

ONLINE



BEHAVIOR



GOOGLE ADWORDS CAMPAIGNS

#1

WEBSITE
USA BE NE FR DE IT UK
GOOGLE .COM .BE .NL .FR .DE .IT .CO .UK

'REIZEN AMERIKA'
18,100

'TRAVEL USA'
2,400

SCORE HIGHER BY USING YOUR TARGET MARKET'S LANGUAGE → EXAMPLE: SEARCHES/MONTH

#1

TRAVEL IS THE #1 ONLINE SHOPPING PURCHASE IN THE NETHERLANDS

🛒 % persons aged 16-75 years who bought or ordered goods or services over the internet for private use in the 12 months preceding the survey.
🏠 % of purchasers who purchased travel online



HOTEL STAYS & LEISURE FLIGHTS

🛏 % of hotel stays
✈ % of leisure flights

