Visitors from the Netherlands contributed a record £894m to the UK visitor economy in 2022, of which a record £459m came from holidaymakers.

### Regional spread of travel* (average 2018, 2019, 2022)

- **London**: 27%
- **South West**: 14%
- **Scotland**: 13%
- **Yorkshire and the Humber**: 11%
- **South East**: 10%
- **Wales**: 8%
- **West Midlands**: 6%
- **North East**: 6%
- **Northern Ireland**: 5%
- **West**: 4%
- **Scotland**: 2%
- **Highlands and Islands**: 1%

### Seasonal spread of travel* (2022)

- **Jan-Mar**: 12%
- **Apr-Jun**: 28%
- **Jul-Sep**: 30%
- **Oct-Dec**: 31%

### Market Access* (2022)

- **By Air**: 61%
- **By Sea**: 21%
- **By Tunnel**: 18%

### Purpose of travel* (2022)

- **Holiday**: 44%
- **Visit friends/relatives**: 34%
- **Business**: 17%
- **Misc**: 4%
- **Study**: 1%

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**Consumer website:** visitbritain.com  
**Corporate website:** visitbritain.org  
**Image Library:** assets.visitbritain.org  
**Trade website:** trade.visitbritain.com  
**Media centre:** media.visitbritain.com
**Netherlands**

**Market snapshot**

**Visitor Profile**

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**Key demographics** (2022)

- **0-15**: 2%
- **16-24**: 11%
- **25-34**: 22%
- **35-44**: 21%
- **45-54**: 7%
- **55-64**: 14%
- **65+**: 22%

**Age groups**

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**Visitors’ origin** (2014)

- **Noord Holland**: 763 | 45%
- **Zuid Holland**: 444 | 26%
- **Zeeland**: 44 | 3%
- **North Holland**: 115 | 7%
- **Brabant**: 57 | 3%
- **Overijssel**: 36 | 2%
- **Gelderland**: 92 | 5%
- **Groningen**: 36 | 2%
- **Drenthe**: 29 | 2%
- **Flevoland**: 13 | 1%
- **Utrecht**: 137 | 8%
- **Friesland**: 19 | 1%

**Visits (000s) | % Share of visits**

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**Perceptions of the UK** (2022)

- The UK ranks within the top 5 out of 60 nations for:
  - Vibrant cities
  - Culture
  - Contemporary culture
  - Sports
  - Culture heritage

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**Top drivers for destination choice** (2022)

1. Offers good value for money
2. Is good for relaxing, resting, recharging
3. There is beautiful coast and countryside to explore
4. I can roam around visiting many types of places
5. It has experiences I can’t have anywhere else

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**Top sources of inspiration** (2022)

1. **#1**: Friends or family (in person) 14%
2. **#2**: Travel websites via search engines 57%
3. **#3**: Information on National Tourist Board Website 13%

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**Travel companions** (2022)

- **On their own**: 26%
- **Spouse / Partner**: 18%
- **With adult friends**: 2%
- **With children under 18**: 18%
- **With other adult family members**: 26%
- **Part of a tour group**: 2%

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**Sources:**

- *International Passenger Survey (IPS) by ONS*  
- ***VisitBritain/Kubi Kalloo MIDAS research project 2022***  
- ****Anholt-Ipsos Nation Brands Index 2022****
Top 5 activities desired on a holiday/short break abroad

1. Explore local food and beverage specialities
2. Experience coastal places and scenery
3. Experience rural life and scenery
4. Enjoy outdoor walks, hiking or cycling
5. Visit famous/iconic tourist attractions and places

Share who state holidays benefit their wellbeing: 68%

Top 5 sustainable actions by visitors to Britain¹

1. Buying local when I can
2. Enjoying unpolluted nature
3. Using public / greener transport
4. Visiting less well-known places/attractions
5. Visiting places outside of peak season

Likelihood to combine Britain with other destinations

33% Travel only to Britain
48% Combine a trip to Britain and other places in Europe
18% Undecided

Share of Dutch visitors “likely” or “extremely likely” to recommend Britain*

96%

Share of Dutch visits which were repeat visits*

85%

Share of Dutch travellers with accessibility requirements

29%

Share of Dutch who would return to the UK to visit a different part**

55%

Sources:
**Anholt-Ipsos Nation Brands Index: reasons to return to the UK, 2019
All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022 based on international leisure travellers
¹ based on previous visitors to Britain