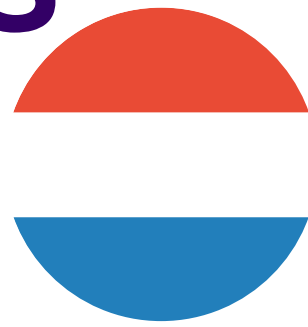


# THE NETHERLANDS

## Market Profile 2019



The Netherlands is the joint seventh-largest market for overseas tourism to the island of Ireland

### Tourist Market

The island of Ireland welcomed 254,000 tourists from the Netherlands in 2019, an increase of +3% over 2018.



Tourist growth in 2019 vs 2018

- Ireland: +3%
- Northern Ireland: +4%

**34m**  
outbound  
trips

In 2019, there were over 34 million outbound trips by Dutch tourists, with 85% of those being to other European destinations.



Access the latest tourists, holidaymakers, and revenue performance.

[Read more here.](#)



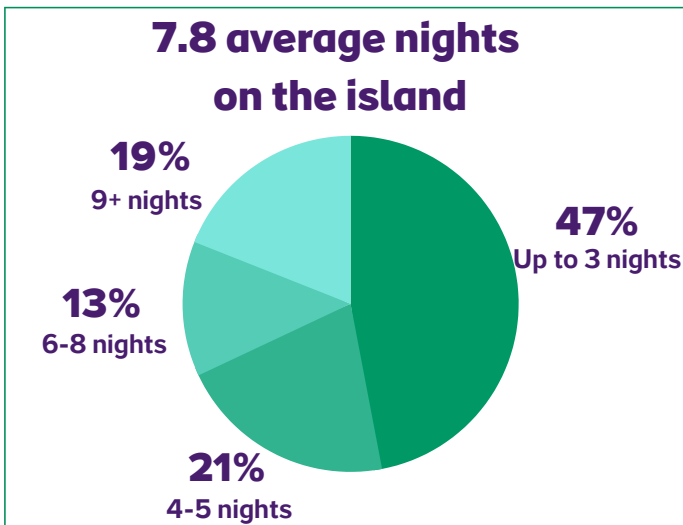
Visits to Ireland and Northern Ireland will total more than the island figure due to tourists spending time in both locations.

# Revenue and Bednights

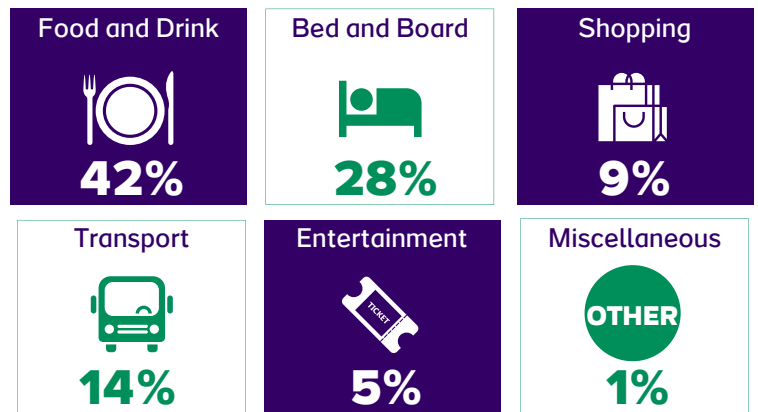
In 2019, Dutch tourists spent €125/£109 million on the island of Ireland, making the Netherlands the tenth-largest source market of overseas revenue.

**2m** Dutch tourists spent a total of 2 million bednights on the island of Ireland in 2019; and had an average stay of 7.8 nights.

**€125m/£109m**  
**REVENUE**  
in 2019



## €492/£428 spend per tourist



# Air and Sea Access Links

There were 19,000 air seats each week from the Netherlands to the island of Ireland, in the peak summer months of 2019.

**19k** 19,000 one-way seats per week to the island of Ireland:

- Three airports on the island
- Amsterdam, Eindhoven

**4** Four airlines operating:


- Aer Lingus
- easyJet
- Ryanair
- KLM

Tourism Ireland works with air/sea carriers to create co-operative marketing opportunities in which our industry partners can get involved. [Read more here to get involved.](#)

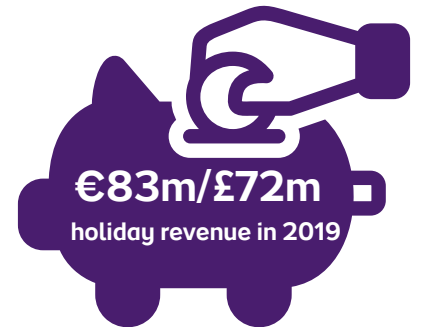
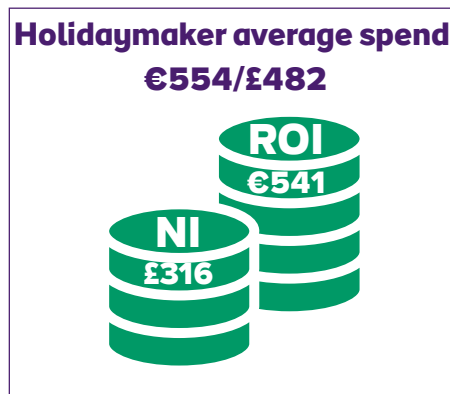


# Holidaymakers

The island of Ireland welcomed 149,000 Dutch holidaymakers, who spent €83m/£72m, in 2019. The Netherlands is the eighth-largest source of overseas holidaymakers for Ireland.

**1m HOLIDAY BEDNIGHTS**  Dutch holidaymakers stayed an average of 6.9 nights on the island of Ireland. Around one in eight included Northern Ireland as part of their trip.

**149k**  
holidaymakers  
in 2019




# Interest in Visiting

60% of holidaymakers from the Netherlands are interested in taking a holiday to the island of Ireland.

**TOP 10** The island of Ireland is one of the top 10 holiday destinations that Dutch holidaymakers are interested in visiting.

**8%** **Actively planning a holiday to the island within 12 months** Germany and Belgium, both bordering the Netherlands, are top of their holiday destination list for the coming 12 months. However, the island of Ireland also competes with France, Spain and Great Britain, in terms of trips planned in the year ahead.

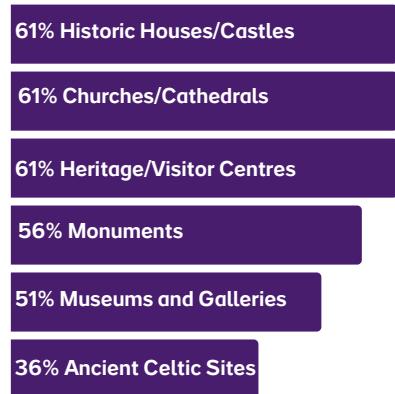
 Tourism Ireland has created a tailor-made marketing programme targeting Dutch holidaymakers to stimulate interest and holiday bookings from this market. [Read more here.](#)

# Active Holidaymakers

Dutch holidaymakers are active visitors, exploring historical sites and engaging in multiple events and activities while on the island.



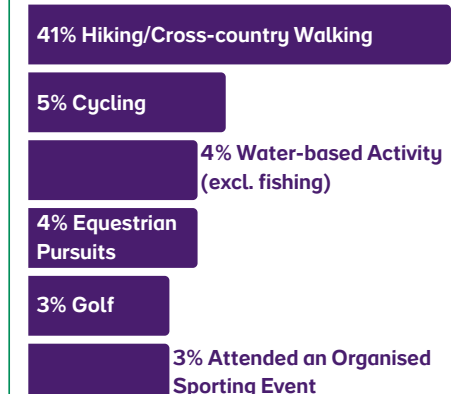
**93%** Visited sites of historical interest



**88%** Engaged in pastimes/events

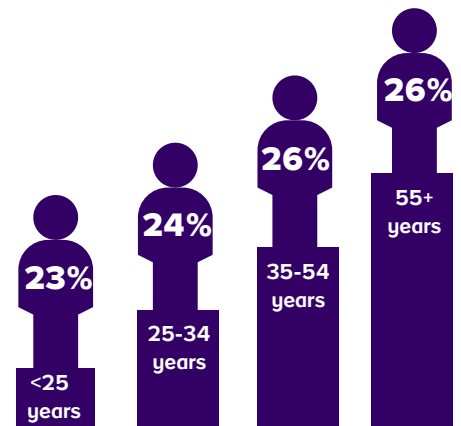


**49%** Participated in activities



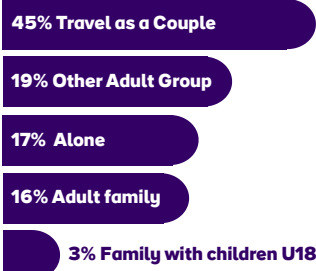
# Holidaymaker Profile

Around half (52%) of the Dutch holidaymakers who visited the island of Ireland in 2019 were aged 55+ years and/or travelled as a couple.



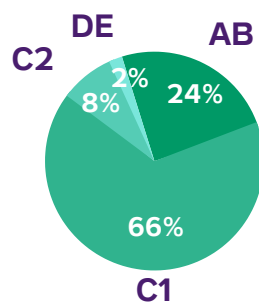
**45%**

**Holiday as a couple**



**90%**

**ABC1 Holidaymakers**



**32%**

**Repeat Holidaymakers**

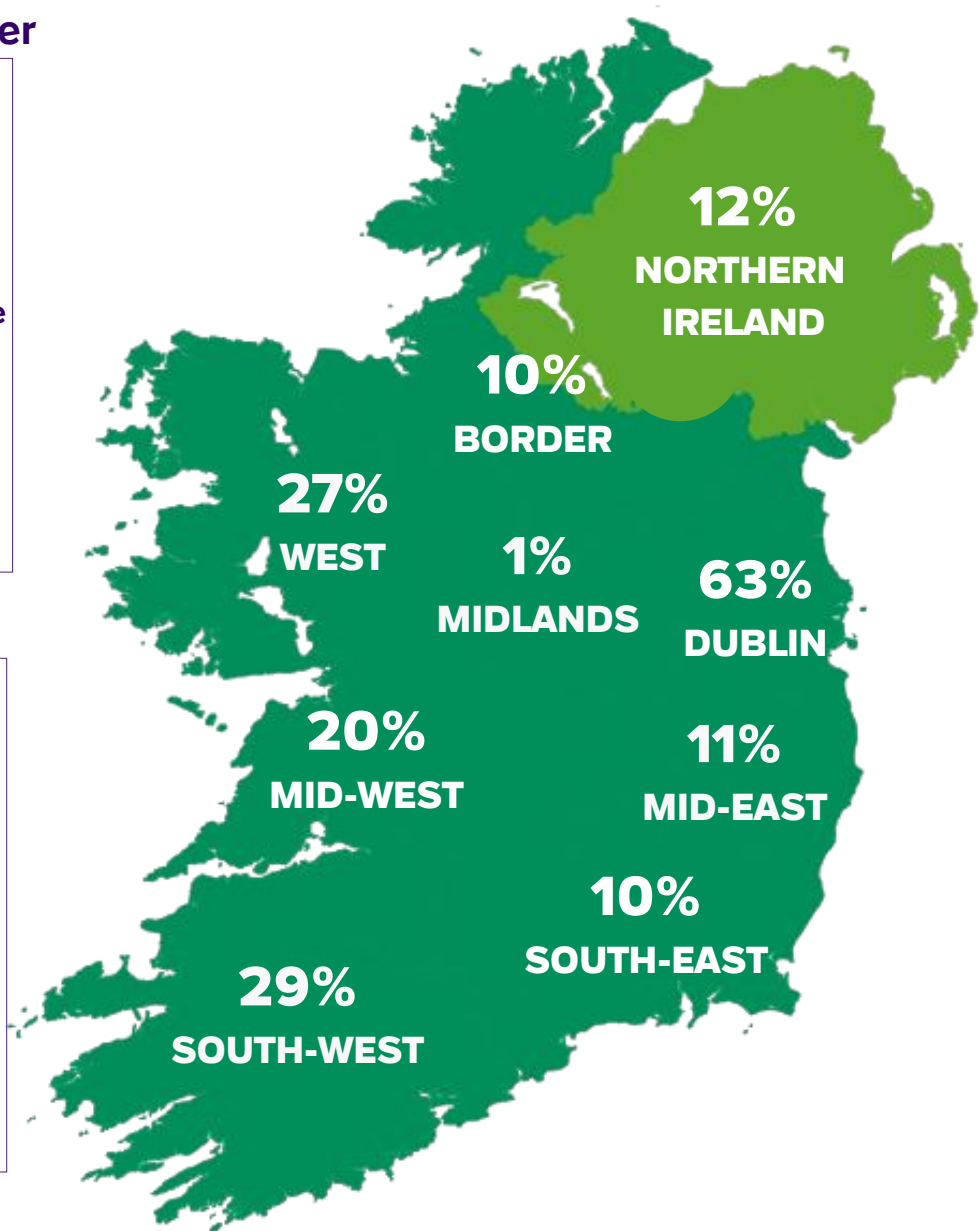
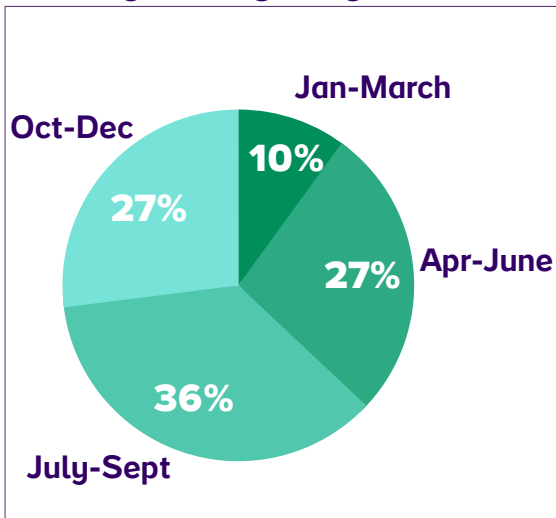
Almost one-third (32%) of Dutch holidaymakers who visited the island of Ireland in 2019 had previously visited.

# Dutch Explorer

Although the most popular type of trip for Dutch holidaymakers is a Dublin only stay (48%), Dutch holidaymakers have the second highest incidence of a regions only trip. Many (43%) Dutch holidaymakers enjoy using a car on the island. The majority (63%) of Dutch holidaymakers visit the island between July and September.

## 63%

### Holiday during July-December

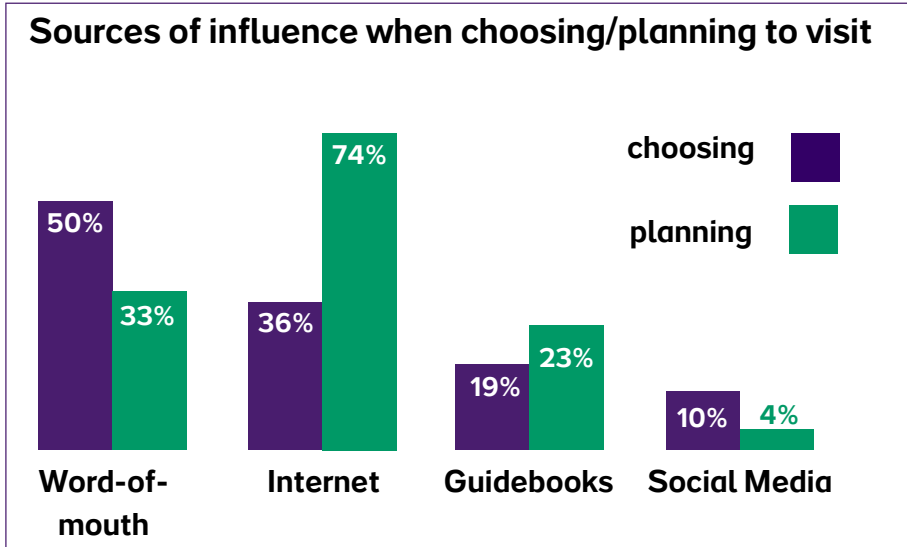


Past holidaymakers can be a great source of future business. Enrich your website and email marketing campaigns with great content from our archives.

[Read More](#)

# Online and Offline Inspiration

Word-of-mouth remains the most powerful influencer among holidaymakers from the Netherlands when choosing to visit Ireland.



## Planned via the internet

Among the 74% of Dutch holidaymakers who used the internet to help plan their trip to Ireland, the websites most frequently used were accommodation providers, carriers and tourist boards.



## Partnering for Success

Tourism Ireland is the organisation responsible for marketing the island of Ireland overseas as a tourist destination.



### Contact Us

Get in contact with our Netherlands team who can partner with you to help deliver more tourists and holidaymakers from the Netherlands to your business and the island of Ireland.

[Read More](#)

### Market Insights

Learn about opportunities in other markets and keep up-to-date on the latest tourist numbers and market intelligence.

[Read More](#)

### Marketing Opportunities

Select the marketing opportunity that's right for you to help attract additional tourists and grow your business from the Netherlands and other markets.

[Read More](#)

All the information contained within this publication is based on information provided by NISRA's Northern Ireland Passenger Survey, the CSO's Country of Residence Survey and the Passenger Card Inquiry, Fáilte Ireland's Survey of Travellers and Tourism Ireland's overseas research programme.