

# Статистика индустрии туризма Голландии

# Общие данные

Статистика	
<u>ВВП</u> (номинальный)	\$880,39млрд.
<u>ВВП на душу населения</u> по ППС	\$50 793
<u>Инфляция (ИПЦ)</u>	2,1% (февраль 2014)
<u>Уровень безработицы</u>	7,2% (март 2014)
Основные отрасли	<u>Машиностроение</u> , <u>нефтехимия</u> , <u>авиастроение</u> , <u>судостроение</u> , <u>чёрная металлургия</u> , <u>текстильная промышленность</u> , мебельная промышленность, целлюлозно-бумажная промышленность, производство пива, производство одежды, туризм
Население	10 904 224

# Политика в сфере туризма

- ▶ поддержка предпринимательства
- ▶ устойчивое развитие туризма
- ▶ повышение количества иностранных туристов в Нидерландах

# Вклад в экономику

## Summary tables: Estimates & Forecasts

<b>Netherlands</b>	2013 EURbn <sup>1</sup>	2013 % of total	2014 Growth <sup>2</sup>	EURbn <sup>1</sup>	2024 % of total	Growth <sup>3</sup>
Direct contribution to GDP	12.3	2.1	3.4	18.0	2.5	3.5
Total contribution to GDP	35.6	5.9	2.6	51.3	7.3	3.5
Direct contribution to employment <sup>4</sup>	492	6.7	2.7	605	7.8	1.8
Total contribution to employment <sup>4</sup>	763	10.5	2.2	932	12.0	1.8
Visitor exports	16.4	3.1	5.6	23.1	3.3	2.9
Domestic spending	15.1	2.5	0.7	22.1	3.1	3.8
Leisure spending	26.2	1.7	3.3	37.9	2.1	3.4
Business spending	5.3	0.3	3.2	7.3	0.4	2.9
Capital investment	3.1	3.3	6.3	5.0	4.4	4.4

<sup>1</sup>2013 constant prices & exchange rates; <sup>2</sup>2014 real growth adjusted for inflation (%); <sup>3</sup>2014-2024 annualised real growth adjusted for inflation (%); <sup>4</sup>000 jobs

Destinations		International Tourist Arrivals							International Tourism Receipts					
		(1000)				Change (%)			Share (%)	(US\$ million)				Share (%)
Series <sup>1</sup>		2010	2011	2012	2013*	11/10	12/11	13*/12	2013*	2010	2011	2012	2013*	2013*
<b>Europe</b>		<b>484,842</b>	<b>516,020</b>	<b>534,376</b>	<b>563,441</b>	<b>6.4</b>	<b>3.6</b>	<b>5.4</b>	<b>100</b>	<b>411,361</b>	<b>464,733</b>	<b>454,047</b>	<b>489,253</b>	<b>100</b>
Northern Europe		62,654	64,480	65,088	68,862	2.9	0.9	5.8	12.2	59,353	66,323	67,631	74,210	14.3
Denmark	TF	8,744	7,864	8,068	..	-10.1	2.6	..	..	5,853	6,783	6,566	6,967	1.5
Finland	TF	3,670	4,192	4,226	..	14.2	0.8	..	..	3,051	3,820	3,881	4,017	0.8
Iceland	TF	489	566	673	808	15.8	19.0	20.1	0.1	561	750	863	1,055	0.2
Ireland	TF	7,134	7,630	7,550	..	7.0	-1.0	..	..	4,118	4,190	3,883	4,429	0.9
Norway	TF/TCE	4,767	4,963	4,375	4,734	4.1	-11.9	8.2	0.8	4,707	5,308	5,442	5,661	1.2
Sweden	TCE/TF	4,951	9,959	10,914	..	101.1	9.6	..	..	8,663	10,404	10,768	11,485	2.3
United Kingdom	TF	28,296	29,306	29,282	31,169	3.6	-0.1	6.4	5.5	32,401	35,069	36,228	40,597	8.3
<b>Western Europe</b>		<b>154,374</b>	<b>161,477</b>	<b>167,193</b>	<b>174,276</b>	<b>4.6</b>	<b>3.5</b>	<b>4.2</b>	<b>30.9</b>	<b>144,159</b>	<b>162,885</b>	<b>157,934</b>	<b>167,861</b>	<b>34.3</b>
Austria	TCE	22,004	23,012	24,151	24,813	4.6	4.9	2.7	4.4	18,596	19,860	18,894	20,106	4.1
Belgium	TCE	7,186	7,494	7,591	7,642	4.3	1.3	0.7	1.4	12,146	13,114	13,014	13,500	2.8
France	TF	77,648	81,550	83,013	..	5.0	1.8	..	..	47,013	54,753	53,550	56,098	11.5
Germany	TCE	26,875	28,352	30,407	31,545	5.5	7.3	3.7	5.6	34,679	38,879	38,136	41,211	8.4
Liechtenstein	TCE	64	67	62	60	4.2	-6.9	-4.4	0.0	..	..	..	..	..
Luxembourg	TCE	805	873	905	..	8.4	3.7	..	..	4,119	4,831	4,617	4,819	1.0
Monaco	THS	279	295	292	..	5.6	-1.0	..	..	..	..	..	..	..
Netherlands	TCE	10,883	11,300	12,205	12,797	3.8	8.0	4.9	2.3	12,883	14,348	13,743	15,580	3.2
Lithuania	TF	1,507	1,775	1,900	..	17.8	7.0	..	..	958	1,323	1,317	1,467	0.3
Poland	TF	12,470	13,350	14,840	15,845	7.1	11.2	6.8	2.8	9,526	10,683	10,938	10,938	2.2
Rep Moldova	TCE	64	75	89	96	17.9	18.6	7.5	0.0	173	195	213	226	0.0
Romania	TCE	1,343	1,515	1,653	1,715	12.8	9.1	3.7	0.3	1,140	1,418	1,468	1,438	0.3
Russian Federation	TF	20,262	22,674	25,727	28,356	11.9	13.5	10.2	5.0	8,831	11,328	10,759	11,988	2.5

# Цифры Голландии за 2013

- ▶ ~0.8 туриста на гражданина
- ▶ ~\$1.200 потратил 1 турист
- ▶ ~\$952.2 на гражданина

# Цифры РФ за 2013

- ▶ ~0.2 туриста на гражданина
- ▶ ~\$413.8 потратил 1 турист
- ▶ ~\$82.04 на гражданина



NBTC  
Holland Marketing

**FORECAST INBOUND TOURISM 2014**

ALL ACCOMMODATIONS	Guests (x 1,000)				Nights (x 1,000)			
	2012	2013	2014*	+/-	2012	2013	2014*	+/-
<i>Europe</i>	9.744	10.286	11.255	9%	25.112	27.214	29.685	9%
- Germany	3.209	3.495	3.915	12%	11.284	12.579	13.905	11%
- Belgium	1.537	1.673	1.840	10%	3.945	4.393	4.780	9%
- UK	1.662	1.680	1.865	11%	3.217	3.257	3.670	13%
- France	666	680	725	7%	1.319	1.357	1.425	5%
- Switzerland	224	231	260	13%	464	488	555	14%
- Italy	457	461	510	10%	935	955	1.035	8%
- Spain	427	395	410	3%	831	769	795	3%
- Denmark	141	144	140	-4%	291	298	295	-1%
- Sweden	143	142	145	2%	260	272	260	-5%
- Norway	125	127	125	-3%	247	260	255	-2%
- Russia	169	203	190	-6%	362	442	405	-8%
- Rest of Europe	983	1.055	1.133	7%	1.957	2.144	2.307	8%
<i>Americas</i>	1.382	1.337	1.420	6%	2.450	2.425	2.565	6%
- US	978	926	980	6%	1.667	1.612	1.690	5%
- Canada	138	140	140	0%	262	272	260	-4%
- Brazil	116	119	130	10%	241	257	270	5%
<i>Asia</i>	798	875	995	14%	1.443	1.574	1.810	15%
- Japan	142	152	150	-1%	242	257	245	-5%
- China (incl. Hong Kong)	196	217	255	18%	314	354	400	13%
- India	78	80	87	9%	144	147	160	9%
- Indonesia	33	38	43	13%	64	72	79	10%
<i>Australia and Oceania</i>	170	165	192	16%	339	329	376	14%
<i>Africa</i>	114	121	139	15%	224	228	259	14%
<b>Total</b>	<b>12.205</b>	<b>12.783</b>	<b>14.000</b>	<b>10%</b>	<b>29.570</b>	<b>31.771</b>	<b>34.690</b>	<b>9%</b>

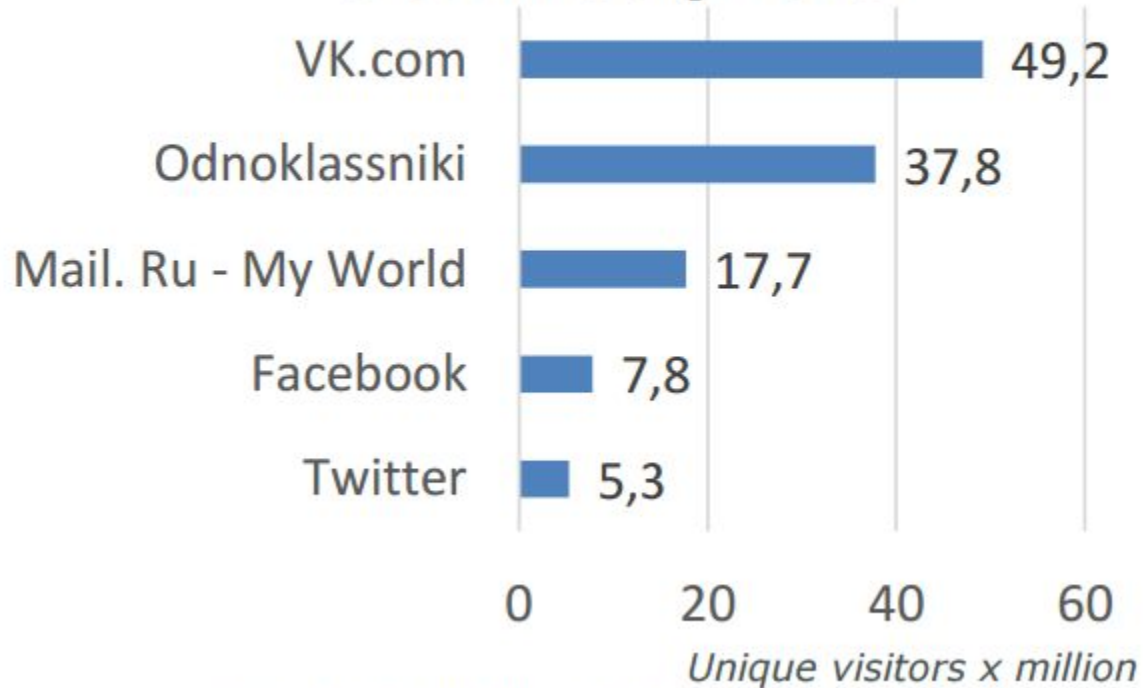


Number of hotel stars	Russian visitors 2013
	7%
★	2%
★ ★	5%
★ ★ ★	30%
★ ★ ★ ★	44%
★ ★ ★ ★ ★	13%

Russian overnight guests in Dutch cities (2013)



## Most visited social network sites in July 2013

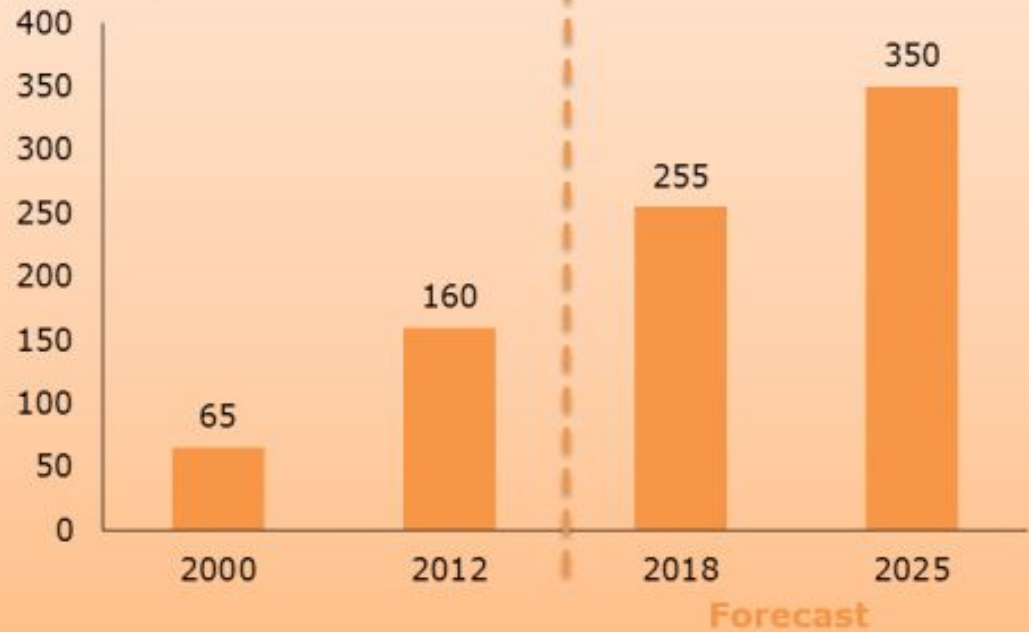


(Source: DigitalStrategyConsulting, 2013)



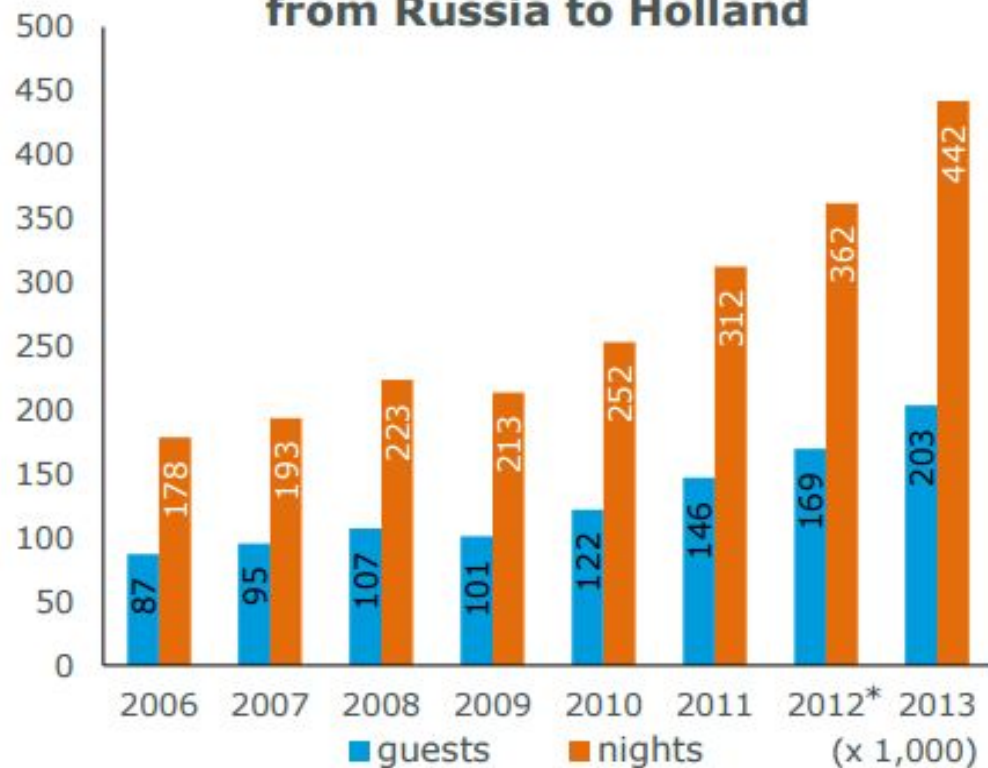
## Development incoming tourism from Russia

Guests  
(x 1,000)



Source: CBS, forecast UNWTO & Tourism Economics (analysis NBTC)

## Development number of guests from Russia to Holland



\* Change in research method

## 203,000 Russians visited Holland in 2013

This is a grow of 20% compared to 2012. The number of guests concerns visits of Russians with business or leisure motives. After a decrease of the number of Russian overnight guests in 2009 due to the recession, the number shows a positive development since 2010.

## Russia is the 10th country of origin in terms of visitors to Holland

Russians form 1.6% of all overnight visitors to Holland. This share is expected to increase in the coming years.

(Source: CBS, 2014)

## Spread visits

Russians visit Holland fairly equal throughout the year, only in the first quarter somewhat less.

(Source: CBS, 2014)

