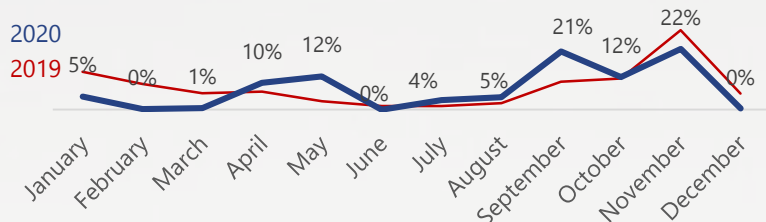


ABTO TRAVEL TRENDS DASHBOARD

January 2020

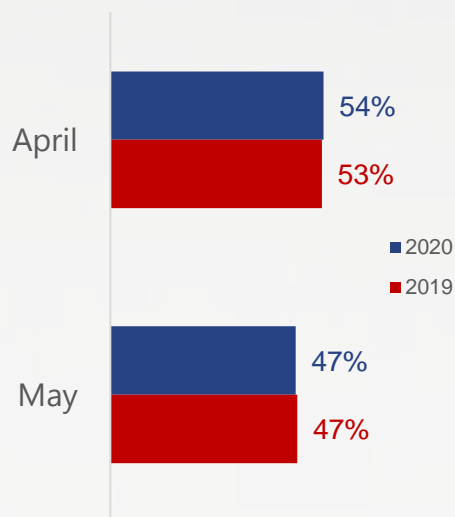
KEY GRAPHS – TOTAL MARKET (arrivals April until May)

Month of booking



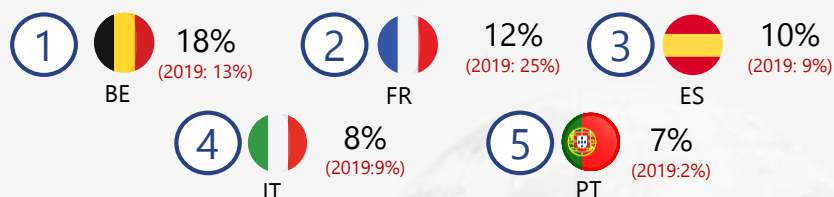
In total 22% of the paxes between April and May 2020 are booked in November

Month of Trip



54% of the paxes will be in April 2020

Top 5 Countries of Destination

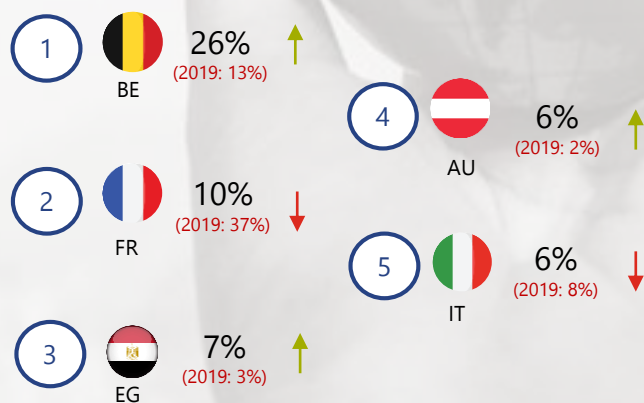


18% of the travellers go to Belgium between April and May 2020, 12% to France and 10% to Spain

A PROVISIONAL ZOOM ON THE EASTER HOLIDAY

Top destinations

Belgium is very popular for spending the Easter holiday. France lost popularity and Egypt gains its place in the top 5.



Activities details

Top 10*

Cultural and leisure activities declined compared to the Easter holiday of last year.

- ① Visiting a city/large town: **50%** (vs. 61%) ↓
- ② Local site: **27%** (vs. 38%) ↓
- ③ Visiting a beach: **22%** (vs. 31%) ↓
- ④ Hiking: **20%** (vs. 27%) ↓
- ⑤ Countryside activities: **20%** (vs. 30%) ↓
- ⑥ Visiting a museum: **18%** (vs. 31%) ↓
- ⑦ Swimming: **16%** (vs. 27%) ↓
- ⑧ Road trip: **15%** (18%) ↓
- ⑨ Water park: **13%** (vs. 9%) ↓
- ⑩ Visiting friends/family: **11%** (vs. 11%) ↓

* There were no significant increases in activities

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

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

CONTACT

ABTO asbl/vzw

Association of Belgian Travel Organisers
Imperiastraat 10, 1930 Zaventem

+32 (0)2 242 00 40 - abto@abto.be

Laura-Ann Merckx - GfK

Research Expert
Consumer Insights

+32 16 74 24 36 - Laura-Ann.Merckx@gfk.com