 - ✓ 7 055 589 pax
 - ✓ 2 0 71 607 bookers (responsible for purchase)
- ✓ Bookers' residence:
 - ✓ 61 Flanders - 10% Brussels - 29% Wallonia
 - ✓ 48% Rural habitat - 52% Urban habitat
- ✓ Bookers' sociodemographics
 - ✓ 52% Female - 48% Male
 - ✓ 33% aged 55+ - 16% aged 65+
- ✓ Booking:
 - ✓ 49% booked accommodation & transport
 - ✓ 17% only booked transport
 - ✓ 33% only booked accommodation
 - ✓ 62% of accommodation booked online
 - ✓ 51% of transport booked online
 - ✓ 38% of offline accommodation booking is F2F
 - ✓ 20% booked in January
 - ✓ 13% booked in February
 - ✓ 18% already booked in November/December 2017
- ✓ Company size:
 - ✓ On average 3,5 travellers
 - ✓ 8% singles and 46% couples
- ✓ Period of travel
 - ✓ 46% in July and August (14% in first two weeks of July)
 - ✓ 55% in school holiday periods
- ✓ Duration of stay:
 - ✓ Average of 8,4 nights
 - ✓ 43% less than 7 nights
 - ✓ 19% more than 14 nights
- ✓ Destinations
 - ✓ Top 3: France (21%) - Belgium (15%) - Spain (12%)
 - ✓ Top 3 stands for 48% of trips
- ✓ Transport:
 - ✓ 40% flight - 43% car - 7% bus/coach - 5% train
 - ✓ Flights: 62% Brussels Airport - 14% Charleroi - 18% non-Belgian Airport
- ✓ Accommodation
 - ✓ 46% hotel - 17% house - 10% apartment - 7% camping - 4% staying with family/friends
 - ✓ 53% of hotels/campings 4+ stars (12% 5-stars)
 - ✓ Hotel: 26% all inclusive, 32% B&B, 26% halfboard
- ✓ Spendings:
 - ✓ Accommodation & transport booked: €2394 per party
 - ✓ Transport only: €186 per person
 - ✓ Hotel only: €48 per person per night

CONTACT

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