

# Netherlands Market Profile 2024

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## Inbound Tourists

The island of Ireland welcomed around 238,000 Dutch tourists who spent over €177 million / £154 million and stayed 1.5 million nights. The Netherlands was the island's seventh-largest source of overseas tourists and the tenth-largest source of overseas revenue and nights.

Metric	Value	Global Rank
Revenue	€177 million / £154 million	10th
Trips	238 thousand	7th
Nights	1.5 million	10th

### Where did our tourists come from?

More than two-fifths (43%) of Dutch tourists came from Holland (North and South provinces).

Region	Share of trips
North Holland	27%
North Brabant	19%
South Holland	16%
Gelderland	13%
Utrecht	8%
Overijssel	5%
Other	11%

### Where did our tourists visit?

Country	Trips
Ireland	225,000
Northern Ireland	24,000

Visits to Ireland and Northern Ireland total more than the island of Ireland figure due to tourists overnighting in both.

### When did our tourists visit?

The second half of the year accounted for just over half (53%) of all tourists from the Netherlands.

Quarter	Share of visits
Quarter 1	26%
Quarter 2	21%
Quarter 3	29%
Quarter 4	24%

## What were our tourists' reasons for visiting?

Over two-fifths (44%) of Dutch tourists visiting the island of Ireland came for a holiday, accounting for half (51%) of Dutch tourism revenue. Business tourists contributed a quarter of all revenue.

Purpose of visit	Revenue	Share of revenue
Holiday	€91 million / £79 million	51%
Visiting friends / relatives	€29 million / £25 million	16%
Business	€44 million / £38 million	25%
Other	€13 million / £11 million	7%

Purpose of visit	Trips	Share of trips
Holiday	104,000	44%
Visiting friends / relatives	67,000	28%
Business	53,000	22%
Other	14,000	6%

Purpose of visit	Nights	Share of nights
Holiday	702,000	46%
Visiting friends / relatives	442,000	29%
Business	218,000	14%
Other	162,000	11%

## How much did our tourists spend and how long did they stay?

On average, Dutch tourists spent €743 / £646 per trip or €116 / £101 per night and stayed 6.4 nights on the island of Ireland.

Region	Metric	Value
Island of Ireland	Average spend per trip	€743 / £646
Island of Ireland	Average spend per night	€116 / £101
Island of Ireland	Average length of stay	6.4 nights
Northern Ireland	Average spend per trip	£451
Northern Ireland	Average spend per night	£72
Northern Ireland	Average length of stay	6.3 nights

## How did our tourists spend their money?

Almost two-fifths (37%) of Dutch tourists' revenue was spent on food and drink.

Category	Share of spend
Food & Drink	37%
Accommodation	24%
Shopping	16%
Transport	11%
Entertainment	8%
Miscellaneous	3%

## How long did our tourists stay?

Three-fifths (60%) of Dutch tourists stayed 4+ nights on the island of Ireland.

Length of stay	Share of trips
1-3 nights	40%
4-5 nights	32%
6-8 nights	13%
9+ nights	15%

# Regionality: Inbound Tourists and Holidaymakers

## Definitions

Dublin: Dublin City and County.

Midlands / Mid-East: Laois, Longford, Louth, Offaly, Westmeath, Kildare, Meath, Wicklow.

South-East: Carlow, Kilkenny, Waterford, Wexford.

South-West: Cork, Kerry.

Mid-West: Clare, Limerick, Tipperary.

West: Galway, Mayo, Roscommon.

Border: Cavan, Donegal, Leitrim, Monaghan, Sligo.

Northern Ireland: Antrim, Armagh, Down, Fermanagh, Derry/Londonderry, Tyrone

## What areas did our tourists and holidaymakers visit?

Dublin and the South-West were the top destinations for Dutch tourists and holidaymakers, followed by the Mid-East & Midlands for tourists and The West for holidaymakers.

Region	Share of tourists
Dublin	61%
Midlands / Mid-East	12%
South-East	6%
South-West	16%
Mid-West	6%
West	11%
Border	3%
Northern Ireland	10%

Region	Share of holidaymakers
Dublin	61%
Midlands / Mid-East	11%
South-East	8%
South-West	45%
Mid-West	13%
West	30%
Border	7%
Northern Ireland	13%

## Where did our tourists and holidaymakers visit?

Dublin was a must-visit for the majority of Dutch tourists (61%) and holidaymakers (61%).

Region	Share of tourists
Dublin only	54%
Outside Dublin only	39%
Both Dublin and outside Dublin	7%

Region	Share of holidaymakers
Dublin only	36%
Outside Dublin only	39%
Both Dublin and outside Dublin	25%

## Inbound Holidaymakers

The Netherlands was the island of Ireland's seventh-largest source of holiday nights and the eighth-largest source of holidaymakers and holiday revenue. Dutch holidaymakers stayed for an average of 6.7 nights on the island of Ireland. Those visiting Northern Ireland stayed an average of 4.3 nights.

Metric	Value	Global Rank
Revenue	€91 million / £79 million	8th
Trips	104 thousand	8th
Nights	702 thousand	7th

Region	Metric	Value
Island of Ireland	Average spend per trip	€871 / £758
Island of Ireland	Average spend per night	€129 / £112
Island of Ireland	Average length of stay	6.7 nights
Northern Ireland	Average spend per trip	£378
Northern Ireland	Average spend per night	£87
Northern Ireland	Average length of stay	4.3 nights

## When did our holidaymakers visit?

Almost two-thirds (63%) visited the island of Ireland during Q2 and Q3 (April to September).

Quarter	Share of visits
Quarter 1	21%
Quarter 2	27%
Quarter 3	36%
Quarter 4	16%

## How long did our holidaymakers stay?

The majority (64%) of Dutch holidaymakers stayed up to five nights on the island of Ireland.

Length of stay	Share of trips
1-3 nights	31%
4-5 nights	33%
6-8 nights	15%
9+ nights	22%

## What age were our holidaymakers?

Three-fifths (60%) of Dutch holidaymakers were under 45 years of age.

Age	Share of trips
<25 years	18%
25-34 years	26%
35-44 years	17%
45-54 years	18%
55-64 years	16%
65+ years	6%

## Holidaymaker gender and dependent children

Around a fifth (19%) of Dutch holidaymakers had dependent children in the household.

Gender	Share of trips
Female	53%
Male	47%

## Had our holidaymakers been here before?

It was a first visit for around seven in ten (70%) of Dutch holidaymakers.

Visitor type	Share of trips
First visit	70%
Repeat visit	30%
Born in Ireland	1%

## Who did our holidaymakers travel with?

Over half (53%) of Dutch holidaymakers travelled with their spouse/partner. One-fifth (19%) visited with an "other adult party".

Party composition	Share of trips
Solo	15%
Couple	53%
Family	12%
Other adult party	19%

## Where did our holidaymakers stay?

The majority (60%) of nights stayed by Dutch holidaymakers were in hotels (31%) and B&Bs or guesthouses (29%).

Accommodation type	Share of nights
Hotel	31%
Guesthouse / B&B	29%
Friends / family	21%
Rented accommodation	8%
Holiday home	7%
Other	4%

## How did length of stay affect accommodation type?

Hotels (52%) and to a lesser extent hostels (14%) were more popular among Dutch holidaymakers on shorter breaks (1-5 nights), while B&Bs or guesthouses (27%), camping or caravan (23%) and rented accommodation (12%) were more popular with those staying 6+ nights.

Accommodation type	Trip length	Share of nights
Hotel	5 nights or shorter	52%
Hotel	6 nights or longer	24%
Guesthouse / B&B	5 nights or shorter	19%
Guesthouse / B&B	6 nights or longer	27%
Rented accommodation	5 nights or shorter	8%
Rented accommodation	6 nights or longer	12%
Friends / family	5 nights or shorter	5%
Friends / family	6 nights or longer	3%
Hostel	5 nights or shorter	14%
Hostel	6 nights or longer	2%
Any camping	5 nights or shorter	0%
Any camping	6 nights or longer	23%
Holiday home	5 nights or shorter	2%
Holiday home	6 nights or longer	6%

## How did our holidaymakers travel and get around

The majority (94%) of Dutch holidaymakers travelled independently, 6% travelled as part of a package, and around two-fifths (42%) used a car during their trip on the island of Ireland.

Car use	Share of trips
Hired a car	25%
Brought own car	15%
Borrowed a car	2%
Did not use a car	58%

## What were our holidaymakers' interest and activities?

Dutch holidaymakers are active tourists. They explored our historical sites and engaged in multiple events and activities while on the island of Ireland.

89% visited historical or cultural sites.

Type of activity	Share of trips
Churches or cathedrals	61%
Castles or houses	57%
Heritage centres	53%
Monuments	48%
Museums or art galleries	38%
Ancient Celtic sites	25%

82% engaged in pastimes and events.

Type of activity	Share of trips
National parks including forests	58%
Gardens	48%
Shopping excluding food, drink, and souvenirs	45%
Festivals or cultural events including concerts	14%
Sporting events	4%
Traced roots	1%

50% participated in active pursuits.

Type of activity	Share of trips
Hiking including cross-country walking	43%
Cycling	9%
Water-based activities excluding fishing and swimming	5%
Golf	2%
Fishing	1%
Equestrian	1%

## Likelihood to recommend a holiday in Ireland to others

The majority (75%) of Dutch holidaymakers would recommend a holiday in Ireland to others. The main reasons given are the friendly people (44%), the scenery and nature (43%) and that it's generally a great place to visit (22%).

# Outbound holidaymakers

## Sources of inspiration, research and planning

Outbound holidaymakers from Mainland Europe use multiple sources of inspiration when choosing their holiday destination, including family and friends' recommendations, online search and travel websites.

While social media, for example, is cited in its own right, it's often also a channel for the discovery of travel articles and recommendations.

Channel	Share of holidaymakers' inspiration
Family and friends' recommendations	37%
Online search	35%
Destination websites	29%
Travel websites including company websites and booking platforms	26%
Social media	26%
Travel articles, blogs	20%
Films, TV shows, travel shows	18%

Channel	Share of holidaymakers' research and planning
Online search	44%
Destination websites	39%
Travel websites including company websites and booking platforms	37%
Family and friends' recommendations	21%
Travel articles, blogs	20%
Guidebooks	19%
Social media	19%

## **Enrichment Explorers**

Our target segment makes up 24% of all Global outbound holidaymakers

### **Who are the Enrichment Explorers as people?**

Embracing a lifestyle centred around exploration, they exude passion and consistently seek fresh experiences. They place emphasis on human connection which extends to their travels, with great importance placed on engaging with local communities. They have a wide variety of hobbies and interests, with learning and experiencing new things high on their priority list – even during their free time on holiday.

### **What do they look for on a holiday?**

Passionate about travelling, these holidaymakers enjoy going off the tourist trail to obtain the most authentic experience. Regardless of the chosen destination, Enrichment Explorers aspire to immerse themselves in the country's richness, exploring wildlife and nature and discovering their passion for art, history and culture.

They are less likely to have children and most likely to travel with a partner.

### **Top 10 holiday needs**

1. To feel connected to nature
2. To broaden and simulate their mind
3. To feel the character of the place and people
4. To appreciate historical / modern architecture
5. To experience the vibrancy of the place and people
6. To experience living like a local
7. To enjoy authentic moments with friendly locals
8. To be transported back in history
9. To discover and explore somewhere new
10. To enjoy the beauty of the landscape

## **Outbound Tourists**

The Netherlands was the world's seventh-largest outbound market in 2024 and 89% of all outbound trips from the Netherlands were to other parts of Europe.

## Access by air

There were 1.04 million direct one-way air seats available on 6,683 flights from the Netherlands to the island of Ireland in 2024. There were two gateways from the Netherlands, operated by 4 carriers to 4 airports on the island of Ireland.

### Where can our tourists fly from?

The majority (97%) of seats in 2024 came from Amsterdam.

Airports in the Netherlands	Share of seats
Amsterdam	97%
Eindhoven	3%

### Who can our tourists fly with?

Four carriers operated between the Netherlands and the island of Ireland. In 2024, Aer Lingus, Ryanair and KLM were responsible for delivering the vast majority (96%) of seats to the island of Ireland.

Carrier	Share of seats
KLM	34%
Aer Lingus	32%
Ryanair	30%
Easyjet	4%