

	A	B	C	D	E	F	G	H	I	J	K
1	<b>THE NETHERLANDS Profile</b>										
2	<b>Arrivals to the U.S.</b>										
3											
4	<b>TRENDS IN ARRIVALS (in thousands)</b>										
5	Year		2009	2010	2011	2012	2013	2014	2015 <sup>1</sup>	2016	Change 2016 / 2009
6	Arrivals		548	570	601	592	589	642	726	672	124
7		% Change	-10	4	5	-2	0	9	13	-7	23
8											
9	<b>TRENDS IN RECEIPTS (in millions)</b>										
10	Year		2009	2010	2011	2012	2013	2014	2015	2016 <sup>P</sup>	Change 2016 / 2009
11	Total Travel & Tourism Exports <sup>2</sup>		\$1,798	\$1,860	\$2,286	\$2,257	\$2,320	\$2,483	\$2,718	\$2,559	\$761
12	Travel Receipts (at U.S. destinations)		\$1,310	\$1,331	\$1,653	\$1,570	\$1,606	\$1,708	\$1,993	\$1,889	\$579
13	Education Receipts		\$58	\$58	\$62	\$68	\$69	\$78	\$88	n/a	n/a
14	Other Business/Personal Receipts		\$1,248	\$1,258	\$1,576	\$1,448	\$1,470	\$1,599	\$1,894	n/a	n/a
15	Health/Border/Seasonal		\$4	\$15	\$15	\$54	\$67	\$31	\$11	n/a	n/a
16	Passenger Fare Receipts (on U.S. carriers)		\$488	\$529	\$633	\$687	\$714	\$775	\$725	\$670	\$182
17		% Change in Total Receipts	-17	3	23	-1	3	7	9	-6	42
18											
19	<b>SELECTED TRAVELER CHARACTERISTICS (by percentage point change)</b>										
20	<b>Information Sources Used to Plan Trip</b> (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change <sup>3</sup> (Points)						
21		Airlines	50	52	2.5						
22		Online Travel Agency	38	39	1.0						
23		Personal Recommendation	23	25	2.9						
24		Corporate Travel Dept.	19	17	-1.5						
25		Travel Agency Office	19	14	-4.3						
26		Travel Guides	11	14	3.0						
27		Tour Operator/Travel Club	9	8	-0.9						
28		National/State/City Travel Office	5	7	1.2						
29		Other	6	9	2.4						
30											
31	<b>Main Purpose of Trip</b>		2015 (Percent)	2016 (Percent)	% Point Change <sup>3</sup> (Points)						
32		Vacation/Holiday	50	54	4.3						
33		Visit Friends/Relatives	18	20	2.1						
34		Business	17	14	-2.9						
35		Convention/Conference/Trade Show	11	9	-1.6						
36		Education	4	3	-1.3						
37		Health Treatment	0.0	0.0	0.0						
38		Religion/Pilgrimages	0.0	0.0	0.0						
39		Other	1	0.1	-0.7						
40											
41	<b>Purpose of Trip</b> (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change <sup>3</sup> (Points)						
42		Vacation/Holiday	64	68	4.6						
43		Visit Friends/Relatives	31	32	1.4						
44		Business	19	18	-1.1						
45		Convention/Conference/Trade Show	12	11	-1.0						
46		Education	6	6	0.3						
47		Religion/Pilgrimages	0.0	0.4	0.4						
48		Health Treatment	0.0	0.1	0.1						
49		Other	1	0.3	-0.5						
50											
51	<b>Net Purposes of Trip:</b>										
52		Leisure & VFR	76	80	4.1						
53		Business & Convention	29	26	-2.3						
54											

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55	<b>Transportation Types Used in U.S.:</b> (multiple response)		<b>2015</b> (Percent)	<b>2016</b> (Percent)	<b>% Point</b> <b>Change <sup>3</sup></b> (Points)						
56	Auto, Private or Company		37	42	4.2						
57	Rented Auto		41	37	-3.7						
58	City Subway/Tram/Bus		36	34	-1.3						
59	Taxicab/Limousine		34	33	-1.2						
60	Air Travel between U.S. Cities		27	24	-3.1						
61	Ferry/River Taxi/Short Scenic Cruise		15	14	-0.3						
62	Bus between Cities		11	11	0.3						
63	Ride-Sharing Service		-	10	-						
64	Railroad between Cities		7	9	2.0						
65	Rented Bicycle/Motorcycle/Moped		4	6	2.2						
66	Cruise Ship/River Boat 1+ Nights		4	5	0.7						
67	Motor Home/Camper		1	3	1.4						
68	<b>Activity Participation While Within U.S.</b> (multiple response)		<b>2015</b> (Percent)	<b>2016</b> (Percent)	<b>% Point</b> <b>Change <sup>3</sup></b> (Points)						
69	Sightseeing		79	82	3.2						
70	Shopping		79	77	-1.7						
71	National Parks/Monuments		46	56	10.0						
72	Art Gallery/Museum		35	42	7.0						
73	Small Towns/Countryside		35	42	7.2						
74	Historical Locations		37	41	4.3						
75	Experience Fine Dining		28	33	4.8						
76	Guided Tours		28	32	3.3						
77	Amusement/Theme Parks		18	24	5.5						
78	Cultural / Ethnic Heritage Sites		13	21	7.9						
79	Sporting Event		18	20	2.2						
80	Nightclubbing/Dancing		14	17	3.1						
81	Concert/Play/Musical		13	16	2.8						
82	Water Sports		8	13	5.0						
83	Casinos/Gamble		11	10	-0.5						
84	American Indian Communities		7	10	2.1						
85	Camping/Hiking		8	7	-0.4						
86	Environ./Eco. Excursions		5	5	0.5						
87	Golfing/Tennis		2	4	1.3						
88	Hunting/Fishing		2	2	0.3						
89	Snow Sports		1	0.4	-0.1						
90	Other		3	1	-1.4						
91											
92	<b>SELECTED TRAVELER CHARACTERISTICS</b>		<b>2015</b> (Percent)	<b>2016</b> (Percent)	<b>Change</b>						
93	Advance Trip Decision Time (mean days)		103	95	-8.2						
94	Advance Trip Decision Time (median days)		80	60	-20.0						
95	Prepaid Package		7	7	0.6						
96	First International Trip to the U.S.		21	22	1.2						
97	Length of Stay in U.S. (mean nights)		13.6	13.8	0.2						
98	Length of Stay in U.S. (median nights)		9	10	1.0						
99	Number of States Visited (% 1 state)		69	65	-4.1						
100	Average Number of States Visited		1.6	1.6	0.0						
101	Hotel/Motel (% 1+ nights)		77	76	-1.6						
102	Average # of Nights in Hotel/Motel		8.8	8.9	0.1						
103	Travel Party Size (mean # of persons)		1.5	1.5	0.0						
104	Gender: % Male (among adults)		58	62	4.2						
105	Household Income (mean average)		\$ 93,771	\$ 90,250	-\$3,521						
106	Household Income (median average)		\$ 68,489	\$ 78,125	\$9,636						
107	Average Age: Female (among adults)		41	42	0.9						
108	Average Age: Male (among adults)		41	43	1.4						
109											

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	<b>VISITATION TO U.S. DESTINATIONS<sup>4</sup></b> (multiple response)		<b>Market Share 2015 (Percent)</b>	<b>Volume 2015 (000s)</b>	<b>Market Share 2016 (Percent)</b>	<b>Volume 2016<sup>1</sup> (000s)</b>					
110											
111	No destinations meet the minimum sample requirement.										
112											
113	<b>Notes:</b>										
114	(1) 2016 arrivals and percent change reflect a combination of additional records counted and market conditions.										
115											
	(2) <i>Total Travel &amp; Tourism Exports</i> = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).										
	International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: <a href="http://travel.trade.gov/pdf/restructuring-travel.pdf">http://travel.trade.gov/pdf/restructuring-travel.pdf</a>										
116											
117											
118	(3) Percentage-point and percentage changes are based on non-rounded data.										
119											
120	(4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.										
121											
122	(n/a) Estimate not yet available.										
123											
124	(r) Estimate was revised.										
125											
126	(p) Estimate is preliminary and subject to revision.										
127											
	Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <a href="http://travel.trade.gov/research/index.html">http://travel.trade.gov/research/index.html</a>										
128											
129											
130	For a list of the states that comprise each census region, please visit: <a href="http://travel.trade.gov/outreachpages/census_regions.html">http://travel.trade.gov/outreachpages/census_regions.html</a>										
131											
132	Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:										
133	<a href="http://travel.trade.gov/research/reports/ifs/customized.asp">http://travel.trade.gov/research/reports/ifs/customized.asp</a>										
134											
135	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis										
136											
137	Publication Date: August 2017										