

Key figures 2013 Dutch holiday market

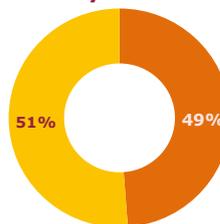
81.0% of the Dutch undertook at least one domestic holiday and/or outbound holiday in 2013



These travelers:

- undertook **2.79 holidays per person** on average
- undertook in **total 35.6 million holidays**
- spent **15.5 billion euro** on holidays

Holiday destination



- domestic (the Netherlands)
- outbound

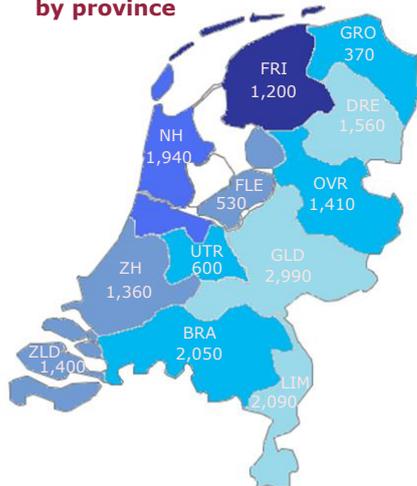
Domestic

Outbound

17.5 million holidays

short (2-7 days) **12.7 million holidays**
long (8+ days) **4.8 million holidays**

Number of holidays (x 1,000) by province



The Dutch spent **2.9 billion euro** on domestic holidays

Number of holidays (x million) by type of accommodation:

holiday cottage, private home	7.8
campsite	4.4
hotel, motel	3.7
other	1.6

For **83% of all domestic holidays**, transport and/or accommodation were booked before departure (**11.9 million holidays**)

Internet **73%**
telephone **17%**
personal (counter) **3%**

Type of holiday (excl. holidays in own accommodation)

nature based: 14%
relaxation/fun/take a break etc.: 13%
with family/friends/colleagues: 11%

18.1 million holidays

short (2-7 days) **6.3 million holidays**
long (8+ days) **11.8 million holidays**

Destination Holidays (x 1,000)

	1. Germany	3,180
	2. France	2,670
	3. Belgium	1,770
	4. Spain	1,760
	5. Austria	1,180
	6. Italy	1,110
	7. Turkey	840
	8. Great-Britain	830
	9. Greece	580
	10. Portugal	420



The Dutch spent **12.6 billion euro** on outbound holidays

Number of holidays (x million) by type of accommodation:

hotel, motel	7.1
holiday cottage, private home	3.8
campsite	3.1
apartment	1.9
other	2.2

For **89% of all outbound holidays**, transport and/or accommodation were booked before departure (**15.3 million holidays**)

Internet **79%**
personal (counter) **12%**
telephone **6%**

Type of transport

36%
 52%

Definition of holiday

Each stay outside the home for the purpose of relaxation or fun with at least one overnight stay. Staying with family, friends or relatives abroad also belongs to the definition of a holiday.

ContinuVakantieOnderzoek

A multi-client study since 1980 on the holiday behavior of the Dutch: four measurements a year, each reviewing the past three months, among 6,500 persons (representative for the Dutch population).

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NBTC-NIPO Research is specialized in (customized) research regarding holidays, leisure and business travel

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