

#ET

15

les rencontres
nationales
du tourisme

AMSTERDAM HOW TO MANAGE SUCCESS



NICO MULDER



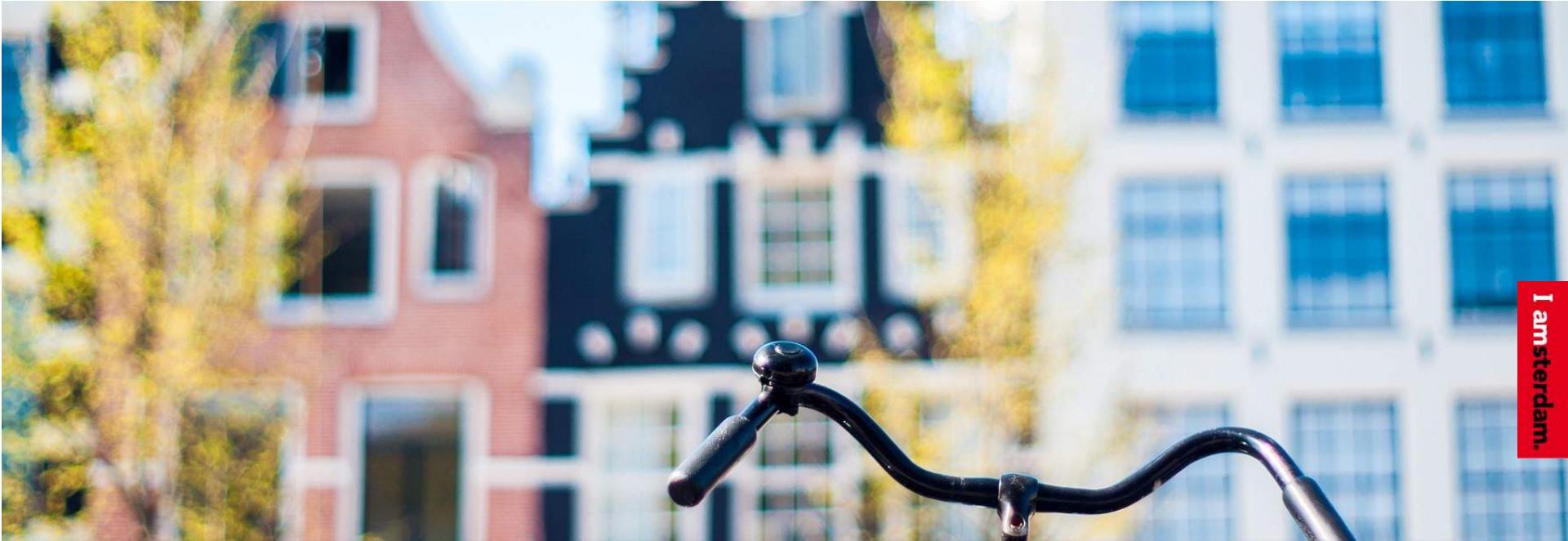
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How to manage success?

Rencontres Etourisme 2019 | Nico Mulder



I amsterdam.

amsterdam &
partners





Once upon a time...

Back in 2002...

- Increase European competition
- Bad reputation: *sex, drugs & rock'n roll*
- >10 (city) brands, logo's & marketing boards
- Fewer businesses headquartering the city, decrease of visitors, citizens moving out of town



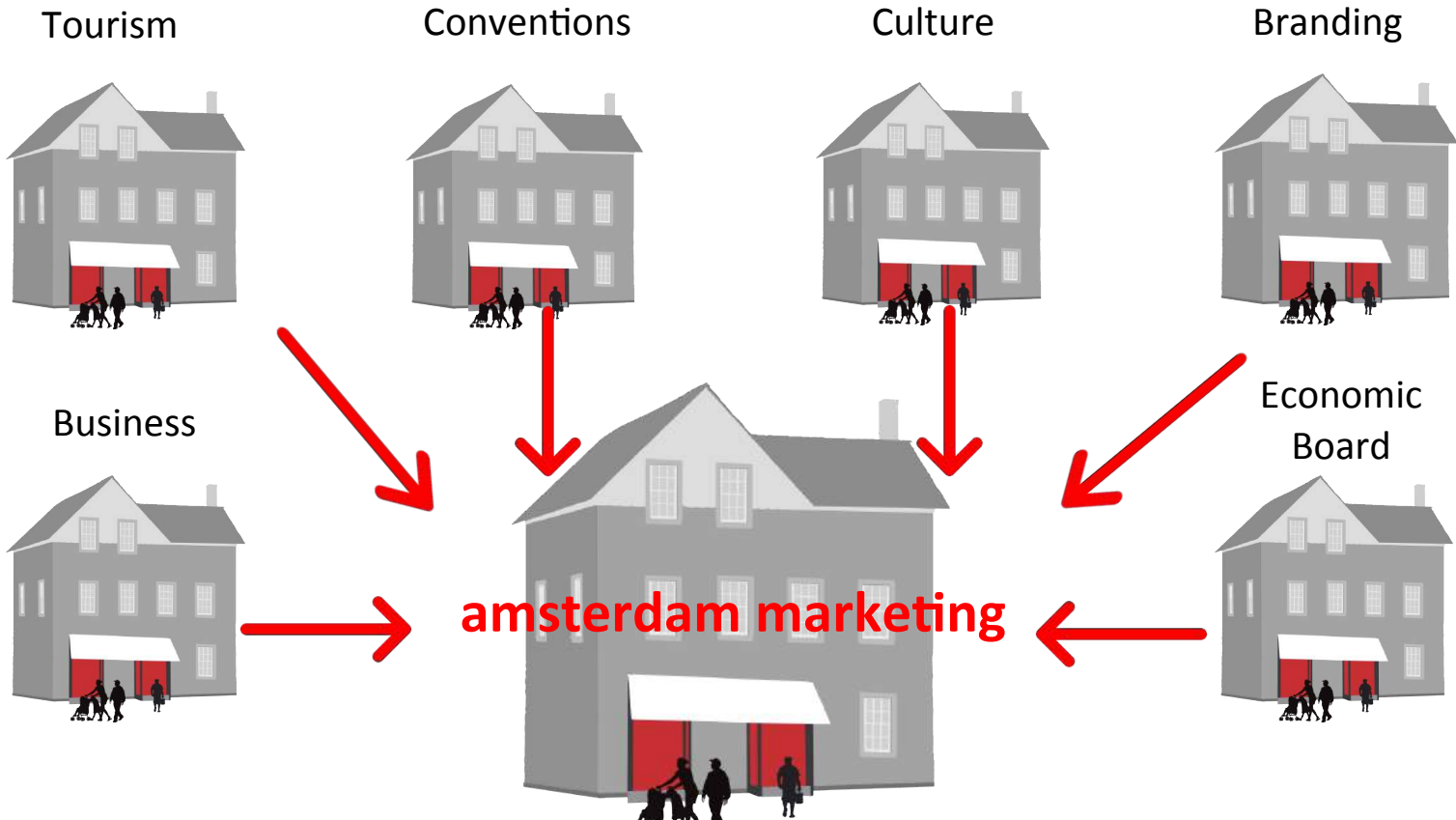
2004-2009: the build up

- Shape stronger holistic proposition & story
- Investments in infrastructure, arts & culture
- Accommodations: more diverse, quality, dispersal
- 1 city brand for citizens, visitors & businesses



How to organise this?

2010-2015: (towards) one marketing power house



Mission statement

- We contribute to a **liveable, attractive** and **prosperous** Amsterdam Area
- By building the **reputation** and **guiding inhabitants, visitors and businesses**, in co-creation with our **1,100 partners**
- Where **economic development** is not at the expense of the **quality of life.**

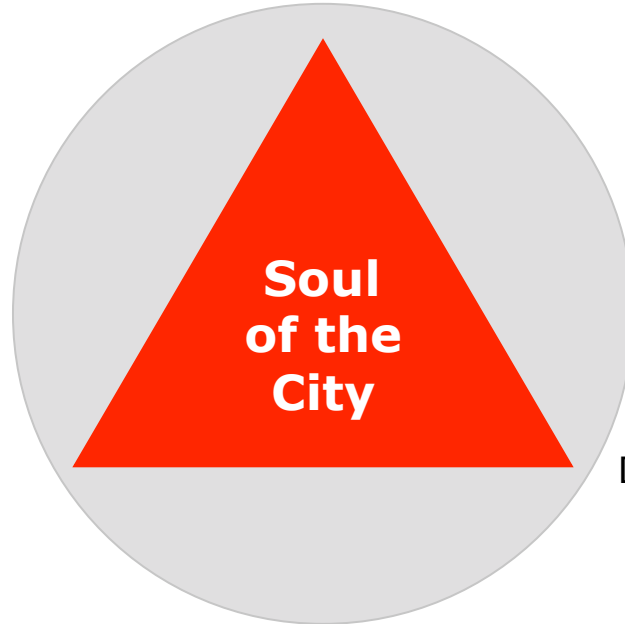
Target groups

Inhabitants

Amsterdammers, knowledge workers, newcomers

Companies & Talent

Corporates, startups,
Social entrepreneurs,
Real estate investors,
talent, MICE



Visitors

Domestic and international,
first time and repeat

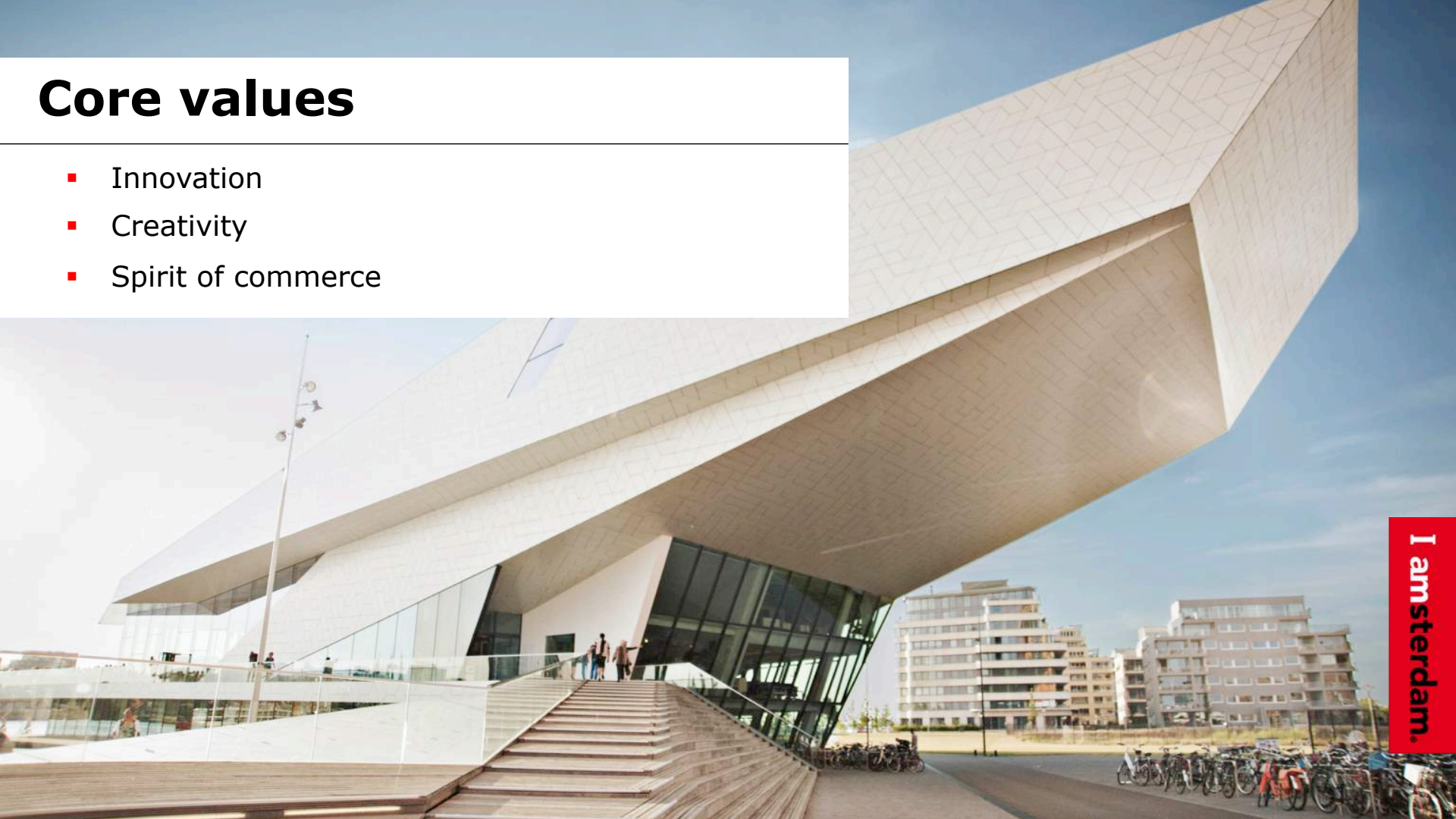
Our DNA



Lambarawa

Core values

- Innovation
- Creativity
- Spirit of commerce





**Amsterdam
on the map
(again)**



"All the News
That's Fit to Print"

The New York Times

Late Edition

Today, cloudy, afternoon snow, high 38. **Tonight**, snow, 1 to 3 inches, rising wind, low 28. **Tomorrow**, strong wind, cold, clouds and sun. High 38. Weather map appears on Page A28.

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NEW YORK, TUESDAY, MARCH 25, 2014

\$2.50

CARMAKER MISLED GRIEVING FAMILIES ON A LETHAL FLAW

DENIED HAVING PROOF

G.M.'s Black-Box Data
Confirmed Defective
Ignition in 2009

*This article is by Hilary Stout,
Bill Vlasic, Danielle Ivory and
Rebecca R. Ruiz.*

It was nearly five years ago that any doubts were laid to rest among engineers at General Motors about a dangerous and faulty ignition switch. At a meeting on May 15, 2009, they learned that data in the black boxes of Chevrolet Cobalts confirmed a potentially fatal defect existed in hundreds of thousands of cars.

But in the months and years that followed, as a trove of internal documents and studies mounted, G.M. told the families of accident victims and other cus-



OBAMA WILL SEEK LIMITS FOR N.S.A. ON CALL RECORDS

BACKS A WIDE OVERHAUL

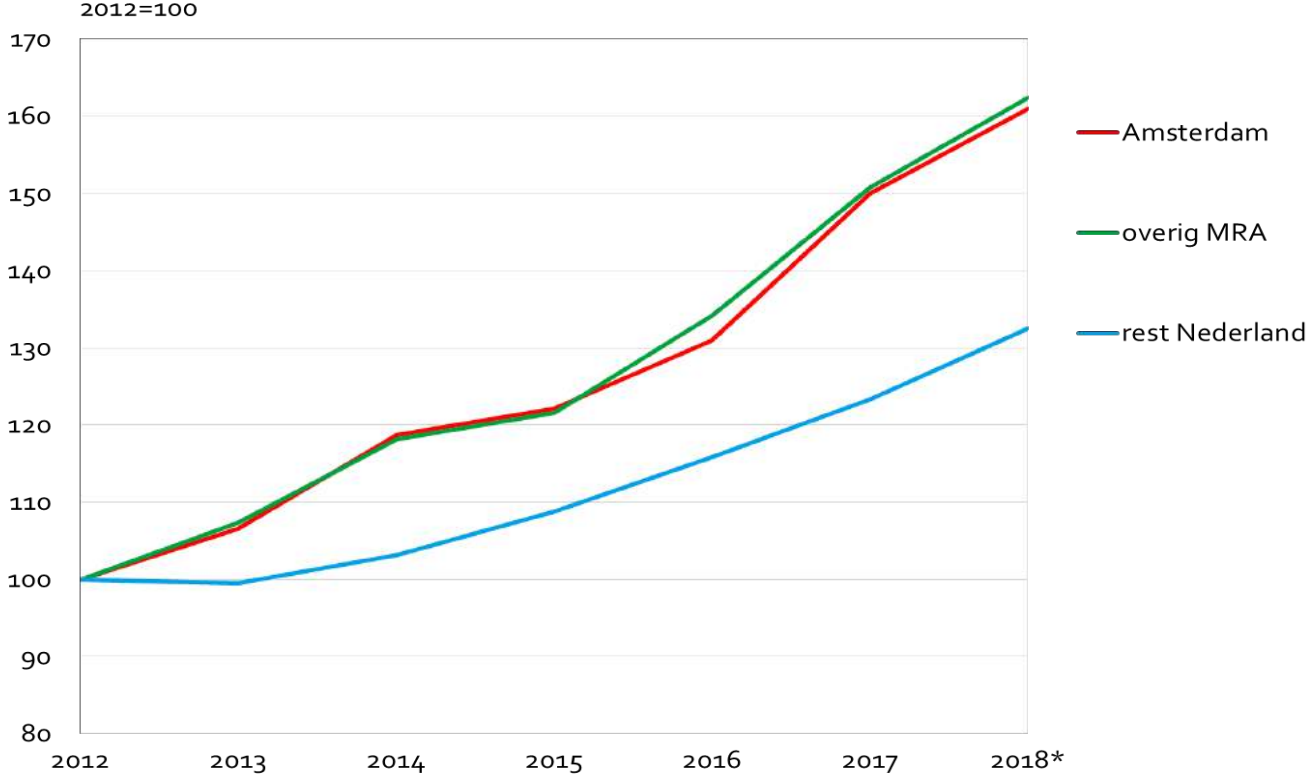
Agency's Bulk Collection
Would End — New
Role for Judges

By CHARLIE SAVAGE

WASHINGTON — The Obama administration is preparing to unveil a legislative proposal for a far-reaching overhaul of the National Security Agency's once-secret bulk phone records program in a way that — if approved by Congress — would end the aspect that has most alarmed privacy advocates since its existence was leaked last year, according to senior administration officials.

Under the proposal, they said, the N.S.A. would end its systematic collection of data about Americans' calling habits. The bulk records would stay in the

Overnight stays Amsterdam – Area - Netherlands



Amsterdam now: in numbers

+6.2%
overnight stays
Jan - Oct 2018

€144,50
average hotel price p/n
85%
occupancy rate

11,000
new inhabitants p/y

€130 million
city tax 2019 (expected)

17 million
hotel overnights

19 million
visitors

650
hotels
with
46,752 hotelrooms (area)

€148
expenditure per day (leisure)

€237
expenditure per day (business)

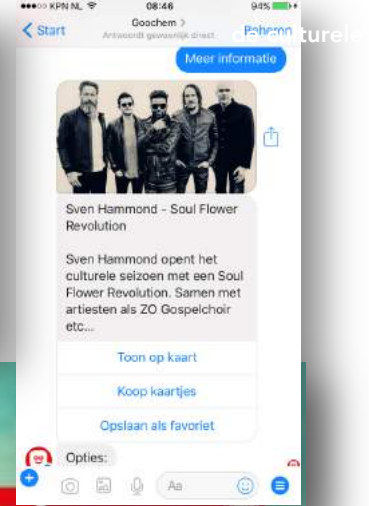
2007-2017:
59% increase
of hotel capacity

2015-now: this is what success can look like (too)



Current activities

Citizens



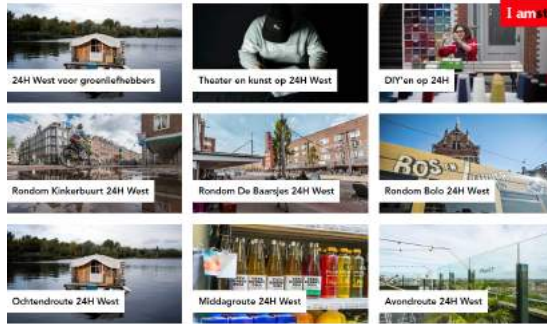
I Amsterdam.

Citizens | 24H

Uit in Amsterdam
11 oktober om 13:20

Heyy, het is tijd voor een sneak peak met 24H Programmeur Hannah! Zij neemt Jantien alvast mee naar haar favo 24H West spots.

Check trouwens het hele programma hier en stippel jouw eigen route uit: www.iamsterdam.com/24H



Het Parool HOME AMSTERDAM OPENE ERFGESCHIED P&P

Dit mag je niet missen tijdens 24H West



Op zaterdag 27 oktober vindt 24H West plaats. Die dag zijn er maar liefst 41 evenementen in West waar je vaak gratis heen kunt. Zie je door de bomen het bos niet meer? Wij visten de krenten voor je uit de pap.



I amsterdam.

Businesses & conventions



MICE Summer 2017
Life Sciences
Amsterdam: the place to meet
span mind sharp business

AMS NR 8 2018 2019
Amsterdam in business
Broadening the Amsterdam experience
This national exhibit is a first of its kind
Technology using AI to build a personalized city

I am Amsterdam
1,626 followers

#Amsterdam's Johan Cruijff Arena is continuing to lead the way in sustainability thanks to a new collaboration with **Nissan Motor Corporation**. As part of a new project, new and used batteries from Nissan Leaf electric vehicles have b...see more

The Johan Cruijff Arena saves energy in collaboration with Nissan | I am Amsterdam on Amsterdam.com

I am Amsterdam.

133,446 likes · 254 photos · 12 videos

Nieuw op Twitter?
Registeren



A city of enterprise
This is your comprehensive resource for doing business in the Amsterdam Metropolitan Area. Discover what makes Amsterdam's various industries flourish, why local entrepreneurs are making such an impact and how businesses are being guided in the city's start-up scene. Learn about investment opportunities, recent launches and developments in your industry.

Life sciences & health | Financial services and fintech | Smart mobility

Creative | Tech

Amsterdam Area

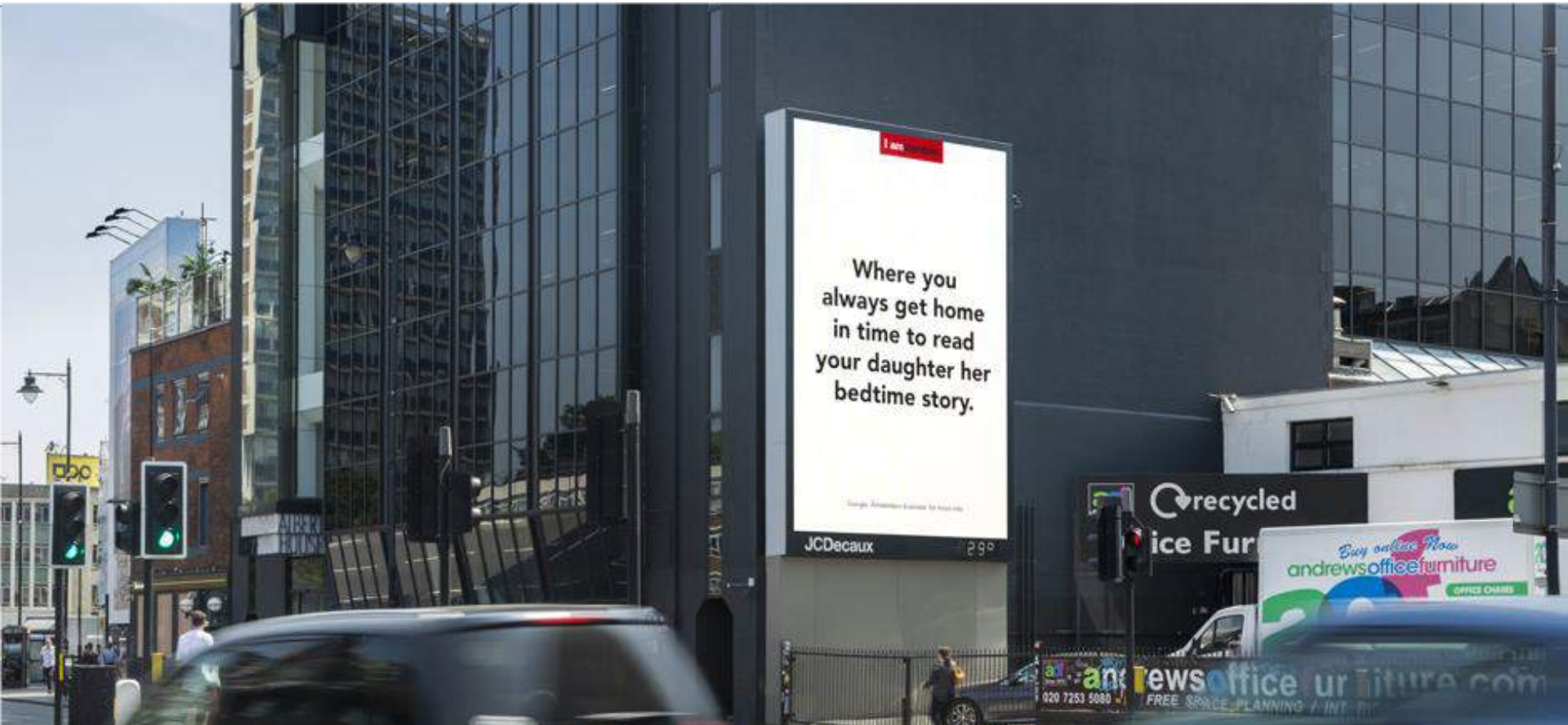
Almere & Lelystad

- Affordable modern housing
- The opportunity to build your dream home
- Great for families
- Excellent transport connections

Work and Leisure

I amsterdam.

Business: UK campaign



Build reputation

Guide visitors smarter

Prevent nuisance

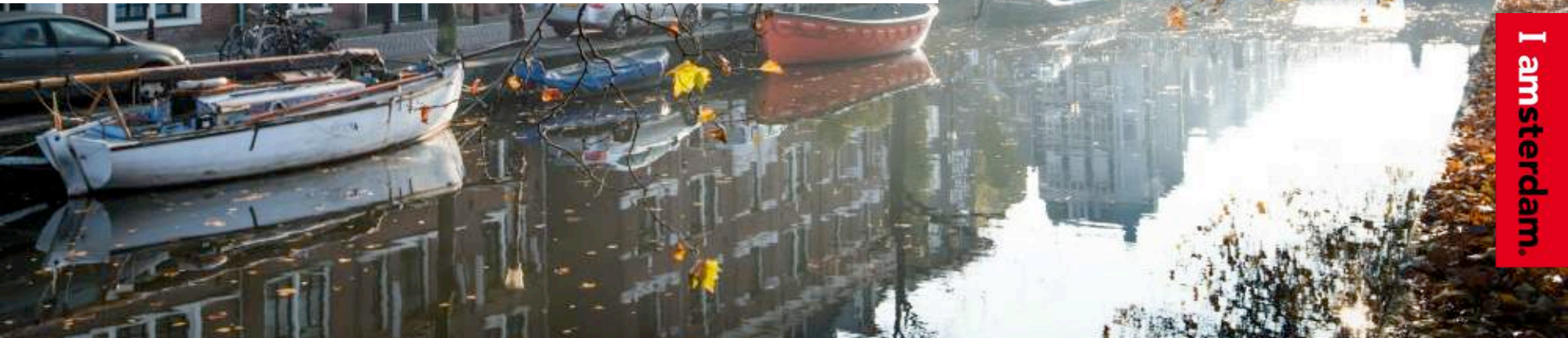
The Amsterdam focus

1. Higher quality, more diversity, less nuisance
2. More and better public spaces
3. New rules, (tourist) taxes
4. Stimulate sustainable tourism (transport & services)
5. Smarter and more even distribution of visitors



Private holiday rentals

- Main house
- Maximum of 30 days
- Maximum of 4 persons
- Pre-notification requirement
- Permission by home owner association
- City tax



Ban on new tourist shops



Visitors



An aerial photograph of the Amsterdam region, including the city center and surrounding areas. A large, irregular area is highlighted with a semi-transparent red overlay, extending from the city center towards the northeast. Within this red area, a smaller, more densely populated urban core is highlighted with a darker red color. The text "Amsterdam Area" is overlaid in white on the darker red area.

Amsterdam Area



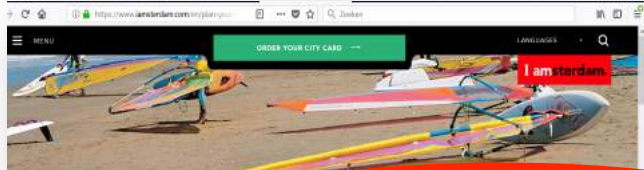
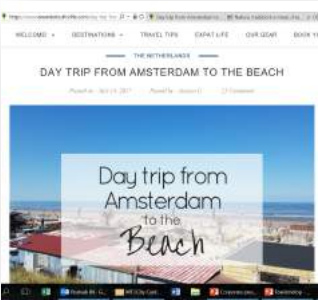
I amsterdam.

AMSTERDAM BEACH

Zandvoort aan Zee,
kilometres of pristine
and sandy beaches

iamsterdam.com/area

From orientation to visit



In 2018 more than 25% of all international visitors also visited the Amsterdam Area (In 2011 it was 18%)



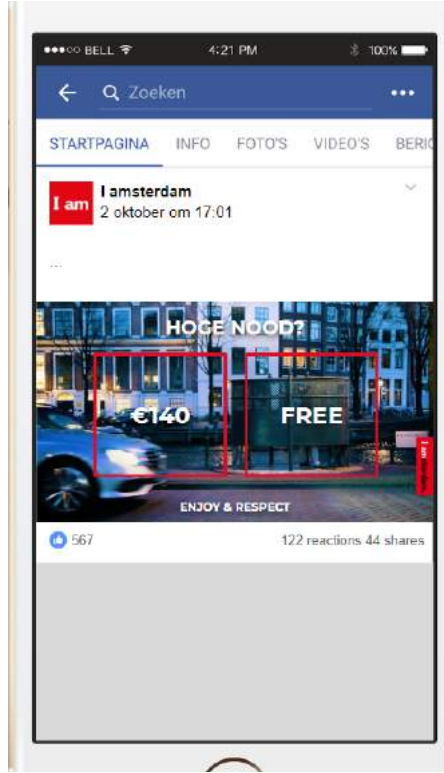
Boosting visitor convenience (& gathering data)



Our quality visitor?



Customer journey



Learnings

Learnings

- Look at it from a holistic perspective
- Quantity vs. quality
- Use & apply thick data
- You can not do it alone: cooperate



**... a liveable, loveable &
prosperous city, for all**



Merci beaucoup!

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