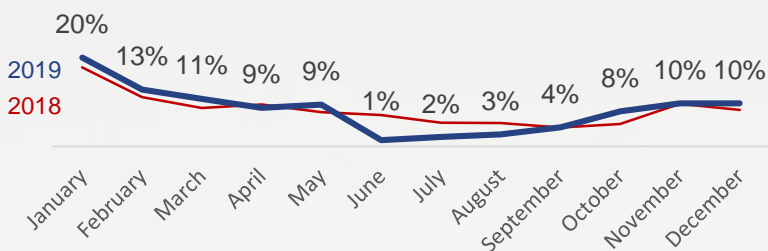


# ABTO TRAVEL TRENDS DASHBOARD

July 2019

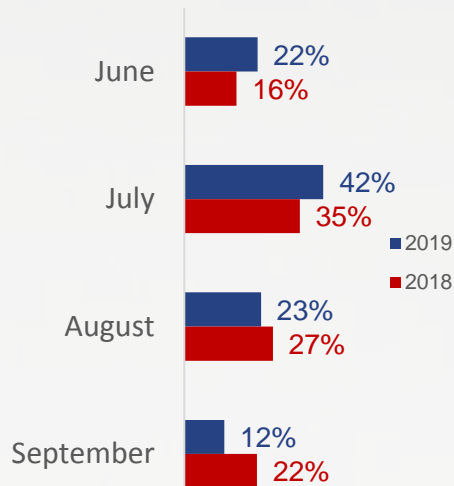
## KEY GRAPHS – TOTAL MARKET (arrivals June until September)

### Month of booking



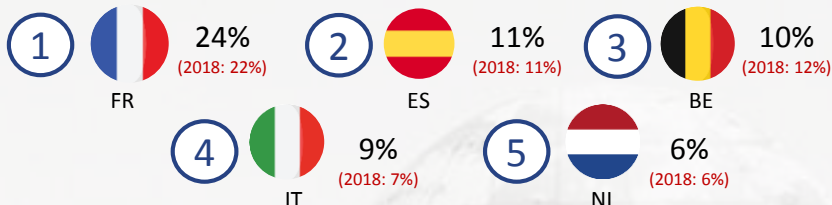
In total 20% of the paxes between June and September 2019 are booked in January

### Month of Trip



42% of the paxes were in July

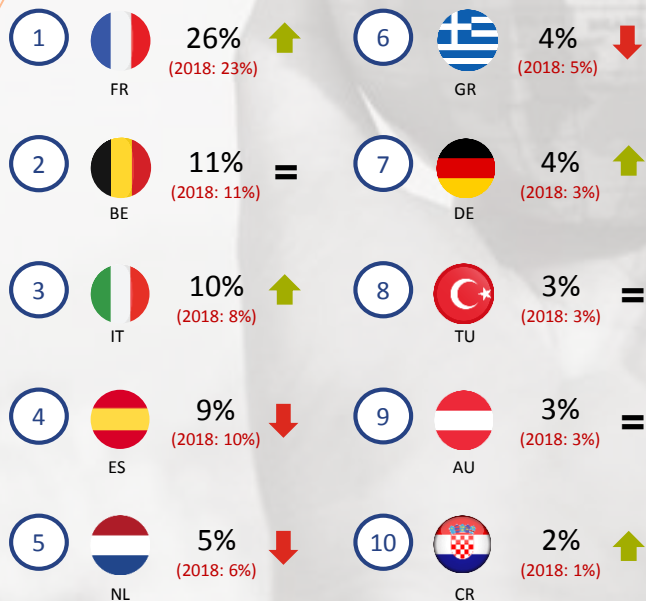
### Top 5 Countries of Destination



24% of the travellers go to France between June and September 2019, 11% to Spain and 10% to Belgium

## A ZOOM ON SUMMER (arrivals July - August)

### Top destinations



More travellers go to France and Italy this summer compared to last year. Less travellers go to Spain and the Netherlands.

### Activities

Compared to 2018 travelers invested less in all activities, between July and August



78%  
(2018: 79%)

Mostly drop in:  
Museum: -2%

#### Cultural activities



77%  
(2018: 80%)

Mostly drop in:  
Spa, theme park: -3%

#### Leisure



56%  
(2018: 58%)

Mostly drop in:  
Swimming, fishing: -2%

#### Sports



50%  
(2018: 51%)

Mostly drop in:  
Zoo, adventurous activities: -2%

#### Adventurous sports

## CONTACT

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