

BELGIAN TRAVELERS OPT FOR THE MEDITERRANEAN DESTINATIONS



The number of Belgians going on holiday by plane is 35% higher than 5 years ago and has even doubled since 2010. Compared to the summer of 2017, TUI still records an increase of 7%. Three quarters of Belgian travelers have opted for air travel this summer 2018, according to a recent study by TUI.

The average length of stay is 9 days and Belgian travelers choose above all the luxury of 4 or 5 star hotels. **The average budget for a holiday by plane is under EUR1100.**

Spain remains the favorite destination of Belgians as well. The holidaymakers have their habits and choose the different costas for the months of July and August. However, Turkey, Tunisia and Egypt are once again in the top 5 destinations for Belgian travelers this summer. The guaranteed sunshine, the beautiful infrastructure and the excellent price-quality ratio are once again attractive. Tunisia records the best growth, all countries combined: 3 times more holidaymakers will go there this summer.

Luxury and comfort are the key words of this summer: 91% of Belgian holidaymakers who choose a hotel choose a 4 or 5-star hotel. The all-inclusive formula also gathers more than 70% of holidaymakers, its success is explained by the fact that it allows you to control your budget, you can enjoy everything, without having to refuse anything.

Since 2010, the budget allocated to holidays remains almost the same: Belgians spend on average EUR 1086 for a plane trip, EUR 336 for a car trip and EUR 345 for a city break. The duration of the stay did not change either with an average of 9 days.

The Mediterranean region is refueling this summer. **The most successful holiday regions are the Turkish Riviera, Majorca, Tenerife, Costa del Sol and the Greek island of Rhodes.** The Turkish Riviera is the favorite region for families.

Air departures represent a total of 75% of departures for the months of July and August. 25% of holidaymakers prefer the car to leave and France remains their preferred destination to get there by car. TUI is also noticing a keen interest in active nature holidays, particularly in countries such as the Czech Republic, Switzerland and Andorra, which are growing rapidly.

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