

Insight Department:  
Netherlands Factsheet | 2022

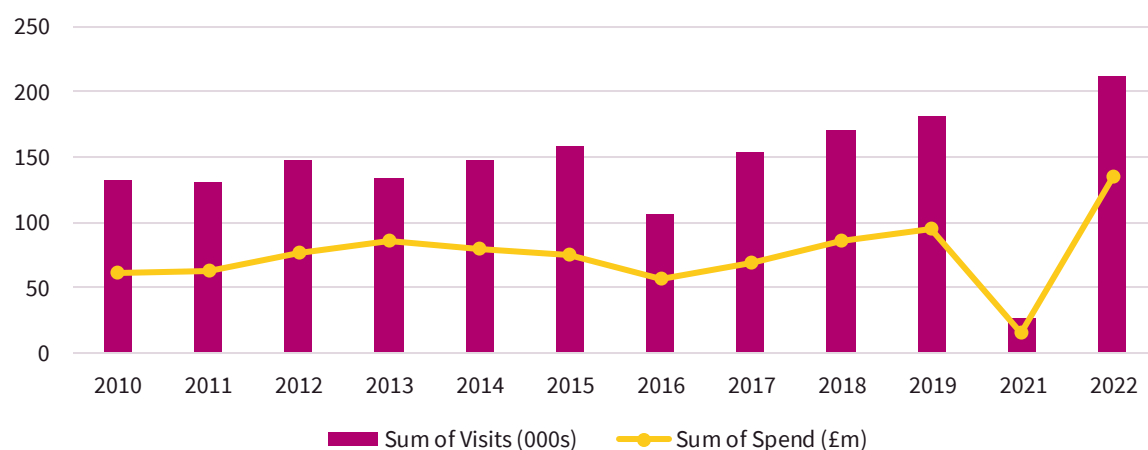
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 Visit  
**Scotland** | **Alba**<sup>TM</sup>

In 2022, the Netherlands was Scotland's fourth largest international source market by number of visits, fifth by expenditure and sixth by number of nights. Dutch visitors accounted for 7% of all overseas visits and 4% of all overseas spend in Scotland. 2022 saw travellers from the Netherlands taking more visits to Scotland than ever before.

### Visits and spend over time



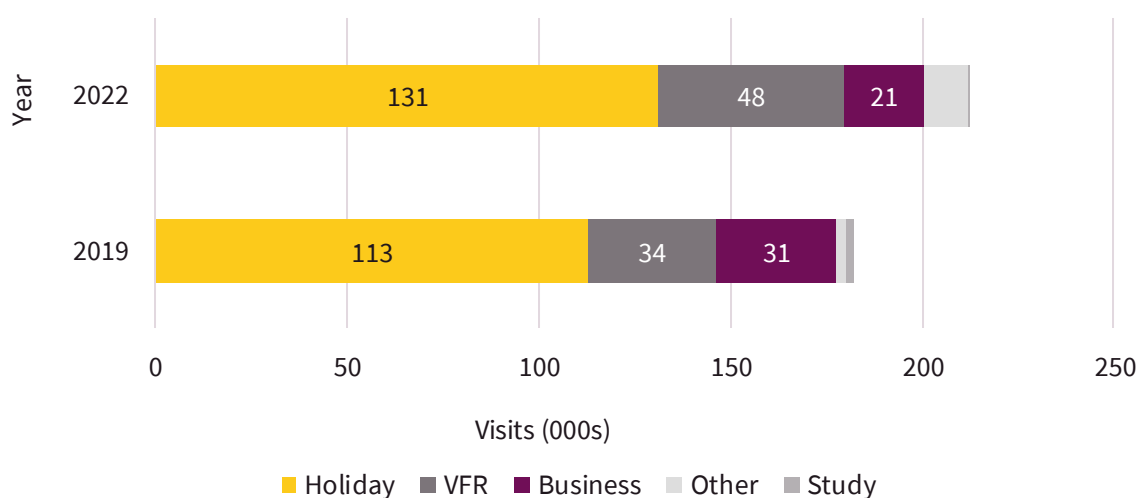
The total number of visits increased by 17% from pre-pandemic levels, reaching record levels. Total tourism expenditure increased by 42%, also reaching a record high over the last decade. Despite this, the total nights only increased by 5%.

Year	Visits	Nights	Spend (£m)
2019	182,000	1,210,000	95
2022	212,000	1,268,000	135
Change	17%	5%	42%

Visitors from the Netherlands spent on average £113 more during their visit compared to 2019. Although the average spend per night was 35% higher than pre-pandemic, the average length of visit was 10% lower, at 6 nights.

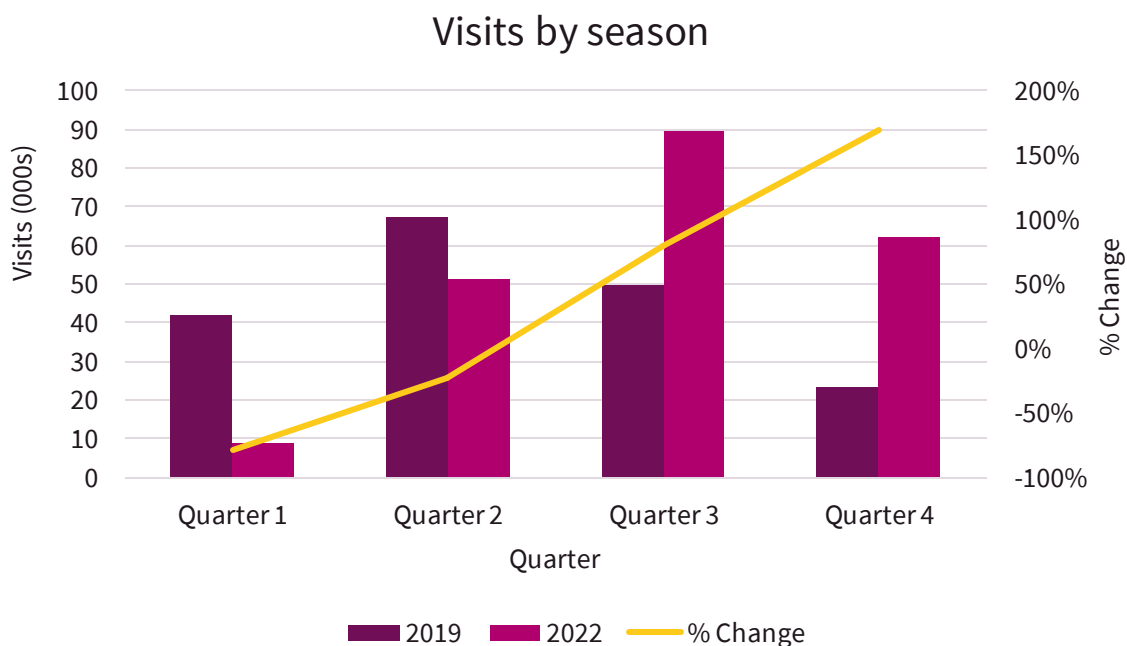
Year	Spend/visit	Nights/visit	Spend/night
2019	£523	6.7	£79
2022	£636	6.0	£106
Change	22%	-10%	35%

## Visits by purpose of trip



Over half of all visits were for the purpose of taking a holiday, while around a quarter were for visiting friends or relatives and just 10% for business. A shift in visit intention can be seen when compared to 2019, where business visits made up 17% of the Dutch visitor market, compared to 10% in 2022. In contrast, the proportion of those visiting friends or relatives increased, as did those taking visits for other reasons, such as medical and religious tourism.

Purpose of visit	2019 visits (000s)	Visitor proportion (%)	2022 visits (000s)	Visitor proportion (%)
Business	31	17%	21	10%
Holiday	113	62%	131	62%
VFR	34	19%	48	23%
Study	2	1%	0	0%
Other	3	2%	12	5%



In 2022, the proportion of visits to Scotland by Dutch visitors increased quarter on quarter but decreased again in Q4. Most visits (42%) took place during Q3, between the months of July and September. Visitors from the Netherlands showed a preference for travel to Scotland during the second half of the year, as Q3 and Q4 saw the largest increases of 80% and 170% respectively compared to 2019. Although traditionally travellers from the Netherlands visit Scotland throughout the year, there was a large drop in visitor numbers in Q1 and Q2 in 2022. This could be attributed to the Omicron variant of COVID-19 causing a fourth wave of travel restrictions across Europe in early 2022.

Season	2019 visits (000s)	Visitor proportion (%)	2022 visits (000s)	Visitor proportion (%)
Quarter 1	42	23%	9	4%
Quarter 2	67	37%	52	24%
Quarter 3	50	27%	90	42%
Quarter 4	23	13%	62	29%

## About this data

All data is sourced from the International Passenger Survey by the Office for National Statistics. Refer to the [ONS website](#) for more on IPS methodology.

### Important Notice On Continued Impact of COVID in relation to IPS Data Collection

The International Passenger Survey (IPS) was suspended on 16 March 2020 due to the coronavirus (COVID-19) pandemic. Interviewing initially began at UK airports at the start of 2021, though the IPS remained suspended at some seaports and train stations during the year. To produce statistics for the periods impacted the Office for National Statistics (ONS) have applied the following processes to the data since March 2020:

- **March 2020** - With the data collected for most of March when the IPS was running the ONS had part of the data needed for the month. To produce estimates for the full month of March the ONS worked on the assumption that passenger characteristics in the second, unsampled, half of the month were represented by those sampled in the first half.
- **April – December 2020 (Q2, Q3, Q4 2020)** - The travel and tourism figures for this period are based entirely on administrative sources and modelling as no data was collected during this period.
- **2021** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) in Q4 2021 due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for this quarter. Data for those travelling via Dover was only collected from Q3 2021. In addition, no estimates are included for any travel across the Irish border. Please see [visitbritain.org](#) for more information.
- **January to June 2022** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) during this period due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for Q1-Q2 2022. The ONS restarted IPS interviews at all ports from July 2022. Please see [visitbritain.org](#) for more information.

Please refer to the [ONS website](#) for the official release and more information on IPS methodology and UK outbound travel and for Full Year 2022 details are on this [ONS page](#).

## Appendix

International Passenger Survey 2022

### USING AND INTERPRETING STATISTICAL DATA

Sources: Data is sourced from the Office for National Statistics' International Passenger Survey (IPS).

Information about the survey can be found on the VisitBritain website

[www.visitbritain.org](http://www.visitbritain.org) (Insights & Statistics section) or the Office for National Statistics website [www.statistics.gov.uk/hub/index.html](http://www.statistics.gov.uk/hub/index.html).

**Sample Sizes:** Some analysis within this report may be based on small sample sizes. Before using the data, it is important to recognise the limitations of using a small sample size. Further information, including methodology and sample sizes, can be found on the VisitBritain website [www.visitbritain.org](http://www.visitbritain.org) (Insights & Statistics section).

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**Front Cover:** His Majesty's Theatre, Aberdeen

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**Back Cover:** The beach at Croy Shore, Ayrshire and Arran

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