





Measuring tourism demand: Dutch case

UNWTO/DG GROW workshop 'Measuring the economic impact of tourism in Europe: the Tourism Satellite Account'

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Brussels, November 30th 2017

Tourism expenditure 2010-2016

Subjects			Periods	2010	2011	2012	2013	2014	2015	2016*	
Value at current prices	Tourist expenditure NL economy	Total tourist expenditure NL economy	<i>mln euro</i>	59 542	62 395	64 662	65 909	69 084	72 992	75 745	
		Foreign tourism		12 326	12 908	14 330	15 772	17 462	19 710	21 029	
		Domestic tourism expenditure	Total domestic tourism expenditure		43 967	46 257	47 130	47 011	48 473	50 054	51 421
			Destination the Netherlands		38 569	40 379	40 874	40 712	42 083	43 460	44 914
			Destination abroad		5 398	5 878	6 257	6 299	6 389	6 594	6 507
			Other expenditures		3 249	3 229	3 202	3 126	3 149	3 228	3 294
			Outbound tourism expenditure		14 323	14 661	15 209	15 476	15 127	15 469	15 498
Volume indices	Tourist expenditure NL economy	Total tourist expenditure NL economy	2010 = 100	100.0	102.7	103.5	104.6	109.4	115.3	119.9	
		Foreign tourism		100.0	104.4	112.6	123.2	137.0	153.6	166.6	
		Domestic tourism expenditure	Total domestic tourism expenditure		100.0	102.6	101.7	100.5	103.1	106.6	109.1
			Destination the Netherlands		100.0	102.0	100.8	99.8	102.7	106.2	109.0
			Destination abroad		100.0	106.4	108.0	105.8	106.6	109.4	110.1
			Other expenditures		100.0	97.5	94.8	90.4	91.2	91.4	92.3
			Outbound tourism expenditure		100.0	99.1	99.6	99.9	97.1	98.6	100.4



Dutch TSA (I)

Data collection, further breakdown by:

- Type of visitor (overnight and same-day visitors)
- Products :
 - SUT product groups which are based on the CPA
 - Distinction between tourism connected and non-tourism related consumption products



Dutch TSA (II)

- Benchmark revision every 5 years (synchronised with national accounts revision)
- Use of external and internal sources (mainly surveys)
- In between: Extrapolation using data on number of visitors and national accounts data (Supply and Use Table)



Foreign tourism

- Foreign tourism = Inbound tourism + expenditures with Dutch companies of tourists not traveling to the Netherlands
- Example: Passenger travel and reservation services
- Data collected through surveys
- Main sources:
 - Overnight visitors: Statistic on Incoming Tourism of NBTC Holland
 - Same-day visitors: Monitor same-day visitors from Germany



Domestic tourism expenditure

- Survey of leisure activities of Dutch residents within Dutch territory (CVTO, annual survey)
- Funshopping
- Holiday behavior of the Dutch population (quarterly survey, CVO)
- Business travel report (CZO)



Other expenditures in Dutch economy

- Expenditures on durable goods (such as caravans, camping equipment and sporting goods) mainly used for recreational purposes.
- Social transfers such as subsidies to museums, subsidies for recreational activities and public transport cards for students which may be used for touristic purposes.
- Main source: Supply and Use Table



Outbound tourism

- Holiday behavior of the Dutch population (quarterly survey, CVO): Registration of all sorts of characteristics of short and long vacations that Dutch people take abroad.
- Expenditures by Dutch residents traveling abroad with non-resident suppliers before or after their visit (e.g. passenger travel and reservation services)

