

The Netherlands Outbound - October 2019

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This report looks at the following areas:

- Why is outbound travel concentrated within only three destinations?
- What has caused a drop in the number of Dutch tourists travelling to France?
- Who are the outbound travellers?
- What happened in 2017 for Dutch consumers to start spending more, including on trips abroad?
- Are travel agents coming back into their own?

The term 'Holland' is often used to describe the Netherlands. Strictly speaking that is incorrect. Holland is, in fact, two provinces, namely North and South Holland, however, the usage is so common that both 'Holland' and 'The Netherlands' are used interchangeably throughout the report.

Wherever possible, the most recent statistics have been cited, with estimated totals where they are not yet complete. The World Travel & Tourism Council (WTTC), in association with its partner Oxford Economics, whose research has been drawn upon here, uses the Tourism Satellite Account (TSA) system, an international standard of accounting devised by the WTO (prior to its becoming the UNWTO), the Organisation for Economic Co-operation and Development (OECD) and Eurostat and approved by the United Nations Statistical Commission in 2000.



"The booking behaviour of Dutch travellers is governed to a large extent by their age. Older people (notably retirees with time to do in-depth research) might choose a destination as far as a year in advance. Time-pressed Millennials, on the other hand, who are moving into their peak working years, tend to do their research at the last minute and they typically view travel as a commodity."

– Jessica Kelly, Senior Tourism

analyst

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