

Stay Report Preview, Q2 2025

The Continuous Movements within the World of Global Mobility

Deepening the understanding of what impacts a successful integration and long-term stay to the Netherlands



This report

This is the first in a series of reports where uButler explores the dynamics of global mobility.

The first edition that you are about to read specifically focuses on understanding the complexities that come with relocating to the Netherlands and factors that determine the likelihood of someone staying in the Netherlands in the longer term.

1. The state of Global Mobility

Why are individuals seeking cross-border job opportunities?

Finding professional fulfillment is proven to be an essential precursor of wellbeing, though finding the right opportunities to ensure this fulfillment close to home is certainly not a given. Factors such as globalization, technological advancements and changing labor market dynamics have reshaped the way people approach work and career development.

Whether motivated by the prospect of higher salaries, career advancement or the will to explore the world, in today's interconnected world an increasing amount of people move across borders to find exciting job opportunities. The Netherlands, known for its cultural diversity and economic prospects, is a popular destination for these knowledge migrants. In this report, people moving across borders for professional opportunities will be referred to as **international local hires**.

International local hire: Individuals moving across borders for professional opportunities for an indefinite period of time. Unlike expats or assignees, international local hires are generally treated as local employees in terms of compensation, benefits and contractual arrangements.

What's in it for an organization?

In addition to individuals experiencing the upsides of a 'global workforce', organizations also benefit from the opportunity of having a 'borderless labor market'. Organizations that facilitate relocation opportunities for their employees are often more competitive in the labor market and deal better with the global issue of talent shortage. Facilitating those opportunities has a positive impact on both employee retention and an organization's ability to attract talent.

The tight Dutch labor market makes the war on talent a hot topic, causing challenges related to finding the right (skilled) people for the demanding roles they are trying to fill. Furthermore, by embracing diversity and inclusivity, organizations get the most out of their global talent pool. This in turn drives innovation, creativity, and organizational performance.

What you'll find in this report

This report aims to deepen your understanding of the complexities an international local hire experiences when moving to the Netherlands.

Understanding these challenges empowers an organization to come up with effective coping strategies and to ensure the right level of support and guidance can be provided.

When dealing with the complexities in the right way, the odds of a successful integration into the Netherlands increase. Having a team of well-integrated international local hires feeling comfortable and confident will in turn result in a healthy, stable, and productive workforce. This allows organizations to retain talent for a long(er) period of time.

In this report, the following question is answered:

Which factors influence the likelihood of a relocation process resulting in a willingness to stay in the Netherlands?

Moving someone from A to B is one thing, ensuring a smooth relocation and integration is a different story that is not without its challenges and potential risks. Having to deal with matters such as cultural adaptation, language barriers, and potential financial uncertainty, international local hires potentially face a variety of hurdles while relocating to a new country. Those challenges might have a significant impact on their wellbeing and therefore also professional performance.

It is a very costly and labor intensive process for an organization to move and accommodate an international local hire. For this reason, organizations benefit from an international local hire to come over for a long-term period instead of leaving within a year or so. As a result, there is a real opportunity to strengthen a workforce and build a more sustainable collaboration. Therefore it is essential for organizations to focus on positively impacting the employee retention rate.

As described, this report explores the factors that have a big impact on the likelihood of a relocation process resulting in a willingness to stay in the Netherlands. First, we will broaden the understanding of challenges and success factors for the initial relocation process. Second, the complexities of the actual settling in and enhancing a feeling of belonging are identified. We conclude with recommendations and focus points in order to prolong the duration international local hires are willing to stay in the Netherlands.

2. Demographics of participants

Before we elaborate on the findings of this study, it is important to understand the group of participants included in the research.

For this report, 100+ in-depth interviews were conducted in conjunction with a quantitative questionnaire. The participants were all international local hires who relocated through uButler between January of 2022 and June of 2023 to the Netherlands to work in multiple industries.

Demographics



12% of the international local hires moved from the Americas, 28% from Asia Pacific, 20% from the European Union and 40% from EMEA excluding the European Union.

Would you like to see the full report?

Send a email to info@ubutler.nl

With the code "Full-Stay-Report-Q2-2025" to receive the complete report and discover why short-term rental mobility matters now more than ever.

[Click here for access](#)

