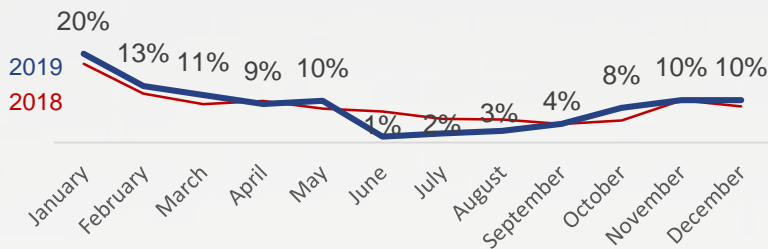


ABTO TRAVEL TRENDS DASHBOARD

August 2019

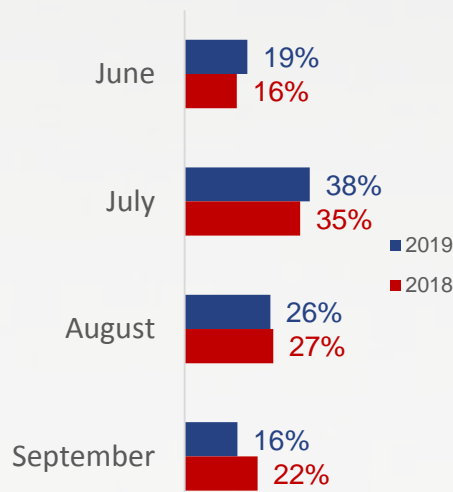
KEY GRAPHS – TOTAL MARKET (arrivals June until September)

Month of booking



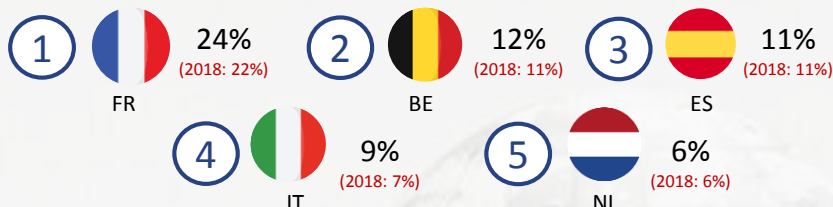
In total 20% of the paxes between June and September 2019 are booked in January

Month of Trip



38% of the paxes were in July

Top 5 Countries of Destination

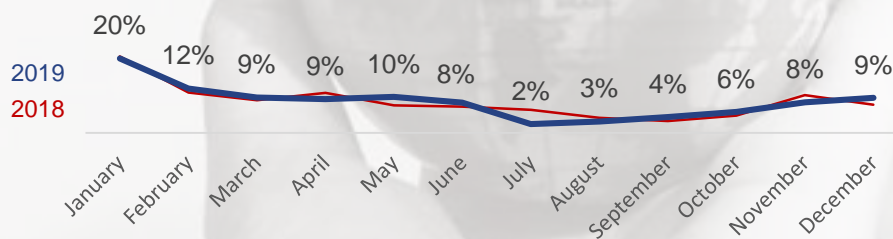


24% of the travellers go to France between June and September 2019, 12% to Belgium and 11% to Spain

A ZOOM ON JULY & AUGUST

Booking information for trips in July and August

Month of booking for trips in July and August



↑↓ Significant increase/decrease compared to last year

January is the month in which the most bookings (20%) were done for trips in July and August.

Booking details for trips in July and August



Price seems to become less of a reason to choose a certain transport provider (2019: 52% vs. 2018: 58%) ↓



The **online** bookings of accommodation dropped (2019: 65% vs. 2018: 68%) ↓



When looking into detail to the offline bookings of accommodation ...

- More F2F bookings (2019: 43% vs. 2018: 36%) ↑
- More bookings via phone (2019: 24% vs. 2018: 20%) ↑
- Less bookings via mail (2019: 7% vs. 2018: 13%) ↓



Same evolution is visible in the offline bookings of **transport**, travelers prefer personal contact:

→ More F2F bookings (2019: 39% vs. 2018: 32%) ↑



Direct bookings of flights via **Brussels Airlines** increased compared to last year (2019: 30% vs. 2018: 16%), whereas direct bookings of flights via **Ryanair** decreased (2019: 25% vs. 2018: 34%) ↓



Remarkably fewer direct bookings of trains via **Eurostar** (2019: 6% vs. 2018: 20%) ↓

CONTACT

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