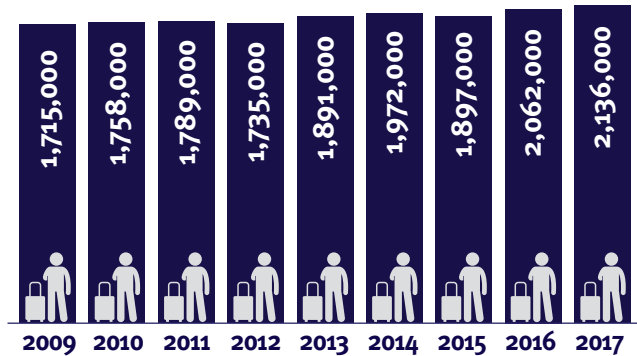




# Netherlands

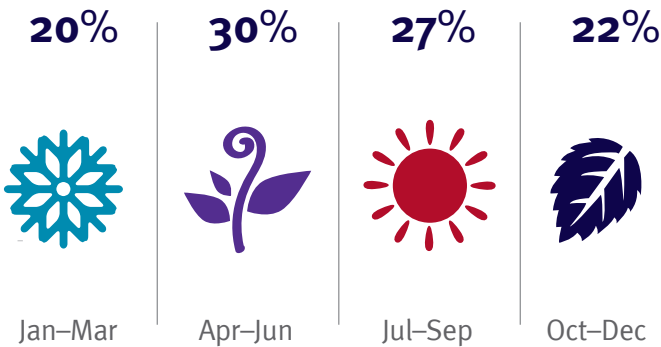
## Inbound tourism overview

### Annual visits\*

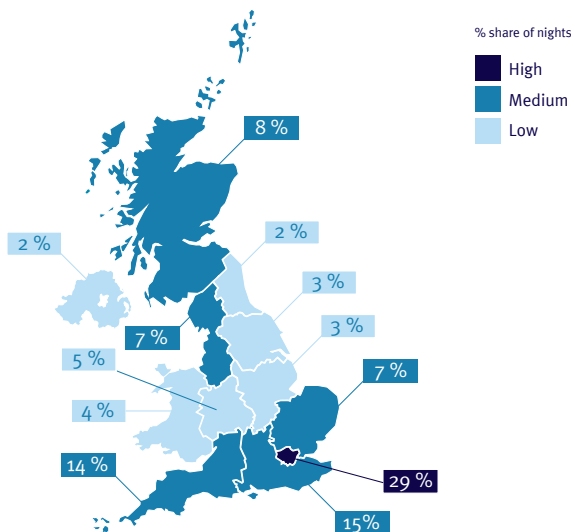


#6 Global ranking for inbound visits to the UK in 2017

### Seasonal spread of travel\* (2017)

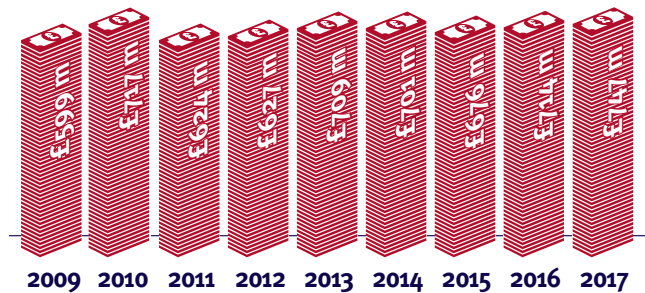


### Regional spread of travel\* (2017)



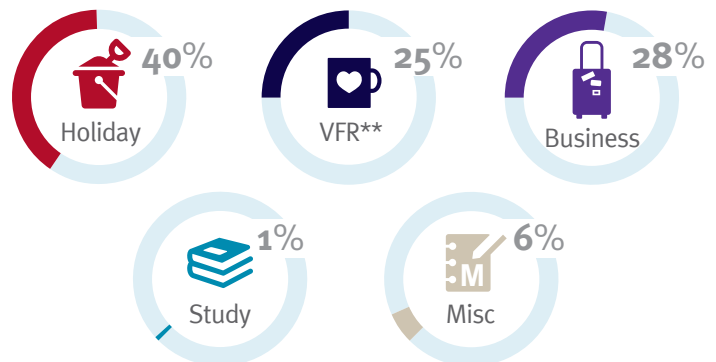
### Annual visitor spend\*

2017 average spend per visit  
**£350**



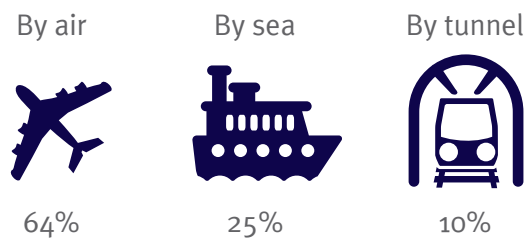
#9 Global ranking for inbound spend in the UK in 2017

### Purpose of travel\* (2017)



### Market access\* (2017)

#### Visits from Netherlands



### Average length of stay\* (2017)



\*\*Visit friends and/or relatives.

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VisitBritain Manager Central Europe  
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#LoveGreatBritain

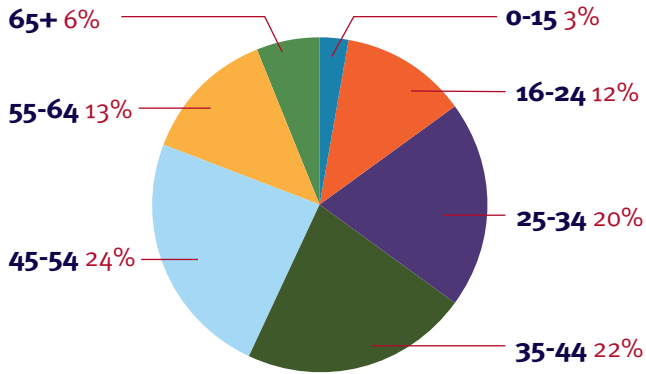
Consumer website: visitbritain.com  
Corporate website: visitbritain.org  
Image library: visitbritainimages.com  
Trade website: trade.visitbritain.com  
Media centre: media.visitbritain.com



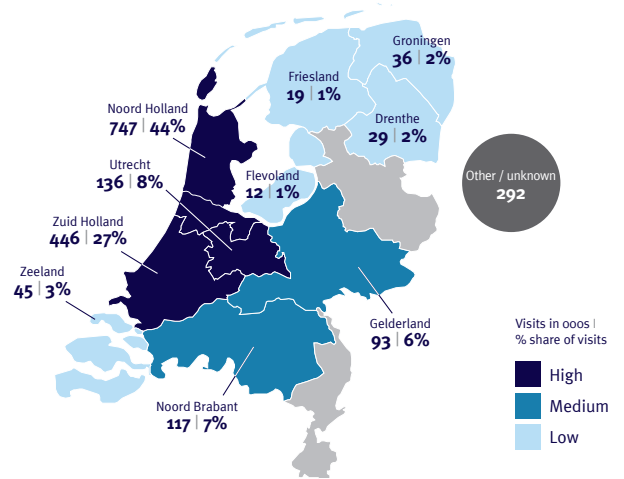
# Netherlands

## Visitor profile

### Key demographics\* (2017)



### Visitors' origin\* (2014)



### Priority market segments & attributes

**Buzzseekers**  
Primarily 18-39 age group, dominance of singles, pre-family couples and young professionals. Active, enjoy foreign cultures. Motivated by cultural attractions, ease of access, vibrant cities, and a variety of places to visit.

**Explorers**  
Mainly 45+, couples and empty nesters that have time and are flexible travellers. This segment is looking for a slower paced trip, wanting a familiar holiday with plenty of time outdoors.

### Travel companions\*\* (2016)

Spouse/ Partner  
52%

On their own  
11%

With children under 16  
10%

With friends  
16%

With other adult family members  
23%

### Top influences in visiting Britain\*\* (2016)

1 Word of mouth

2 Information on search engines

3 Accommodation provider/hotel website

### Top motivations for choosing Britain for a holiday\*\* (2016)

- ✓ Cultural attractions
- ✓ Vibrant cities
- ✓ Countryside/natural beauty
- ✓ A good deal
- ✓ Possibility of VFR

### Top three activities in the UK\* (2007-2017)

Dining in restaurants

Going shopping

Going to the pub

### Holiday booking habits\*\* (2016)

Online  
81%

Face to face  
10%

*Applicable to people who visited Britain and booked their transport to Britain and accommodation together.*

**93%** of Dutch visitors were “likely” or “extremely likely” to recommend Britain in 2015\*

**86%** of Dutch visitors were repeat visitors in 2015\*

Sources: \* International Passenger Survey (IPS), \*\* VisitBritain/Ipsos 'Decisions and Influences' research (Applicable to people who visited Britain).