

A couple of hikers is seen from behind, standing on a rocky mountain trail. The man is wearing a blue cap and a red backpack, and the woman is wearing a green cap and a blue backpack. They are looking out over a vast mountain landscape with a turquoise lake in the foreground and jagged, rocky peaks in the background under a clear blue sky.

MOUNTAIN HOLIDAYS SPRING, SUMMER & AUTUMN 2024

RESEARCH ON THE DUTCH MARKET



RESEARCH: VACATION IN THE MOUNTAINS IN SPRING, SUMMER, OR AUTUMN OF 2024

From March 6th to March 26th, 2024, the mountain platform [Indebergen.nl](https://indebergen.nl) conducted research on the holiday plans of Dutch and Belgian individuals for a mountain vacation in 2024. As in previous years, we were interested in whether holiday plans had already been definitively booked, and we also delved deeper into transportation, accommodations, length of stay, and activities.

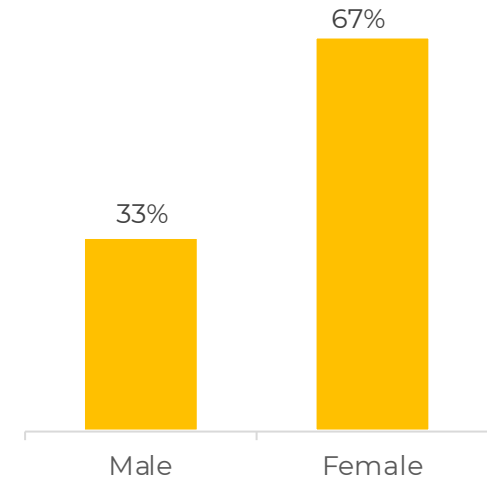
A total of more than 1100 respondents participated in the survey. The responses were gathered through an online questionnaire distributed via the website and social media channels. The survey was completed by Dutch-speaking mountain enthusiasts, of which 82% reside in the Netherlands and 17% in Belgium (1% from other countries).

THE TARGET AUDIENCE OF THIS RESEARCH

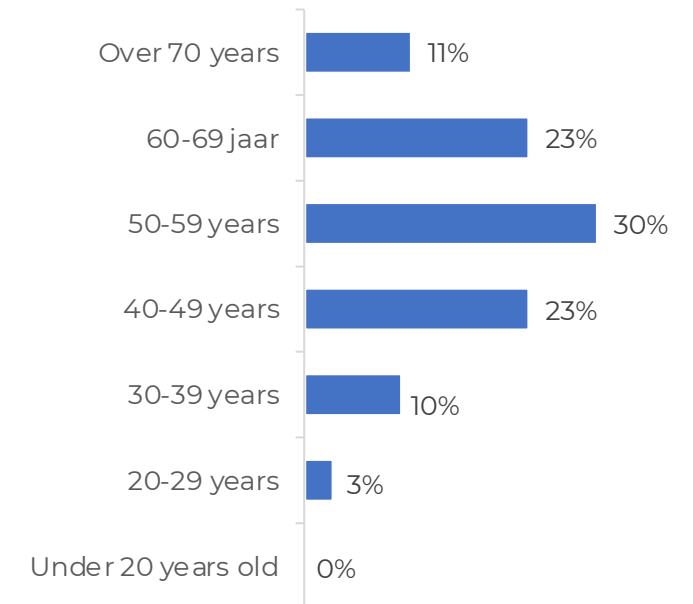
Out of the more than 1100 respondents, 67% are female and the rest are male.

The age group of 50 to 59 years old is the most represented in this research at 30%. Following this group are the 40 to 49-year-olds and the 60 to 69-year-olds, each comprising 23% of the respondents. This means that three-quarters of the respondents are between 40 and 69 years old. This average age is slightly older than the average age of readers, followers, and users of In de bergen.

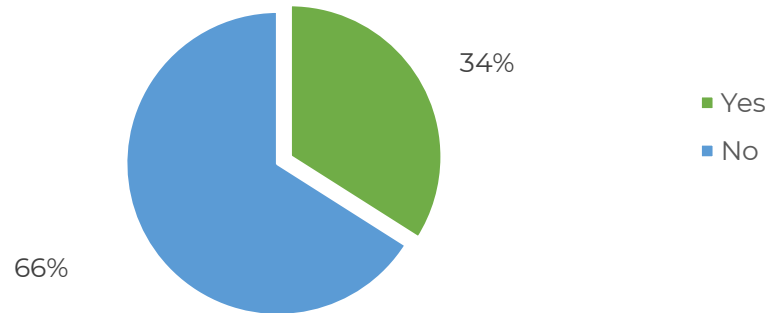
WHAT IS YOUR GENDER?



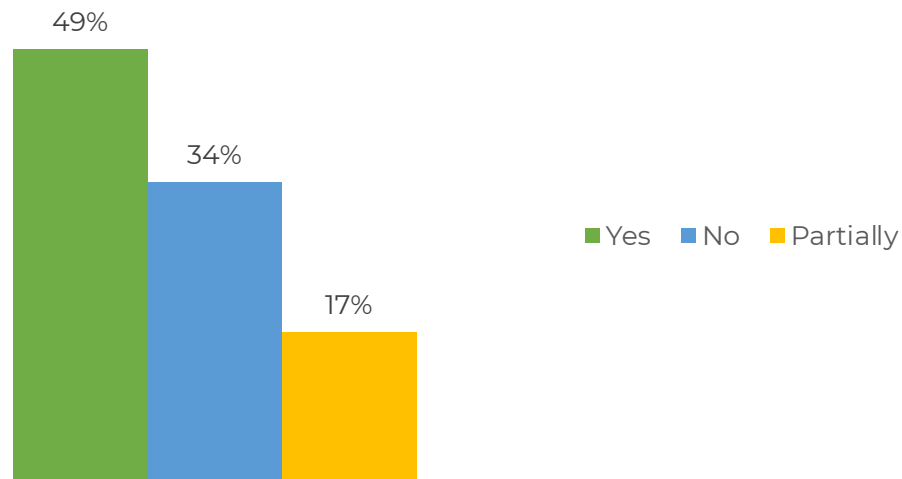
WHAT IS YOUR AGE?



DO YOU HAVE SCHOOL-GOING CHILDREN?



DO YOU GO TO THE MOUNTAINS DURING THE PEAK SEASON, DURING SCHOOL HOLIDAYS?



34% OF THE RESPONDENTS HAVE SCHOOL-GOING CHILDREN

Over a third of respondents indicate that they have school-going children. Interestingly, of all respondents, 49% mention that they go to the mountains during the peak season, specifically during school holidays.

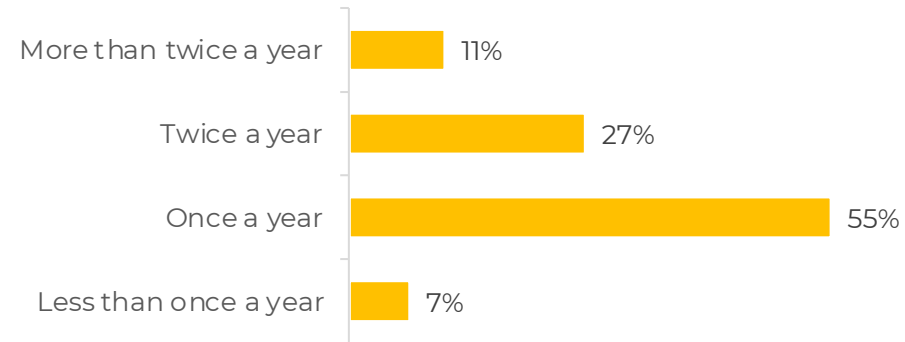
Digging deeper into the numbers, we see that among those with school-going children, 95% (partially) visit the mountains during school holidays, which makes sense.

THE FREQUENCY OF MOUNTAIN HOLIDAYS IS INCREASING

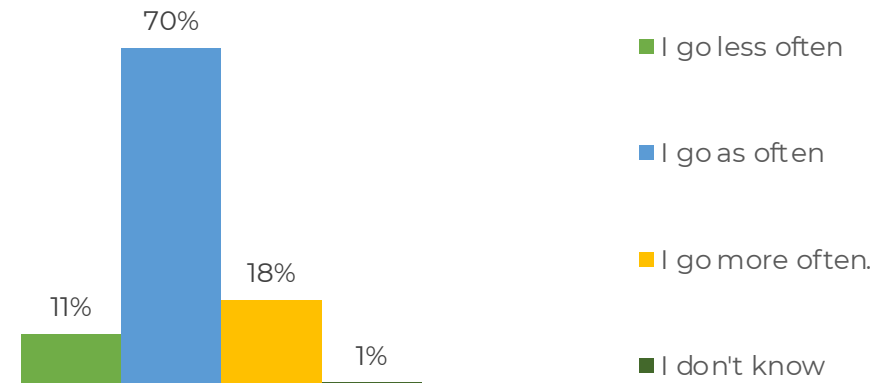
Just like last year, the frequency of people going on mountain holidays continues to grow. Last year, 17% indicated they were going more often, and this year, this has increased by another percentage point to 18%.

11% say they have been on mountain holidays less frequently in the past 5 years. However, a clear majority of 70% say they have been going on mountain holidays at the same frequency over the past 5 years.

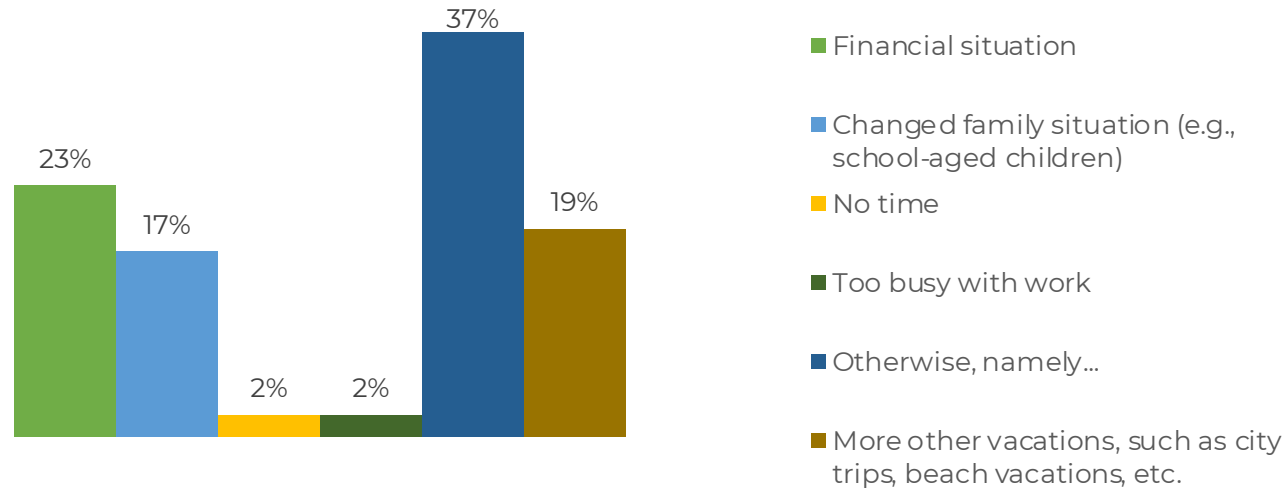
HOW OFTEN HAVE YOU AVERAGED MOUNTAIN HOLIDAYS IN SPRING, SUMMER, OR AUTUMN IN RECENT YEARS?



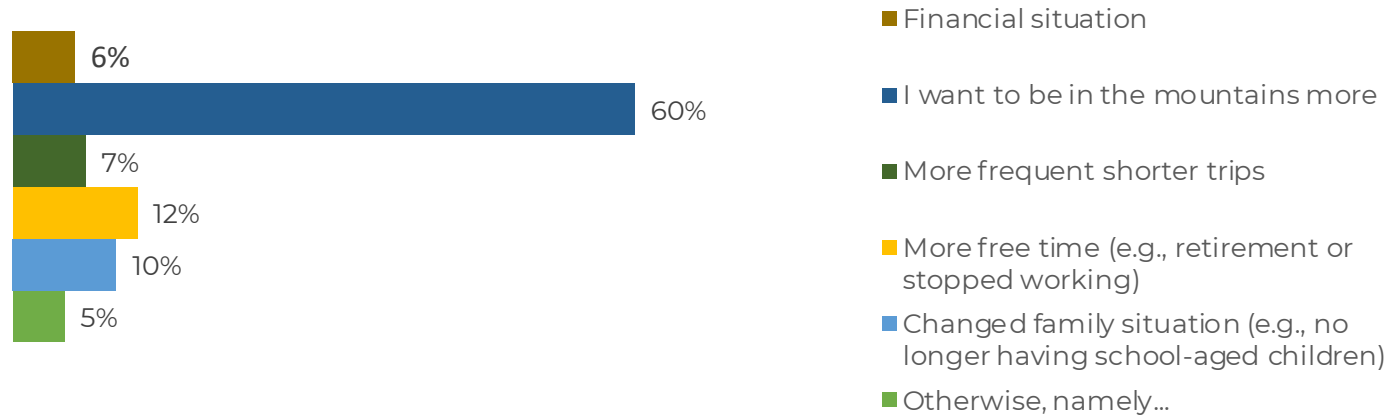
HAS YOUR HOLIDAY FREQUENCY CHANGED IN THE PAST 5 YEARS? ARE YOU NOW GOING TO THE MOUNTAINS MORE OFTEN, ABOUT THE SAME, OR LESS OFTEN?



WHAT IS THE (MAIN) REASON THAT YOU GO ON MOUNTAIN VACATIONS LESS OFTEN THESE DAYS?



WHAT IS THE (MAIN) REASON THAT YOU GO ON MOUNTAIN VACATIONS MORE OFTEN THESE DAYS?



WE WANT TO BE IN THE MOUNTAINS MORE!

Of the participants who go to the mountains less often, 23% indicate that this is due to their financial situation. 37% indicate "other". Digging deeper into this, it often relates to age, mobility, illness, or (temporary) care for a person or animal.

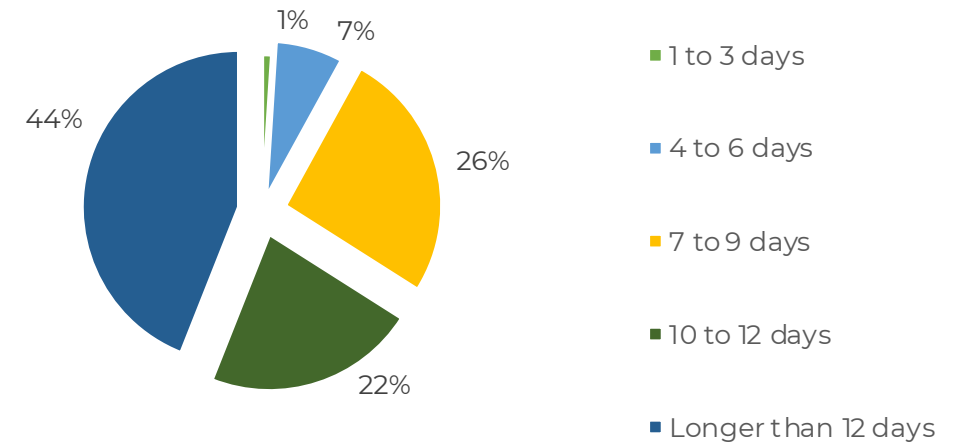
Among those who go more often, the most important reason (60%!) is: "I want to be in the mountains more". Additionally, having more free time (12%) and a changed family situation (10%) play a significant role.

WE ARE GOING ON A LONG(ER) VACATION TO THE MOUNTAINS

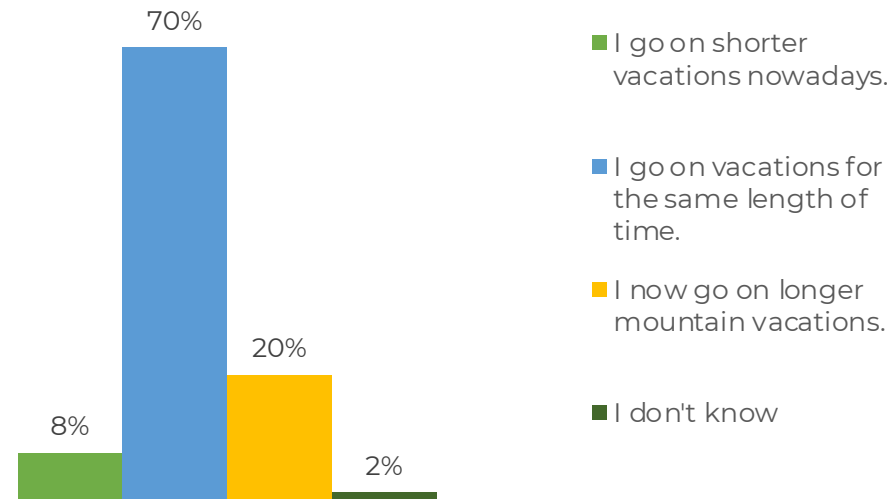
44% say they go on vacation to the mountains for longer than 12 days. This percentage is lower than in 2023, when 50% said they went on mountain vacations for longer than 12 days. This trend is also reflected in the following question: 8% now say they go on vacation for a shorter period.

One-fifth indicate that they now go on vacation for a longer period. The average duration of a mountain vacation is 7 days or longer for over 90% of people.

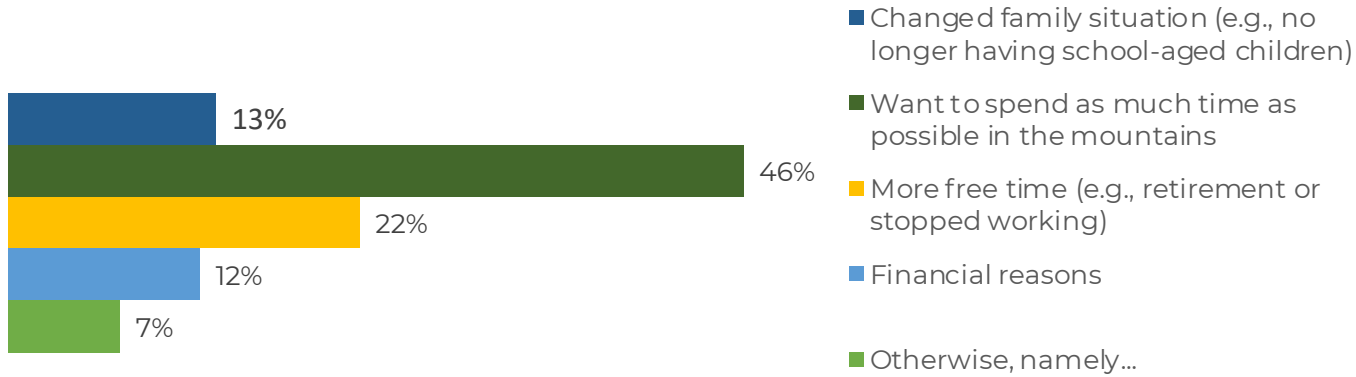
HOW MANY DAYS DO YOU USUALLY GO ON A MOUNTAIN VACATION?



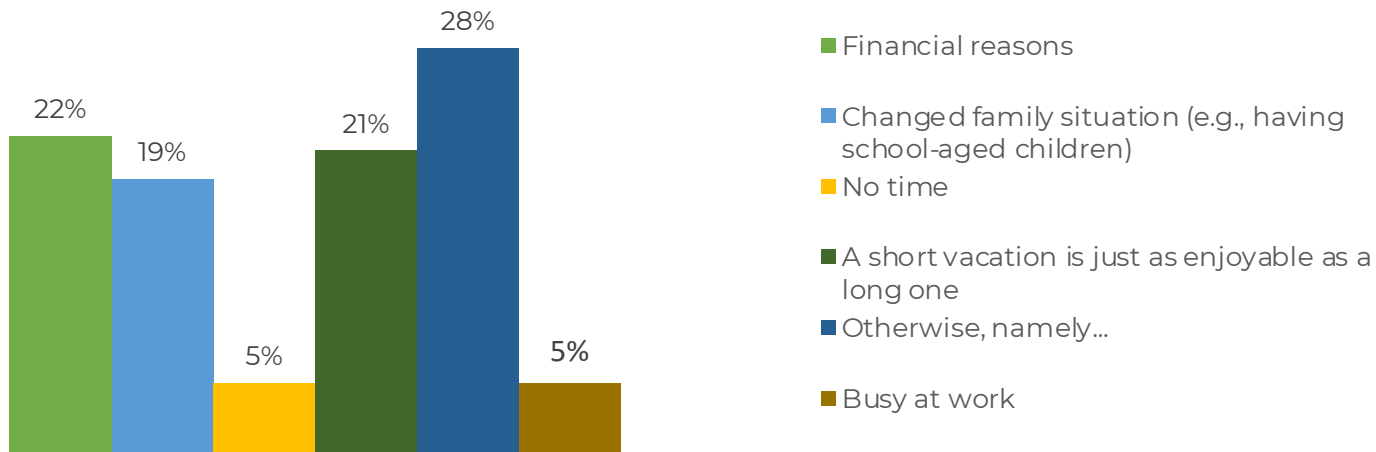
HAS THE LENGTH OF YOUR MOUNTAIN VACATIONS CHANGED IN THE LAST 5 YEARS?



WHAT IS THE REASON THAT YOU NOW GO ON LONGER MOUNTAIN VACATIONS?



WHAT IS THE REASON THAT YOU NOW GO ON SHORTER MOUNTAIN VACATIONS?



22% HAVE MORE TIME TO GO ON MOUNTAIN VACATIONS

The main reason for going on longer mountain vacations is the same as the main reason for going more often: people want to spend as much time as possible in the mountains. Over a fifth indicate that they now have more free time, allowing them to go for longer durations.

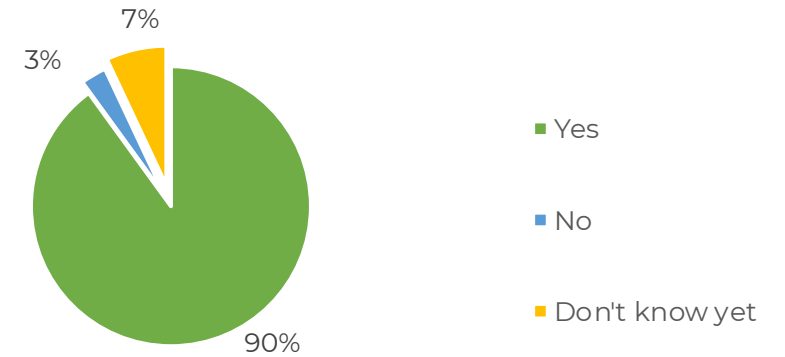
In addition to financial reasons (22%), 21% say they enjoy a short vacation just as much as a longer one. Among 'other' reasons, many different factors were mentioned, including being 'less fit', 'care duties', and 'illness'.

90% ARE PLANNING TO GO ON A MOUNTAIN VACATION THIS YEAR

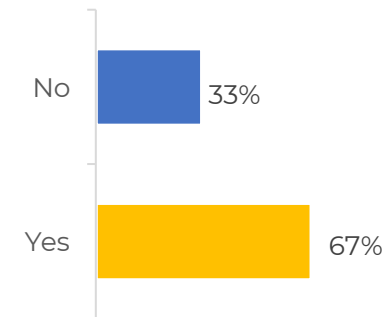
We are very positive about wanting to go on a mountain vacation in 2024: 90% respond affirmatively.

Looking at the percentage of those who have actually booked their vacation, it is quite high: 67% have already made reservations. 33% still need to book a vacation for 2024.

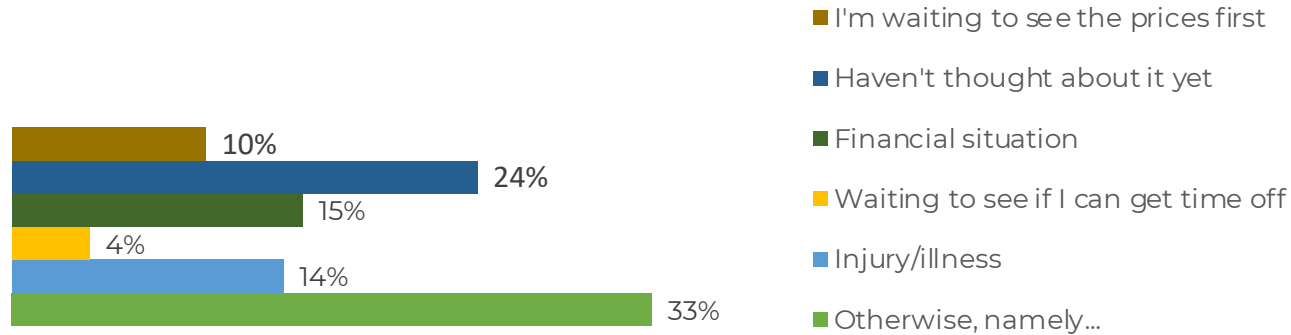
ARE YOU PLANNING TO GO ON A MOUNTAIN VACATION IN SPRING, SUMMER, OR FALL OF 2024?



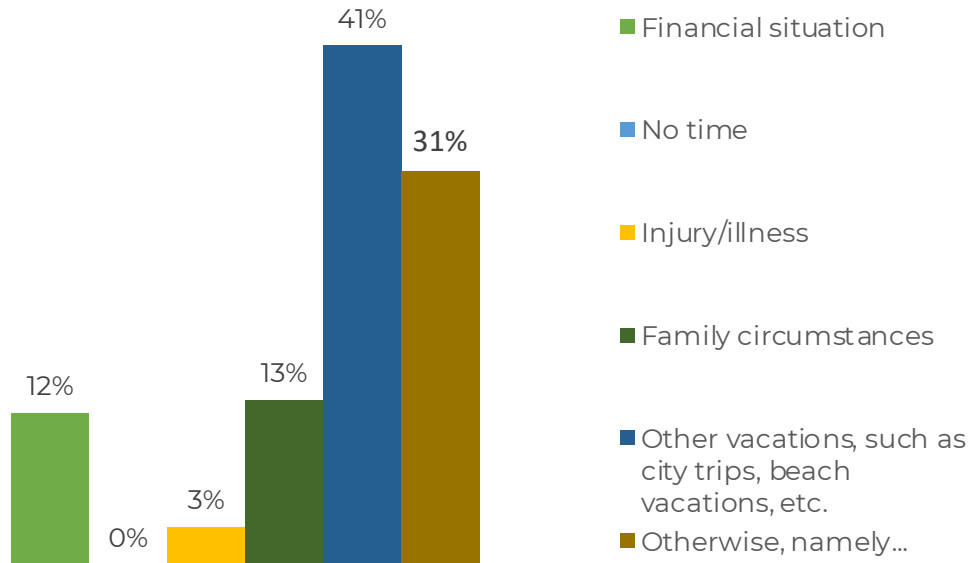
HAVE YOU BOOKED YOUR MOUNTAIN VACATION FOR 2024 YET?



WHAT IS THE (MAIN) REASON THAT YOU ARE STILL UNSURE ABOUT GOING ON A MOUNTAIN VACATION IN 2024?



WHAT IS THE (MAIN) REASON THAT YOU ARE NOT GOING ON A MOUNTAIN VACATION IN 2024?



COMPETITION FROM OTHER VACATIONS

Of the people who are unsure about going on a mountain vacation this year, 24% indicate that they simply haven't thought about it yet. Under 'other', 'illness' and 'injury' are frequently mentioned.

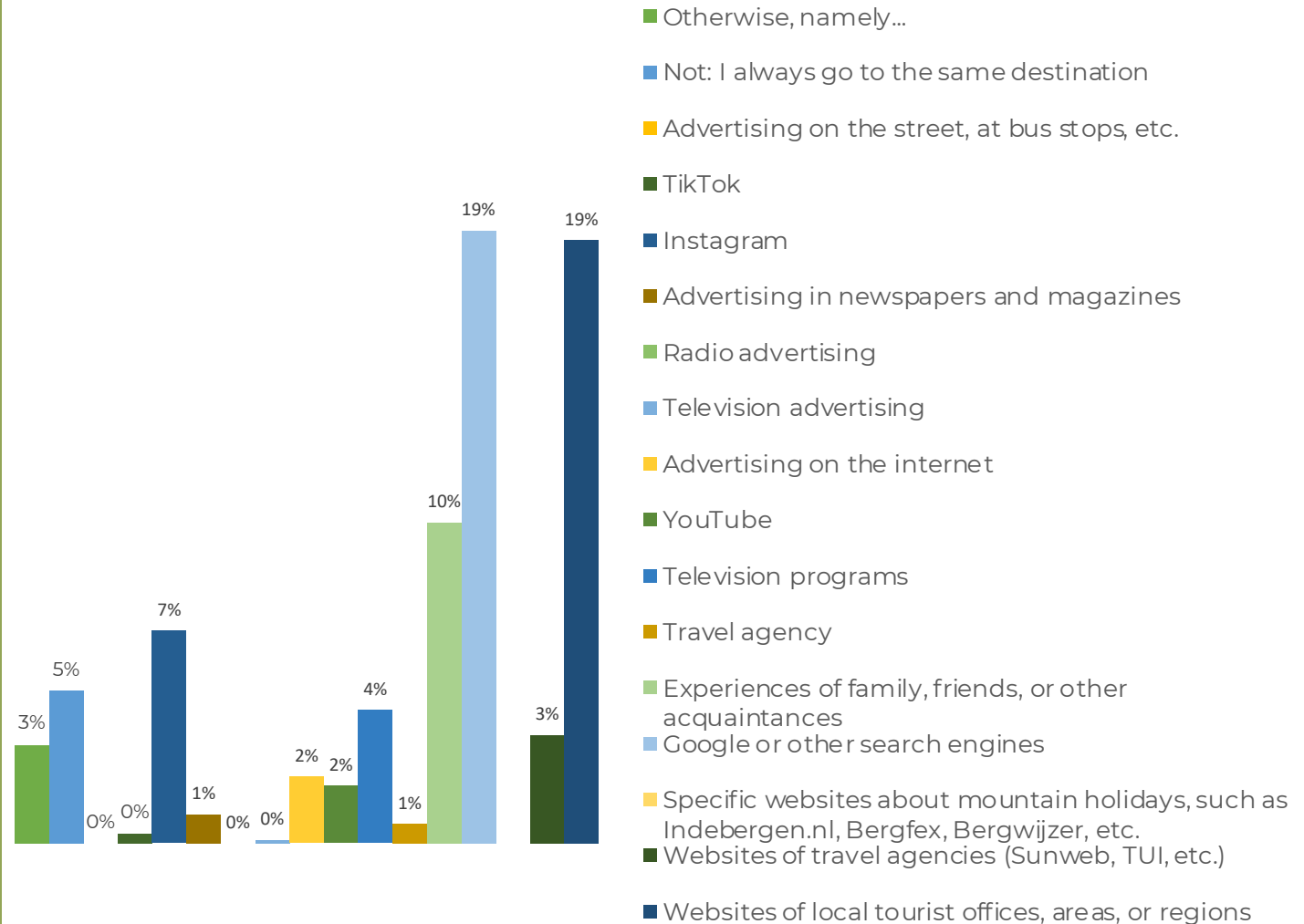
Interestingly, of the people who are not going on a mountain vacation, 41% indicate that they are opting for a different type of vacation, such as a city trip or beach vacation. Under 'other', 'illness', 'injury', or 'care duties' are frequently mentioned again. 12% are not going due to financial reasons. Money seems to play a relatively smaller role in this decision.

SPECIAL INTEREST WEBSITES ARE THE BIGGEST SOURCE OF INSPIRATION

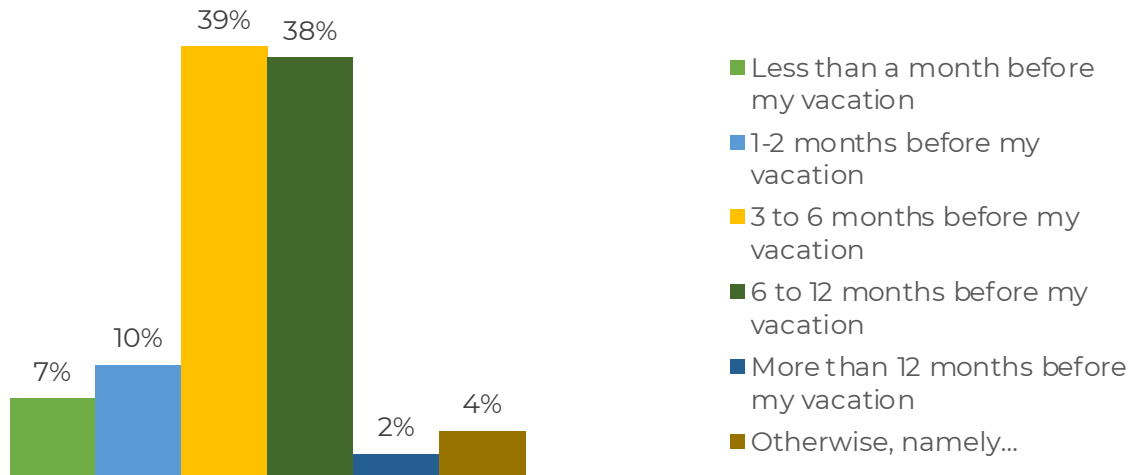
When it comes to where people find inspiration for booking a mountain vacation, specific websites like "In de bergen," "Bergfex," and "Bergwijzer" score highest at 21%. Following closely are Google and websites of local tourist offices and regions, both at 19%.

Experiences shared by others are also an important source of inspiration at 10%. Instagram appears to be gaining popularity with 7%, which is higher than platforms like television or print media. Additionally, 5% mention always going to the same destination.

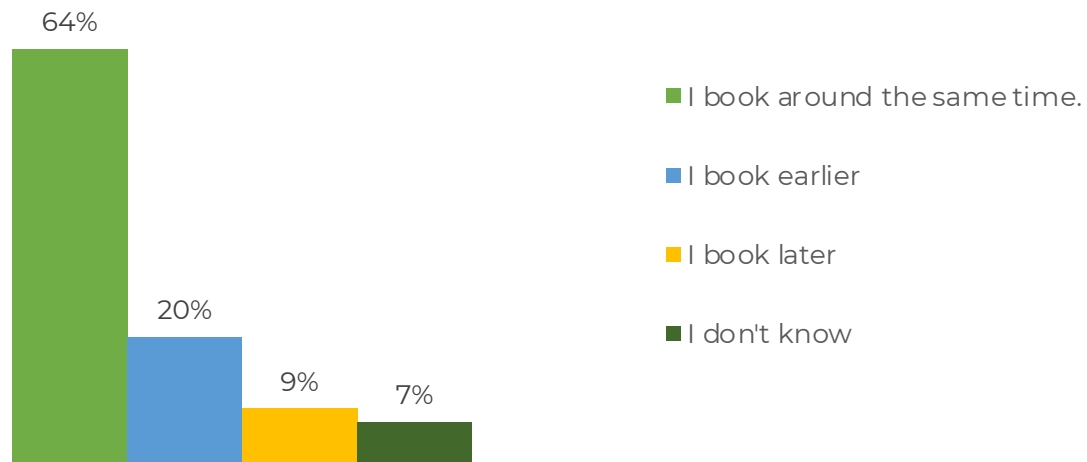
WHERE DO YOU SEEK INFORMATION OR GET INSPIRATION WHEN YOU WANT TO BOOK A MOUNTAIN VACATION?



HOW FAR IN ADVANCE DO YOU USUALLY BOOK A MOUNTAIN HOLIDAY?



HAS YOUR BOOKING BEHAVIOR CHANGED IN THE LAST 5 YEARS? ARE YOU BOOKING YOUR HOLIDAY SOONER, ABOUT THE SAME, OR LATER THAN BEFORE?



20% BOOKS HOLIDAYS EARLIER NOW

Almost 80% book their holiday 3 to 12 months before departure. It is striking that only 2% book their holiday more than 12 months before departure, while 7% do so within a month before departure.

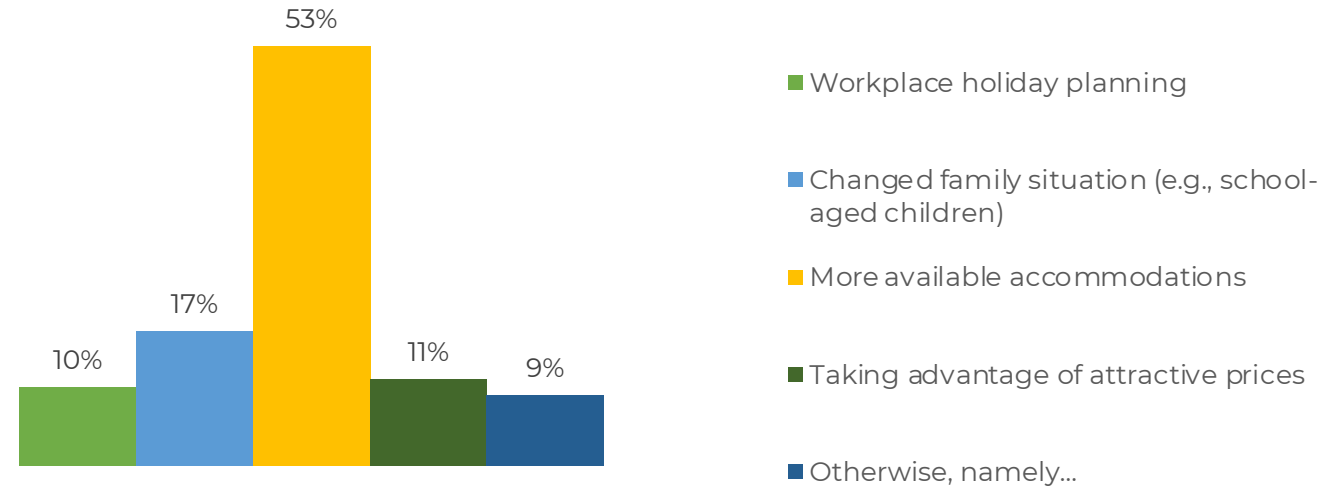
20% of the respondents indicate that they now book their holidays earlier, while 9% say they do so later than before. The majority, 64%, book around the same time.

BOOK EARLIER TO HAVE MORE CHOICE

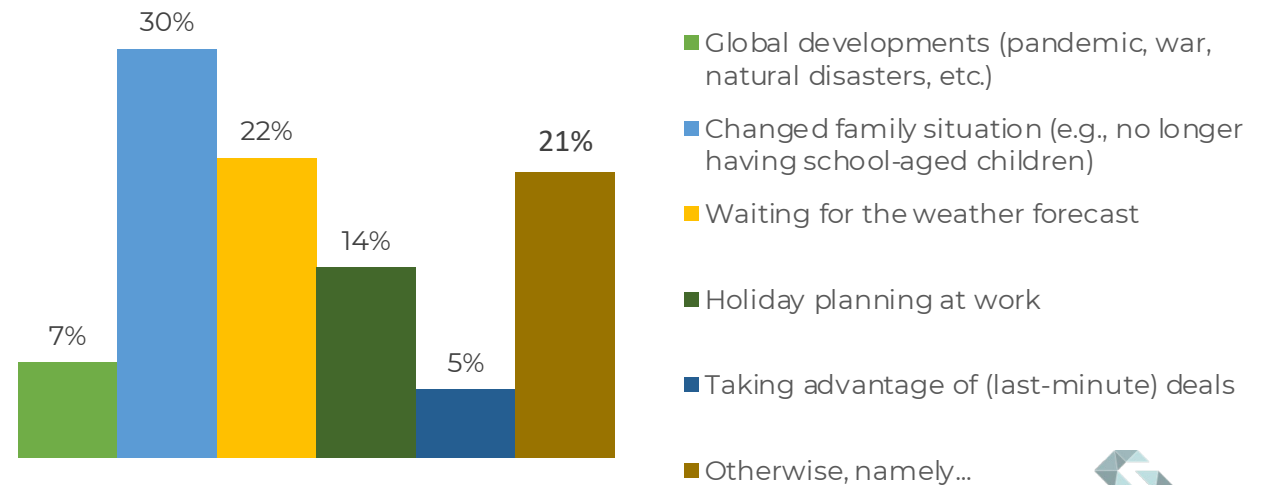
The main reason why people book earlier these days is because they indicate that there are more available accommodations. In addition, school-age children are an important reason to book earlier these days.

The main reason for booking the holiday later nowadays is that school-age children no longer have to be taken into account. 22% say they wait for the weather forecast and 14% for their holiday planning at work. Other reasons include 'illness' and 'injury'.

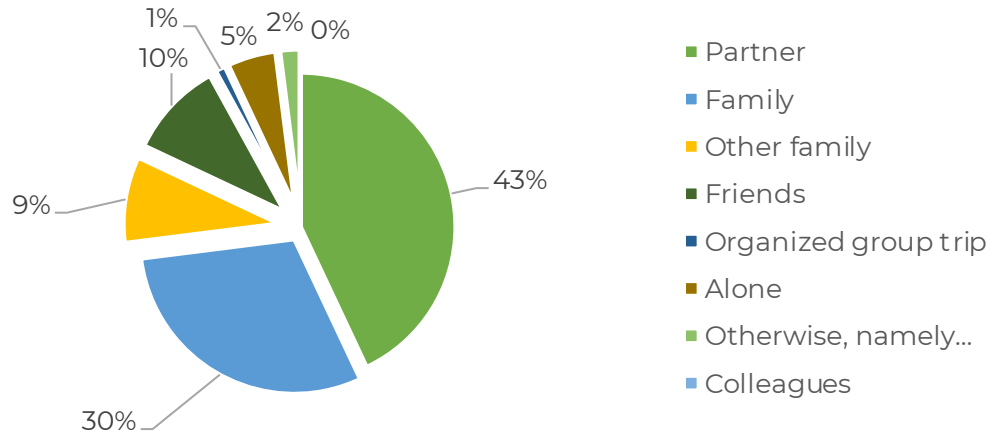
WHAT IS THE REASON THAT YOU BOOK YOUR MOUNTAIN HOLIDAY EARLIER THESE DAYS?



WHAT IS THE REASON THAT YOU BOOK YOUR MOUNTAIN HOLIDAY LATER THESE DAYS?



WHO DO YOU NORMALLY GO ON A SUMMER HOLIDAY TO THE MOUNTAINS WITH?



43% GO TO THE MOUNTAINS WITH THEIR PARTNER

When asked who they usually go on a mountain holiday with, 43% say they go with their partner. A third goes with the family.

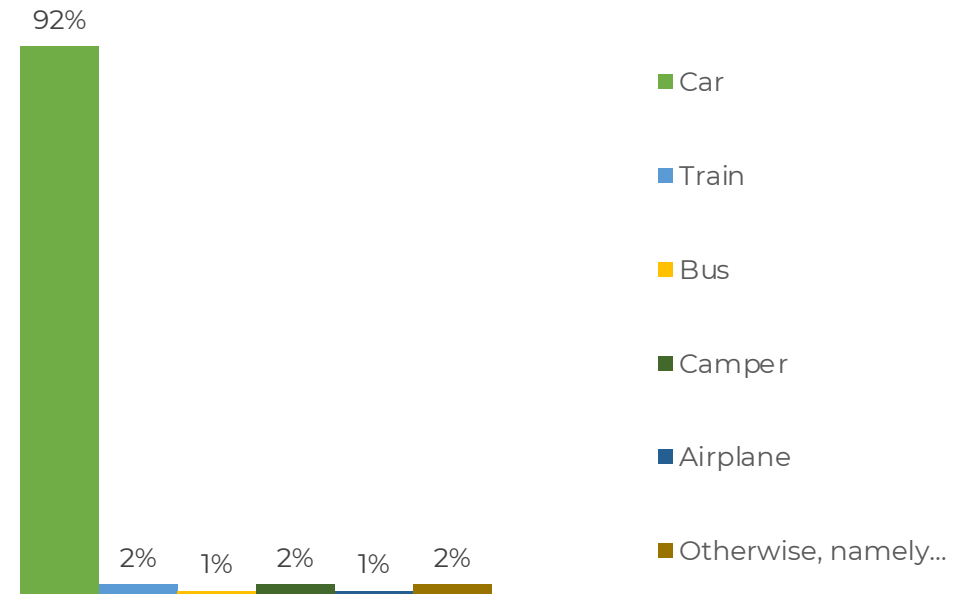
Friends (10%) and other family members also score high (9%). It is striking that 5% also go to the mountains alone.

92% GO TO THE MOUNTAINS BY CAR

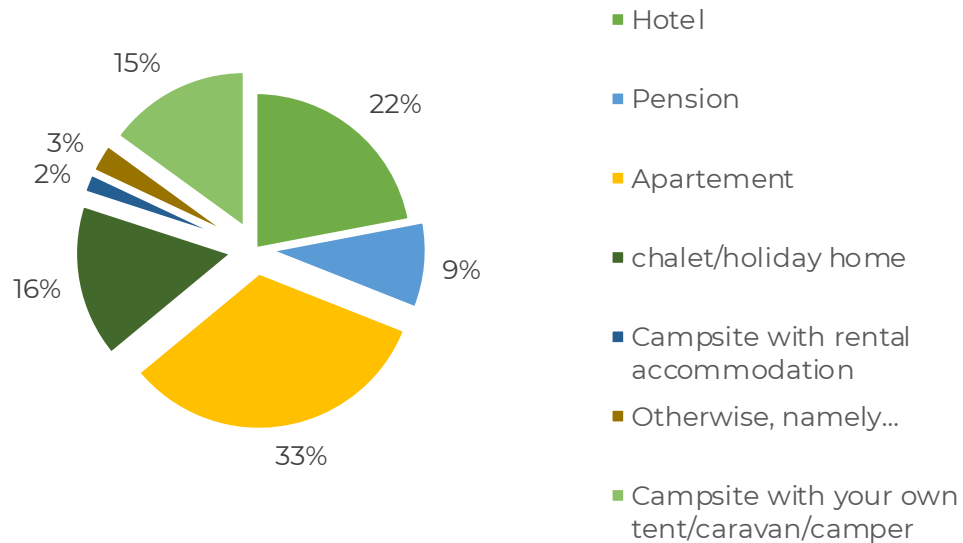
A clear majority of 92% indicate that they usually or most often go to the mountains by car. The train and motorhome are equally popular at 2%.

In the case of 'Other, namely...' many people filled in 'Car + caravan', which means that the actual percentage of car travellers is even higher. Occasionally, 'motorbike' was mentioned.

WHICH MEANS OF TRANSPORT DO YOU (MOST OR MOSTLY) USE ON HOLIDAY TO THE MOUNTAINS?



WHERE DO YOU USUALLY SPEND THE NIGHT DURING YOUR MOUNTAIN HOLIDAY?



APARTMENT IS THE MOST POPULAR ACCOMMODATION

A third of the respondents indicated that they usually spend the night in an apartment. This is followed by a hotel with 22% and a chalet/holiday home with 16%.

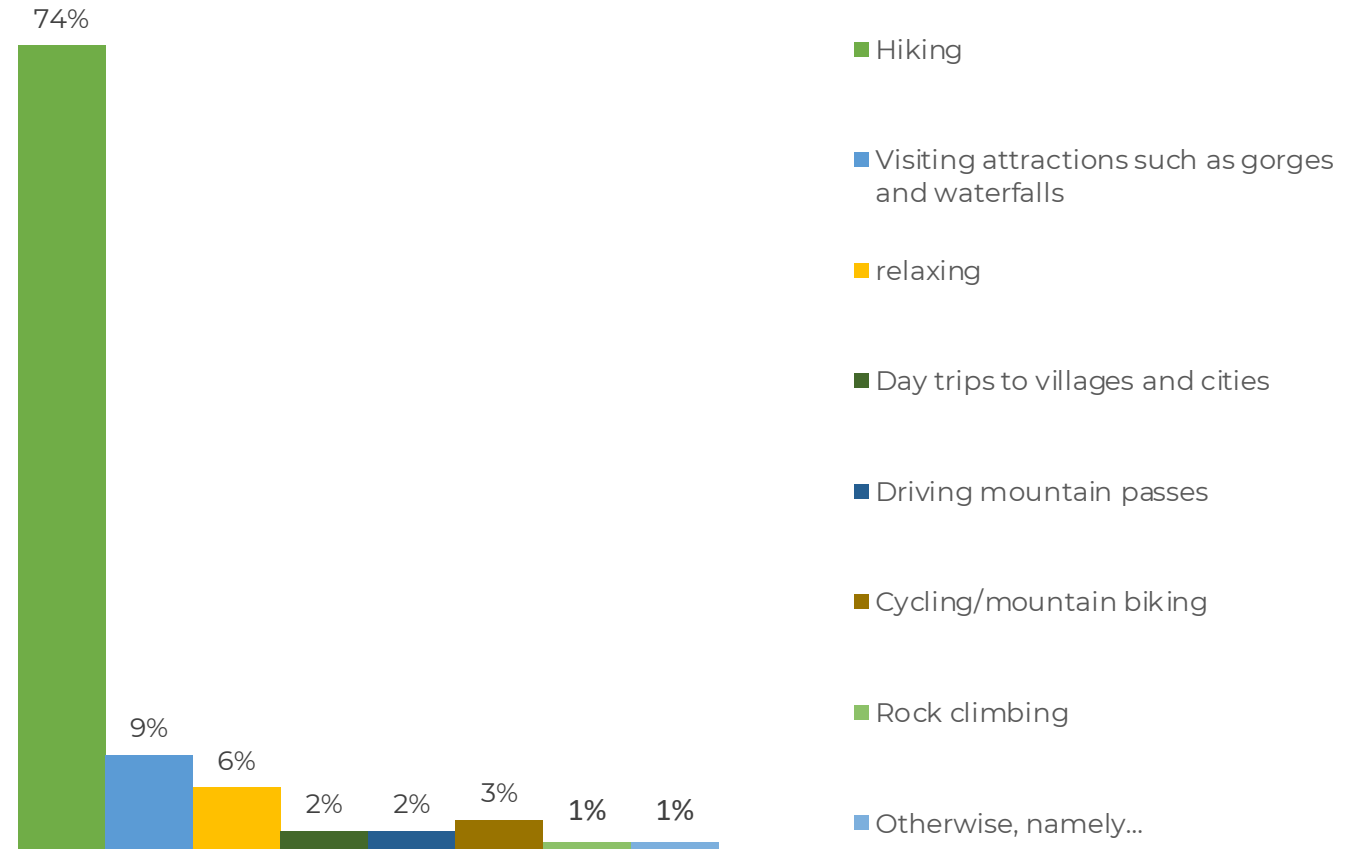
Although the Dutch in particular are known as a camping people, 'only' 15% go on holiday with their own tent, camper or caravan, 2.5% rent accommodation at a campsite.

HIKING MAIN ACTIVITY

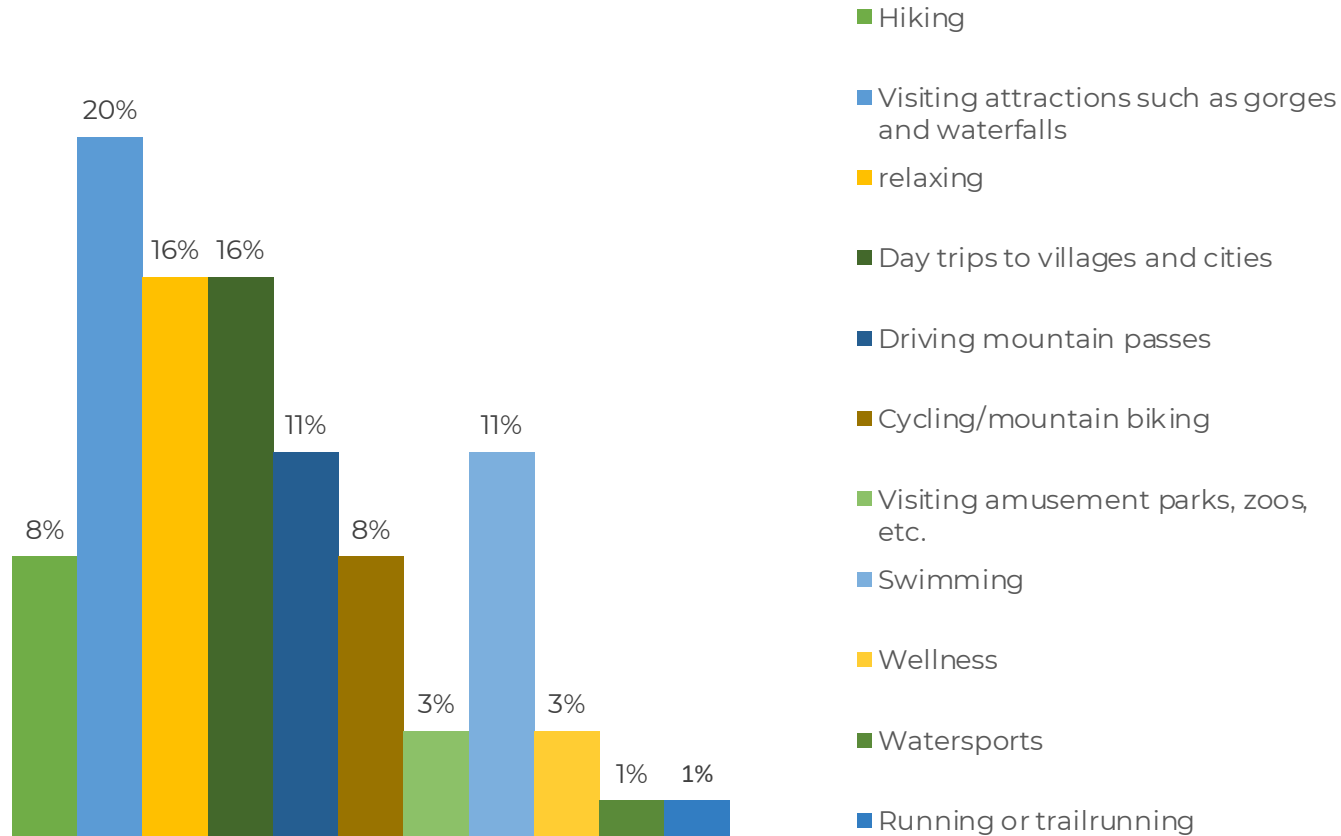
With 74%, it is very clear: hiking is for a large part of the respondents their main activity during the mountain holiday. This is followed by 9% sightseeing and 6% relaxing especially when they are on holiday in the mountains.

Although the bicycle is often used as a means of transport in our home country, we don't do this as much as our main activity during our mountain holiday. Just under 3% often get on their bikes in the mountains. We do like to drive by car or motorcycle over beautiful mountain passes.

WHAT IS YOUR MAIN ACTIVITY DURING YOUR MOUNTAIN HOLIDAY?



WHAT ELSE DO YOU DO DURING YOUR MOUNTAIN HOLIDAY?

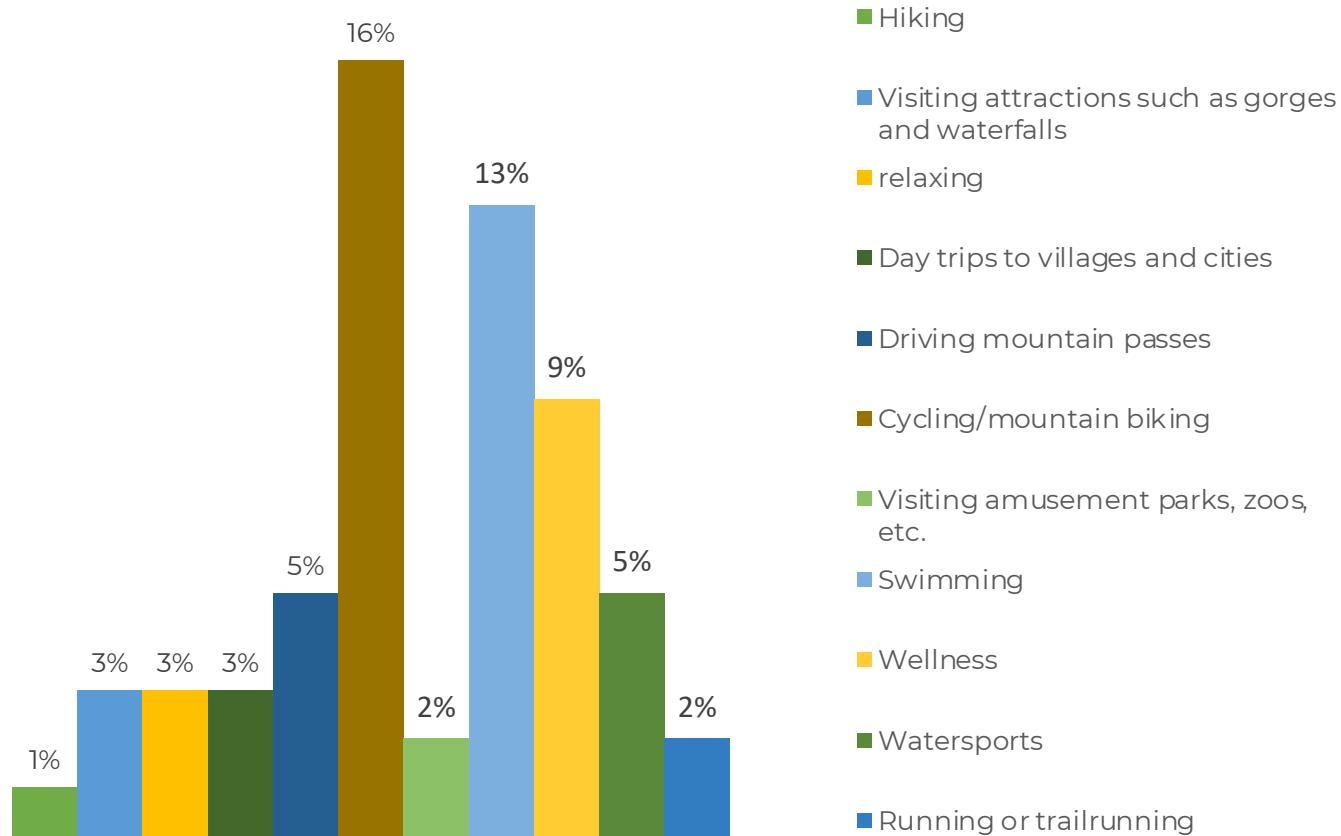


WE DO A LOT OF DIFFERENT SIDE ACTIVITIES

When we ask about the activities that people undertake in addition to the main activity, the answers are very diverse. 20% like to go sightseeing, but relaxing (16%) and day trips to towns and cities are also popular (16%).

We also like to drive mountain passes (11%) and go swimming (11%) during the mountain holidays. We also sometimes get on a bike or mountain bike (8%) or visit an amusement park or zoo (8%).

WHAT HAVE YOU NEVER DONE BEFORE, BUT WOULD YOU LIKE TO DO DURING YOUR MOUNTAIN HOLIDAY?



WE WANT TO CYCLE IN THE MOUNTAINS!

When asked what people would like to do during a mountain holiday, cycling/mountain biking is the most frequently mentioned with 16%. This is followed by climbing with 13%.

With 9%, wellness is also an activity that respondents would like to do during their mountain holiday, but have never done before.

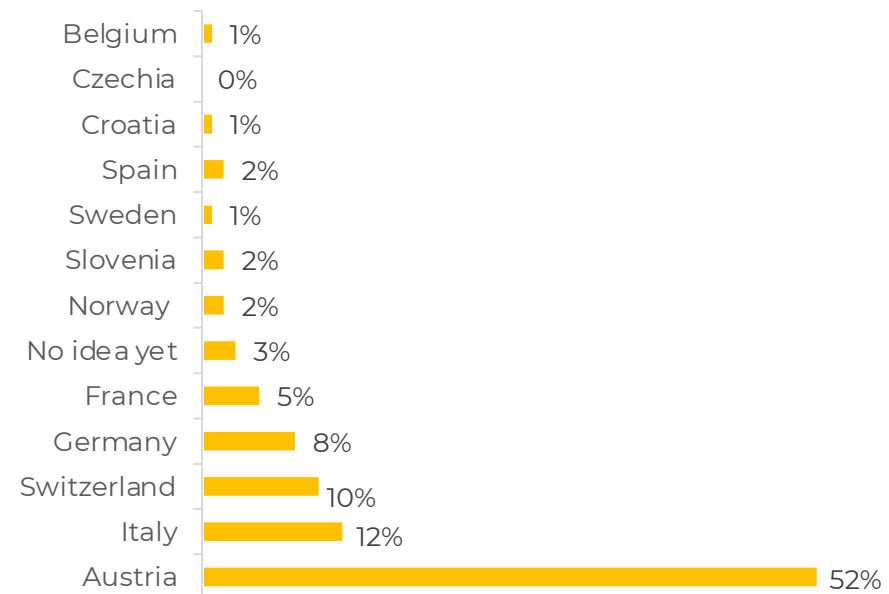
AUSTRIA STILL NUMBER ONE HOLIDAY DESTINATION FOR A MOUNTAIN HOLIDAY

Just like last year, Austria is still the most mentioned country where people want to go for a mountain holiday with 52%. In fact, this percentage has increased by 2% compared to 2023.

Italy remained the same as last year at 12%, while Switzerland at 10% has grown one percent compared to 2023.

Germany also rose one percent compared to 12 months ago, but France is down one percent this year. Respondents were also able to indicate several countries as answers.

WHERE DO YOU WANT TO GO OR GO ON A MOUNTAIN HOLIDAY IN 2024?



If you can use one word, what do you like most about a mountain holiday?

“Peace” (10%)

“Nature” (7%)

“View(s)” (4%)

“Freedom” (2%)

“Mountains” (2%)





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