



# Rethinking tourism mobility consumption

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# About us

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# Today's programme

Reimagining/rethinking tourism mobility consumption, by...

- Looking at the current motivations and behaviors
- Looking at the consequences of these motivations and behaviors
- Imagining alternative realities
- Identifying networks and policies needed for these realities

What motivates you to travel  
and how do you and your  
direct surroundings travel?

Quick inventory of motivations and  
behaviours

# Consequences in the Netherlands

- Number of trips & share of total by transport mode (Neelis et al., 2022)

	Unit	2002	2005	2008	2011	2014	2017	2019	2020
Share of total Dutch holidays by transport mode used, per year	%								
Car	%	73.1	70.6	69.1	69.4	68.1	66.6	64.7	76.0
Airplane	%	13.7	17.9	19.8	20.2	22.2	24.4	26.0	15.3
Train	%	4.5	4.4	4.8	4.6	4.3	4.5	4.7	4.5
Touring car/shuttle bus	%	3.6	3.4	3.2	2.6	2.2	1.9	1.8	0.9
Boat	%	0.4	0.2	0.4	0.4	0.2	0.1	0.1	0.2
Bicycle	%	0.9	1.1	0.9	0.6	0.9	0.7	0.9	1.0
Other	%	3.8	2.3	1.8	2.2	2.2	1.9	1.9	2.1
Total	Million holidays	38.1	37.0	38.5	39.2	38.0	40.4	39.9	28.4

# Consequences in the Netherlands

- Distance travelled & share of total by transport mode (Neelis et al., 2022)

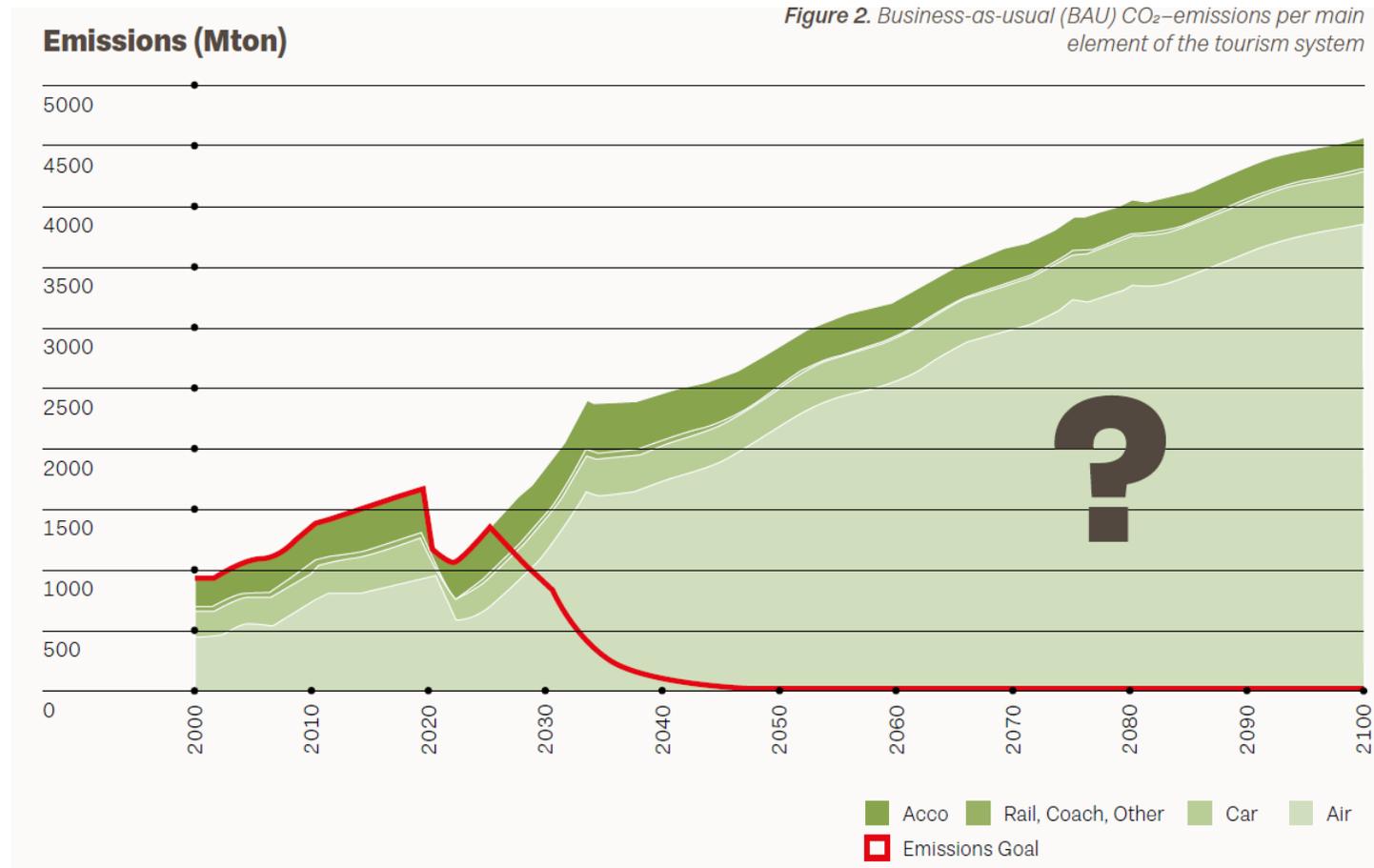
Share of total distance travelled**) per transport mode per year	%	2002	2005	2008	2011	2014	2017	2019	2020
Car		29.5	22.8	21.1	20.7	19.6	18.8	17.7	25.1
Airplane		63.1	72.1	74.5	75.2	76.9	78.3	79.2	71.9
Train		2.0	1.4	1.4	1.4	1.1	1.0	1.1	1.3
Touring car/shuttle bus		3.5	2.6	2.2	1.7	1.4	1.1	1.2	0.7
Boat		0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Bicycle		0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other		1.8	1.0	0.7	0.9	0.8	0.7	0.7	0.8
Total	Billion km	53.9	64.6	72.9	73.5	73.2	84.0	84.7	40.8

# Consequences in the Netherlands

- Recent report published by Netherlands Institute for Transport Policy Analysis (KiM, 2025) about flying behaviour of Dutch travellers:
  - In total 100 billion kilometres travelled in 2024
  - 50% of the population doesn't fly
  - 9% of the population is responsible for 50% of travel distance
  - 13% of the population is responsible for 50% of trips by plane

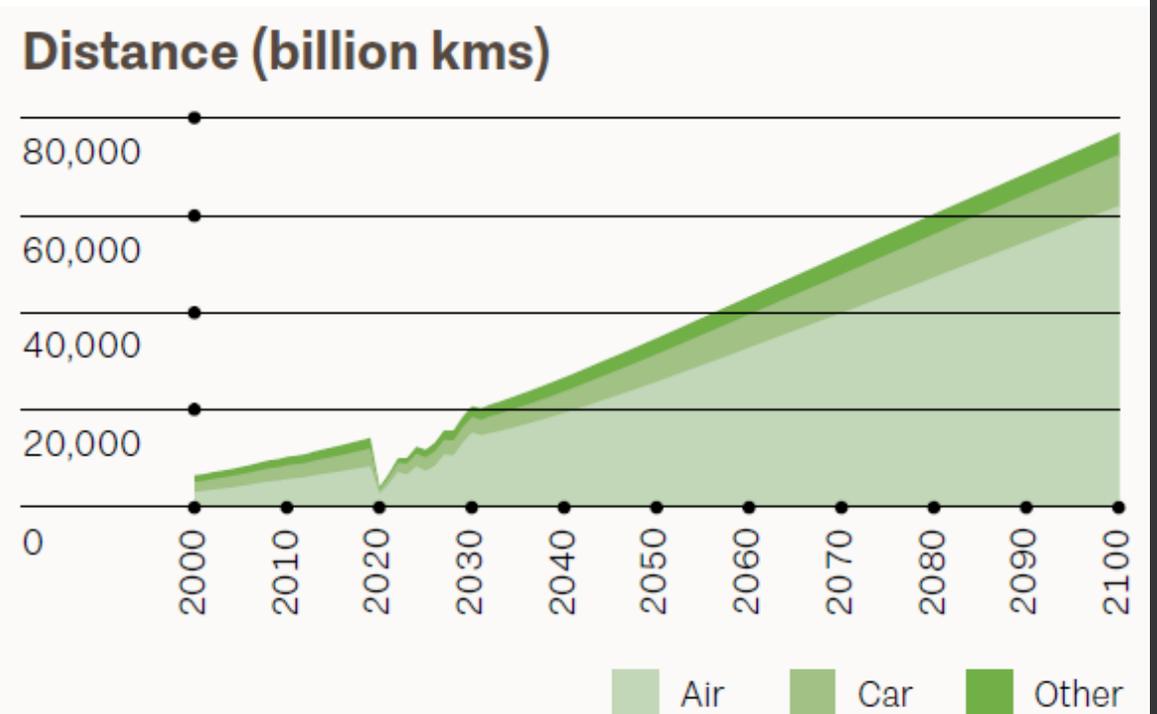
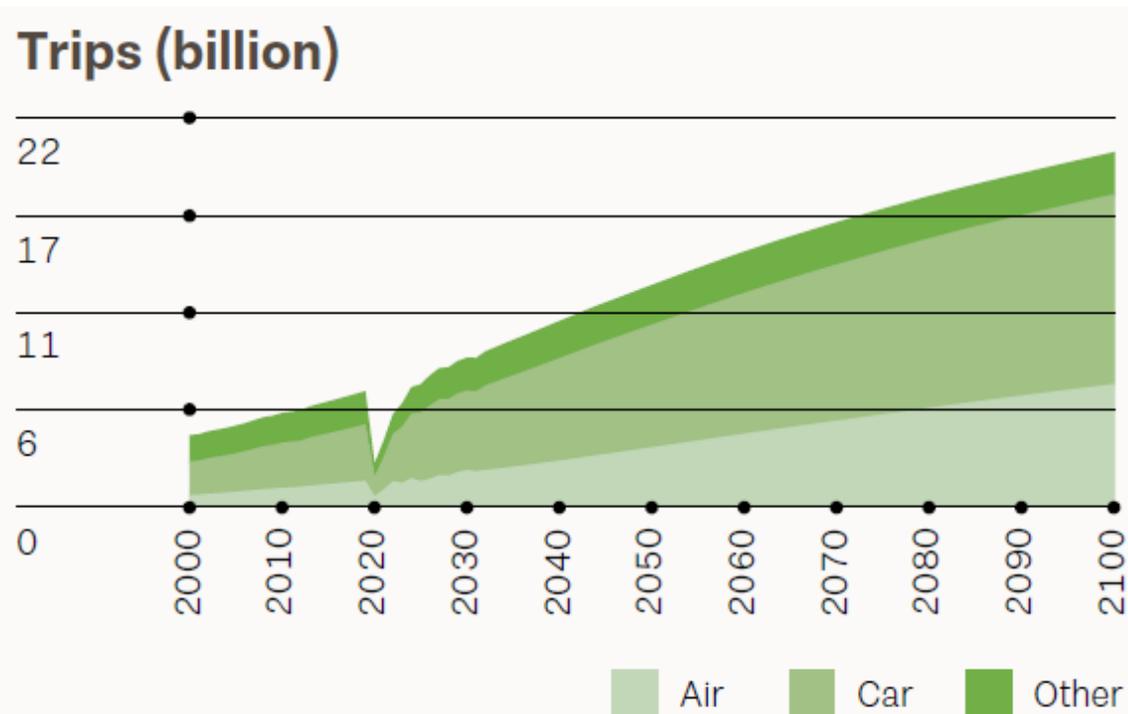
# International consequences

- Rising figures (globally), with no projected slowdown (Envisioning 2030, The Travel Foundation, 2023)



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# What is necessary?

- Decarbonizing the industry, done by Alternative fuels & energy sources
  - Technology
  - Infrastructure policies
  - Travel speed developments
  - Taxes & subsidies
  - Offsetting
  - **Travel behaviour**
- The 'rules of the game' should change.
- Envisioning 2030 (The travel foundation, 2023)

Let's change the way we  
view tourism mobility  
consumption!

# Our presenters

- Anne Durand, Marije Hamersma – Kennisinstituut Mobiliteitsbeleid (KiM)
- Nathalie Poissonnier – Belgian Federation of Bus and Coaches (FBAA)
- Agathe Daudibon – European Cyclists' Federation (ECF)
- Gert Nieuwboer - SNP Natuurreizen

What if...?

# From ideas to action

Based on your alternative pathways from the previous round...

- How can we work together to make this happen?
- Which policies need to be in place to make this alternative pathway a reality?

**Note down your roles  
and collaborations, and  
policies needed**

Wrap-up