

40 years of holidays of Belgians

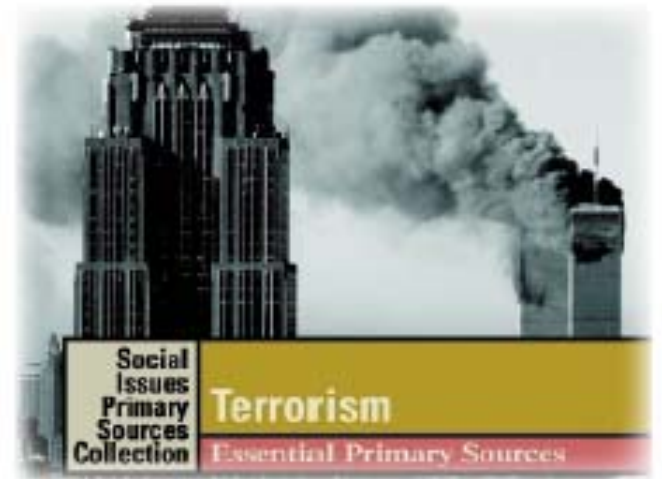
Rik De Keyser
Managing director

Trends in holiday behaviour of Belgians

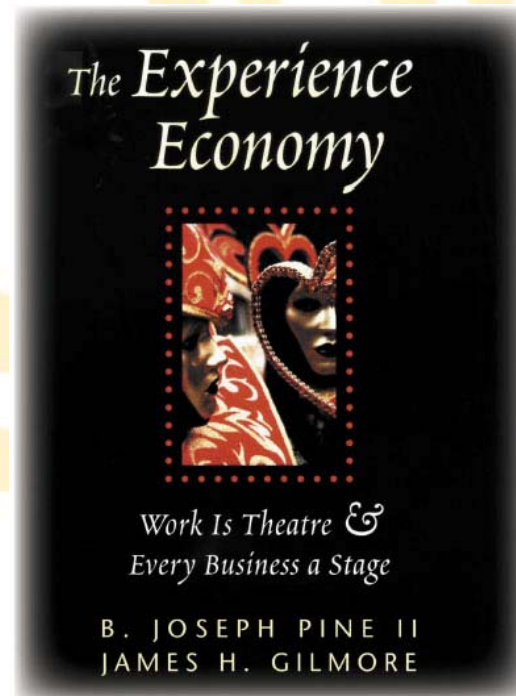
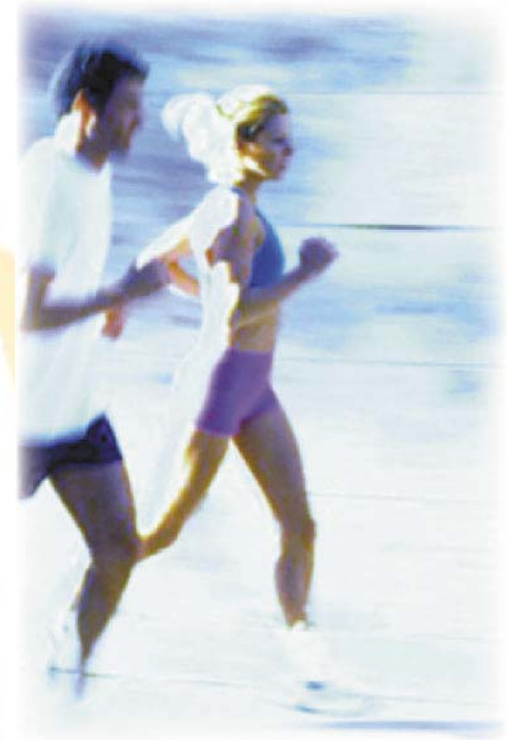
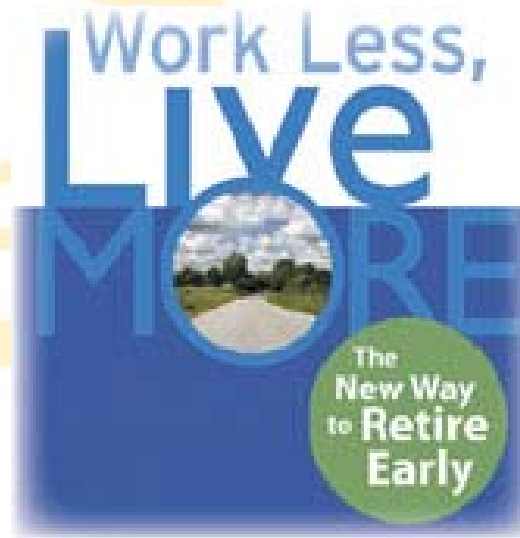
- Holiday behaviour has undergone significant changes in the last decades as it is increasingly influenced by major global trends



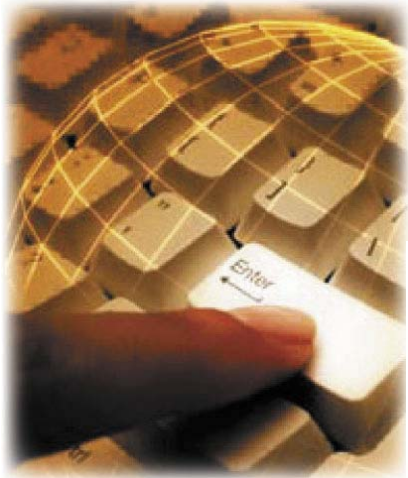
Trends in the external environment



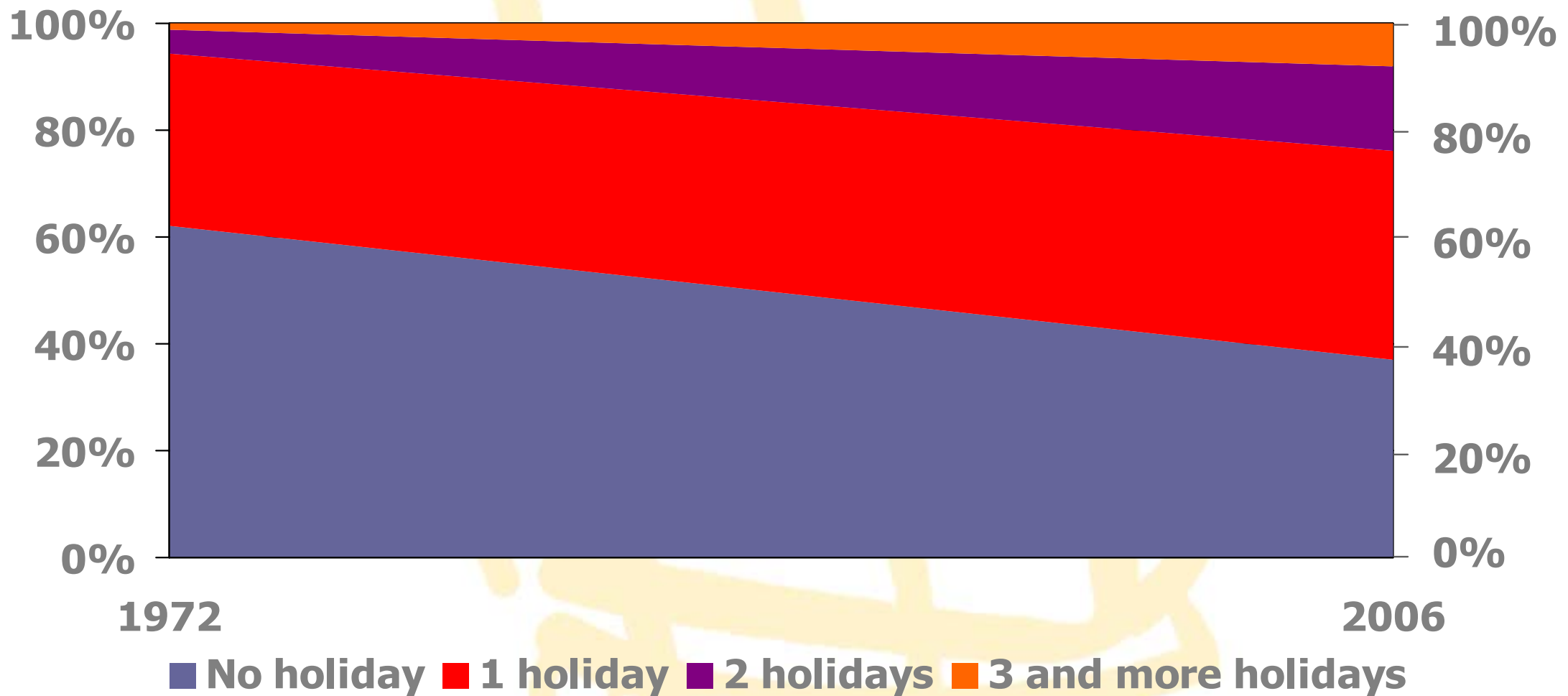
Trends in consumer behaviour



Trends in the operation of the tourism industry

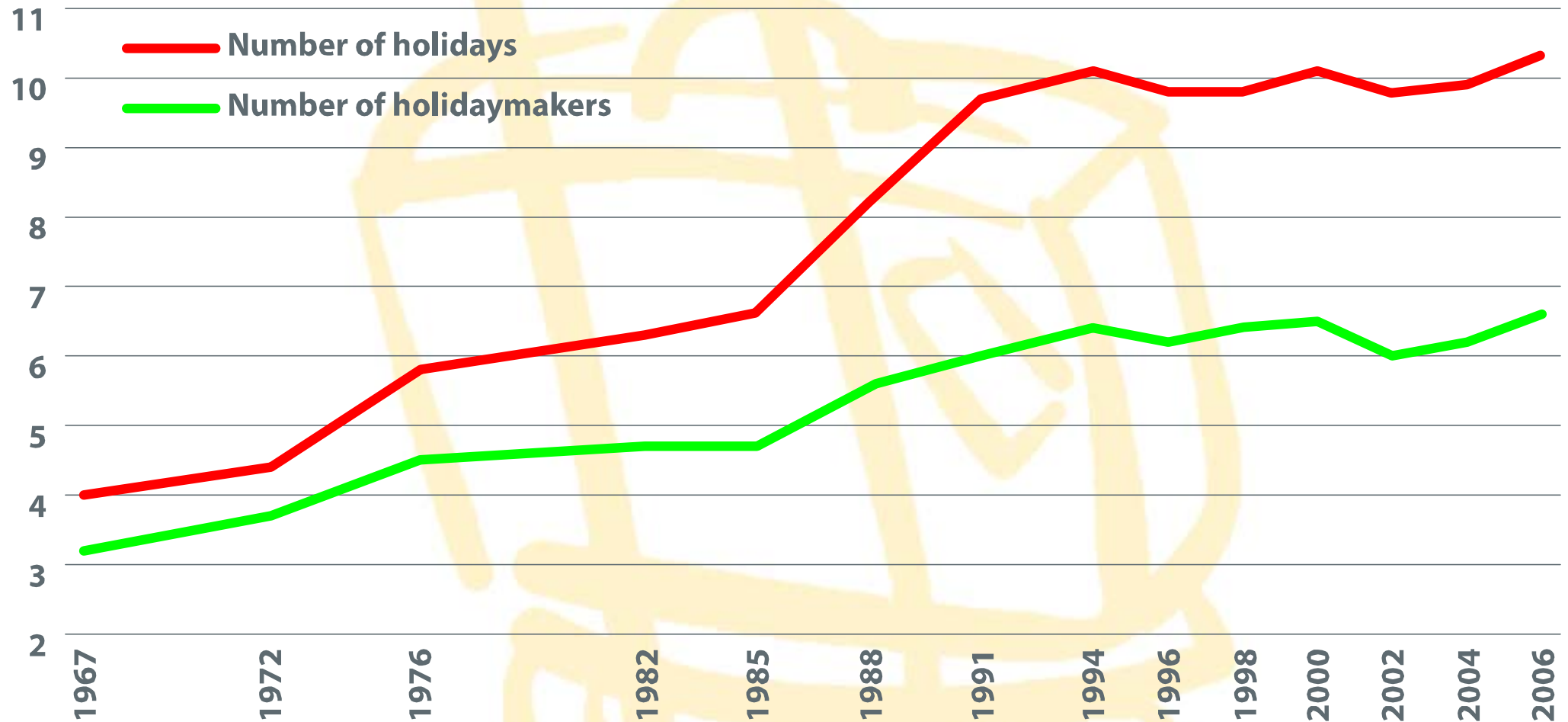


Growing net departure rate and growing travel frequency



Growing number of holidaymakers and holidays by the Belgian population

In millions

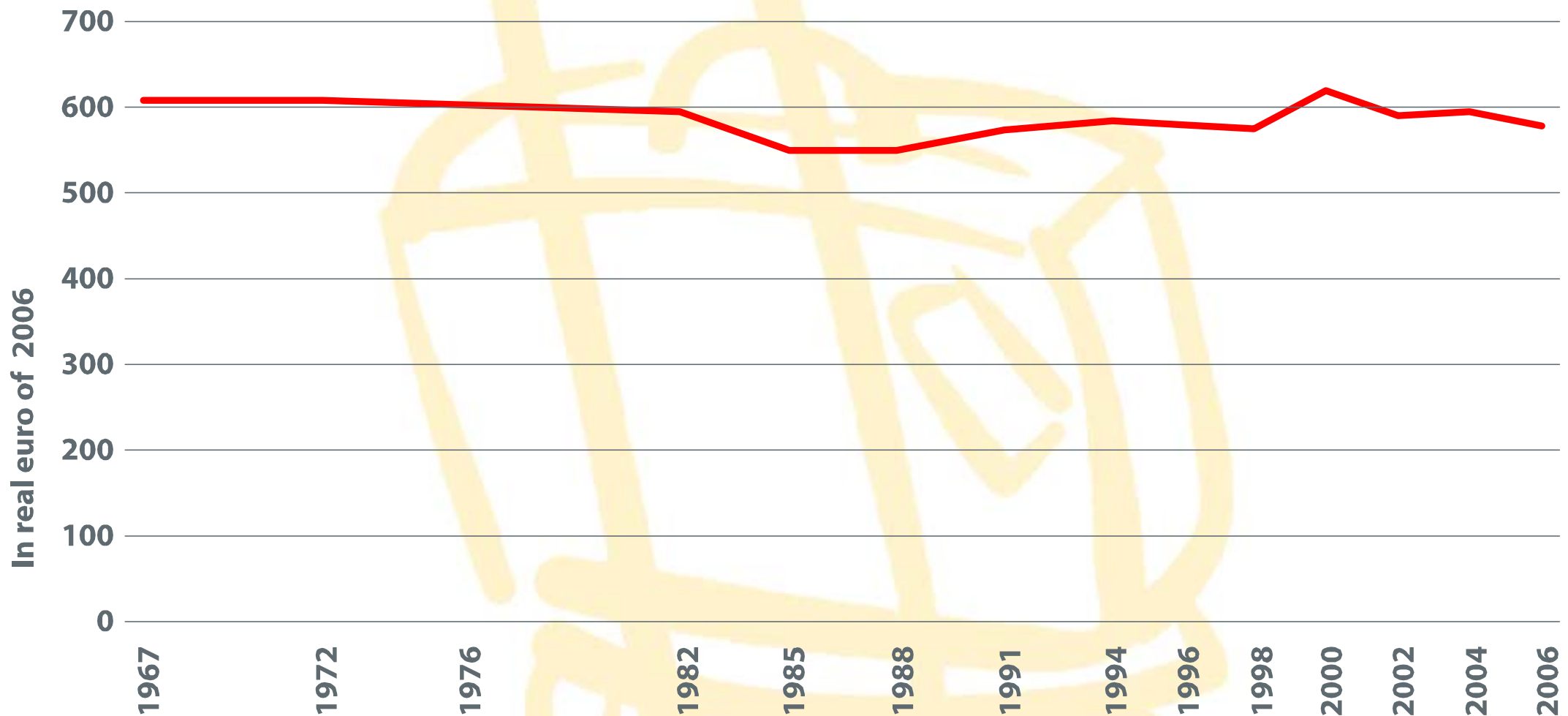


Decreasing length of stay

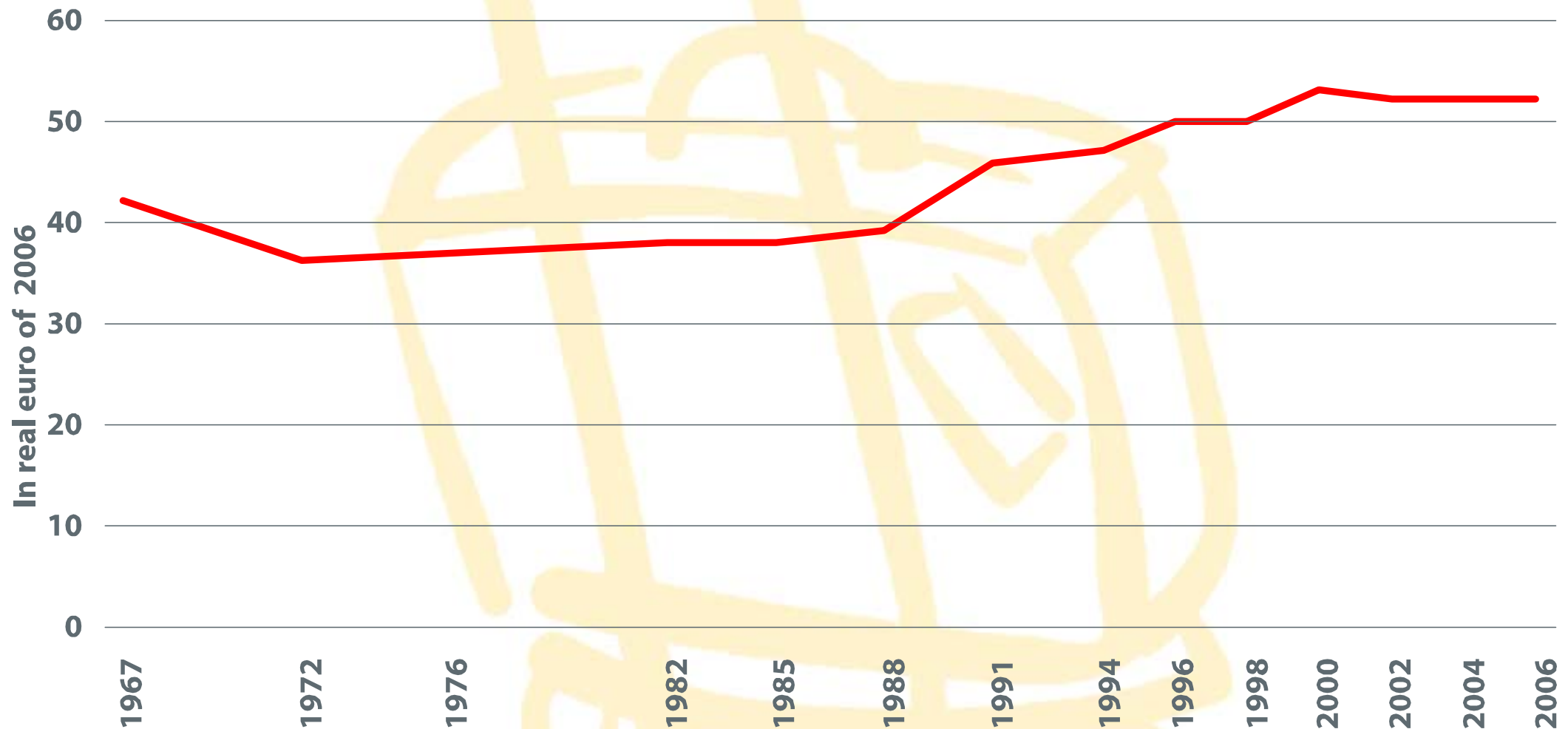
Number
of nights



Remarkably stable expenditure per person and per holiday

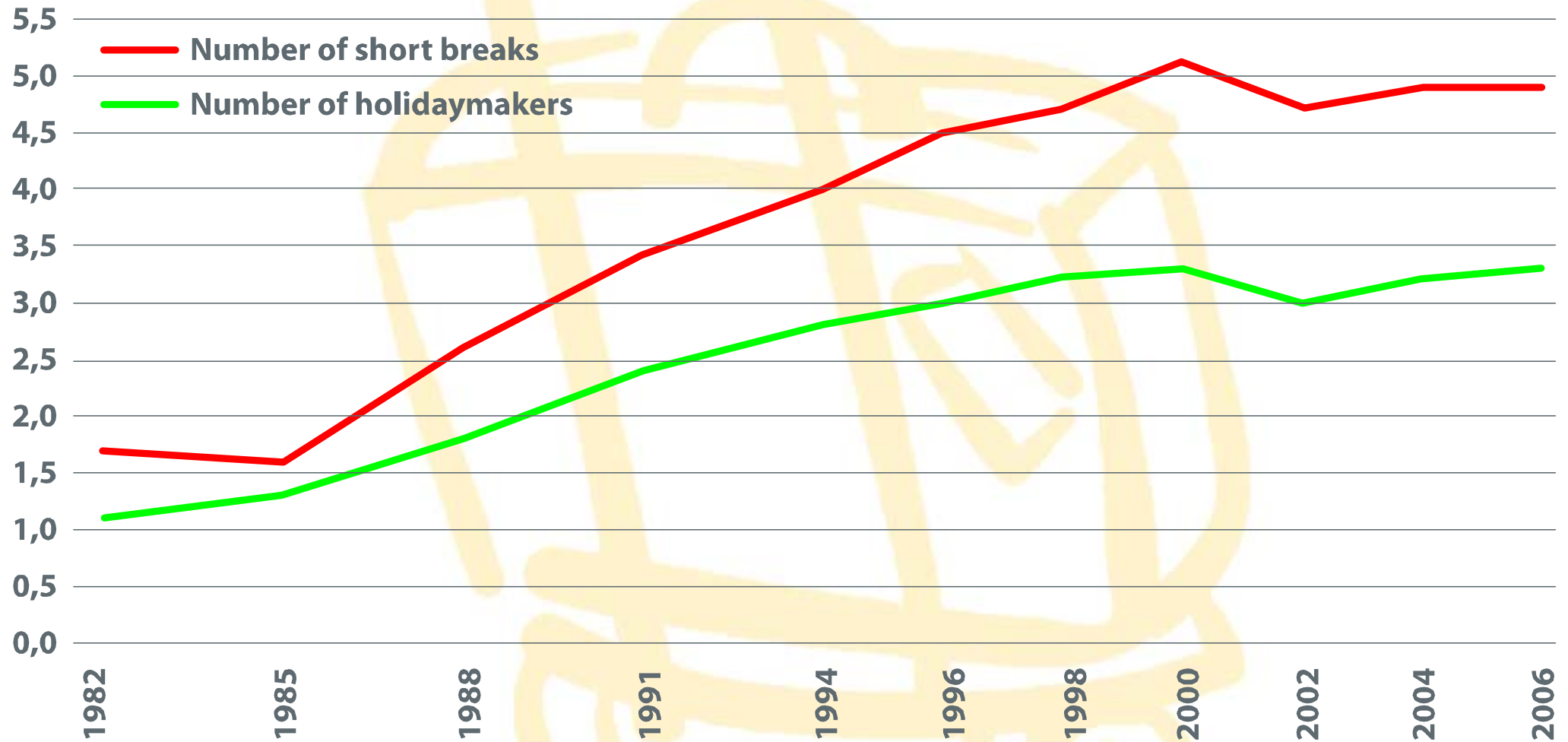


Growing expenditure per man-night



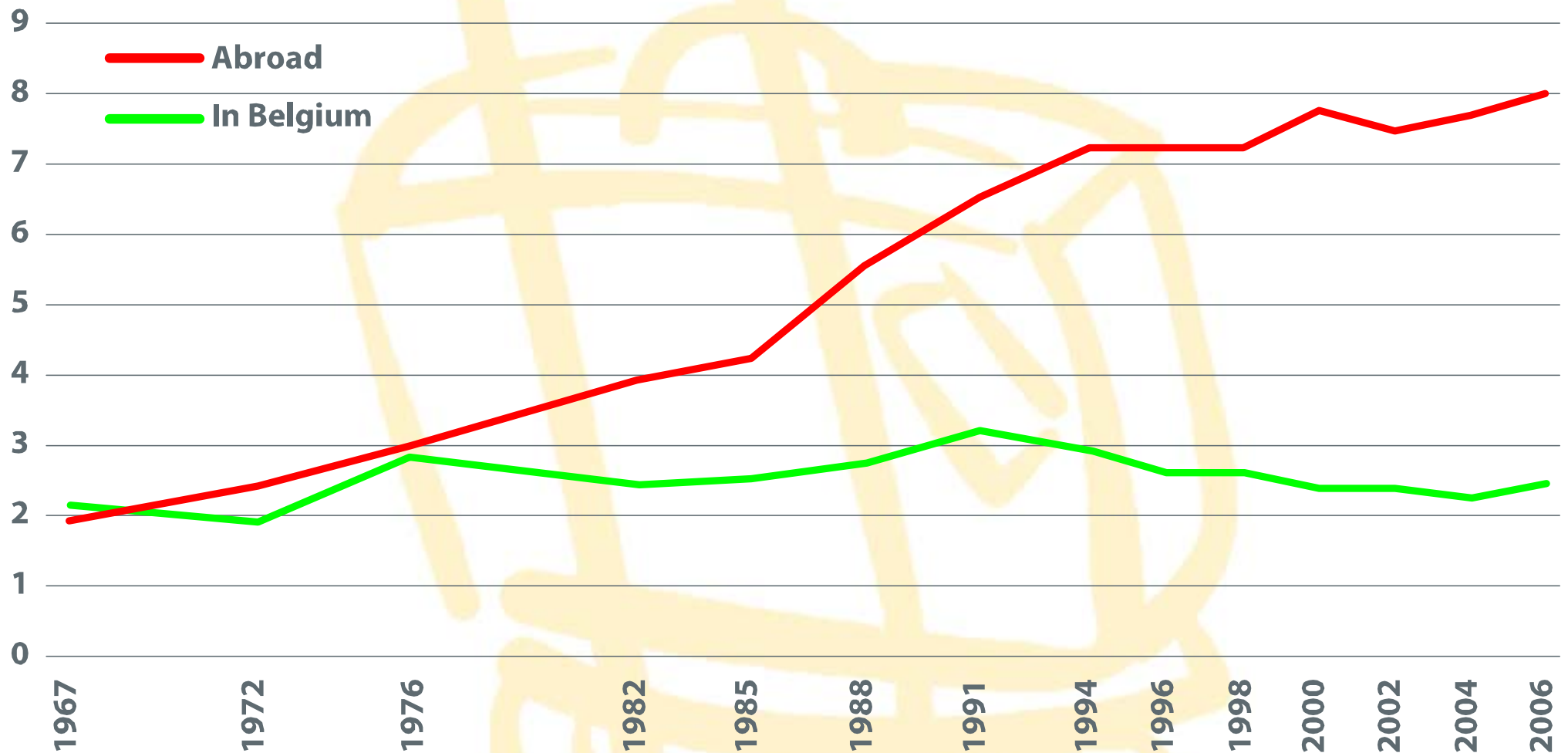
On top: boom of short breaks since the 80's

In millions

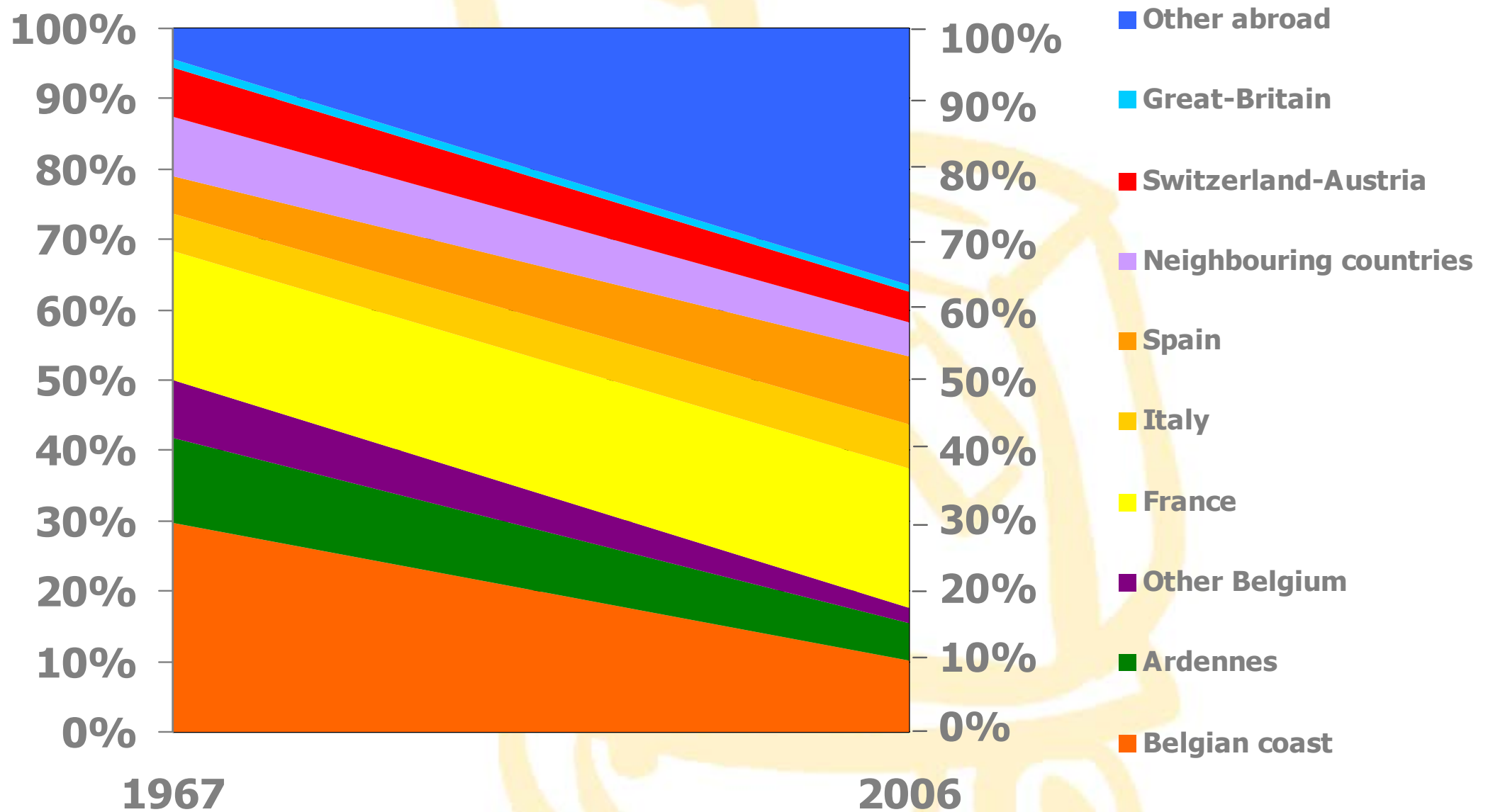


Growing number of holidays abroad

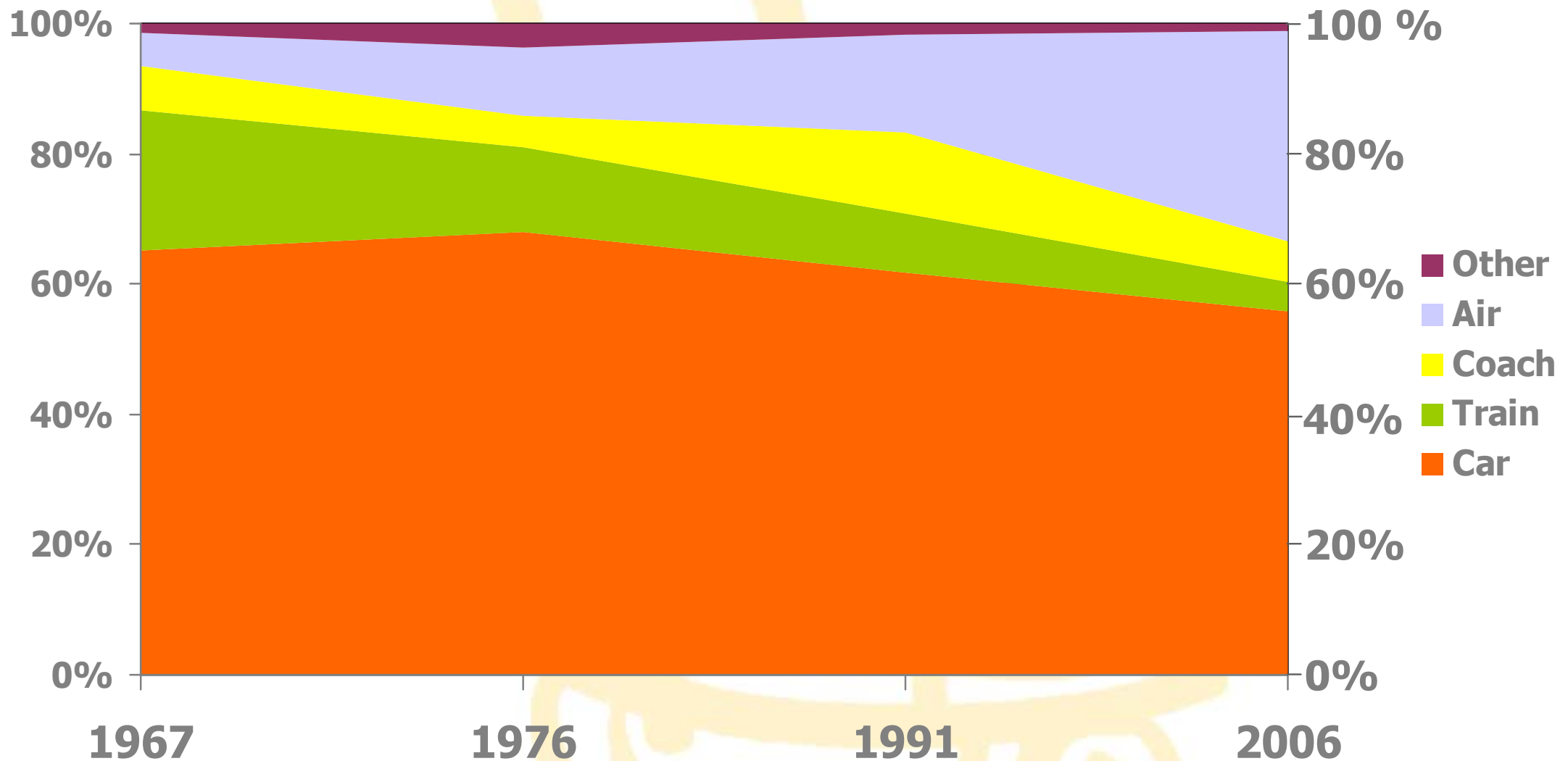
In millions



Greater mix of foreign destinations



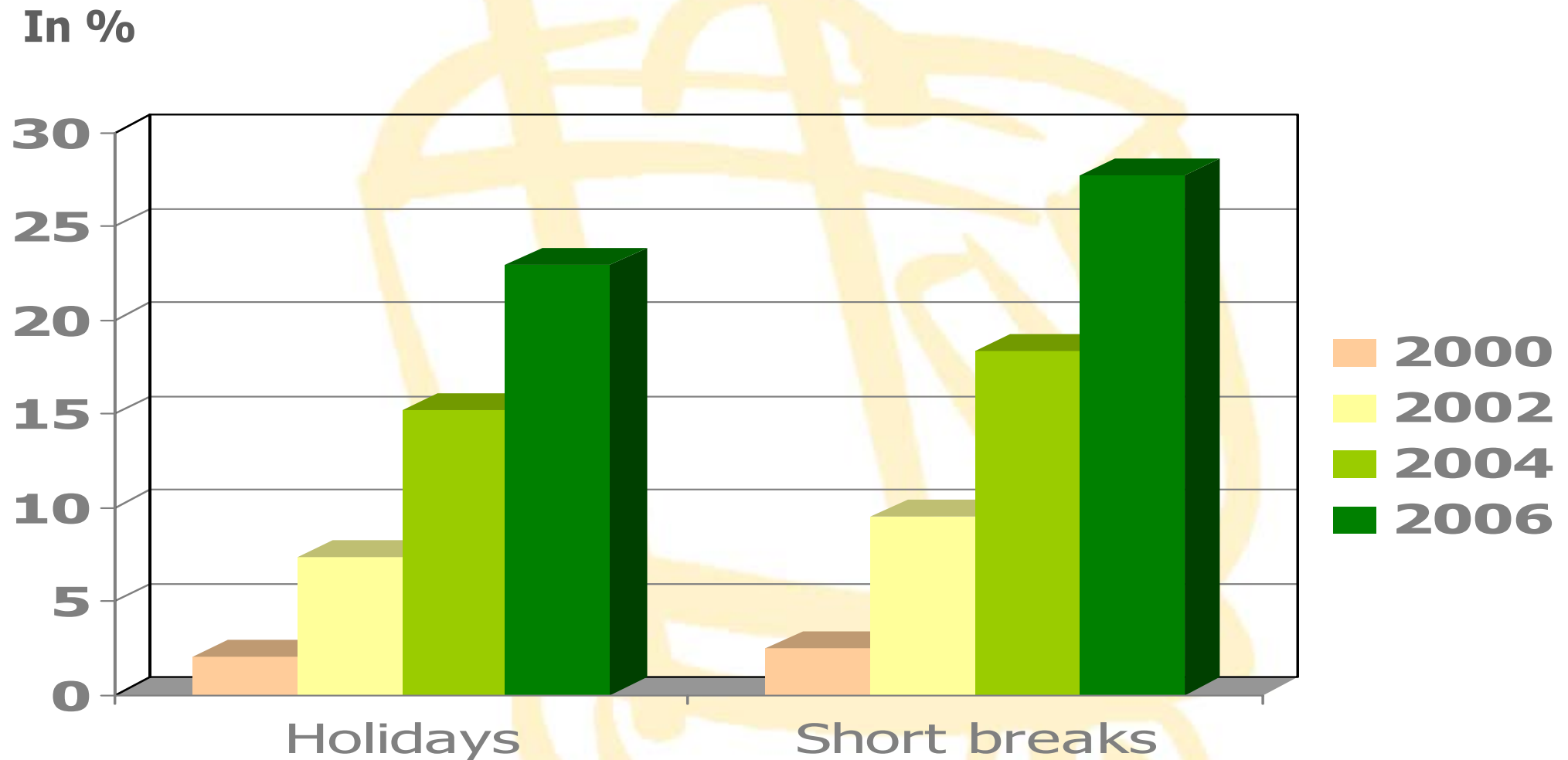
Higher mobility, more air holidays



More use of intermediate travel organisations, but opposite move recently



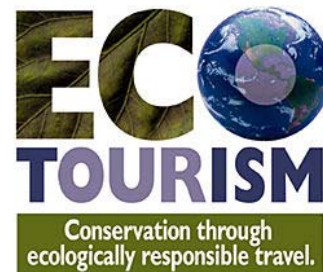
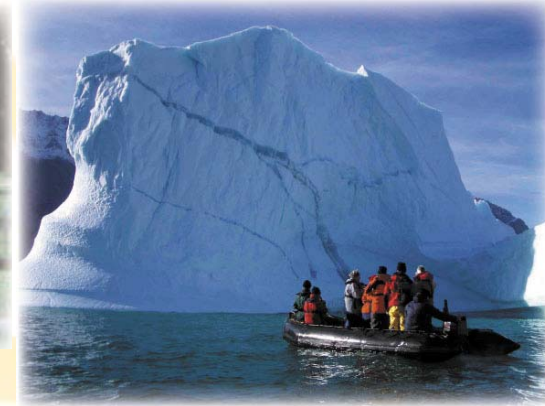
Enormous increase of the importance of the Internet as a booking channel



Growing share of the touroperator industry for foreign travel



Greater variety of holidays, higher demand for niche products





**Travel is no longer a luxury but has
become an accepted part of life**

Thank you for your attention