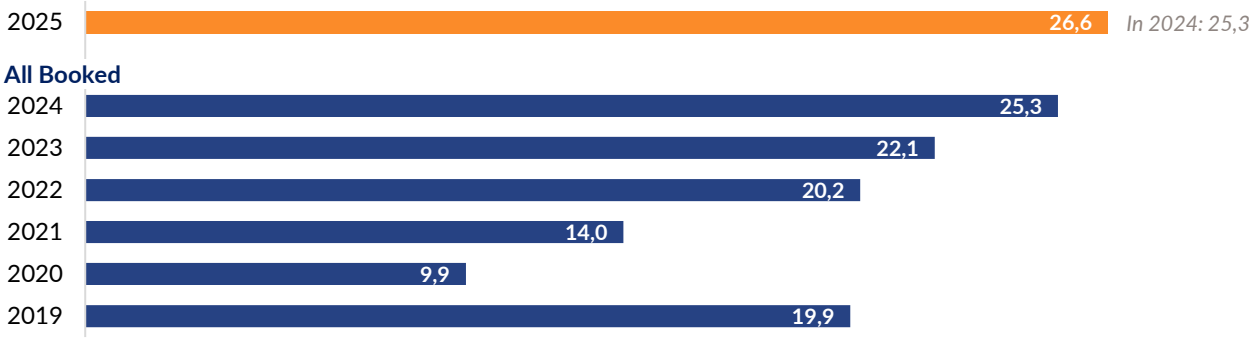
ABTO TRAVEL TRENDS SUMMARY

December 2025

NielsenIQ

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

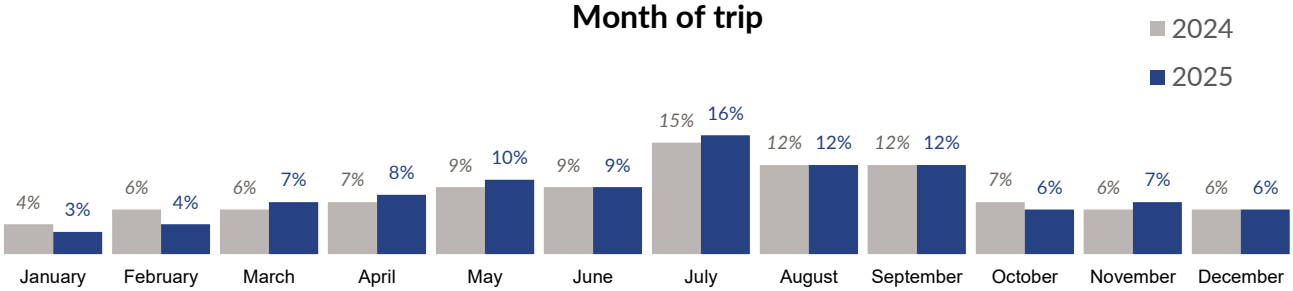
Trips booked per departure year



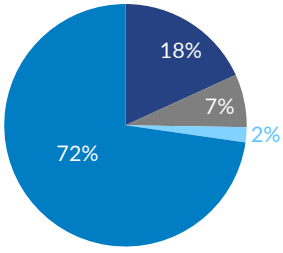
Numbers represented in millions

Here is everything you need to know about those 26.6 million booked trips:

Month of trip



Type of trip



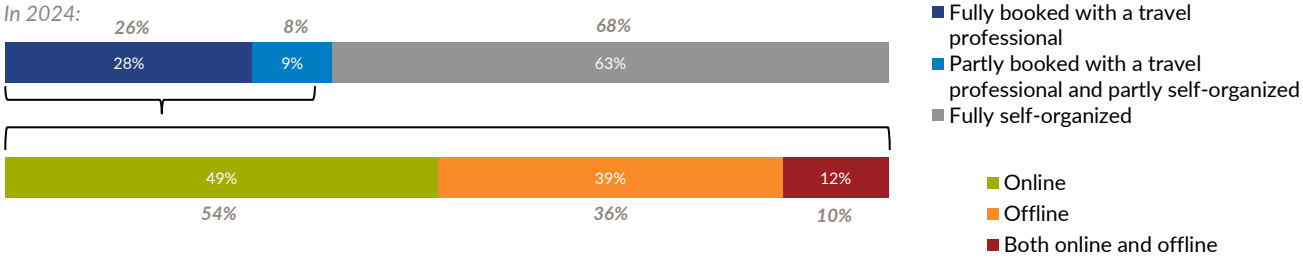
	2024
Air Package	17%
Other Package	6%
Cruise	1%
Own arrangement	77%

€790

Budget spend per person

In 2024: €724

Professional Travel Organization & Channel



ABTO TRAVEL TRENDS SUMMARY

December 2025

Destinations

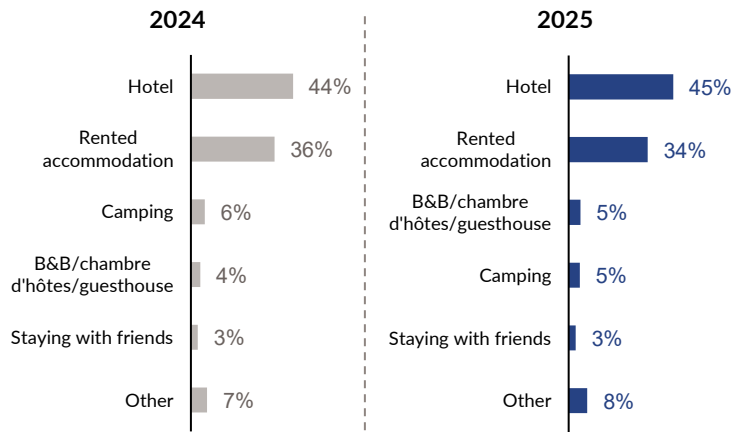
Country

	Full Market		Air Packages	
1	France 19%	21%	Spain 21%	18%
2	Belgium 19%	15%	Greece 11%	14%
3	Spain 11%	10%	France 7%	3%
4	Italy 6%	6%	Turkey 7%	6%
5	The Netherlands 6%	7%	Italy 6%	4%
	Germany 4%		Egypt 6%	
	Greece 4%		Thailand 3%	
	Austria 2%		Croatia 3%	
	Portugal 2%		Malta 3%	
	Turkey 2%		Tunisia 3%	

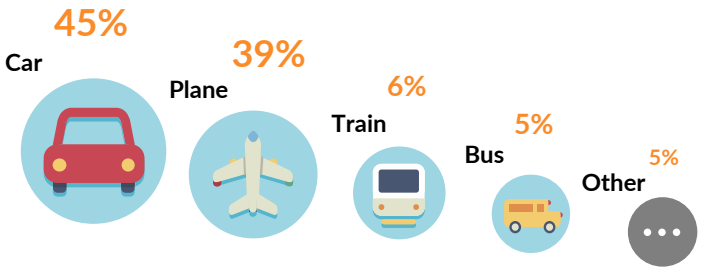
Continent

	Full Market		Air Packages	
1	Europe 85%	86%	Europe 64%	67%
2	Asia 5%	5%	Asia 15%	13%
	incl. Turkey		*incl. Turkey*	
3	Africa 4%	4%	Africa 13%	12%
	incl. Morocco, Tunesia and Egypt		*incl. Morocco, Tunesia and Egypt*	
4	America 3%	3%	America 5%	5%
	Not known 2%	2%	Not known 3%	3%

Accommodation



Transportation



	Car	Plane	Train	Bus	Other
In 2024:	*44%*	*39%*	*6%*	*5%*	*6%*

CONTACT

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