

Flows in the Netherlands

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Abstracts

In 2017, there was positive development of the number of inbound arrivals. In actual terms, the majority of this growth was generated by neighbouring countries, as Belgian and German tourists were still very enthusiastic about the Netherlands as a destination. The trend towards shorter trips that are closer to home for both these countries also helped incoming tourism from these two source markets to post positive development. The improving state of European economies also further boosted income.

Euromonitor International's Flows in Netherlands report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Domestic Trips, Inbound Arrivals, Outbound Departures.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Flows market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Economic Growth Drives An Increase in Travel Sales

Strong Growth of Online Travel Sales To Residents

Major Players Seek Cross-category Partnerships

Travel Companies Experiment With Communication Through Social Media

Economy Will Help Growth, But There Are Threats

SWOT

Summary 1 Destination the Netherlands: SWOT

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