

Holiday plans monitor

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Abstract

By order of ABTO (Association of Belgian Tour operators) and for many years, WES has been carrying out a continuous panel survey for these tour operators, analysing the number of departures and reservations on a weekly basis in the form of market volumes, individual market shares and how these have evolved in time. This allows the tour operators to continuously monitor their position on the market with respect to the already booked holidays.

But especially with summer holidays in prospect, each tour operator is wondering how many reservations can be expected, how many persons will still book a holiday. The holiday plans monitor of WES provides an answer to that question.

By means of an online survey among a representative sample of adult Belgians, we check a.o. to what extent Belgians have already booked their holidays and in what way. We mainly focus on those Belgians who are planning to go on holidays but who have not yet booked. To which destinations and how are they planning to travel? When do they intend to book this holiday and whom will they contact to do so?...

By means of this survey, we want to give the organized travel industry an answer to the question how many reservations to expect and when, in order to take the right actions.

Keywords: holiday plans, tour operator, monitor, Belgium