ABTO TRAVEL INTENTIONS SUMMARY

Q2 2026 (surveyed in May 2026)

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

NielsenIQ

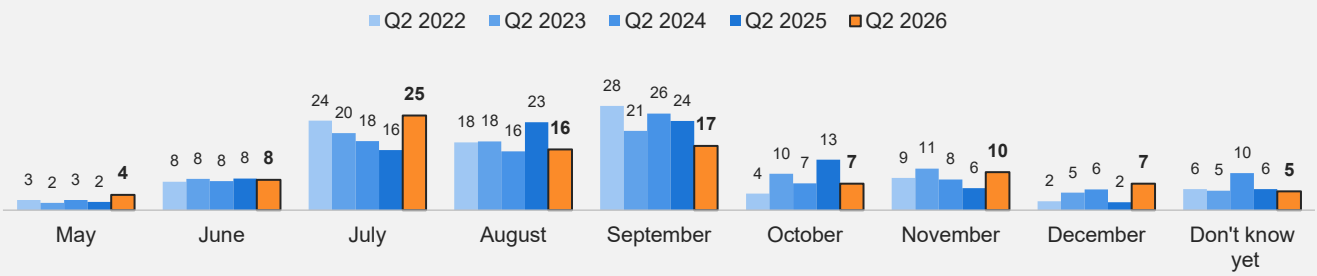
! This dashboard shows the data for the total travel market, both organized and own arrangement

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

2025: 6.243.026
2024: 7.083.659
2023: 6.612.706
2022: 6.325.984

Here is everything you need to know about those 6.352.185 unique travellers:

Month of trip (in %)



29% intends to book **last minute** *(within 30 days before departure)*

2025	2024	2023	2022
31%	38%	27%	34%

€977 Is the intended **max budget per person**

2025	2024	2023	2022
€1026	€898	€846	€891

Transportation

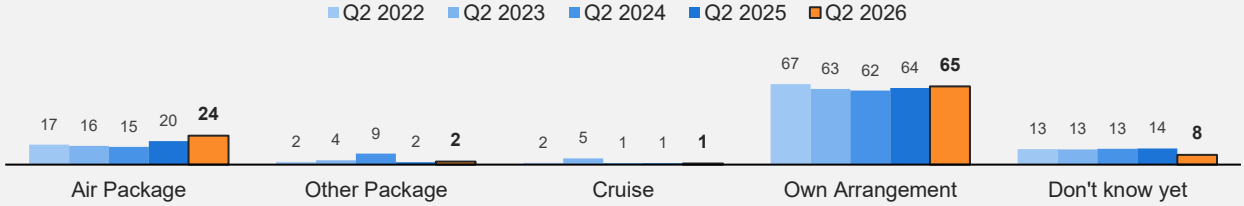
Car 45%
2025: 44%
2024: 43%
2023: 43%
2022: 43%

Plane 37%
2025: 35%
2024: 32%
2023: 34%
2022: 39%

Train 6%
2025: 5%
2024: 4%
2023: 10%
2022: 2%

Bus 2%
2025: 2%
2024: 12%
2023: 3%
2022: 6%

Type of trip (in %)



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Destinations

Continent (in %)

		Q2 2026	Q2 2025	Q2 2024	Q2 2023	Q2 2022
1	Europe	73	74	79	78	75
2	Africa	6	5	4	2	4
3	Asia	4	4	3	4	4
4	America	2	1	1	2	2
	?	15	17	14	14	14

Don't know yet

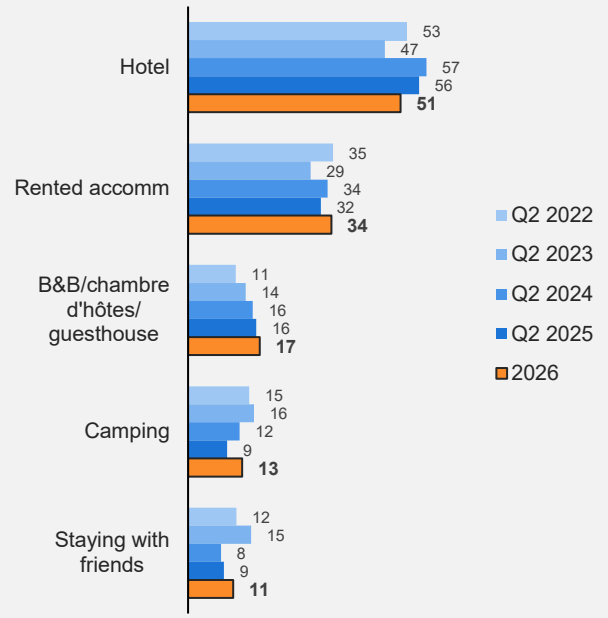
Country (in %)

		Q2 2026	Q2 2025	Q2 2024	Q2 2023	Q2 2022
1	France	20	14	19	20	20
2	Belgium	12	14	13	10	10
3	Spain	10	9	11	13	11
4	Greece	6	5	3	2	2
5	Italy	6	5	5	5	7
	The Netherlands	5	7	6	5	4
	United Kingdom	3	2	8	1	0,3
	Morocco	3	0,4	2	1	1
	Germany	2	5	7	3	5
	Portugal	1	2	2	1	1
	Thailand	1	0,4	0,4	1	1
14	Turkey	1	1	2	1	3
	?	11	15	12	12	13

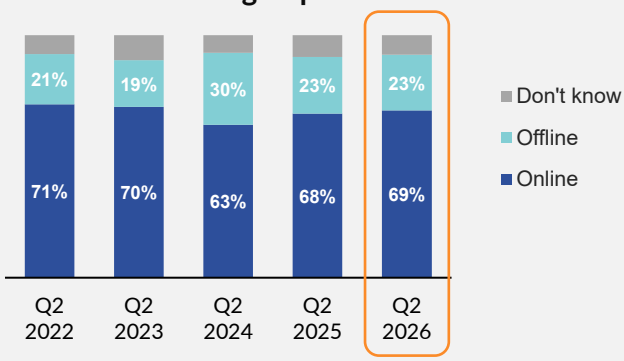
Don't know yet

Accommodation (in %)

(Multiple answers possible – TOP 5)



Booking Trip



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