ABTO TRAVEL INTENTIONS SUMMARY

Q1 2026 (surveyed in February 2026)

(Compared to 2023, 2024 and 2025 in the same survey period)

NielsenIQ

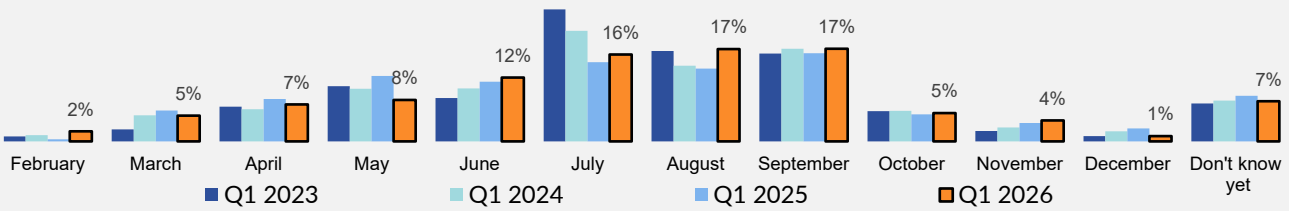
! This dashboard shows the data for the total travel market, both organized and own arrangement

15. 895.667 is the estimated number of trips travellers still have the intention to go on in 2026 that are not booked yet

2026: 15.895.667
2025: 16.587.447
2024: 15.916.092
2023: 13.676.711

Here is everything you need to know about those 15.895.667 intended trips:

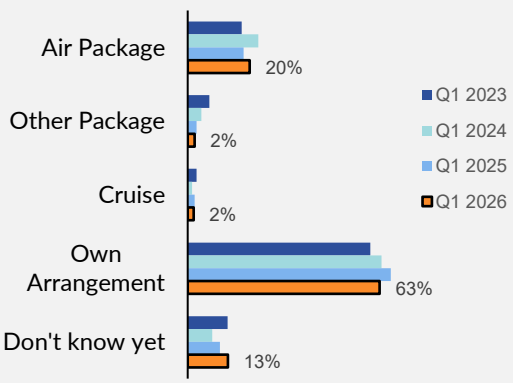
Month of trip



22%
intends to book **last minute** (*booking within 30 days before departure*)

2025: 20%
2024: 20%
2023: 23%

Type of trip



Transportation

Car 45%
2025: 41%
2024: 40%
2023: 40%

Plane 39%
2025: 40%
2024: 42%
2023: 39%

Train 6%
2025: 4%
2024: 6%
2023: 7%

Bus 2%
2025: 5%
2024: 4%
2023: 6%

€931
Is the intended **max budget per person**

2024: €937
2023: €1039
2023: €857

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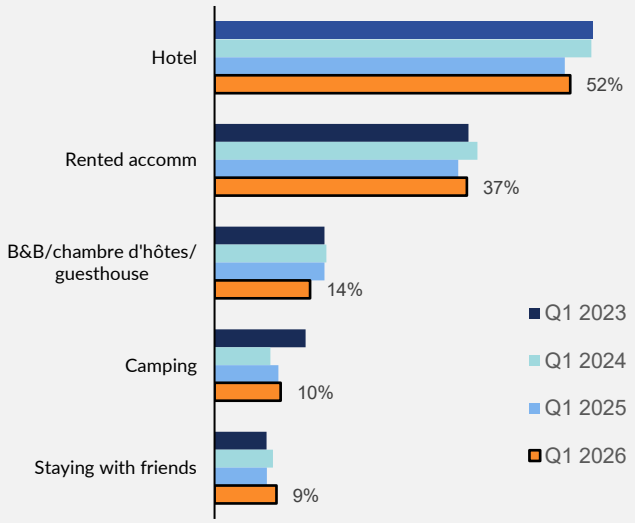
Destinations

	Continent	Q1 2026	Q1 2025	Q1 2024	Q1 2023
	? Don't know yet	16,3%	15,5%	12,2%	18,7%
1	Europe	76,4%	74,9%	72,4%	70,7%
2	Africa	3,0%	4,5%	4,9%	4,0%
3	Asia	2,6%	3,5%	7,2%	4,4%
4	America	1,6%	1,6%	3,3%	2,2%

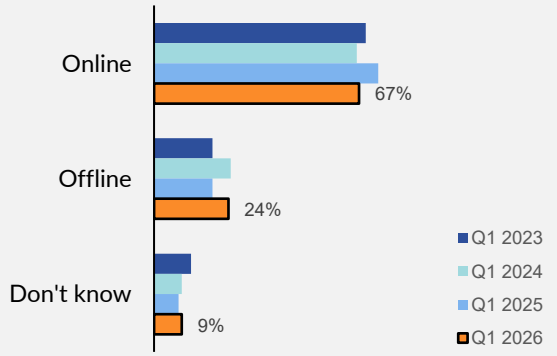
	Country	Q1 2026	Q1 2025	Q1 2024	Q1 2023
	? Don't know yet	14,7%	14,5%	11,1%	15,5%
1	France	18,1%	15,9%	18,7%	19,0%
2	Belgium	14,2%	11,5%	10,9%	11,0%
3	Spain	12,8%	10,5%	9,4%	8,5%
4	Italy	6,6%	6,5%	6,8%	5,5%
5	The Netherlands	4,6%	5,9%	5,8%	4,0%
	Germany	3,3%	6,2%	2,3%	3,3%
	Greece	3,1%	4,1%	2,6%	3,7%
17	Turkey	0,9%	0,3%	1,2%	1,3%

Accommodation

(Multiple answers possible)



Booking Trip



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