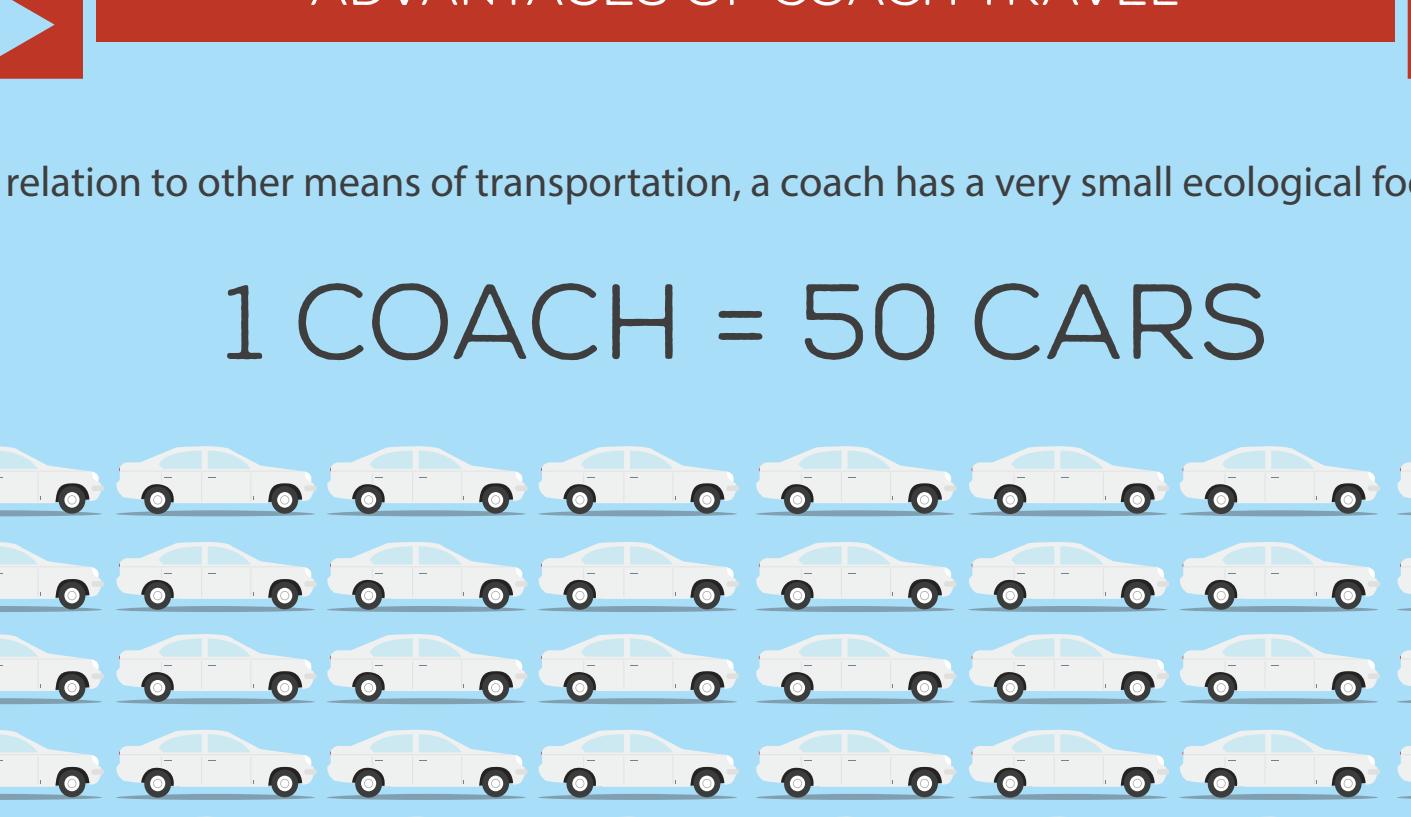


THE FUTURE OF COACH TRAVELLING

Coach travelling companies experienced heavy competence from low cost operators and have to rethink their business model. Many emerging trends in tourism offer new opportunities for travelling by coach, and are related to the e-society where we live in.

We explored these trends and visualized how they can become innovative for coach travelling companies in Belgium.



ADVANTAGES OF COACH TRAVEL

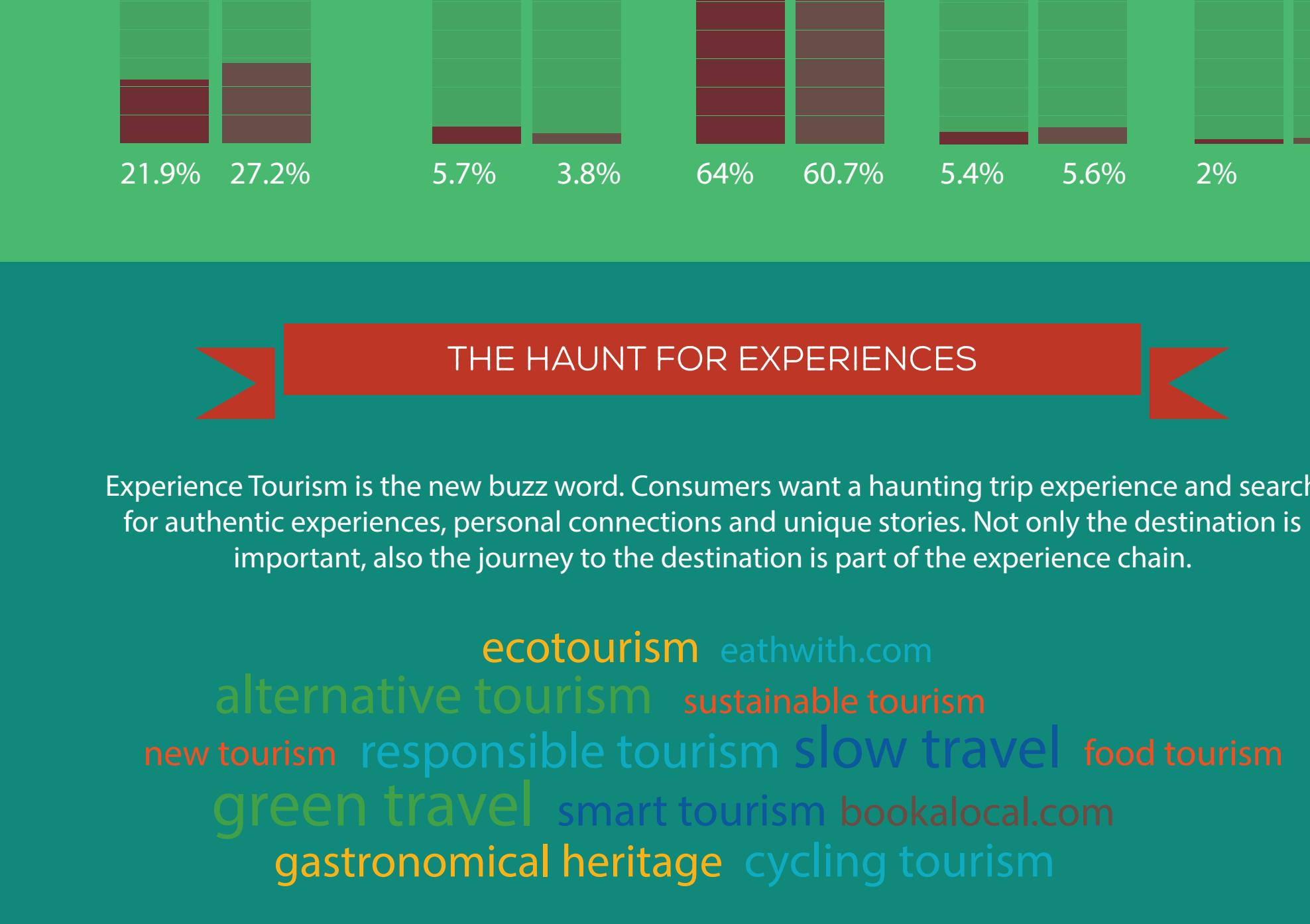
In relation to other means of transportation, a coach has a very small ecological footprint

1 COACH = 50 CARS



DID YOU KNOW?

Buses are the low-carbon travel champ. On a per-passenger basis, buses emit less than one-sixth the carbon pollution of a typical car with one passenger. Put in another way, every person who chooses motor coach travel instead of driving alone reduces his or her carbon dioxide emissions by an average of 85 percent.



TRAVEL STATISTICS BELGIUM

2014

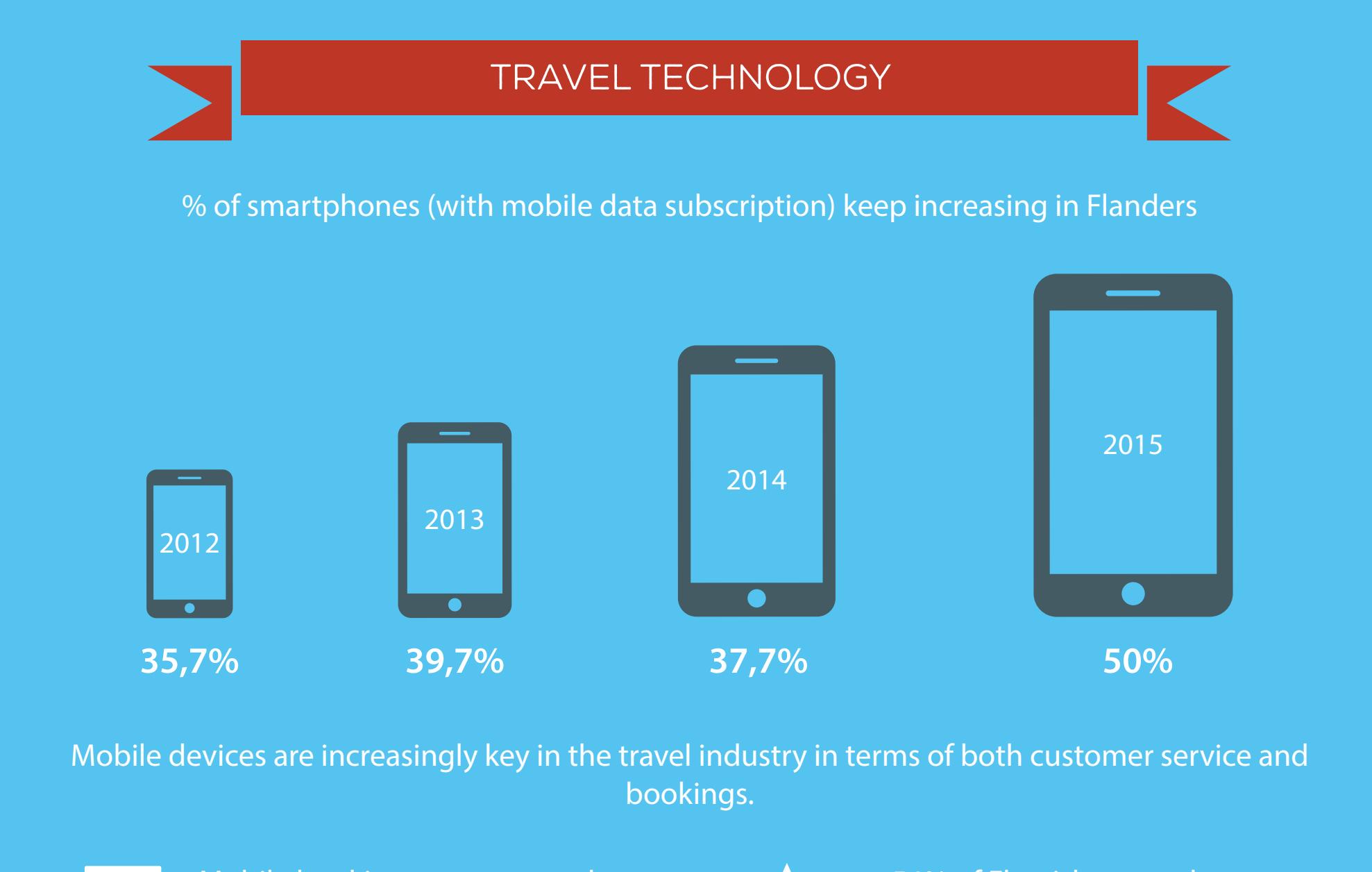
11.7 million booked vacations

increase of 2.5%

2015

12 million booked vacations

Percentage holidays (at least 4 nights), according to means of transportation (2012 - 2013)



THE HAUNT FOR EXPERIENCES

Experience Tourism is the new buzz word. Consumers want a haunting trip experience and search for authentic experiences, personal connections and unique stories. Not only the destination is important, also the journey to the destination is part of the experience chain.

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