

Travel and Tourism - The Netherlands - May 2014

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“Whether booking a trip within Holland or to another country, the majority of Dutch travellers (over 70%) do so online. According to Internet World Stats, a website that measures Internet users around the globe, the Netherlands is the most ‘wired’ nation in the EU, with 92.9% of the population having access to the World Wide Web.”

This report looks at the following areas:

- Why do 53% of international arrivals originate in only three countries?
- Which countries account for the fastest-growing inbound markets and why?
- Why is Amsterdam such a popular short-break destination?
- What is the NBTC doing to counter cuts in its marketing budget?
- How is Holland’s tourism industry facing the challenges of the future, such as a sluggish Eurozone economy and changing demographics?

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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