Netherlands
Inbound tourism overview

Annual visits*

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>1,787,000</td>
</tr>
<tr>
<td>2012</td>
<td>1,758,000</td>
</tr>
<tr>
<td>2013</td>
<td>1,855,000</td>
</tr>
<tr>
<td>2014</td>
<td>1,989,000</td>
</tr>
<tr>
<td>2015</td>
<td>1,979,000</td>
</tr>
<tr>
<td>2016</td>
<td>2,054,000</td>
</tr>
<tr>
<td>2017</td>
<td>1,978,000</td>
</tr>
<tr>
<td>2018</td>
<td>1,987,000</td>
</tr>
<tr>
<td>2019</td>
<td>1,989,000</td>
</tr>
</tbody>
</table>

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

Annual visitor spend*

<table>
<thead>
<tr>
<th>Year</th>
<th>Spend (£m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>£632.1</td>
</tr>
<tr>
<td>2012</td>
<td>£691.7</td>
</tr>
<tr>
<td>2013</td>
<td>£738.8</td>
</tr>
<tr>
<td>2014</td>
<td>£718.7</td>
</tr>
<tr>
<td>2015</td>
<td>£685.1</td>
</tr>
<tr>
<td>2016</td>
<td>£634.3</td>
</tr>
<tr>
<td>2017</td>
<td>£1,174.9</td>
</tr>
<tr>
<td>2018</td>
<td>£1,242.1</td>
</tr>
<tr>
<td>2019</td>
<td>£1,796.5</td>
</tr>
</tbody>
</table>

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

2019 average spend per visit: £400

Seasonal spread of travel* (2019)

- Jan–Mar: 20%
- Apr–Jun: 23%
- Jul–Sep: 30%
- Oct–Dec: 27%

Regional spread of travel* (2019)

- High: 14%
- Medium: 26%
- Low: 60%

Purpose of travel* (2019)

- Holiday: 40%
- VFR**: 27%
- Business: 27%
- Misc: 5%
- Study: 0%

Market access* (2019)

- By air: 59%
- By sea: 25%
- By tunnel: 16%

Visits from Netherlands

Average length of stay* (2019)

4 nights

Sources: *International Passenger Survey (IPS) by ONS.

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Corporate website: visitbritain.org
Image library: visitbritainimages.com
Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com
**Netherlands**  
**Visitor profile**

### Key demographics* (2019)

- 65+ 7%
- 55-64 14%
- 45-54 24%
- 35-44 20%
- 25-34 22%
- 0-15 2%
- 16-24 10%

### Visitors' origin* (2014)

- Zuid Holland 444 | 26%
- Noord Brabant 115 | 7%
- Gelderland 92 | 5%
- Noord Holland 763 | 45%
- Utrecht 137 | 8%
- Zeeland 44 | 3%
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- Gelderland 92 | 5%
- Noord Holland 763 | 45%
- Utrecht 137 | 8%
- Zeeland 44 | 3%

### 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

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

1. Word of mouth
2. Information on search engines
3. Accommodation provider/hotel website

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

- Dining in restaurants
- Shopping
- Going to the pub

### Travel companions* (2017)

- On their own 37%
- Spouse/ Partner 29%
- With children under 18 14%
- With adult friends 13%
- With other adult family members 10%
- Part of a tour group 8%

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

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

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

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

- Contemporary culture
- Sports
- Vibrant cities
- Cultural heritage
- Historic buildings

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).

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96% of Dutch visitors were “likely” or “extremely likely” to recommend Britain in 2017*
85% of Dutch visitors were repeat visitors in 2015*