



# UNLOCKING THE NETHERLANDS MARKET

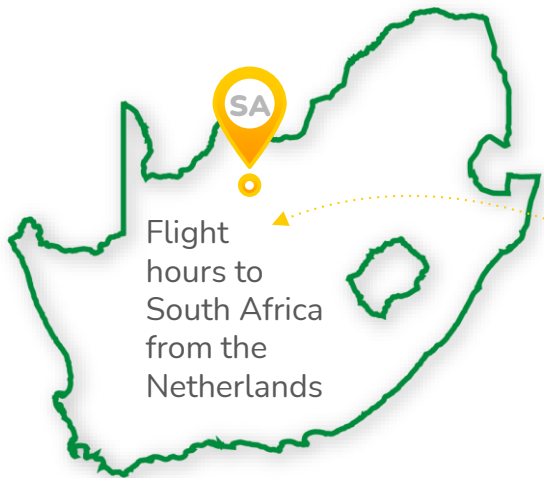
BY SAT INSIGHTS UNIT  
(Based on 2025 Data & Insights)



SOUTH AFRICAN TOURISM



# Netherlands facts



Amsterdam: 11 hours (Johannesburg direct)



CURRENCY  
**Euro (€)**  
Exchange rate 2025:  
R20,19 to €1



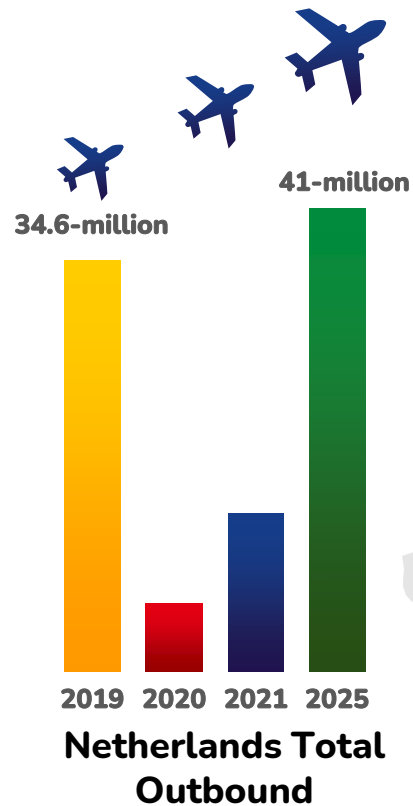
The Dutch are keen travellers, and Amsterdam is a cosmopolitan city and home to consumers from some 178 different cultural backgrounds

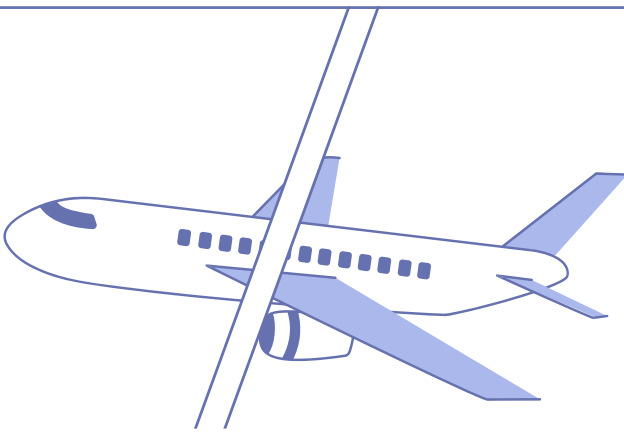
## Netherlands travel status

Dutch global outbound tourist numbers have **surpassed** 2019's 35-million in **2024**, reaching 39 million. 2025's outbound is expected to reach **40 million+**

**(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**





South Africa arrivals  
from Netherlands in  
2025

**140 338**

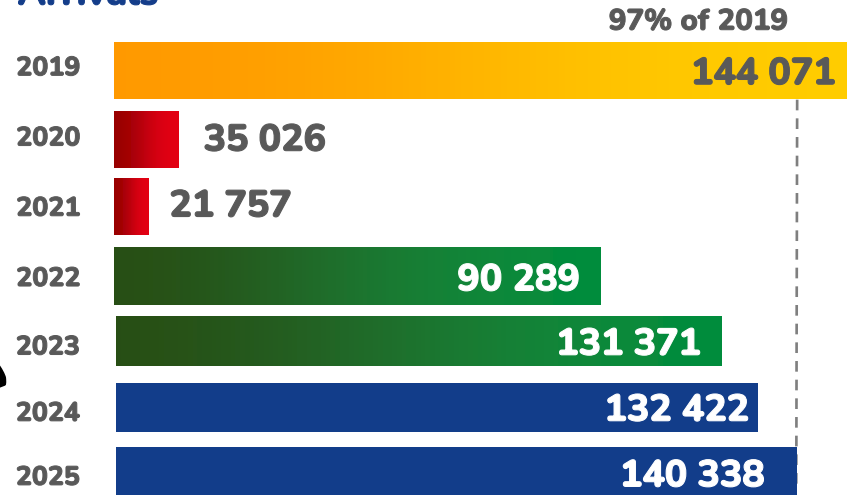
**Netherlands travel trends**

Total arrivals reached 140 338, reflecting an increase of 6% compared to the 132,422 arrivals recorded in 2024.

While holidays accounted for the largest share of arrivals in 2025, the growth was led by visits to friends and relatives (VFR), Business and MICE travel.



**Arrivals**



Dutch Arrivals to South Africa **increased (6%) between 2024 and 2025.** **Anticipated** growth of 15.4% to South Africa in **2026.** While the Netherlands' total outbound is anticipated to grow by 5.0%

More on the Dutch traveller to South Africa



Dutch visitors spent R2.87 billion in South Africa in 2025. This increased by 0.4% from R2.85 billion in 2024. With an average spend of R23,600 per traveller, they typically stay a minimum of 15 nights, allocating around R13 700 to accommodation, R6 400 to shopping, and R7 000 to food during their visit.

South Africa is foreseen to see a **healthy growth of 15.4%** from the Dutch market. Some of South Africa's competitors that are estimated to see favourable, considerable growth;

**#1**  **China**

**#2**  **Indonesia**

**#3**  **Kenya**

 **Australia**

 **USA**

 **Thailand**

 **Brazil**

 **Canada**

 **India**

 **Mexico**

Other competitors



Their key purpose of travel is **Holiday (50%)** and Visiting Family & Friends **(26%)**



68% of Dutch visitors booked at least 3 months ahead of their travel, and 39% of those booked within a month of travel



61% prefer to buy their travel products unbundled and 32% prefer to buy in a form of a fully packaged travel product

Dutch travellers are looking for



Destinations that are less crowded



Sustainable travel options



Wellness retreats



Authentic experiences



Value for money



Relaxation



City breaks



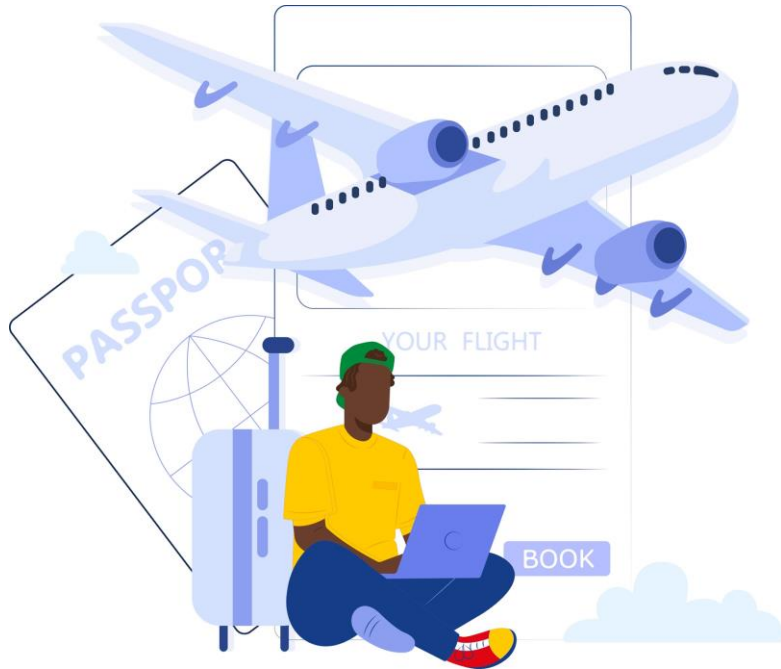
Nature and outdoor activities

Dutch travellers prioritise these activities, globally

# Getting to South Africa



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



Other airlines that offer flights between Amsterdam and South Africa are:



Average fare

**Amsterdam to JHB/CPT**  
R13 641.84 / R15 606.97



Flight duration: direct

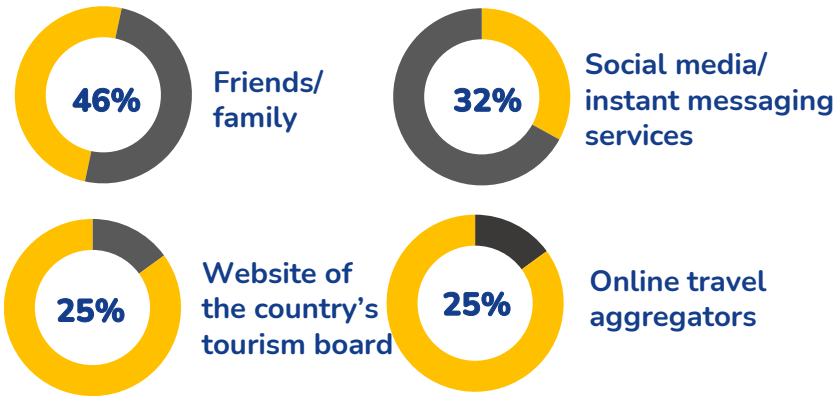
**Amsterdam to JHB**  
11 hours

**Amsterdam to CPT**  
11.5 hours

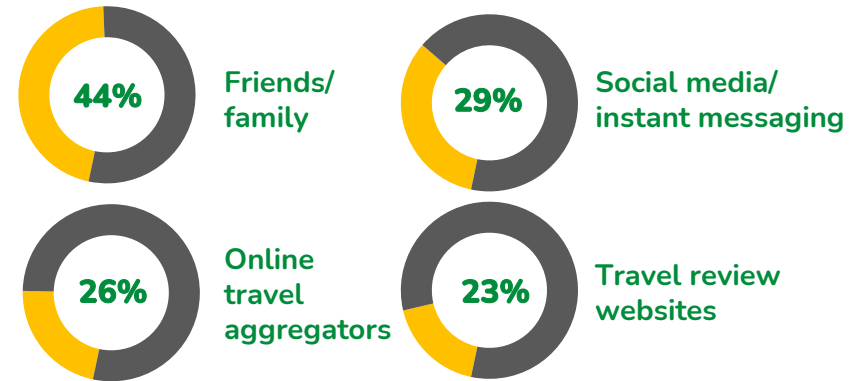
When sharing their holiday experiences, The Dutch's preferred channels are **friends/family** or **Social media/ instant messaging services**

## Role of Media Channels

### Channels used to share details of holiday experiences during trips



### Channels used to share holiday experiences after trips



# Profile of the Dutch traveller to South Africa

## Dutch traveller facts:



Three in five of Dutch visitors are **repeat travellers** (52% in 2025)



Just more than half of Dutch travellers are **male** (64% in 2025)



Most Dutch visitors travel **alone (54% in 2025)** or with a spouse/partner (30%)



Age groups **35 to 50** make up 47% of visitors from this market, and **18 to 35** account for 35%



Most popular attractions in the **V&A Waterfront, the Cape Town Central City, Cape Point** and the **Cape Bay**



MICE Tourists account for 7% of arrivals from this region, and Business Travellers account for 11%



Travel allows the Dutch to learn about cultures, gives them an opportunity to break-free



The Dutch preferred media channels include Online news, articles, web pages, blogs, travel booking / review websites; Travel brochures, and Video streaming (YouTube)



Inspired by word-of-mouth, the Dutch seek detailed information about their travel destinations.

## Activities of choice



Eating out

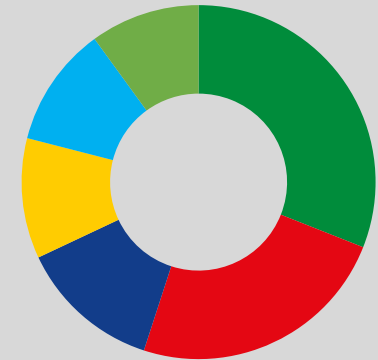


Shopping



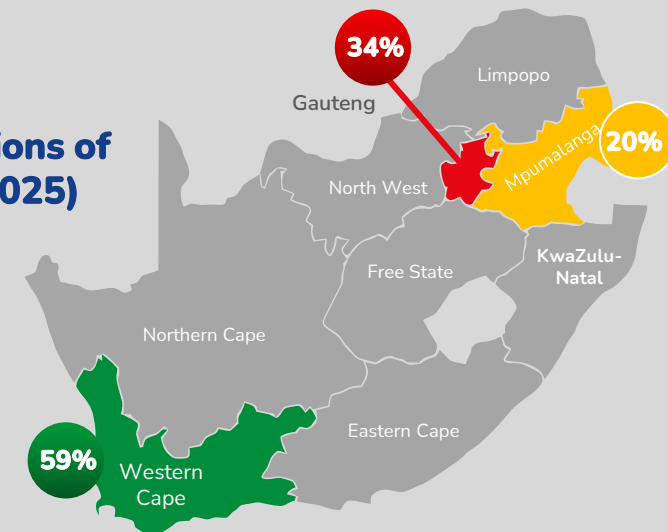
Visiting Natural Attractions

## Three top places to stay



■ Family and friends  
■ Hotel  
■ Game Lodge  
■ Self Catering  
■ Other  
■ Guesthouses

## Destinations of choice (2025)





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