

THE NETHERLANDS CASE STUDY

Learn how the Netherlands leveraged location-based data to capture demand for sustainable in-bound travel



Drives

better

results

The Netherlands Board of Tourism and Conventions built an effective, data-driven marketing strategy using location data to attract ecoconscious German visitors and encourage them to travel by rail.

Amadeus. It's how travel works better.



A Land of Innovation and Tradition



Innovation

The Netherlands is renowned for its centuries-old art and architecture, landscapes dotted with windmills, ubiquitous cyclists, and its unique geography—part of the nation is actually below sea level. But there's more to the Netherlands; their innovation drives them to new cultural highlights, such as the architecture in the city of Rotterdam and the Van Gogh cycling path.

The Netherlands is also considered one of the most innovative nations in the world.



About The Netherlands Board of Tourism & Conventions

The Netherlands' national tourism board, or **NBTC**, collaborates with partners from various industries to position and market the country. It is the organization's goal to enhance the livability of residents and local communities and to make it a popular and appealing place to visit. The team targets consumer and corporate markets through collaboration with regional and local destinations and the tourism industry.

Sustainability has been established as a key priority in the organization's goal of adapting to changes in travel and developing the nation as a desirable destination for both leisure and business travelers.



Sustainability

Collaboration





Challenge

Travel to the Netherlands is surging, with the NBTC forecasting that the number of visitors from Germany in 2023 – for vacation and for business – will surpass 2019 levels by 13%.

Keen on guiding Germans to other places within the Netherlands and to convincing them to travel in a more sustainable manner, the NBTC has faced several challenges:

How best to reach German tourists

How to increase their average length of stay

How to encourage them to travel to the Netherlands by rail.



The NBTC's overall goal was to build an effective, data-driven market strategy boosting travel from Germany by rail – the most eco-friendly travel option.

Eco

Friendly



Strategy & Recommendations

Amadeus' **digital media team for DMOs** created a campaign based on location data to reach German tourists from the cities of **Cologne and Dusseldorf** who were interested in visiting the Netherlands.

The 8-month campaign, running between May and December of 2023, included a combination of **social media to increase awareness and display ads to grow conversions**. Highlighting the importance of a full-funnel marketing strategy, the campaign smoothly guided customers from awareness to conversion, ensuring a complete and impactful outreach.



Additionally, the NBTC developed several highly informative landing pages to increase awareness. These pages provide visitors with a deeper understanding of targeted Dutch cities **Amsterdam, Almere, Den Haag, Utrecht** and **Eindhoven**, and also offered the convenience of booking train tickets through a widget.



Results

Results from the data-based campaign were outstanding. The NBTC achieved an effective return on investment (ROI) in each of the three campaign segments.

The goal used for display ads was set at a range between **0.20%** and **0.40%**.

the goal for social ads was established at a range between **0.40%** and **0.50%**.

Following were the results realized for each segment:

Total estimated **visitors**



27,524

Total estimated **room nights**



55,084

Total estimated **economic gain**



9,744,000

Total estimated **Return on Ad Spend of**



84 (ROAS)

The economic value of this campaign for the Netherlands was substantial, with the actual success of the initiative reaching far beyond ROAS results and the effectiveness of display and social ads. Not only was there an increased awareness of travel to the Netherlands by German visitors throughout the campaign, but tourists were motivated to visit based on their interest in and support of sustainability.

The growth in the number of eco-conscious German travelers aligned closely with one of the NBTC's key current objectives – the sustainable development of the Netherlands.



Testimonials



Dan Ciocoiu,

Head of Advertising Solutions,
Hospitality, Amadeus



“We are pleased to have worked with the Netherlands’ NBTC to develop an effective, data-driven media campaign to help attract German visitors by rail. The location-based insights provided were instrumental in helping the Netherlands’ DMO drive an increase in sustainable, inbound travel.”



Michael Siebers

Marketing Strategist,
Netherlands Board of Tourism &
Conventions



“It has been gratifying to see how the use of location-based data can be leveraged to achieve such outstanding results. Thanks to insights provided by Amadeus, we have not only been able to distribute visitors throughout the country more evenly, but also ensure that sustainability, one of the Netherlands’ core values, remains at the forefront of the campaign. We are highly satisfied with these results.”

For further information, visit

Amadeus-hospitality.com/media-solutions/destinations/

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