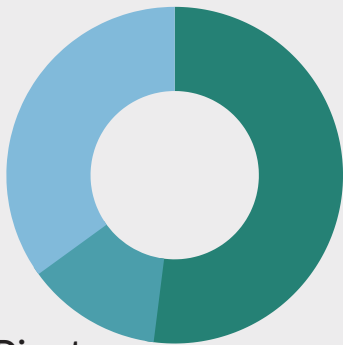


# CIJFERS HOTELBRANCHE NL

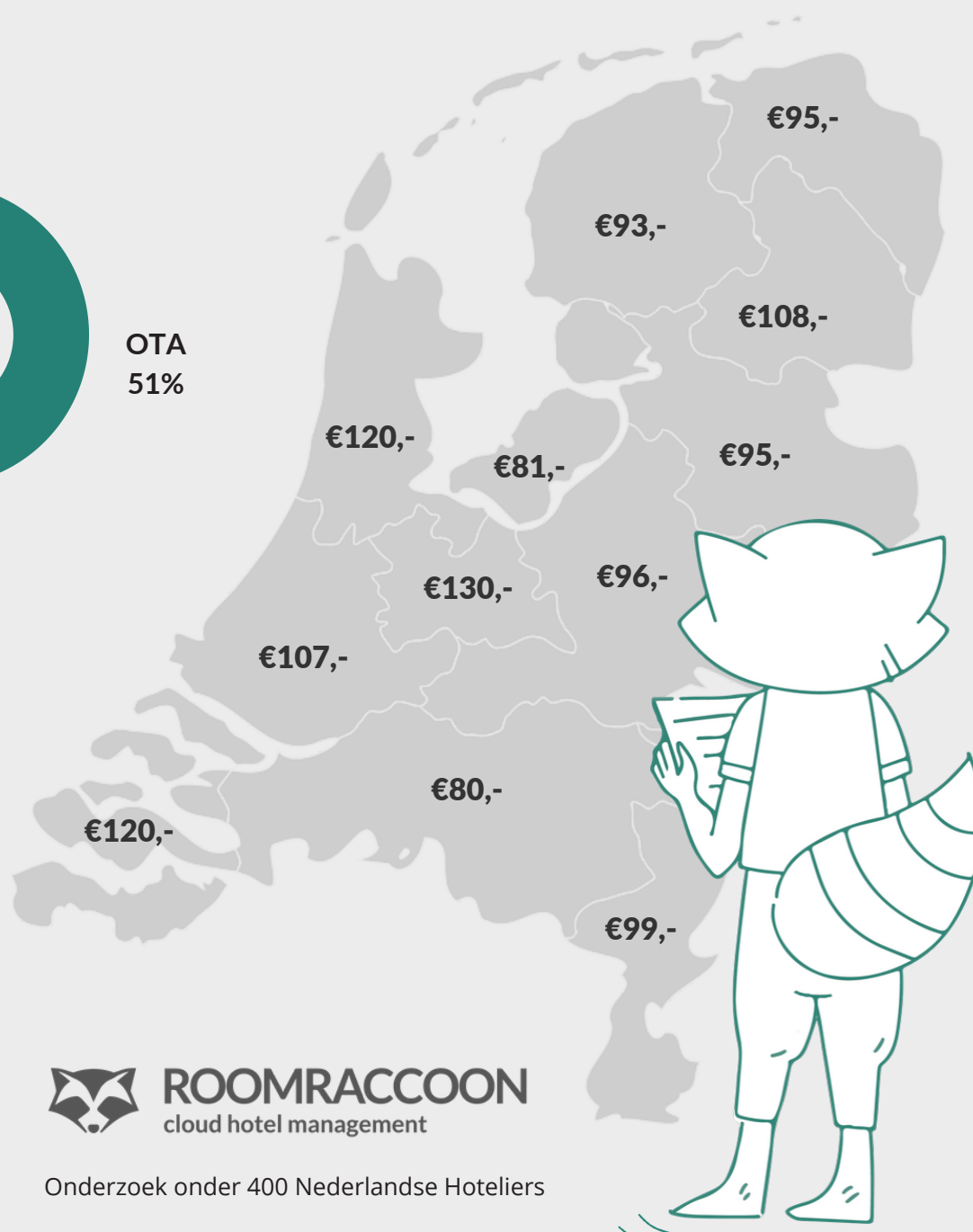
Provincie	Gemiddelde Prijs	Bezettingsgraad	Reserveringen	Reserv. Waarde	Directe Boekingen	Booking.com
Drenthe	€108	31%	5251	€1.019.538	20%	33%
Flevoland	€81	59%	2348	€444.188	11%	59%
Friesland	€93	36%	17.121	€339.923	36%	43%
Gelderland	€96	47%	16.317	€982.977	18%	51%
Groningen	€95	50%	4925	€1.036.556	15%	56%
Limburg	€99	41%	15.518	€3.220.411	15%	50%
Noord-Brabant	€80	43%	37.085	€6.955.165	17%	46%
Noord-Holland	€120	40%	45.056	€12.865.198	18%	58%
Overijssel	€95	52%	10.978	€2.102.730	14%	56%
Utrecht	€130	32%	5240	€1.360.498	18%	52%
Zeeland	€120	43%	20.718	€6.199.686	16%	53%
Zuid-Holland	€107	36%	39.268	€8.941.573	13%	58%
Gemiddelde NL	€102	39%	18.319	€3.789.036	17,5%	51%

Overig  
31,5%



Direct  
17,5%

OTA  
51%



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Onderzoek onder 400 Nederlandse Hoteliers