

	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 <sup>r</sup>	2015 <sup>r</sup>	2016 <sup>r</sup>	Change 2016 / 2009
11	Total Travel & Tourism Exports <sup>2</sup>		\$1,798	\$1,860	\$2,286	\$2,257	\$2,320	\$2,508	\$2,764	\$2,555	\$757
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	\$98	\$40
14	Other Business/Personal Receipts		\$1,248	\$1,258	\$1,576	\$1,448	\$1,470	\$1,599	\$1,872	\$1,758	\$510
15	Health/Border/Seasonal		\$4	\$15	\$15	\$54	\$67	\$31	\$33	\$33	\$29
16	Passenger Fare Receipts (on U.S. carriers)		\$488	\$529	\$633	\$687	\$714	\$800	\$771	\$666	\$178
17		% Change in Total Receipts	-17	3	23	-1	3	8	10	-8	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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110	<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>					
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)	<p><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).</p> <p>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></p>									
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	(-)	No estimate available.									
123											
124	(n/a)	Estimate not yet available.									
125											
126	(**)	Estimate not shown due to sample size fewer than 400 for this year.									
127											
128	(r)	Estimate was revised.									
129											
130	(p)	Estimate is preliminary and subject to revision.									
131											
132	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>									
133											
134		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>									
135											
136		Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:									
137		<a href="http://travel.trade.gov/research/reports/ifs/customized.asp">http://travel.trade.gov/research/reports/ifs/customized.asp</a>									
138											
139		Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis									
140											
141		Publication Date: November 2017									