

Holiday Sentiment Monitor

Results 17-measurement

October 2023



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Take outs



- 1. Over 8 in 10 have a holiday intention for the next 12 months.**

On average, 85% of those surveyed intend to go on holiday in the next 12 months. This intention is highest among Brits (88%) and lowest among Belgians (83%). Among Dutch people, it is 86%.
- 2. 42% have already booked a holiday, with many leaving in September/October.**

The proportion who have already booked a holiday fell compared to the June 2023 measurement. This can be explained by the fact that many people went away during the summer holidays. In the UK, the share that has already booked is the highest (49%) and in Belgium the lowest (36%). Only among Americans, the proportion who have already booked has actually increased rather than decreased, compared to the previous survey. Of those who have already booked, an average of 35% say they will go in September and 21% in October. In terms of household type/living situation, Dutch people living with a partner have already booked holidays at the highest rate (48%). This is higher than Dutch people living alone or with child(ren) or with their parents.
- 3. Market potential: over 40% of respondents have holiday intentions but have yet to book. And of these, 60% are already planning.**

Some 4 in 10 say they have yet to book, but have holiday intentions for the next 12 months. Of that group, 60% are already planning. They mostly focus on October (average 19%), September (14%) and some are already looking at July next year (11%). Of this group that is already planning a holiday, the largest group is planning to book within 1 to 3 months (average 28%). In addition, 22% on average say they intend to book within 3 to 4 weeks. If people have holiday intentions but are not yet planning, it is mainly because they have not yet had time to do so (average 25%) or their financial situation does not allow it (average 9%).
- 4. Among Dutch most holiday plans in Europe, followed by home country and Asia.**

The Dutch, Belgians, Germans and British largely plan to spend their next holidays elsewhere in Europe. Among the French and Americans, plans to take their next holiday in their own country are predominant. Of the Dutch with holiday intentions, an average of 59% have holiday plans in Europe, 22% in their own country and 7% in Asia. In terms of travel companion(s), Dutch people travelling solo have the most intercontinental trips planned. Spain, Greece, Italy and France are frequently chosen European holiday destinations.
- 5. Drenthe, North Brabant and Limburg most considered for holidays at home.**

At the end of August (2023), Dutch people - who want to spend their next holiday in the Netherlands - said they most want to do so in Drenthe, North Brabant or Limburg (11%, 10% and 10% respectively). Compared to June '23, South Holland rose from 4% to 8%.



Take outs



6. **Aeroplane again most chosen for European holiday.**
Air travel is the most frequently chosen means of transport for the next holiday in Europe (average 58%). Among the Dutch, Belgians and Germans, the car also scores relatively high. Furthermore, the French consider going by train in relatively high numbers.
7. **Flexible cancellation conditions, staying in quiet place and rising prices are still most decisive for choice of holiday destination.**
71% of people with holiday intentions consider flexible cancellation conditions (very) important when choosing a holiday destination. They also value staying in a quiet place. In third place are rising prices. Interestingly, the importance of flexible conditions is about 10% lower among Dutch people than among the other five countries.
8. **Almost half of those surveyed adjust holiday behaviour because of inflation.**
46% of people say they are forced to adjust their holiday behaviour as a result of increased living costs. The French are in highest agreement with this statement (54%) and the Dutch the least (39%). At the end of August (2023), people indicated that if they adjust their holiday behaviour (due to higher prices), they do so mainly by going on holiday less often (46% on average) or by choosing cheaper accommodation/lodging (42% on average). The least chosen options are avoiding the high season (average 26%) and saving on transport (mean 19%).
9. **Attention to sustainability regarding holidays decreased in for four out of six countries in one year.**
In September 2022, an average of 52% thought it was important to consider the environment when booking holidays. A year later, in August 2023, 48% consider it important. The year-on-year difference is greatest among Americans (-7%) and smallest among Belgians (-1%). In addition, the willingness to pay more for a holiday that takes the environment into account has decreased. This is true for Germans, French, British and Americans. Among Dutch and Belgians, this has remained stable.
10. **Extreme weather affects holiday choices for many.**
50% of respondents went on holiday last summer (July/Aug '23) and 30% of that group said they experienced extreme weather conditions such as a heat wave, wildfire or extreme showers during this holiday. On average, 46% of all respondents said that increasing extreme weather conditions influence their choice of holidays. This proportion is even higher among those who experienced this extreme weather themselves last summer, at 65%.



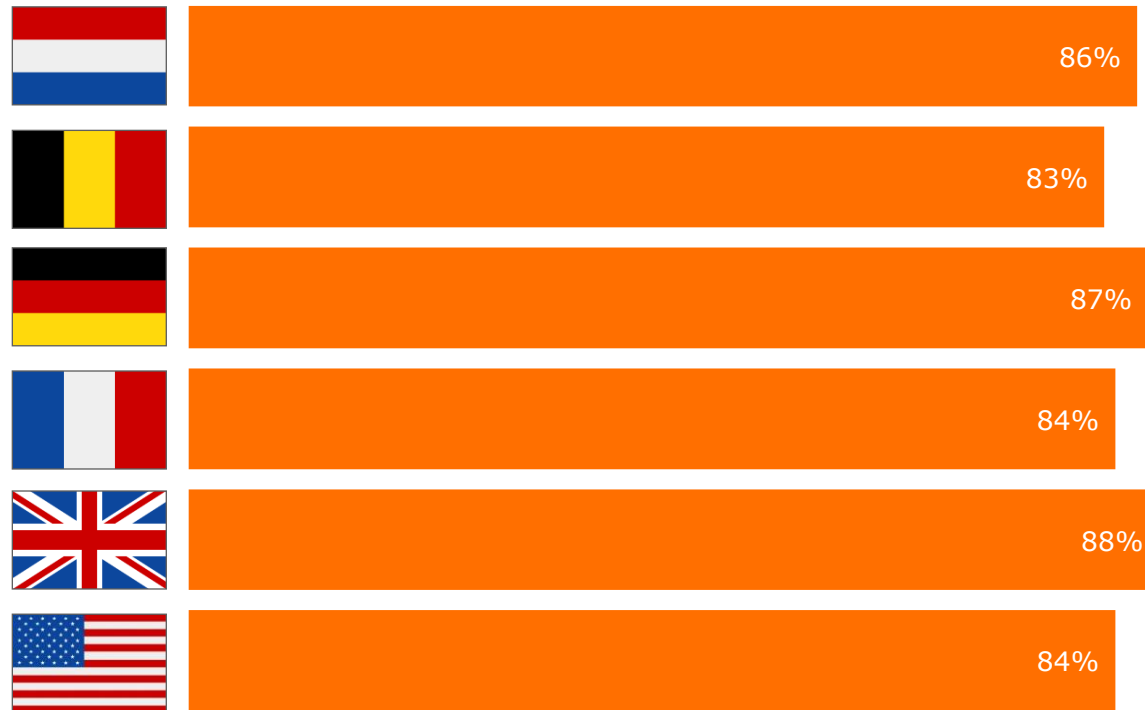


1. Holiday planning results





Holiday intention for the next 12 months is highest among Brits (88%), followed by Germans (87%) and Dutch (86%). On average, 85% of respondents from these six countries have an intention to go on holiday in the next 12 months, some of whom have already booked and some of whom have yet to book. These could be short or long holidays at home or abroad.



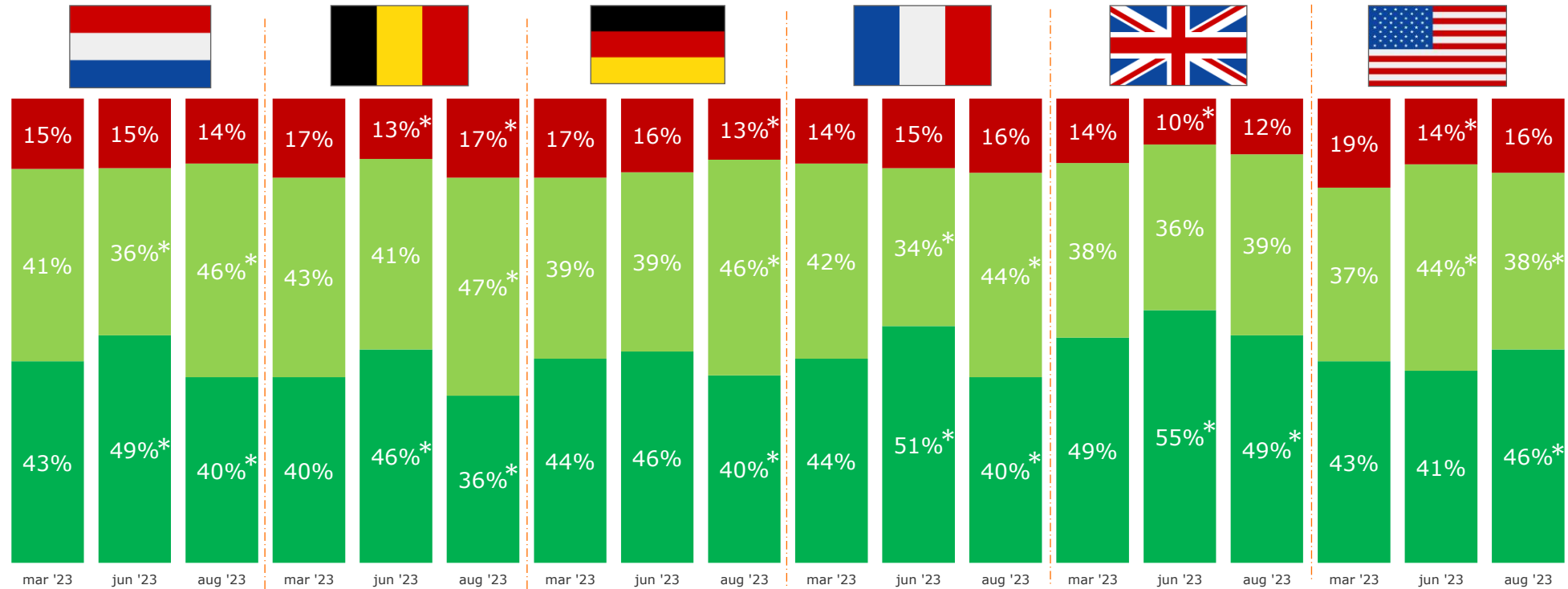
Holiday intention for next 12 months (% top 2):

- Yes, I have already booked
- Yes, but I have yet to book





On average, 42% have already booked a holiday for the next 12 months. In June 2023, before the summer holidays, this figure was 48%. Britons currently have the highest share of 'already booked' (49%), followed by Americans (46%). Among Belgians, this share is the lowest (36%).



■ Yes, already booked

■ Yes, but have yet to book

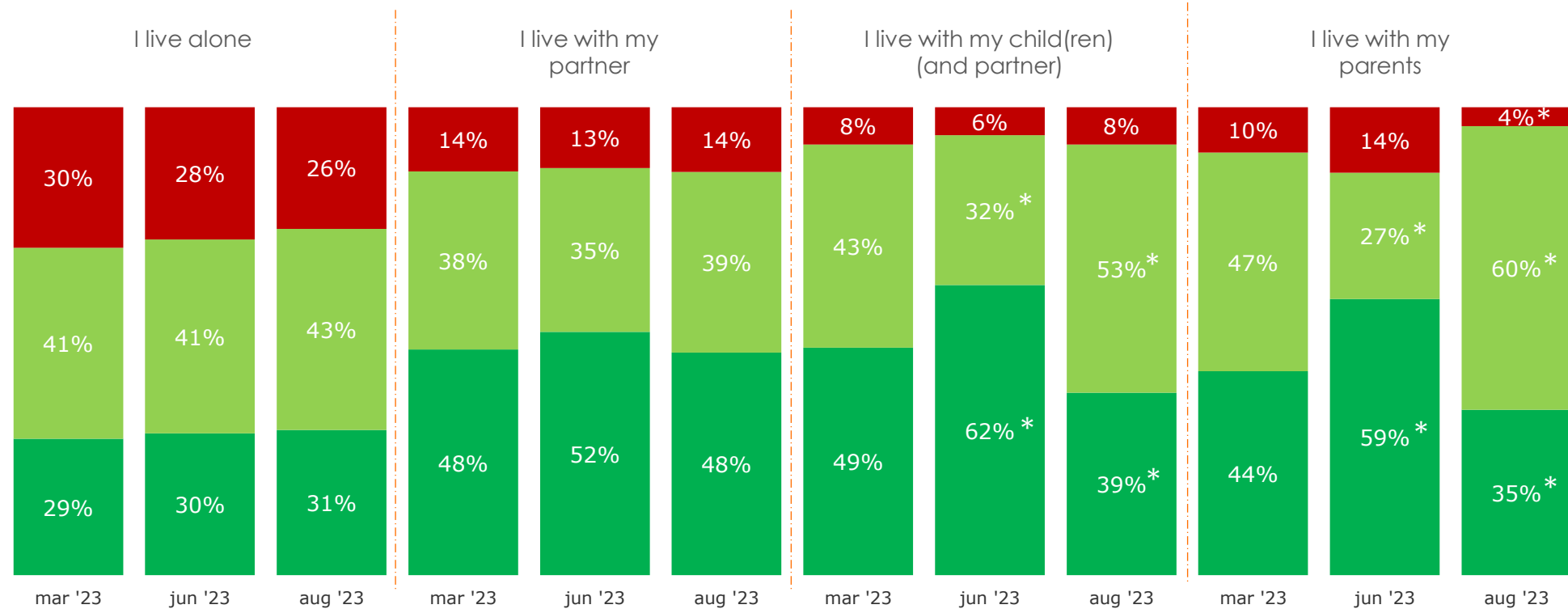
■ No, no intention

Base: everyone (entire sample)
*: significant difference compared to previous measurement

Q: Do you currently intend to go on holiday sometime in the next 12 months?



Compared to June 2023, the share that has already booked a holiday has decreased significantly among Dutch people living with child(ren) (and partner) or living with parents. Among Dutch people living alone or with a partner, this hardly differs over the year.



■ Yes, already booked

■ Yes, but have yet to book

■ No, no intention

Base: Dutch people (entire sample)

Note: the most common household/living situation types are shown here

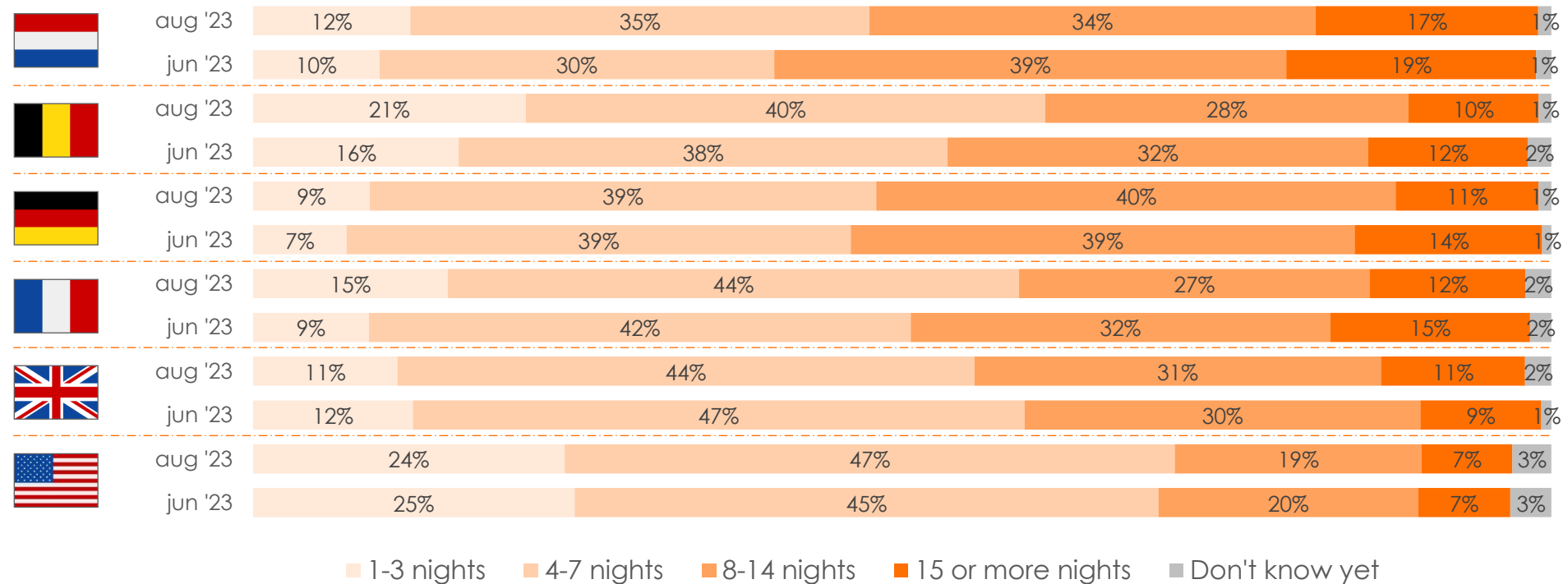
*: significant difference compared to previous measurement

Q: Do you currently intend to go on holiday sometime in the next 12 months?





On average, the majority of those surveyed with a holiday intention are going away for 4-7 nights for their next holiday (averaging 41%). After that, the 8-14 nights category is the most chosen (averaging 30%). In March and June 2023, these averages were about the same. Among Americans, the share of short holidays is highest compared to the other countries; 24% go away for 1-3 nights. In Belgium, this share has also increased compared to June; 21% go on a short trip.

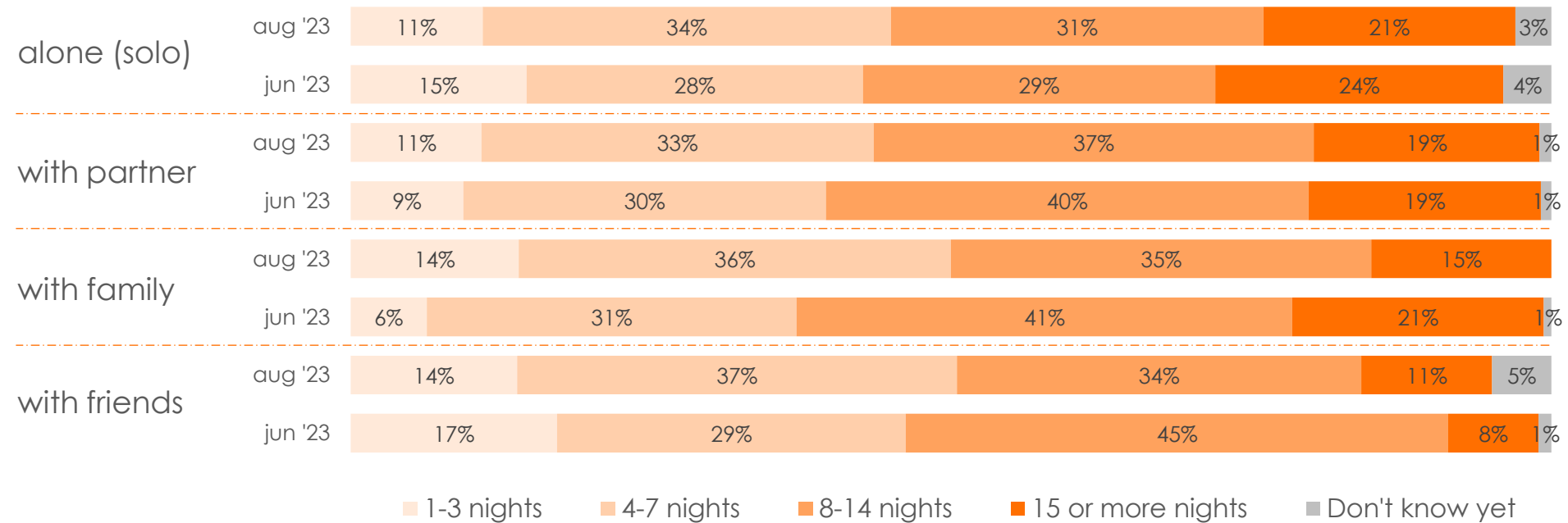


Base: People with holiday plans for the next 12 months (booked or yet to book)

Q: How long do you plan to be away on your next holiday (in the next 12 months)?



For holidays with friends, 4-7 nights is currently the largest share (37%). In comparison, in June '23, 8-14 nights was the largest share for this type of holiday (45%). A holiday of 15 nights or more is currently most commonly planned by Dutch people travelling alone (21%). Compared to June '23, plans for a short trip (1-3 nights) increased significantly among those travelling with family (from 6% to 14%).









Base: People with holiday plans for the next 12 months (booked or yet to book)
Note: the most common travel company types are shown here

Q: How long do you plan to be away on your next holiday (in the next 12 months)?

Americans who have already booked a holiday say they did so, to a considerably higher extent (compared to June 23), directly with a provider (67%). For the other five countries, this proportion is lower and additionally, they often book through a travel organisation/agency or booking website.



						
Directly with a provider (e.g. directly with a hotel/accommodation/ transport company)	45% (42%)	41% (45%)	41% (41%)	44% (51%)	46% (48%)	67% (57%)
Through a travel agent/ -agency or booking website	41% (45%)	46% (42%)	43% (43%)	40% (33%)	38% (38%)	18% (25%)
A combination of the above two options	10% (8%)	9% (7%)	12% (12%)	12% (11%)	13% (11%)	11% (13%)
Other, namely	4% (5%)	4% (5%)	3% (3%)	3% (4%)	2% (2%)	3% (3%)
Don't know	1% (0%)	1% (0%)	1% (1%)	2% (1%)	1% (0%)	1% (2%)







Among 'other, namely', a private holiday home or (holiday) home of friends/family is mentioned.

Base: People who have already booked a holiday in the next 12 months
 Marking: highest percentage by country
 In brackets the score of the previous measurement (June 2023)

Q: How is your next holiday booked?

Among those who have already booked a holiday, the next holiday is mostly in September (average 35%) or October (average 21%). Among Belgians and Dutch in particular, the percentage in September is relatively high (44% and 38%). German holidaymakers also have a high % of trips booked for October (27%). Among Americans, 11% have November as their departure month.



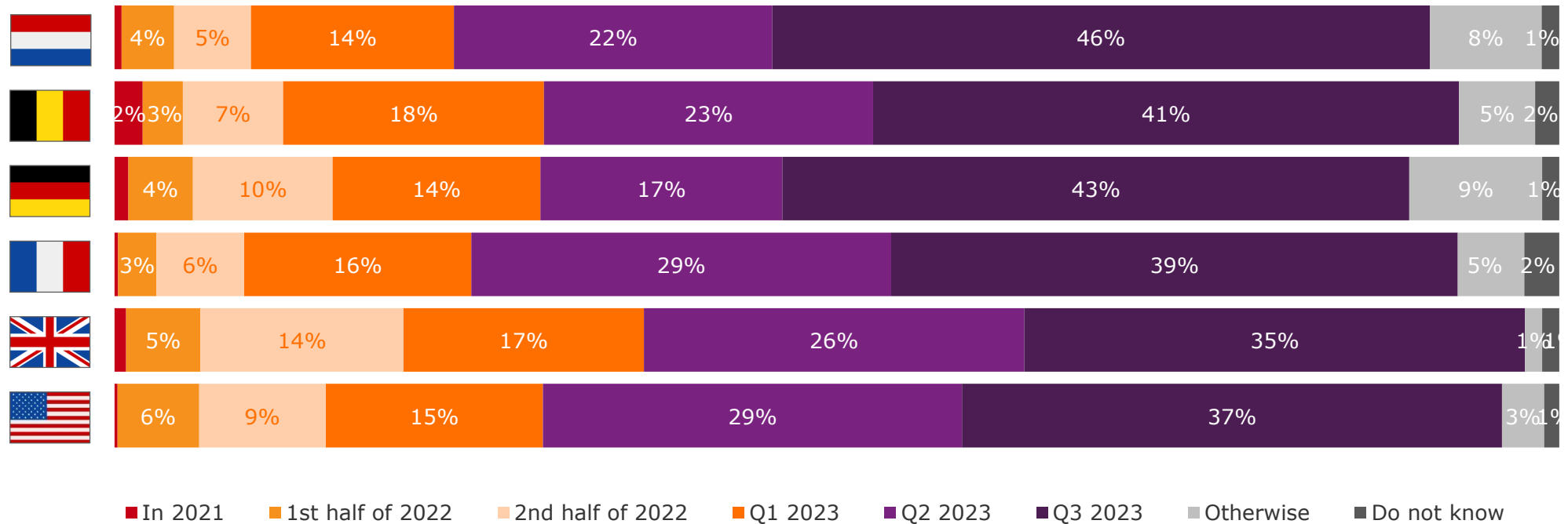
						
January	3%	3%	2%	1%	3%	4%
February	2%	2%	3%	3%	3%	3%
March	3%	3%	3%	3%	4%	3%
April	2%	3%	3%	3%	4%	3%
May	3%	3%	4%	5%	5%	5%
June	2%	3%	5%	5%	5%	3%
July	6%	3%	5%	7%	5%	2%
August	8%	4%	7%	8%	7%	4%
September	38%	44%	30%	33%	32%	35%
October	21%	18%	27%	19%	19%	20%
November	7%	9%	6%	7%	9%	11%
December	0%	4%	5%	7%	5%	6%
Total	100%	100%	100%	100%	100%	100%

Base: people who have already booked a holiday
 Highlight: highest percentage by country

Q: In which month will you leave for your next holiday (in the next 12 months)?



On average 40% of those who have already booked their next holiday, booked it in Q3 2023 (July/Aug). Also, an average of 25% booked it in Q2 (Apr/May/Jun).

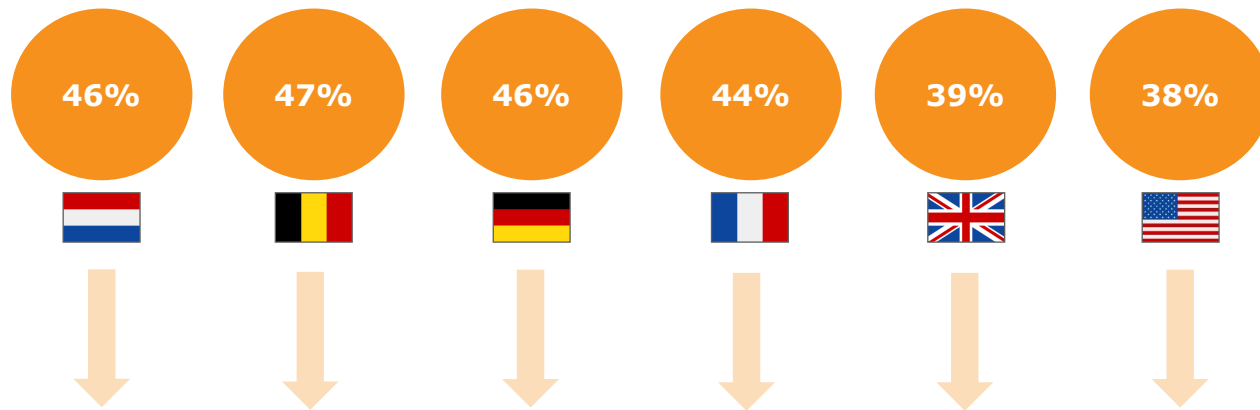


Base: People who have already booked a holiday
 Q: When did you book your next holiday?

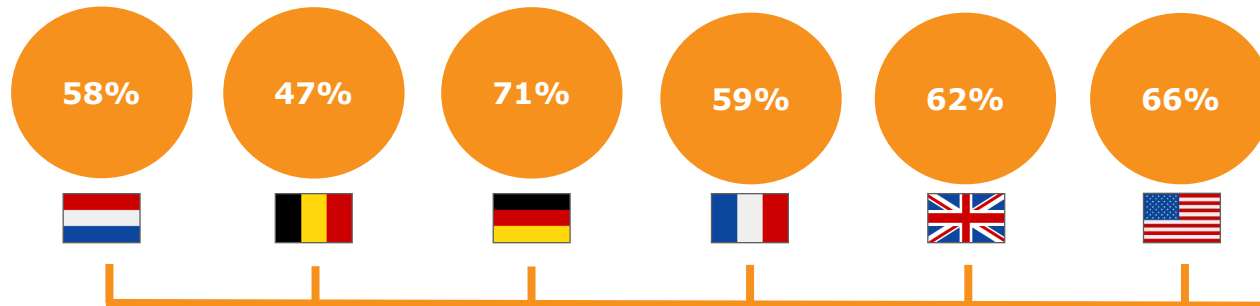
On average, 43% say they intend to go on holiday in the next 12 months, but have yet to book. Of this group that has yet to book, on average 60% are planning a holiday and the month of October is currently the most looked at (average 19%).



Holiday intention but have yet to book



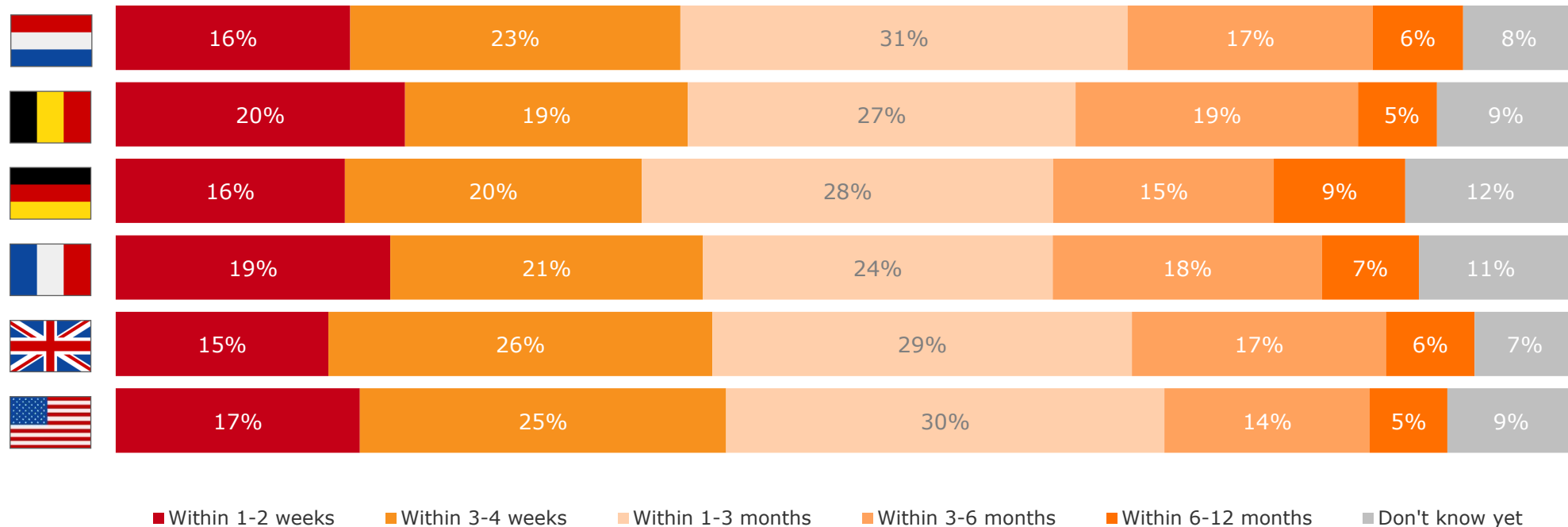
Planning for holidays



Month of departure:						
January	5%	3%	2%	4%	3%	5%
February	3%	5%	2%	4%	4%	5%
March	4%	4%	6%	3%	5%	5%
April	4%	8%	4%	5%	4%	6%
May	12%	7%	11%	5%	7%	8%
June	9%	7%	10%	4%	6%	10%
July	12%	16%	10%	11%	15%	6%
August	8%	5%	7%	11%	9%	2%
September	11%	14%	17%	18%	11%	13%
October	22%	18%	20%	17%	22%	16%
November	5%	8%	4%	6%	8%	16%
December	7%	6%	7%	12%	9%	9%
Number	N=274	N=222	N=344	N=271	N=247	N=263



Of those who are planning to take a holiday in the next 12 months, the largest group intends to book within 1 to 3 months (28% on average). In addition, 22% (on average) say they plan to book within 3 to 4 weeks, 17% within 1 to 2 weeks and another 17% within 3 to 6 months.









Base: People who have yet to book holidays but are already planning

Question: When do you plan to book the holiday you are planning?



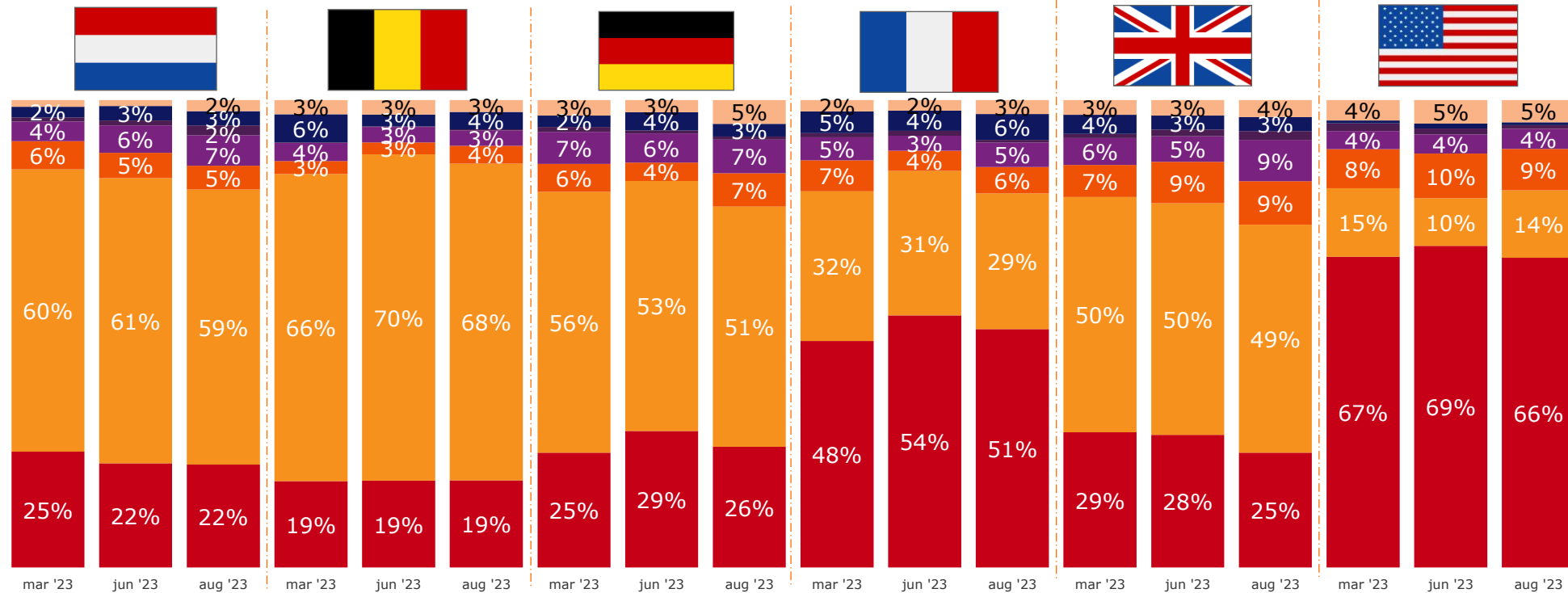
On average, 60% of the people who have not yet booked (but do have the intention to go on holiday), are already planning their upcoming trip. If people do have a holiday intention, but are not yet planning, it is mainly because they have not yet had time to do so (average 25%) or their financial situation does not allow it (average 9%).

						
Yes	58%	47%	71%	59%	62%	66%
No, I haven't had time to look yet	31%	34%	17%	28%	20%	17%
No, my financial situation does not allow it (e.g. due to inflation and rising prices)	5%	11%	7%	9%	12%	10%
No, because of uncertainties surrounding the war in Ukraine	1%	3%	2%	1%	1%	1%
No, due to uncertainties surrounding coronavirus development	1%	2%	2%	2%	2%	4%
No, for another reason	4%	3%	1%	1%	4%	2%

Base: People who have not yet booked (but have holiday intentions for the next 12 months)

Q: Are you already planning your upcoming holiday?

Once again, a large proportion of Dutch, Belgian, German and British people plan to spend their next holiday (elsewhere) in Europe. The French and Americans are significantly more likely to opt for a holiday at home. Among the Dutch, the share of intercontinental trips has been increasing since March 2023.



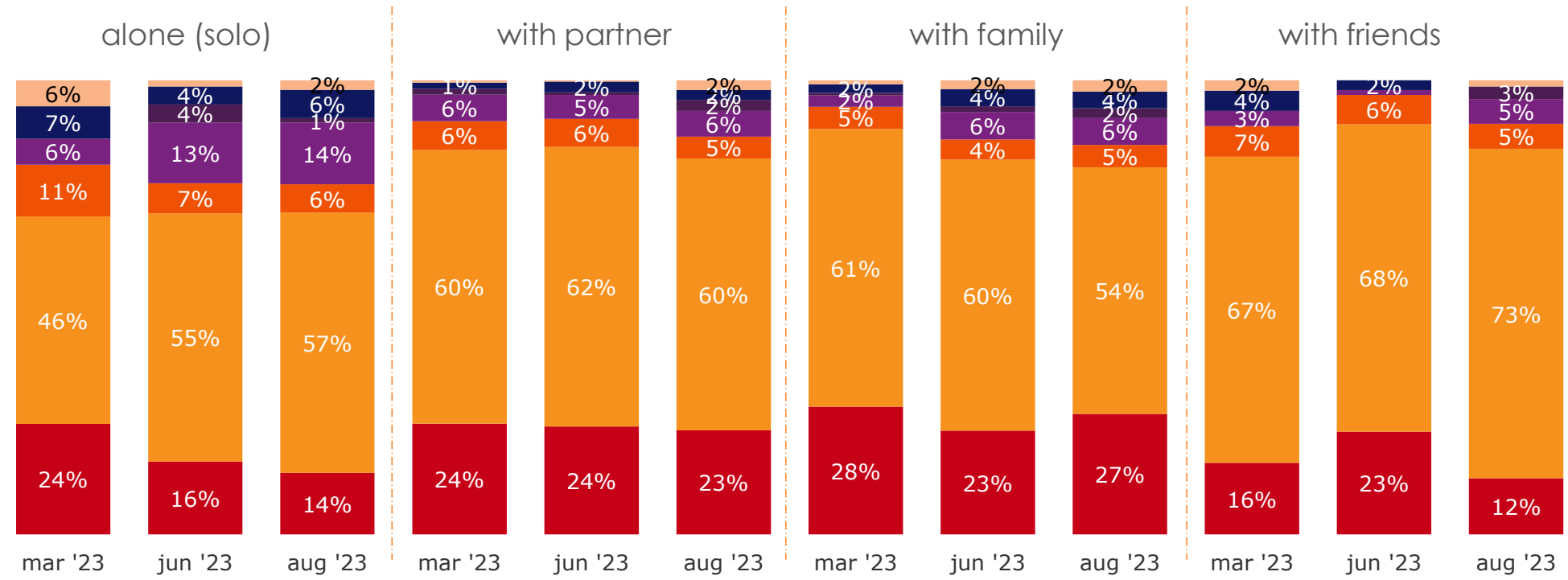
■ Own country ■ Europe ■ North/South America ■ Asia ■ Australia/Oceania ■ Africa ■ Don't know yet

Base: People with holiday plans in the next 12 months (booked or have yet to book)

Questionnaire: In which destination do you plan to spend most of your next holiday?



Dutch people going on a holiday/tour alone are more likely to plan to visit another continent than the other three groups (with partner, family or friends). Asia in particular is chosen a lot. Among Dutch couples, the choice of continent changes little throughout the year. When holidaying/touring with friends, plans for Europe and Asia increased.



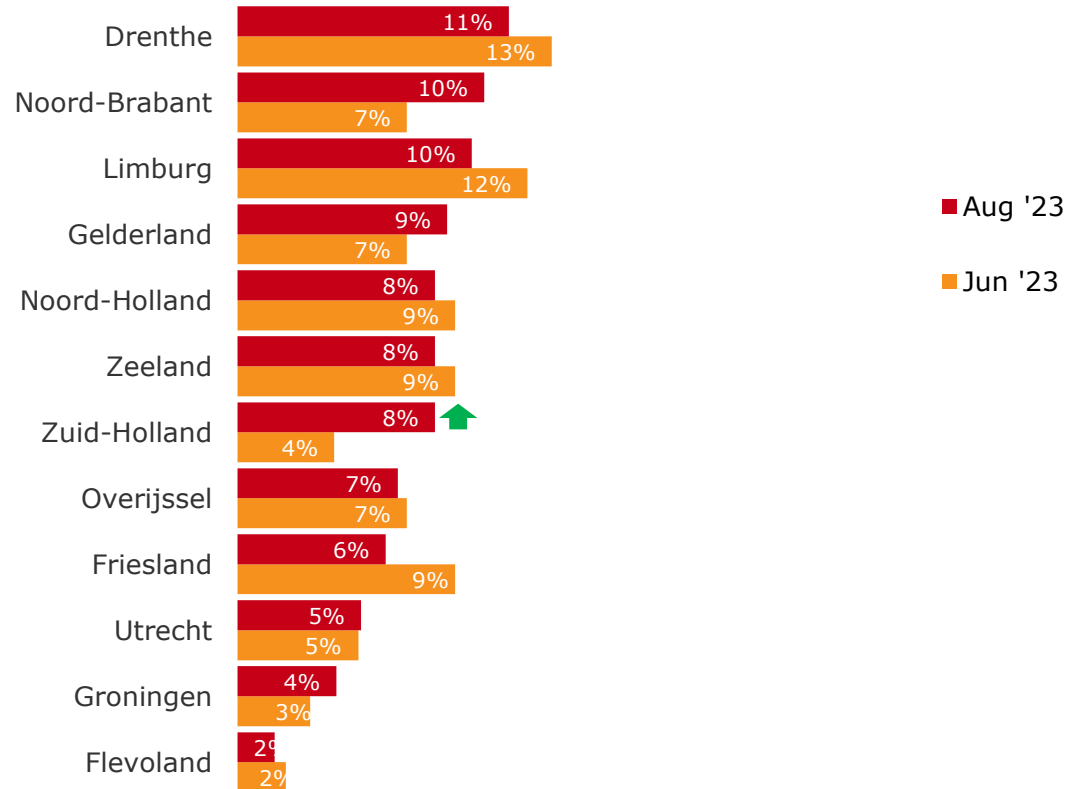
■ Own country ■ Europe ■ North/South America ■ Asia ■ Australia/Oceania ■ Africa ■ Don't know yet

Base: Dutch people with holiday plans in the next 12 months (booked or have yet to book)
 Note: the most common travel company types are shown here

Questionnaire: In which destination do you plan to spend most of your next holiday?



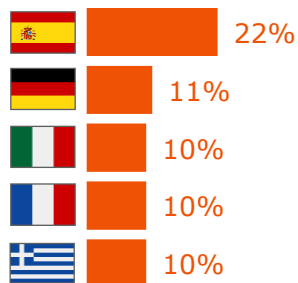
At the end of August (2023), Dutch people who want to spend their next holiday in the Netherlands said they most want to do so in Drenthe, Noord-Brabant and Limburg (11%, 10% and 10% respectively). This is followed by Gelderland (9%) and North Holland, Zeeland and South Holland (all 8%). Compared to June '23, plans for a holiday/weekend in South Holland increased.



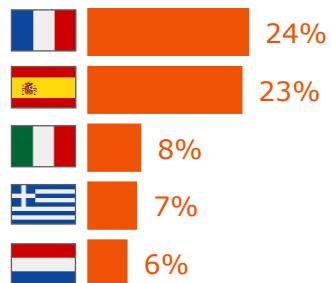
Base: Dutch people with holiday plans in the Netherlands (booked or yet to book)
Arrow: significant difference compared to previous measurement

Question: In which province do you plan to spend most of your next holiday (in the Netherlands)?

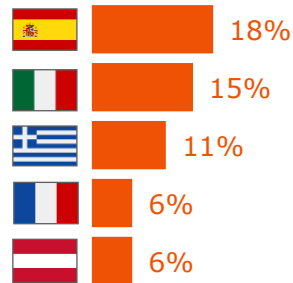
NL



BE

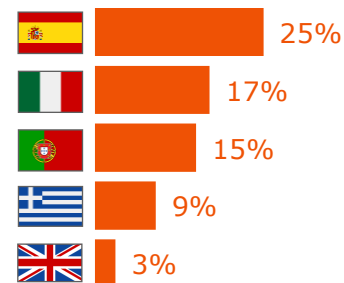


DE



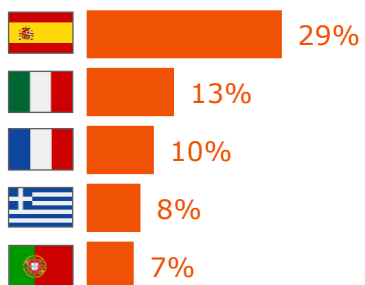
 4%

FR



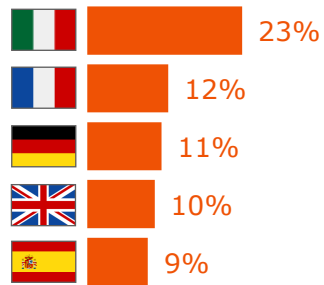
 0%

UK



 3%

US



 3%

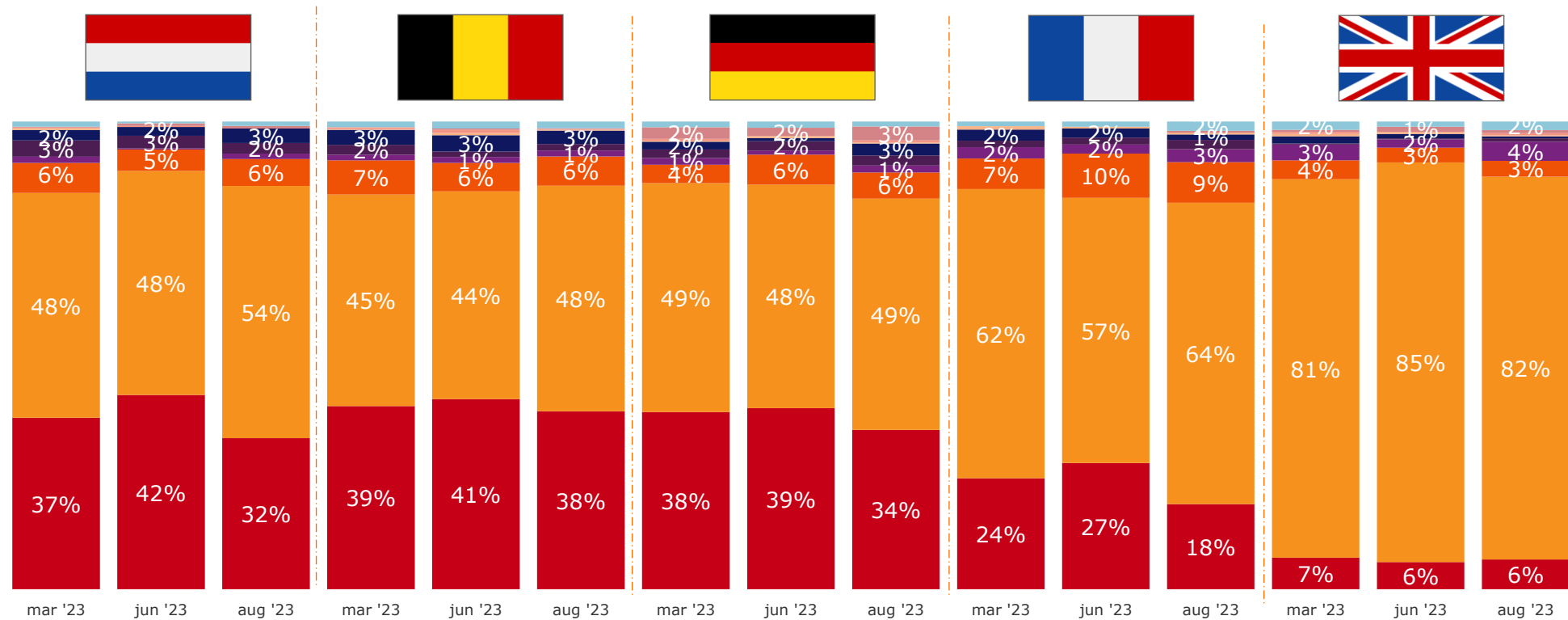
- Spain is the most popular European holiday country. In all six countries, Spain reappears in the top five, in four of them even in the first place. For instance, Spain has long been a favourite among the Dutch, Germans, French and British.
- Among Belgians, France is the most popular European holiday country. The Netherlands currently ranks fifth among Belgians.
- Among Germans, the Netherlands is not currently in the top 5 for a European holiday in the coming months, but even so, 4% say they would choose the Netherlands.
- Like Spain, Italy appears in the top five of all these six countries.
- Greece is also popular. Only among Americans is this country (just) missing from the top 5.

Base: People with holiday plans in Europe (booked or has yet to book)

Questionnaire: Where in Europe do you plan to spend your next holiday mainly?



In all five countries, the plane is the most chosen means of transport for the next holiday in Europe (58% on average). In June 2023, the average was 55%. Among the Dutch, Belgians and Germans, the car also scores relatively high. Furthermore, the French consider going by train in relatively high numbers.



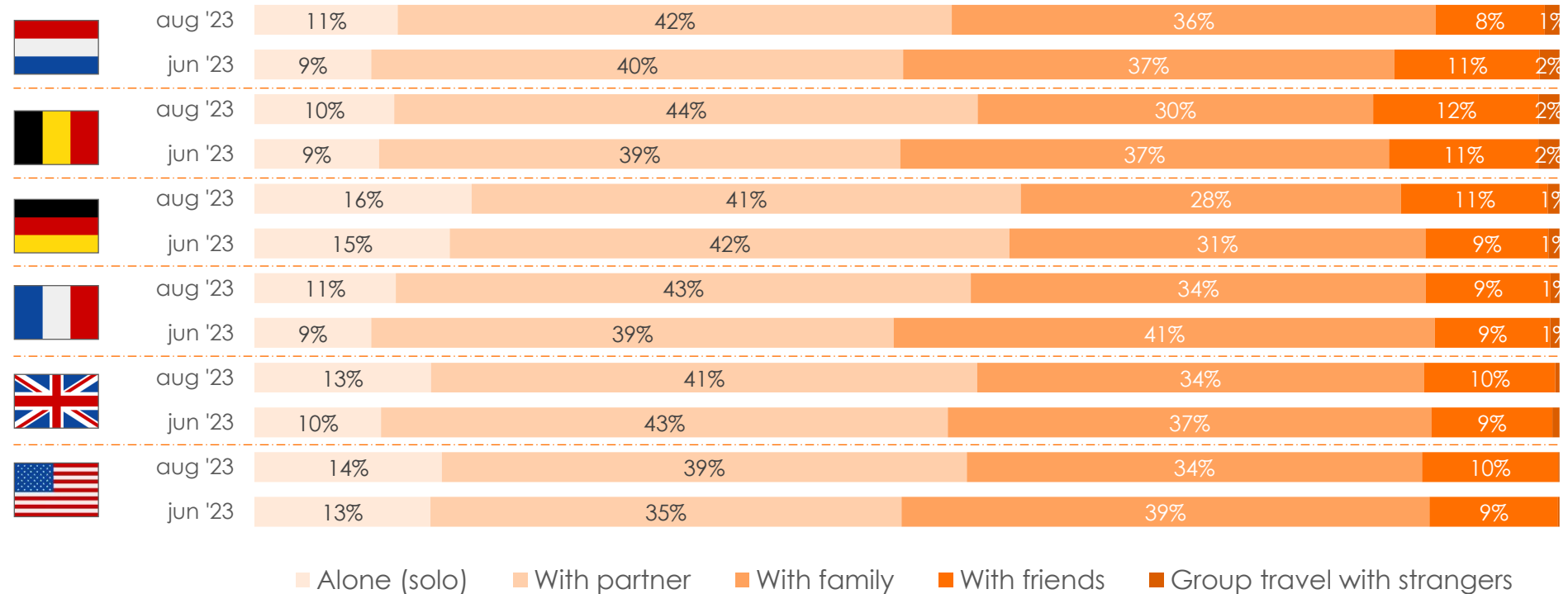
■ Car ■ Aeroplane ■ Train ■ Boat ■ Campervan ■ Coach ■ Bicycle/Moped/Scooter ■ Motorbike ■ Other ■ Don't know yet

Base: People with holiday plans in a European country (booked or yet to book)

Question: By what means of transport are you considering going to your next holiday destination in Europe?



On average, the largest group goes on holiday with their partner (42%), followed by a holiday with family (average 33%). Furthermore, on average 13% have plans for a solo trip and 10% for a holiday/trip with one or more friends.









Base: People with holiday plans for the next 12 months (booked or yet to book)

Q&A: With whom do you plan to take your next holiday?



A hotel/guesthouse is the most popular type of accommodation (49% on average). This is followed by an apartment (average 11%) and in shared third place, renting accommodation privately and the home of family/friends (both 8%). Renting from private individuals is most popular among the French. Bungalow park and camping score relatively high among the Dutch.






						
Hotel/guesthouse	44%	51%	53%	35%	51%	63%
Bed and breakfast	5%	7%	3%	7%	6%	4%
Apartment	13%	11%	19%	11%	10%	2%
Bungalow park	11%	6%	3%	5%	1%	0%
Campsite	9%	2%	4%	8%	3%	3%
Group accommodation	1%	1%	0%	1%	1%	1%
With a private individual (e.g. Airbnb)	6%	6%	5%	14%	9%	8%
Boat	0%	1%	1%	1%	3%	4%
Second home / permanent pitch	1%	3%	1%	2%	2%	1%
Residence family/friends/relatives	6%	7%	6%	10%	8%	9%
Otherwise	2%	2%	2%	1%	5%	2%

Base: People with holiday plans for next 12 months (booked or yet to book)
Highlight: 3 highest scores per country

Q: What type of accommodation are you planning to stay in during your next holiday?



Beach holidays are the most frequently planned (average 22%). This is followed by holidays with friends/family (13%) and nature holidays (11%). For the Dutch, a tour scores relatively high and for Americans, a cruise.







					
Winter sports holiday	2%	2%	1%	2%	1%
Beach holiday	18%	23%	28%	21%	26%
Water sports holiday	0%	0%	1%	1%	1%
Walking holiday	3%	5%	5%	2%	3%
Cycling holiday	3%	1%	1%	1%	0%
Other type of active holiday	3%	2%	2%	1%	4%
Tour	8%	5%	6%	2%	4%
Cruise	1%	1%	2%	2%	6%
Visiting event	2%	2%	2%	2%	6%
City break	10%	10%	11%	8%	10%
Cultural holidays	6%	8%	6%	11%	5%
Visiting friends/family/etc	8%	6%	9%	10%	12%
Nature holiday	10%	13%	13%	17%	8%
Wellness holidays	3%	2%	5%	1%	2%
Holidays with friends/family/etc	13%	13%	3%	13%	15%
Culinary holidays	2%	2%	1%	1%	1%
Shopping holiday (shopping)	2%	1%	1%	2%	1%
Volunteer	0%	1%	0%	0%	0%
Otherwise	4%	4%	2%	2%	4%

Base: People with holiday plans for next 12 months (booked or yet to book)
 Highlight: 5 highest scores per country

Q: How would you characterise your next holiday?



On average, flexible cancellation conditions are most important when choosing a holiday destination (on average 71% find this (very) important). This is followed by 'staying in a quiet place' (average 68%) and rising prices (average 63%). For the Dutch, the importance of flexible cancellation conditions is about 10% lower than for the other countries.

						
Flexible cancellation conditions	62%	71%	74%	75%	70%	72%
Destination close to home	26%	33%	39%	36%	27%	30%
Development of Corona at the destination	36%	42%	44%	48%	47%	49%
Stay in quiet place	67%	73%	72%	80%	54%	58%
Development of the war in Ukraine	36%	37%	39%	39%	34%	29%
Rising prices (fuel, energy, inflation)	57%	63%	62%	72%	60%	62%
Crowds at airports	39%	36%	41%	41%	52%	43%
Sustainability (minimising environmental impact)	43%	49%	52%	55%	44%	41%

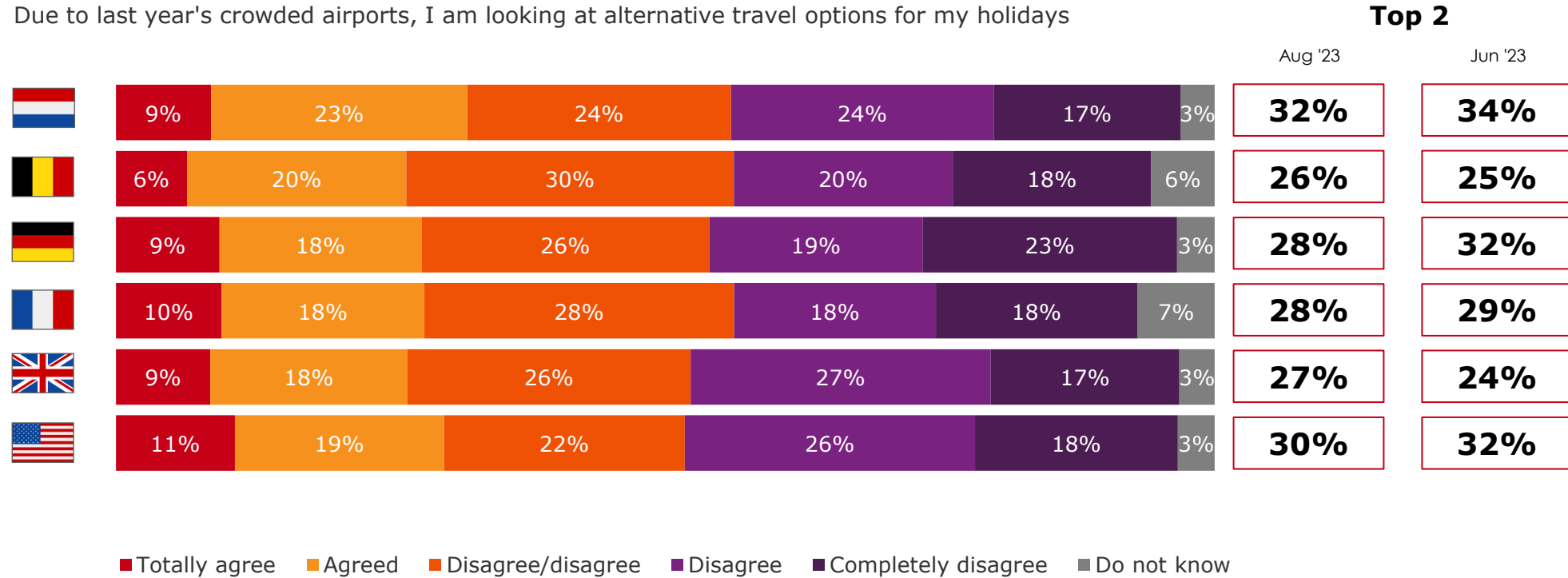
Base: People with holiday plans for next 12 months (booked or yet to book)
 Percentage: top 2 (very important + important)
 Highlighting: the three highest scores from each country are in bold

Question: How important are these points to you when choosing your holiday destination?



On average, 28% are looking at alternative travel options for their holidays because of the possibility of crowded airports. In March and June 2023, this was similar (30%), but a year ago (September 2022) it was 42%. So crowding at airports currently plays a lesser role than a year ago.

Due to last year's crowded airports, I am looking at alternative travel options for my holidays

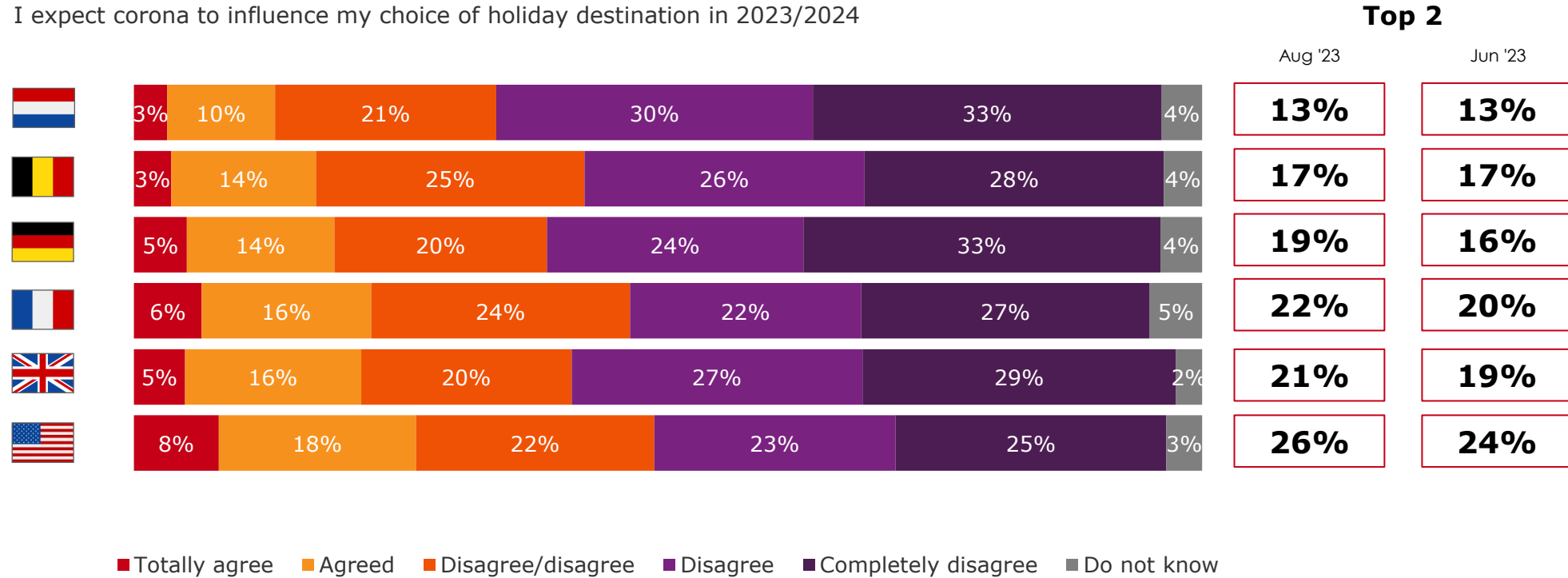


Base: everyone (entire sample)
 Rounding differences may occur at the top 2%.



On average, 20% expect corona to influence their choice of holiday destination in 2023/2024. This score is lowest in the Netherlands (13%) and highest in the United States (26%). In Germany, the August score is +3% higher than measured in June.

I expect corona to influence my choice of holiday destination in 2023/2024



Base: everyone (entire sample)
Rounding differences may occur at the top 2%.

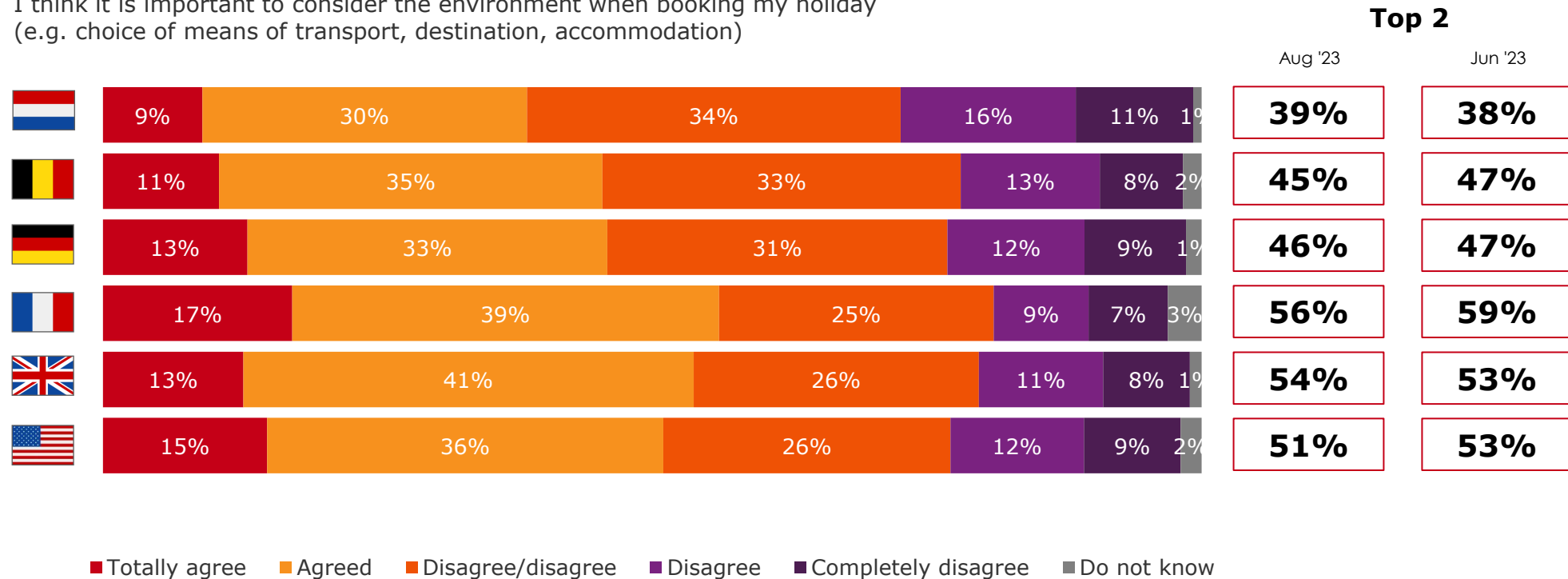


2. Sustainability and the environment (including extreme weather conditions)



About half (48%) of those surveyed (fully) agree with the statement "I think it is important to take the environment into account when booking my holiday". Of the six countries below, the Dutch agree least with this statement and the French most.

I think it is important to consider the environment when booking my holiday
(e.g. choice of means of transport, destination, accommodation)

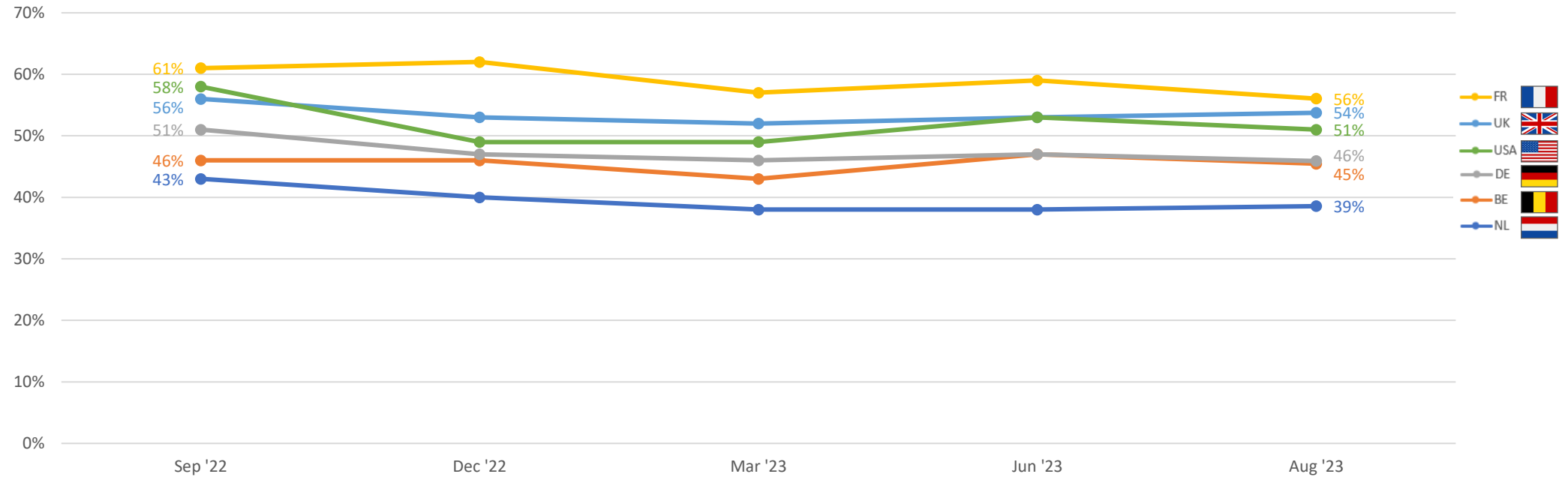


Base: everyone (entire sample)
Rounding differences may occur at the top 2%.



In September 2022, an average of 52% thought it was important to consider the environment when booking holidays. A year later, in August 2023, 48% consider it important. The year-on-year difference is greatest among Americans (-7%) and smallest among Belgians (-1%).

I think it is important to consider the environment when booking my holiday
(e.g. choice of means of transport, destination, accommodation)



Base: everyone (entire sample)
Percentage: top 2 score ((totally) agree)



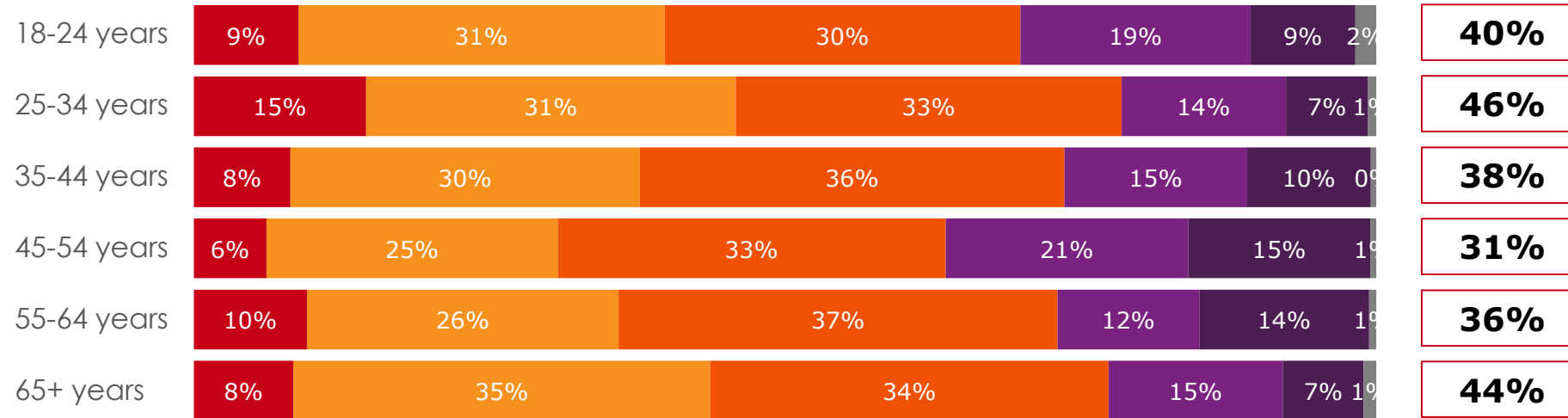
Clear differences can be seen amongst Dutch people of different age groups regarding the importance of making sustainable choices when booking a holiday. Among Dutch people aged 25-34, this is highest (46% agree with the statement) and lowest among Dutch people aged 45-54 (31%).



I think it is important to consider the environment when booking my holiday (e.g. choice of means of transport, destination, accommodation)

Top 2

Aug '23

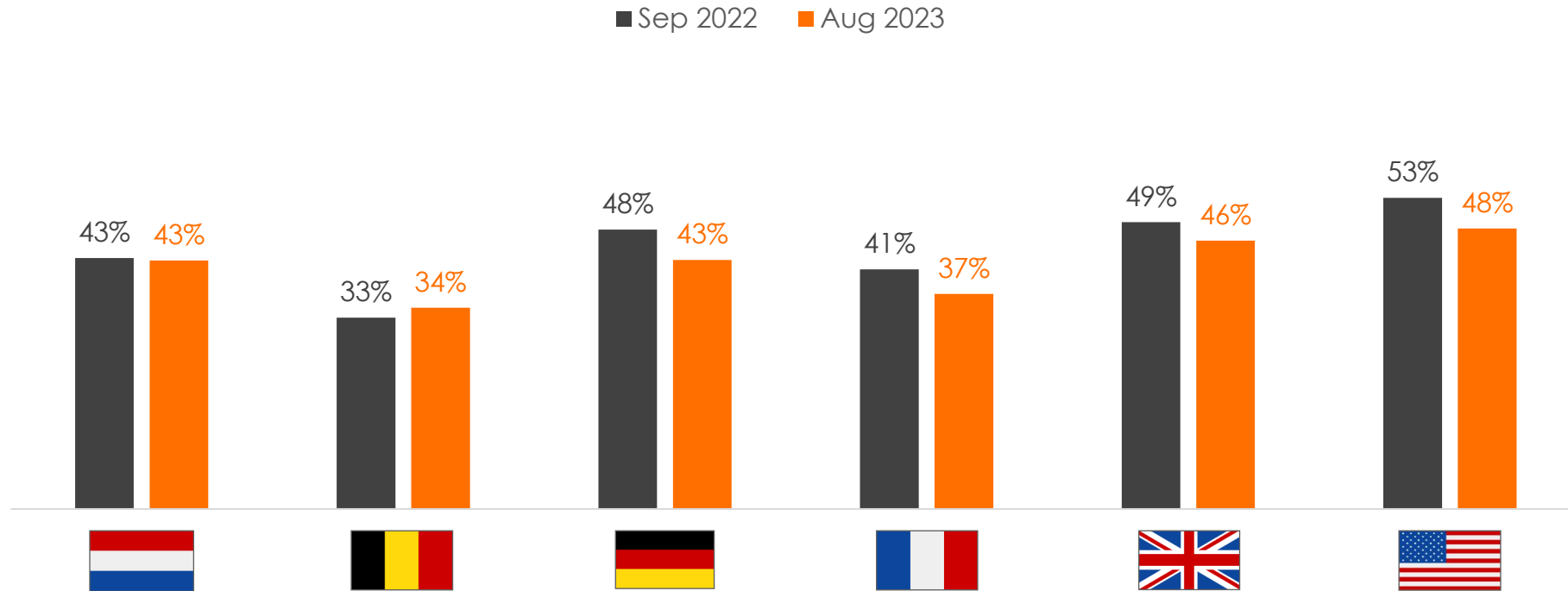


■ Totally agree
 ■ Agreed
 ■ Disagree/disagree
 ■ Disagree
 ■ Completely disagree
 ■ Do not know

Base: everyone (entire sample)
Rounding differences may occur at the top 2%.



On average, 42% say they are willing to pay more for a holiday that takes the environment into account. A year ago, in September 2022, this was 44% on average. Among the Dutch and Belgians, this willingness has remained more or less the same, but it has actually decreased slightly among the other four countries.

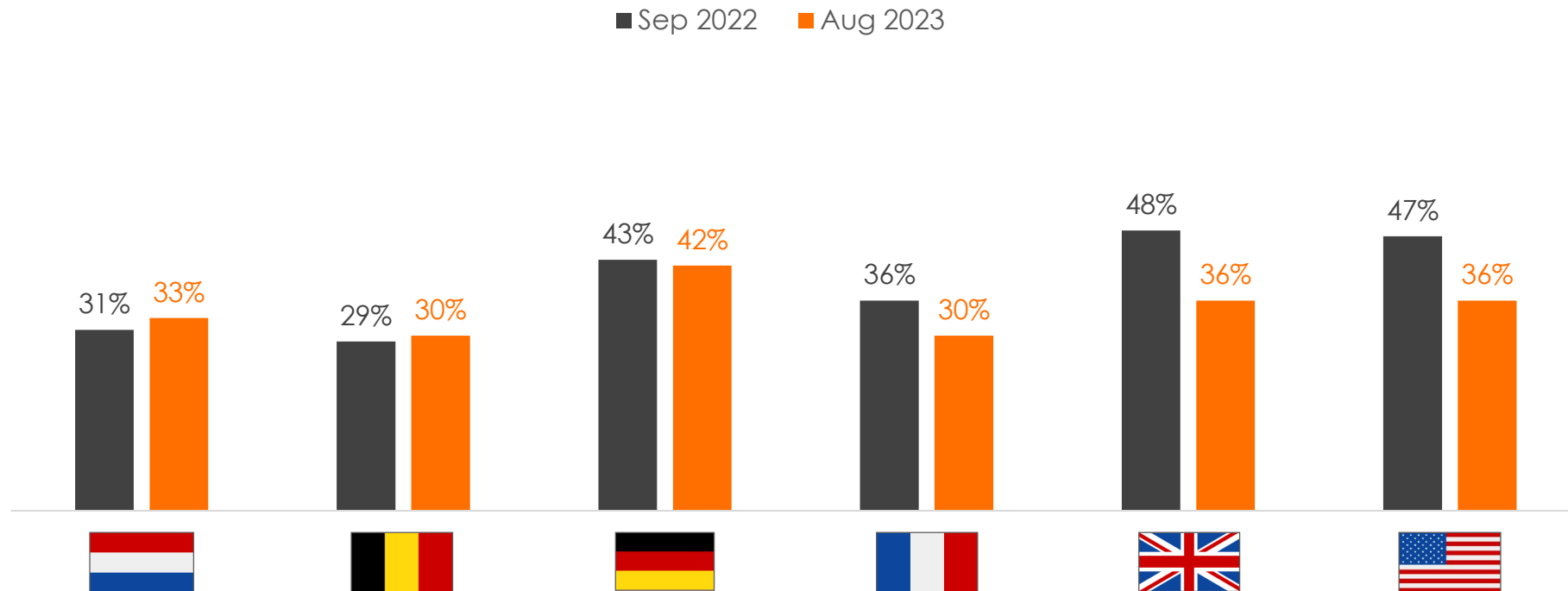


Base: everyone (entire sample)
Percentage: yes

Questionnaire: Are you willing to pay more for a holiday that takes the environment into account (yes/no)?



On average, 35% say they took the environment into account (e.g. sustainable means of transport and/or accommodation) during the last holiday they booked. A year ago, in September 2022, this was 39% on average. Currently, this share is highest among Germans (42%) and lowest among Belgians and French (both 30%).

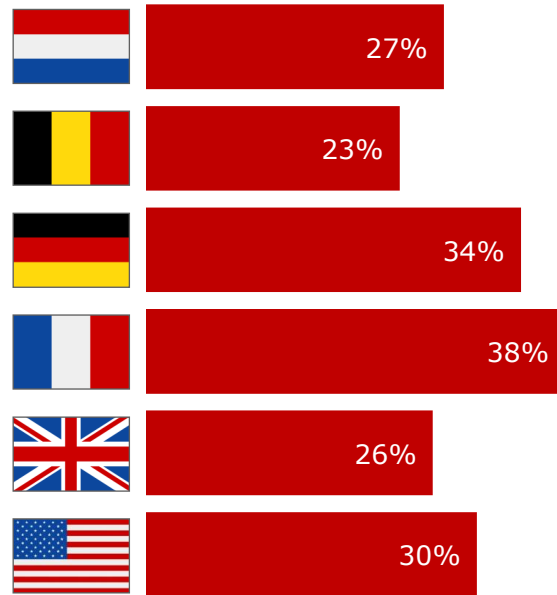


Base: everyone (entire sample)
Percentage: yes

Q: Did you consider the environment in the last holiday you booked?
(e.g. sustainable means of transport and/or sustainable accommodation) (yes/no)



Of people who went on holiday last summer (July/August 2023), an average of 30% say they experienced extreme weather conditions (such as a heat wave, wildfire or extreme rainfall) during that holiday. This proportion is highest among the French (38%) and lowest among Belgians (23%).

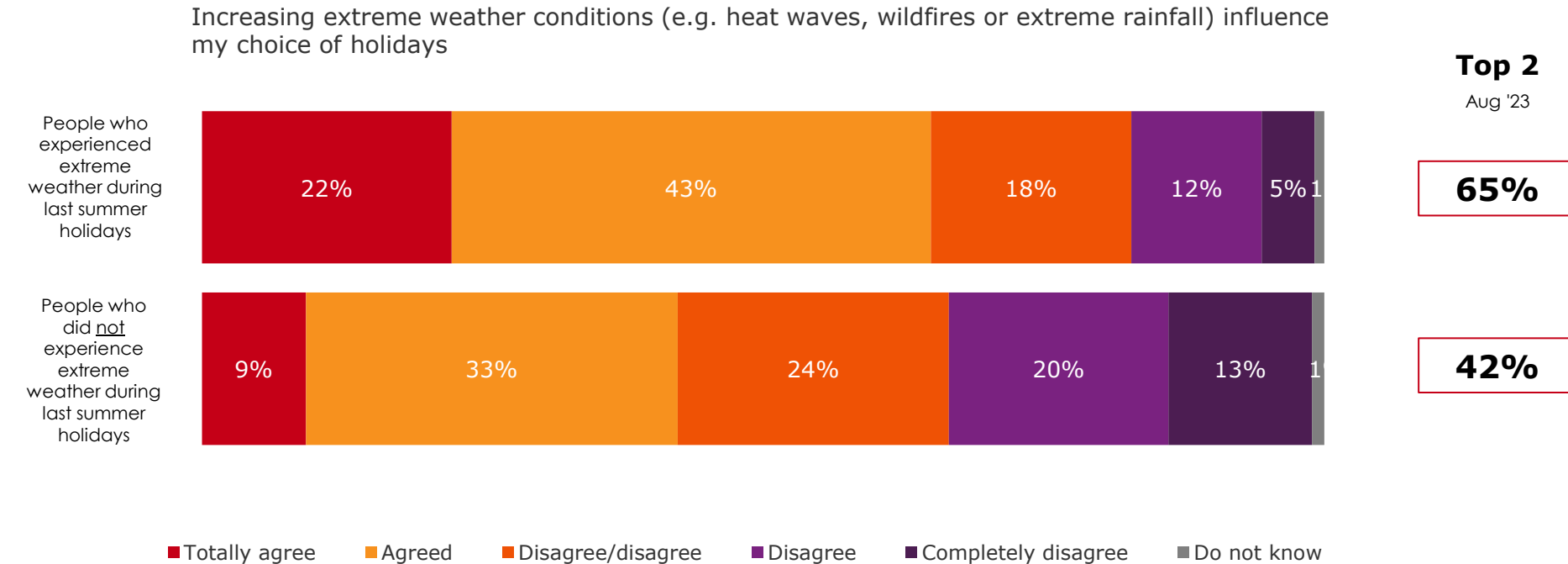


Base: People who went on holiday last summer (July/August 2023)
Percentage: Yes

Q: Did you experience extreme weather conditions (e.g. heat wave, wildfire or extreme rainfall) during your holiday last summer? (yes/no)



The group that experienced extreme weather on holiday last summer (July/August 2023) largely agrees with the statement that increasing extreme weather conditions influence holiday choices (65% (fully) agree). Among the group who did not experience extreme weather themselves last summer, 42% still agree with this statement.



Base: People who went on holiday this summer (July/August 2023). Respondents from all six countries (NL, BE, DE, FR, UK and US). Rounding differences may occur at the top 2%.

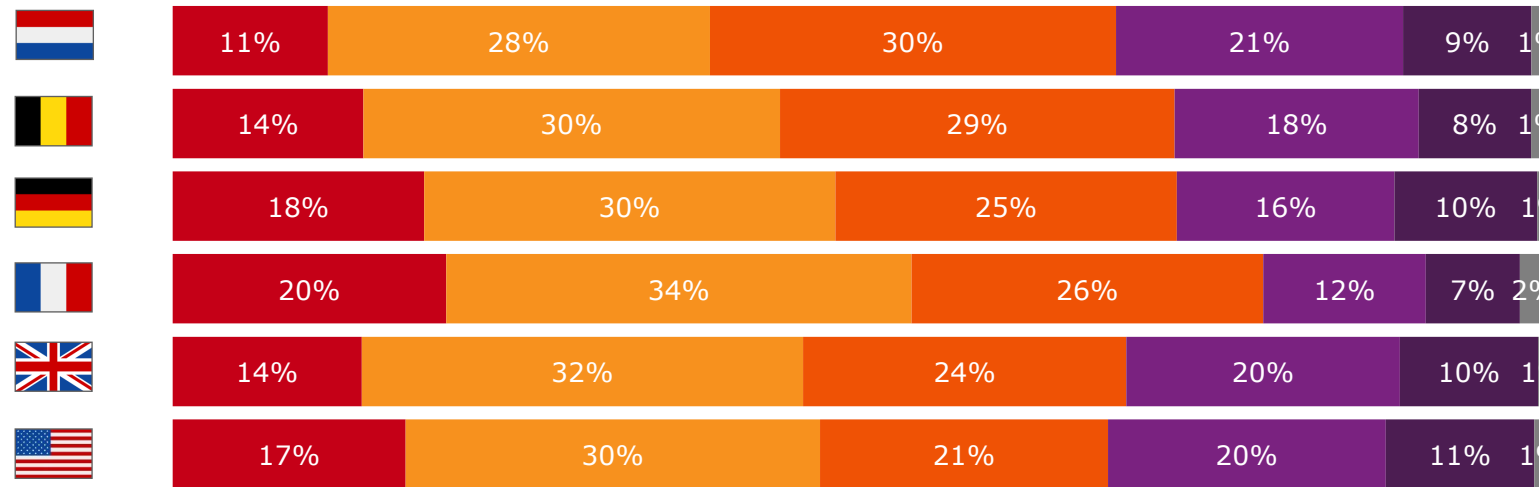


3. Influence of rising prices on holiday plans



Just under half (average 46%) said they would be forced to adjust holiday behaviour as a result of rising prices. In June and March 2023, this was 50% and 49% respectively. The French are still in highest agreement with this statement (54%) and the Dutch the least (39%).

Rising prices (fuel, gas/energy, groceries, etc.) have forced me to adjust my holiday behaviour



Top 2

Aug '23

Jun '23







39%	42%
44%	47%
48%	50%
54%	57%
46%	50%
47%	52%

■ Totally agree
 ■ Agreed
 ■ Disagree/disagree
 ■ Disagree
 ■ Completely disagree
 ■ Do not know

Base: everyone (entire sample)
Rounding differences may occur at the top 2%.



In August 2023, people indicated that if they change their holiday behaviour (due to higher prices), they do so mainly by going on holiday less often (mean 46%) and/or opting for cheaper accommodation (average 42%). In June 2023, this top2 was reversed. In August 2023, the least chosen options were avoiding the high season (average 26%) and saving on transport (mean 19%).

						
Shorter holidays	22%	29%	27%	31%	26%	33%
Less frequent holidays	41%	51%	48%	39%	50%	46%
Cheaper accommodation/ lodging	41%	39%	43%	41%	44%	40%
Cheaper transport	16%	16%	19%	21%	21%	22%
Save at destination itself	32%	28%	31%	34%	31%	31%
Avoiding the high season	22%	26%	26%	24%	29%	28%
Other, namely	5%	4%	1%	3%	2%	3%

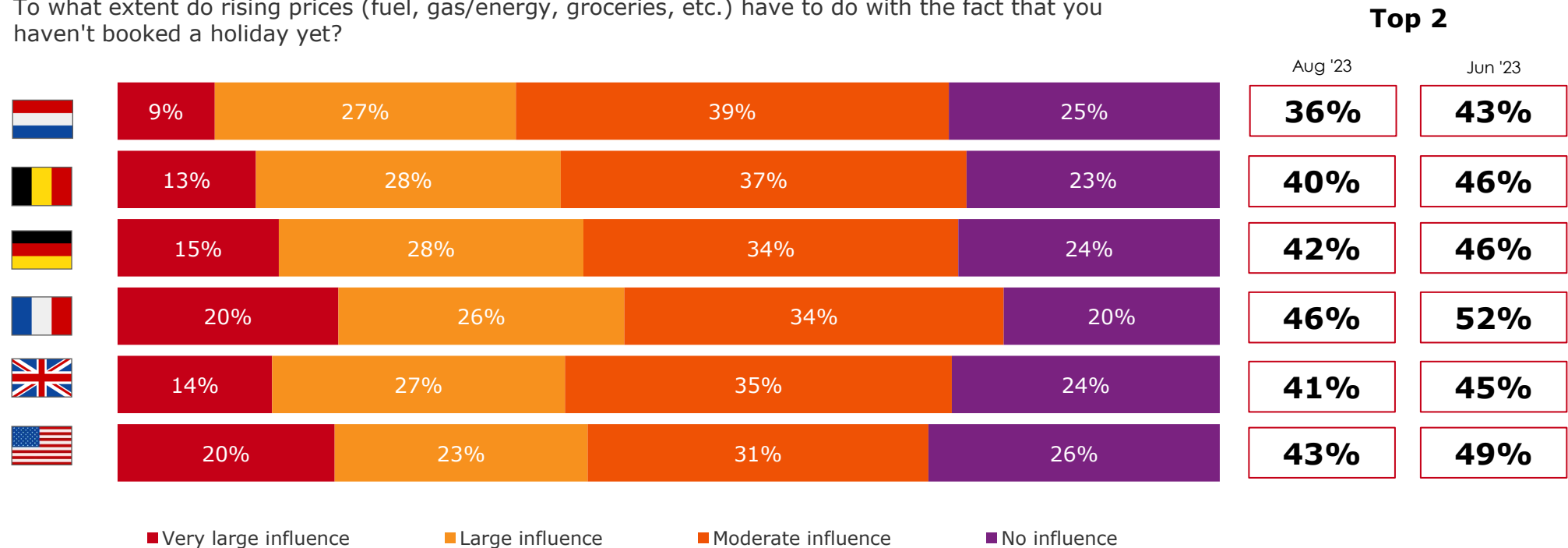
Base: People who (fully) agree with the statement 'Rising prices (fuel, gas/energy, groceries, etc.) are forcing me to adjust my holiday behaviour'
 Highlighting: the three highest scores from each country are in bold

Questionnaire: In what ways do you mainly adjust your holiday behaviour as a result of rising prices?
 Multiple answers possible (max. 3).



Of those who have holiday intentions but have not yet booked, an average of 41% say that rising prices have a (very) big influence on this. In June 2023, this was slightly higher (47%). The top 2 scores combined currently range from 36% among the Dutch to 46% among the French.

To what extent do rising prices (fuel, gas/energy, groceries, etc.) have to do with the fact that you haven't booked a holiday yet?



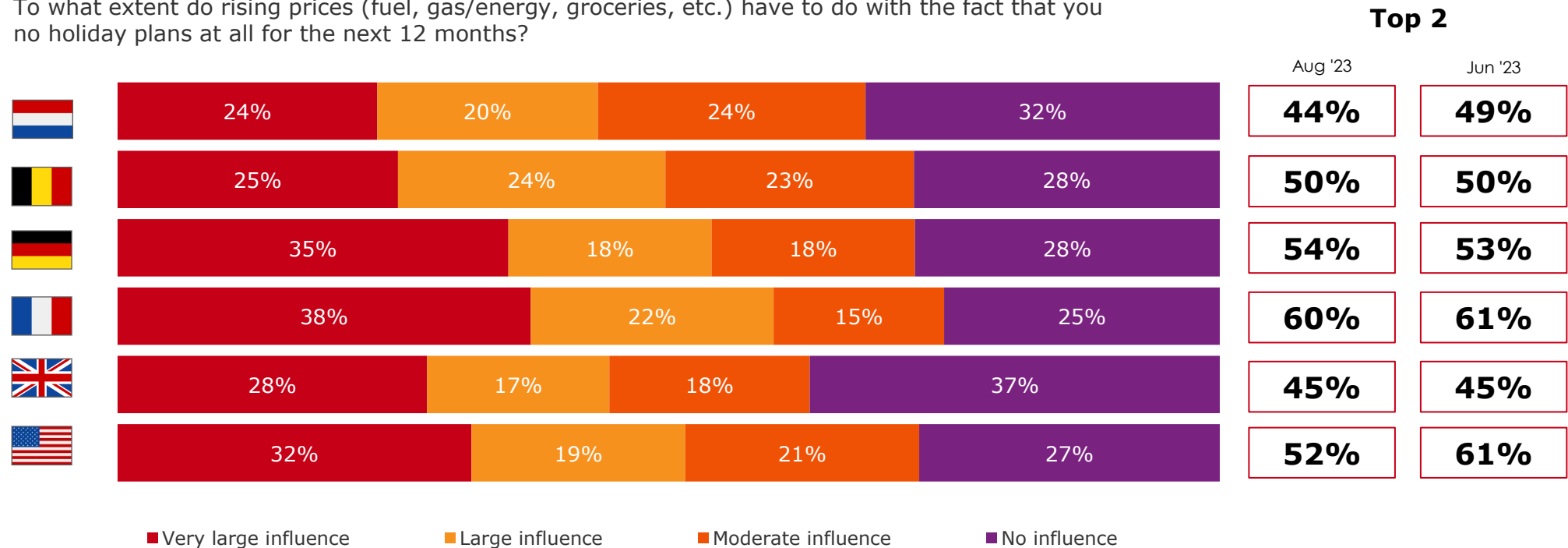
Base: People who have not yet booked but have holiday intentions for the next 12 months
Rounding differences may occur at the top 2%.

Question: To what extent do rising prices (fuel, gas/energy, groceries, etc.) have to do with the fact that you have not yet booked a holiday



On average, 51% of people without holiday plans say that rising prices play a (very) big role in this. This is slightly lower than in June 2023 (54%). Among the French and Germans, rising prices now have the biggest influence on not making any holiday plans. For the Dutch and British, this is true to a lesser extent.

To what extent do rising prices (fuel, gas/energy, groceries, etc.) have to do with the fact that you no holiday plans at all for the next 12 months?



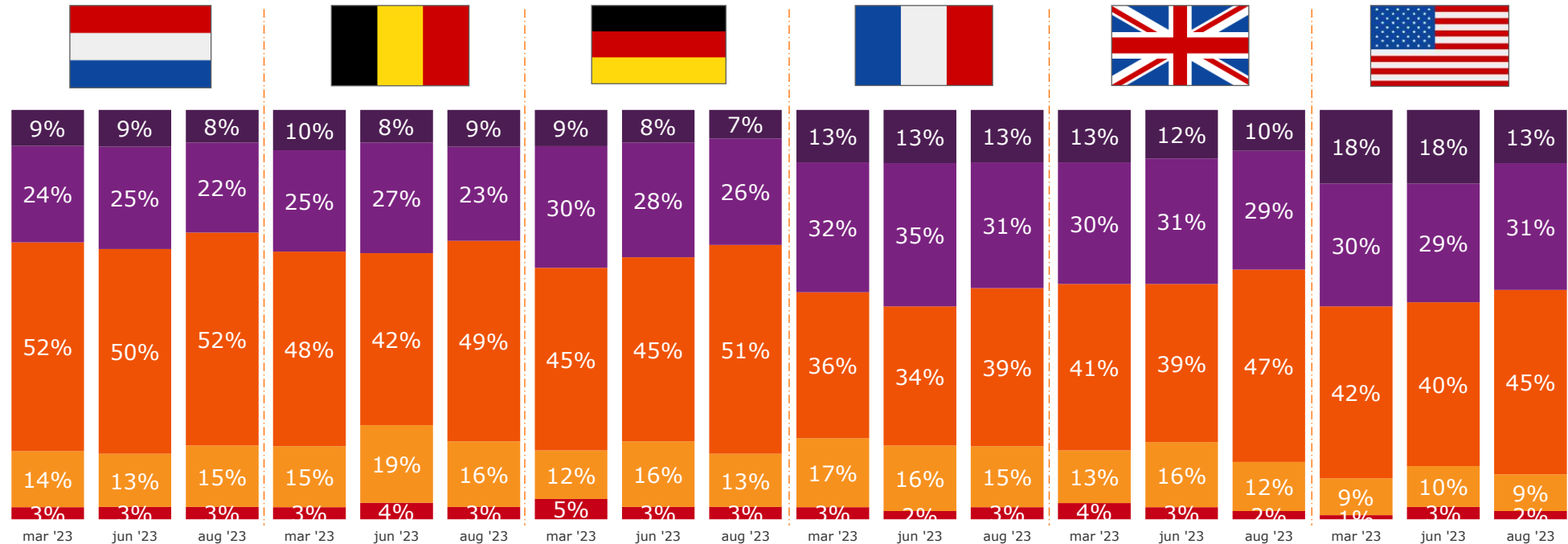
Base: People who currently have no holiday intention for the next 12 months
Rounding differences may occur at the top 2%.

Q: To what extent are rising prices (fuel, gas/energy, groceries, etc.) related to the fact that you have no holiday plans at all for the next 12 months?



Of those with holiday plans, on average 47% say they have a similar holiday budget for the next holiday as in previous years. This percentage was 42% in June and 44% in March 2023. Furthermore, an average of 27% say they will have a slightly higher budget (in June 2023 this was 29%).

The holiday budget for my next holiday is....



■ Much lower
 ■ Lower
 ■ Similar
 ■ Slightly higher
 ■ Much higher

Base: People with holiday plans for the next 12 months (booked or yet to book) Q: Which situation is most applicable to you?



Sabrina Gaudio Photography

Element	Description	
Method:	Online	
Target audience:	0 + 1 measurement: NL/BE/DE/FR/UK/USA/CHINA 2-measurement: NL/BE/DE/UK 3-measurement: NL/BE/DE/FR/UK/USA/CHINA 4-measurement: NL/BE/DE/UK 5-measurement: NL/BE/DE/FR/UK/USA/CHINA 6-measurement: NL/BE/DE/FR/UK/USA/CHINA 7-measurement: NL/BE/DE/FR/UK/USA/CHINA 8-measurement: NL/BE/DE/FR/UK/USA/CHINA 9-measurement: NL/BE/DE/FR/UK/USA/CHINA 10-measurement: NL/BE/DE/FR/UK/USA/CHINA	11-measurement: NL/BE/DE/FR/UK/USA 12-measurement: NL/BE/DE/FR/UK/USA 13-measurement: NL/BE/DE/FR/UK/USA 14-measurement: NL/BE/DE/FR/UK/USA 15-measurement: NL/BE/DE/FR/UK/USA 16-measurement: NL/BE/DE/FR/UK/USA + CHINA 17-measurement: NL/BE/DE/FR/UK/USA
Sample source:	Consumer panel of Dynata (except the 16-measurement in China, which was via WeChat)	
Sample size:	Net n=1,000 by country, 18+ nationally representative by age, gender and region.	
Fieldwork period:	0 measurement: 21 May 2020 to 1 Jun 2020 1 measurement: 17 Jun 2020 to 26 Jun 2020 2-measurement: 24 Jul 2020 / 28 Jul 2020 3 measurement: 7 Sep 2020 to 18 Sep 2020 4-measurement: 27 Oct 2020 to 1 Nov 2020 5-measurement: 7 Jan 2021 to 13 Jan 2021 6-measurement: 18 Mar 2021 to 23 Mar 2021 7-measurement: 19 May 2021 to 25 May 2021 8-measurement: 1 Jul 2021 to 6 Jul 2021 9-measurement: 1 Sep 2021 to 7 Sep 2021 10-measurement: 15 Nov 2021 to 21 Nov 2021	11-measurement: 31 Mar to 6 Apr 2022 12-measurement: 13 Jun to 21 Jun 2022 13-measurement: 2 Sep to 8 Sep 2022 14-measurement: 5 Dec to 9 Dec 2022 15-measurement: 9 Mar to 14 Mar 2023 16-measurement: 1 Jun to 7 Jun 2023 17-measurement: 25 Aug to 31 Aug 2023





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