

#ET

15

les rencontres
nationales
du tourisme

F1 : AMSTERDAM DIGITAL STRATEGY



NICO MULDER



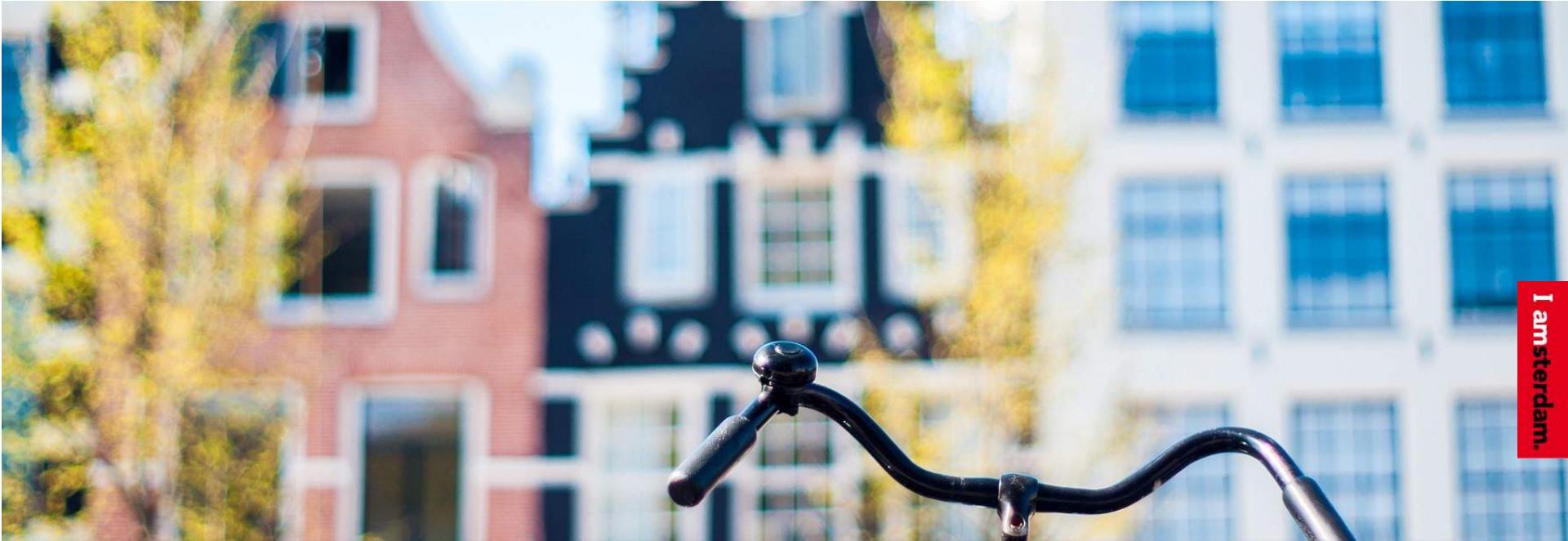
nicomulder



nicomulder

Online developments & challenges

Rencontres Etourisme 2019 | Nico Mulder



I amsterdam.

amsterdam &
partners



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.**

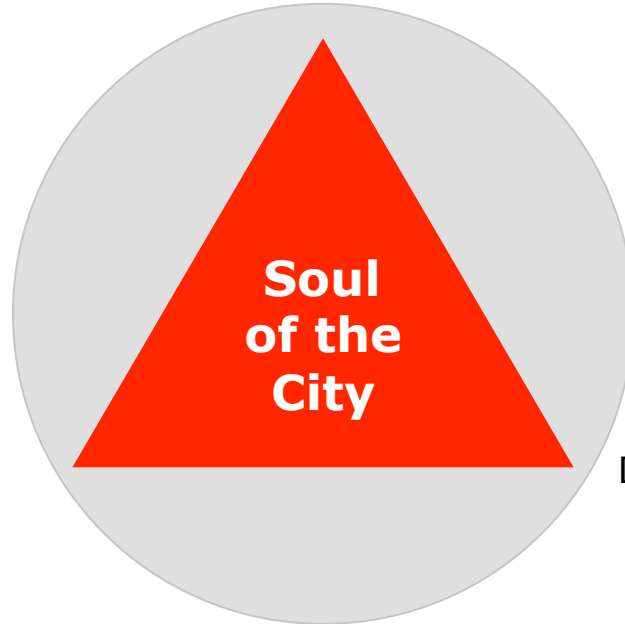
Target groups

Inhabitants

Amsterdammers, knowledge workers, newcomers

Companies & Talent

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

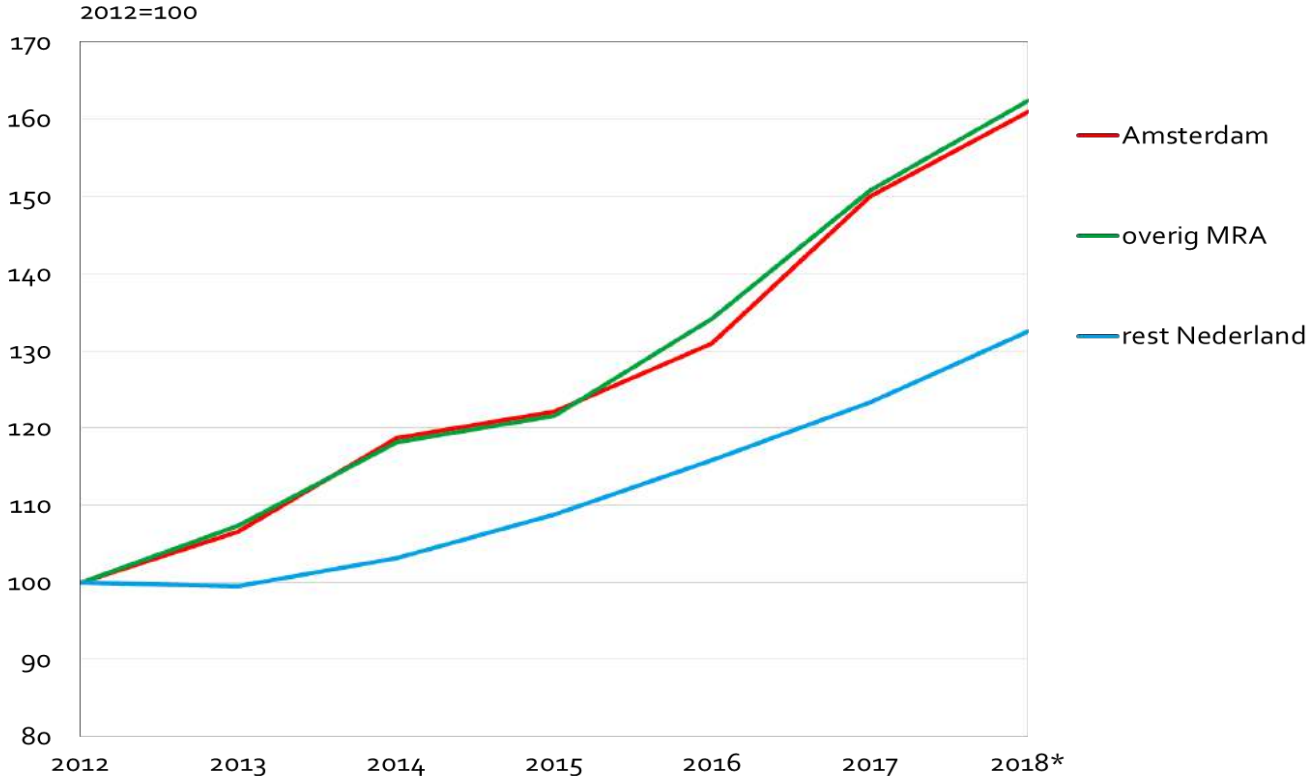


Visitors

Domestic and international, first time and repeat

Local challenges

Overnight stays Amsterdam-Area-Netherlands



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



Challenges

- Affordable housing
- Sustainability
- Inclusiveness
- Mobility
- Crowdedness



Developments & challenges

Sustainable/eco tourism

Video / VR / AR

Humans have multiple roles

Robotics, automation, AI

Customer experience

Customer journey

Awareness

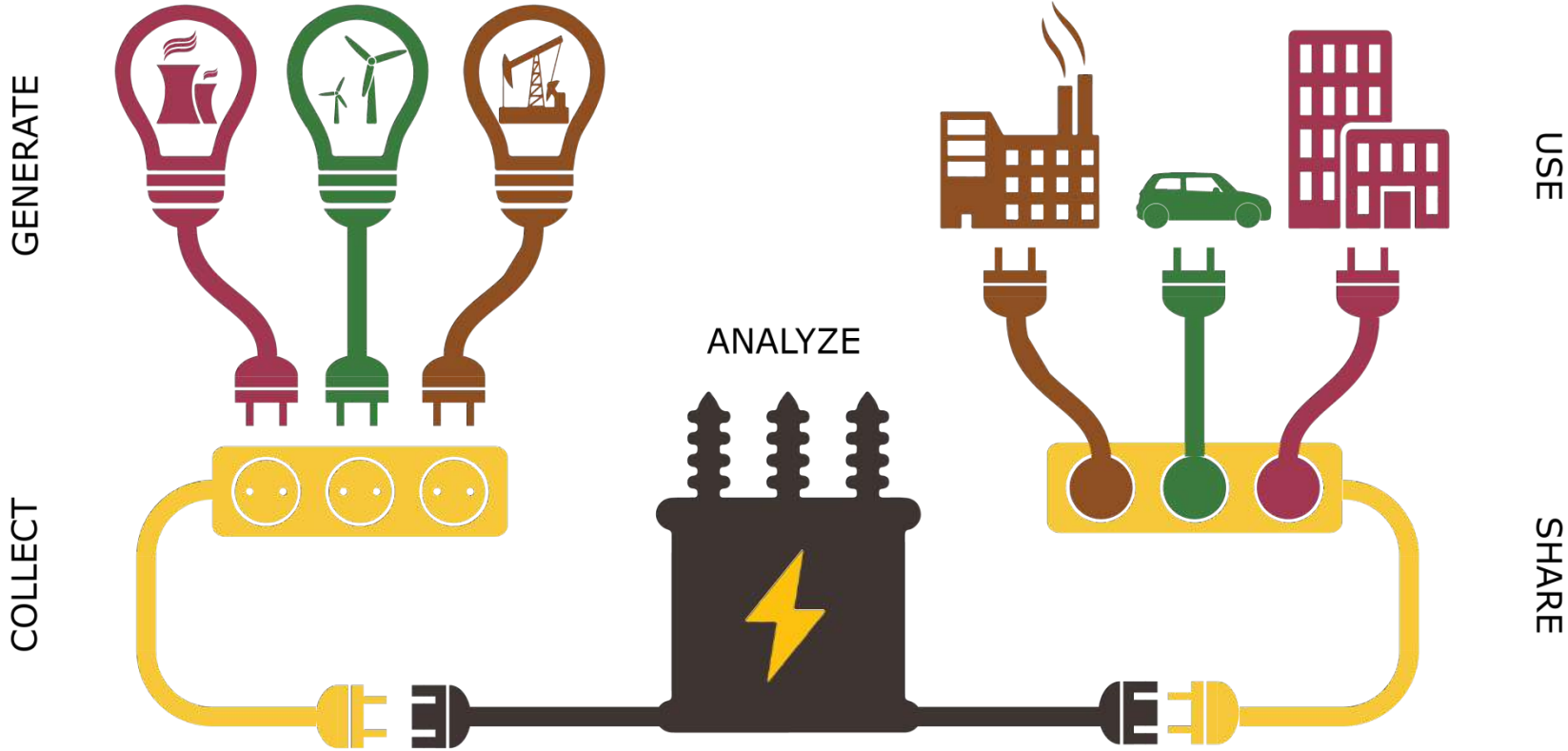
Reputation

Consideration

Sales

Loyalty

Importance of data





metropoolregioamsterdam

Amsterdam Marketing



Ambitie



Indicator



Doelstelling 2020



Rol AM



Middel'

Bewoners

Bewoners vinden Amsterdam een prettige stad om te wonen, voelen zich verbonden met en zijn trots op de stad

Verbondenheid met de stad

85%

Gevoel van trots op de stad

7,9

Tevredenheid met de buurt

7,5

Bewoners van Amsterdam maken gebruik van het cultureel aanbod in de stad

Gebruik van het culturele aanbod in de stad (minimaal 2x per jaar)

80%

Bewoners gidsen door het diverse aanbod in Amsterdam

iamsterdam.com (Nederlandse en Engelse bewoners), Uit in Amsterdam-Facebookpagina, Instagram, Uitmail, Uitkrant, A-Mag (buitenlandse bewoners)

Bewoners gidsen door het cultureel aanbod in de stad

Last Minute Ticket Shop (LMTS), iamsterdam.com/uit (culturele uitagenda), Uit in Amsterdam-Facebookpagina, Uitmail, Uitkrant, A-Mag (buitenlandse bewoners), Uitmarkt, Uit in Amsterdam, website

Bezoekers

Binnen- en buitenlandse bezoekers hebben hoge waardering voor Amsterdam en de MRA als recreatieve bestemming

Bestedingen van binnen- en buitenlandse bezoekers

+1,5%
(t.o.v. 2016)

Aantal buitenlandse herhaalbezoekers ten opzichte van bezoekers die de eerste keer komen

45%

Binnen- en buitenlandse (herhaal)bezoekers maken, verspreid over het jaar, gebruik van aanbod en voorzieningen buiten de drukst-bezochte centrumgebieden (waaronder de Pijp en Museumplein)

Mate waarin binnen- en buitenlandse (herhaal)bezoekers gebruik maken, verspreid over het jaar, van aanbod en voorzieningen buiten de drukst-bezochte centrumgebieden

+25%
(t.o.v. 2016)

Buitenlandse bezoekers maken verspreid over het jaar gebruik van aanbod en voorzieningen in de MRA

Mate waarin buitenlandse bezoekers verspreid over het jaar gebruikmaken van aanbod en voorzieningen in de MRA

+26,5%
(t.o.v. 2016)

Binnen- en buitenlandse bezoekers gidsen door kwalitatief aanbod in Amsterdam en de MRA

iamsterdam.com en iamsterdam.com/nl, iamsterdam-Facebookpagina, Instagram, Uitkrant, A-Mag (buitenlandse bewoners), citymaps, Citycard, publicatie na persbewerking, iamsterdam visitor centres, vestigingen en online

Bezoekers gidsen richting aanbod en voorzieningen buiten het centrum, de Pijp en Museumplein

iamsterdam.com/visiting en iamsterdam.nl (Nederlandse bezoekers) (content buiten het centrum), iamsterdam-Facebookpagina, Instagram, Uitkrant, A-Mag (buitenlandse bezoekers), citymaps, publicatie na persbewerking, iamsterdam visitor centres, vestigingen en online, o.a. buurtencampagne

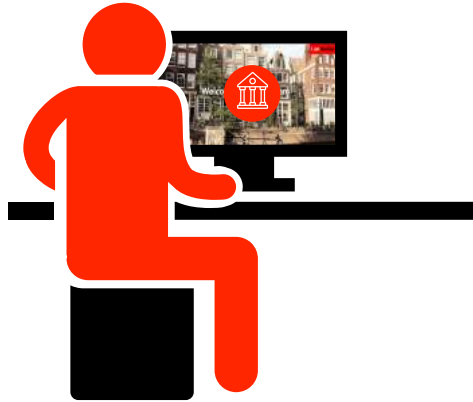
Binnen- en buitenlandse bezoekers gidsen naar en door de MRA

iamsterdam.com/visiting en iamsterdam.nl (Nederlandse bezoekers) (content buiten het centrum), iamsterdam-Facebookpagina, Instagram, A-Mag (buitenlandse bezoekers), citymaps, publicatie na persbewerking, iamsterdam visitor centres, vestigingen en online, Campagne 'Amsterdam Bezoeken Holland Zien'

Real-time insight in visitor behaviour

1

Before - orientate



2

While in the city



3

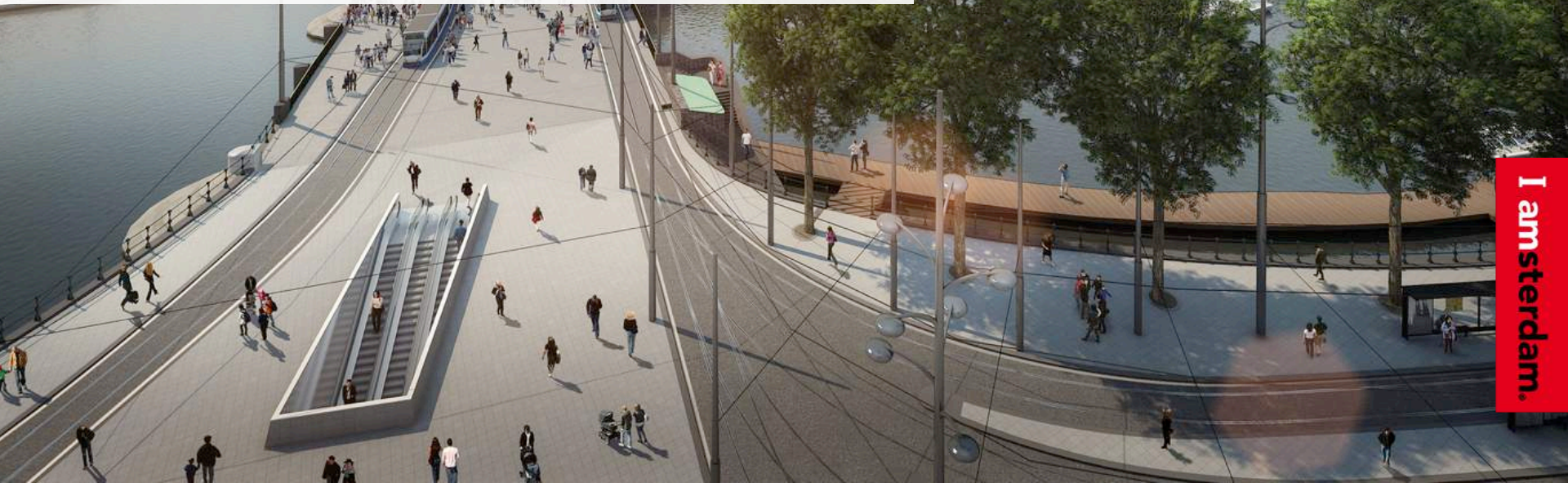
Back home



Build reputation

How to build reputation?

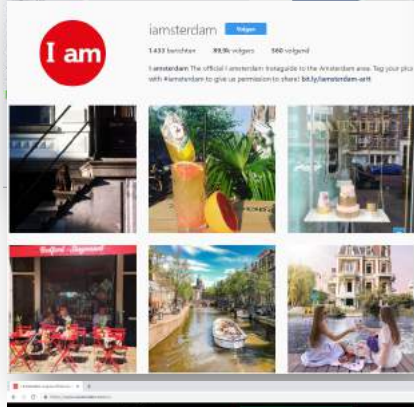
- Based on uniqueness of city
- Choosing and targetting
- First reach, then influence
- Storytelling by ambassadors and influencers



Storytelling



Visitors



**Go fishing
(plastic that is)**





Amsterdam neighbourhoods

Oud-West



0:02 / 3:38





Take a local tour of Westerpark

Like Comment Share [More options]



846 61 comments 162 shares

46K views · about 3 months ago

Follow Jennifer Tosch, owner of Welcome to Black Heritage Amsterdam Tours, as she explores Westerpark's coolest spots to eat, drink and shop.

Comments (61)

Tamarin Hannon I have been on 3 of Jennifer's tours- check out her company- not to be missed!
Like · Reply · 11w

Irit Roman Love The Netherland.
Like · Reply · 11w

View 2 more replies

I amsterdam Irit Roman let us know when you are coming. Hope to see you soon in Amsterdam!
Like · Reply · 11w

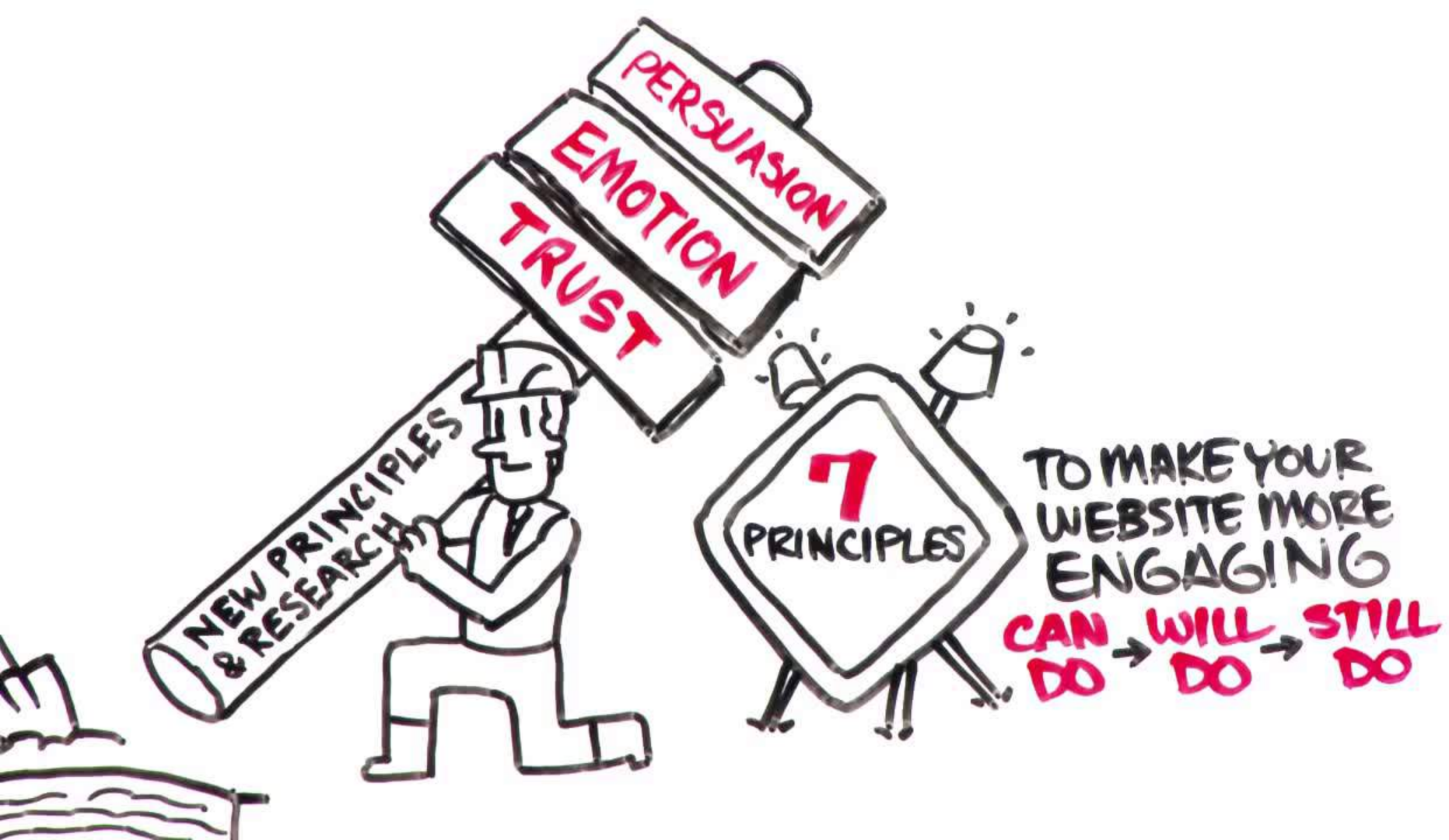
View 2 more replies

Rashida Strayhorne 😮 I see you Jennifer Tosch ❤️👏👏👏👏👏 Love the commercial. I'll be in contact with you soon.
Like · Reply · 9w

Anil Kathpalia Very nice
Like · Reply · 11w

Michelle Lefty The chocolate lol

Guiding smarter



NEW PRINCIPLES
& RESEARCH

TRUST

EMOTION

PERSUASION

7
PRINCIPLES

TO MAKE YOUR
WEBSITE MORE
ENGAGING

CAN DO -> WILL DO -> STILL DO

Cultural guidance: chatbot

The logo for 'goochem' is displayed in a white speech bubble with a red outline. The text 'goochem' is in red, with a red smile-like curve under the 'oo'.

Goals?

- Right suggestion, at right moment, for right person
- Shorten journey, enlighten stress of choosing, increase conversion and cultural participation

How?

- Including cultural offerings from Amsterdam Area too
- Combine AI machine learning and social media profile to optimise and personalise suggestions

Who?

- Young, creative and experimental customer, looking for new and exciting stuff to do

Boosting visitor convenience (& gathering data)



An aerial photograph of the Amsterdam region, including the city and surrounding areas. A red outline highlights a large area that encompasses the city and extends into the surrounding countryside. Within this red-outlined area, there is a darker red shaded region that covers the central urban area of Amsterdam. The text "Amsterdam Area" is overlaid in white on the map.

Amsterdam Area




I amsterdam.

AMSTERDAM BEACH

Zandvoort aan Zee,
kilometres of pristine
and sandy beaches


iamsterdam.com/area

Cross media platform campaigns




I am Amsterdam
Published by Sprout Social | 71 - July 31

Have you been to Zaanse Schans? It offers a perfectly preserved glimpse into the Netherlands' past, with traditional houses, windmills, warehouses and more.
See you there!




10 spring day trips from Amsterdam



Spring in the Amsterdam Area


As the Amsterdam Area awakens from its long, cold/winter fill with people seeking out those precious first rays of sun's overnight stay, make sure to grab an [Amsterdam & Region](#) three consecutive days.

Here's our selection of 10 unmissable spring highlights:



Fall in love with Amsterdam's flowers

Every spring the [Keukenhof Gardens](#) come alive with bloom in 'Romance in Flowers', featuring flower shows linked by hundreds of red roses. Its range of special activities for kids, for everyone to enjoy. Explore the endless bulb fields by the park's history, planting techniques and its inspirational garden. Find out more about visiting [Keukenhof Gardens](#).



Thank you
@IAMSTERDAM
For the awesome insta tour today!
VR EXPERIENCE
Enjoy the 360° view
New VR experience launching



What's on
Amsterdam Light Festival
Cafe de Waaijen
Dinerwits

Eat & shop
Rooftop bars
Designers' dining
Christmas shopping

Around town
Eco-friendly
On wheels
Contemporary
Vintage to follow!

I am Amsterdam



AUTHENTIC HAARLEM

Discover

Includes area map day trip

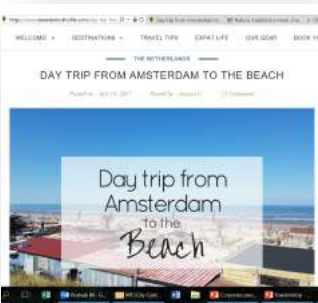
AMSTERDAM IN VR

Enjoy the 360° view

I am Amsterdam

www.iamsterdam.nl

From orientation to visit



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



Businesses & conventions

I amsterdam

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 social entrepreneurs are making such an impact and how boundaries are being pushed in the city's startup scene. Learn about investment opportunities and the latest news and developments in your industry.



Latest news

I 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



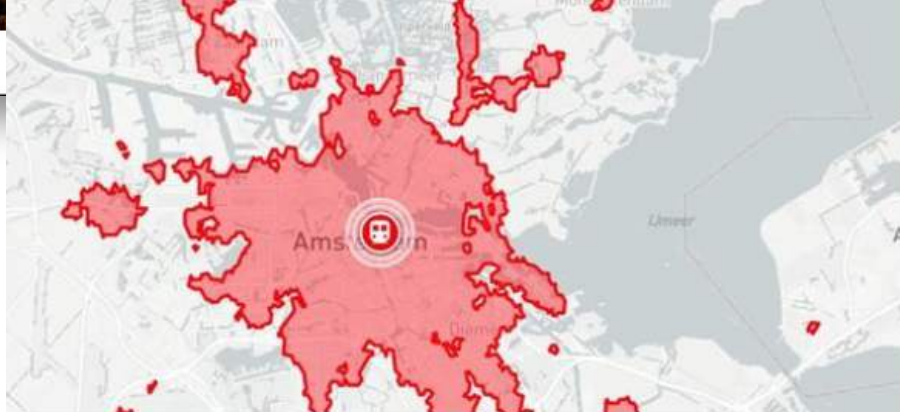
The Johan Cruijff Arena saves energy in collaboration with Nissan | I amsterdam
amsterdam.com

19 Likes

I amsterdam



Nieuw op Twitter?
Registeren



Map it Out // Plan your journey in the Amsterdam Area

Amsterdam Area



Almere & Lelystad

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

DISCOVER ALMERE & LELYSTAD

Work and Leisure



Thick data

General top 10

- Anne Frank House
- Van Gogh Museum
- Rijksmuseum
- Canal District
- Red Light District
- Visits a museum (79%)
- First time: Van Gogh, Rijksmuseum, Heineken, Anne Frank House
- Repeaters: Tropenmuseum, Museum of Bags, Hermitage, ARTIS ZOO

Our quality visitor?

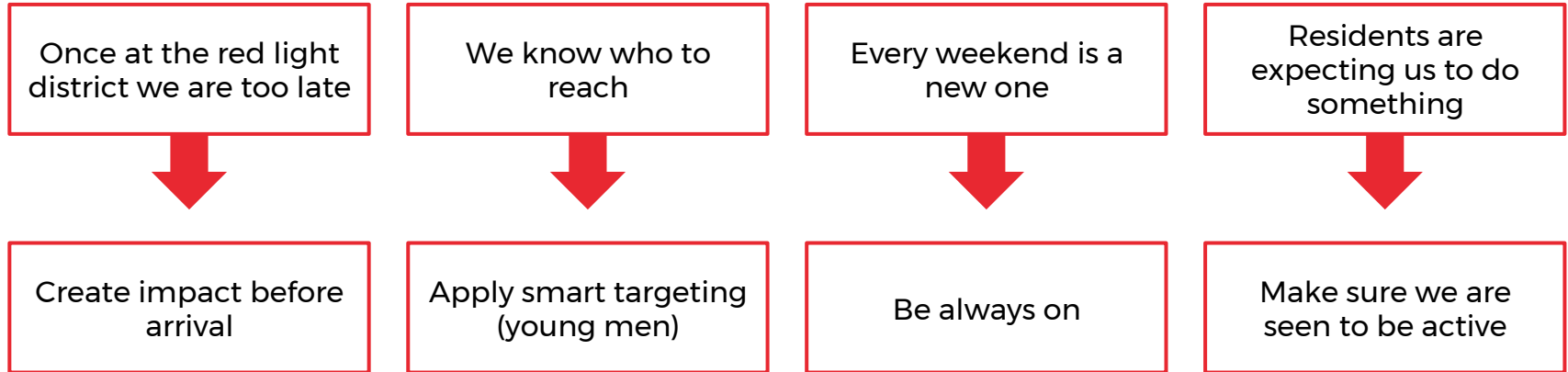


Primary target: Liam & Robin

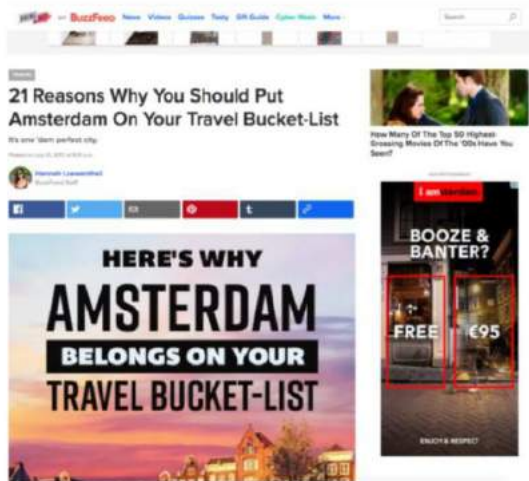
- Male visitor (mostly in groups)
- 18-34 years
- From: NL, UK
- Reason to visit: go out, drink, clubbing, pubcrawl, bachelor party
- Focus areas in city: Red Light District, Rembrandtplein, Leidseplein
- Accommodation: 0-3 star hotels + hostels

OUR FRAMEWORK

This is a public task and above all it needs to be effective



Full customer journey



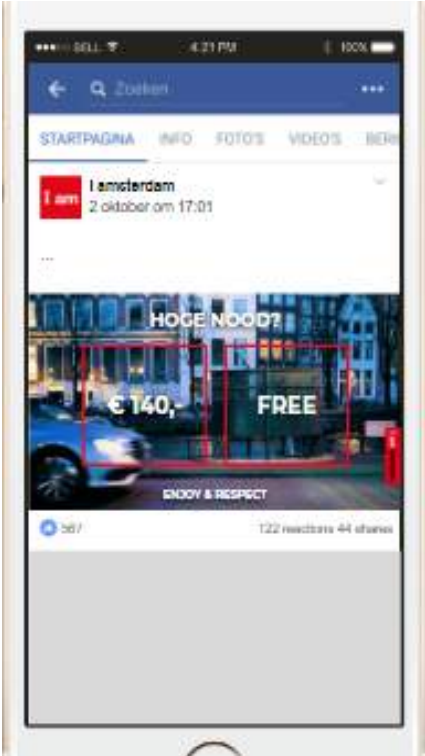
Hazes hoort thuis in de kroeg

Na een paar biertjes denkt iedereen dat 'ie smartlappen kan zingen. Maar krab jezelf wel even achter je oren voordat je Bloed, zweet en tranen begint te lallen op straat, want voor (geluids)overlast kun je een boete van €140 krijgen. Beter laat je André Hazes dus achter in de kroeg.



"Vergeet niet dat er ook gewoon mensen wonen in Amsterdam. Geef ze een beetje de ruimte!" - Floris & Bart

Full customer journey



Results

- Over 200K media value
- Over 100.000 reach on social (NL+UK)
- Recognises the campaign & message:
 - UK: 52%
 - NL: 41%
- More aware causing nuisance is not allowed:
 - UK: 45%
 - NL: 24%
- Wasn't thinking about it beforehand, did after seeing campaign:
 - UK: 22%
 - NL: 16%

International edition

The Guardian

Amsterdam gets tough on antisocial behaviour from tourists

City's popularity with stag parties prompts hefty on-the-spot fines aimed at young British and Dutch men



BURSTING FOR THE LOO?

€140 FREE

ENJOY & RESPECT

Preventing leaks ... one of Amsterdam's Enjoy and Respect campaign posters

Partying tourists in Amsterdam are being sent a sobering new message: antisocial behaviour will be met with on-the-spot fines. The Enjoy and Respect campaign has been launched jointly by the city's marketing body,

Het Parool

HOME AMSTERDAM OPINIE STADSGEDS

Amsterdam start campagne tegen huftergedrag toeristen



BURSTING FOR THE LOO?

€140 FREE

Learnings

Learnings

- Try. Fail. Learn. Try again.
- Not more data, but what kind & how to use?
- Look at it from a holistic perspective
- You can not do it alone: cooperate



Merci beaucoup!

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partners

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