

ABTO TRAVEL INTENTIONS SUMMARY



Q1 2025 (surveyed in February 2025)

(Compared to 2020, 2022, 2023 and 2024 in the same survey period)

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

16.587.447 is the estimated number of trips travellers still have the intention to go on in 2025 that are not booked yet



2025: **16.587.447**

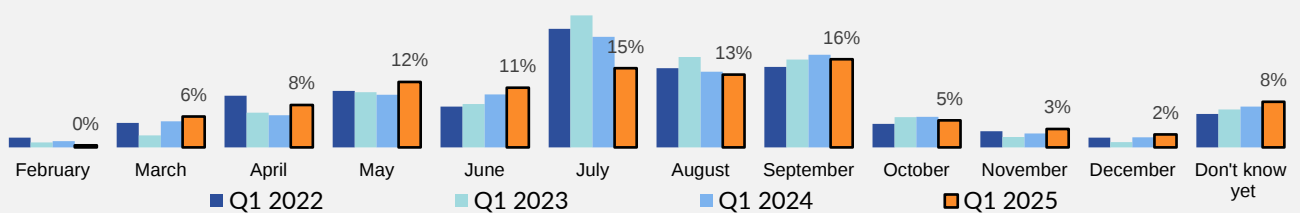
2024: **15.916.092**

2023: **13.676.711**

2022: **16.838.044**

Here is everything you need to know about those **16.587.447** intended trips:

Month of trip



20%

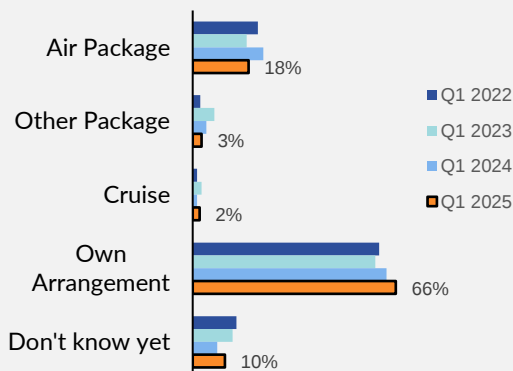
intends to book **last minute** (booking within 30 days before departure)

2024: **20%**

2023: **23%**

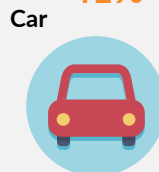
2022: **24%**

Type of trip



Transportation

41%

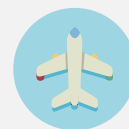


2024: **40%**

2023: **40%**

2022: **41%**

40%



2024: **42%**

2023: **39%**

2022: **45%**

5%



2024: **4%**

2023: **6%**

2022: **4%**

4%



2024: **6%**

2023: **7%**

2022: **6%**

€937

Is the intended **max budget per person**



2023: **€1039**

2023: **€857**

2022: **€798**

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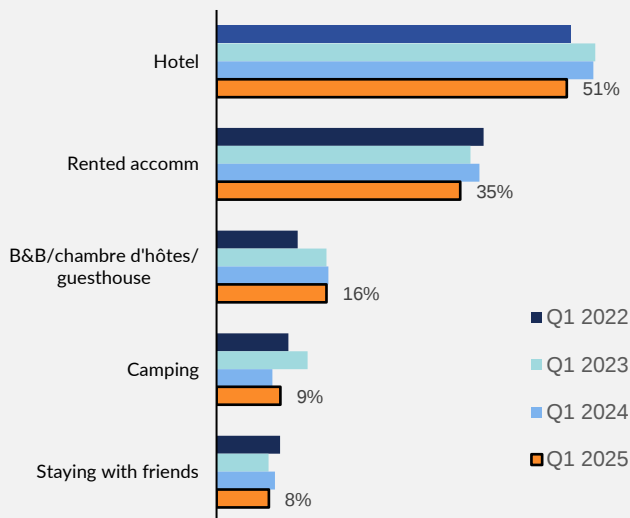
Destinations

Continent	Q1 2025	Q1 2024	Q1 2023	Q1 2022
? Don't know yet	15,5%	12,2%	18,7%	16,2%
1 Europe	74,9%	72,4%	70,7%	70,9%
2 Africa	4,5%	4,9%	4,0%	3,8%
3 Asia	3,50%	7,20%	4,40%	4,40%
4 America	1,6%	3,3%	2,2%	4,7%

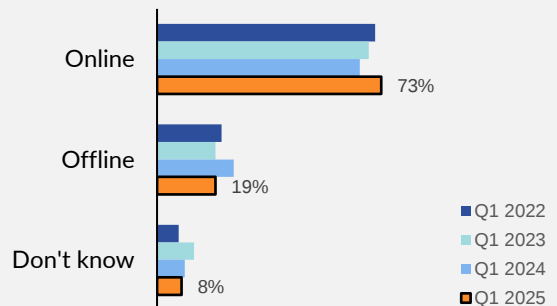
Country	Q1 2025	Q1 2024	Q1 2023	Q1 2022
? Don't know yet	14,5%	11,1%	15,5%	13,4%
1 France	15,9%	18,7%	19,0%	19,4%
2 Belgium	11,5%	10,9%	11,0%	12,1%
3 Spain	10,5%	9,4%	8,5%	9,3%
4 Italy	6,5%	6,8%	5,5%	5,1%
5 Germany	6,2%	2,3%	3,3%	2,3%
The Netherlands	5,9%	5,8%	4,0%	3,1%
Greece	4,1%	2,6%	3,7%	3,2%
Portugal	2,3%	2,2%	3,2%	2,0%
United Kingdom	2,3%	0,8%	1,0%	0,2%
27 Turkey	0,3%	1,2%	1,3%	1,2%

Accommodation

(Multiple answers possible)



Booking Trip



CONTACT

Abto

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ABTO TRAVEL TRENDS REPORT