Inbound COVID-19 Sentiment Tracker

Market Snapshot – Netherlands

Read the full report for Wave 4 here (PDF, 8MB)

If you need the data in a different format, please contact research@visitbritain.org

Bristol Balloon Fiesta: Destination Bristol ©Gary Newman
Travel intentions

Intending to travel abroad for leisure*

<table>
<thead>
<tr>
<th>Wave</th>
<th>Trip booked</th>
<th>Destination chosen</th>
<th>Trip planned</th>
<th>Intend to travel</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15%</td>
<td>20%</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>2</td>
<td>25%</td>
<td>28%</td>
<td>22%</td>
<td>25%</td>
</tr>
<tr>
<td>3</td>
<td>25%</td>
<td>28%</td>
<td>22%</td>
<td>25%</td>
</tr>
<tr>
<td>4</td>
<td>43%</td>
<td>28%</td>
<td>31%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Journey purpose

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Wave 1</th>
<th>Wave 2</th>
<th>Wave 3</th>
<th>Wave 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday</td>
<td>63%</td>
<td>72%</td>
<td>83%</td>
<td>82%</td>
</tr>
<tr>
<td>Visit friends or relatives</td>
<td>34%</td>
<td>34%</td>
<td>34%</td>
<td>34%</td>
</tr>
<tr>
<td>Other leisure purposes</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Among leisure trip intenders:

75% consider Europe

10% consider Britain

Planning stage

Among Britain intenders:

48% consider England
38% consider Scotland
18% consider London
14% consider Wales

Travel preferences

Top activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Wave 1</th>
<th>Wave 2</th>
<th>Wave 3</th>
<th>Wave 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dining out</td>
<td>54%</td>
<td>54%</td>
<td>54%</td>
<td>54%</td>
</tr>
<tr>
<td>Outdoor activities</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
</tr>
<tr>
<td>Self-driving tours</td>
<td>48%</td>
<td>48%</td>
<td>48%</td>
<td>48%</td>
</tr>
<tr>
<td>Outdoor nature activities</td>
<td>45%</td>
<td>45%</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
<td>History and heritage</td>
<td>44%</td>
<td>44%</td>
<td>44%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Top Travel Companions

- With your spouse/partner: 67%
- With children (under 18): 29%
- Alone: 27%
- With friends: 24%
- With adult family members: 21%
- As part of a tour group: 4%

Destination types

- 32% Coastline
- 31% Mountains or hills
- 36% Will roam around
- 25% Country/village
- 25% Small/mid-sized city/town

Top Accommodation

- Hotel chain: 60%
- Self catered property: 44%
- Bed and breakfast: 42%
- Holiday village/centre: 33%
- Historic house/castle: 28%

Top modes of transport to Britain

- Plane – via nonstop flight: 87%
- Plane – via connecting flight: 82%
- Own/rented vehicle – via Ferry: 60%

Wave 1: 2nd-16th Dec 2020
Wave 2: 24th Mar – 6th Apr 2021
Wave 3: 23rd Aug – 6th Sept 2021
Wave 4: 10th-23rd Feb 2022

All data is from Wave 4, unless stated

*(% definitely & probably) in the next 12 months
## Netherlands Market Summary

### Top travel drivers

**…for any international trip**
- Money-back guarantee should I wish to cancel my trip: 37%
- Removal of quarantine policies in destination country: 29%
- An attractive offer e.g. discounts on flights or accommodation: 24%
- Welcoming locals in destination country: 22%
- Removal of quarantine policies in home country: 21%

**…for a trip to Britain**
- Money-back guarantee should I wish to cancel my trip: 26%
- Removal of quarantine policies in destination country: 22%
- An attractive offer e.g. discounts on flights or accommodation: 19%
- Decrease in coronavirus cases at destination: 16%
- Assurance that there will be a range of enough things to do: 14%

### Travel concerns – for travel to Britain*

- Extra admin involved with new policy/rules during the trip: 64%
- Other people not following COVID-19 policies/procedures: 61%
- Contracting COVID-19 during my journey/trip: 59%
- Access to healthcare if I contract COVID-19 abroad: 57%
- Change in quarantine requirements on my return home: 56%
- Costs of mandatory COVID-19 tests: 55%
- Limited / restricted experiences at destination: 52%
- Affordability of robust travel insurance: 51%
- Accessibility of affordable air fares: 48%
- Locals’ attitude towards international tourists: 43%

*% very & somewhat concerned
**% completely & somewhat agree

### Travel attitudes**

- I would be happy to take a pre-trip covid-19 test should that be required: 63%
- I would be comfortable using public transport within the destination: 61%
- I will look for less crowded places, even if I miss attractions: 61%
- Booking through a travel agent is a safer option at the moment: 60%
- I will leave booking until later/last minute: 58%
- I will delay my next international trip until Omicron is under control: 54%
- I will favour international destinations closer to my home country: 53%
- I will think more about sustainability when planning future holidays: 52%
- I will favour destinations I have been before rather than new places: 48%
- I will favour local destinations instead of traveling internationally: 46%
- I will be intending to take fewer but longer holidays: 41%

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