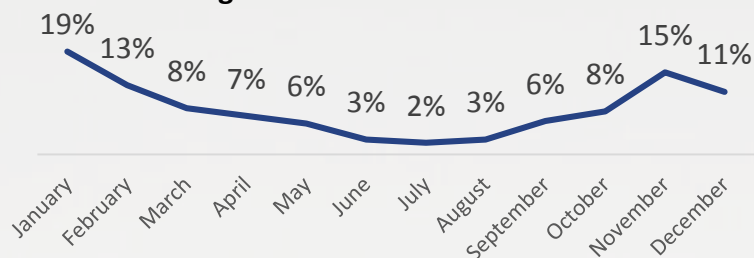


ABTO TRAVEL TRENDS DASHBOARD

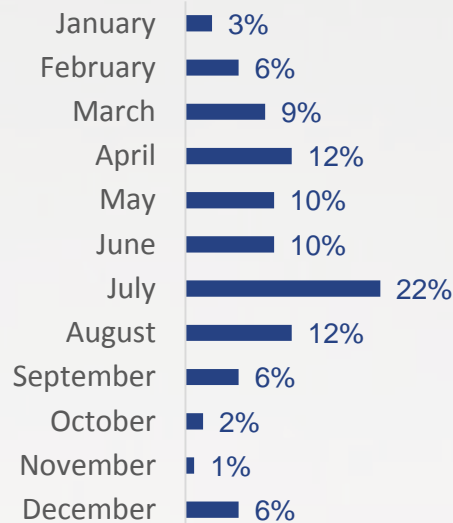
June 2018

KEY GRAPHS – TOTAL MARKET

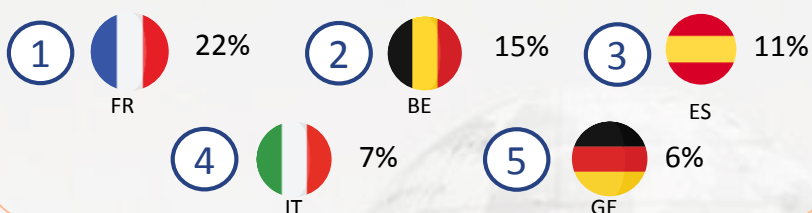
Month of booking



Month of Trip



Top 5 Countries of Destination



SPECIAL MONTHLY TOPIC – PROFILE OF SUMMER VACATION TRAVELLERS

Topic: summer holidays travellers

Total = 3,5 million travellers in 2018

Traveling period:

- 64% travels in July
- 35% of summer vacations first two weeks of July

Booking behaviour:

- mostly booked during winter
- 26% of summer bookings in January
- 14% of summer bookings in February
- 69% of all bookings made online

Destinations:

- 24% of travellers going to France
 - Provence = most popular region
- 14% of travellers going to Belgium
 - Flemish Coast = most popular region

Transportation:

- car = most preferred transport type with 51%
- followed by airplane with 36%

Accommodation:

- 37% stays in hotel
 - On which are 52% in 4 or 5 star hotel
- 19% rents a house
- 11% stays in a rented accommodation on a camping (trailer home or luxury tent)

Traveling:

- average number of travellers per trip is 3,9 persons
- 31% of bookings are for 2 persons
- 25% for 4 persons

Spend on average: (both accommodation and transport included)

- At booking spends = €1.973 per booking
- Per person = €578
- Per night = €67

CONTACT

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