

ABTO TRAVEL INTENTIONS SUMMARY

Q3 2025 (surveyed in August 2025)
(Compared to 2022, 2023 and 2024 in the same survey period)



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

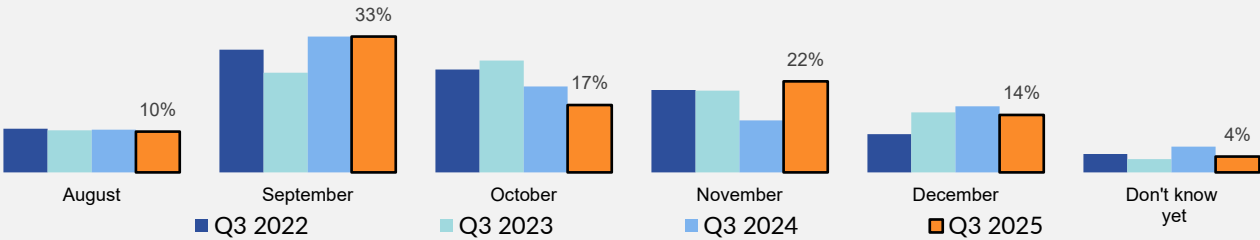
3.497.585 is the estimated number of travellers that still have the intention to go on a trip in 2025 that is not booked yet



2025: **3.497.585**
2024: **4.601.713**
2023: **3.999.512**
2022: **3.071.787**

Here is everything you need to know about those **3.497.585** unique travellers:

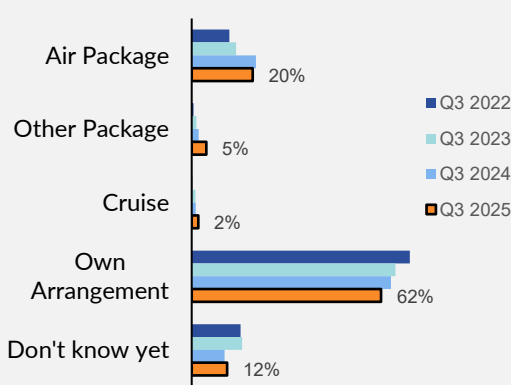
Month of trip



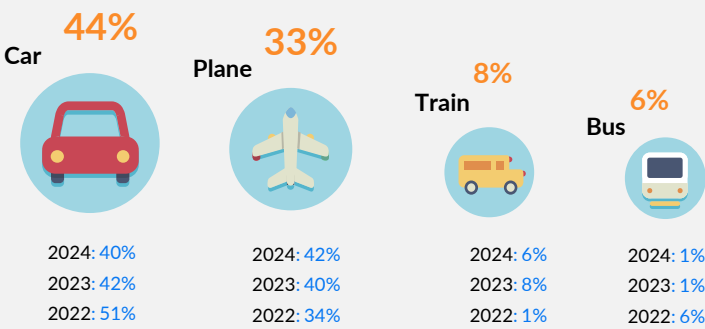
53% intends to book **last minute** (booking within 30 days before departure)

2024: 44%
2023: 46%
2022: 50%

Type of trip



Transportation



€1055 Is the intended **max budget per person**



2024: **€888**
2023: **€1669**
2022: **€1586**

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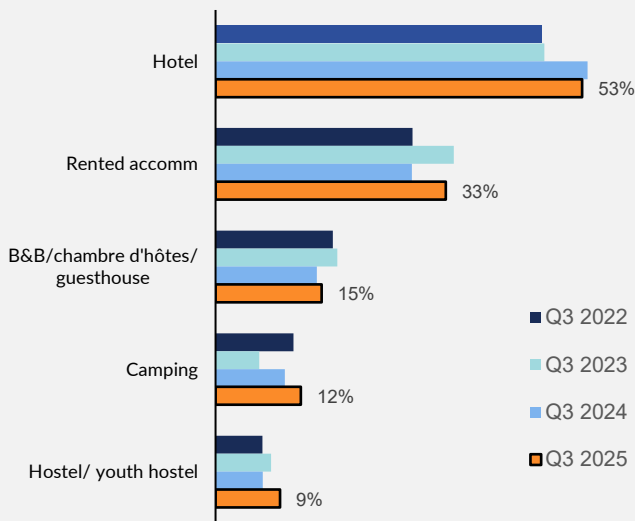
Destinations

	Q3	Q3	Q3	Q3
Continent	2025	2024	2023	2022
?	12,2%	12,2%	13,6%	14,6%
Don't know yet				
1 Europe	78,0%	79,0%	75,0%	73,5%
2 Asia	5,7%	3,5%	6,1%	5,5%
3 Africa	2,8%	3,5%	4,2%	4,8%
4 America	1,3%	1,8%	1,1%	1,6%

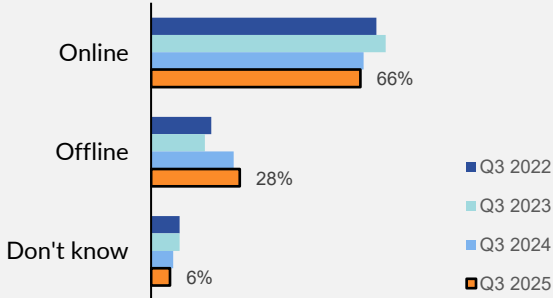
	Q3	Q3	Q3	Q3
Country	2025	2024	2023	2022
?	11,4%	11,5%	11,3%	14,3%
Don't know yet				
1 France	14,2%	14,3%	16,9%	17,5%
2 Belgium	13,5%	17,3%	14,3%	19,0%
3 Spain	8,9%	15,0%	10,7%	9,8%
4 Italy	7,1%	1,6%	5,4%	4,0%
5 Grand Duchy of Luxembourg	5,2%	0,6%	0,2%	0,8%
The Netherlands	4,9%	3,9%	8,4%	6,7%
Germany	4,8%	6,1%	4,2%	3,3%
14 Turkey	2,8%	1,9%	1,5%	2,9%

Accommodation

(Multiple answers possible)



Booking Trip



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