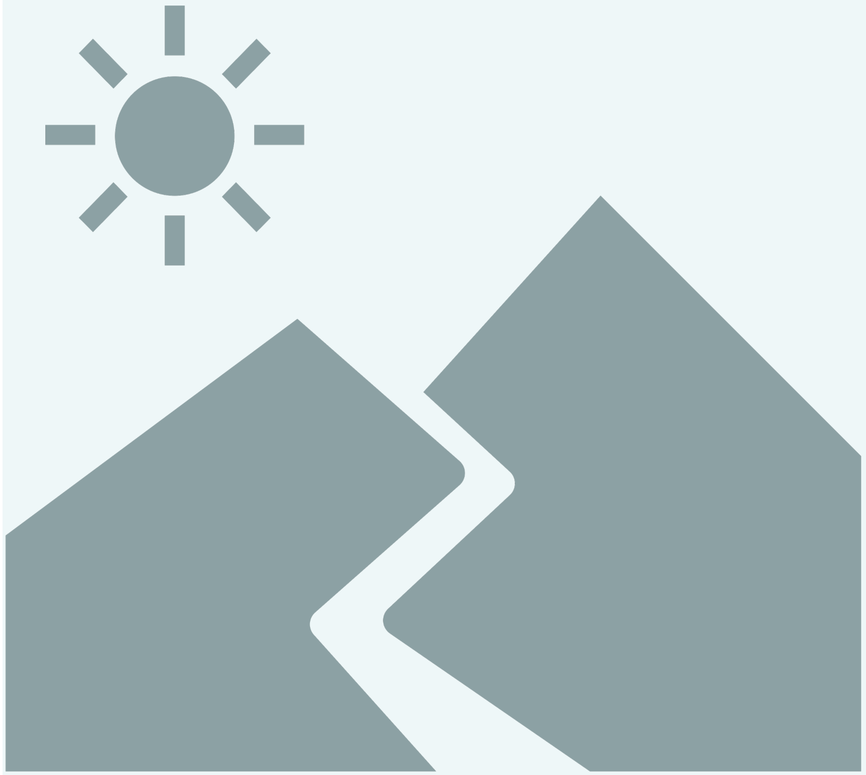


Mountain holiday research
2025

spalder
MEDIA GROUP

Mountain holiday survey 2025

From March 14 to April 1, 2025, the website In de bergen conducted research into the trends in the field of mountain holidays in spring, summer and autumn among Dutch and Belgians. We asked questions about the factors that are important during (booking) a mountain holiday, the duration of the trip, but also asked for information about the budget and to what extent people try to make sustainable choices for a holiday.

A total of 1235 people participated in the study, of which 85% came from the Netherlands, 14% from Belgium and 1% from other countries. The distribution of men and women is: 32% against 68%. The answers were collected through an online survey, which was distributed via the website and the associated social media channels of the various websites.

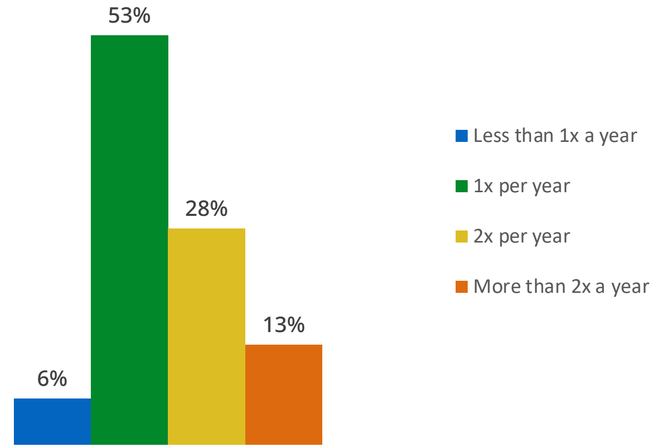
spalder
MEDIA GROUP

Mountain holiday frequency: more than half go once a year

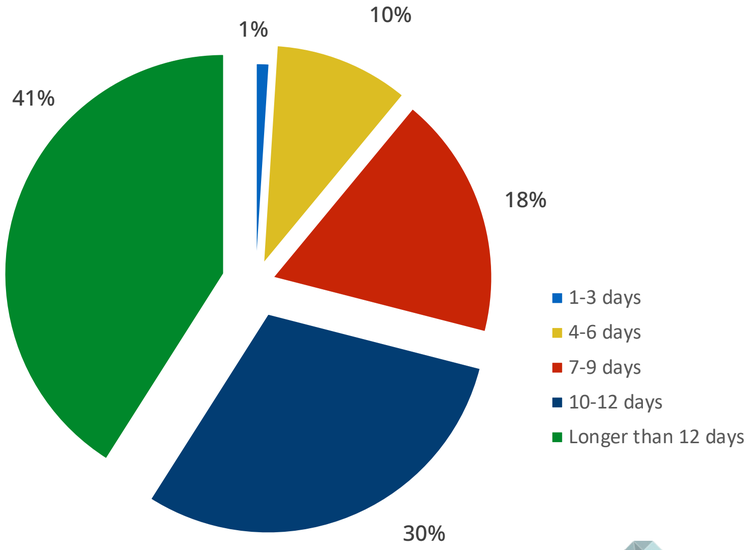
Of all those surveyed, 53% go on a mountain holiday once a year. 28% even go twice and 13% even more often. 6% do not go on a mountain holiday every year.

On average, we go on a long mountain holiday. A large majority (41%) say they will go to the mountains for more than 12 days, while 30% will go on a mountain holiday for 10 to 12 days. Almost a fifth (18%) stays in the mountains for 7 to 9 days.

How often have you been on average mountain holidays in the spring, summer and autumn in recent years?

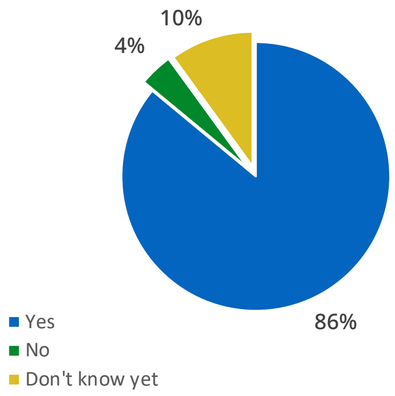


How many days do you usually go on a mountain holiday?

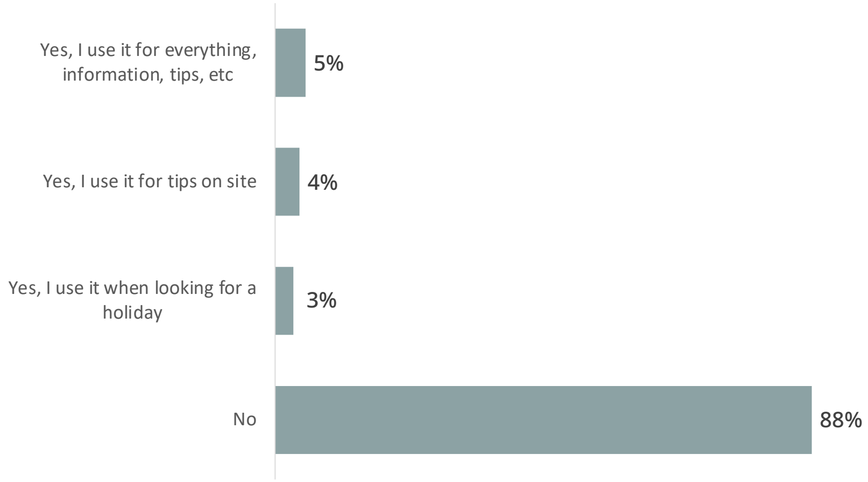


spalder MEDIA GROUP

Are you planning to go on a mountain holiday in the spring, summer or autumn of 2025?



Do you use AI (e.g. ChatGPT, Google Bard, Bing AI, etc.) when choosing your mountain holiday or when looking for information about destinations, activities and tips?



86% of those surveyed will go on a mountain holiday in 2025 anyway

Of those surveyed, 86% are currently already sure that they will go on holiday to the mountains this year. 10% do not yet know whether they will enjoy a mountain holiday this year. 4% indicate that they will not go on holiday to the mountains this year.

When asked whether AI is used when choosing a mountain holiday or when looking for information about destinations, activities and tips, 88% answered negatively. 5% indicate that they use AI for all information, while 4% look for tips on site and 3% look for a holiday via AI.

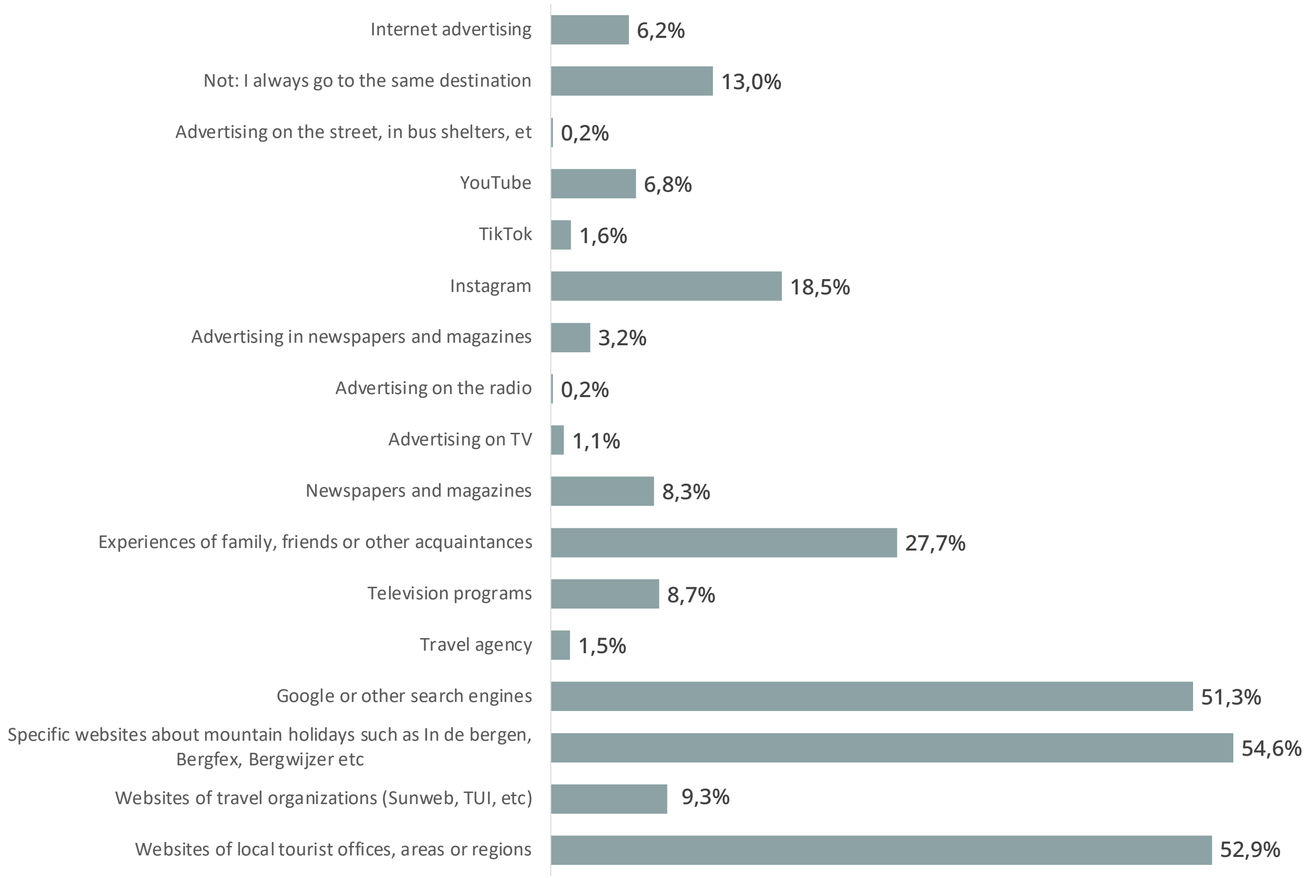
spalder
MEDIA GROUP

Main source of inspiration: websites about mountain holidays

Several answers could be given to the question of where people get inspiration when they want to book a mountain holiday. The main source of inspiration, with 54.6%, are specific websites about mountain holidays, such as In de bergen, Bergfex, Bergwijzer and the like.

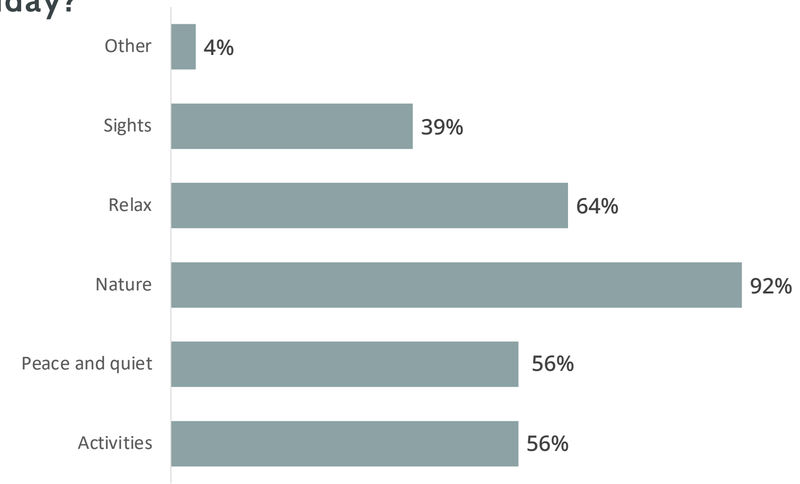
Another large proportion, 52.9%, gets their information from the websites of local tourist offices, areas or regions, while 51.3% search via Google or other search engines. The experience of family, friends or acquaintances (27.7%) is also seen as an important source of information. Instagram is also an important source of inspiration with 18.5%.

Where do you look for information or get inspired when you want to book a mountain holiday?

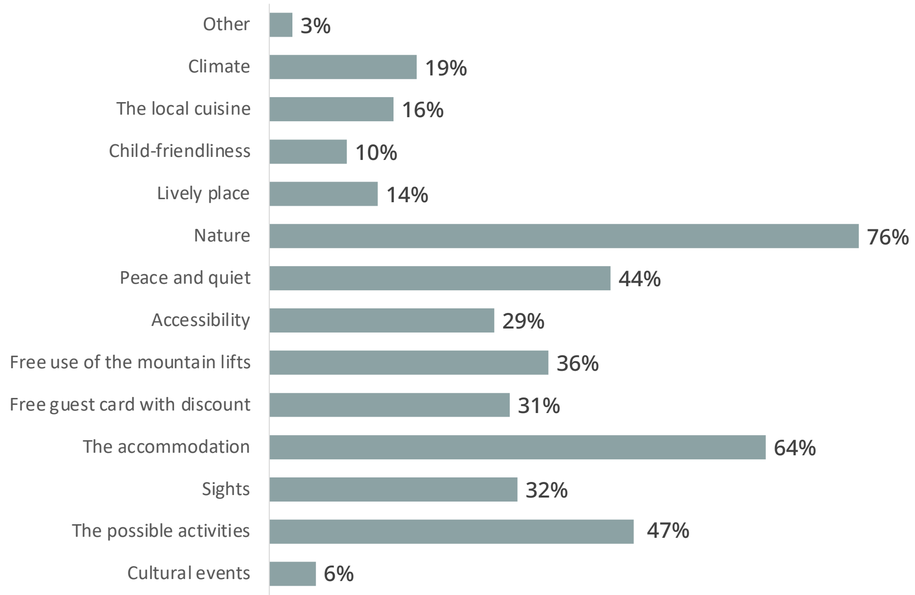


spalder
MEDIA GROUP

What are you mainly looking for during your mountain holiday?



Which factors are important to you when choosing your holiday destination?



We are mainly looking for nature experience

When asked what people are mainly looking for during the mountain holiday – several answers could be chosen – nature is clearly at the top with 92%. This is followed by relaxation with 64% and peace & quiet and activities with both 56%.

Nature (76%) is also the most important factor when choosing a holiday destination, followed by accommodation (64%). Furthermore, when choosing the holiday destination, we look at the possible activities (47%) and the peace and quiet (44%). It is striking that 36% of those surveyed mention free use of the mountain lifts as an important factor when choosing a holiday destination. In addition, the guest card (31%) and accessibility (29%) play an important role in the choice.

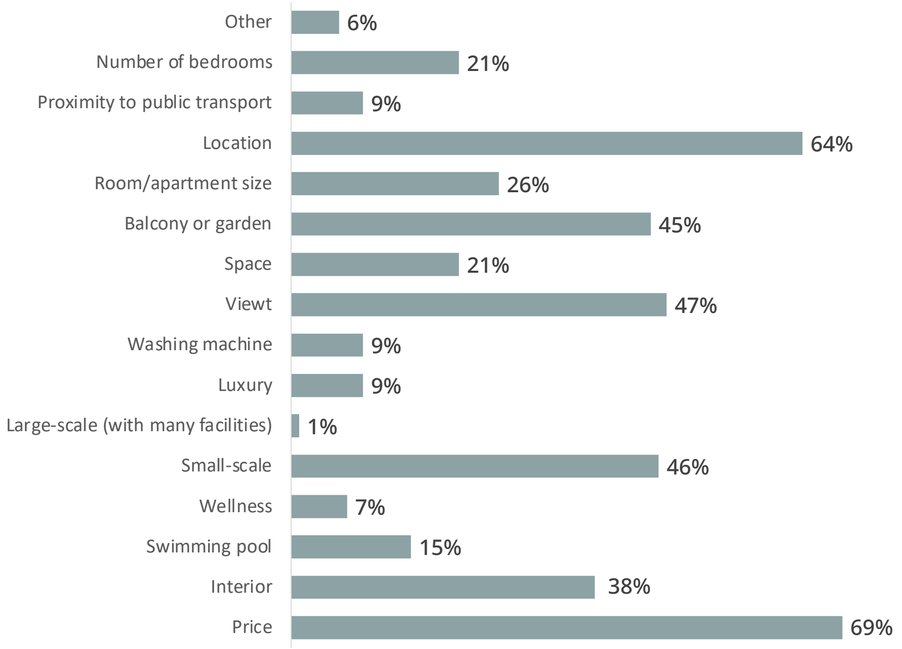
spalder
MEDIA GROUP

Price and location most important factors when choosing accommodation

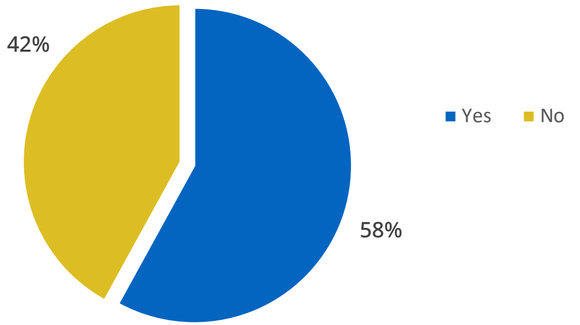
We asked respondents which factors are important when choosing accommodation. They could choose multiple answers. With 69%, price is the most important factor, followed by location (64%). In addition, people find a view (47%), small scale (46%) and a balcony or garden (45%) very important. More than a third (38%) also pay attention to the interior when choosing. With 'other' it was often mentioned that it is a condition that the dog is allowed to come along.

58% have now booked a mountain holiday for 2025. Just under half (42%) have yet to book their mountain holiday for 2025.

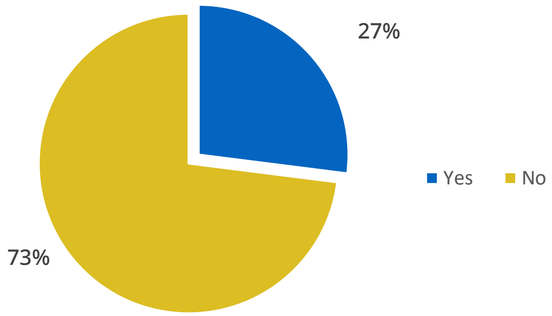
What factors are important to you when choosing your accommodation?



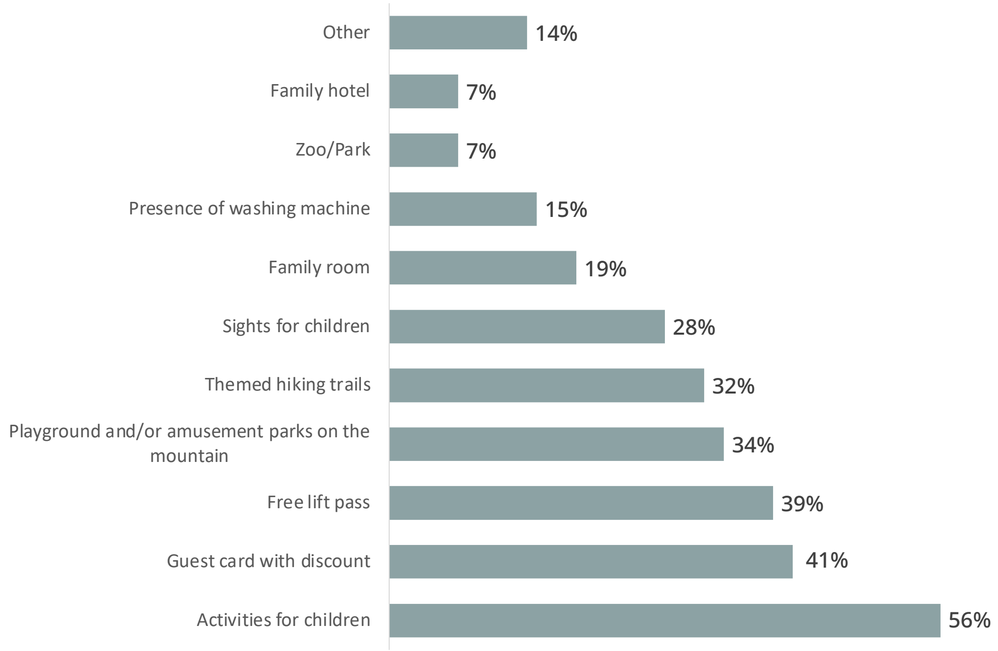
Have you already booked your mountain holiday for 2025?



Are you going on a mountain holiday with school-age children?



Which factors and/or facilities are important to you (when booking) a family holiday in the mountains?



Children's activities and guest card play a crucial role in a family holiday

Of all respondents, 27% go to the mountains with school-age children and 73% go on a mountain holiday without school-age children.

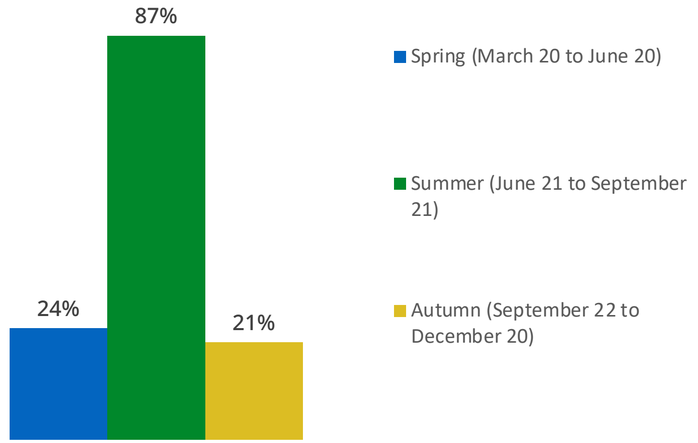
Among the factors or facilities that are important (when booking) a mountain holiday with children, the activities for children are clearly essential at 56%. They also look for a guest card with a discount (41%) and free mountain lifts (39%). Another important facility is the presence of play and/or amusement parks on the mountain (34%). Themed hiking trails are also clearly favorites with families (32%), as are sights for children (28%).

A third would like to go to the mountains in the autumn

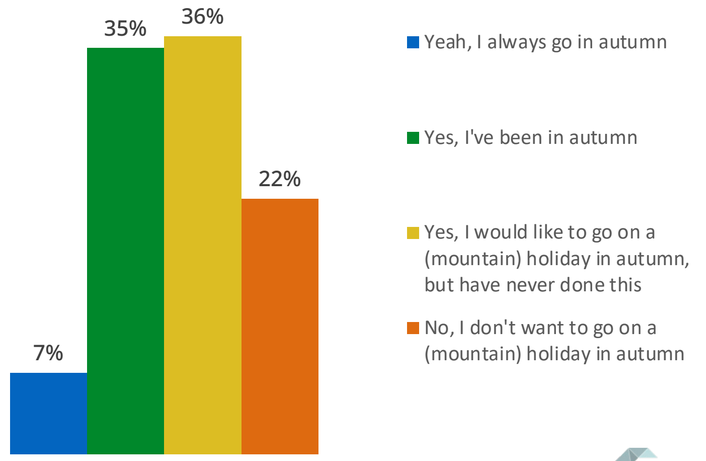
When people go on a mountain holiday, several answers could be given when they go more often a year. Most people (87%) go in summer. Spring (24%) and autumn (21%) aren't far behind each other.

7% of respondents always go on a mountain holiday in autumn and 35% say they have been in autumn. 22% do not feel the need to go to the mountains in autumn. 36% have never been on a mountain holiday in the autumn, but would like to do so.

When do you (usually) go on a mountain holiday?



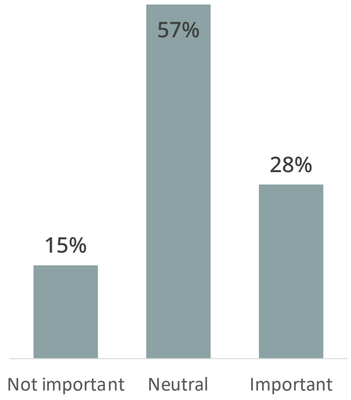
Have you ever considered or do you ever go on a mountain holiday in the autumn?



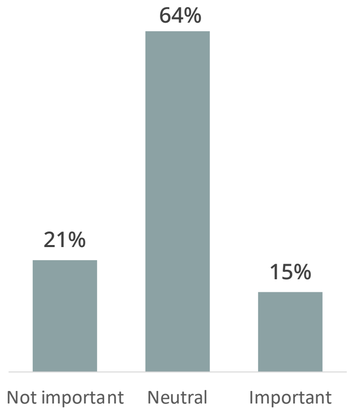
spalder MEDIA GROUP

To what extent do you think sustainability is important during your mountain holiday?

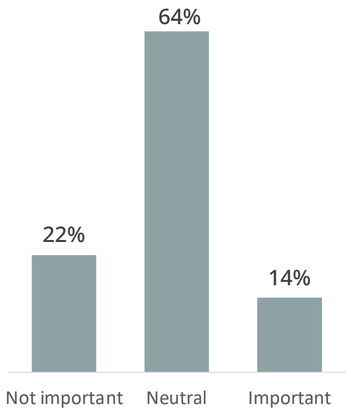
Sustainability in general



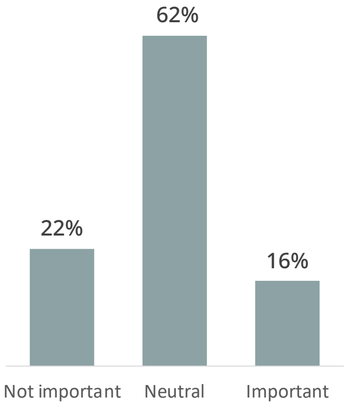
Sustainable travel



Sustainable overnight stays



A holiday region active in the field of sustainability



Sustainability is not a determining factor

We asked a number of questions about sustainability. For each question, more than half of the respondents answered 'neutral', so we can say that this is not an important determining factor when (booking) the mountain holiday.

Nevertheless, 28% indicate that they find sustainability in general important during the mountain holiday. The percentages in terms of travel, overnight stays and the fact that a region/area is actively involved in this are very close to each other.

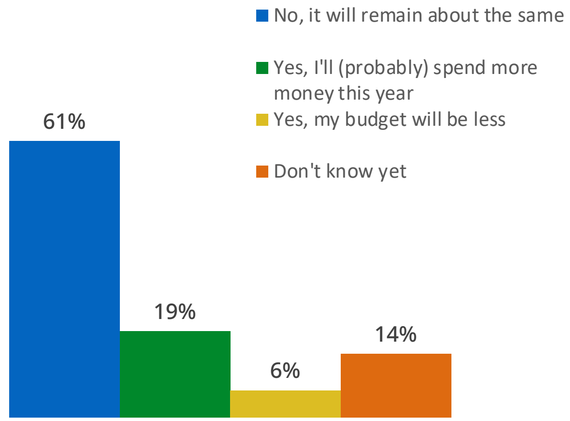
spalder
MEDIA GROUP

With a clear majority, budget and spending pattern remain the same

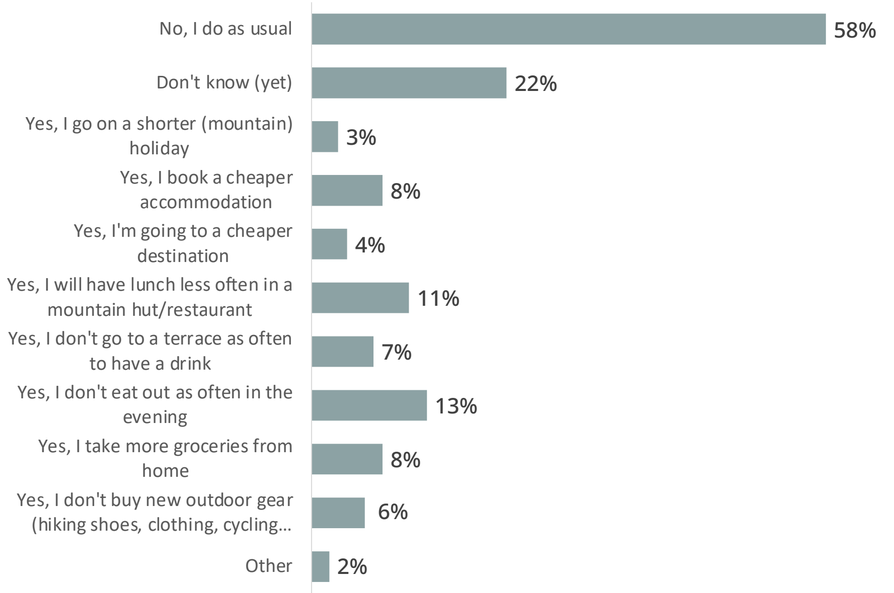
When asked about the budget for the mountain holiday in 2025, 61% say that it will remain about the same as before. Almost a fifth (19%) indicate that they will probably spend more money this year, 6% less and 14% do not know yet.

Whether we will make different choices as a result of price increases, 58% indicate that they will do the same as usual. 22% do not know this yet. We are going to cut back the most on eating out, both at noon (11%) and in the evening (13%). 8% say they will bring more groceries from home and an equal percentage will book cheaper accommodation this year. Also, 6% will not spend any money on new outdoor gear this year.

Is your budget for your mountain holiday changing this year?

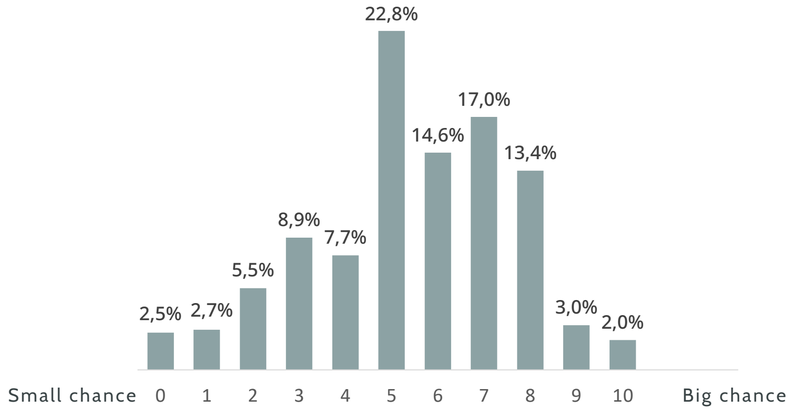


Will you make different choices this year before or during your mountain holiday due to price increases?

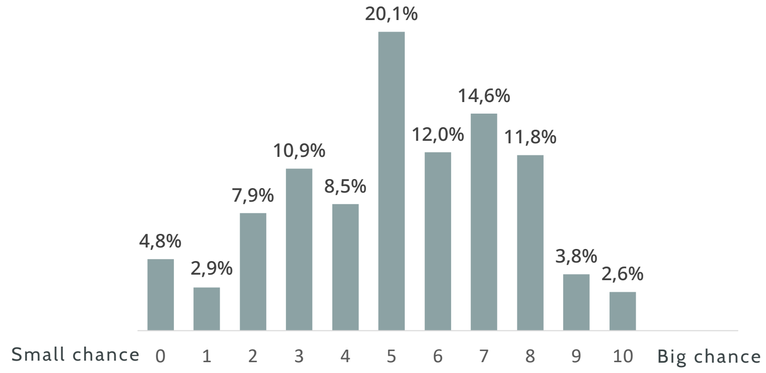


spalder MEDIA GROUP

To what extent do you expect an economic crisis to occur within 1 to 2 years?



Suppose there is an economic crisis. To what extent do you expect this to affect your personal situation?



Majority expects an economic crisis with an impact on their own situation

When we ask about the probability of an economic crisis within 1 to 2 years, 22.8% answered neutrally. A clear majority is leaning towards a large(r) chance that this will happen.

When asked to what extent this economic crisis is expected to have an impact on the personal situation, one fifth also remains neutral. The confidence that this will not affect their own situation is slightly lower than the people who think that this will indeed affect their individual situation.

spalder
MEDIA GROUP

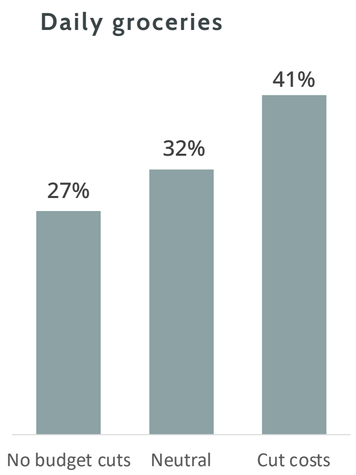
38% do not cut back on a mountain holiday when income falls

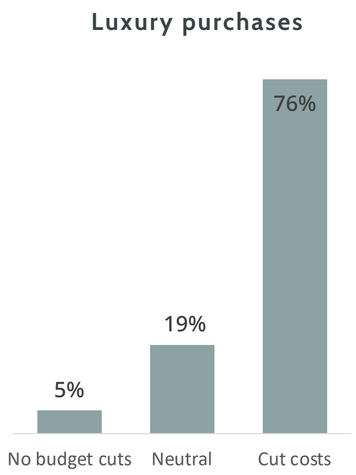
If the income of the participants were to decrease, they would cut back the most on luxury purchases (76%), subscriptions (54%), daily groceries (41%) and ski holidays(41%). Although another large proportion (27%) also indicate that they will not cut back on daily shopping.

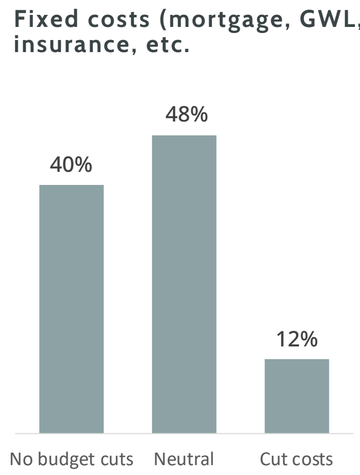
It is striking how important the Dutch and Belgians find 'their' mountain holiday. 38% indicate that they will not cut back on this, while 44% are neutral about this. 19% say they will cut back on the mountain holiday.

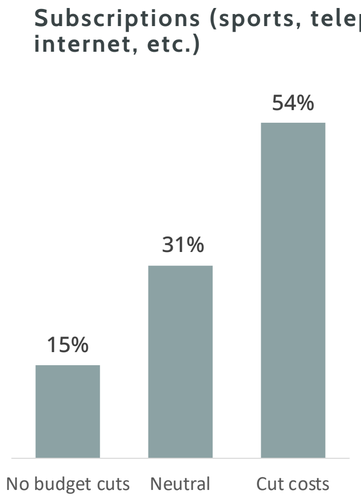
In conclusion, we can say that we find holidays very important and are less likely to cut back on them than on other expenses.

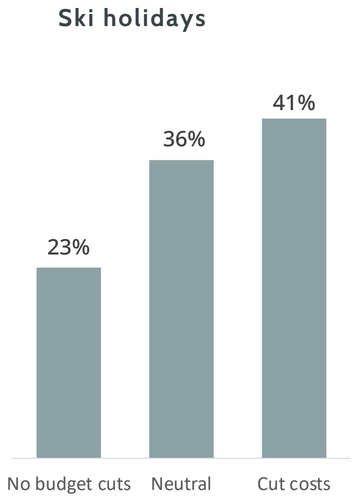
Suppose your income were to decrease or you have less to spend, to what extent would you cut back on the following things?

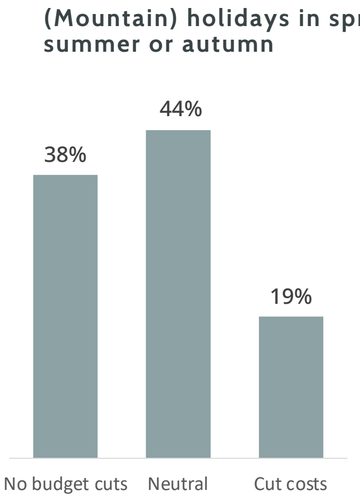






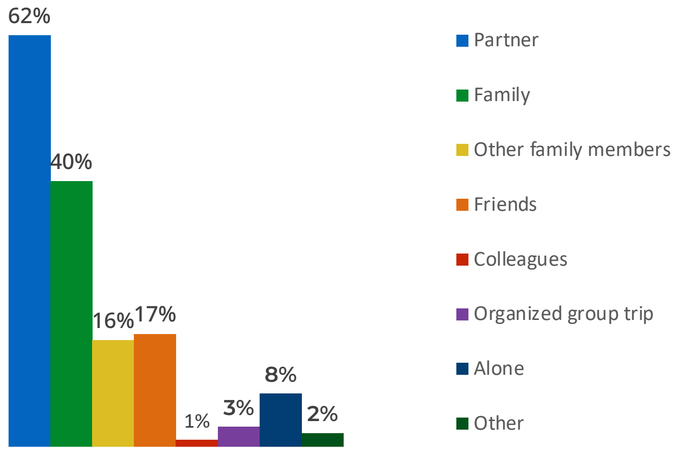




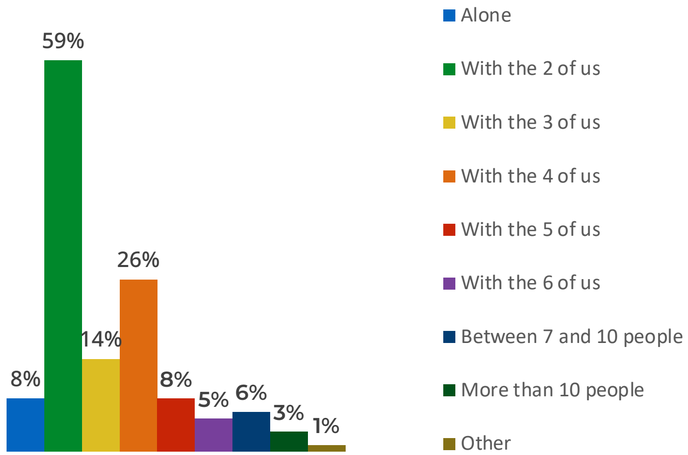


spalder
MEDIA GROUP

Who do you normally go on summer holidays to the mountains with?



How many people do you usually go on a mountain holiday with?



Large majority go to the mountains with a partner

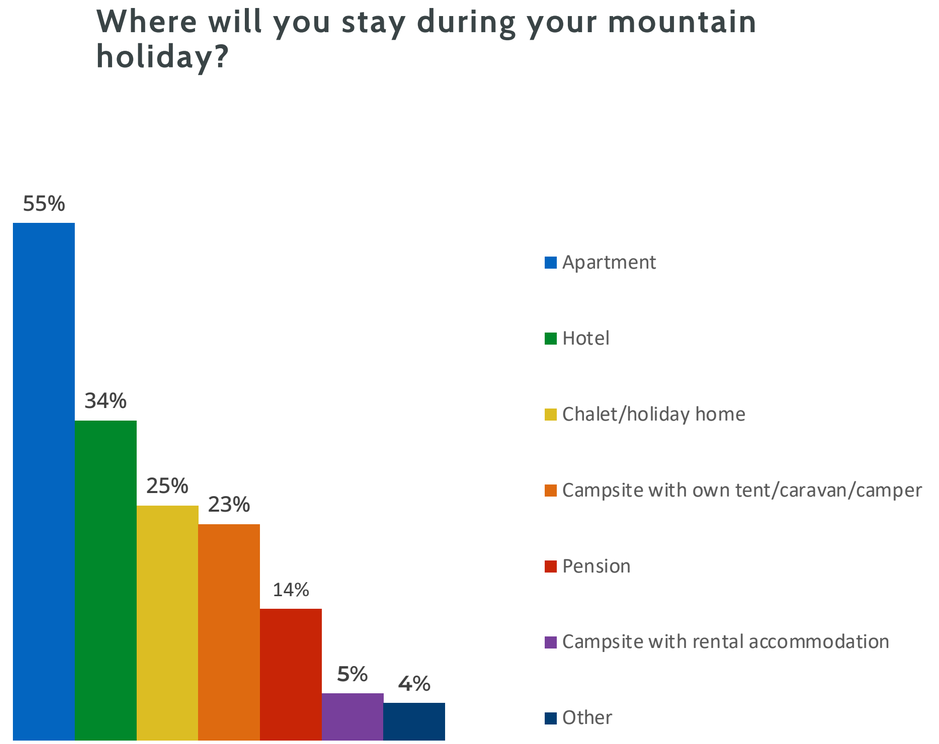
To the question with whom one usually goes on a mountain holiday, several answers could be given if one goes more often. 62% indicate that they go with their partner and 40% with the family. It is striking that 8% only go on a mountain holiday.

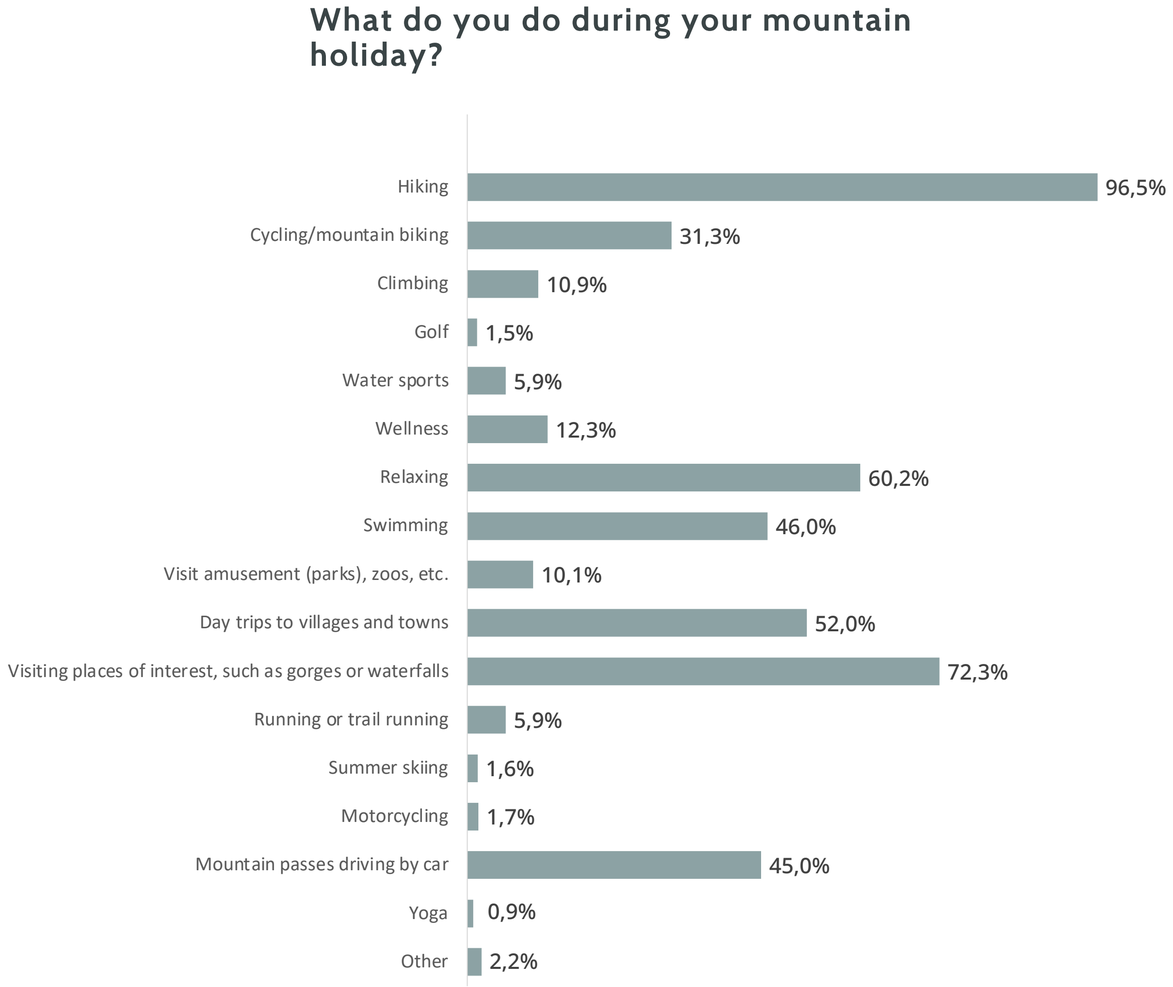
More than a quarter of the respondents (26%) go on a mountain holiday with four people, but the majority (58%) go with just the two of them.

Apartment most popular during the mountain holidays

The Dutch and Belgian mountain tourists spend the most nights (55%) in an apartment, followed by a hotel (34%). A quarter of the respondents prefer a chalet/holiday home and slightly fewer (23%) opt for a campsite with their own tent, caravan or motorhome.

'Other' often indicates a mountain hut, your own living space or staying with family.





Hiking activity number 1 during a mountain holiday

When asked what respondents do during their mountain holiday, several answers could be given. The clear favorite is hiking with more than 96%. This is followed by sightseeing with more than 72% and relaxation with 60.2%.

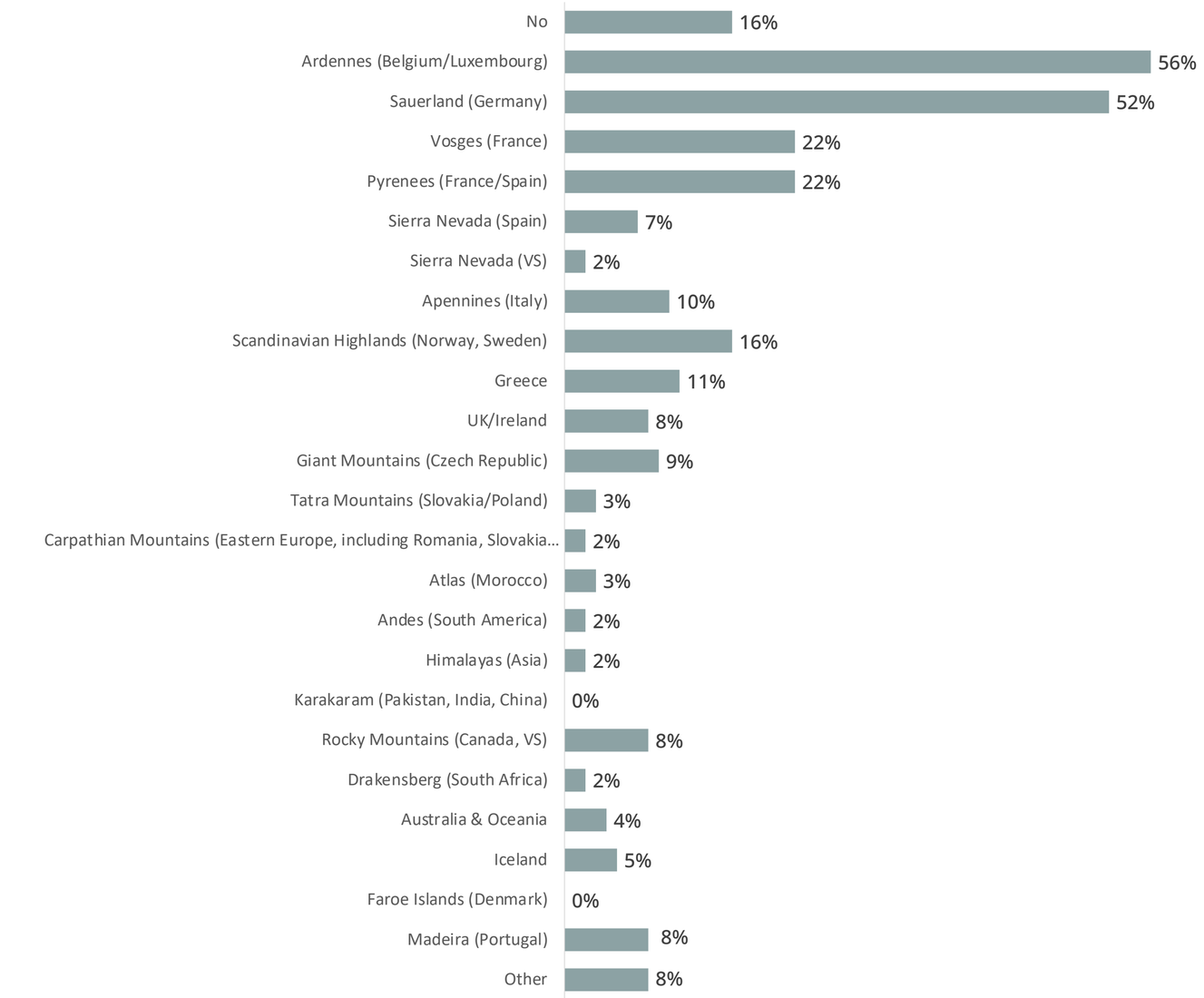
In addition, we like to make trips to villages and towns (52%), but swimming (46%), riding mountain passes (45%) and cycling (31.3%) are also popular during a mountain holiday.

More than half have been to the Ardennes and the Sauerland

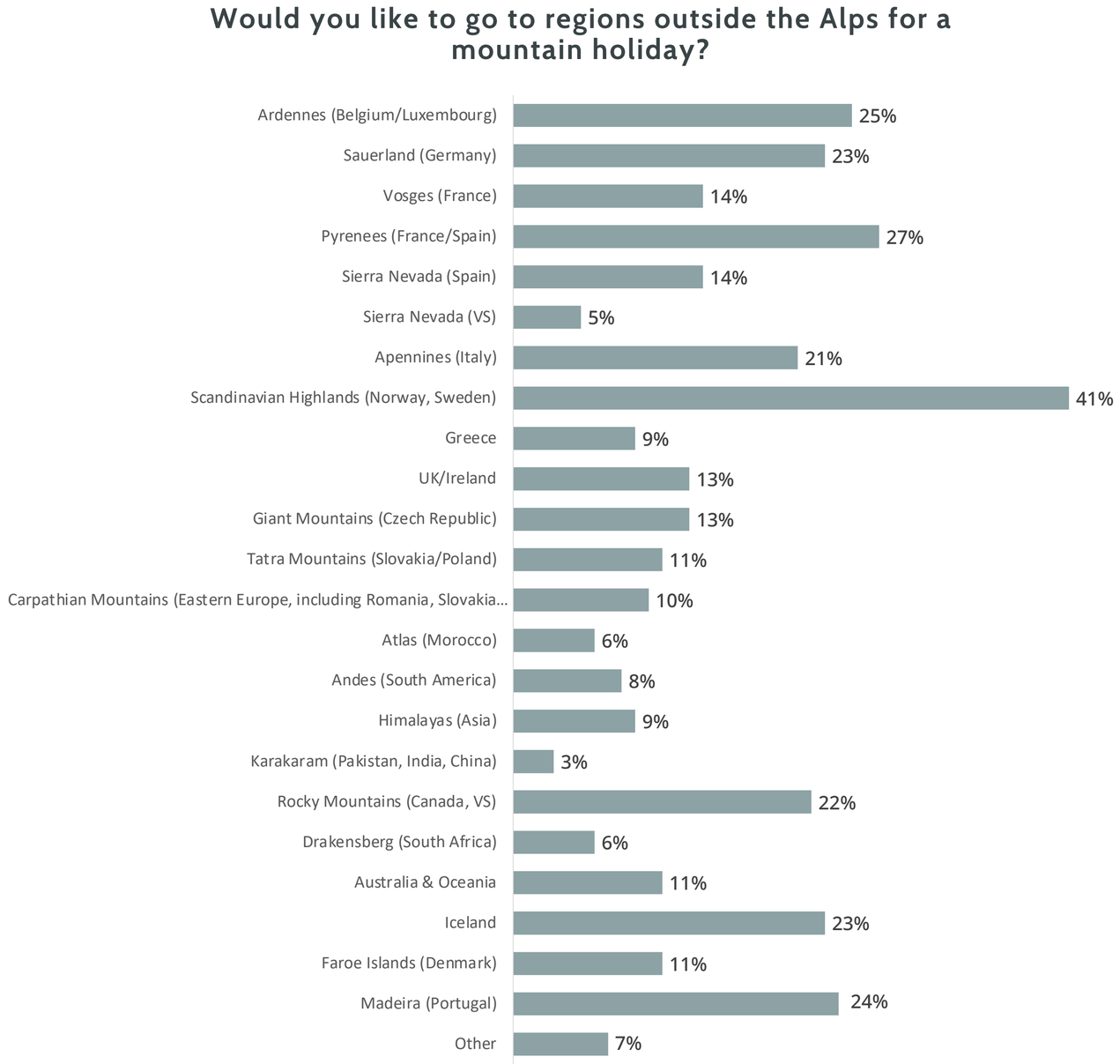
When asked whether people have ever been on a mountain holiday outside the Alps, 16% answered that they have never done so.

In addition to the Alps, the Ardennes (56%) and the Sauerland (52%) are the most visited, followed by the Vosges mountains (France) and Pyrenees (France/Spain) with 22%. Scandinavia is also relatively popular at 16%.

Have you ever been to regions outside the Alps for a mountain holiday?



spalder MEDIA GROUP



Scandinavia high on wish list for mountain lovers

When asked whether respondents would like to go to regions outside the Alps, several answers could be given. Scandinavia is clearly the most popular with 41%, followed by the French Pyrenees (27%) and the Ardennes (25%).

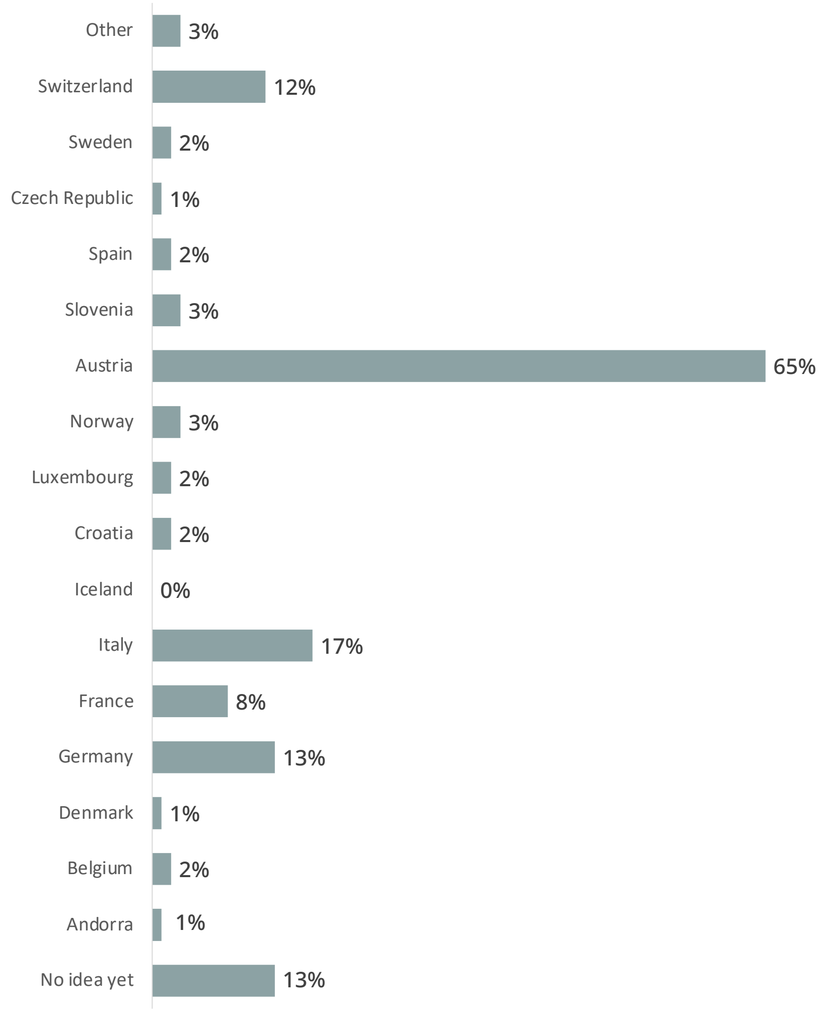
Destinations that are further away are also on the wish list, such as the Rocky Mountains (Canada/USA), Iceland and Madeira. It is striking that even 11% would like to make the trip to the other side of the world, Australia and New Zealand, for a mountain holiday.

Austria's most popular mountain holiday destination

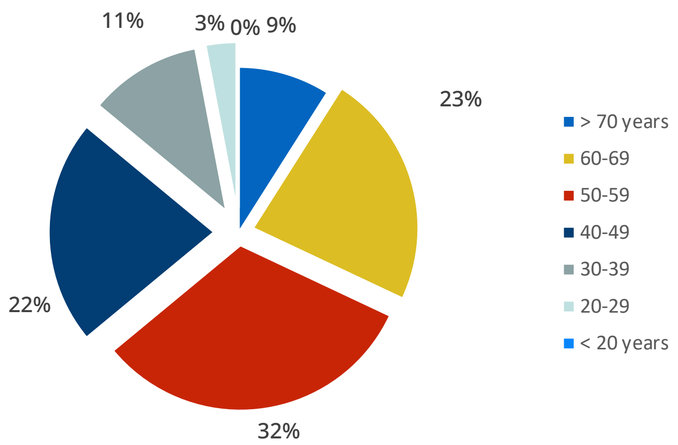
Several answers could also be given to this question if you visit several countries in one mountain holiday or go more often. As in previous years, Austria is still the most popular among Dutch and Belgians. 65% indicate that they are going or want to go to Austria.

Austria is followed by Italy with 17%, Germany 13% and Switzerland 12%. It is striking that 13% do not yet know where they are going or would like to go in 2025.

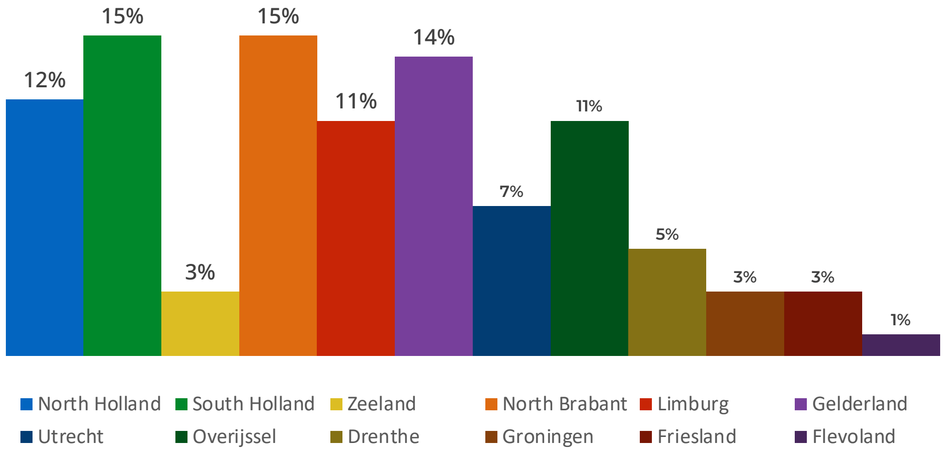
Do you already know where you are going or would like to go in 2025 for your mountain holiday?



What is your age?



In which province do you live?



More than three-quarters of respondents over the age of 40

The 50 to 59 age group is the most represented in this study (32%), followed by the 60 to 69-year-olds (23%). We can therefore say that more than half of the respondents are between 50 and 69 years old. The group of 40 to 49 makes up just over a fifth of the total group of respondents.

The provinces where the respondents live corresponds well with the size of the provinces in terms of inhabitants. The four largest provinces in the Netherlands (South Holland, North Holland, North Brabant and Gelderland) are also the most represented in our study.

Contact

Address: Veerdijk 40F
1531 MS Wormer
Nederland
Telephone: +31 (0)20 52 18 133
Email: info@spalder.com
Website: www.spalder.com

Frank Pieters

Managing partner

E-mail : f.pieters@spalder.com

Telefoon: +31 (0)6 51 67 69 48

Vera Dormans

Sales manager

E-mail: v.dormans@spalder.com

Telefoon: +31 (0)20 521 81 32

spalder
MEDIA GROUP