

# TRAVEL INTELLIGENCE REPORT

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Report Q2 2023

**Belgian Travel Confederation**

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# 1. Executive summary

Our first report provided an overview of the Belgian Travel industry before and post covid and specifically illuminated the attitudes of Belgians towards travel in comparison with travelers of other EU countries.

Back in February, we also reported the status of the travel sector in 2022, comparing demand and bookings for the general travel market with the organized travel market.

This second edition provides insight into the evolution of bookings in this first quarter of 2023 including the historical thresholds already reached by the sector and all sub sectors. The world has now fully reopened and travel is resuming strongly.

Insight is shed on Google Trends and Insights highlighting the importance of a strong online presence. Some results may be surprising.

Business travel represents 27% of all travel in Europe and will be the focus of upcoming EU regulations. Yet, it is also a key factor of the world economy and needs to be correctly addressed. While the association BT4Europe (Airlines industry) reports on the *Travel & Tourism Development Index* as a key element to progress and economic recovery, the GBTA (Global Business Travel Association) focuses their last report on sustainability and sees a need for collaboration, harmonization and solidarity. Both view the *EU Corporate Sustainability Directive* as a positive impetus for action, but also something to be prepared for.

Other regulations such as *reFuelEU* or the *Single EU Sky Agreement* are looked at and analyzed in our report. To understand these numerous regulations that will impact the sector soon, this report provides important context by reviewing the origins, including the *Glasgow declaration* and the latest UNWTO-report on *methodologies to measure greenhouse emissions*. The recent *6th report of the IPCC* and recommendations for the industry are also discussed hereafter.

Finally, this second report discusses two future scenarios promoted by two major representative groups of our industry: *Destination 2050*, a joint-study by representatives of European airports, airlines, aerospace manufacturers and air navigation service providers and *The Tourism Decarbonization Scenario*, by the Travel Foundation.

With this report, The Belgian Travel Confederation aims to provide the stakeholders of the Belgian travel sector with the facts and figures and makes recommendations for key partnerships that will allow all key actors to prepare themselves and make critical decision to successfully navigating these new realities.

## 2. 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 framework data 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 in 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.
- Statbel, GFG (Belgian Insurance funds), BNB, Eurostat, EU reports, ETC, WTTC, GBTA.... Are other sources of data that helped us create this report.

This report reviews and contextualizes the various data sources and provides 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](http://www.belgian-travel-confederation.be).

Today, April 2023, we are proud to present the second quarterly Belgian Travel Intelligence Report.

*'Travel is needed to run our societies, travel is what runs our economies, it's our modern way of life [...] We want to make travel cleaner, safer and smarter but we don't want to cut on travel.'*

Walter Goetz, Head of Cabinet, EU Transport Commissioner

### Current situation - Organised BE Travel Market YTD 2023

#### Turnover & Pax

Source: TravelNote Trends - year-to-date 2023 vs. previous years (dd 30/03/2023)

YTD 2023 vs. YTD 2022

**+34 %**

**+14 %**



YTD 2023 vs. YTD 2019

**+5 %**

**+23 %**

### Travel Forecast Model - Global BE Travel Market Y2023

#### Number of trips (pax) & Retail value

Source: Euromonitor - Belgium residents domestic and outbound departures - estimated full year 2023

Total trips (pax)

**32,5 mio**

**+19 % vs. 2022**

Retail Value

**26,0 billion**

**-8 % vs. 2019**

Average Retail Value

**800 €**

**outbound 938 €**

**domestic 419 €**

#### Top 5 Destinations

Source: TravelNote Trends - share vs. total pax - YTD 2023

##### Short-Medium Haul

- 1  SP 23%
- 2  FR 10%
- 3  TR 8%
- 4  IT 8%
- 5  GR 7%

##### Long Haul

- 1  US 3,4%
- 2  AE 1,2%
- 3  MX 0,9%
- 4  TH 0,8%
- 5  ZA 0,7%

#### SMH vs. LH - organised market

Source: TravelNote - Outbound departures YTD 2023



**69 % vs. 31 %**



#### SMH vs. LH - global market

Source: Euromonitor - Outbound departures Forecast Y2023



**96 % vs. 4 %**

