

Netherlands

Market Summary

The slight decline in Dutch holiday visits to Australia was affected by airspace restrictions in place in April and May due to the Icelandic volcanic ash disruption, however total Dutch visitor arrivals remain positive (up 2 per cent for the first six months of the calendar year).

There was a small drop in holiday spend noted for the first quarter of the year which again highlights that price continues to be a factor for the Dutch traveller. On the positive side, there has been growth in Dutch visitor dispersal which can be linked to a focus in Tourism Australia campaigns on dispersal. Moving forward, Tourism Australia will build on the growth in dispersal and address the decline in holiday arrivals and focus on Dutch travellers' preference to visit a destination where they can get off the beaten track.

1. Market News

- Dutch consumer confidence remained negative in June. The consumer confidence index produced by the Central Bureau of Statistics declined to -18 points in June, from -16 points in May, -15 points in April, -12 points in March, -13 points in February, and a 2-year high of -10 points in January.
Source: IHS Global Insight Daily Analysis, June 18, 2010

2. Consumer Insights

- The Dutch travel association ANWB expects approximately 11.5 million Dutch people will go on summer vacation for one week or longer this year.
Source: www.dutchdailynews.com, June 1, 2010
- Among Europeans, the Dutch (85 per cent), the Swedes (87 per cent) and the Belgians (77 per cent) plan to travel the most this year. The Swedes plan to spend the most, between €501 to €2,000 per person, followed by the Dutch.
Source: The Wall Street Journal, June 18, 2010
- European tourism is beginning to pick up and the number of Europeans not travelling for financial reasons is dropping. From the 30,000 Europeans surveyed by the European Commission, only 20 per cent said that they will stay at home during holiday time to save money compared with 33 per cent last year.
Source: Eurobarometer, March 22, 2010

- Online shopping is continuing to grow in the Netherlands. Nearly three-quarters of the 11.8 million internet users in the Netherlands said they had purchased a product online. Just over two-thirds of them are frequent online shoppers, and had bought a product online in the three months preceding the survey. Source: www.dutchdailynews.com May 30 2010

For the latest in visitor arrivals, please visit 'Research & Statistics' at www.tourism.australia.com

3. Trade Update

- Frits Broos (formerly of Dutch Downunder) has joined Pacific Island Travel. Source: *Anecdotal feedback, April 2010*
- As at June 2010, there were 357 Aussie Specialist agents, of which 57 per cent were fully qualified.

4. Airline News

- Emirates Airlines launched daily flights from Dubai to Amsterdam on 1 May 2010. This marks Emirates 23rd route in Europe. The additional services offer Dutch passengers greater accessibility to Emirates connecting flights to Australia. Source: http://www.emirates.com/english/about/news/news_detail.aspx?article=563616&offset=0 2 May 2010

5. Competitor News

- Tourism arrivals in Cyprus rose by 5.6 per cent from January to March year on year. Tourists from Britain rose 5.7 per cent in March while German visitors were more than 20 per cent up. But the statistics showed a decline in Dutch visitors, down 19.8 per cent. Source: *Reuters, April 13, 2010*
- After an almost six-year hiatus, Indonesian carrier Garuda Indonesia has returned to Europe, with flights from Jakarta to Amsterdam. Garuda stopped its flights to Europe to cut costs in late 2004. The EU banned Indonesian airlines in 2007, citing safety concerns after an audit by the International Civil Aviation Organisation. Source: *The Jakarta Post, June, 2, 2010*

6. Key Campaigns and Activities in Market

Current Campaigns and Activities (April – June 2010)				
START DATE	END DATE	PROJECT/EVENT	TARGET AUDIENCE	PARTNERS
April 2010	June 2010	<p><i>International Media Hosting Programme visits:</i></p> <ul style="list-style-type: none"> • Freelancers travelled to South Australia and Tasmania for features in Villa d' Arte, • Liv magazine travelled to the Northern Territory and Western Australia. 	Dutch First Time Experience Seekers	Various airlines, STOs and industry partners
May 2010	May 2010	<p><i>Media content partnership with Meridian:</i> Tourism Australia worked on a ten page print content piece to run in Meridian magazine and a ten page online version to go to its 20,000 online subscribers during June. Content promoted Australia's great journeys.</p>	Dutch First Time Experience Seekers, aged 40 and over	None
2 May 2010	16 May 2010	<p><i>Corroboree 2010:</i> Training event for 298 Aussie Specialist travel agents from across Europe and South Africa. Workshops with Australian industry were held on 5 – 8 May in Melbourne followed by famils throughout Australia (22 itineraries in total).</p>	Aussie Specialist travel agents throughout Europe and South Africa	Qantas; Tourism Victoria; State & Territory Tourism Organisations; Australian tourism industry
31 May 2010	10 June 2010	<p><i>Western Australia mega famil:</i> 39 Dutch travel agents travelled to Western Australia with Singapore airlines to showcase regional Western Australia</p>	Dutch travel agents	Tourism Western Australia, Singapore Airlines
June 2010	June 2010	<p><i>Reiserevue campaign:</i> Print campaign for Dutch travel agents focusing on how to sell the Working Holiday Visa plus a showcase of Australian journeys and itineraries.</p>	Dutch travel trade	Reiserevue
01 June 2010	31 July 2010	<p><i>Travelution promotion:</i> 2 page Vakantiebeurs print promotion in Travelution's Summer Edition, following the event in 2010 and looking ahead to 2011 and Tourism Australia's focus for the event.</p>	Dutch travel trade	Travelution

01 June 2010	31 July 2010	<i>Travelution promotion:</i> 8 page feature in Travelution's Summer Edition. Two pages were dedicated to Corroboree Europe 2010, two pages on ATE 2010 including interviews with key Dutch trade partners, two pages on touring holidays in Australia and the last two pages featured the Working Holiday Visa.	Dutch travel trade	Travelution
21 June 2010	21 June 2010	<i>Aussie Specialist Training Event:</i> Tourism Australia held a training event for Dutch travel agents in Amsterdam, attended by 68 agents. The training was in a quiz format and partners Qantas, APT and Maui/Britz provided the main prize for the overall winner.	Dutch travel trade	Qantas Airways, APT, Maui/Britz

Upcoming Campaigns and Activities (July – September 2010)

START DATE	END DATE	PROJECT/EVENT	TARGET AUDIENCE	PARTNERS
7 September 2010	7 September 2010	<i>Industry meeting:</i> Tourism Australia will hold an industry meeting for trade partners, updating them on Tourism Australia's plans for the 2010/11 financial year and a chance for the trade to update on their activities and the market. Location: Amsterdam	Dutch travel trade	None