

OVERVIEW

Dutch economy is structurally strong and has been performing well over past year. However, as a highly trade-dependent nation, Netherlands is very susceptible to developments in the international economy. Dutch economy growth is expected to be modest until world trade growth again accelerates. The Dutch are enthusiastic travellers. In 1991 holiday participation represented 76.2% of total population. 26.1 million holidays were taken of which 16.6 million were holidays of 4 days or more. Long holidays abroad (4 days) represented 9.36 million trips. The Dutch spent Dfl. 14.8 billion (Can.\$ 10 billion) on holiday expenditures, representing 4.6% of private consumption. 90% is spent on long holidays. Average expenditure and duration for holidays abroad is Dfl. 1,166 (Can.\$ 800) and 14.2 days. Largest portion of total Dutch travel to Canada (100,000 visitors) is from VFR market. Trends however indicate increase in combination VFR/leisure. Largest long haul competitors are USA with 350,000 Dutch visitors, followed by Caribbean and Far East. Dutch traveller is satisfied with clean, budget accommodation, prefers to travel independently and is looking for beautiful scenery, uncrowded surroundings, some outdoor activity and safe cities.

ASSISTANCE AVAILABLE FROM THE POST

Tourism contacts/leads	Briefing on local travel industry
Marketing Intelligence	
Media Liaison	

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

- * Seniors (55 + years)
- * Middle Aged (45 - 54 years)
- * Double Income/No kids (25 - 45 years)

Business Travel

- * Associations
- * Special Interest Tours
- * Incentive