

QUICK FACTS AND INSIGHTS NETHERLANDS

Economic environment

Population:	16million
Internet penetration:	66% of the population use the internet
GDP 2006 (PPP):	US\$616 billion
GDP growth:	c. 3%

A prosperous country, Netherlands is the world's 24th largest economy, and 7th within Europe. Economic growth is expected to slow slightly in 2008-2009.

Dutch outbound travel trends

- Netherlands has long been one of the world's top outbound markets with a high propensity to travel. Dutch travellers are spread throughout the age groups and tend to be in the higher socio-economic groups.
- The most popular type of outbound holiday for Dutch people is a beach holiday, followed by countryside and city holidays, then touring and sporting holidays. In particular, there has been a growth in the number of city trips taken.
- The destinations receiving most holiday visitors are near neighbours France, Germany and Belgium, while countries such as Spain and Turkey fill the demand for beach holidays. Top city destinations include Paris, London and Berlin.
- Although there is a peak in outbound holidays in July, there is a fairly wide spread of trips throughout the year. Non-family households in particular spread their trips more widely. The average length of stay for holidays taken abroad is around 10 nights
- Despite being experienced holidaymakers, many Dutch people still use the travel trade (operators and agencies) in the organisation of their holidays. However, the internet is increasingly used for both planning and booking.
- A notable characteristic of the Dutch holiday market is a fondness of caravanning and camping, which is reflected in the accommodation choices of visitors to Scotland.

Scotland's visitors

- The average stay in Scotland is around 9 to 12 nights, with summer holidays towards the top end of this scale.
- The most common holiday type for Dutch visitors is touring. Popular activities include exploring the scenery, touring, sightseeing and walking, though many visitors simply like to relax.
- While visits to Scotland peak in the summer months of July to September, a significant proportion are also made earlier in the year, with a wider spread of holidays than some of our other markets.
- Camping is particularly popular with Dutch visitors to Scotland, many of who travel here with their own car.
- Visitors to Scotland have a slightly older profile than some other European markets, and mainly reside in the four main conurbations of Amsterdam, Rotterdam, Utrecht and The Hague. Around three-quarters of Scotland's visitors travel without children, in parties of 2 adults. There is a high incidence of repeat visits amongst our Dutch visitors.

For more information on Scotland's Dutch visitors, visit www.visitscotland.org