TRAVEL INTELLIGENCE REPORT

Report Q1 2025

Belgian Travel Confederation

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Table of content

1. Executive summary

The Belgian travel industry entered 2025 with solid momentum, following a resilient performance in 2024. While last year ended with a +4.9% increase in turnover and stable passenger numbers (-0.1%), the current year began with strong early bookings in November, December, and January. These initial months showed positive growth both in volume and value. However, February presented an early warning signal, with turnover declining by 5% compared to the same month in 2024, raising concerns about the potential for a mid-season slowdown mirroring last year's pattern. Vigilance and adaptability remain crucial as the season unfolds.

In the first quarter of 2025, Spain retains its top position as the most booked destination, reflecting stable and consistent demand. France shows a modest recovery after a more subdued period, while Italy experiences a slight decline in popularity. The strongest growth comes from Egypt, which rebounds impressively after previous geopolitical tensions. Conversely, travel to the United States is losing momentum, with early signs pointing to the so-called "Trump effect" dampening interest from Belgian travelers. Turkey, too, is facing uncertainty linked to regional unrest. Overall, the shift in travel demand reflects a mix of persistent inflation, evolving traveler priorities, and a rapidly changing global context.

In terms of travel distances, short- and medium-haul destinations remain dominant and continue to grow (+5%), benefiting from accessibility and affordability. Long-haul travel, on the other hand, has slowed (-3%), potentially due to a steep rise in the average sales price (ASP), which is up by 19.1% for long-haul trips compared to a general increase of 16.5%. As a result, value-for-money considerations and geopolitical stability are influencing destination choice more than ever.

Booking behavior continues to shift toward earlier planning. A significant portion of travelers now book 90 to 270 days in advance, especially couples and families. Last-minute bookings have dropped sharply over the past three years, confirming that travelers are prioritizing certainty and availability amid rising prices and limited capacity in popular destinations. Offline sales remain relevant, particularly for more complex or premium bookings, even as online sales continue to surge.

Looking back on 2024, the organized travel market stabilized after two volatile years. Though volume growth was modest, rising travel costs drove strong revenue performance. The increase in the average sales price was particularly pronounced in leisure travel, where spending grew by 60% compared to 2019. Solo travelers continued to decline in share, likely due to the disproportionate price impact on individual bookings. Meanwhile, families and couples remained the primary customer base, with groups showing a steady presence.

Travel by air reached new highs, exceeding pre-pandemic levels, while rail travel recorded the highest growth rate across all transport modes, reflecting a growing commitment to sustainable mobility. Business travel continued its recovery, with steady year-over-year growth, but still represents a smaller portion of the overall travel market (11%). Leisure travel remains dominant, accounting for 89% of all trips, and continues to be the driving force behind industry growth.

The financial health of Belgian travel businesses remains strong, despite pressures from inflation and lower commissions. According to Graydon's analysis, 94.9% of companies are considered financially healthy, and nearly half (48.6%) are both financially sound and shock-resistant. This resilience is supported by evolving business models, better control of margins, and growing consumer acceptance of transparent service fees. Flemish companies perform slightly above average, while businesses in Wallonia show room for improvement.

From a regulatory perspective, the sector is preparing for substantial changes, including the revised Package Travel Directive and new multimodal passenger rights. Sustainability is also high on the agenda, with increased attention to rail travel, reduced emissions, and overtourism management measures being implemented across Europe. The industry must adapt to these shifts while maintaining service quality and financial stability.

The global context also shapes the outlook. While demand remains robust, geopolitical tensions, inflation, and evolving consumer behavior continue to introduce uncertainty. Travelers are becoming more selective, environmentally conscious, and digitally empowered. The rise of solo female travel, luxury and personalized experiences, and early booking patterns all point to a maturing and diversifying travel market.

As we advance further into 2025, the Belgian travel industry finds itself in a dynamic but promising environment. The strong start to the year, solid financial base, and growing professionalism across the sector provide a solid foundation. However, maintaining momentum will require adaptability, customer focus, and proactive policy engagement. The Belgian Travel Confederation remains committed to supporting the sector with timely insights, reliable data, and ongoing advocacy to ensure a successful year for all stakeholders.

We are happy to share this analysis with you.
Frank for the **Belgian Travel Confederation.**

Belgian Travel Confederation

2. Travel Intelligence – Summary Report

Current situation - Organised BE Travel Market - Final 2024

Turnover

Source: TravelNote Trends - Final figures 2024 vs. previous years

	2024 vs. 2023	2024 vs. 2022
€	+ 4,9 %	+ 23,8 %
pax	- 0,1 %	+ 6,3 %

Current situation - Global BE Travel Market - Final 2024

Number of trips (pax) & Retail value

Source: Euromonitor - BE residents domestic and outbound departures - full year 2024

Total trips (pax)

39,5 mio

+14 % vs. 2023

Retail Value

36,2 billion

+11 % vs. 2019

Average Retail Value

915 €

domestic 455 €

outbound 1.037 €

Growth *Source: Euromonitor – M: million / B: billion – 2024 and forecast 2025 – Trips & Retail Sales Price (RSP)*

Category		2018	2019	2020	2021	2022	2023	2024	2025	% Y24 vs. Y23	% Y24 vs. Y19
Total Trips	Trips	34,4 M	35,5 M	17,6 M	22,3 M	32,1 M	34,7 M	39,5 M	41,4 M	14%	11%
Domestic Tourism	RSP	3,6 B	3,7 B	2,5 B	3,0 B	3,3 B	3,5 B	3,8 B	4,0 B	7%	1%
Domestic Tourism	Trips	7,8 M	8,2 M	5,2 M	6,5 M	7,7 M	8,4 M	8,3 M	8,8 M	-2%	0%
Outbound Departures	RSP	19,9 B	20,4 B	9,5 B	13,4 B	22,6 B	25,8 B	32,4 B	34,4 B	26%	59%
Outbound Departures	Trips	26,6 M	27,3 M	12,4 M	15,8 M	24,4 M	26,3 M	31,3 M	32,6 M	19%	15%

Top 5 Destinations

Source: Euromonitor - Outbound departures per country

Inside Europe

1. FR 32%
2. BE 21%
3. SP 7,6%
4. NL 6,9%
5. DE 4,6%

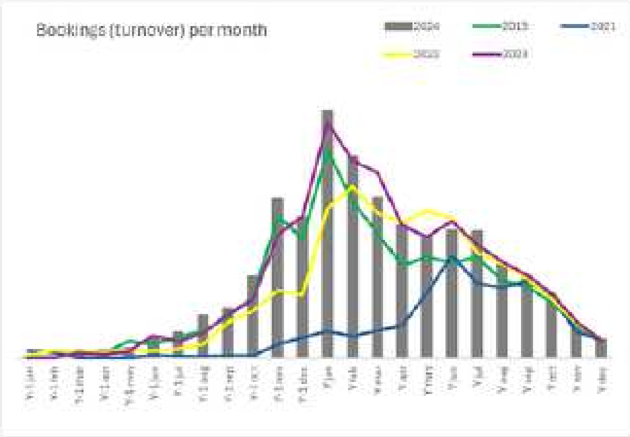
Outside Europe (% x 10)

1. TR 20%
2. US 9%
3. MA 6%
4. EG 4%
5. AE 3%

Current situation - Organised BE Travel Market - Final 2024

Time of booking - Final 2024

Source : TravelNote Trends - Turnover for departures in 2024 vs. previous years (all bookings)



Booking window - Final 2024

Source : TravelNote Trends - Booking window for departures in 2024 (all bookings)

Bookings per target group - Final 2024

Source : TravelNote Trends - Bookings per target group for departures in 2024 (all bookings)

	2019	2021	2022	2023	2024
Couple	29%	34%	32%	33%	34%
Family	27%	27%	29%	27%	28%
Group	25%	23%	24%	24%	24%
Single	20%	16%	15%	15%	15%

Top 5 Destinations

Source: TravelNote Trends - share vs. total pax - final 2024

Short-Medium Haul

1 SP 21,6% | 2 TR 8,7 | 3 FR 8,1% | 4 GR 6,7% | 5 IT 6,2%

Long Haul

1 US 3,1% | 2 UA 1,2% | 3 CV 1,0% | 4 MX 0,9% | 5 TH 0,8%

Current situation - Organised BE Travel Market - YTD 2025

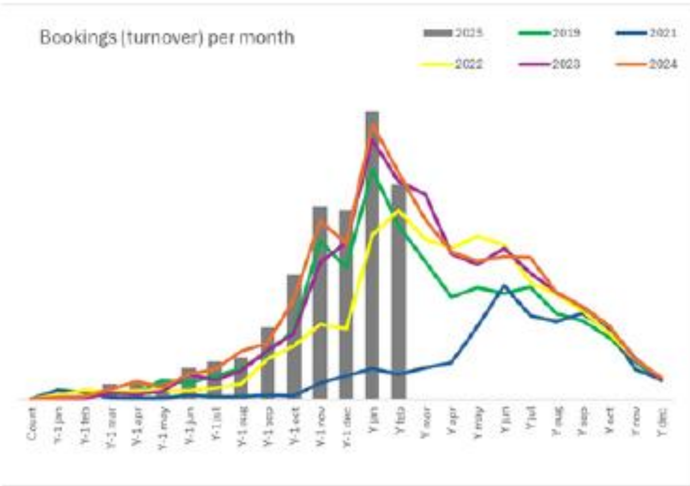
Turnover

Source: TravelNote Trends - year-to-date figures 2024 vs. previous years (Turnover until Feb/2025 - Week 09)

	YTD 2025 vs. YTD 2024	YTD 2025 vs. YTD 2023
€	+ 8,8 %	+ 24,2 %
Pax	+ 3,6 %	+ 10,9 %

Time of booking - YTD 2025

Source : TravelNote Trends - Turnover for departures in 2025 vs. previous years (bookings until Feb/2025 - Week 09)



Progression - Top 10 Destinations

Source: TravelNote Trends - Progression vs. last year - YTD 2025

Rank	Destination	Progression	Rank	Destination	Progression
1	SP	+0 %	6	AT	+19 %
2	FR	+1 %	7	BE	+9 %
3	IT	-1 %	8	EG	+50 %
4	GR	+4 %	9	US	-3 %
5	TR	+4 %	10	PT	+4 %

3. Introduction

The sources behind the report

For many years, the Belgian travel/tourism sector has searched for representative and statistically relevant data.

In 2020, when the Covid-19 crisis hit, the sector desperately needed figures to prove the importance of tourism to politicians and the public. The quest to establish a more permanent impact data framework started then.

In 2022, we invested in different partnerships:

- **Euromonitor** provides a macroeconomic view on the outgoing travel market thanks to regular statistics & analyses focused on the general travel Industry around the world AND specifically in Belgium.
- The IT platform **Travelnote** provides us with an in-depth and statistically relevant view on the Belgian organized market based on Travelnote's anonymized client data: today, more than 100 Belgian travel agencies allow us to use their records to establish trends of the Belgian organized market. This represent 10% of the whole Belgian organized market.
- Statbel, GFG (Belgian Insurance funds), BNB (Belgian National Bank), Eurostat, EU reports, ETC (European Travel Commission), WTTC (World Travel & Tourism Council), GBTA (Global Business Travel Association)... Are other sources of data that helped us create this report.
- For 2025 we are working on integrating the **Servico** platform which will increase the statistical relevancy and bring this report to another level..

The Travel Intelligence reports aim to review and contextualize the various data sources and to provide findings about the state of the travel/tourism industry not seen before.

All the sources used are referenced throughout the document as well as at the end of this report. In addition, you will be able to access the full and most of the individual reports through your membership on our website: www.belgian-travel-confederation.be.

Today, in March 2025, we are proud to present the new quarterly Belgian Travel Intelligence Report.

4. Data Analyses: Global vs. Organized Travel Market

Belgian Organized Travel Market – First impressions 2025

All bookings until 2nd March 2025 (week 9) - with departure in year 2025
BE residents (Source: *Travelnote*)

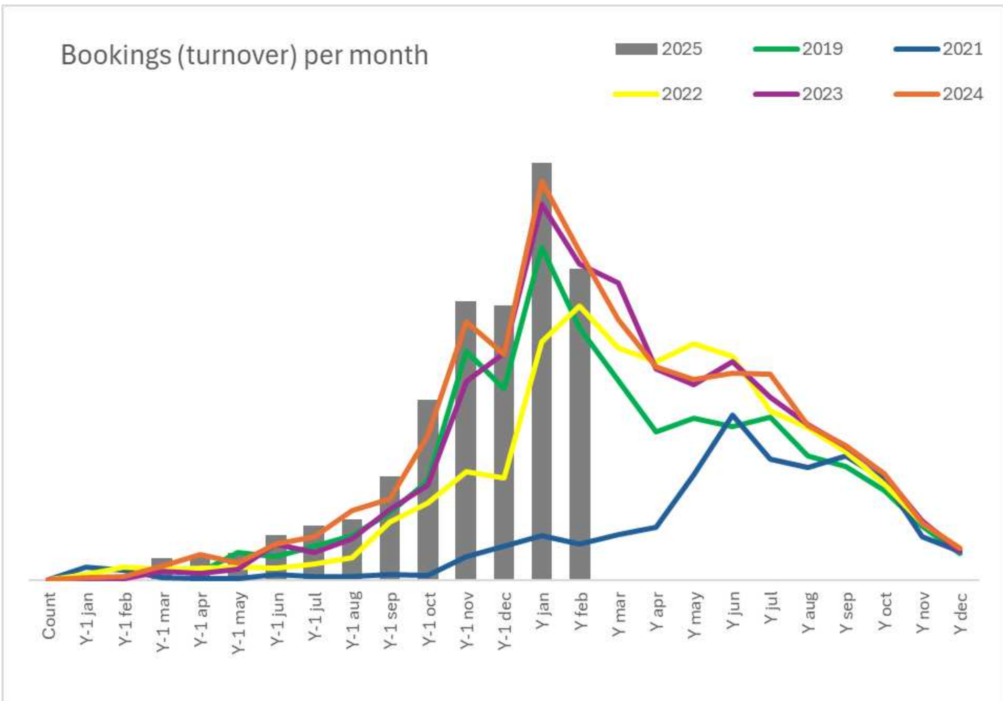
Turnover & pax

	ytd 25 vs. ytd 24		ytd 25 vs. ytd 23
€	+ 8,8 %		+ 24,2 %
pax	+ 3,6 %		+ 10,9 %

The first impressions of the 2025 booking season indicate a **strong start**, with turnover up by +8.8% compared to 2024 and +24.2% vs. 2023, while passenger numbers (pax) have also increased by +3.6% vs. 2024 and +10.9% vs. 2023.

Bookings per month – First impressions 2025

BE residents (Source: Travelnote)



The monthly booking trend shows that **early-season bookings** (November, December, and January) **remain strong**, similar to 2024, suggesting continued confidence in early planning.

However, given the sharp booking decline observed later in 2024, it will be crucial to monitor **whether 2025 maintains growth** throughout the season or follows a similar downward pattern. **February 2025** ended with a **5% decline in turnover compared to 2024**, indicating a potential slowdown following the strong early-season booking trend.

If the early momentum sustains, 2025 could outperform 2024 more significantly in both turnover and pax, but caution is needed to avoid a mid-season drop-off like last year.

First glimpse on a TOP 10 destinations – YTD2025 vs. YTD2024

	progression YTD25 vs. YTD24		TOP 10 YTD24
1 Spain	0%	=	Spain
2 France	1%	↑	France
3 Italy	-1%	↓	Italy
4 Greece	4%	↑	Greece
5 Turkey	4%	↑	Turkey
6 Austria	19%	↑	Austria
7 Belgium	9%	↑	United states
8 Egypt	50%	↑	Belgium
9 United states	-3%	↓	Portugal
10 Portugal	4%	↑	Germany

In YTD 2025, **Spain remains the undisputed leader** in the organized travel market, holding its top position with **stable demand** (0% growth vs. YTD 2024).
France sees first time a **slight growth** (+1%) since the record year of 2022, while Italy drops a bit (-1%), reflecting a minor decline in popularity.
Egypt makes the **biggest jump** (+50%), rebounding strongly after previous geopolitical concerns, while Austria (+19%) and Belgium (+9%) also gain traction.

In contrast, the **United States declines** (-3%), possibly influenced by the **Trump-effect**, affecting travel sentiment and demand, while Portugal, Greece, and Turkey continue steady growth (+4%), indicating a balanced shift in travel preferences.

In terms of travel distances, **short/medium-haul** trips are **up by +5%**, showing strong demand for closer European destinations, while **long-haul** travel **is down by -3%**, suggesting a temporary slowdown in intercontinental travel, possibly linked to the average sales price **(ASP)** that **increased by +16,5% overall**, while **long-haul trips** are experiencing an **even steeper rise of +19,1%**.

Belgian Organized Travel Market – Final numbers for year 2024

All bookings with departure in year 2024
BE residents (Source: *Travelnote*)

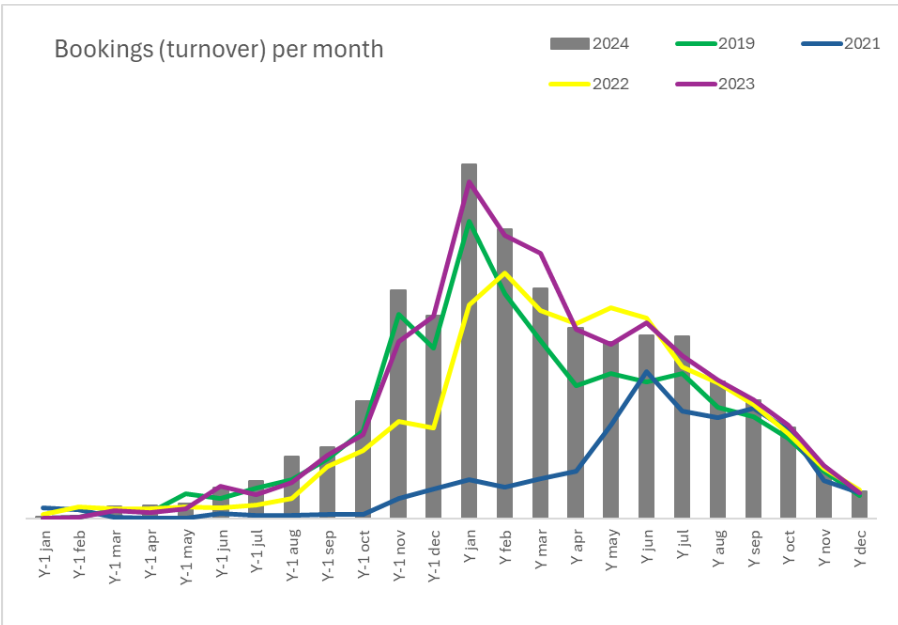
Turnover & pax

	2024 vs. 2023	2024 vs. 2022
Turnover	**+ 4,9 %**	**+ 23,8 %**
Pax	**- 0,1 %**	**+ 6,3 %**

The **turnover** for 2024 shows a **4.9% increase** compared to 2023, indicating moderate growth in revenue, while the number of passengers (**pax**) remains nearly **stable at -0.1%**, suggesting a slight decrease in volume but potentially higher spending per traveler. Compared to 2022, the 23.8% turnover growth highlights a significant recovery, supported by a 6.3% increase in passenger numbers, reflecting both increased demand and possibly higher pricing. This suggests that while the **market stabilizes** compared to 2023, 2024 continues on a strong post-pandemic recovery trajectory versus 2022.

Bookings per month – Final 2024

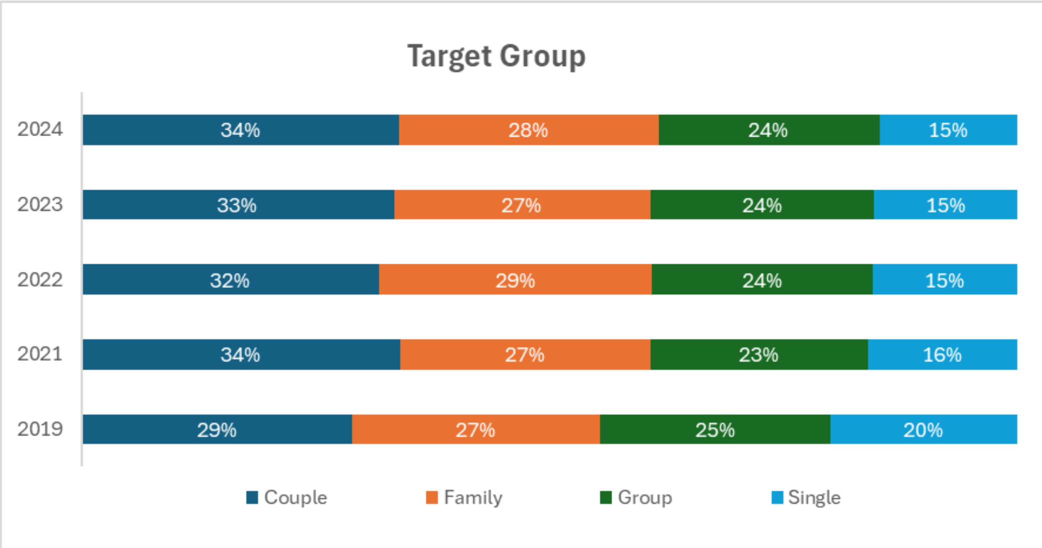
BE residents (Source: Travelnote)



The booking trend for travel in 2024 follows a similar seasonal pattern as previous years, with a strong peak in December and January, aligning closely with 2023 but surpassing 2019 in volume. Compared to 2022 and 2021, which showed slower recoveries, 2024 sees a steadier growth from mid-year, indicating stronger demand. While 2023 had the highest peak, the 2024 trend suggests a more balanced distribution of bookings throughout the year, likely reflecting a shift in consumer behavior towards earlier planning.

Bookings per target group

BE residents (Source: Travelnote)



	2019	2021	2022	2023	2024
Couple	29%	34%	32%	33%	34%
Family	27%	27%	29%	27%	28%
Group	25%	23%	24%	24%	24%
Single	20%	16%	15%	15%	15%

The 2024 data continues the trend observed in 2023, with **singles maintaining a lower share (15%)** in the organized travel market, despite global trends indicating a rise in solo travelers, particularly women around the age of 47.

The **couple segment remains dominant, increasing slightly to 34%**, confirming that more travelers are booking in pairs, likely due to cost advantages compared to solo travel.

The **family segment remains stable at 28%**, while groups remain unchanged at 24%, suggesting little variation in their travel behavior. The higher travel costs for solo travelers — already noted in 2023, with a +46% increase since 2021 — could continue to explain their declining share in the organized travel sector.

Average Sales Price

BE residents (Source: Travelnote)

		ASP	2024 vs previous years
2021	€	965	45%
2022	€	1.205	16%
2023	€	1.336	5%
2024	€	1.403	

The **average sales price (ASP) for 2024** has increased by **5% compared to 2023**, continuing the upward trend seen in previous years, with a total rise of **45% since 2021**, indicating sustained price inflation in the travel market.

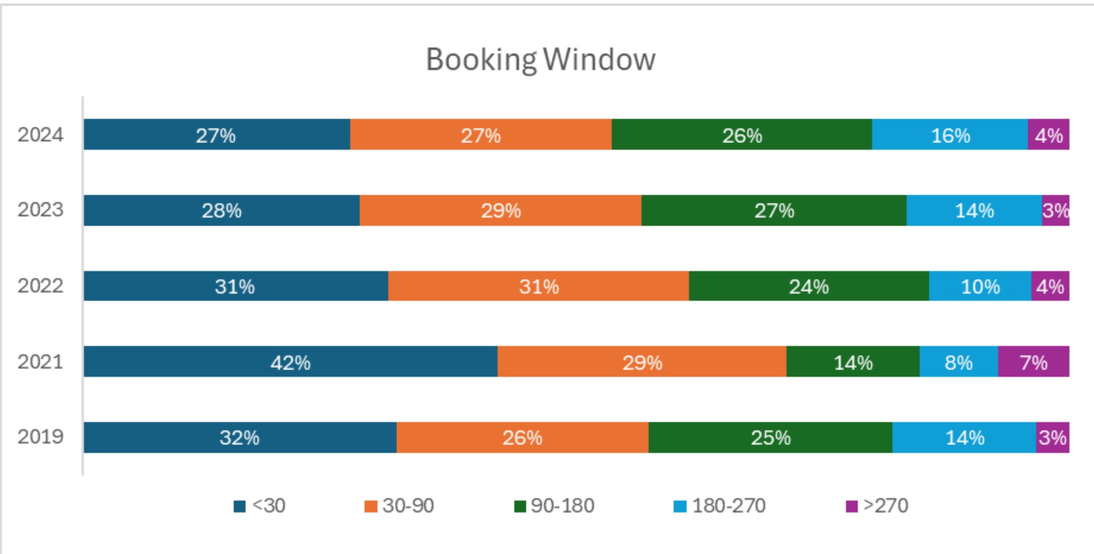
ASP	2021	2022	2023	2024	2022 vs. 2021	2023 vs. 2022	2024 vs. 2023
Long Haul	€ 1.471	€ 2.053	€ 2.279	€ 2.310	40%	11%	1%
Short/Medium Haul	€ 882	€ 1.013	€ 1.086	€ 1.169	15%	7%	8%

In 2024, the **average sales price (ASP) for long-haul travel has stabilized**, increasing by only **1% compared to 2023**, following significant price hikes in previous years (+40% vs. 2021 and +11% vs. 2022), likely indicating a plateau in airfare inflation.

In contrast, **short/medium-haul travel continues to see stronger ASP growth (+8% vs. 2023)**, exceeding last year's increase, suggesting that rising costs are now impacting regional travel more significantly than long-haul destinations.

Booking window by days

BE residents (Source: Travelnote)



The **booking behavior in 2024 shows a clear trend toward earlier reservations**, with a steady increase in bookings made **90-270 days in advance (42% in total)**, compared to previous years.

Last-minute bookings (<30 days) have significantly declined from **42% in 2021 to 27% in 2024**, confirming that travelers are planning their trips further ahead, likely due to pricing stability and availability concerns.

	2019	2021	2022	2023	2024
Couple					
<30	32%	43%	33%	28%	26%
30-90	29%	30%	34%	33%	31%
90-180	24%	12%	22%	26%	26%
180-270	12%	7%	8%	11%	13%
>270	3%	7%	3%	3%	4%
Family					
<30	14%	28%	16%	14%	13%
30-90	23%	34%	29%	26%	23%
90-180	33%	18%	32%	34%	33%
180-270	26%	11%	17%	23%	25%
>270	5%	9%	6%	4%	5%
Group					
<30	25%	38%	27%	24%	23%
30-90	28%	30%	33%	30%	28%
90-180	29%	15%	27%	30%	29%
180-270	14%	8%	10%	13%	16%
>270	4%	8%	3%	3%	5%
Single					
<30	64%	70%	62%	62%	63%
30-90	21%	18%	23%	23%	21%
90-180	10%	6%	10%	11%	10%
180-270	4%	2%	3%	4%	4%
>270	1%	4%	2%	1%	2%

The trend of booking earlier has continued into 2024, with couples and families still driving the shift away from last-minute bookings (<30 days), which have now further declined. The **90-180 days category has remained strong**, particularly for families (33%) and groups (29%), reinforcing a preference for earlier planning.

For couples, the **180-270 days segment has increased to 13%**, continuing the trend seen in 2023.

Groups show relative stability, with minor increases in longer booking windows, while singles remain **highly last-minute-oriented (63%)**, though a small shift towards bookings **>270 days (2%)** suggests slight diversification. This confirms that overall, the preference for early planning is growing across most segments, except for solo travelers.

TOP 10 destinations – Final 2024

All bookings with departure in year 2024
BE residents (Source: *Travelnote*)

	progression 2024 vs. 2023		TOP 10 2023
1 Spain	4%	↑	Spain
2 Turkey	-8%	↓	Turkey
3 France	-4%	↓	France
4 Greece	5%	↑	Greece
5 Italy	-10%	↓	Italy
6 Belgium	-7%	↓	Belgium
7 Germany	-2%	↓	Germany
8 United states	6%	↑	United states
9 Egypt	12%	↑	Egypt
10 Austria	4%	↑	Austria

In 2024, Spain remains the top destination, showing steady growth (+4%), while **Turkey and France continue to decline (-8% and -4%, respectively)**, reinforcing a shift away from these traditionally strong markets.
Italy (-10%) and Belgium (-7%) have also seen notable drops, suggesting travelers may be diversifying their choices, while **North Africa (Egypt +12%) and long-haul destinations (United States +6%) continue to gain popularity**.

This confirms the **ongoing recovery of long-haul and North African destinations**, as seen in 2023, at the expense of some historically strong European markets.

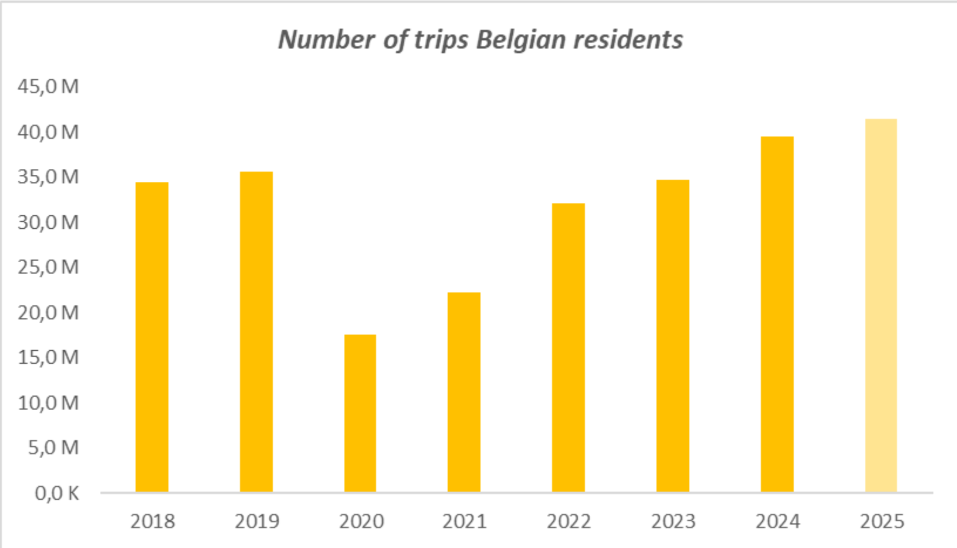
Top 10 for Long Haul destinations:

	progression 2024 vs. 2023		TOP 10 2023
1 United states	6%	↑	United States
2 United Arab Emirates	1%	↑	Cabo Verde
3 Cabo Verde	-11%	↓	United Arab Emirates
4 Mexico	-9%	↓	Mexico
5 Thailand	9%	↑	Thailand
6 Vietnam	13%	↑	Dom.Rep
7 Dominican Rep.	-10%	↓	Vietnam
8 South Africa	1%	↑	South Africa
9 Indonesia	29%	↑	Canada
10 Canada	-5%	↓	Norway

Belgian Travel Confederation

Belgian Overall Travel Market – Final 2024

BE residents (Source: Euromonitor)



According to Euromonitor the **full year 2024 recorded 39,5 mio trips** for BE residents which represents a 14% increase compared to last year, and +11% above the 2019 figures.

Growth

BE residents (Source: Euromonitor – M: million / B: billion – final 2024 and forecast 2025)

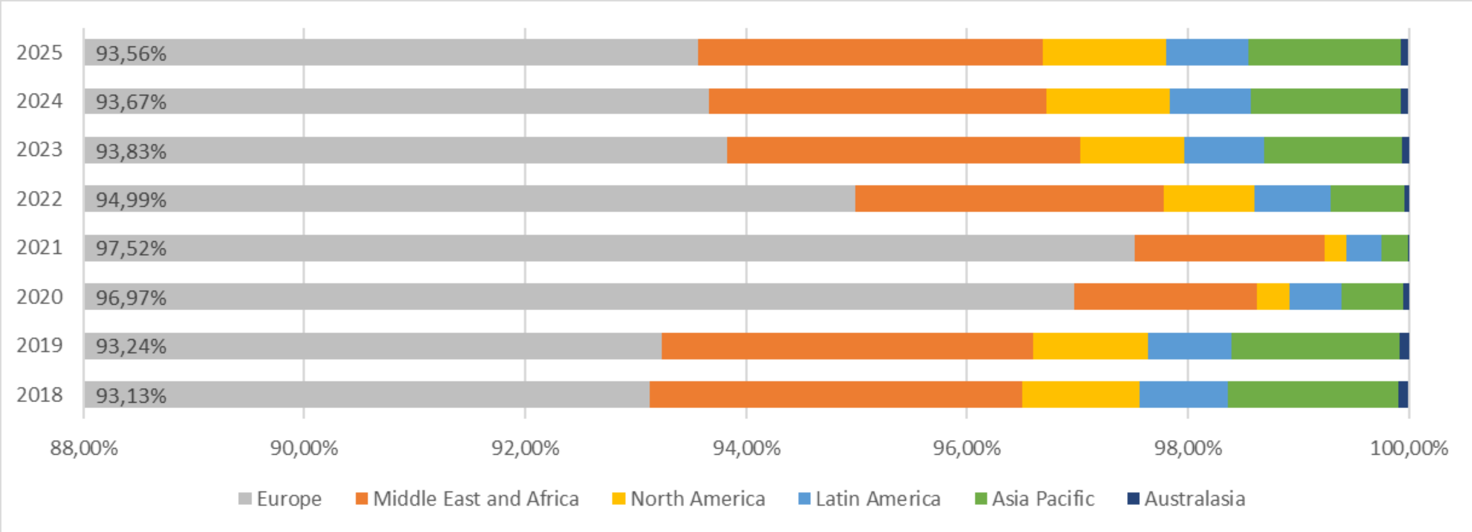
Category		2018	2019	2020	2021	2022	2023	2024	2025	% Y24 vs. Y23	% Y24 vs. Y19
Total Trips	Trips	**34,4 M**	**35,5 M**	**17,6 M**	**22,3 M**	**32,1 M**	**34,7 M**	**39,5 M**	**41,4 M**	**14%**	**11%**
Domestic Tourism	RSP	3,6 B	3,7 B	2,5 B	3,0 B	3,3 B	3,5 B	3,8 B	4,0 B	7%	1%
Domestic Tourism	Trips	7,8 M	8,2 M	5,2 M	6,5 M	7,7 M	8,4 M	8,3 M	8,8 M	-2%	0%
Outbound Departures	RSP	19,9 B	20,4 B	9,5 B	13,4 B	22,6 B	25,8 B	32,4 B	34,4 B	26%	59%
Outbound Departures	Trips	26,6 M	27,3 M	12,4 M	15,8 M	24,4 M	26,3 M	31,3 M	32,6 M	19%	15%

In 2024, **total trips continue to rise (+14% vs. 2023), driven primarily by outbound departures (+19% in trips, +26% in RSP), reflecting strong international travel demand**. While **domestic tourism spending (RSP) grows slightly (+7%)**, the number of trips stagnates (-2%), confirming that domestic travel demand is stabilizing after its pandemic-driven peak.

The **2025 forecast anticipates further outbound growth (+15% in trips, +59% in RSP)**, indicating a shift towards **higher-value international travel**, while domestic tourism reaches saturation with minimal growth.

Share per continent

BE residents (Source: Euromonitor)



In 2024, **Europe remains the dominant destination for Belgian travelers**, maintaining a higher share than pre-pandemic levels, though slightly decreasing compared to 2022 as long-haul travel gradually recovers.

The **Middle East & Africa and North America are regaining ground**, reflecting a continued interest in long-haul destinations, albeit at a **moderate pace**. The **Asia Pacific region shows the strongest post-pandemic growth**, yet it remains **below 2019 levels**, indicating that full recovery is still underway.

Share per continent	2018	2019	2020	2021	2022	2023	2024	2025
Europe	93,13%	93,24%	96,97%	97,52%	94,99%	93,83%	93,67%	93,56%
Middle East and Africa	3,37%	3,36%	1,65%	1,72%	2,79%	3,20%	3,06%	3,12%
North America	1,07%	1,04%	0,30%	0,20%	0,82%	0,94%	1,11%	1,12%
Latin America	0,80%	0,76%	0,47%	0,32%	0,69%	0,72%	0,74%	0,74%
Asia Pacific	1,54%	1,52%	0,56%	0,24%	0,67%	1,25%	1,35%	1,38%
Australasia	0,09%	0,09%	0,05%	0,00%	0,04%	0,06%	0,07%	0,07%
total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Sales Channel

BE residents (Source: Euromonitor)

Intermediaries vs. Direct Suppliers

	2018	2019	2020	2021	2022	2023	2024	2025	% Y24 vs. Y23	% Y24 vs. Y19
Turnover BE travel through **intermediaires**	7,6 B	9,4 B	3,6 B	5,3 B	8,3 B	9,7 B	10,8 B	11,5 B	12%	15%
Turnover BE travel **direct suppliers**	8,0 B	7,8 B	3,5 B	4,7 B	7,5 B	8,5 B	9,5 B	10,3 B	12%	21%
Travel intermediaires share	49%	55%	51%	53%	53%	53%	53%	53%		
Travel direct suppliers share	51%	45%	49%	47%	47%	47%	47%	47%		

Online vs. Offline

	2018	2019	2020	2021	2022	2023	2024	2025	% Y24 vs. Y23	% Y24 vs. Y19
Turnover BE travel **offline** purchase	7,1 B	7,0 B	3,0 B	3,9 B	6,1 B	6,8 B	7,4 B	7,8 B	10%	6%
Turnover BE travel **online** purchase	8,6 B	10,2 B	4,2 B	6,1 B	9,8 B	11,4 B	12,9 B	14,0 B	13%	26%
Travel offline share	45%	41%	41%	39%	38%	37%	37%	36%		
Travel online share	55%	59%	59%	61%	62%	63%	63%	64%		

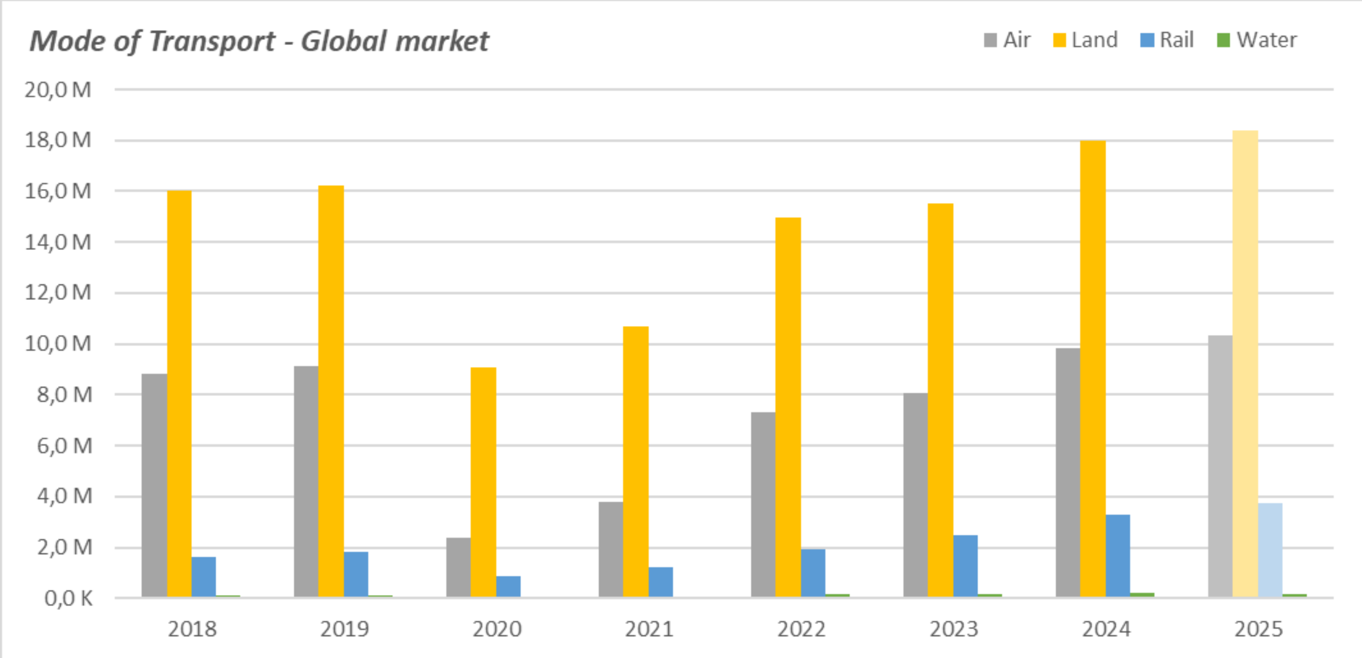
In 2024, the **split between intermediaries (53%) and direct suppliers (47%) remains stable**, continuing the long-term equilibrium seen in previous years. Both segments have **grown in real figures**, with intermediaries increasing by **+12%** and direct suppliers by **+12%**, showing that both booking channels remain relevant for travelers.

The **shift from offline to online sales continues**, with **online purchases reaching 12.9 billion euros in 2024 (+13%)**, while **offline purchases grow to 7.4 billion euros (+10%)**. Despite the steady decline in offline market share (down to **37% in 2024**), its absolute value is still increasing, confirming that **offline channels remain in demand, particularly for complex travel bookings**.

The **forecast for 2025** suggests **continued strong online growth (+26%)**, bringing online purchases to **14 billion euros**, while offline sales are expected to see a slower increase (+6%). This means that **more traditional offline agencies and suppliers are adapting to digital sales**, leading to a **blended model where offline businesses are increasingly present online** while maintaining physical customer service for specific travel needs.

Mode of Transport

BE residents (Source: Euromonitor)



In 2024, **air travel has fully recovered** and even exceeded pre-pandemic levels, reaching **9.8 million trips**, a **+21% increase from 2023** and **+8% compared to 2019** (9.1 million).

Rail travel continues its strong upward trend, growing by **31% compared to 2023**, and now accounting for **10% of all outbound trips,** up from 7% pre-pandemic, reflecting a shift towards more sustainable travel choices.

Land transport remains the **most used mode (57% share), but its relative importance is declining**, as train travel absorbs a larger share of travelers.

Water transport remains stable at 1% share, but its expected 116% growth in 2025 suggests a potential revival in demand for cruises and ferries.

Mode of transport outbound Belgian residents	2018	2019	2020	2021	2022	2023	2024	2025	% Y24 vs. Y23	% Y24 vs. Y19
Total	26,6 M	27,3 M	12,4 M	15,8 M	24,4 M	26,3 M	31,3 M	32,6 M	19%	15%
Air	8,8 M	9,1 M	2,4 M	3,8 M	7,3 M	8,1 M	9,8 M	10,3 M	21%	8%
Land	16,0 M	16,2 M	9,1 M	10,7 M	15,0 M	15,5 M	18,0 M	18,4 M	16%	11%
Rail	1,6 M	1,8 M	867,9 K	1,2 M	1,9 M	2,5 M	3,3 M	3,7 M	31%	79%
Water	0,1 M	0,1 M	0,1 M	0,1 M	0,2 M	0,2 M	0,2 M	0,2 M	17%	116%
Air share	33%	33%	19%	24%	30%	31%	31%	32%		
Land share	60%	60%	73%	68%	61%	59%	57%	56%		
Rail share	6%	7%	7%	8%	8%	9%	10%	11%		
Water share	0%	0%	1%	0%	1%	1%	1%	1%		

Belgian Travel Confederation

Business vs. Leisure

BE residents (Source: Euromonitor)

Number of trips Belgian residents	2018	2019	2020	2021	2022	2023	2024	2025	% Y24 vs. Y23	% Y24 vs. Y19
Total	26,6 M	27,3 M	12,4 M	15,8 M	24,4 M	26,3 M	31,3 M	32,6 M	19%	15%
Business Travel	**3,0 M**	**3,0 M**	**1,4 M**	**1,9 M**	**2,5 M**	**2,8 M**	**3,4 M**	**3,5 M**	**19%**	**11%**
MICE	0,4 M	0,4 M	0,1 M	0,1 M	0,3 M	0,3 M	0,4 M	0,4 M	17%	-3%
Other Business	2,6 M	2,6 M	1,4 M	1,8 M	2,2 M	2,5 M	3,0 M	3,1 M	20%	13%
Leisure Travel	**23,6 M**	**24,3 M**	**11,0 M**	**13,9 M**	**21,9 M**	**23,5 M**	**27,9 M**	**29,1 M**	**19%**	**15%**
VFR	3,8 M	3,9 M	2,2 M	2,7 M	2,9 M	4,0 M	4,6 M	4,7 M	15%	17%
Other Leisure	19,8 M	20,3 M	8,8 M	11,2 M	19,0 M	19,5 M	23,3 M	24,4 M	20%	15%
Business share	11%	11%	11%	12%	10%	11%	11%	11%		
Leisure share	89%	89%	89%	88%	90%	89%	89%	89%		

In 2024, **business travel** continues its **steady recovery**, reaching 3.4 million trips, marking a **+21% increase compared to 2023** and **+13% versus pre-pandemic levels** (3.0 million in 2019). **Leisure travel** remains **dominant** (89% share) and **has grown significantly**, with 27.9 million trips in 2024 (+19% vs. 2023), surpassing pre-pandemic levels.

The **split** between business (11%) and leisure (89%) **remains stable**, confirming that travel habits have returned to their **historical proportions**. The forecast for 2025 suggests **further growth for both segments**, with business travel reaching 3.5 million trips (+11%) and leisure travel continuing to expand (+15%), driven by both VFR (visiting friends & relatives) and general leisure travel demand.

Turnover (RSP - Retail Sales Price)

RSP Belgian residents	2018	2019	2020	2021	2022	2023	2024	2025	% Y24 vs. Y23	% Y24 vs. Y19
Total	19,9 M	20,4 M	9,5 M	13,4 M	22,6 M	25,8 M	32,4 M	34,4 M	26%	59%
Business Travel	**1,6 M**	**1,6 M**	**738,0 K**	**801,6 K**	**1,6 M**	**1,8 M**	**2,3 M**	**2,5 M**	**28%**	**43%**
MICE	0,3 M	0,4 M	0,1 M	0,1 M	0,3 M	0,4 M	0,6 M	0,6 M	38%	54%
Other Business	1,3 M	1,3 M	663,0 K	720,4 K	1,2 M	1,4 M	1,8 M	1,9 M	25%	40%
Leisure Travel	**18,3 M**	**18,8 M**	**8,7 M**	**12,6 M**	**21,0 M**	**23,9 M**	**30,1 M**	**32,0 M**	**26%**	**60%**
VFR	1,6 M	1,7 M	1,3 M	1,5 M	1,9 M	2,4 M	3,2 M	3,4 M	31%	81%
Other Leisure	16,7 M	17,0 M	7,4 M	11,0 M	19,1 M	21,5 M	26,9 M	28,6 M	25%	58%
Business share	8%	8%	8%	6%	7%	7%	7%	7%		
Leisure share	92%	92%	92%	94%	93%	93%	93%	93%		

In 2024, the Retail Sales Price **(RSP)** for **leisure travel continues to outpace business travel growth**, reaching **+60% vs. 2019**, while business travel, despite a strong **+43% increase**, remains a smaller share of total turnover (7%), confirming that price increases and higher demand are driving revenue growth more significantly in the leisure segment.

Average Spending Business vs. Leisure

Average Spending BE residents	2018	2019	2020	2021	2022	2023	2024	2025	% Y24 vs. Y23	% Y24 vs. Y19
Business Travel	**542 €**	**538 €**	**519 €**	**427 €**	**637 €**	**647 €**	**693 €**	**709 €**	**7%**	**29%**
MICE	897 €	900 €	1.230 €	869 €	1.170 €	1.213 €	1.432 €	1.392 €	18%	59%
Other Business	489 €	483 €	487 €	404 €	564 €	571 €	597 €	618 €	5%	24%
Leisure Travel	**773 €**	**773 €**	**794 €**	**904 €**	**960 €**	**1.019 €**	**1.078 €**	**1.098 €**	**6%**	**39%**
VFR	409 €	444 €	616 €	564 €	659 €	602 €	689 €	719 €	14%	55%
Other Leisure	843 €	837 €	837 €	986 €	1.005 €	1.105 €	1.155 €	1.171 €	4%	38%

The average spending for **leisure travel** (+6% in 2024, +39% vs. 2019) continues **to grow faster than business travel** (+7% in 2024, +29% vs. 2019), highlighting a stronger price increase and higher spending per trip in the leisure segment.

5. Booking Trends for 2025: Insights from Global Reports

➢ A Transforming Travel Landscape

The global travel industry is undergoing rapid and profound changes as it moves into 2025. Shaped by economic conditions, evolving consumer preferences, and emerging technologies, the way travelers book and experience their trips is shifting significantly. Despite ongoing geopolitical uncertainties, rising costs, and sustainability concerns, **demand for travel remains remarkably strong**, with 73% of Europeans planning a trip in early 2025, according to the European Travel Commission (ETC).

However, this demand is not uniform. Travelers are making more conscious decisions, considering factors such as affordability, trip length, environmental impact, and personalization. **Booking trends show a clear shift** towards long-haul travel, solo adventures, and luxury experiences, but also towards early reservations and extended stays. Technology is playing an increasing role, particularly with AI-powered trip planning, while traditional package holidays continue to hold strong appeal in specific markets.

Meanwhile, economic challenges such as inflation and supply chain disruptions continue to impact pricing and availability. The International Air Transport Association (IATA) warns that persistent supply issues could affect industry revenues, leading to fluctuating flight prices and potential constraints on airline capacity. In response, travelers are adapting their habits—booking earlier, selecting destinations based on affordability, and in some cases, opting for domestic or regional travel over long-haul adventures.

Sustainability remains a key consideration, with many travelers seeking environmentally responsible options. Cities like Venice and Barcelona are implementing new measures to manage overtourism, while major airlines and hotel chains are committing to ambitious carbon reduction targets. This trend reflects growing consumer awareness and regulatory pressure to reduce the environmental footprint of travel.

With these factors in mind, the following nine key trends define how travelers are booking their trips in 2025:

1. The Rise of Long-Haul Travel

A major trend for 2025 is the increasing demand for long-haul destinations. According to ABTA's Travel Trends for 2025, while Europe remains a strong choice, more travelers are looking beyond the continent. The number of travelers heading to North America has increased slightly, but the biggest surge is towards Asia, with Japan, Thailand, India, and China among the most sought-after destinations. Africa, particularly South Africa and Kenya, is also seeing growing interest.

2. Early Bookings and Extended Stays

Booking behavior is shifting towards earlier reservations and longer vacations. Research from FVW Travel Talk reveals that two-thirds of German travelers have already booked their 2025 holidays, primarily to secure preferred hotels and locations. Skift Research reports a trend towards extended stays, with luxury travelers averaging 13.5-day trips. The rise of "bleisure" (business and leisure combined) is particularly strong in India and China, as work-from-anywhere policies allow for extended travel periods.

3. Solo Female Travel on the Rise

The number of women traveling alone is expected to grow substantially in 2025. The US Travel Association found that searches for "solo female travel" rose by 131% in 2024, and Future Partners research indicates that 40% of female travelers are interested in solo trips—a significant 8% increase from the previous year.

4. Increased Demand for Luxury and Personalized Experiences

The desire for high-end experiences continues to grow, with a notable shift towards five-star accommodations. ABTA's report highlights that 35% of travelers stayed in luxury hotels in the past year, an increase from 30%, with Gen Z leading the charge—47% of this group opted for five-star stays.
Additionally, The Data Appeal Company emphasizes the rise of hyper-personalized experiences, driven by AI and big data. Companies like Marriott and Booking.com are leveraging AI to offer customized travel recommendations, itinerary planning, and real-time travel updates.

5. Nostalgia and "New Heydays" Influence Destination Choices

A unique trend shaping travel decisions in 2025 is the resurgence of nostalgia-based travel. Amadeus and Globetrenderpredict a rise in travelers seeking destinations that evoke iconic eras, such as the 90s and the Roaring Twenties. Many travelers are also revisiting past vacation spots, seeking to recreate cherished memories.

6. Sustainability and Responsible Tourism

Sustainability remains a crucial focus in travel planning. The Data Appeal Company's Megatrends Report notes that destinations worldwide are implementing stricter sustainability measures, such as tourist taxes, controlled visitor numbers, and eco-friendly infrastructure investments. Cities like Venice (€5 entry fee) and Barcelona (higher taxes on cruise tourism) are leading the way in managing overtourism. Additionally, major hotel chains and airlines are committing to carbon reduction strategies—Hilton aims to cut emissions by 61% by 2030, while Delta Airlines has pledged $1 billion towards carbon neutrality.

7. Economic Uncertainty and Inflation's Impact on Travel

Despite high demand, economic factors remain a concern. The ETC warns that inflation, rising travel costs, and geopolitical tensions (especially the ongoing Russia-Ukraine conflict) could affect travel decisions. While 73% of Europeans still plan to travel in early 2025—a six-percentage-point increase from last year—cost remains a major consideration, particularly for long-haul trips.

8. Technology's Growing Role in Travel Planning

AI-driven travel planning is becoming mainstream. According to Google and Deloitte's NextGen Travellers Report, nearly 40% of younger travelers (18-34) have used AI tools for trip planning, influencing choices on destinations, accommodations, and dining. Chatbots, automated booking assistants, and AI-generated itineraries are making trip planning more efficient and personalized.

9. The Popularity of Sun, Beach, and Package Holidays

Despite the rise in personalized travel, traditional sun-and-sea holidays remain dominant. FVW Travel Talk reports that German travelers, in particular, continue to favor beach vacations, with Spain, Italy, and Turkey among the top destinations. Package holidays remain popular due to their convenience, especially among families and older travelers.

Conclusion: A Data-Driven Future for Travel Planning

The trends for 2025 reveal a travel landscape shaped by a combination of technology, sustainability, nostalgia, and changing consumer behaviors. As travelers increasingly seek personalized, long-haul, and luxury experiences, businesses must adapt to these evolving preferences. At the same time, economic and environmental concerns will continue to influence decision-making.

In this dynamic landscape, data-driven insights will be essential for travel professionals. Accurately forecasting demand, tracking booking behaviors, and leveraging AI for personalized recommendations will define success in 2025 and beyond. As the industry navigates these trends, those who effectively combine technology, sustainability, and consumer-centric strategies will emerge as leaders in the next era of travel.

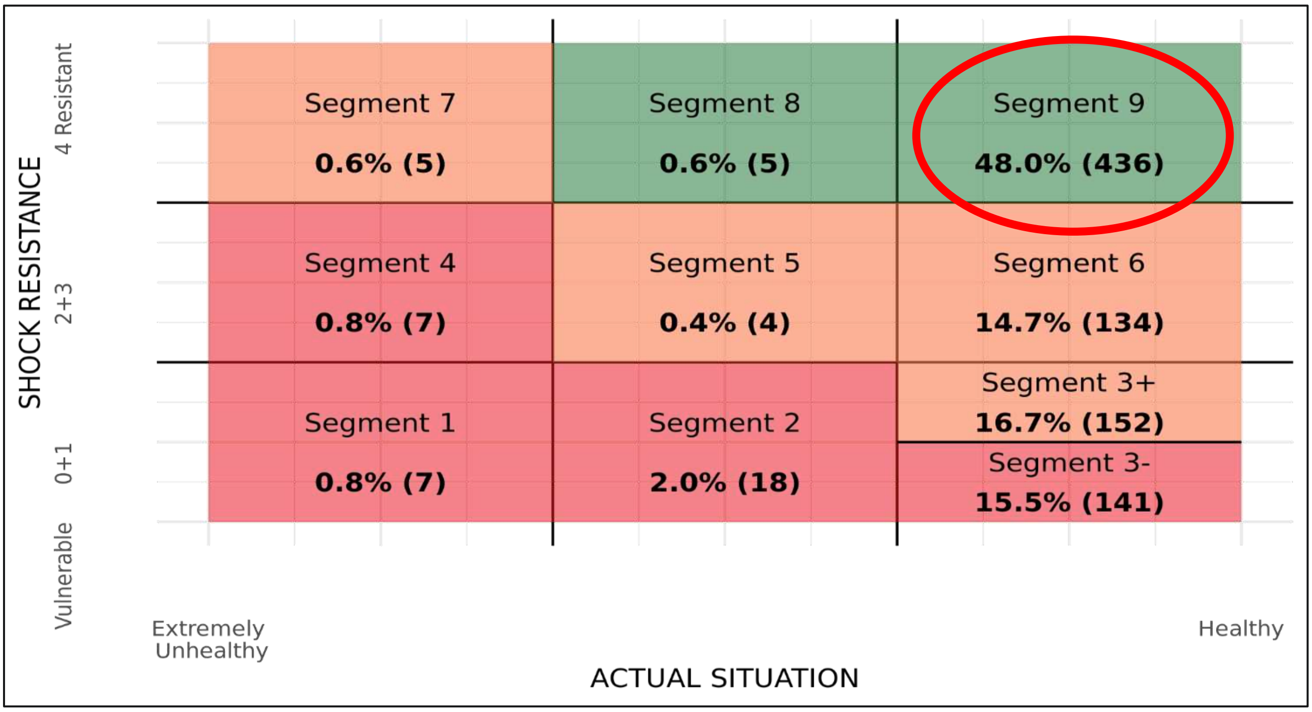
6. Financial health of the Belgian Travel Sector

As we do on a yearly basis within the Travel Intelligence Report from quarter one, we include a financial health report based on the Shock Resistance Report and 9-grid from Graydon.

The situation for the Belgian companies in the travel sector, travel agents and travel organizers **remains stable and in good health**.

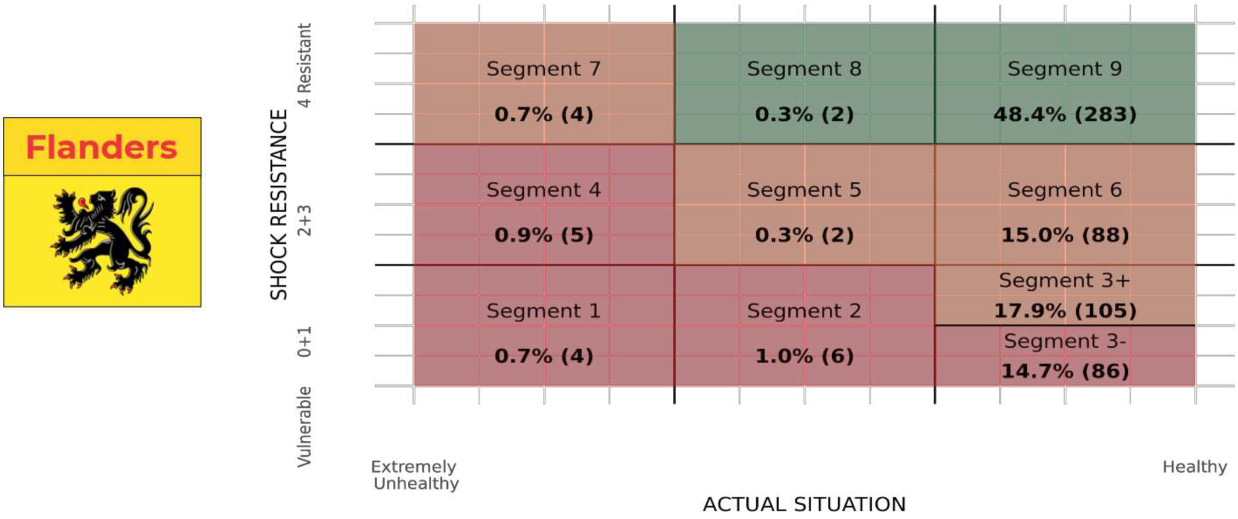
Despite the impact of inflation, indexation and lower commissions, the businesses have succeeded in maintaining their margins. On one side the consumer is spending more per person than the prior years and more than the price increases. On the other side, the shift form reselling towards own organization, hence, control on the margins has its effect. Next to this, it becomes standard to count service fees in a transparent way. The customer is accepting it and against the light of the Package Travel Directive, it is acquired contrary to the packages falling under the directive.

Analysis shows that the average **bruto margin needs to be at 12,53%** in order to be break-even. Looking at the drop in average commissions the launch of new business models, new products with better margins as well as taking into **account service fees is a must** do for the companies concerned.

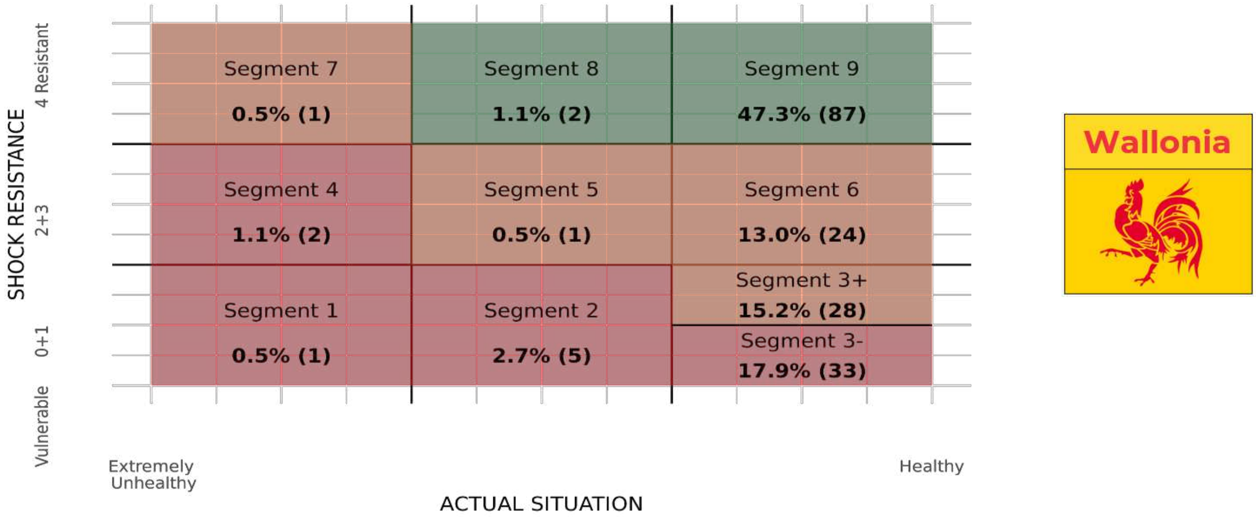


In our business in Belgium **48,6% is both healthy and shock resistant**. 94,9 % of the companies is considered financially healthy, 49,2 % is considered shock resistant en 81% is in the "safe" zone.
In order to further improve this situation companies are recommend to **further build out their own equity compared to the total turnover** and improve cash management. This implies amongst others looking at all agreements en improve payment conditions.

There is a slight **regional difference** to be noticed.



For **<u>Flanders</u>** the situation is slightly better with 48,7% of the companies being financially healthy and shock resistant. 96% of the companies is considered financially healthy and 49,4% shock resistant. 82,6% of the companies are in the "safe" zone.



<u>Wallonia</u> is slightly performing under the Belgian situation with 48,0 % of the companies being financially healthy and shock resistant. 93,4 % of the companies are to be considered healthy en 48,9% shock resistant. 77,6% off the companies are in the "safe" zone.

As an overall conclusion one can state that the sector of the travel agencies and travel organizers is healthy with room for improvement. Flanders is today lifting up the average for Belgium. **Compared to other sectors, our businesses are still outperforming most of them and travel is still in the top 3 of best performing sectors.**

Herewith travel agencies and travel organizers are doing far better than most of the providers in our industry. This further underlines the strength of well managed independent companies and PME's who prove to be flexible and innovating in their offer.

It goes without saying that the shift form a sellers market towards a buyers market under the pressure of lowering commissions, hence more proper organization where margins can be controlled plays an important role.
Next to this, more and more companies are realizing that they are selling a service and that customers are happy to pay for these acts of assistance. Looking at the cost of personal and inflation it has and the context of the Package Travel Directive it goes without saying that next to the control of the margins, **implementing transparent and well thought off service fees**, separately from the margins **is recommended**. Next to this, they must be evaluated on a regular basis against the light of inflation and indexation.

7. Overtourism & Data: Driving Smarter Travel

Overtourism has become one of the most pressing challenges facing the global travel industry. While tourism remains a vital economic engine for many destinations, the sheer volume of visitors is straining infrastructure, damaging fragile ecosystems, and leading to increasing tensions with local communities. Popular destinations such as Venice, Barcelona, and Machu Picchu are **struggling to balance economic benefits with sustainability**, as governments and tourism boards search for viable solutions. From regulatory measures to innovative strategies, the industry must find ways to mitigate overtourism without stifling the travel economy.

The Rising Tensions of Overtourism

Tourists flock to iconic landmarks and picturesque locations, but the influx can often come at a significant cost. In many cases, residents are pushing back against mass tourism, with protests emerging in cities like Barcelona and Amsterdam. A report from Travel Weekly highlights that over half of surveyed travelers (55%) would reconsider visiting a destination if they were aware of local concerns about overtourism. Among families with children, this awareness is even higher, with 72% indicating they would alter their travel plans to avoid adding to the strain. These findings suggest that while travelers may not always be fully informed about the consequences of overtourism, they are increasingly willing to adapt their behavior when made aware of the issue.

Governments and local authorities are responding in various ways. Some cities are implementing direct restrictions, such as Barcelona doubling its tourism tax and Florence imposing tighter controls on short-term rentals. Meanwhile, in Mallorca’s town of Sóller, authorities have gone a step further by banning rental cars from the city center to reduce congestion, as reported by *Metro Belgium*. Other destinations, including Venice, are experimenting with entry fees, aiming to discourage day-trippers who contribute little to the local economy but add to overcrowding.

Economic Growth vs. Sustainability: The EU's Perspective

Despite mounting concerns, tourism remains a major economic pillar for many countries. The European Union has been cautious in its approach to overtourism, favoring management strategies over restrictive measures. According to *Euractiv*, the EU’s Transport and Tourism Commissioner Apostolos Tzitzikostas has rejected the term “overtourism” in favor of “unbalanced tourism,” emphasizing the need to redistribute visitors rather than limit them. The EU’s upcoming 2026 strategy will focus on promoting lesser-known destinations to ease pressure on overcrowded hotspots, reflecting a broader belief that economic growth and sustainability can coexist with careful planning.

The Environmental Toll and Extreme Measures

In some cases, the impact of overtourism is so severe that authorities have had no choice but to impose temporary closures. *NPO.nl* highlights how places like Iceland's Fjaðrárgljúfur canyon and Thailand's Maya Bay have been periodically shut down to allow nature to recover from excessive foot traffic and environmental degradation. These closures were prompted by a surge in visitors, often due to viral social media exposure or blockbuster films. While temporary bans have proven effective in some cases, they remain a last resort.

Peru's Machu Picchu, for example, limits the number of daily visitors and enforces strict one-way walking routes to prevent congestion and reduce environmental impact. Similarly, national parks in the U.S. have adopted timed-entry systems and lottery-based ticketing to control visitor numbers. These approaches demonstrate that with careful planning, tourism can be managed without resorting to outright bans.

Solutions: Finding a Sustainable Path Forward

While there is no single solution to overtourism, several strategies show promise. One effective approach is the implementation of tourism taxes and visitor caps, as seen in Barcelona and Venice. Another is the redistribution of tourism flows by promoting alternative destinations, an approach favored by the EU. Meanwhile, some destinations are experimenting with environmental pledges, requiring visitors to sign commitments to responsible travel, as successfully implemented in Iceland and New Zealand.

Sustainable tourism models also highlight the potential for tourism to be a force for good. In Rwanda, revenue from gorilla trekking permits has been reinvested in conservation efforts, leading to a resurgence in gorilla populations. A similar model exists in Canada's Great Bear Rainforest, where tourism revenues help fund environmental protection and community development.

The Role of Data in Addressing Overtourism

Ultimately, tackling overtourism requires a data-driven approach. Accurately measuring visitor numbers, analyzing peak travel periods, and assessing environmental and social impacts are essential for formulating effective policies. Without precise data, it is difficult to quantify the extent of the issue or implement meaningful solutions. The travel industry must leverage technology and analytics to monitor tourism trends and develop strategies that balance economic benefits with sustainability.

As the debate over overtourism continues, one thing is clear: the travel industry must adapt. With a combination of smart regulation, innovative solutions, and responsible traveler behavior, destinations can continue to welcome visitors while preserving their cultural and natural heritage for future generations.

8. EU Travel Policy Updates: Key Developments and 2025 Outlook

The European travel industry has seen significant regulatory developments in 2024, with decisions that will shape the sector in the years ahead. The European Council has made crucial revisions to the Package Travel Directive (PTD), while the European Commission has set out ambitious plans for tourism and transport in 2025.

Package Travel Directive (PTD) : Key Revisions and Industry Wins

In the ongoing revision of the Package Travel Directive, travel agents and tour operators obtained **major achievements in December 2024** as several industry-backed changes were incorporated:

- **Prepayments**: The Council rejected the European Commission's proposal to limit prepayments by the travellers, preserving essential business cash flows.
- **Simplified Scope**: The Council dismissed the proposed 3/24-hour package definition, reducing administrative burdens and consumer confusion.
- **Linked Travel Arrangements**: These were removed from the directive's scope, with a clearer obligation to inform travelers that such arrangements are not protected packages.
- **Traveler Rights**: Cancellation rights were revised to consider circumstances at departure and destination, rather than solely the traveler's residence.
- **Insolvency Protection**: The refund timeline for organizer insolvency was extended from 3 months to 9 months, easing financial pressure on businesses.

Looking ahead to 2025, ECTAA will focus on influencing the European Parliament's stance on the directive. The parliamentary phase is expected to emphasize consumer protection, making negotiations more challenging for the industry.

Passenger Rights and Multimodal Travel Regulations

The Council also adopted its approach to passenger rights, addressing several key issues:

- **Intermediation Fees**: The Council upheld that intermediaries are not required to refund fees if passengers were informed of refund conditions at purchase.
- **Passenger Contact Information**: Travel intermediaries must share passenger details with carriers for disruption notifications, though GDPR restrictions now prevent misuse for commercial purposes.
- **Missed Connections**: Intermediaries' liability for missed multimodal connections is limited to a 100% ticket refund if they failed to inform passengers about ticket conditions.
- **Unresolved Issues**: Package travel customers remain excluded from multimodal passenger rights, and unimodal passenger rights saw no improvements, a persistent concern for ECTAA.

The European Commission's 2025 Agenda: Tourism and Transport Priorities

Under Ursula von der Leyen's second term, the European Commission has designated a Commissioner for Sustainable Transport and Tourism for the first time, recognizing the sector's 10% contribution to EU GDP. Key initiatives planned for 2025 include:

- **Competitiveness Compass**: A strategic framework focusing on innovation, decarbonization, and economic security.
- **Clean Industrial Deal**: Aligning EU's green transition goals with economic competitiveness.
- **Regulatory Simplification**: Cutting reporting burdens for SMEs by 35%.
- **Sustainable Tourism & Smart Mobility**: Advancing a 90% emissions reduction by 2050 while enhancing travel accessibility and affordability.
- **High-Speed Rail Network**: A plan to connect EU capitals, including an expanded night train system.
- **Single Digital Booking & Ticketing**: A unified ticketing platform to streamline multimodal travel across Europe.

With regulatory changes on the horizon, the travel industry faces both opportunities and challenges in 2025. As legislative discussions progress, ECTAA remains committed to advocating for practical and fair solutions that balance consumer rights with industry sustainability.

9. Definitions

The definition used on this report rely on Euromonitor definition.

Belgian Overall travel market
General travel market for Belgian residents travelling abroad and domestic. Includes all purposes of their trip, means of transport, length of stay and excludes day trips.

Travel company
A travel company is a company selling and/or organizing trips and holding a registered VAT number. A travel company can have different selling points which are all linked to the same travel company.

Point of sales
Is considered as an establishment unit. An establishment unit means a public or private economic employing unit generally at a single physical location which sells and/or organizes trips. The selling point does not necessarily need to have its own VAT Number, but can be linked to the main office which is considered as another selling point.

Travel professionals
All persons active in the travel sector who can be linked to an operating travel company. Including employees, employers, managers, owners and/or self-employed.

Trip
A journey when a person goes somewhere out of home and comes back again. Only trips longer than 24 hours are taken into account, a trip can be domestic or international.

Number of trips
Number of passengers. Each person taking a trip is recorded separately (PAX).

Retail Value
RSP is the retail selling price (i.e. sales at end price to consumer) including retailer and wholesaler mark-ups and sales tax and excise taxes.

Domestic
Domestic tourism refers to the number of trips taken by Belgian residents. within a trip, multiple destinations may be included; however, the main destination based on the longest time spend there is only considered. Domestic trips over 24 hours are taken into account, so day trips are excluded. Each person taking a trip is recorded separately.

Domestic expenditure
Domestic expenditure refers to the spending on travel and tourism services by domestic visitors on their trips. It includes travel within the country, which covers air travel as well as other modes of transport. Air fares are included in domestic expenditure.
REVISION: Day trips are now excluded from domestic expenditure to align volume and value data for domestic trips.

Outbound departures

Outbound departures measure the flows of Belgian residents leaving the country. Euromonitor International uses UNWTO arrivals by source market data to feed into outbound departures by source market data. The analysis excludes day trips.

Outbound expenditure (= Tourism spending)

Outbound expenditure refers to the amount paid by residents of the country of reference for the acquisition of goods and services, including transport, for and during trips abroad. We include all spending that is made in the destination. Lodging, car rental or activities can all be booked before travelling (at home) but would still be counted. Trips that are over 24 hours are included however day-trippers and transit passengers are excluded.

Booking

The Booking category includes Booking Offline, Booking Online including Mobile Travel, Leisure Travel, Business Travel, Travel Intermediaries and Direct Suppliers. It covers point of sale to residents for travel either domestically or abroad.

Mode of transport

For outbound and domestic trips, the mode of transport is the means of transport that has been used to leave the Belgian territory/borders:

- By air: includes scheduled airline, charter, private jet and low-cost carrier;
- By land: includes car, motorbike, bus, coach;
- By rail: includes passenger train, excluding freight and car transport;
- By water: includes ferries, river and ocean cruise, hovercraft and other passenger boats.

Inside and outside Europe

Inside Europe are all countries included in the European geographical continent, not the European Union or other economical areas. Outside Europe would be defined by all geographically non-European countries.

Business Outbound

Business outbound includes all international departures by Belgian residents for business purposes including own arrangements, booked through TMC's and MICE.

Leisure Outbound

Leisure outbound refers to all international trips taken by Belgian residents for leisure purposes including recreational trips/holidays, visiting friends and relatives and other purposes (such as sports, education, medical, shopping, religion etc).

Travel Intermediaries
Travel Intermediaries covers companies that put travel packages and components together (tour operators e.g. TUI, Sunweb), companies that sell travel services directly to consumers and businesses (travel agents, including traditional bricks and mortar travel agencies, online travel agencies and travel management companies e.g. Expedia, Booking.com, Ctrip and TripAdvisor) and short-term rental intermediaries e.g. Airbnb and Vrbo.

Organized travel market
All trips booked through a travel intermediary, see previous. Travel intermediaries covers companies that put travel packages and components together (tour operators), companies that sell travel services directly to consumers and businesses (travel agents, including traditional bricks and mortar travel agencies, online travel agencies and travel management companies) and short-term rental intermediaries.

Own arrangement
Consumers travelling unmanaged (e.g. visiting friends & relatives) and/or booking their trip directly with the suppliers. Direct suppliers refer to travel and tourism companies that own, market and distribute their own travel and tourism products and services. Direct suppliers include hotel owners and operators, cruise lines, airlines, transport providers, car rental players, attractions, tour guides and in-destination activity providers.

Year-to-Date
Year to date (YTD) refers to the period of time beginning the first day of the current calendar year up to the current date. Mainly used in order to analyze booking date and/or departure date.

Time of booking
Time of booking refers to the calendar date that a trip has been sold (creation date)

Time of booking year-to-date
Analysis of the bookings that have been created (sold) year-to-date, compared with the same calendar date in previous years.

Type of holiday
Refers to a certain category or type of trip based on the input that users have coded into their back office system. The type of category is not predefined but consolidated by a mapping table in order to allow high level analysis.

Short-Medium Haul vs. Long Haul
Short-Medium haul is a destination with a flight lasting up to 3-4 hours and not necessarily located on the European continent, including Canary Islands and Mediterranean destinations e.g. Morocco, Turkey and Egypt.
Long Haul refers to destinations geographically located outside of Europe with the additional condition of having a longer flight time to destination, e.g. U.A.E., Jordan or Cabo Verde.

10. Sources

Dynamic databases

– Euromonitor International, Passport database and Travel Forecast Model
– Travelnote, BTC V4 powerBI, covering ca. 100 BE travel companies
– Eurostat, Bel.stat

Studies & Reports

– ABTA's Travel Trends for 2025
– European Travel Commission (ETC) Reports
– FVW Travel Talk (Germany)
– Skift Research's 2025 Travel Outlook
– US Travel Association Data
– Future Partners Research on Solo Female Travel
– The Data Appeal Company's Megatrends Report
– Amadeus and Globetrender's Travel Trends for 2025
– Google & Deloitte's NextGen Travellers Report
– International Air Transport Association (IATA) 2025 Financial Outlook

11. Team & Contributors

The Team

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