



## Monitoring a market in motion

Dutch travel industry association ANVR relies on market intelligence from GfK-An NIQ Company to monitor emerging trends for its members and other stakeholders

“As the representative of the Dutch travel industry, a core part of our role is to be the point of contact for intelligence about the sector. We do this at a market and consumer level using insight from our trusted research partner GfK. Over the years, we have developed to offer our members both a monthly topline industry-level report and detailed market insight data from tour operators. Together, these resources provide an accurate and timely reflection of a rapidly evolving market, solidifying our position as the definitive authority in the sector.”

— WALTER SCHUT, DEPUTY DIRECTOR, ANVR

ANVR is the Dutch Association of Travel Agents and Tour Operators and represents the Dutch travel industry. The association's governing body is the General Assembly of Members, while the Executive Committee contains representatives from all branches of the industry: travel agents, air ticketing agents, and tour operators. ANVR's activities include Image and Lobbying, Consumer Affairs, Aviation, Employment and Education Affairs and Standardization as well as Retail and Tour Operating sectors.

### A reliable source of market intelligence on the Dutch travel industry

As the representative of the Dutch travel industry, ANVR is the go-to source for sector insights for its members, partners, stakeholders, and the media. The association needs current, reliable, and consistent information at a tour operator, market, and consumer level for booking behavior and destination trends. ANVR chose GfK to provide these insights, delivered through the Booking Monitor and the Travelscan.

a group, how much they spend, where they book and who they travel with, whether they take out travel insurance and cancellation protection. For a deep dive into activity at a tour operator level, ANVR has the Travelscan. Member companies share their data with GfK who aggregate it and share it back to the syndicate. The market share information in Travelscan provides each participant with a perspective of their performance against other players at an anonymized and aggregated level.

### A realistic, representative portrait of the Dutch travel sector

Combined, these reports provide travel trends, highlighting which destinations are hot and which are less popular, which mode of transport is preferred, insight into how far in advance travelers choose to book, and who they book with. Member companies benefit from a big-picture view of emerging trends and can plan strategic and tactical responses based on their market share and business performance goals.

### An excellent working relationship

“With a relationship spanning more than a decade, we have put our trust in GfK to provide the data and intelligence we need to inform our membership and the wider market about trends in the Dutch travel industry. As the point of contact for media in the Netherlands, we must have reliable, accurate, and current insight. We get this and so much more from our collaboration with GfK.”

— WALTER SCHUT, DEPUTY DIRECTOR, ANVR

### Key facts for ANVR



Sector: Travel



HQ: Leusden, Netherlands



<http://www.anvr.nl>