

# Trends & developments on the Dutch Holiday market 2018

## Holiday market 2018



### Content

With this research you will get a real insight in the Dutch holiday market. With topics like holiday destinations, holiday types, expenses etc.

In November 2018, you will receive a top-line report (ENG) with the first results. The full report (NL) is published in January 2019 and describes the Dutch holiday market in terms of:

- holiday destinations, holiday participation and frequency
- period of departure and length of stay
- Booking method and organization degree
- holiday type and accommodation
- holiday activities and traveller profile
- holiday expenditure; total expenses and specific expenses on accommodation, transport, excursions, food and shopping
- size and characteristics of ten submarkets, such as camping holidays, holiday home holidays and sun holidays.

Special attention is paid to new developments in the search and booking phase in the customer journey. Think of mobile booking, use of social media etc.

### This year with even more complete insights

Since 2017, among other things, at the request of Statistics Netherlands, we have broadened the target group of the CVO. From now on the research target group also includes Dutch people with a migration background. This makes the CVO even more complete than it already was.

The price of 'Trends & developments on the Dutch Holiday Market 2018 is **€ 3.750,-** excluding VAT.

## Extra modules: HolidayTracker & Country Report

### HolidayTracker 2018

The results of 15 years of holiday research are available for you in our HolidayTracker. This online tool offers you the data on the holiday behaviour of the Dutch population since 2002.

You can make your own selections and crossings for a number of holiday characteristics. For instance destination country, region, holiday type, transport, expenditures, etc.

Since profile characteristics, like age, family life cycle and living area are part of the database, it is possible to analyse your own target groups.

In March 2019 the Holiday Tracker is updated with the results of the holiday market 2018 data.

The price for one year of usage of the HolidayTracker is **€ 2.650,-** euro excluding VAT and based on one user.\* Each additional user costs € 350 excluding VAT for one year.

### Country Report 2018

In the country report, we compare several aspects of the results of your destination with other, competing countries. You decide which competing destinations are used in the report for benchmarking.

The country report gives you an insight in the general development of the Dutch holiday market. Furthermore, we provide you with:

- holiday characteristics, such as length of stay, season, means of transportation, type of accommodation, type of holiday, activities during holiday, degree of organisation, search and booking behaviour, expenditures
- media behaviour (use of several media for holiday inspiration)
- profile of the travellers (age, social class, family life cycle, region)

The country report is published in March 2018. The report can be written in Dutch or English. The price of a country report is **€1.500,-** excluding VAT.\*

\* Both modules are only available as extra modules when you buy 'Trends & developments on the Dutch holiday market'.

**NEW in 2018**

# Segmentation report: Holidays for all generations

## Holiday behavior of different generations travelers

In this report we will look at the holiday behavior of different age groups within the Dutch holiday market. We distinguish the following groups:

- Baby boomers (57 up to 72 years old)
- Generation X (37 to 56 years old)
- Millennials (22 to 36 years old)
- Digital natives (14 to 21 years old)

The information in this report is based on our ContinuVakantieOnderzoek (CVO), our annual large-scale research into the holiday behavior of the Dutch population.

### Insight into the customer journey

The report follows the customer journey of the different generations during their holidays:

- How do travelers from different generations inspire and inform themselves prior to the holiday?
- How do they book their holiday? (importance of self-assembled trips, mobile bookings etc.)?
- Holiday characteristics such as domestic / foreign destinations, departure period, duration, vacation type, accommodation, means of transport, activities undertaken.
- Traveling companions and spending
- Review holiday and share the holiday experience.

In this report the results for all generations are compared. For millennials, a distinction is made between those with and without children.

The price of the theme report 'Holidays for all generations' is **€ 3.500,-** excluding VAT. You can order this report separately from the report "Trends & developments on the Dutch Holiday market".

### Customized analysis

Curious about the holiday behavior of your specific target group? Or do you want to map your competition? Because we have been mapping the holiday behavior in the same way since 2002, we have a wealth of data. This allows us to carry out analyzes that are tailored to your information needs. The results of the tailor-made analysis are exclusively returned to you.