

This year including an update of the Dutch summer holiday plans!

Dutch holiday market: trends & developments

The years 2006-2008 showed a growth in the Dutch holiday market. However due to the economic circumstances, the number of vacations has been relatively stable since 2009. The Dutch undertook shorter trips, stayed closer to home and spent less than before. 2013 marked the beginning of a new phase; the Dutch holiday market was shrinking. Will this shrink continue in 2014? We have mapped the most important developments in the report: 'Dutch holiday market: trends & developments'. Supplements to this report are available, the so-called submarket modules, which describe the holiday behavior for 12 submarkets from A-Z.



In this report, NBTC-NIPO Research describes the Dutch holiday market in 2014. A general image of the holiday market will be given with occasional comparisons to the results from previous years, hereby uncovering certain trends and developments.

Holidays in the Netherlands and abroad

We will provide you with an in-depth view on the holidays in the Netherlands and also abroad. The following topics will be discussed:

- *Holiday participation and frequency*
- *Holiday destinations*
- *Length of stay and expenses*
- *Booking method and degree of organization*
- *Holiday type and accommodation*
- *Transportation, departure airport*
- *Undertaken holiday activities*
- *Period of departure*
- *Traveller profile*
- *Holiday expenses; total expenses, but also more specific expenses such as accommodation, transportation, excursion, catering and shopping expenses.*

You also get insights in the holiday plans for summer 2015

In addition to the report 'Dutch holiday market: trends & developments' we will provide you insights into the holiday plans of the Dutch for the summer of 2015. In January and April we measure the number of holiday plans among the Dutch population by asking 7,000 panellists. The research focuses on holidays of at least one week in the period May up to and including September. First of all, the survey results give insight into the holiday plans for the coming summer. Yet they also provide answers to questions like: How many Dutch are planning on staying in a bungalow or a beach holiday to the Mediterranean Sea (further divided into destinations). Since we also asked whether the planned holiday already has been booked / arranged, the results provide information on the potential holidays. Finally, results are compared to results from previous years, so trends and developments can be signaled. The reports concerning the 2015 summer holiday plans will be released early February and May 2015.

Report

The full report will appear in January 2015 in PowerPoint format. The most important findings will be clearly displayed with graphs and tables. In combination with the report, you will receive an extensive table-report.

Summary of results already in November 2014

As a buyer of the general report, you will receive a PowerPoint presentation in November 2014 with the most important findings of the year 2014.

Customized analysis

Buyers of the basic report also have the possibility to get customized analyses for a small additional cost. These costs are available on request. The results of customized analyses are reported exclusively to you. You are more than welcome to ask for our help in the process of formulating additional questions.

Costs

The costs for the basic report (including the reports concerning the 2015 summer holiday plans) are € 2,750.- (excluding VAT). The first 50% of the costs will be invoiced after confirmation and the second 50% after delivery of the report 'Dutch holiday market: trends & developments'. Additional modules of relevant submarkets can also be purchased. More information about this can be found on the right side of this page.

Submarket modules

Insight in the holiday behaviour of specific submarkets, separately available for purchase!

The search, booking and holiday behaviour can strongly differ between the types of holidays. This is why, just like last year, NBTC-NIPO Research will publish a number of reports that will specifically treat certain important submarkets.

The most important aspects of the holiday behaviour of eleven important submarkets were gathered, which are separately available for purchase.

1. City trips
2. Holidays in the sun, by plane to Mediterranean destinations
3. Holidays in the sun, by plane to destinations outside Europe
4. Tours outside Europe
5. Holiday village holidays
6. Camping holidays
7. Short stay holidays in a hotel outside the city
8. Online (airplane) ticket booking
9. Online hotel bookings
10. Offline travel agency bookings
11. Coach holidays abroad
12. Winter sports holidays

The submarket report will provide you with more insight into the total holiday process, which is constructed from the following five phases. The appendix will provide you with an overview of the discussed topics per submarket.



Phase 1: The inspiration phase

What inspires the Dutch traveller for a holiday? What information sources have the most important role? Is it family, friends and/or acquaintances, traditional media or perhaps social media?

Phase 2: The information phase

After the inspiration phase, the potential traveller will try to gain a deeper insight into a specific vacation. What information sources are used?

Phase 3: The booking phase

When the destination is determined, there are several ways that the holidaymaker can book his/her vacation; self-customization of the trip, booking a package tour, solely booking an airplane ticket, or booking nothing at all. The different forms of booking are highlighted in the submarket report, which will also put some extra focus on travellers that make multiple bookings at different institutions for one holiday.

Phase 4: The vacation

The vacation has taken place. Where did the Dutch holidaymaker go, what did he/she do and how much money was spent?

Phase 5: Evaluation

How does the Dutch holidaymaker evaluate his/her vacation? Are these experiences shared on social media?

Report

You will receive the results in a PowerPoint report with graphs and tables, including a textual explanation. Your requested report of a submarket will appear in February 2015. A list of topics was added in the appendix to provide you with an overview of the information in the report.

Costs

The costs for the submarket report depend on the number of submarkets that you order. Furthermore these reports can only be ordered in combination with the general report 'The Dutch holiday market in 2014'. The first submarket report of choice costs € 2,250,-. The second report € 1,250,-, the third report € 750.- and each additional report € 500.- The mentioned prices are excluding VAT.

Submarket of choice	costs (excl. VAT)
1 ^e submarket report	€ 2,250.-
2 ^e submarket report	€ 1,250.-
3 ^e submarket report	€ 750.-
4 ^e - 12 ^e submarket report	€ 500.- each

Bestellen of meer informatie?

Order?

If you would like to order one or more reports, please fill in the response form.

More information?

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Appendix 'Topics in submarket reports'

Inspiration and information

- Vacation specific media behaviour
- Consulted information sources
- Period of gathering information (time between orientation and booking)

Booking

- Degree of organization (package/transport/accommodation)
- Way of booking
- Booking channel
- Time between booking and departure

Holiday

- Number of holidays
- Province of destination in the Netherlands
- Country of destination abroad
- Length of stay
- Travel period
- Expenses
- Transportation
- Accommodation type
- Vacation type
- Vacation activities; tours and site seeing
- Traveller profile; age, social class, region, family cycle

Evaluation

- Holiday evaluation
- Destination