



Benelux

Traveler gender:

46% female, 54% male

Average traveler age:

39-44 years

Average annual income:

\$107,000

Average party size: 3**Average length of stay:**

18 days

Average daily spend:

\$487

**Average annual paid
time off:** 25 days**Travel preference:**

Individual, fly-drive

Seeking: Parks, adventure,
ranches, Native culture**Quirks of Benelux travelers:**

Travel is perceived as a right rather than a privilege, so the Dutch will always travel. Benelux travelers are very used to doing road trips in Europe, where they take their trailers out and drive.

When planning, they are used to planning to be as economical as possible (for example, they might bring their own sandwich lunches, drinks and fruits), but once they are in their destination, they want the full experience and will spend their money.

Perception of the GAW:

The majority of Benelux visitors are individual travelers, traveling with an RV or car and staying a maximum of two nights in one place. They will look for nature, natural wonders, national parks and wildlife. They are very interested in lifestyles that can't be found in the Netherlands: ranches, cowboy lifestyle, Native American history, etc.

General travel trends are sustainability, farm-to-table dining, hiking and biking in nature, unique smaller accommodations such as bed-and-breakfasts and ranches, off-the-beaten-path travel and contact with locals.

All five states have the features that appeal to those trends, starting with the wide-open spaces and the room people have to feel free, active and adventurous. These are the core ingredients that contribute choosing for the Great American West over other U.S. destinations.