

## Here comes the sun, and the holidaymaker

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In the Netherlands, the sunny months are limited to May and September. This is why many Dutch people book a holiday and destination based on the likeliness of sunshine. A travel agency has tapped into this insight by allowing consumers to search for their next holiday destination based on the possibility of sunshine and the average temperature.

### Why it matters

This company have built an application making it really easy to filter results based on unconventional search categories. How else, and where else, can we leverage freely available data to provide insights to customers and help them cut through the seemingly endless amount of choice?

- [Conscious](#)
- [Netherlands](#)
- [Travel & Tourism](#)

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### Links:

[1] <http://www.welcometomatters.com/team/valentijn-spek>