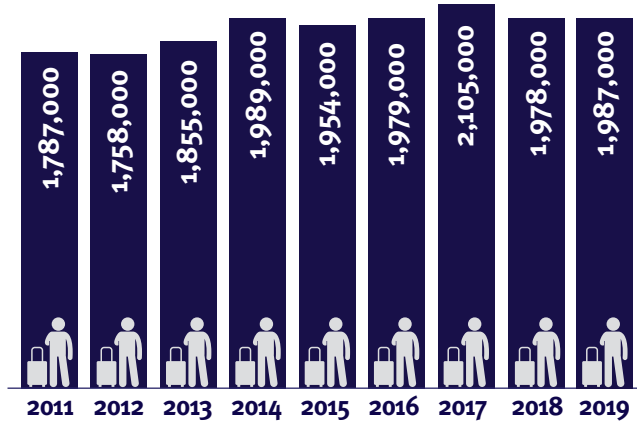




# Netherlands

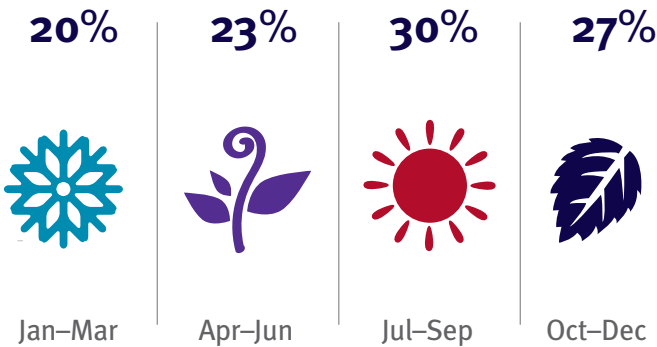
## Inbound tourism overview

### Annual visits\*

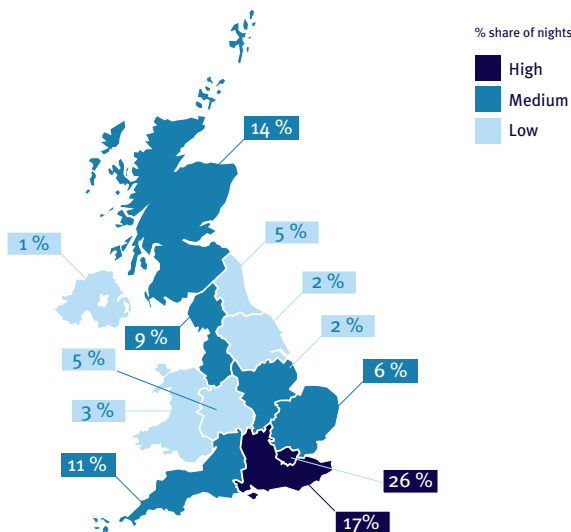


#7 Global ranking for inbound visits to the UK in 2019

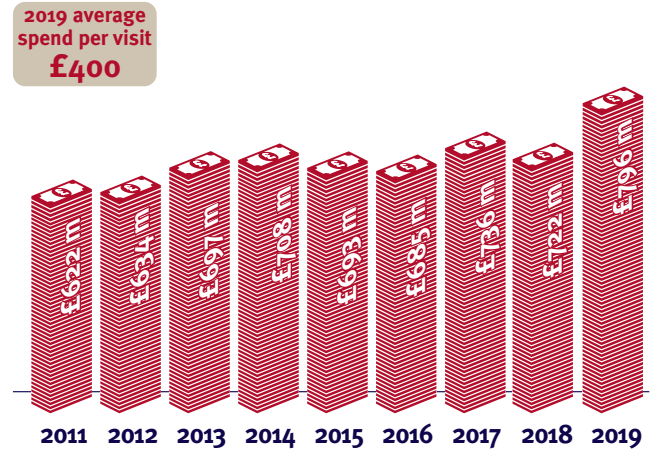
### Seasonal spread of travel\* (2019)



### Regional spread of travel\* (2019)

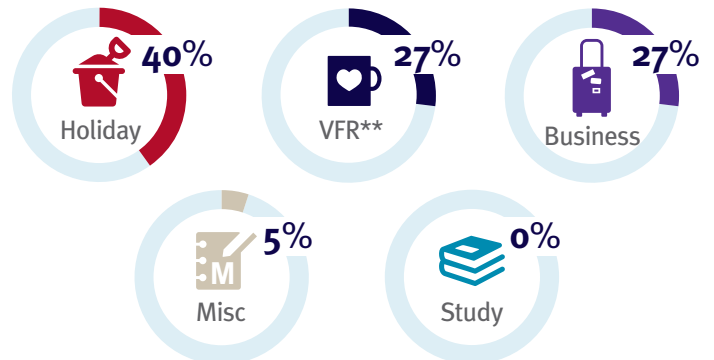


### Annual visitor spend\*



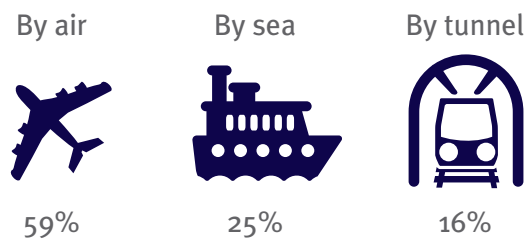
#10 Global ranking for inbound spend in the UK in 2019

### Purpose of travel\* (2019)



### Market access\* (2019)

#### Visits from Netherlands



### Average length of stay\* (2019)



\*\*Visit friends and/or relatives.

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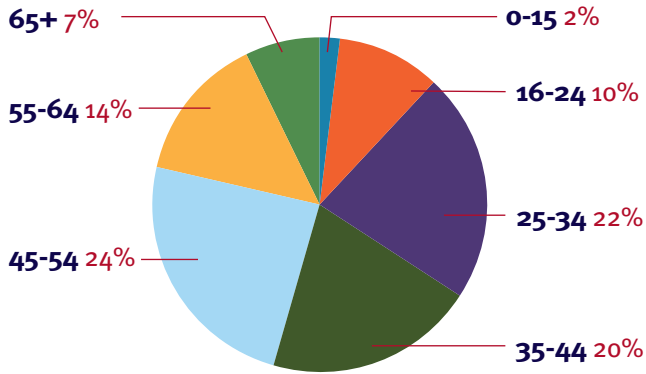
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Image library: visitbritainimages.com  
Trade website: trade.visitbritain.com  
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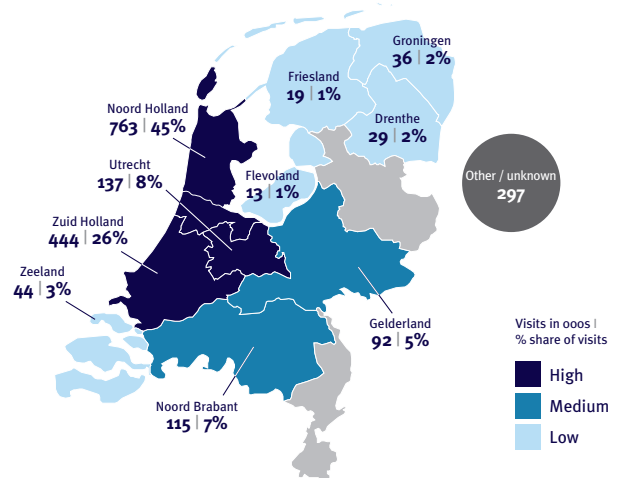
# Netherlands

## Visitor profile

### Key demographics\* (2019)



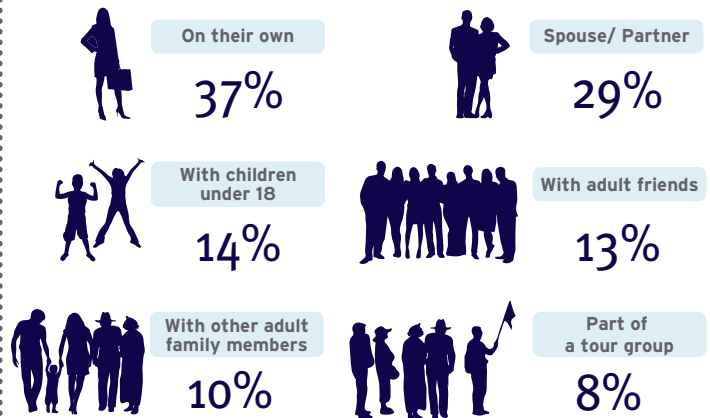
### Visitors' origin\* (2014)



### Top reasons to return to the UK (2019)\*\*\*

- #1 Visit a different part of the UK
- #2 The UK is easy to get to for me
- #3 Go back to see the sights/attractions I didn't see on previous visit
- #4 The UK caters well to tourists
- #5 The UK is easy to get around

### Travel companions\* (2017)



### Top influences in visiting Britain\*\* (2016)



### Top motivations for choosing Britain for a holiday\*\* (2016)

- ✓ Cultural attractions
- ✓ Vibrant cities
- ✓ Countryside/natural beauty
- ✓ A good deal
- ✓ Possibility of VFR

### Top three activities in the UK\* (2007-2019)



### Perceptions of Britain\*\*\* (2018)

Britain is ranked highly (within the top 10 out of 50 countries) by the Dutch for:



**96%** of Dutch visitors were “likely” or “extremely likely” to recommend Britain in 2017\*

**85%** of Dutch visitors were repeat visitors in 2015\*

Sources: \*International Passenger Survey (IPS) by ONS (repeat visits stated exclude UK nationals), \*\* VisitBritain/ Ipsos 'Decisions and Influences' research (Applicable to people who visited Britain), \*\*\*Anholt-Ipsos Nation Brands Index 2019.