



## Getting to know The Netherlands

- **Currency** : Euro. €1 = R20.19 (2025)
- **Population**: 18.35-million (2025)
- **GDP per capita** : \$84 738 (2025)



## Outbound performance

Arrivals: 140 338 (2025) – 97% of 2019 figure

Long-haul market size: 5,4-million in 2025

Dutch outbound tourist numbers to sub-Saharan Africa are expected to reach 513 180 by 2025

## Getting to South Africa

- KLM Royal Dutch Airlines operates several direct daily flights between Amsterdam and Johannesburg or Cape Town

Average fare: R15 606,97

- Amsterdam: 11 hours (Johannesburg, direct)
- Amsterdam: 11h30 (Cape Town, direct)

## Spending

- Average spend/visitor : R23 600
- Total spend: R2.9-billion (2025)

## Dutch travel trends

- The Dutch are keen travellers, and the capital, Amsterdam, is a cosmopolitan city and home to consumers from some 178 different cultural backgrounds
- Total arrivals reached 140 338 in 2025, reflecting an upward growth of 6,0% from 132 422 arrivals recorded in 2024
- While holidays accounted for the largest share of arrivals in 2025, the growth was primarily driven by VFR and Business and MICE travel
- South Africa is forecast to see healthy growth of 15,4% from the Dutch market



## Top competitors



China Indonesia Kenya

## Other competitors



Australia USA Thailand Brazil



Canada India Mexico

South Africa is rated #1 on Wildlife and #2 on being an Adventurous destination, second to Australia

## Dutch people who travel to South Africa

### In 2025

- Half are revisiting SA/Repeaters (52%)
- More than half are male (64%)
- Mostly travel alone (54%) or with spouse/partner (30%)
- 47% are aged 25-40; 39% are 41-60
- 7% are MICE delegates; 11% are business travellers
- View travel as a way of learning about cultures and an opportunity to break free
- Prefer online news, web pages, blogs, travel booking/review websites, travel brochures and video streaming (YouTube) for travel research
- Inspired by word-of-mouth and seek detailed information about prospective travel

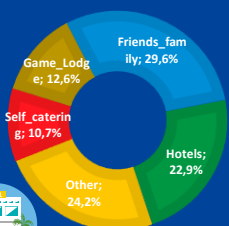


## Arrivals



Source: SAT Departure Survey & StatsSA (Arrivals)

## Where do they stay?



## What do they like to do?

- Eating Out
- Shopping
- Natural attractions



## Provincial Spread

