



Annual statistics of the 2013 holiday market

ContinuousHolidaySurvey

NBTC-NIPO Research

Postal address

POB 63470
2502 JL The Hague
The Netherlands

Visiting address

Prinses Catharina Amaliastraat 5, The Hague
Grote Bickersstraat 76, Amsterdam

T 0031 (0)70 370 52 94
I www.nbtcniporesearch.nl

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Research design ContinuousHolidaySurvey

The ContinuousHolidaySurvey is a large scale study of the holiday behaviour among the Dutch population.

Targetgroup and sample size

- Dutch population 0+
- n=6,526, representative for the Dutch population



Sample source and size

TNS NIPObase;
the access panel van TNS NIPO

Definition of Holiday

“Each overnight stay outside the main home for holiday or leisure purposes. Stays with family, friends or relatives in other countries than the Netherlands are also included.”



Fieldwork period

The results relate to holidays which were undertaken between October 2012 and September 2013



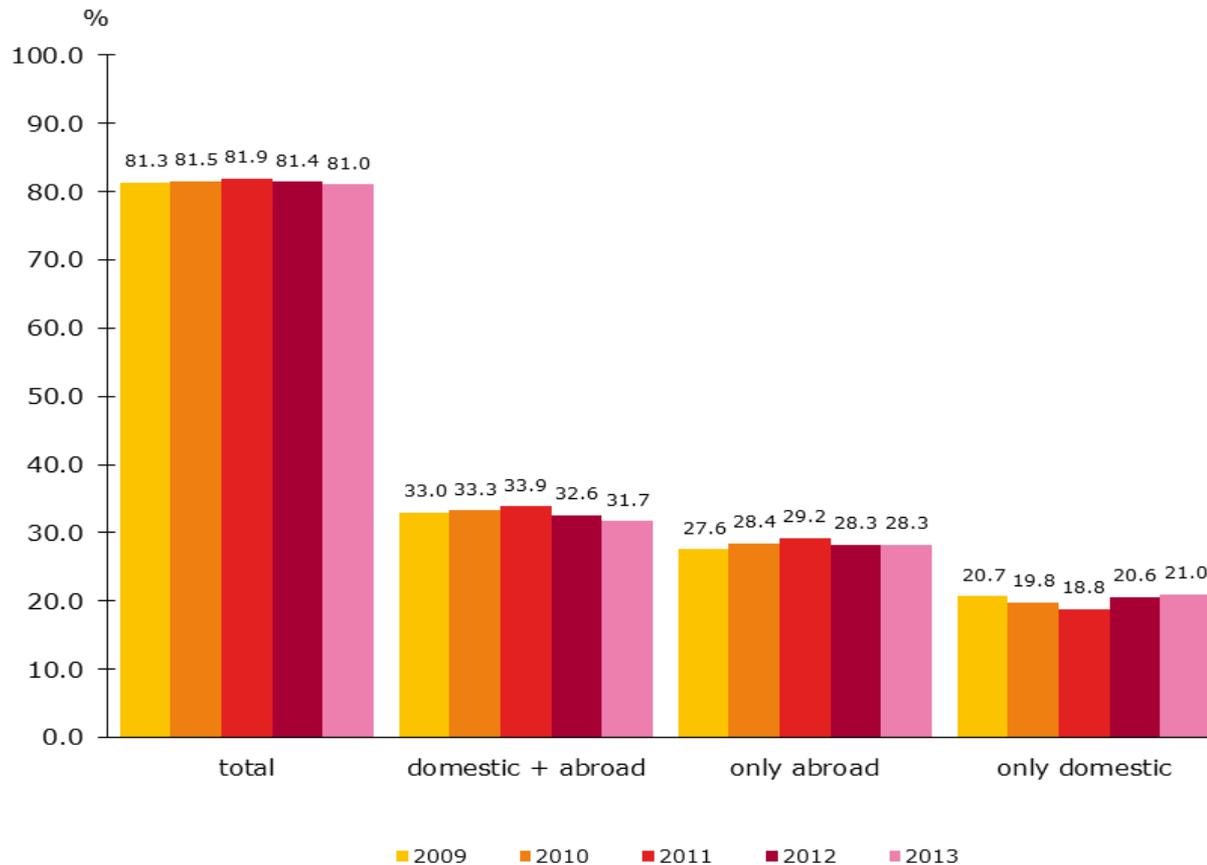
Number of measurements

Four measurements per year, in which respondents are asked about their holiday behaviour in the three months prior to the study



Holiday statistics – Holiday participation

Less Dutch people on holiday in 2013. Especially the % of people undertaking both domestic and outbound holidays declined. On the other hand, more Dutch travellers only undertook domestic holiday(s).



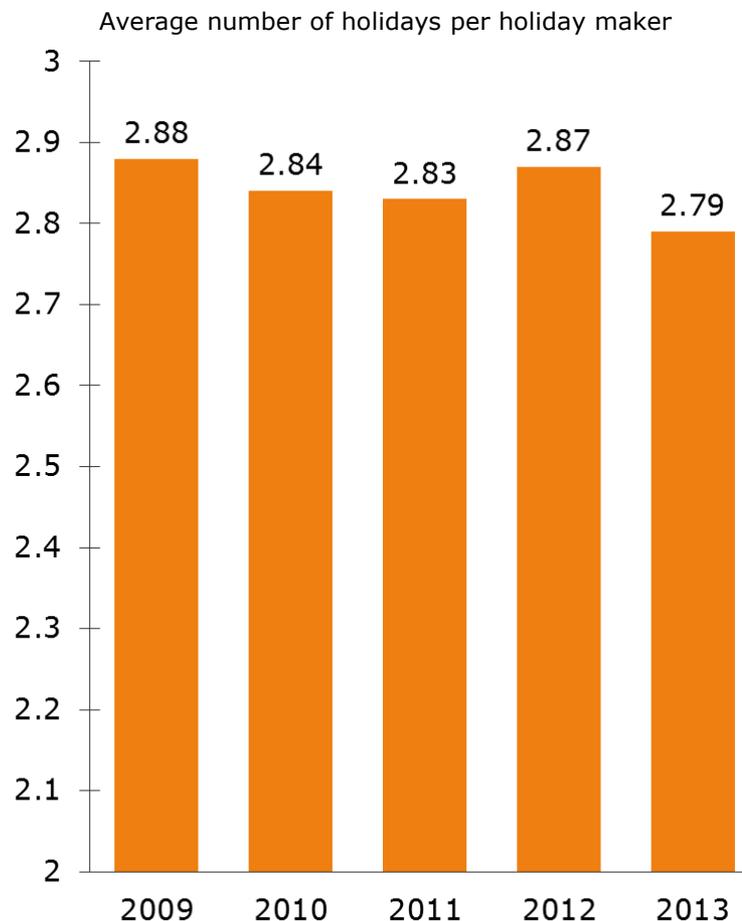
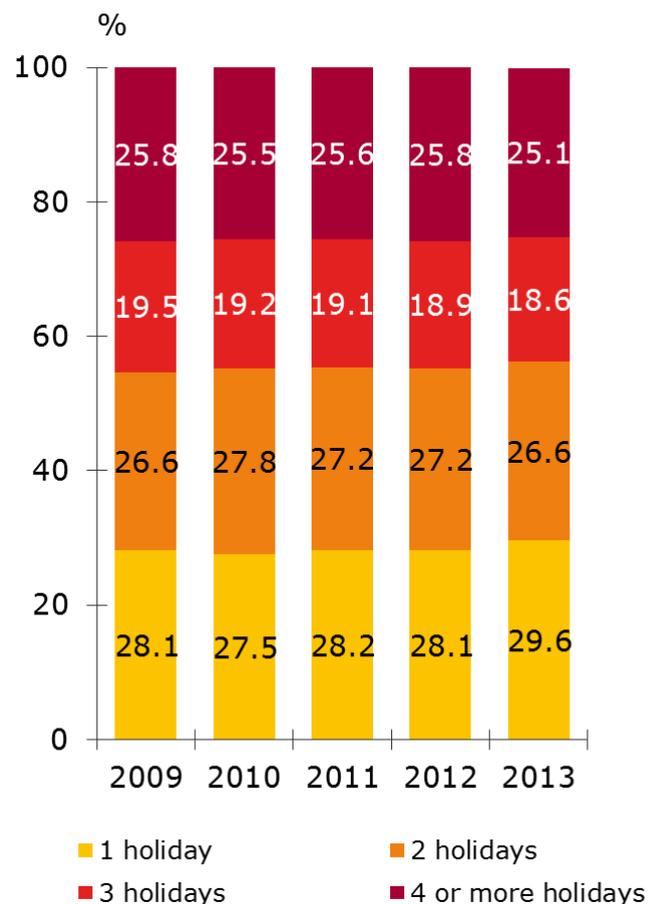
Base: total Dutch population

Definition holiday participation

Holiday participation numbers are based on those who went on holiday at least once last year. It focusses on holiday makers instead of holidays.

Holiday statistics - Frequency

The holiday frequency decreased significantly from 2.87 to 2.79 holidays. More Dutch travellers undertook only one holiday in 2013.



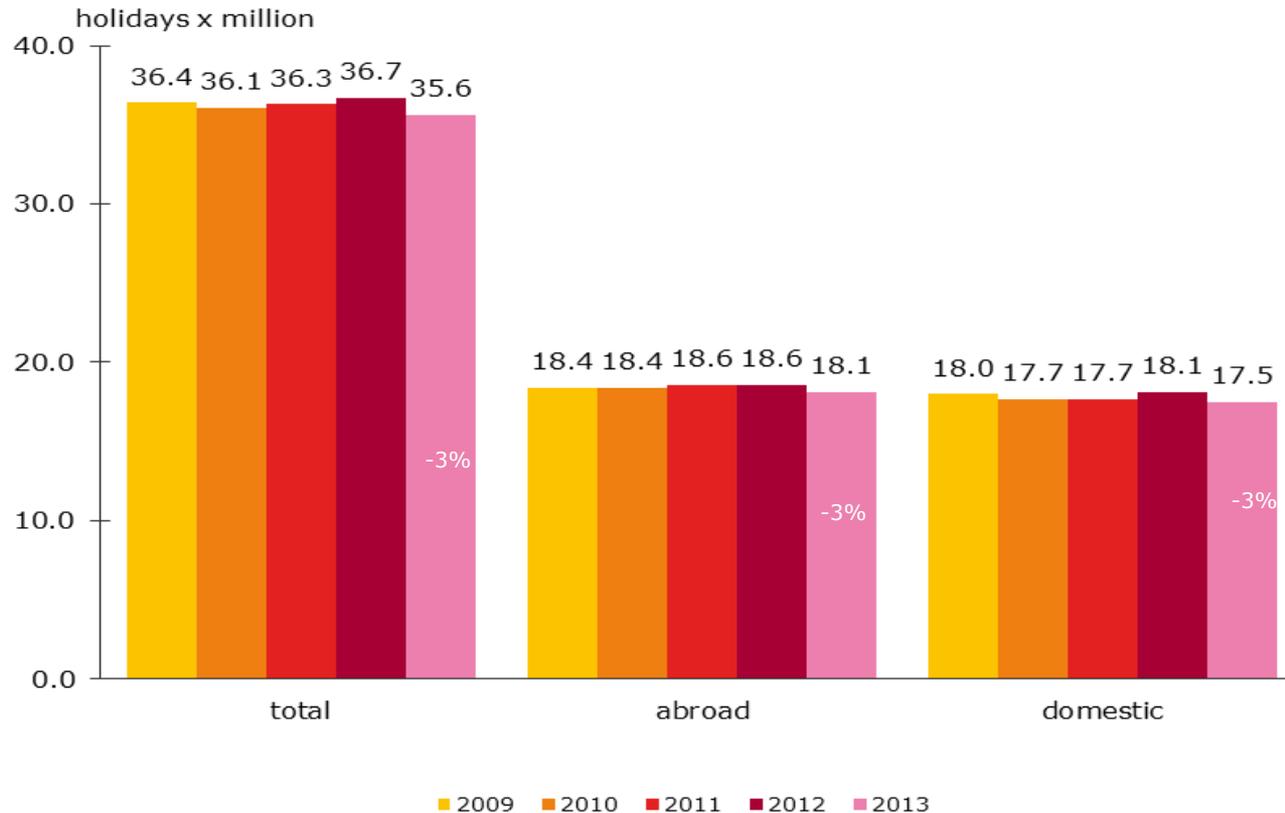
Base: Dutch holiday makers

Definition holiday frequency

The holiday frequency is the average number of holidays per year per holiday maker.

Holiday statistics– Number of holidays by destination

Since both domestic and outbound holiday numbers decreased, the overall number of holidays decreased with over 1.1 million holidays.



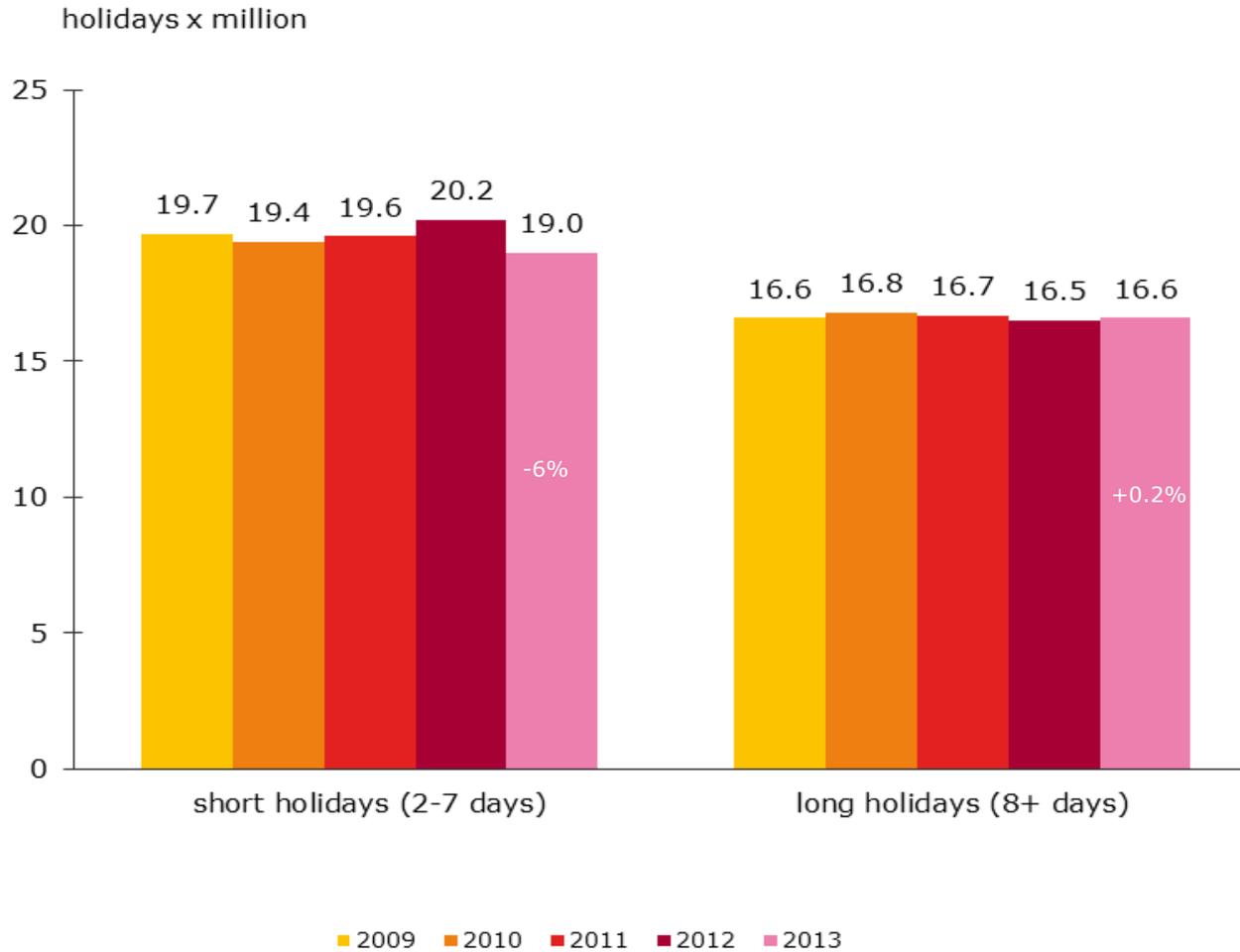
Base: total holidays

Total number of holidays

Based on the holiday participation en holiday frequency we calculate the total number of undertaken holidays.

Holiday statistics – Length of stay

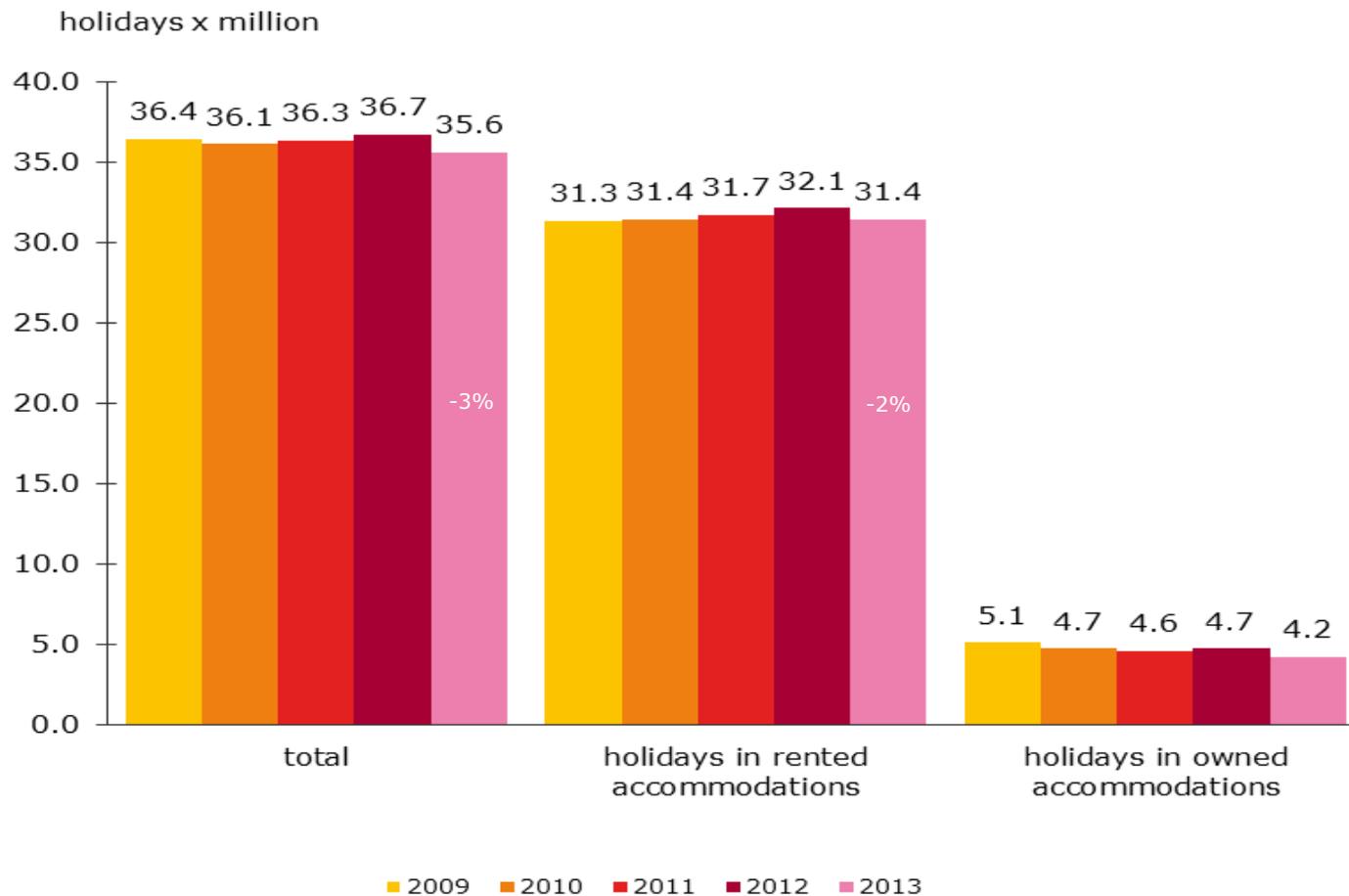
Dutch travellers mostly cut short breaks. The number of long holidays is comparable to last year.



Base: total holidays

Holiday statistics – Rented vs owned accommodations

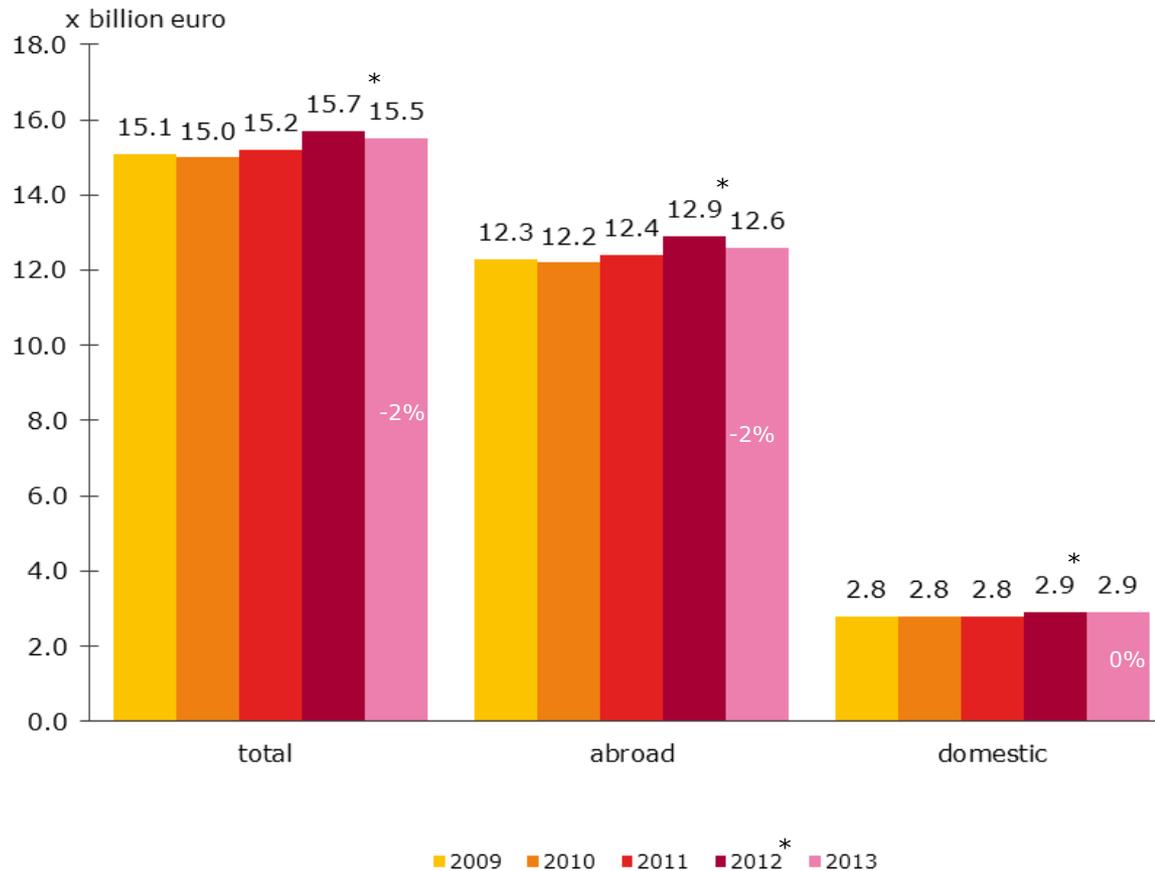
The decrease of the total number of holidays results in less holidays in rented accommodations as well as less holidays in owned accommodations.



Base: total holidays

Holiday statistics – Total holiday expenditure

Decrease in holiday expenditure is completely attributable to outbound holidays.



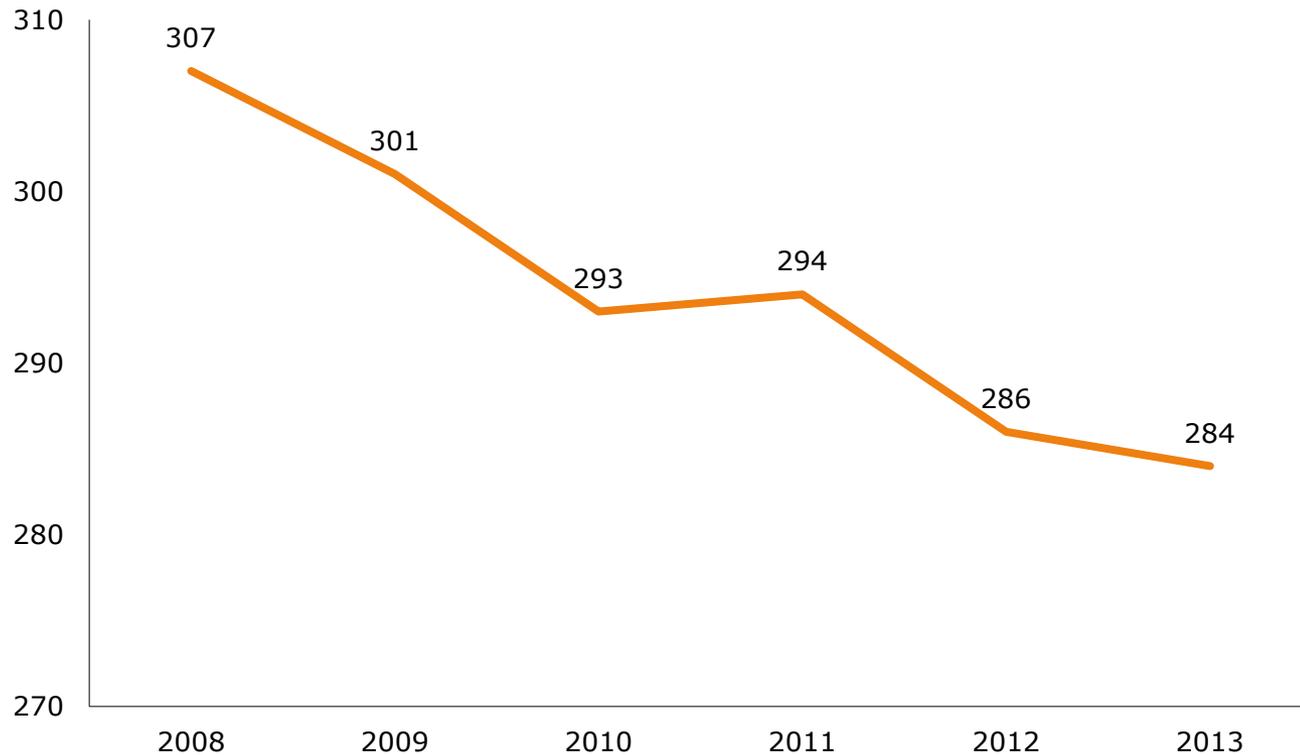
* results in 2012 and 2013 are not comparable with previous years due to changes in the questionnaire

Base: total holidays

Holiday statistics – Travel expenses

Average travel expenses are gradually declining since the beginning of the economic recession.

Average travel expenses per holiday maker in €



Base: total holidays

Definition travel expenses

all expenditure for booking of transport and accommodation.