

81% goes on a vacation at least once a year.

On average they travel **3 times** a year.

They spent **18 days** on average in the USA.



Benelux

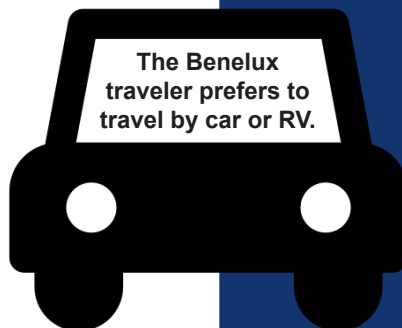
FACTSHEET

62% of the travelers say that sustainable tourism is more a priority than ever. They often choose to stay with locals and enjoy time in nature. They pay attention to the ecological footprint by booking with sustainable companies.



There are more than **80 tour operators** specialized in travel to the USA. These are solid and experienced companies, with a lot of knowledge about the various regions of the USA.

Most of the tours that they offer are tailor-made trips, individual tours, fly-drives and RV trips.



The Benelux traveler prefers to travel by car or RV.

In the Benelux people have at least **25 paid vacation days** and 10 public holidays.

On top of that every employee receives an extra **8% over their annual salary** called "vacation payout".

A high percentage of the population visits the USA annually.



4 out of 100 visit the USA yearly. Many of these are repeaters, with high potential for 2nd and 3rd destinations within the USA.

20-25% of the total Benelux population is older than 60 years. Aging of the population offers potential for shoulder season travel.



Arrivals Benelux, per country

		2019	2024
The Netherlands	👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤	727,229	619,261
Belgium	👤👤👤👤👤👤	292,390	283,933
Luxembourg	👤	24,366	22,868
Total Benelux		1,043,985	926,062

Eventhough we currently face challenging times, the Benelux traveler is very resilient, and touroperators are expecting growth from september 2025 onwards.

Benelux

CHARACTERISTICS



**18 million
inhabitants**

*The Netherlands expects a
growth to **19,2 million** by 2040.*



FAMOUS FOR

Dutch cheese, tulips, windmills, painters
such as Van Gogh & Rembrandt,
F1 racing, cycling, Anne Frank, Miffy,
worldfamous DJ's, festivals.

NL



**0,65 million
inhabitants**

*Luxembourg expects a growth
to **0,74 million** by 2040.*

FAMOUS FOR

Banking and finance
industry, 3rd highest
GDP per capita in
the world, beautiful
nature, they speak 3
languages.



BE

FAMOUS FOR

Belgian chocolate, waffles,
beer, Jean-Claude van
Damme, Manneken Pis,
comic figures such as Tintin
and Lucky Luke.



**11,7 million
inhabitants**

*Belgium expects a growth
to **12 million** by 2040.*

LUX

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