

GFG TRAVEL INTENTIONS SUMMARY



Q1 2024 (surveyed in February 2024)

(Compared to 2020, 2021, 2022 and 2023 in the same survey period)

! This dashboard shows the data for the total travel market, both organized and own arrangement

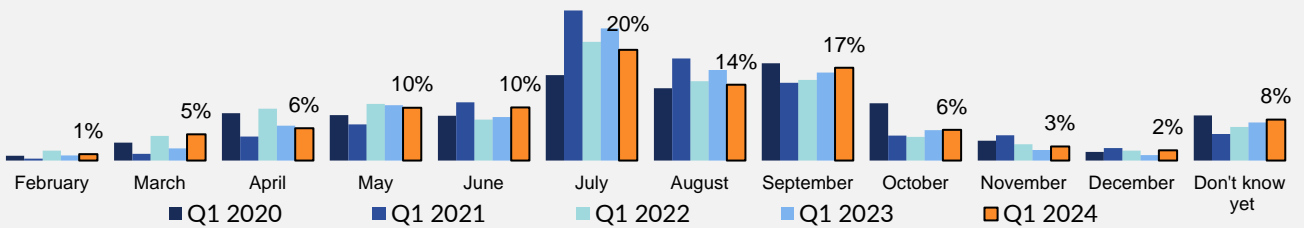
18.876.732 is the estimated number of trips travellers still have the intention to go on in 2024 that are not booked yet



2024: **18.876.732**
 2023: **16.167.913**
 2022: **16.838.044**
 2021: **18.447.616**
 2020: **16.636.008**

Here is everything you need to know about those **18.876.732** intended trips:

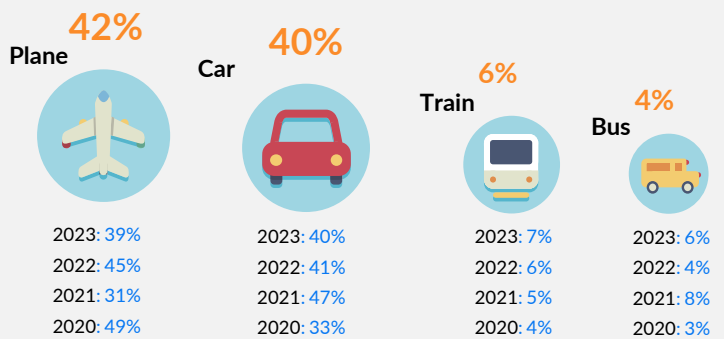
Month of trip



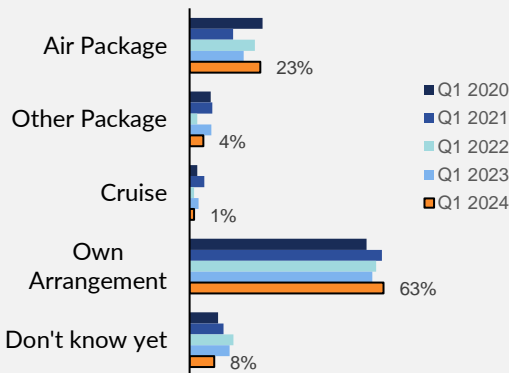
20% intends to book **last minute** (booking within 30 days before departure)

2023: **23%**
 2022: **24%**
 2021: **27%**
 2020: **19%**

Transportation



Type of trip



€1039

Is the intended **max budget per person**



2023: **€857**
 2022: **€798**
 2021: **€827**
 2020: **€769**

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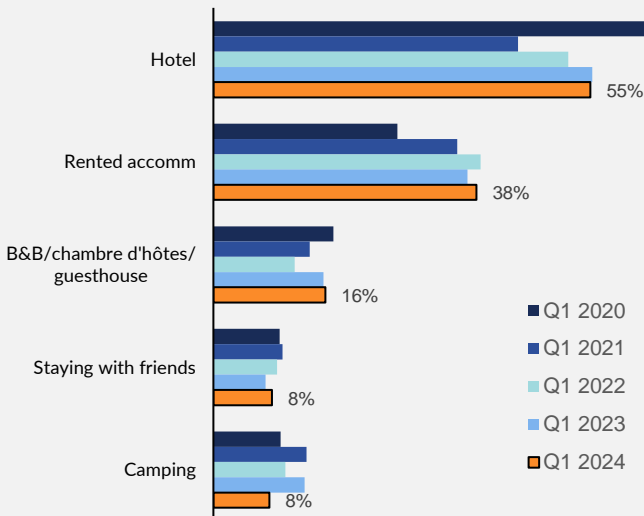
Destinations

Continent	Q1 2024	Q1 2023	Q1 2022	Q1 2021	Q1 2020
?	12,2%	18,7%	16,2%	10,2%	17,3%
Don't know yet					
1 Europe	72,4%	70,7%	70,9%	80,7%	67,2%
2 Asia	7,2%	4,4%	4,4%	5,3%	7,6%
3 Africa	4,9%	4,0%	3,8%	1,7%	4,3%
4 America	3,3%	2,2%	4,7%	2,1%	3,6%

Country	Q1 2024	Q1 2023	Q1 2022	Q1 2021	Q1 2020
?	11,1%	15,5%	13,4%	9,1%	15,0%
Don't know yet					
1 France	18,7%	19,0%	19,4%	29,3%	11,6%
2 Belgium	10,9%	11,0%	12,1%	15,7%	11,6%
3 Spain	9,4%	8,5%	9,3%	7,8%	11,9%
4 Italy	6,8%	5,5%	5,1%	5,4%	3,9%
5 The Netherlands	5,8%	4,0%	3,1%	3,5%	4,2%
Greece	2,6%	3,7%	3,2%	3,6%	4,2%
Germany	2,3%	3,3%	2,3%	2,1%	2,8%
Portugal	2,2%	3,2%	2,0%	1,8%	4,7%
14 Turkey	1,2%	1,3%	1,2%	1,8%	2,1%

Accommodation

(Multiple answers possible)



Index importance of financial insurance



The average score on a 1-5 scale

4.03 (Q1 2020)

4.06 (Q1 2021)

4.01 (Q1 2022)

3.95 (Q1 2023)

3.90 (Q1 2024)

CONTACT

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