

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2012 Market Profile: Netherlands



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Visitation Trends (Arrivals)

| [Thousands of Visitors] | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | Change 2012/2005 |
|-------------------------|------|------|------|------|------|------|------|------|---------------------|
| Total Arrivals | 449 | 447 | 507 | 608 | 548 | 570 | 601 | 592 | 143 |
| Percentage Change (%) | 6 | 0 | 13 | 20 | -10 | 4 | 5 | -2 | 32 |

Spending Trends (Exports)

| [Millions of U.S. Dollars] | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | Change 2012/2005 |
|------------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------------------|
| Total Travel & Tourism Exports (1) | \$1,464 | \$1,406 | \$1,623 | \$2,217 | \$1,770 | \$1,846 | \$2,070 | \$2,259 | \$795 |
| Travel Receipts | \$1,015 | \$1,021 | \$1,188 | \$1,576 | \$1,282 | \$1,317 | \$1,437 | \$1,573 | \$558 |
| Passenger Fare Receipts | \$449 | \$385 | \$435 | \$641 | \$488 | \$529 | \$633 | \$686 | \$237 |
| Change (%) in Total Exports | -6 | -4 | 15 | 37 | -20 | 4 | 12 | 9 | 54 |

Information Sources Used for Trip Planning

| | Information Sources Used | 2011 (Percent) | 2012 (Percent) | Point Change (2) |
|------|---------------------------------------|-------------------|-------------------|---------------------|
| | Airlines (Directly) | 24 | 46 | 21.7 |
| | Corporate Travel Dept. | 4 | 10 | 6.1 |
| | Travel Guide(s) | 6 | 14 | 7.8 |
| 2012 | Personal Recommendation (Friends/Rel) | | 16 | |
| 2011 | Friends/Relatives | 12 | | |
| 2012 | National/State/City Travel Office | | 6 | |
| 2011 | Nat'l Govt. Tourist Ofc. | 1 | | |
| 2011 | State/City Travel Ofc. | 2 | | |
| 2012 | Tour Operator/Travel Club | | 10 | |
| 2011 | Tour Company | 2 | | |
| 2012 | Online Travel Agency (OTA) | | 45 | |
| 2012 | Travel Agency Office | | 22 | |
| 2011 | Travel Agency | 29 | | |
| 2012 | Other | | 4 | |
| 2011 | TV/Radio | 0.4 | | |
| 2011 | Personal Computer | 55 | | |
| 2011 | In-flight Info. Systems | 1 | | |
| 2011 | Newspapers/Magazines | 0.3 | | |

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Main Purpose of Trip

| | Main Purpose of Trip | 2011 (Percent) | 2012 (Percent) | Point Change (2) |
|------|-----------------------------------|-------------------|-------------------|---------------------|
| | Convention/Conference/Trade Show | 4 | 6 | 2.0 |
| | Visit Friends/Relatives | 23 | 16 | -7.7 |
| | Health Treatment | 1 | 0 | -1.2 |
| | Religion/Pilgrimages | 0.1 | 0.1 | 0.0 |
| 2012 | Business | | 13 | |
| 2011 | Business/Professional | 14 | | |
| 2012 | Vacation/Holiday | | 62 | |
| 2011 | Leisure/Rec./Holidays/Sightseeing | 55 | | |
| 2012 | Education | | 2 | |
| 2011 | Study/Teaching | 2 | | |
| | Other | 2 | 2 | 0.1 |

All Purposes of Trip

| | Purpose of Trip | 2011 (Percent) | 2012 (Percent) | Point Change (2) |
|------|-----------------------------------|-------------------|-------------------|---------------------|
| | Convention/Conference/Trade Show | 5 | 9 | 4.1 |
| | Visit Friends/Relatives | 38 | 27 | -10.7 |
| | Health Treatment | 2 | 0 | -1.5 |
| | Religion/Pilgrimages | 0.4 | 0.1 | -0.3 |
| 2012 | Business | | 15 | |
| 2011 | Business/Professional | 20 | | |
| 2012 | Vacation/Holiday | | 73 | |
| 2011 | Leisure/Rec./Holidays/Sightseeing | 70 | | |
| 2012 | Education | | 5 | |
| 2011 | Study/Teaching | 4 | | |
| | Other | 2 | 2 | -0.2 |
| | NET PURPOSES OF TRIP: | | | |
| | Leisure & VFR | 86 | 81 | -5.0 |
| | Business & Convention | 23 | 22 | -0.4 |

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Transportation Used in the United States

| | Transportation Types Used in United States | 2011 (Percent) | 2012 (Percent) | Point Change (2) |
|------|--|-------------------|-------------------|---------------------|
| | Airlines in U.S. | 25 | 27 | 2.3 |
| | Bus between Cities | 8 | 11 | 3.0 |
| | City Subway/Tram/Bus | 25 | 38 | 13.3 |
| | Company or Private Auto | 24 | 37 | 12.2 |
| | Railroad between Cities | 17 | 9 | -8.1 |
| | Motor Home/Camper | 2 | 3 | 1.1 |
| | Rented Auto | 37 | 38 | 1.0 |
| | Taxi/Cab/Limousine | 38 | 33 | -5.1 |
| 2012 | Cruise Ship/River Boat 1+ Nights | | 4 | |
| 2012 | Ferry/River Taxi/Short Scenic Cruise | | 14 | |
| 2012 | Rented Bicycle/Motorcycle/Moped | | 4 | |

Select Traveler Characteristics

| Traveler Characteristics | 2011 | 2012 | Change (2) |
|--|----------|----------|------------|
| Advance Trip Decision Time (mean days) | 98 | 102 | 3.7 |
| Advance Trip Decision Time (median days) | 80 | 90 | 10.0 |
| Prepaid Package | 7 | 11 | 4.6 |
| First International Trip to the U.S. | 22 | 24 | 1.3 |
| Length of Stay in U.S. (mean nights) | 15.4 | 16.0 | 0.6 |
| Length of Stay in U.S. (median nights) | 10 | 8 | -2.0 |
| Number of States Visited (% 1 state) | 70 | 67 | -3.2 |
| Average Number of States Visited | 1.6 | 1.6 | 0.0 |
| Hotel/Motel (% 1+ nights) | 76 | 83 | 6.7 |
| Average # of Nights in Hotel/Motel | 8.6 | 11.0 | 2.4 |
| Travel Party Size (mean # of persons) | 1.6 | 1.6 | 0.0 |
| Gender: % Male (among adults) | - | 62 | 61.8 |
| Household Income (mean average) | \$97,200 | \$85,849 | -\$11,351 |
| Household Income (median average) | \$85,400 | \$71,064 | -\$14,336 |
| Average Age: Female | - | 39 | - |
| Average Age: Male | - | 41 | - |

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Activity Participation While in the United States

| | Activity Participation While in the U.S. | 2011 (Percent) | 2012 (Percent) | Point Change (2) |
|------|--|-------------------|-------------------|---------------------|
| | Amusement/Theme Parks | 29 | 24 | -4.6 |
| | Art Gallery/Museum | 30 | 32 | 1.6 |
| | Sporting Event | 8 | 17 | 8.9 |
| | Camping/Hiking | 7 | 7 | -0.6 |
| | Casino/Gambling | 12 | 12 | 0.0 |
| | Concert/Play/Musical | 14 | 18 | 3.5 |
| | Environ./Eco. Excursions | 7 | 3 | -3.8 |
| | Golfing/Tennis | 8 | 6 | -2.1 |
| | Guided Tours | 17 | 23 | 5.9 |
| | Hunting/Fishing | 2 | 1 | -1.0 |
| | Nightclubs/Dancing | 11 | 17 | 6.5 |
| | Shopping | 87 | 84 | -3.3 |
| | Visit American Indian Communities | 7 | 4 | -3.0 |
| 2012 | Cultural / Ethnic Heritage Sites | | 13 | |
| 2011 | Cultural Heritage Sites | 30 | | |
| 2011 | Ethnic Heritage Sites | 4 | | |
| 2012 | Experience Fine Dining | | 26 | |
| 2011 | Dining in Restaurants | 89 | | |
| 2012 | Sightseeing | | 79 | |
| 2011 | Sightseeing in Cities | 47 | | |
| 2012 | Snow Sports | | 1 | |
| 2011 | Snow Skiing | 1 | | |
| 2012 | Small Towns/Countryside | | 31 | |
| 2011 | Visit Small Towns/Villages | 35 | | |
| 2011 | Touring Countryside | 33 | | |
| 2012 | National Parks/Monuments | | 44 | |
| 2011 | Visit National Parks | 33 | | |
| 2012 | Water Sports | | 12 | |
| 2011 | Water Sports/Sunbathing | 20 | | |
| 2012 | Visit Historical Locations | | 30 | |
| 2011 | Visit Historical Places | 51 | | |
| 2012 | Other | | 3 | |
| 2011 | Cruises | 6 | | |
| 2011 | Ranch Vacations | 1 | | |

2012 Market Profile: Netherlands

U.S. Destinations Visited (States, Cities, and Regions)

| Visitation to U.S. Destinations/Regions (3) | Market Share 2011 (Percent) | Volume 2011 (000) | Market Share 2012 (Percent) | Volume 2012 (000) |
|---|-----------------------------|-------------------|-----------------------------|-------------------|
| No destinations meet the minimum sample requirement. | | | | |

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 35 travel characteristics data in 2011 and the 37 items reported on international arrivals to the U.S. Additional information may be obtained for a fee.

To learn more, please visit our website: <http://tinnet.ita.doc.gov/research/programs/ifs/index.html>

For a list of the states that comprise each census region, please visit: http://tinnet.ita.doc.gov/outreachpages/census_regions.html

Interested in data for your destination? OTTI sells custom reports. To learn more, go to: <http://www.tinnet.ita.doc.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis

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Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Netherlands traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

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Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

U.S. Department of Commerce

International Trade Administration
Manufacturing and Services
Office of Travel and Tourism Industries
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
otti@trade.gov

<http://tinet.ita.doc.gov>