

# Top 5 things you need to know about the 2019 Winter European Traveller



1

## Window of opportunity is now

Bookings for Winter in Europe will peak in November with travellers actively searching until December.

Searches peak in December for travel before Feb



## Plan early to capture traffic peaks

**2.4** months average planning time

**10** days shorter than 2018

2

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## Adapt your targeting and budget

"Off the beaten path" destinations becoming more common; Portugal and multiple German cities showing growth.

**51%**

booking to Mediterranean

**TOP 3 CITIES**

in which European occupancy is increasing – Amsterdam, Stuttgart, Muenster

**17%**

of bookings within Top 10 destinations are in Central Europe



## Solo travellers are spending more

Solo growth in ADR driven by more international long haul flights

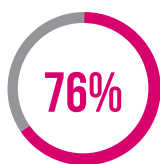
**88%** travellers are Solo and couple

**\$171** ADR for Solo traveller

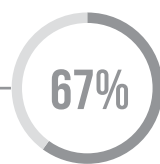
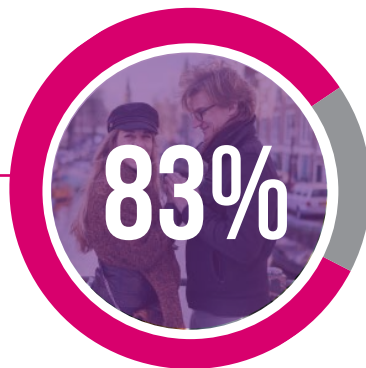
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## 83% of Europe inbound travel is short haul



of bookings from **Western Europe**  
France, UK, Portugal and Netherlands on the rise



of international long haul flights from the **US**  
however scope for growth from Japan and Brazil