



Belgium



Netherlands



Luxembourg



THE GREAT
AMERICAN WEST

Market Demographics

- Belgium, Luxembourg, Netherlands
- 46,000 square miles > 28 million inhabitants > 3 languages
- We **love** to travel:
 - 25 days paid vacation, 10 public holidays
 - 2-3 vacation trips per year
 - 8% vacation money
- We **love** round trips:
 - Friends, couples or families
 - Fly/drive: car or RV
 - Average stay 16-18 days
 - Approx. 3 states, staying max 2 nights in one place



The Benelux traveler

- Value for money
- Active activities: hiking, biking (surprise!), horse riding, winter
- Unique lodging: ranches, tents, boutiques
- Wildlife (ours is not so spectacular)
- Native American Culture
- Landscape, wide open spaces
- Big beds (we are the tallest people on earth)
- Small towns, friendly locals (we're quite social and love to speak English)
- Not used to tipping culture
- Flexible cancellation conditions
- Minimizing environmental impact



How do we book?



Directly at wholesalers/providers (accommodation, transport etc.)



More through tour operator or travel agent



There are **70+ tour operators** offering the USA in the Benelux.
Most work with receptives!

Market Updates



Amsterdam Schiphol Airport has seen a significant increase in traffic, with passenger numbers rising by 8% in 2024 compared to the previous year.



Brussels Airport recorded notable growth in passenger numbers, reaching 23.6 million, a 6.4% increase in 2024. Less night flights due to environmental management.



Stable, healthy economy.

All three economies show an above average GDP **recovery** (in the EU).

Market Updates

Travel to the USA



The % number of arrivals compared to 2019:

Netherlands **85%**

Belgium **97%**

Luxembourg **94%**

Total 2024: 283.933

Total 2024: 619.261

Total 2024: 22.868

TTL Benelux: 926.062 +7%

Market Trends

- Shift in popularity from large consumer fairs to smaller, local shows
- People under 30 are flying more often for vacations
- Long haul destinations remain popular!
 - Canada, Asia and South America are gaining in popularity



Trade landscape

- **Long haul** travel
- Requests for **fams** is high
- Updating **online** webpages, product, blogs, etc.

See you at IRU!



Vivien Hulsebosch



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