



# International Visitor Profile

## Netherlands

### Visitor Profile 2007

#### Netherlands Visitor Summary

- In 2007, there were 51,206 visitors to Australia, a similar number to the previous year, leaving the Netherlands as Australia's twenty first largest inbound market for arrivals.
- In 2007, the average length of stay for Netherlands visitors was 46 nights, much higher than the average of 30 nights for all visitors.
- In 2007, travellers from the Netherlands accounted for 1% of all international visitor nights in Australia.
- The Netherlands is Australia's twenty third largest source market in terms of total expenditure. In 2007, travellers from the Netherlands spent a total of \$299 million on trips to Australia, with an average expenditure of \$6,172 per trip.
- In 2007, 53% of nights spent in Australia by international visitors from the Netherlands were spent in dispersed areas, that is outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

This section contains detailed information on visitors from the Netherlands including:

- Visitor Arrivals
- Travel Party
- Demographics
- Seasonality
- Duration of Stay
- Destination Visited
- Leisure Activities
- Expenditure
- Planning and Booking Horizons
- Information Sources
- Internet Usage

The latest forecasts for this market from Tourism Forecasting Committee can be accessed on [www.TRA.Australia.com](http://www.TRA.Australia.com)

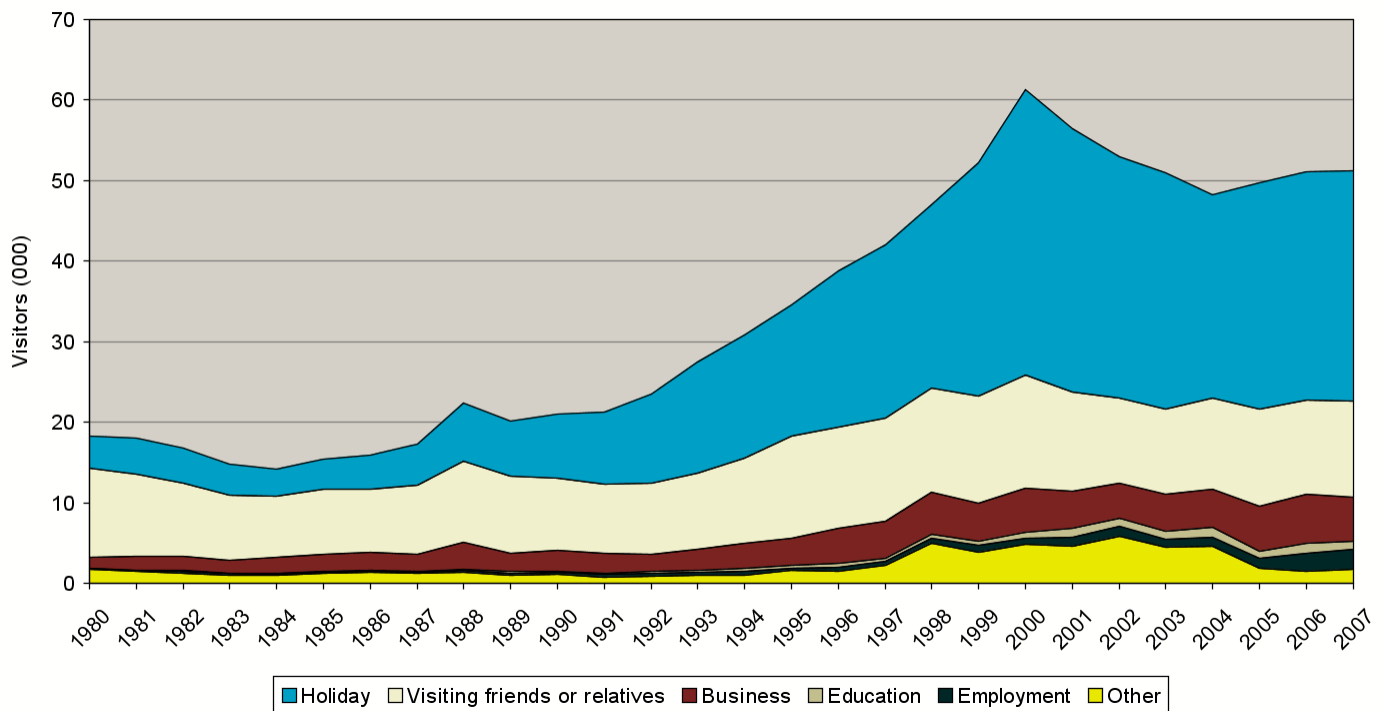
# Netherlands

## Visitor Profile 2007

### Visitor Arrivals

- In 2007, the number of visitors from the Netherlands totalled 51,206, almost three times the 18,268 arrivals in 1980 (Figure 1). The Netherlands is currently Australia's twenty first largest inbound tourist market.
- Over the decade from 1998 to 2007, the annual average growth rate for visitors from the Netherlands was 1%.
- In 2007, 48% or 23,438 visitors from the Netherlands were repeat visitors (Figure 2). This is lower than the average of 57% across all markets.
- Total visitor arrival numbers from the Netherlands in 2007 were unchanged from the 2006 figure.
- In 2007, 28,543 visitors came for a holiday, 11,948 came to visit friends and relatives (VFR), 5,424 on business, 2,422 for employment, 1,084 for education and 1,785 for other purposes.

Figure 1 - Visitors from the Netherlands by main purpose of visit



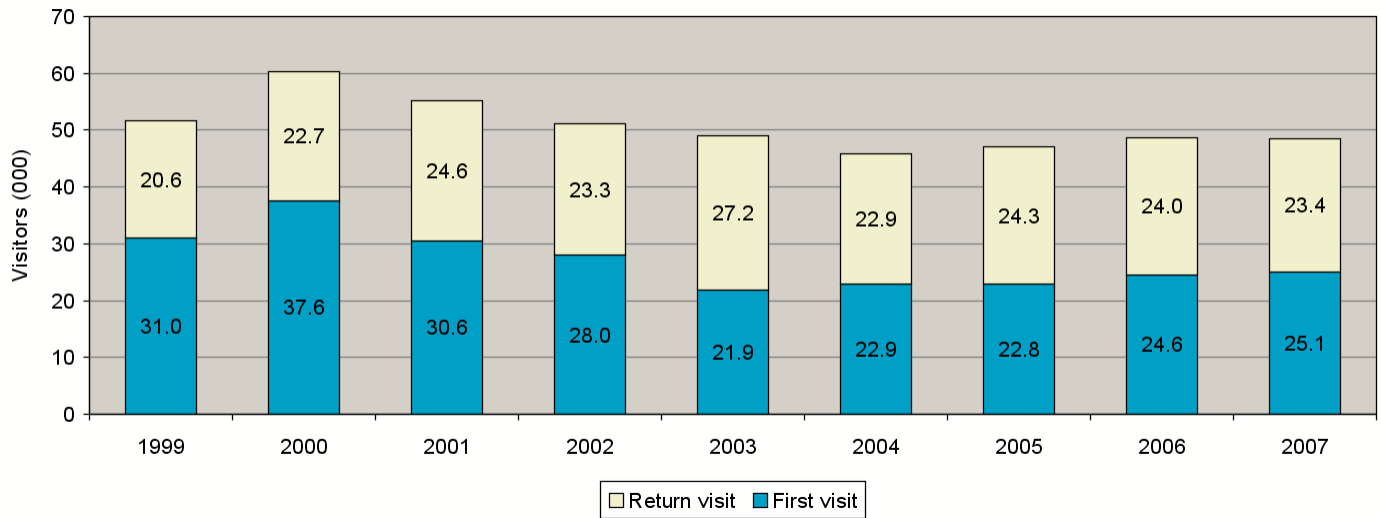
Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]

Base : All international visitors

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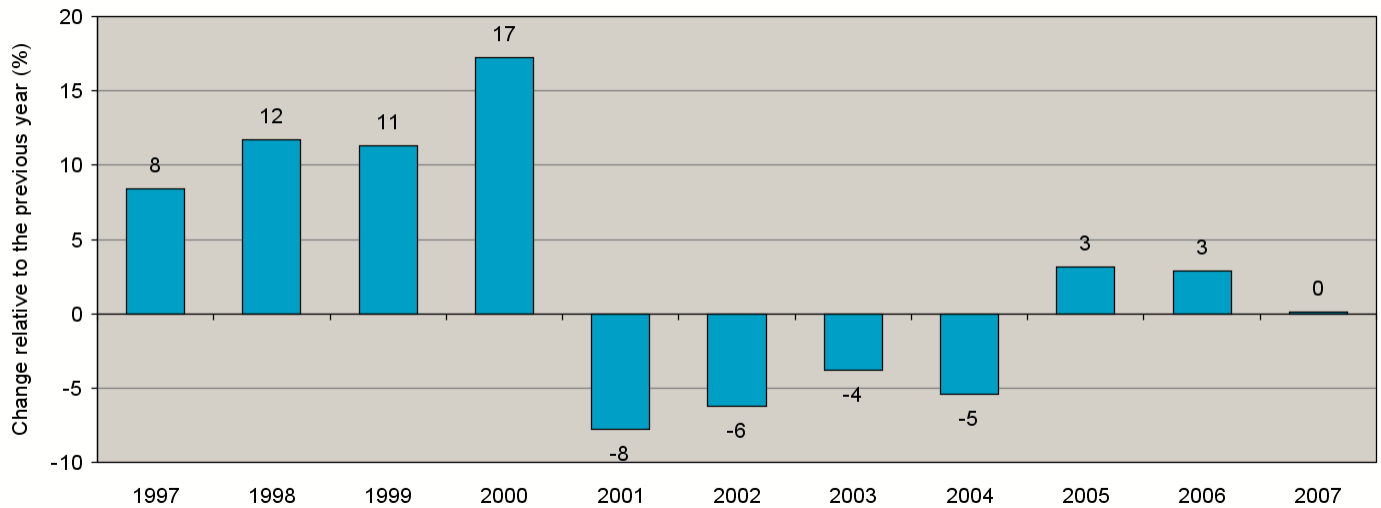
## Visitor Profile 2007

Figure 2 - Visitors from the Netherlands by first or return visit



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over

Figure 3 - Change in visitors from the Netherlands 1997 - 2007



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]  
 Base : All international visitors

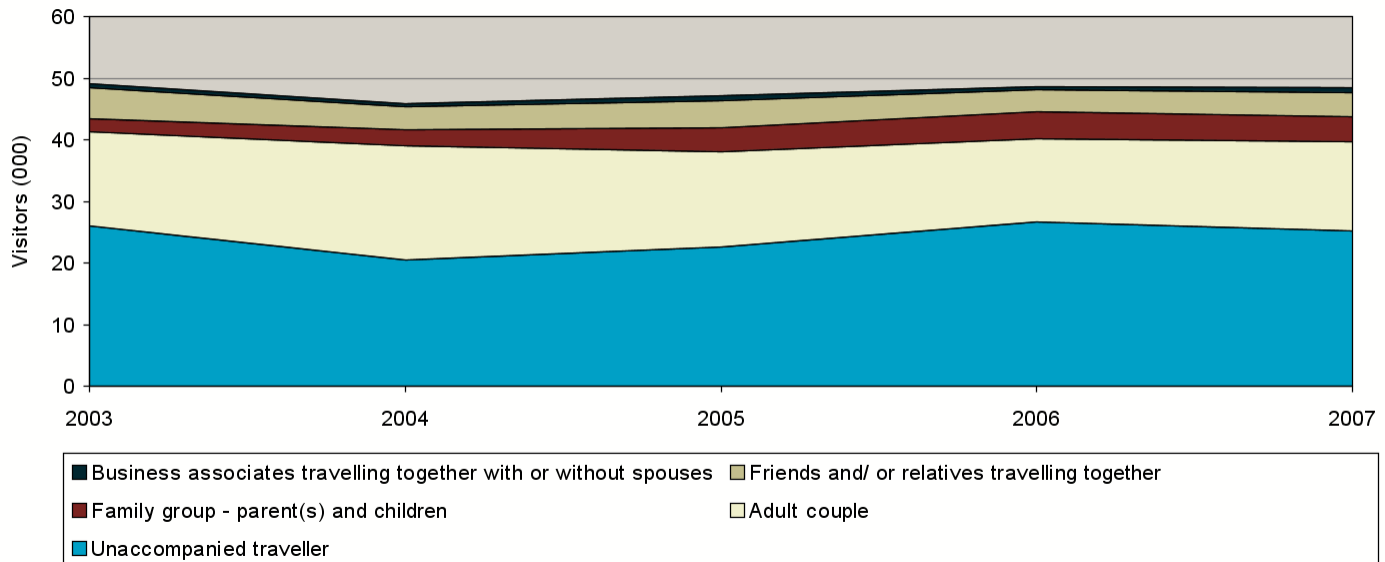
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## Visitor Profile 2007

### Travel Party

- The majority of visitors from the Netherlands travelled as an unaccompanied traveller or an adult couple (Figure 4 and Table 1).
- In 2007, the number of unaccompanied visitors from the Netherlands was 25,218 or 52% of all visitors from the Netherlands.

Figure 4 - Visitors from the Netherlands by travel party description



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

Table 1 - Visitors from the Netherlands by travel party description

Travel Party Description	2003		2004		2005		2006		2007	
	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	26.0	53	20.6	45	22.7	48	26.7	55	25.2	52
Adult couple	15.2	31	18.5	40	15.3	33	13.5	28	14.5	30
Family group - parent(s) and children	2.1	4	2.5	5	4.0	8	4.4	9	4.0	8
Friends and/or relatives travelling together	5.0	10	3.8	8	4.3	9	3.6	7	4.0	8
Business associates travelling together with or without spouses	0.6	1	0.4	1	0.8	2	0.4	1	0.8	2
<b>Total</b>	<b>49.0</b>	<b>100</b>	<b>45.8</b>	<b>100</b>	<b>47.1</b>	<b>100</b>	<b>48.6</b>	<b>100</b>	<b>48.5</b>	<b>100</b>

Base : All visitors aged 15 years or over. Number in grey subject to sampling variability too high for practical purposes.  
Source: Tourism Research Australia, International Visitor Survey.

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## Visitor Profile 2007

### Visitor Demographics

Figure 5 - Visitors from the Netherlands by age

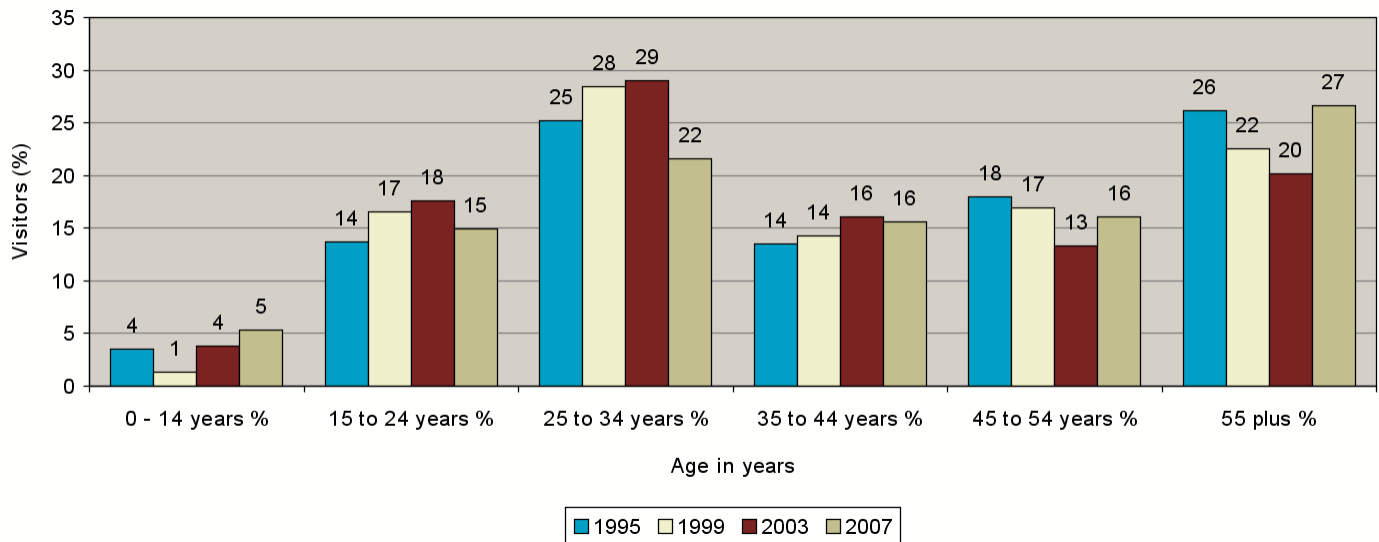
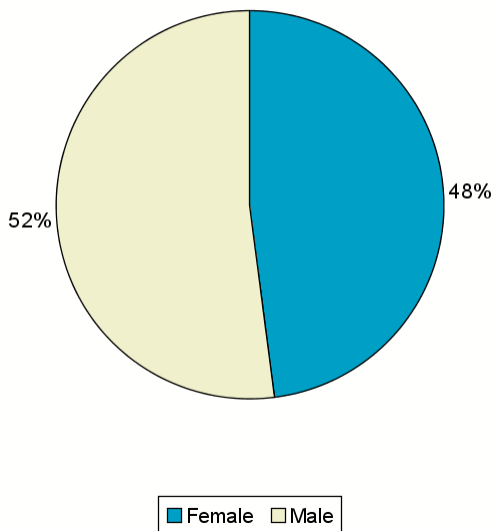


Figure 6 - Visitors from the Netherlands by gender 2007



- In 2007, the age distribution shows 5% were aged 0-14 years, 15% were 15-24 years, 22% were 25-34 years, 16% were 35-44 years, 16% were aged 45-54 years and 27% were 55 and over.
- Of visitors from the Netherlands, 52% were males or 26,772 visitors and 48% were females or 24,434 visitors. The gender ratio of visitors from the Netherlands is 110 males per 100 females.

Source: Department of Immigration and Citizenship.  
Base : All International visitors.

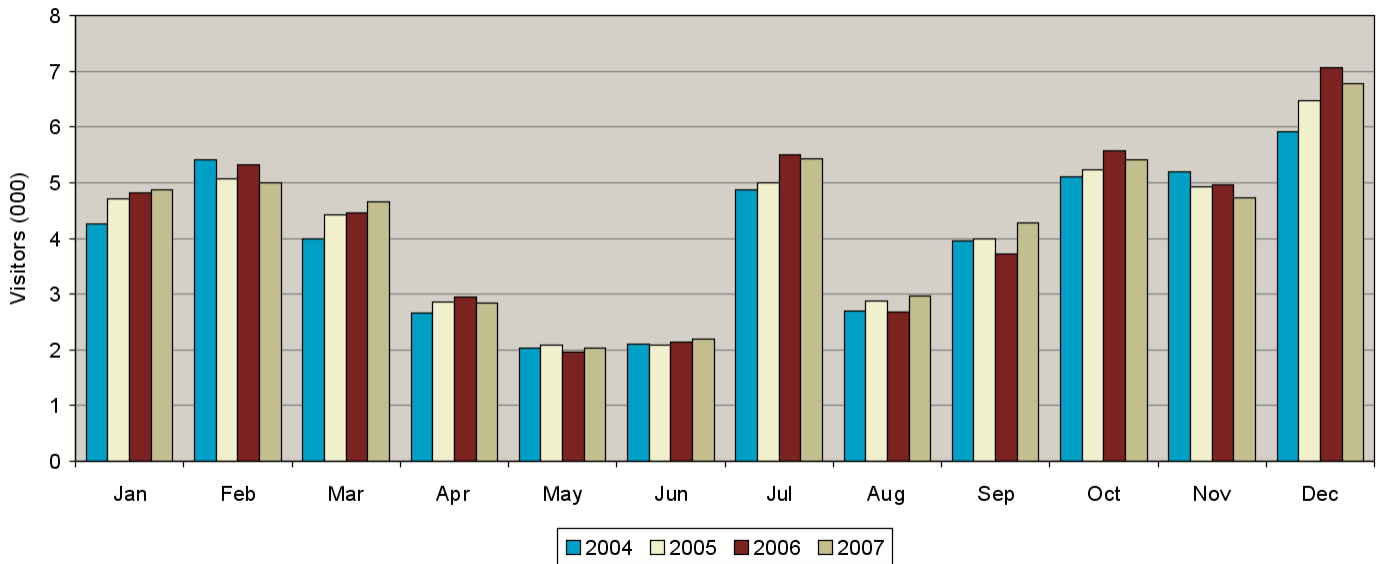
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## Visitor Profile 2007

### Seasonality

- The seasonality of visitor arrivals from the Netherlands is shown in Figure 7.
- In 2007, December was the peak month for visitors from the Netherlands, followed by July and October.

Figure 7 - Visitors from the Netherlands by month of arrival



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]  
Base : All international visitors

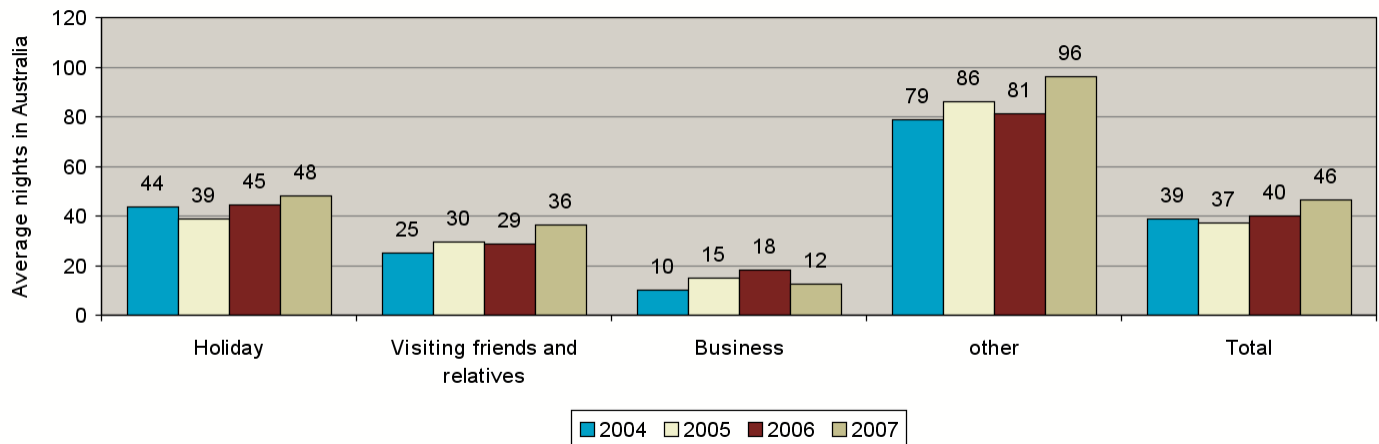
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## Visitor Profile 2007

### Duration of Stay

During 2007, visitors from the Netherlands spent 2.2 million nights in Australia, being 1% of all visitor nights.

Figure 8 - Duration of stay for visitors from the Netherlands by main purpose of visit



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

Table 2 - Duration of stay for visitors from the Netherlands by main purpose of journey

Nights in Australia	Average				Median (a)			
	2004	2005	2006	2007	2004	2005	2006	2007
<b>Main purpose of journey</b>								
Holiday	44	39	45	48	28	26	27	27
Visiting friends and relatives	25	30	29	36	23	23	22	24
Business	10	15	18	12	6	10	11	8
other	79	86	81	96	51	41	58	72
Total	39	37	40	46	25	23	25	26

Base: All visitors aged 15 years or over.

(a) Median nights represents the duration of stay for which 50 per cent of visitors stay less time and 50 per cent stay longer. The average number of nights is generally higher than the median because of the influence of a small number of visitors who stay for long periods.

Source: Tourism Research Australia, International Visitor Survey.

Note : Total Includes employment and other reasons.

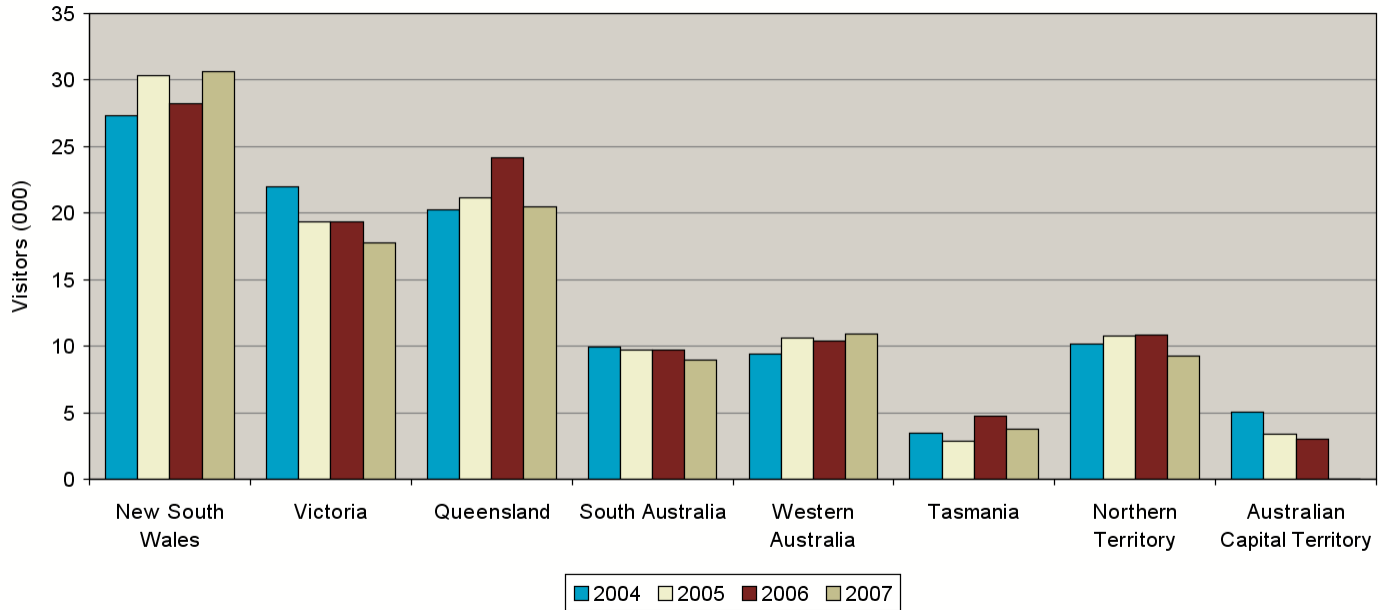
# Netherlands

## Visitor Profile 2007

### Destination Visited

- In 2007, the most popular State or Territory for visitors from the Netherlands was New South Wales with 30,614 or 63% of visitors, staying for over 600,000 nights.

Figure 9 - Visitors from the Netherlands by State/Territory visited



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

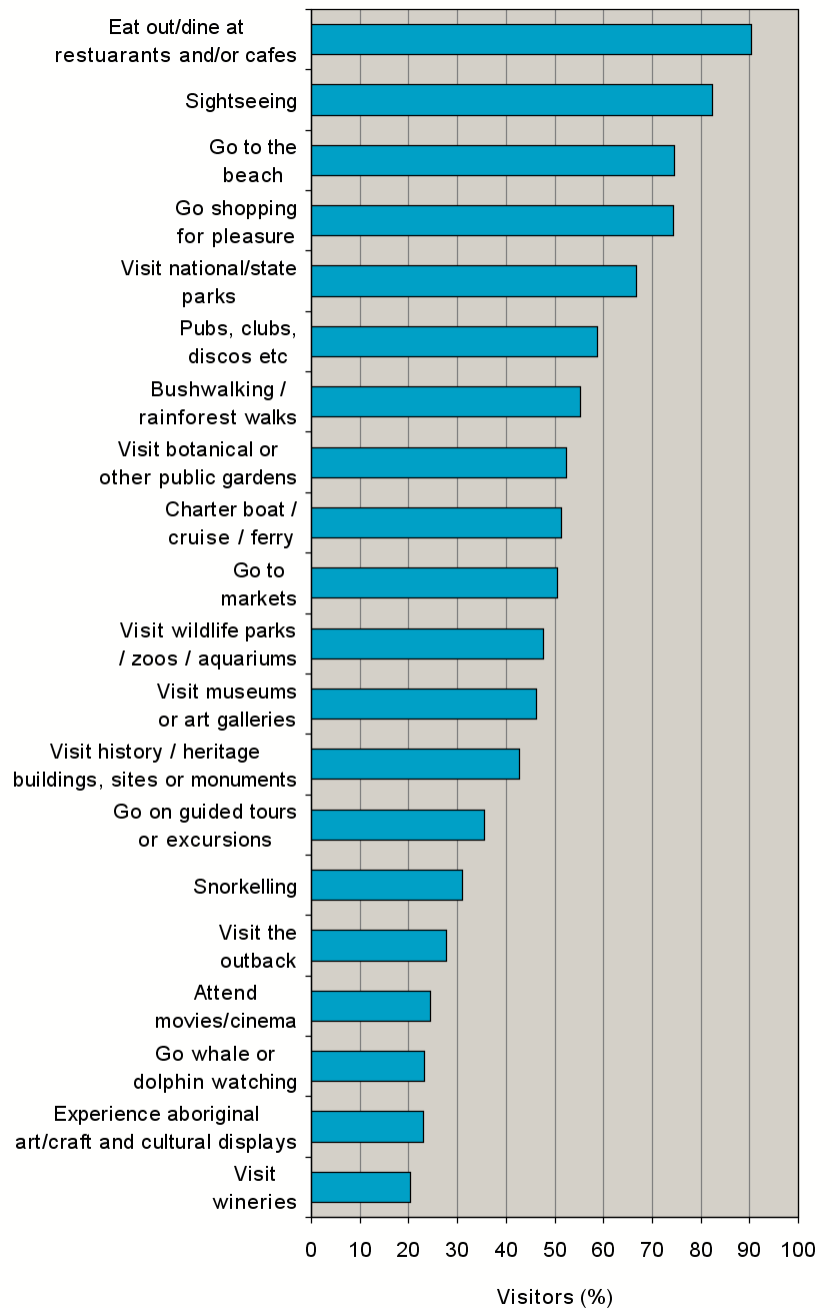
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## Visitor Profile 2007

### Leisure Activities

- Figure 10 shows the most popular leisure activities undertaken by visitors from the Netherlands while in Australia.
- The top five activities in 2007 were: eat out at restaurants and or cafes, sightseeing, go to the beach (including swimming, surfing and diving), go shopping for pleasure and visit national or state parks.

Figure 10 - Visitors from the Netherlands by leisure activities 2007



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

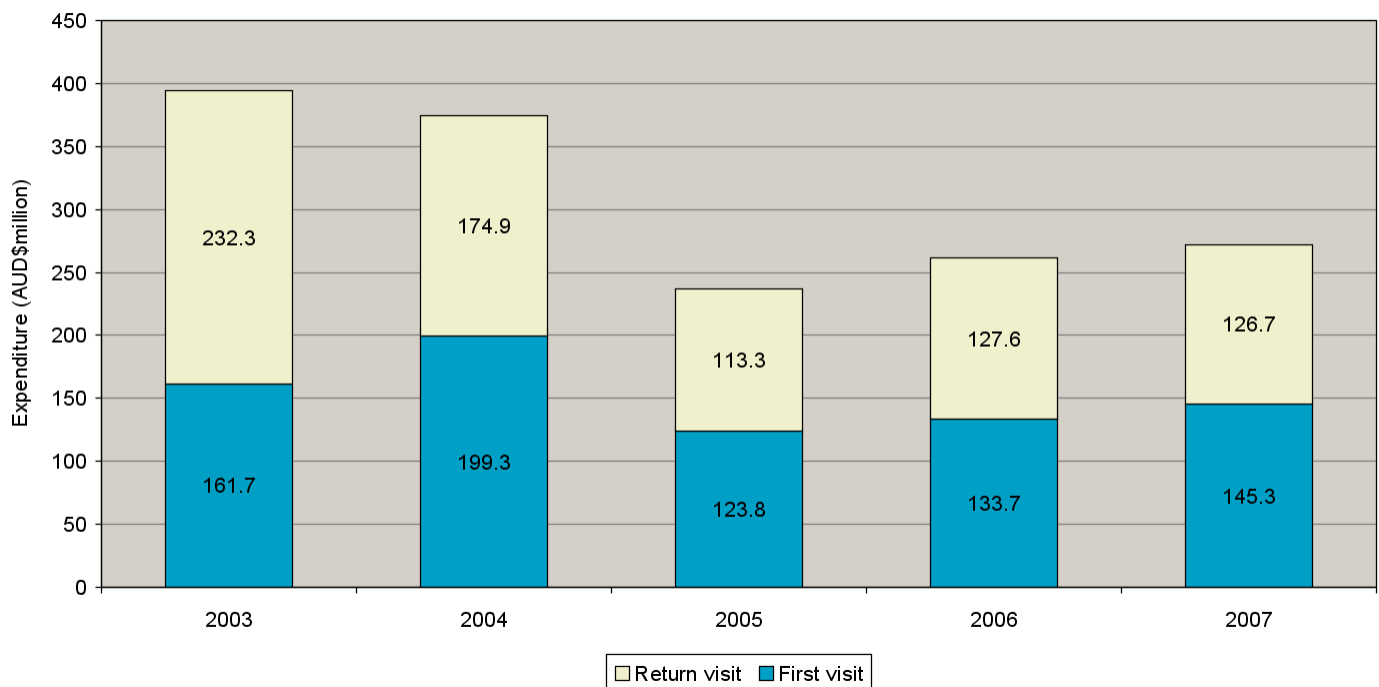
# Netherlands

## Visitor Profile 2007

### Expenditure

- During 2007, visitors from the Netherlands had a TIEV of \$272 million on trips to Australia (Figure 11). This is an increase of 4% on the previous year.
- A total of \$145 million or 53% of Total Inbound Economic Value (TIEV) from the Netherlands came from visitors on their first trip to Australia, while return visitors spent \$127 million.
- In 2007, average TIEV for visitors from the Netherlands was \$5,610.
- Travellers from the Netherlands accounted for 1% of all TIEV.

Figure 11 - Visitors from the Netherlands : Total Inbound Economic Value (TIEV) by First vs Return Visit 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : TIEV is calculated by the Tourism Forecasting Committee using total trip spend by inbound tourists to Australia as collected in Tourism Research Australia's International Visitor Survey and then benchmarking these results to the ABS Tourism Satellite Account (Cat. No.5249.0). All amounts are reported in Australian Dollars.

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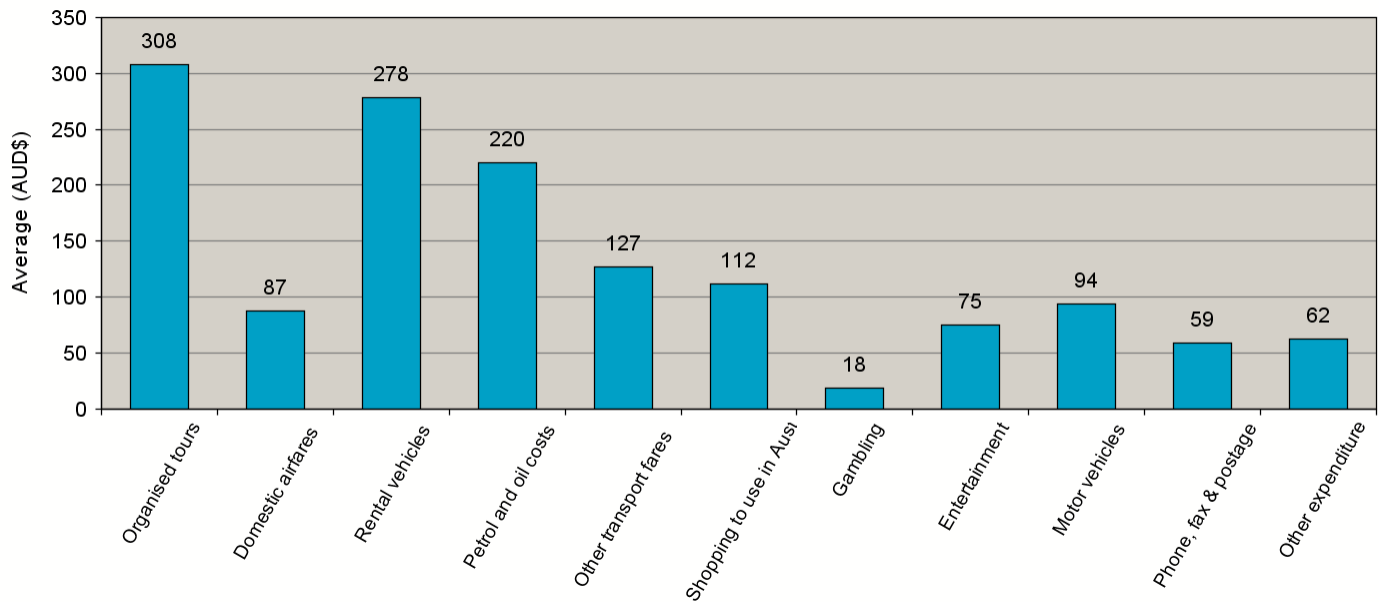
## Visitor Profile 2007

### Expenditure

Figure 12 shows expenditure by item as an average for all international visitors from the Netherlands. The table shows main items of expenditure which should be compared to the small items of expenditure.

Expenditure Item	Average A\$
International airfares	2,027
Food, drink & accommodation	1,594
Shopping to take home	191
Education	30
Package tour	882
Other (total of items charted)	1,440

Figure 12 - Average expenditure for visitors from the Netherlands by expenditure item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars.

# Netherlands

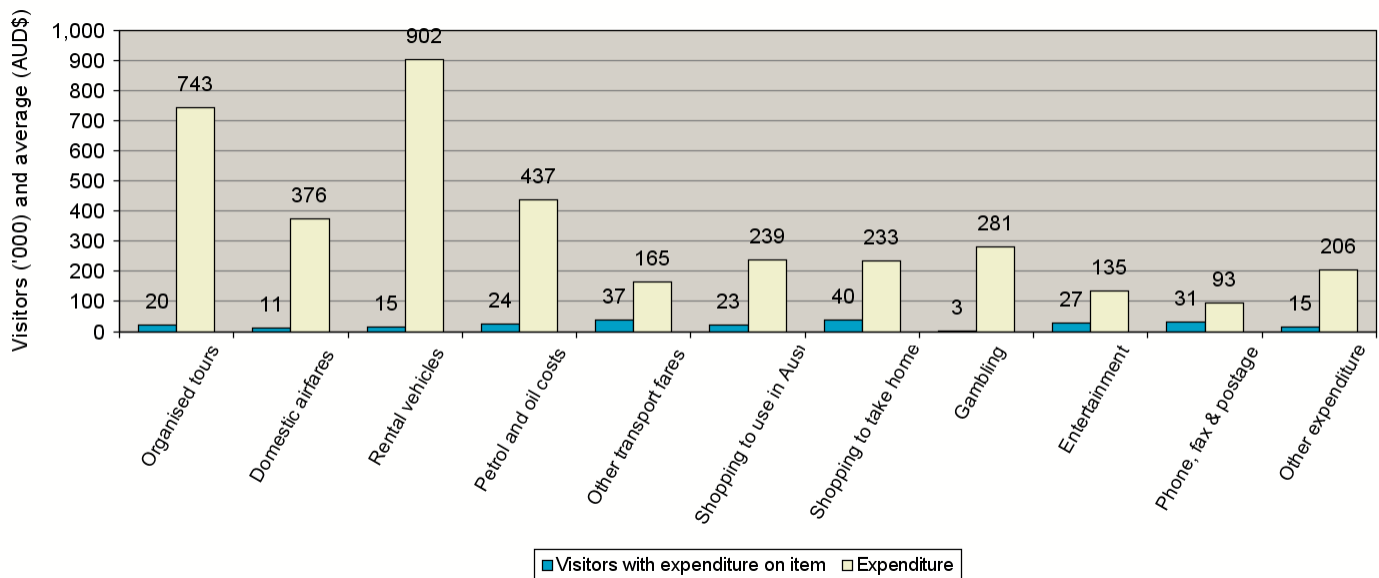
## Visitor Profile 2007

### Expenditure

- Figure 13 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, only 2% of all visitors from the Netherlands had expenditure on the purchase of a motor vehicle however this was a large spending item by this measure.
- In 2007, 82% of visitors from the Netherlands purchased 'shopping to take home' and 42% purchased 'organised tours'.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	40	2,435
Food, drink & accommodation	47	1,657
Motor vehicles	1	3,999
Package tour	8	5,229
Education	1	1,971

Figure 13 - Average expenditure for visitors from the Netherlands with expenditure on item 2007.



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over  
 Note : All amounts are reported in Australian Dollars

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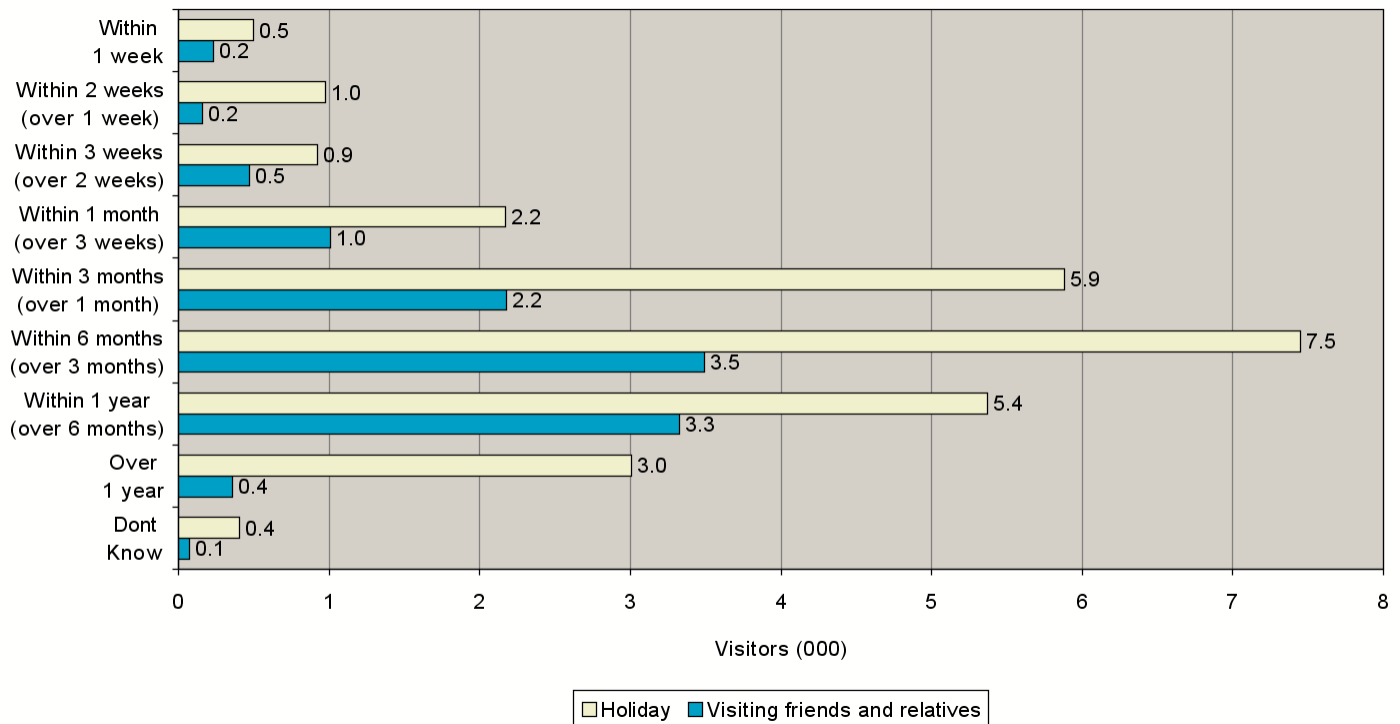
## Visitor Profile 2007

### Planning and Booking Horizons

- In 2007, 39% of holiday visitors started planning within 3 months prior to arriving in Australia whilst 31% began planning more than 6 months before arrival.
- Of the leisure travellers from the Netherlands, (38%) prepare their trip within 3 months of arriving in Australia and 32% planned more than 6 months before arriving.
- Of the VFR travellers, 36% had started planning within 3 months of arriving in Australia whilst 32% began planning more than 6 months before arrival.

Figure 14 - Leisure visitors from the Netherlands: Planning horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you start planning this trip?"



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

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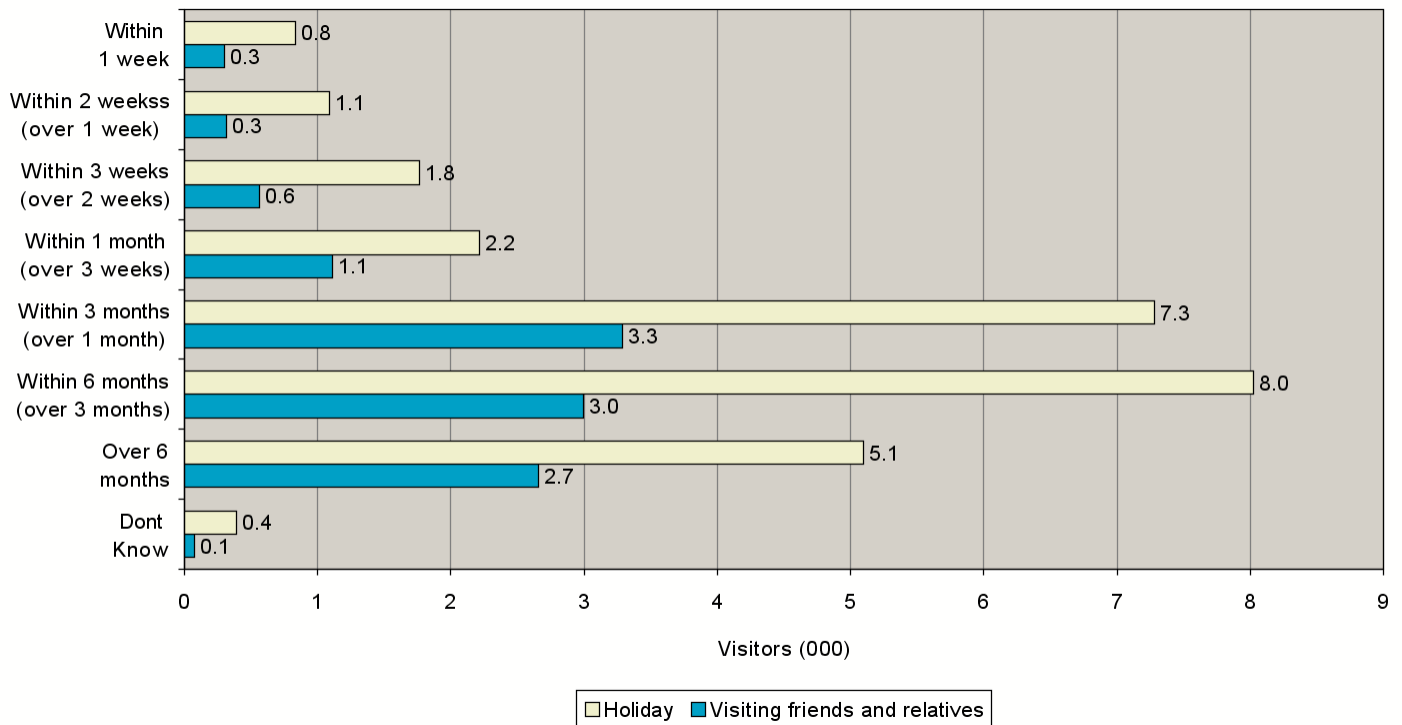
## Visitor Profile 2007

### Planning and Booking Horizons

- Of the leisure travellers, 20% booked their flight more than 6 months in advance.
- When booking flights 22% of holiday travellers booked their ticket within one month of arrival, while 20% of travellers visiting friends and relative (VFR) booked within one month.

Figure 15 - Leisure visitors from the Netherlands: Booking horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you book your airfare?"



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

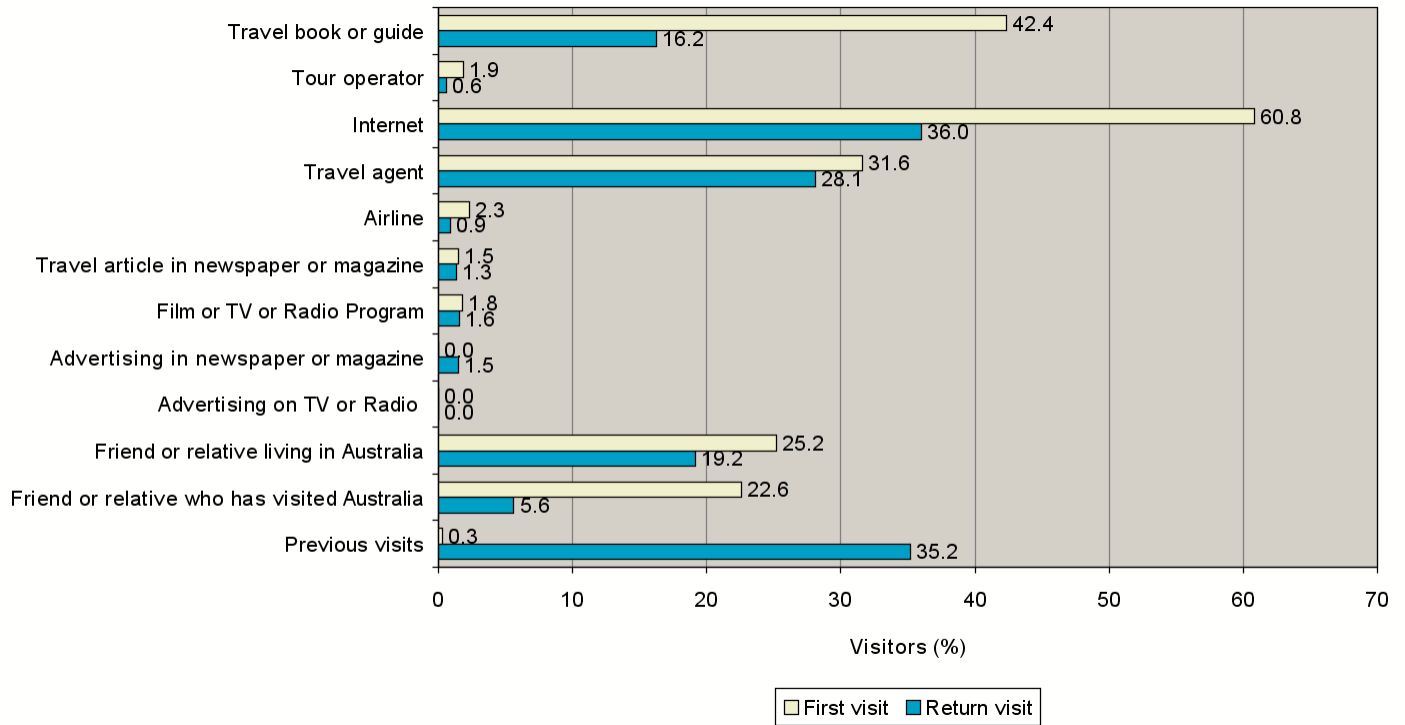
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## Visitor Profile 2007

### Information Sources

- Of the return visitors from the Netherlands, 36% relied most heavily on the internet as a source of information about Australia.
- The most common source of information for first time travellers from the Netherlands was the internet, this was used by 61% of first time visitors when planning their travel.

Figure 16 - Visitors from the Netherlands: Information sources on Australia by first or return visit 2007.



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

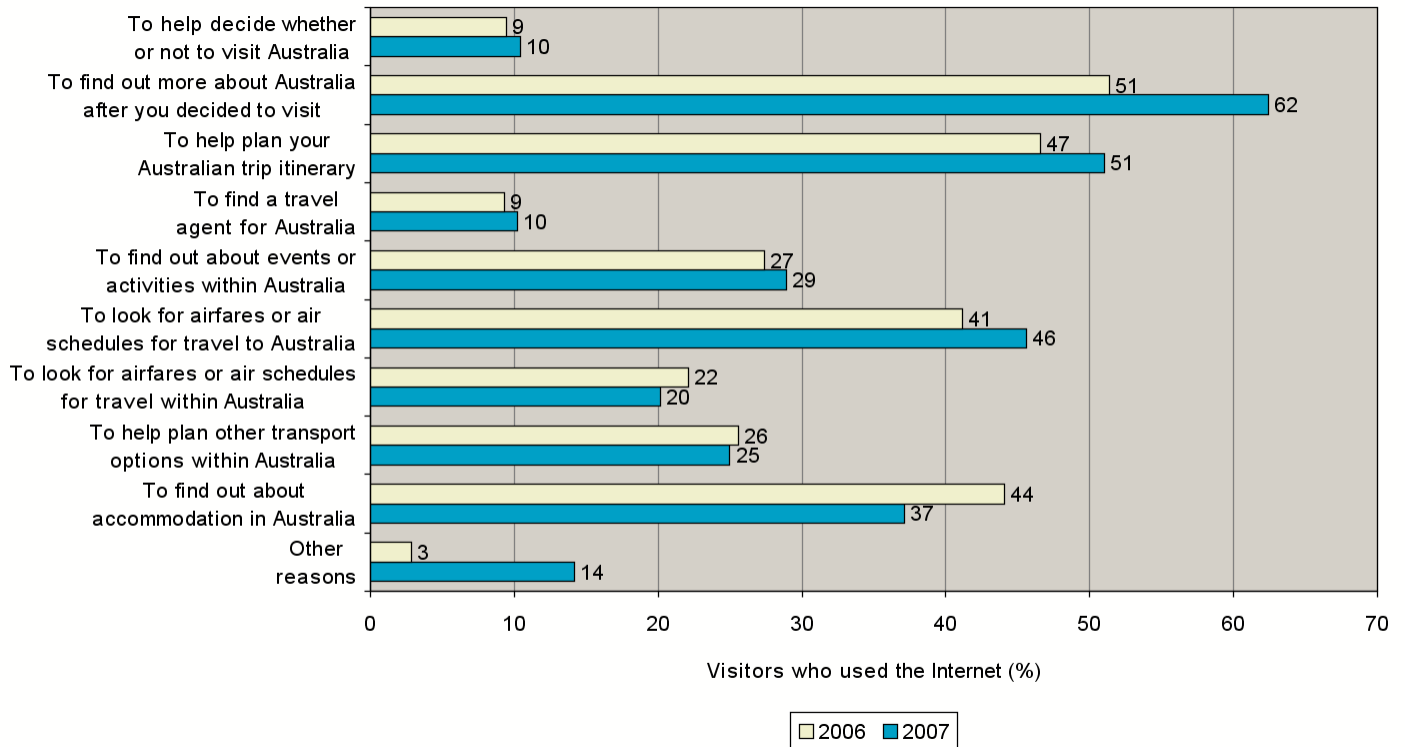
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## Visitor Profile 2007

### Internet Usage

- In 2007, a total of 33,567 or 69% of visitors from the Netherlands used the internet when planning their trip to Australia
- Most visitors from the Netherlands (62%) used the internet to find out more about Australia after they decided to visit.

Figure 17 - Visitors from the Netherlands by reasons for using the Internet 2006-2007.



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

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## Visitor Profile 2007

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