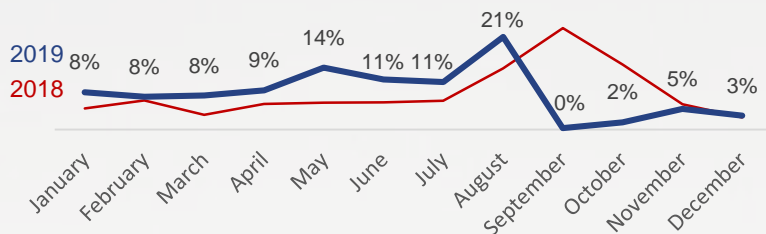


ABTO TRAVEL TRENDS DASHBOARD

October 2019

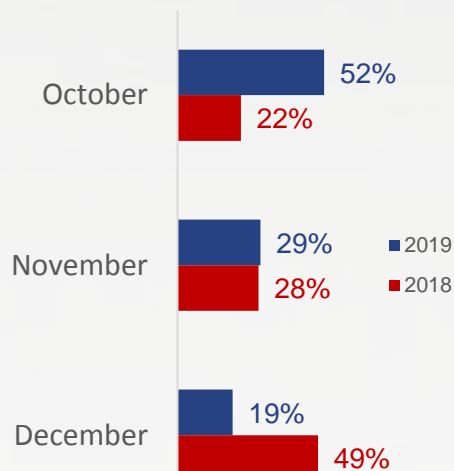
KEY GRAPHS – TOTAL MARKET (arrivals October until December)

Month of booking



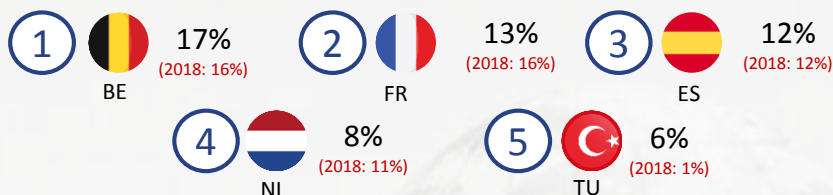
In total 21% of the paxes between October and December 2019 are booked in August

Month of Trip



52% of the paxes were in October

Top 5 Countries of Destination

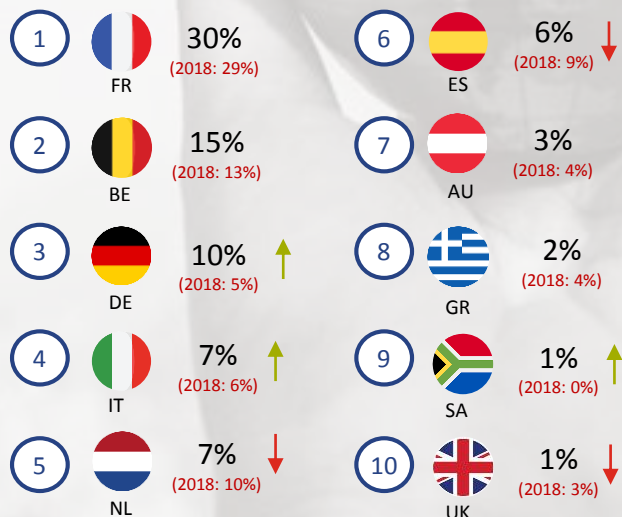


17% of the travellers go to Belgium between October and December 2019, 13% to France and 12% to Spain

A ZOOM ON THE TRENDS IN JULY-AUGUST FOR 55+

Top destinations

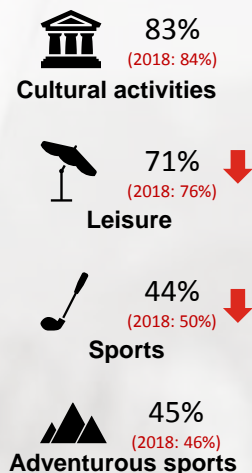
More 55+ travellers went to Germany, Italy and South Africa this summer compared to last year. Less 55+ travellers went to the Netherlands, Spain, Greece and the UK



↑ ↓ These arrows indicate whether the destination is increased or decreased in the ranking compared to last year

Activities

Compared to 2018 travelers invested less in Leisure and Sports, between July and August



↑ ↓ These arrows indicate whether there is a significant increase or decrease compared to last year

CONTACT

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