

## Netherlands

### **Market Summary**

Total Dutch arrivals for the February 2010 calendar year to date have increased slightly compared to the same period in 2009. In terms of leisure visitors, Holiday visits, the largest Dutch visitor segment, consisting of over half of all Dutch visitors to Australia have declined slightly. Over the same period, Visiting Friends and Relatives visits have shown a small increase, whilst business visits have shown a significant increase, albeit off a small base. Feedback from the Dutch trade suggests that enquiries are still being made with decent conversion rates, although competition is increasing for other cheaper long-haul destinations (for example, the USA and South East Asia) amongst typically price-sensitive Dutch consumers, due to the strong Australian dollar against the Euro.

The recent Iceland volcanic eruption and ensuing flight disruptions across Europe have had a significant impact on consumer transportation to and from Europe as well as economic impacts for the countries affected. It is too soon however to assess and report on the full impact on Australian travel and tourism.

### **1. Market News**

- Consumer confidence in the Netherlands has returned to positive, according to figures published by the Dutch government's statistics office. The majority of people who were polled said they were optimistic about their financial situation in the next twelve months. Source: [www.expatica.com/nl/news/dutch](http://www.expatica.com/nl/news/dutch), January 21, 2010
- Lower energy prices helped cut the Dutch inflation rate to 0.8 per cent in January, down from 1.1 per cent in December. It was the first time in five months that inflation fell. Gas and electricity is now 17 per cent cheaper than a year ago. A supermarket price war has also helped drive down inflation. Source: [www.dutchnews.nl](http://www.dutchnews.nl), February 11, 2010
- Research by PricewaterhouseCoopers has found that only 34 per cent of Dutch companies plan to hire more staff this year compared with 42 per cent in the UK. Source: *Daily Telegraph*, January 21, 2010
- The Netherlands has been ranked the 11th best place in the world to live. The list was compiled by *International Living* magazine. The Netherlands ranks best in security and freedom, infrastructure and health. Source: [www.dutchdailynews.com](http://www.dutchdailynews.com), February 11, 2010

## 2. Consumer Insights

- More than four in ten consumers in the Netherlands are trying to buy food and drink products as cheaply as possible to save money, but only one in three consumers in the Netherlands are trying to take less expensive holidays. *Source: [www.gfk.com/group/press\\_information](http://www.gfk.com/group/press_information), February 8, 2010*
- Dutch households borrowed €9.7 billion last year, the lowest total in 10 years, the national statistics office says. As a result of the GFC, consumers were reluctant to borrow money to buy major items such as cars, furniture and electrical goods. *Source: [www.dutchnews.nl/news](http://www.dutchnews.nl/news), February 11, 2010*
- The Dutch are the top internet users in Europe. About 73 per cent use the internet daily or almost every day, according to the latest figures from Eurostat. *Source: [www.dutchdailynews.com](http://www.dutchdailynews.com), February 11, 2010*
- The number of EU citizens who arrange their main holiday themselves increased in 2009 to 58 per cent according to an EU survey of travel habits. The Dutch are particularly keen on booking it themselves. *Source: [ec.europa.eu/enterprise/sectors/tourism](http://ec.europa.eu/enterprise/sectors/tourism), March 2010*

For the latest in visitor arrivals, please visit 'Research and Statistics' at [www.tourism.australia.com](http://www.tourism.australia.com)

## 3. Trade Update

- Dutch operator Dutch Down Under has ceased trading as at February 2010.
- Kuoni Netherlands has undergone a restructure; Petrel van Bronkhorst remains the main point of contact and is responsible for deciding which products are included in any online and offline publication of Kuoni Benelux.
- As at March 2010, there were 422 Aussie Specialist agents in the Netherlands, of which 53 per cent were fully qualified.

## 4. Airline News

- Emirates is launching non-stop daily flights between Dubai and Amsterdam. This new service will offer Dutch passengers greater accessibility to connecting flights to Australia. Emirates flies to Sydney and Perth, and has recently increased services to Melbourne (thrice daily) and Brisbane (twice daily) from Dubai. *Source: [www.emirates.com](http://www.emirates.com), April 2010*
- AirAsia X will double the number of flights between Malaysia and Australia to twice daily from 1 July 2010 between Kuala Lumpur and Melbourne and Kuala Lumpur and Perth. The increases will offer Dutch passengers greater accessibility to connecting flights to Australia. *Source: [www.etravelblackboard.com](http://www.etravelblackboard.com), April 1, 2010*

## 5. Competitor News

- Dutch visitors to Bali are on the increase. A total of 67,813 Dutch visitors had visited Bali for the year to date November 2009, representing a 14.24 per cent improvement over the previous year. However, the police force in Bali is urging holidaymakers to increase their vigilance during their stay on the island as the number of crimes targeting foreigners has risen in recent years. *Source:* [www.balidiscovery.com](http://www.balidiscovery.com), January 25, 2010 and [www.thejakartapost.com](http://www.thejakartapost.com), March 31, 2010
- The Dutch take approximately 16.7 million overseas trips every year. Visitors from the Netherlands are New Zealand's longest-staying visitors at an average of 28 days and one of the highest-spending markets. *Source:* [www.tourismnewzealand.com](http://www.tourismnewzealand.com), January 15, 2010
- The Tourism Authority of Thailand has launched new Twitter and Facebook campaigns, offering Thailand-related travel information to the public. *Source:* [www.eyefortravel.com/news](http://www.eyefortravel.com/news), January 22, 2010
- The Caribbean Island of St. Maarten is aggressively marketing itself in the Netherlands in a bid to compete with more popular Aruba and Curacao. *Source:* [www.news.caribseek.com](http://www.news.caribseek.com), January 13, 2010
- KLM Royal Dutch Airlines resumed flights from Amsterdam to Aruba on 1 February 2010. Aruba will be served in combination with Curacao. KLM says the service has resumed due to consumer demand. *Source:* [www.asiatraveltips.com](http://www.asiatraveltips.com) February 2, 2010
- Emirates has introduced an additional daily flight to Kuala Lumpur from its Dubai base, taking the total number of weekly services to the Malaysian capital to 21. The extra service was launched in the wake of increased demand from passengers says Emirates. *Source:* [www.skyscanner.net/news](http://www.skyscanner.net/news), February 2, 2010

## 6. Key Campaigns and Activities in Market

January to March campaigns and activities				
START DATE	END DATE	DESCRIPTION	TARGET AUDIENCE	PARTNERS
July 2009	June 2010	<p><i>International Media Hosting Programme (IMHP):</i> Tourism Australia continues to pitch stories to media, arranging visits to Australia for print/online/broadcast channels in return for destination coverage. In the January-March period the following visits were delivered:</p> <ul style="list-style-type: none"> <li>• Studenten.net travelled to SA and QLD to research WHV and youth related stories.</li> <li>• Malaysian group press trip covered the Melbourne to Sydney Coastal Drive.</li> </ul>	Dutch First Time Experience Seekers	Various airlines, STOs and industry partners
January 2010	March 2010	<p><i>Kilroy Travel Netherlands:</i> Online and print promotion focussing on the Working Holiday message and targeting 18-30 year old Dutch travellers. Creative seen on Twitter, Facebook, Hyves community pages, newsletters and in-store promotions.</p>	Dutch travellers aged 18-30	Kilroy Travels Netherlands
February 2010	February 2010	<p><i>Reiserevue Netherlands:</i> Print and online promotion to Dutch travel agents promoting the new Aussie Specialist Programme in the Netherlands.</p>	Dutch Travel Trade	Reiserevue
March 2010	April 2010	<p><i>Youth promotion with Studenten.net:</i> Tourism Australia partnered with online channel Studenten.net to promote Australia to Dutch travellers aged 18-30. Destination content, including vodcasts shot on the IMHP trip, has been added to the sitelet along with a promotion which has had over 25,000 entries.</p>	Dutch travellers aged 18-30	Malaysian Airlines, Kilroy Travel
16 March 2010	18 March 2010	<p><i>European New Product Workshop:</i> A three day in-market briefing and workshop event for Australia's new tourism product and product managers from key wholesalers and tour operators across the European markets</p>	Trade	DAP

April to June Campaigns and Activities				
START DATE	END DATE	PROJECT/EVENT	TARGET AUDIENCE	PARTNERS
April 2010	June 2010	<i>International Media Hosting Programme visits:</i> <ul style="list-style-type: none"> <li>Two freelancers and photographers with various commissions were due to travel on two separate trips to Australia in April but these have been postponed due to the volcanic ash issue.</li> </ul>	Dutch First Time Experience Seekers	Various airlines, STOs and industry partners
May 2010	May 2010	<i>Media content partnership with Meridian:</i> Tourism Australia is working 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. Content will promote Australia's great journeys.	Dutch First Time Experience Seekers aged 40+	None
2 May 2010	16 May 2010	<i>Corroboree 2010:</i> Training event for 300 Aussie Specialist Travel agents from across Europe. Workshops with Australian industry on 5 to 8 May in Melbourne followed by famils throughout Australia (22 itineraries in total).	Aussie Specialist travel agents throughout Europe	Qantas; Tourism Victoria; State & Territory Tourism Organisations; Australian tourism industry