



**Switzerland.**



Switzerland.

#Ferientag

Schweizer Ferientag  
Journée Suisse des Vacances  
Giornata Svizzera delle Vacanze  
Switzerland Vacation Day

2021

#Ferientag

Schweizer Ferientag  
Giornata Svizzera della Vacanza  
Switzerland Vacation Day  
2021



Let's do this!

Presenting Partner





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# Market presentation BeNeLux.

Armando Troncana, Market Manager BeNeLux  
Ferientag / journée des vacances 2021





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# Market presentation BeNeLux.

1. Our guests and their needs.
2. Travel forecast and outlook.
3. Market trends and campaign outlook
4. ST Team in Amsterdam and Brussel.
5. Questions

## *Some indication for the participation in this session:*

- Session will be recorded – made available on ST Net (for members)
- Use Q&A button for questions



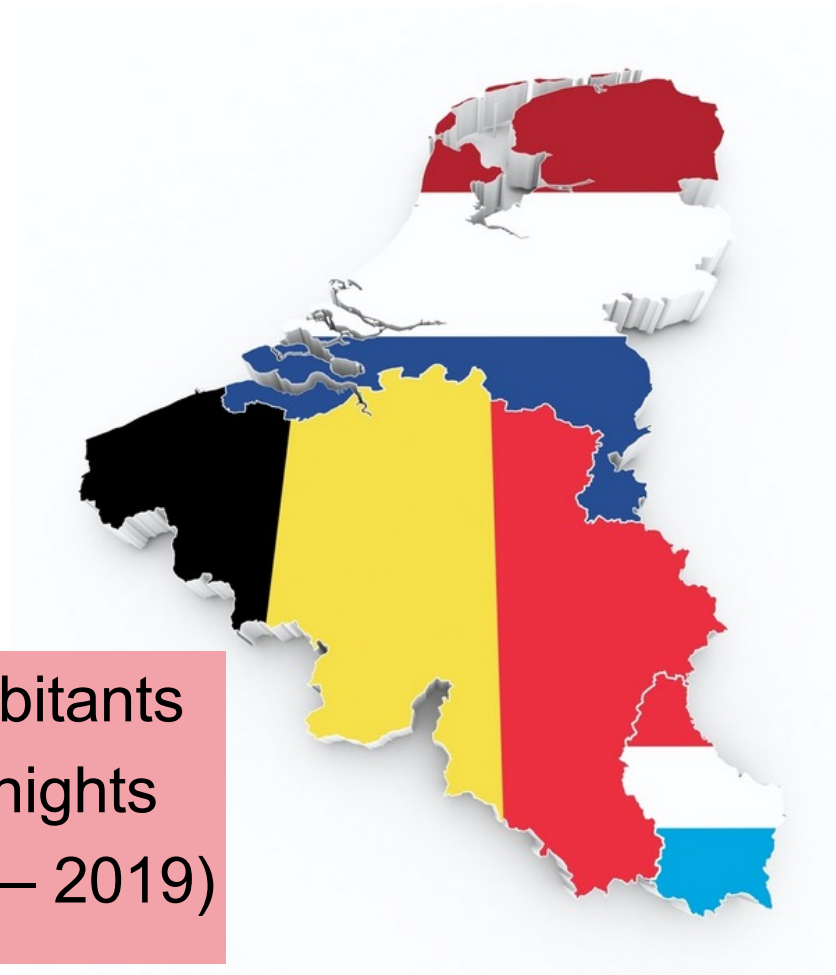
# 1. The BeNeLux guest.





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# 1. BeNeLux in figures.



- 11,5 Mio inhabitants
- 635'000 overnights
- +2,3% (2015 – 2019)



- 17,5 Mio inhabitants
- 648'000 overnights
- +4,4% (2015 - 2019)



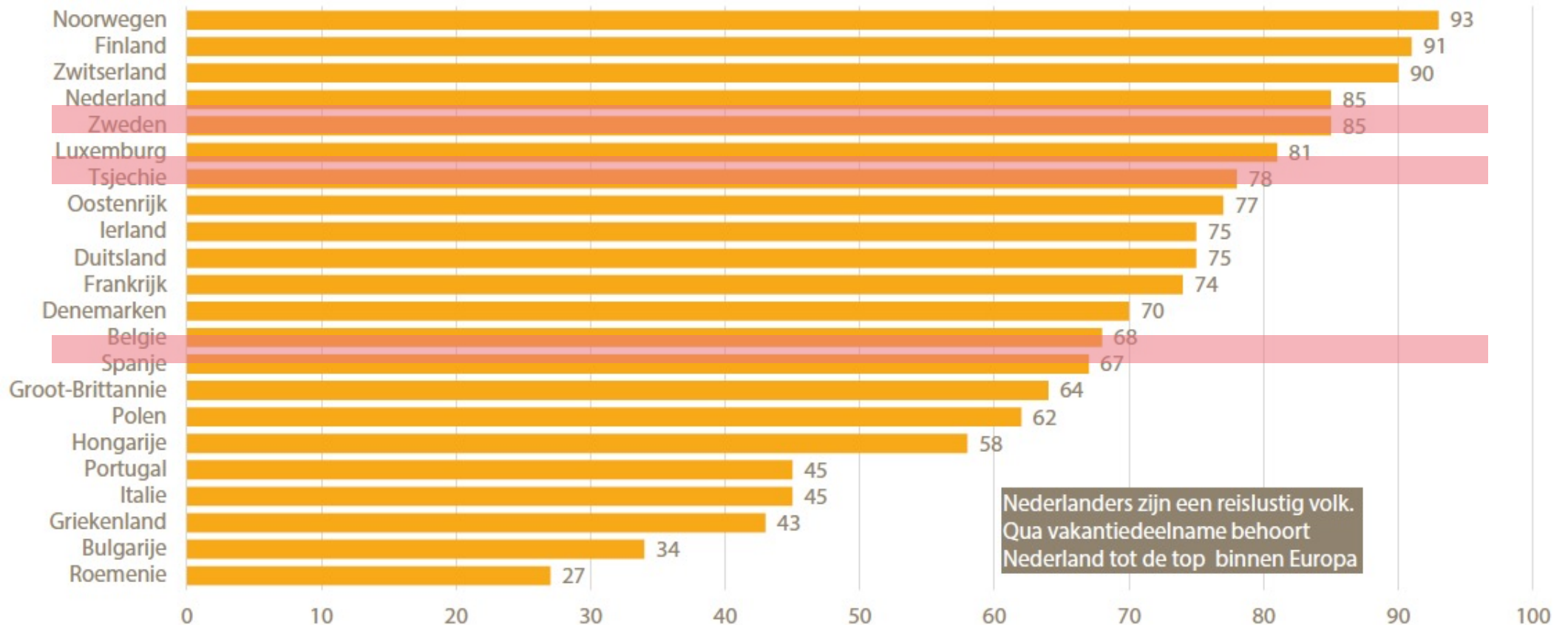
- 630'000 inhabitants
- 104'000 overnights
- +4,6% (2015 – 2019)





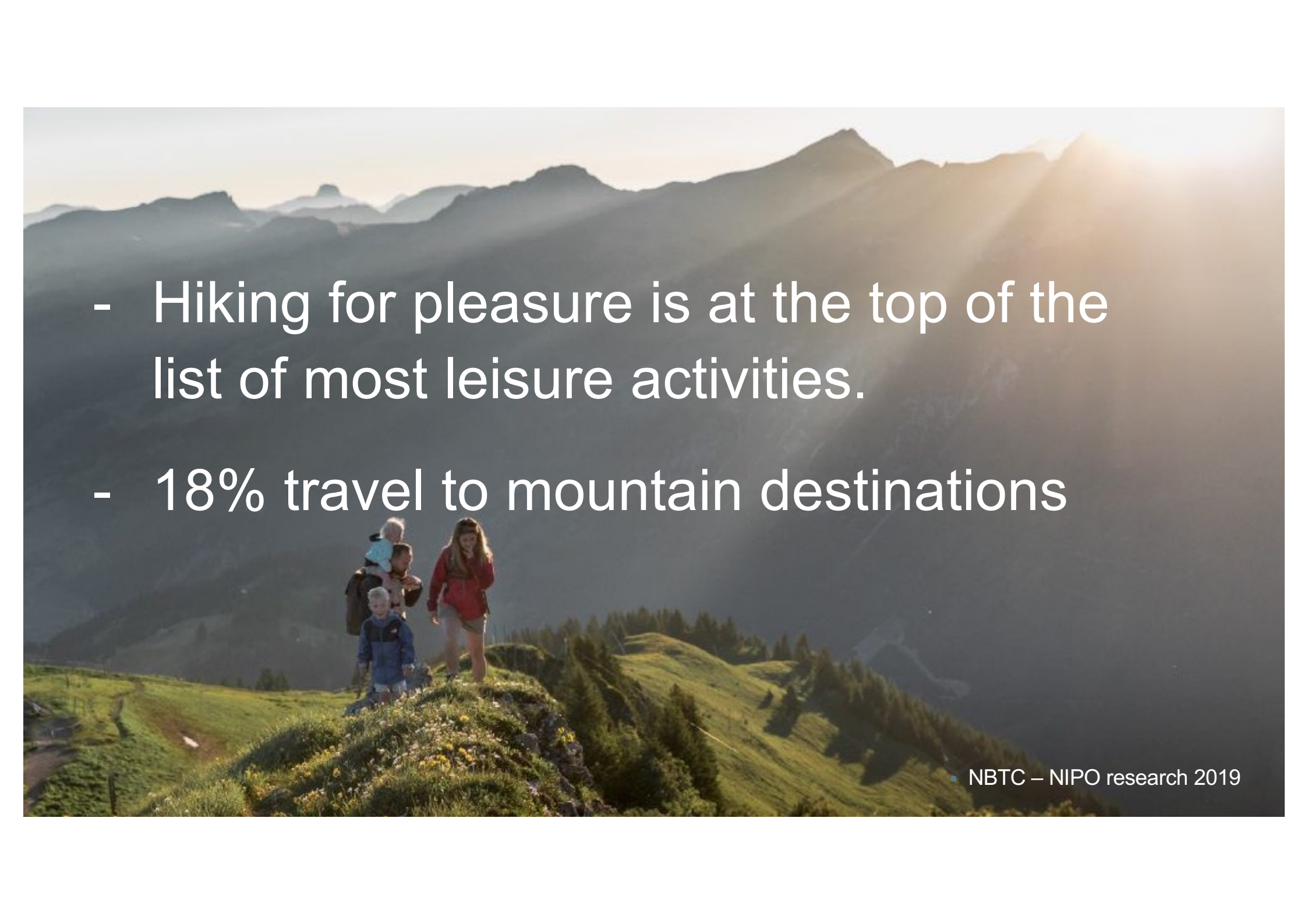
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# 1. BeNeLux – Travel frequency.



Bron: Eurostat 2018 | reizen voor persoonlijke redenen

- 
- 84% of the Dutch go on holidays, 55% travel abroad
  - Average of 21.6 days of vacation:
    - 7,1 days in the Netherlands
    - 14,5 days abroad

- 
- A family of four is hiking on a mountain ridge. The sun is low in the sky, creating a warm, golden glow. The family consists of a woman in a red jacket, a man carrying a child on his shoulders, and a young boy in a blue jacket. They are standing on a grassy ridge with yellow wildflowers. In the background, there are rolling green hills and distant mountain peaks under a hazy sky.
- Hiking for pleasure is at the top of the list of most leisure activities.
  - 18% travel to mountain destinations

- 
- A cyclist in a blue jersey and white helmet is riding a red road bike on a paved road that curves through a lush green valley. In the background, a small village with a church is visible on a hillside under a clear blue sky.
- 25% search for active and nature holidays
  - 11% for family holidays and 8% plan roundtrips.

- 
- 27% of trips abroad are made to cities<sup>1</sup>.
  - 28% to 45% of overnights in Swiss Cities<sup>2</sup>

1 Trendrapport NL 2018

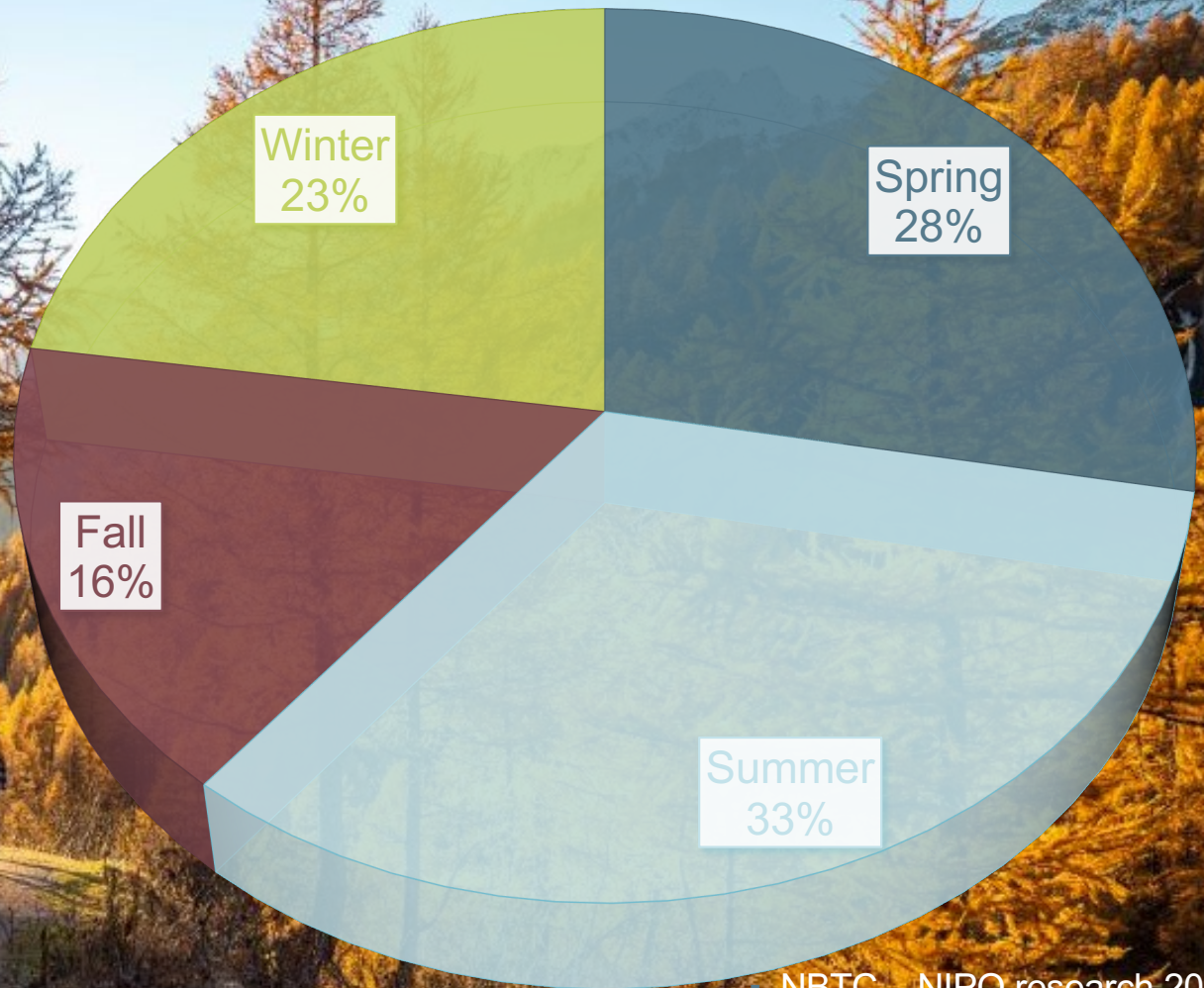
2 TMS 2017



- More than 12 Mio people in the BeNeLux are in the age group 50 plussers (40% of population).

- Over 70 % of wealth (capital) in hands of 50 plussers.

# Travel seasons



3 facts about our guests: Netherlands.





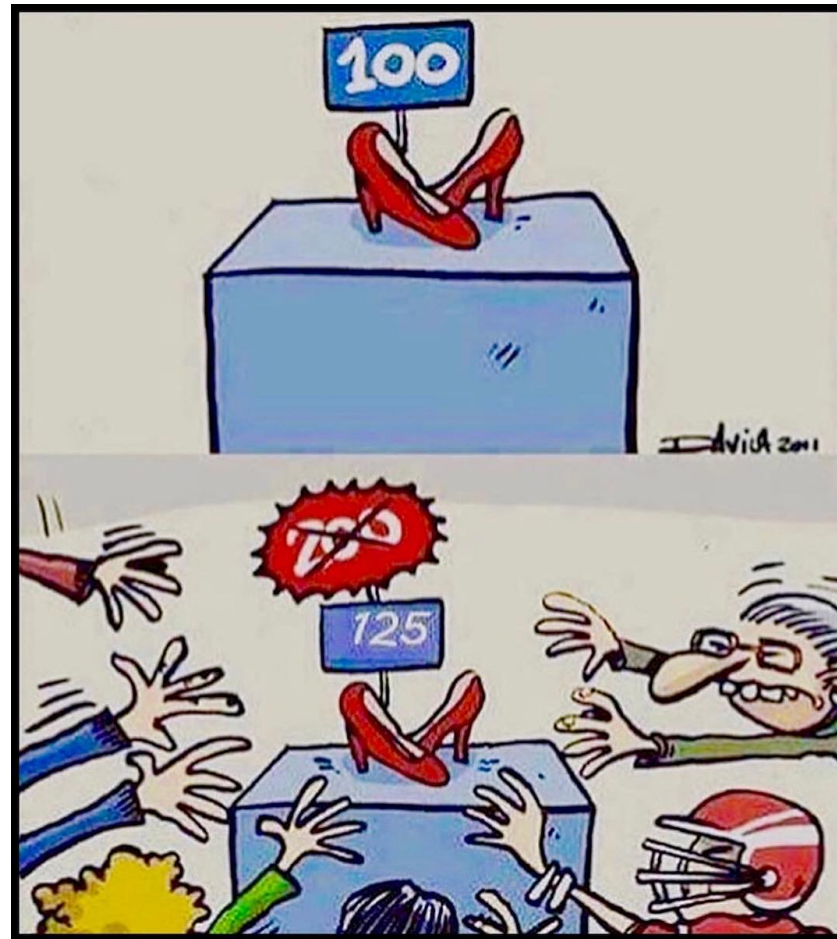


1. Exploring is in the DNA of the Dutch.

## 2. The Dutch love camping.



### 3. The Dutch love bargains.



The image shows the Atomium structure in Brussels, Belgium, against a clear blue sky. The structure consists of nine spherical nodes connected by a network of grey tubes. Each sphere is covered in a grid of reflective panels that mirror the sky and surrounding environment. The text "3 facts about our guests : Belgium" is overlaid in white, sans-serif font across the center of the image.

# 3 facts about our guests : Belgium



1. #inLOVEwithSWITZERLAND since  
their childhood.

2. Belgians are bons vivants.



3. Belgians love their cars.





# Facts about our guests . Luxembourg.





Luxembourgers wish high-quality.

Family is prio 1.





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## 2. Travel forecast and outlook.

Market study results.

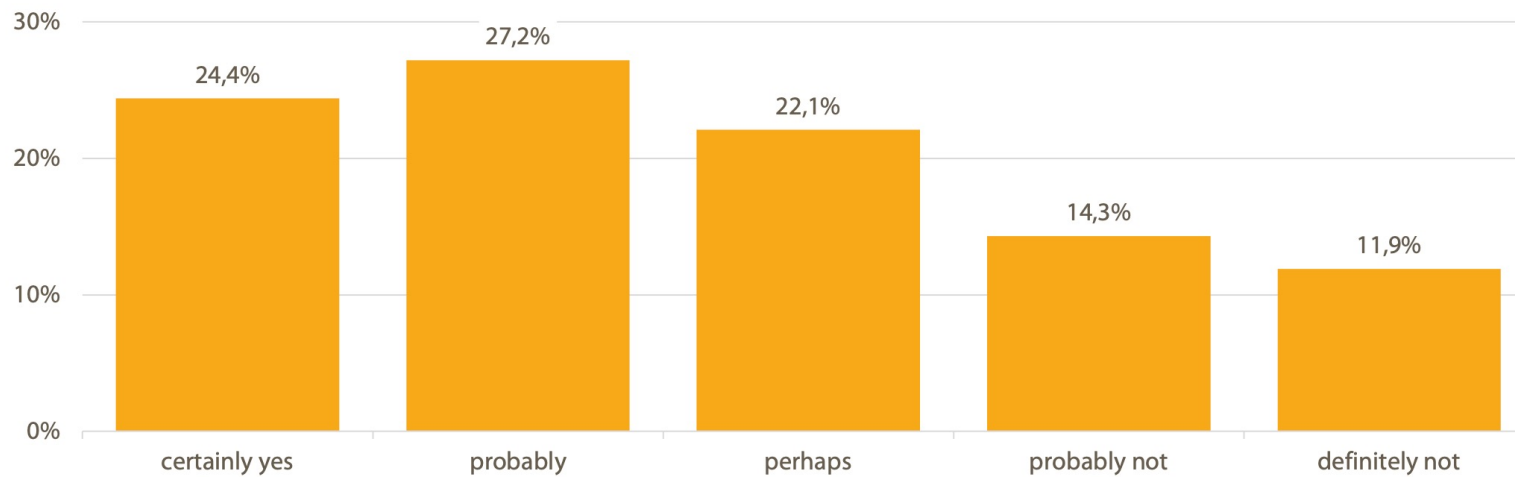


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## 2. Travel forecast and outlook.

### 2.1 Holiday plans summer 2021

About 52% of the Dutch population (18+ years) has decided / probably plans to take a vacation of a week or more next summer.



Question: Are you planning to take a holiday of a week or longer this summer (from June to September)

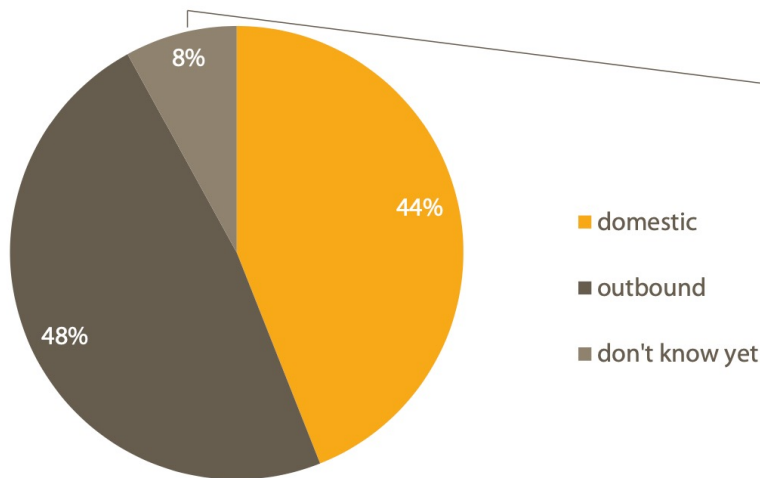


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## 2. Travel forecast and outlook.

### 2.3 Destination summer holiday 2021

There are slightly more plans for a foreign holiday this summer than for a holiday in the Netherlands. For holidaymakers who have not yet made a choice between their own country or abroad, the uncertainty caused by corona is the main reason.



#### IMPACT CORONA

Main reason	67%
One of the reasons	28%
No reason	5%

Basis: people who are definitely / likely to go on holiday next summer  
Question: Where would you like to spend this long summer holiday?

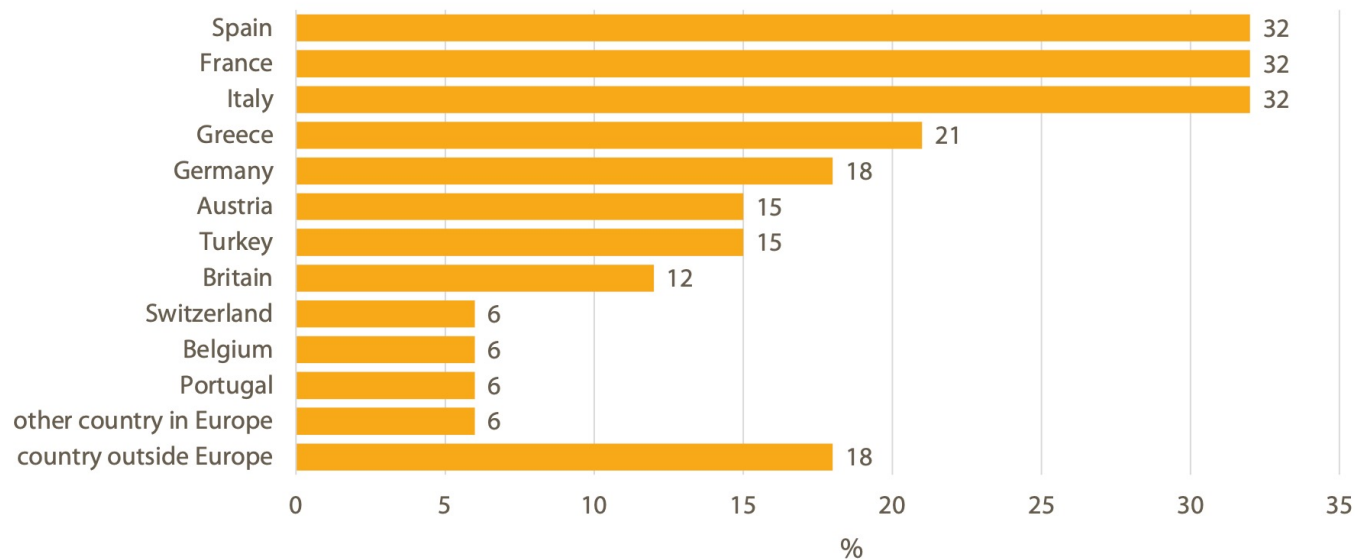


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## 2. Travel forecast and outlook.

### 4.2 Destinations in consideration

Dutch people who want to spend their summer holidays abroad, but do not yet know where, mainly consider France, Spain and Italy.



*Basis: people who decide / probably want to spend a holiday abroad this summer*

*Question: You previously indicated that you do not yet know in which country you want to spend the coming summer holiday.*

*Which countries are you considering? (You can tick a maximum of three countries)*

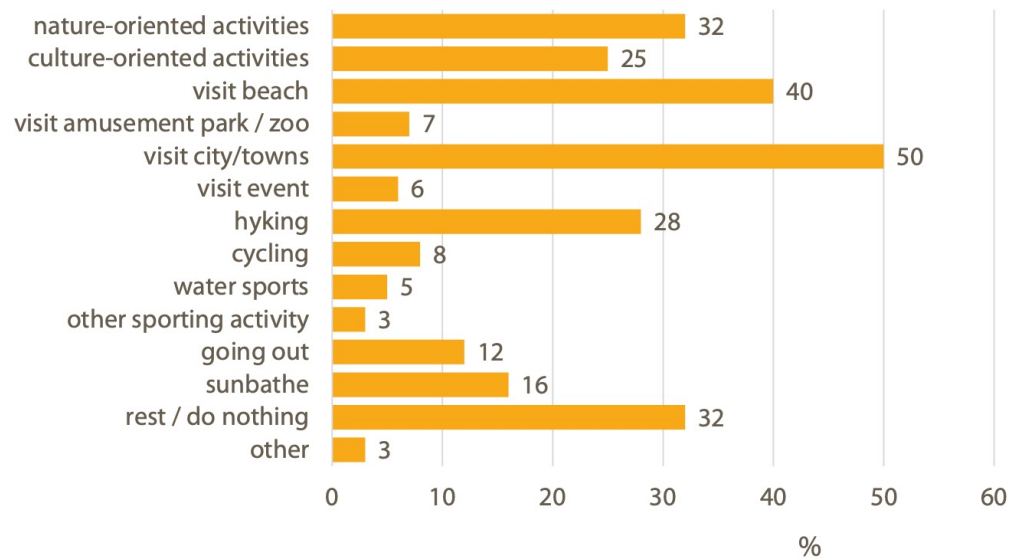


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## 2. Travel forecast and outlook.

### 4.5 Activities

Visiting a city/towns and visiting the beach are among the most popular activities among Dutch people who want to spend their holiday abroad this summer



*Basis: people who decide / probably want to spend a holiday abroad this summer*  
*Question: What type of activities do you especially want to do during this holiday?*



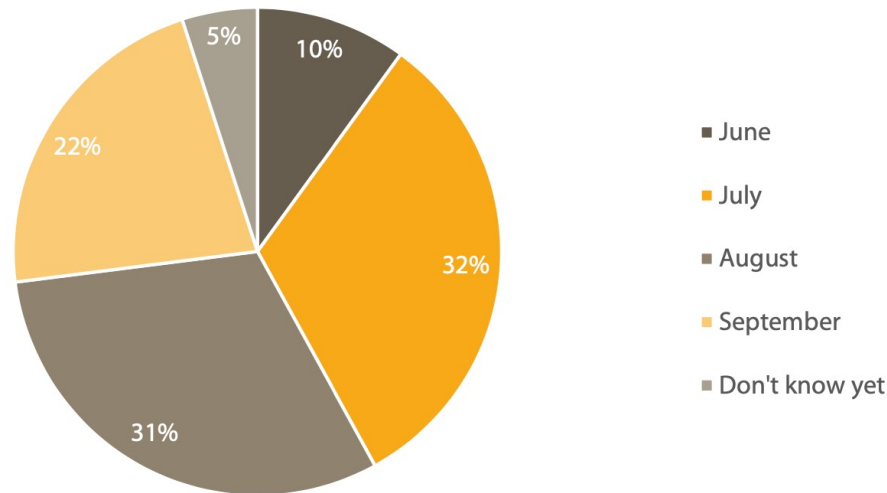


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## 2. Travel forecast and outlook.

### 4.6 Departure month

July and August are the main departure months for long holidays abroad in the summer period. Compared to domestic holidays, September is also relatively popular.



*Basis: people who decide / probably want to spend a holiday abroad this summer*  
*Question: In which month do you want to leave for this holiday?*



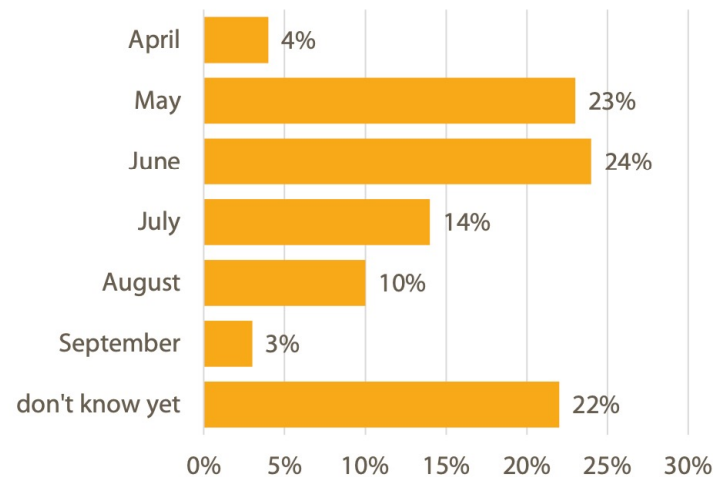
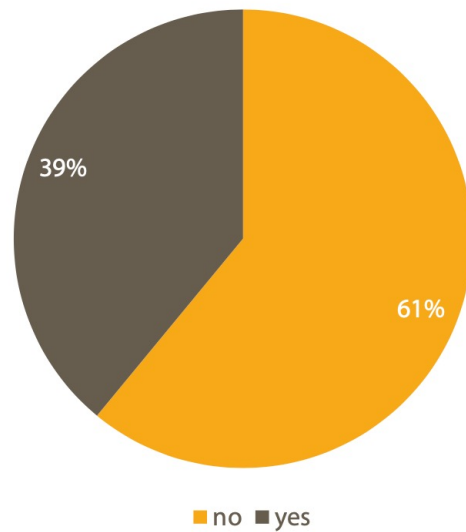


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## 2. Travel forecast and outlook.

### 4.7 Stay already booked

More than 60% of the intended holidays abroad have yet to be booked. Planners who still have to book want to do so especially in May and June. A relatively large proportion do not yet know in which month they will book.



Basis: people who decide / probably want to spend a holiday abroad this summer

Question: Have you already booked / arranged the stay? If not: When are you planning to book this holiday?



Research: holidays plans of the Dutch for summer 2021 | Switzerland Tourism



# 3. Market trends and campaign outlook.

### 3. One major trend: Sustainability.



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BY 2030, 100% OF THE INSPIRING 40  
**IMPACT DRIVEN**

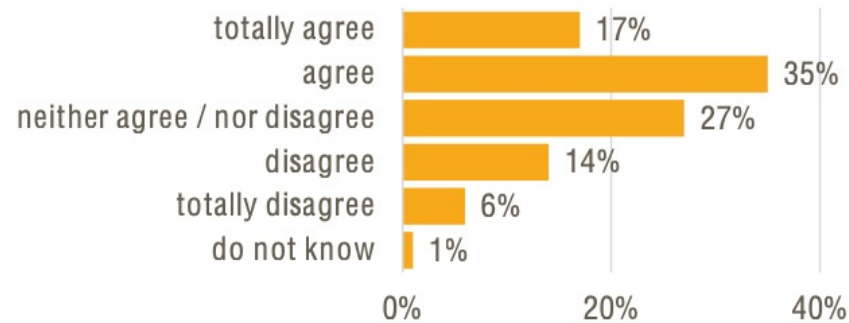
Synergie – Inspirerende 40 report



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### 3. One major trend: Sustainability.

*The corona crisis has made me more aware of the impact of travel on the climate and the environment*



\*) Base: Dutch people who want to go on holiday in 2021

- More than half of the holidaymakers are more aware of the impact of travel on the climate and the environment because of corona
- This particularly applies to women (54%) and seniors (57%)

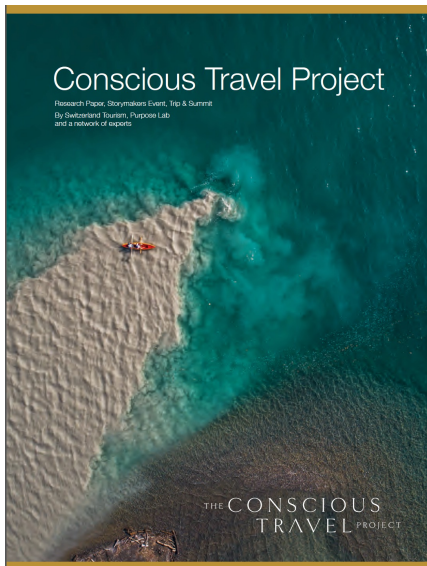
Source: Research future vision Dutch holiday market 2030 | Trends & Tourism | measurement: December 2020



# 3. Summer Campaign Swisstainable.



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- Research
- Story Maker Event



- Ambassador & innovators



- Media partnerships & distribution



- Festival & workshops



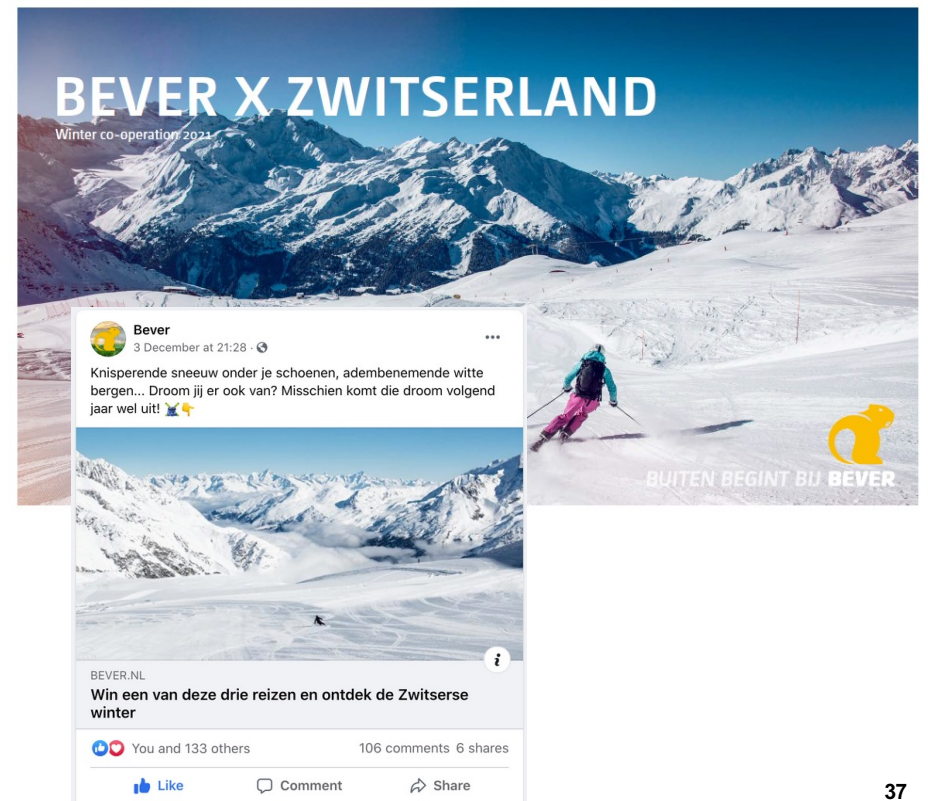
- Offer promotion

### 3. Winter campaign – need to compensate.



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- Partnership with major sport-equipment store in the Netherlands.
- 3 generation travel promotion in cooperation with
  - Skiassociations
  - Media partnerships
  - Automobile clubs



### 3. Grand Tour – Closer and by car.



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- Promotion of (e)GTOS and GTTOS with Automobile Clubs and specialised Touroperators.

The screenshot shows the ANWB website interface. At the top, there is a navigation bar with the ANWB logo and a search bar. Below the navigation bar, there are several menu items: 'Wegenwacht', 'Verzekeringen', 'Verkeer', 'Auto', 'Fiets', 'Eropuit', 'Vakantie', 'Webwinkel', and 'Lidma'. The main content area features a large image of a lake in a mountainous region. Overlaid on the right side of the image is a red shield-shaped logo with a white cross and the text 'GRAND TOUR of Switzerland'. Below the image, there is a list of bullet points describing the package: 'Ontdek het Lauterbrunnental, het dal van 72 watervallen', 'Verblijf in een authentiek Zwitsers hotel', and 'Inclusief ontbijt, diner, ANWB Ledengeschenk en een wandelkaart'. At the bottom right, there is a red circular badge with the text 'Vanaf 629,- p.p.' and the ANWB TOURING logo.

# 3. Swiss Cities – strong media partnerships .



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# 4. Our Team



Priska Renold



Janine Nijlant



Veronique Leanders



Mirko Capodanno



Luc Gschwend



Saar Claeys



Maarten Visser



Myriam  
Winnepennickx



Lisette van  
Dolderen



Armando Troncana



Plays for you!



Questions?

# My contact & your feedback.



Switzerland.

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**Thank you for your feedback in the poll!**

Thank you.