



# Province

## Drenthe

# Key Findings



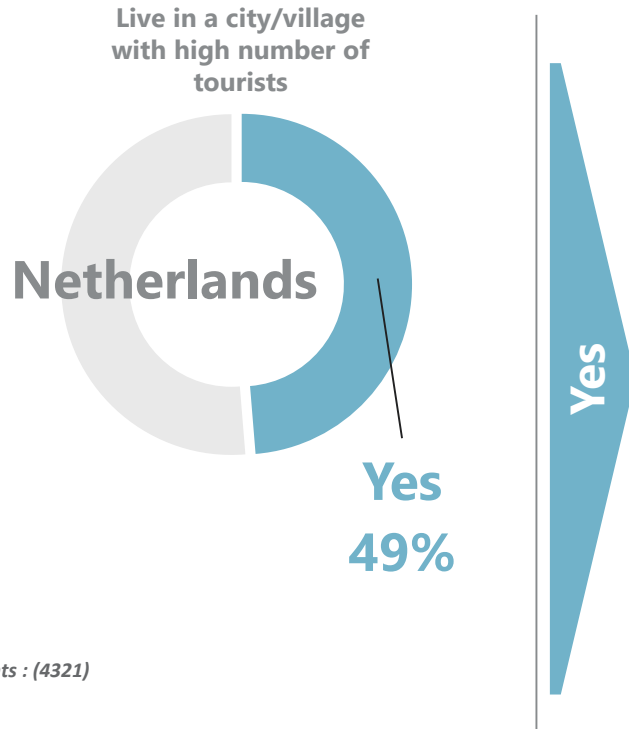
# Main findings: Drenthe

- ✓ 50% of Drenthe population think they live in a city/village with high number of tourists
- ✓ The season with highest perception of high number of tourists visiting is summer (81%)
- ✓ Drenthe resident's perceive positive benefits from tourism: 42% think it generates wealth and income and also a 42% that creates new offers and leisure activities
- ✓ About 22% think there should be measures to manage tourism better in his/her city/village
- ✓ Proposed measures are: Create experiences and attractions that benefit residents as well as visitors, Ensure local communities benefit from tourism and Improve infrastructure (transport, etc) and facilities
- ✓ More than half of the Drenthe population (55%) support tourism and want it to stay important for his/her city/village.
- ✓ They also think that tourism has more advantages then disadvantages (58%)
- ✓ One out of five experience disturbance from tourism (22%)

- Do you think you live in a city with a high number of tourists?
- During what period of the year do you experience this the most?

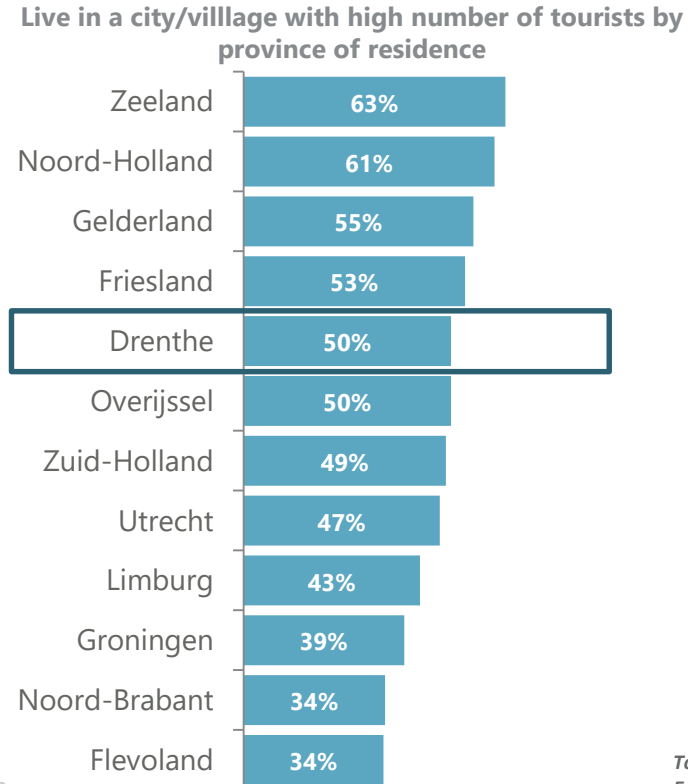


# Residents in Zeeland, Noord-Holland, Gelderland are over the average in the perception of receiving high number of tourists



Total respondents : (4321)

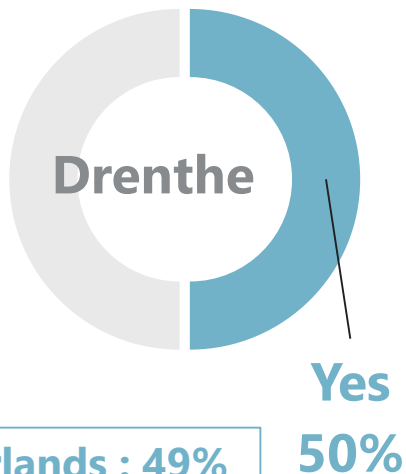
Q1. Do you think you live in a city/village with a high number of tourists?



Total respondents :  
Each Province (300)

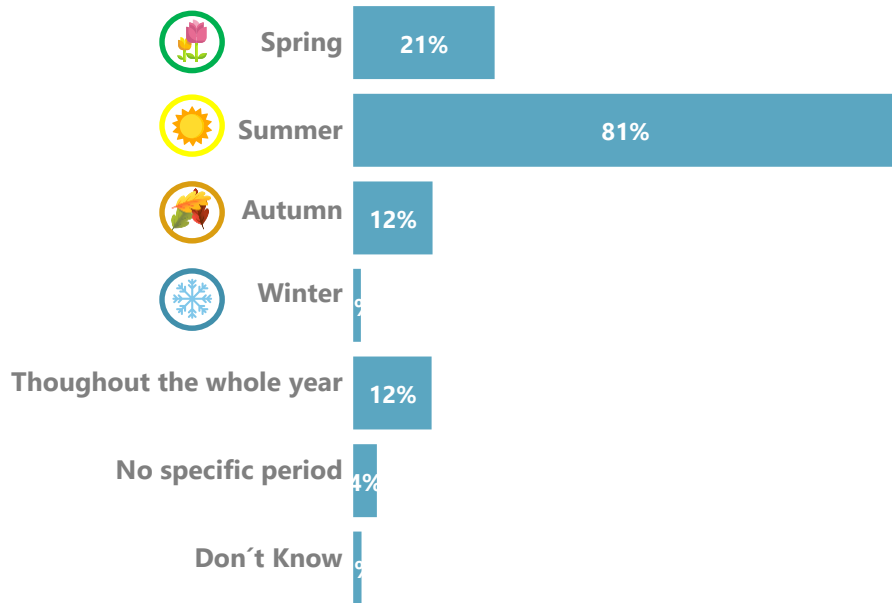
# Half of the Drenthe residents think they live in a city/village with a high number of tourists, most perceived in the summer

Drenthe



Total respondents : (300)

Q1. Do you think you live in a city/village with a high number of tourists?

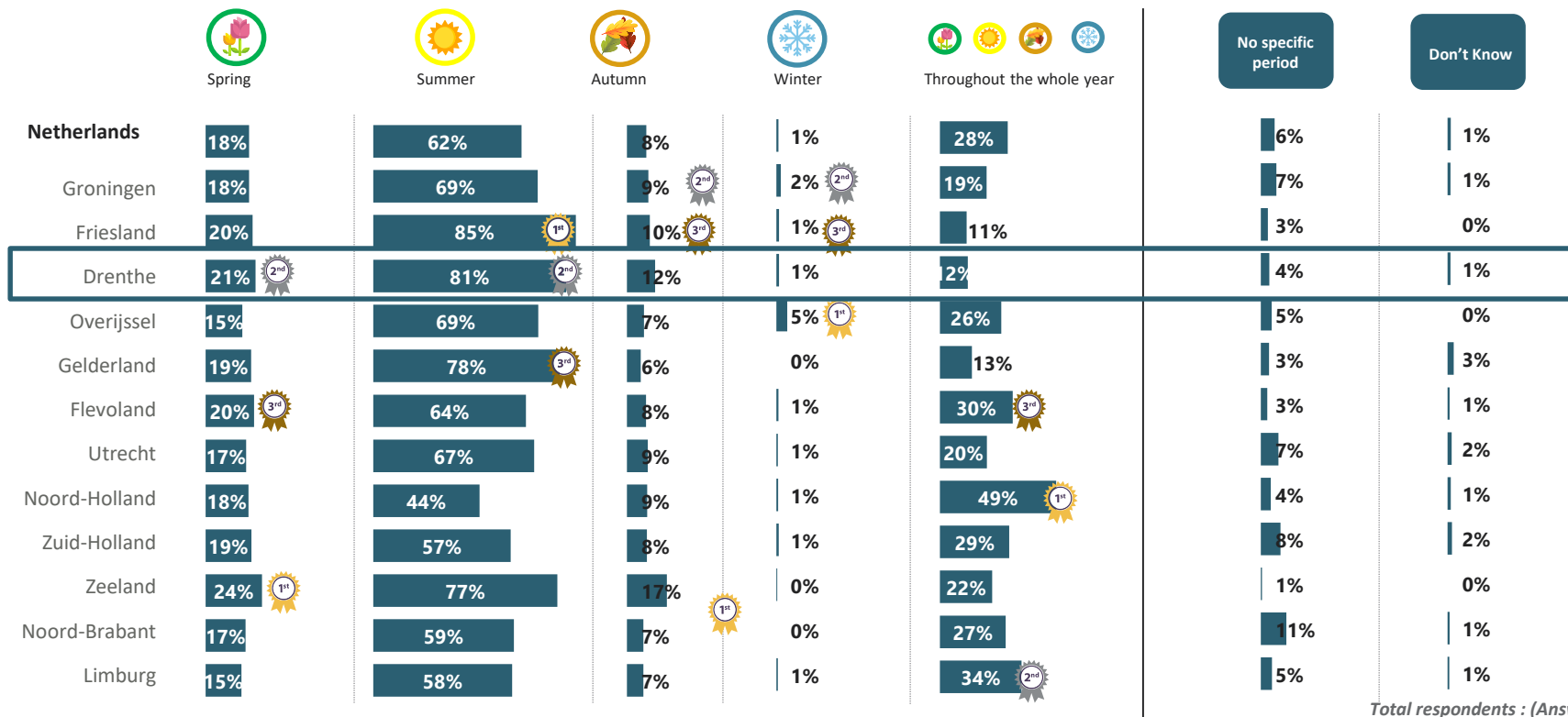


Total respondents : (Answer "yes" to Q1 154)

Q1A. During what period of the year do you experience this the most?

# Friesland, Drenthe and Gelderland show highest rates in summer. Noord-Holland, Limburg and Flevoland show highest rates “during the whole year”

Period of the year in which they think there is a high number of tourists by province of residence



Total respondents : (Answer "yes" to Q1 2401)










Q1A. During what period of the year do you experience this the most?

- How does tourism impact your city?

# Residents in Gelderland, Noord Holland and Zeeland are most conscious about tourism impacts in their cities/villages

Big + Moderate Impact

## Impact of tourism in your City. Province comparison

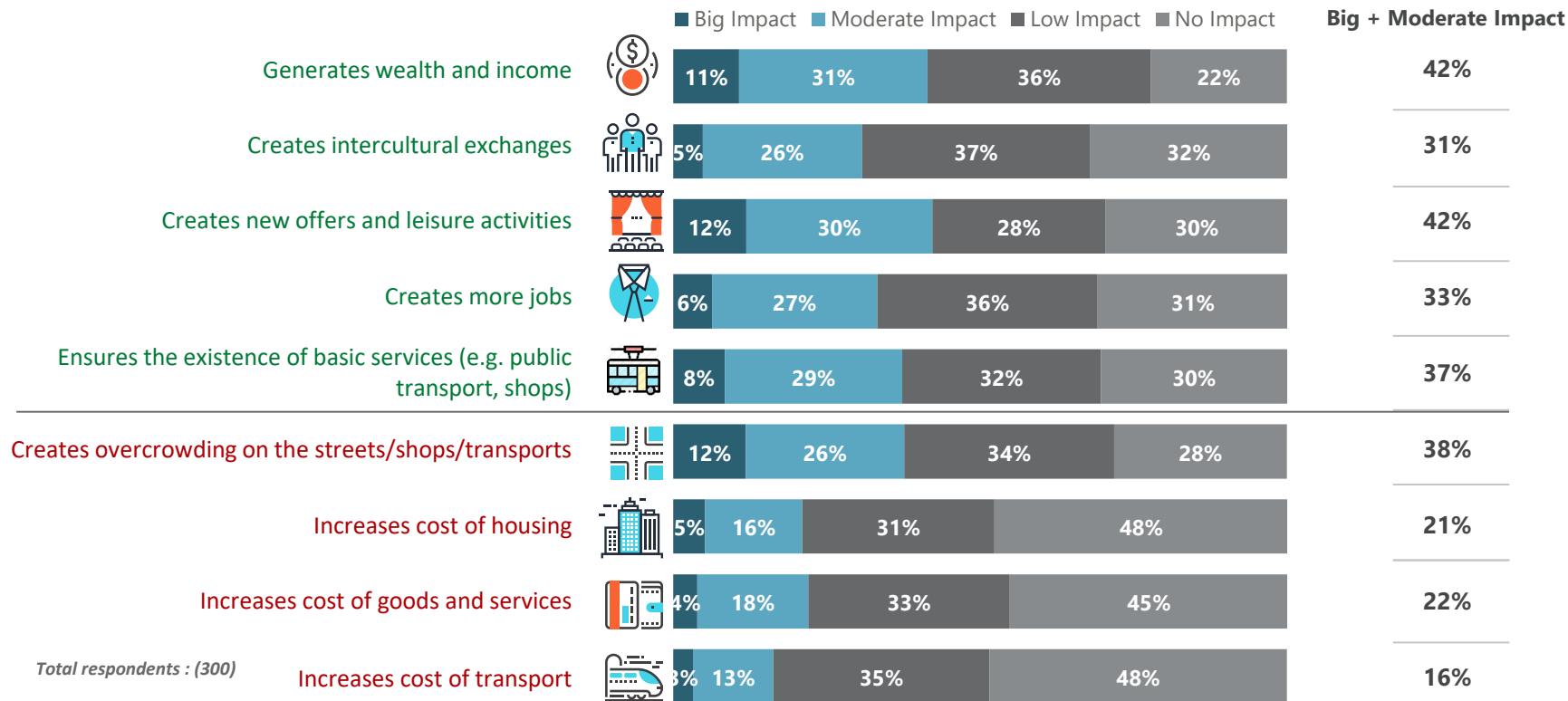
	 Generates wealth and income	 Creates more jobs	 Creates new offers and leisure activities	 Creates intercultural exchanges	 Ensures the existence of basic services (e.g. public transport, shops)	 Creates overcrowding on the streets / shops / transports	 Increases cost of housing	 Increases cost of goods and services	 Increases cost of transport
<b>Netherlands</b>	47%	43%	42%	41%	41%	45%	34% <sup>3rd</sup>	32%	27%
Groningen	41%	32%	36%	39%	34%	33%	24%	21%	22%
Friesland	49%	40%	41%	36%	40%	36%	29%	26%	24%
Drenthe	42%	33%	42%	31%	37%	38%	21%	22%	16%
Overijssel	47%	39%	46%	40%	40%	45%	23%	25%	23%
Gelderland	51% <sup>3rd</sup>	46% <sup>3rd</sup>	46% <sup>2nd</sup>	40%	45% <sup>3rd</sup>	48% <sup>3rd</sup>	30%	29%	24%
Flevoland	42%	41%	40%	42% <sup>3rd</sup>	37%	37%	29%	30%	28% <sup>3rd</sup>
Utrecht	39%	40%	38%	39%	38%	42%	32%	27%	24%
Noord-Holland	55% <sup>2nd</sup>	54% <sup>1st</sup>	42%	50% <sup>1st</sup>	46% <sup>2nd</sup>	57% <sup>1st</sup>	50% <sup>1st</sup>	45% <sup>1st</sup>	37% <sup>1st</sup>
Zuid-Holland	47%	42%	43% <sup>3rd</sup>	40%	38%	45%	32%	33% <sup>3rd</sup>	27%
Zeeland	62% <sup>1st</sup>	54% <sup>2nd</sup>	53% <sup>1st</sup>	44% <sup>2nd</sup>	49% <sup>1st</sup>	54% <sup>2nd</sup>	35% <sup>2nd</sup>	36% <sup>2nd</sup>	29% <sup>2nd</sup>
Noord-Brabant	42%	37%	40%	38%	40%	38%	34% <sup>3rd</sup>	30%	28% <sup>3rd</sup>
Limburg	47%	46%	39%	39%	41%	42%	30%	32%	25%

Q2. How does tourism impact your city/village?

Total respondents : (4321)

# How does tourism impact your city/village?

Drenthe



Q2. How does tourism impact your city/village?

- **Do you think there should be measures to manage tourism better in your city/village?**
- **What measures do you think are more adequate to deal with the increase in the number of tourists to your city/village?**



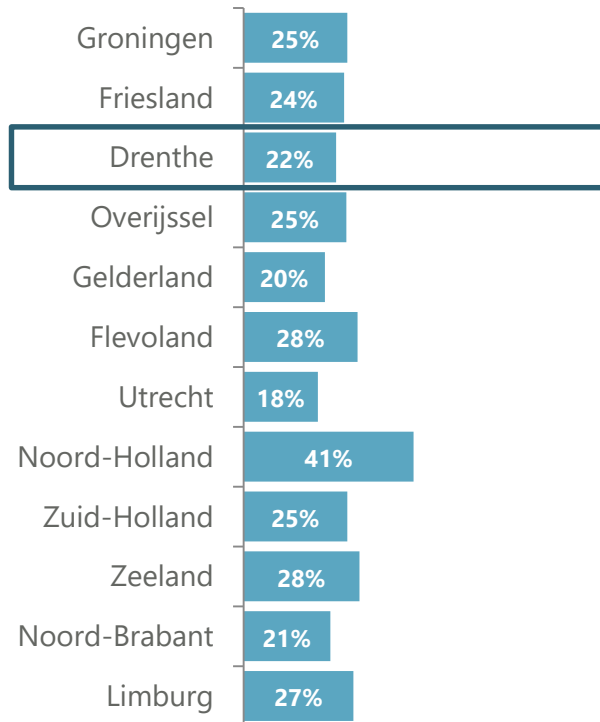
# 22% Residents in Drenthe think there should be measures to manage tourism better.



Total respondents : (4321)



There should be measures to manage tourism better in my city/village, by province of residence

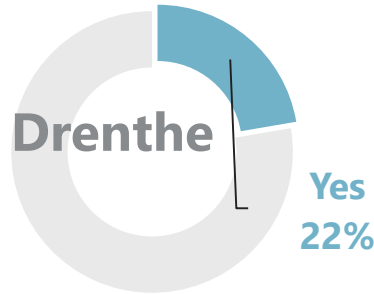


Total respondents :  
Each Province (300)

Q3. Do you think there should be measures to manage tourism better in your city/village?

# Do you think there should be measures to manage tourism better in your city?

## What measures do you think are more adequate to deal with the increase in the number of tourists to your city?



**Netherlands : 26%**

Total respondents : (300)

Q3. Do you think there should be measures to manage tourism better in your city/village?

- Create experiences and attractions that benefit residents as well as visitors
- Ensure local communities benefit from tourism
- Improve infrastructure (transport, etc) and facilities
- Promote the dispersal of visitors all year long
- Communicate with and engage visitors
- Promote tourism to other type of visitors
- Communicate with and engage local communities
- Promote the dispersal of visitors within the city and beyond
- Set a system to measure and monitor tourism
- Limit the number of tourism establishments (hotels, shops, etc)
- Stop tourism promotion
- Limit the number of visitors



**TOTAL**

**Drenthe**

70%

67%

62%

60%

47%

44%

42%

40%

34%

15%

10%

9%



Figure is indicative, lower number of respondents

Total respondents : (Answer "yes" to Q3 69)

Q4. What measures do you think are more adequate to deal with the increase in the number of tourists to your city/village?

# The 3 main measures proposed are very similar in the different provinces

More adequate measures to deal with the increase in the number of tourists in your city. By province of residence

	Netherlands	Groningen	Friesland	Drenthe	Overijssel	Gelderland	Flevoland	Utrecht	Noord-Holland	Zuid-Holland	Zeeland	Noord-Brabant	Limburg
Ensure local communities benefit from tourism	64%	74%	58%	67%	59%	73%	74%	64%	51%	66%	72%	74%	70%
Improve infrastructures and facilities	61%	65%	51%	62%	56%	56%	64%	45%	59%	70%	68%	58%	63%
Create experiences and attractions that benefit residents as well as visitors	59%	78%	75%	70%	68%	65%	71%	59%	39%	56%	68%	80%	61%
Promote dispersal visitors all year long	53%	51%	65%	60%	58%	60%	58%	56%	50%	51%	62%	44%	56%
Communicate with and engage local communities	46%	54%	51%	42%	41%	44%	37%	52%	31%	59%	41%	57%	46%
Promote the dispersal of visitors within the city and beyond	46%	28%	31%	40%	49%	38%	40%	59%	64%	39%	41%	32%	38%
Promote tourism to other type of visitors	37%	45%	36%	44%	37%	61%	50%	35%	34%	28%	33%	39%	25%
Set a System to measure and monitor tourism	37%	49%	36%	34%	36%	38%	36%	28%	34%	36%	45%	31%	47%
Communicate with and engage visitors	35%	41%	50%	47%	44%	37%	42%	36%	23%	31%	38%	45%	48%
Limit the number of tourism establishments	30%	14%	20%	15%	27%	15%	18%	26%	47%	31%	17%	25%	18%
Limit the number of visitors	20%	1%	16%	9%	12%	7%	7%	27%	38%	20%	12%	7%	18%
Stop tourism promotion	15%	1%	12%	10%	13%	6%	5%	14%	28%	15%	4%	8%	10%

Total respondents : (1230)

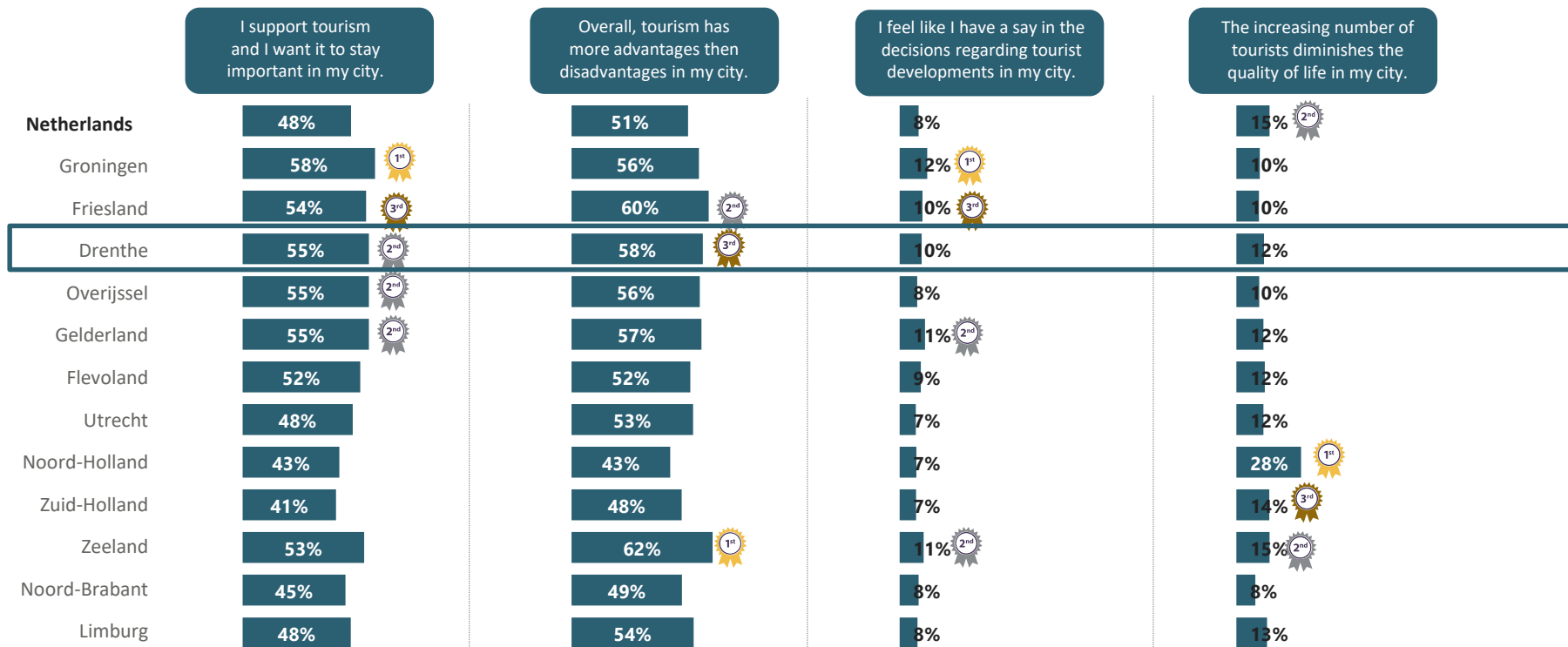
Q4. What measures do you think are more adequate to deal with the increase in the number of tourists to your city/village?

- **To what extent do you agree with the following statements regarding tourism in your city/region?**

# Positive perspective about tourism in all provinces

## Agreement about different issues regarding tourism

Strongly Agree + Agree



Total respondents : (4321)

Q6. To what extent do you agree with the following statements regarding tourism in your city/region?

# What extent do you agree with the following statements regarding tourism in your city/region?

Drenthe



■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

**Strongly Agree + Agree**

I support tourism and I want it to stay important in my city.



55%

Overall, tourism has more advantages than disadvantages in my city.



58%

I feel like I have a say in the decisions regarding tourist developments in my city.



10%

The increasing number of tourists diminishes the quality of life in my city.



12%

Total respondents : (300)

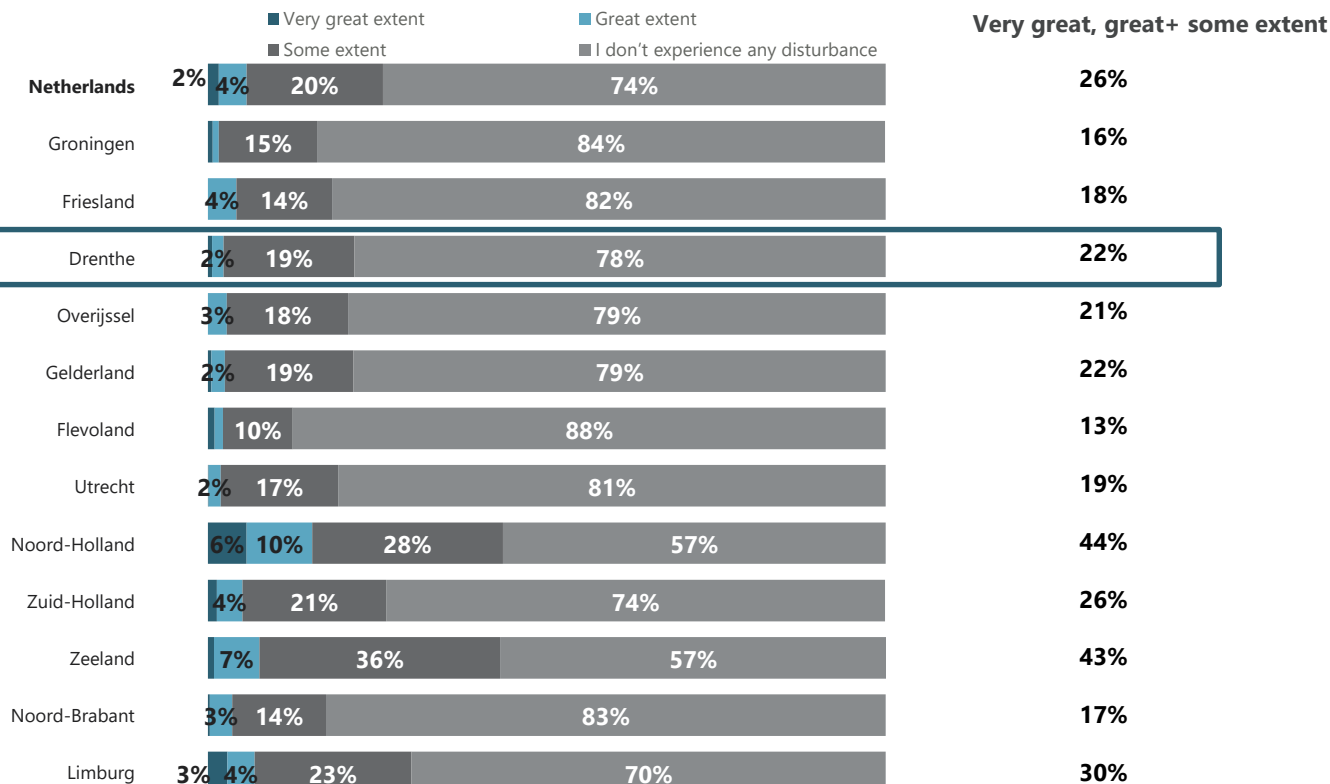
Q6. To what extent do you agree with the following statements regarding tourism in your city/region?

- **what extent do you experience disturbance from tourism in your region?**
- **What kind of disturbance do you experience?**



# Noord-Holland and Zeeland, the regions with higher % of population who experience disturbance from tourism

Experience disturbance from tourism in your region












































Total respondents : (4321)

Q7. what extent do you experience disturbance from tourism in your region?

# Crowded streets, crowded traffic and crowded public services main disturbances in most of the provinces

What kind of disturbance? (Focus on those who experience disturbance from tourism in your region)

													
	Netherlands	Groningen	Friesland	Drenthe	Overijssel	Gelderland	Flevoland	Utrecht	Noord-Holland	Zuid-Holland	Zeeland	Noord-Brabant	Limburg
Crowded streets 	60%		43% 	49% 	61% 	52% 		72% 	72% 	54% 	55% 	58% 	62% 
Crowded public services (Public Transport, shops, going out) 	45%		32% 	45% 	52% 	39% 		50% 	57% 	35%	40% 	42% 	47% 
Crowded traffic (traffic jams, parking problems) 	52%		59% 	46% 	44% 	68% 		47% 	45%	52% 	73% 	39% 	68% 
Disobeying the rules, violation of public order 	25%		17%	28%	20%	9%		12%	40%	19%	16%	26%	30%
Noise 	39%		47%	23%	38%	17%		35%	52% 	38% 	23%	42% 	33%
Garbage 	37%		30%	30%	28%	28%		33%	50%	33%	23%	36%	36%
No respect for local culture/values 	22%		14%	19%	17%	20%		17%	31%	23%	12%	20%	17%
Criminality 	13%		15%	6%	12%	19%		6%	13%	12%	12%	13%	14%
Other way	5%		16%	5%	4%	5%		8%	7%	4%	0%	0%	3%
Don't know	2%		3%	3%	7%	1%		1%	0%	2%	2%	5%	1%

Total respondents : (4321)

Q8. What kind of disturbance do you experience?



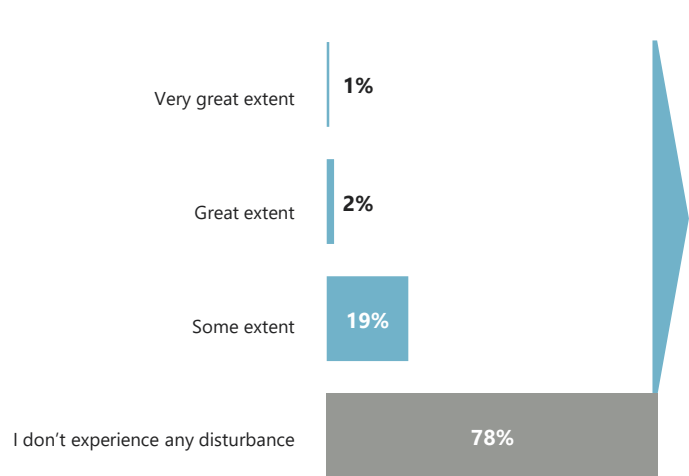
Figures are indicative, lower number of respondents (< 50 respondents)

# What extent do you experience disturbance from tourism in your region?

Drenthe

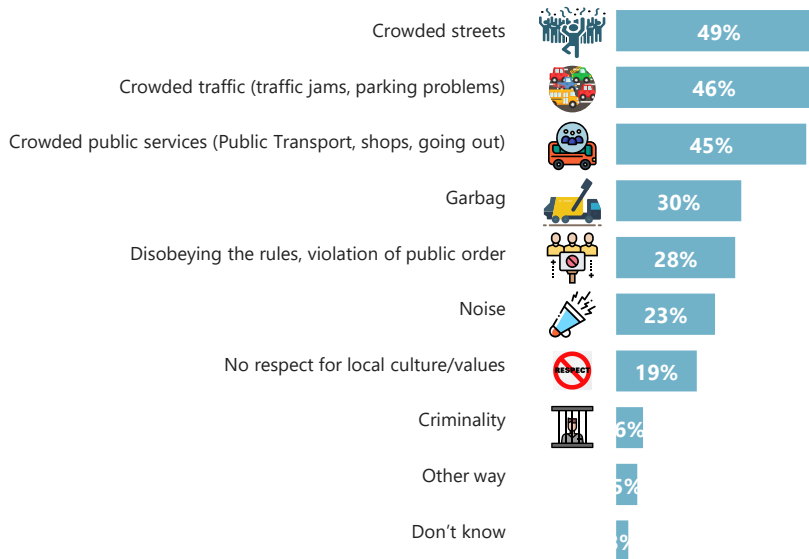


## What kind of disturbance do you experience?



Total respondents : (300)

Q7. what extent do you experience disturbance from tourism in your region?



Total respondents : (62)

Q8. What kind of disturbance do you experience?