

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2011 Market Profile: Netherlands



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Visitation Trends (Arrivals)

[Thousands of Netherlands Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	425	449	447	507	608	548	570	601	176
Percentage Change (%)	14	6	0	13	20	-10	4	5	41

Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011 ^r	Change 2011/2004
Total Travel & Tourism Exports (1)	\$1,550	\$1,464	\$1,406	\$1,623	\$2,217	\$1,770	\$1,846	\$2,081	\$531
Travel Receipts	\$1,162	\$1,015	\$1,021	\$1,188	\$1,576	\$1,282	\$1,317	\$1,448	\$286
Passenger Fare Receipts	\$388	\$449	\$385	\$435	\$641	\$488	\$529	\$633	\$245
Change (%) in Total Exports	14	-6	-4	15	37	-20	4	13	34

(r) Revised

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Personal Computer	52	55	3.3
Travel Agency	26	29	3.1
Airlines Directly	29	24	-4.7
Friends/Relatives	13	12	-1.8

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	48	55	6.6
Visit Friends/Relatives	28	23	-5.2
Business/Professional	15	14	-1.5
Convention/Conference	6	4	-2.1

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	68	70	1.8
Visit Friends/Relatives	40	38	-2.2
Business/Professional	20	20	0.0
Convention/Conference	10	5	-5.0
NET PURPOSES OF TRIP:			
Leisure & VFR	83	86	2.4
Business & Convention	25	23	-2.3

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	33	38	4.5
Rented Auto	36	37	1.7
City Subway/Tram/Bus	25	25	-0.1
Airlines in U.S.	17	25	7.5
Company or Private Auto	24	24	0.2

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Dining in Restaurants	90	89	-0.3
Shopping	89	87	-2.0
Visit Historical Places	53	51	-2.0
Sightseeing in Cities	49	47	-2.5
Visit Small Towns	36	35	-0.9
Touring Countryside	35	33	-1.9
Visit National Parks	30	33	2.7
Art Gallery/Museum	37	30	-6.4
Cultural Heritage Sites	28	30	2.3
Amusement/Theme Parks	33	29	-4.1

Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	100	98	-2.1 days
Advance Trip Decision Time (median days)	90	80	-10.0 days
Prepaid Package	7%	7%	-0.5 pts.
First International Trip to the U.S.	24%	22%	-1.3 pts.
Length of Stay in U.S. (mean nights)	14.3	15.4	1.1 nights
Length of Stay in U.S. (median nights)	8	10	2 nights
Number of States Visited (% 1 state)	66%	70%	4.4 pts.
Average Number of States Visited	1.6	1.6	0.0 states
Hotel/Motel (% 1+ nights)	78%	76%	-2.1 pts.
Average # of Nights in Hotel/Motel	7.5	8.6	1.1 nights
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	-	-	-
Household Income (mean average)	\$99,900	\$97,200	-\$2,700
Household Income (median average)	\$90,100	\$85,400	-\$4,700
Average Age: Female	-	-	-
Average Age: Male	-	-	-

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (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 incidental 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.
- (-) No estimate available.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinet.ita.doc.gov/research/programs/ifs/index.html>.

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

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