

# How to deal with tourists causing nuisance in a liberal city where everyone is welcome



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amsterdam &  
partners

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ruidvat



**Who are these people  
and what do they bring  
the city?**

# Meet Liam

Liam and his friends want to spend a weekend in Amsterdam. Liam arranges the whole trip and checks the flights and hotels (online)...



# Facts about Amsterdam



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# Data | Locals Amsterdam

- 854.316 inhabitants
- 881.000 bikes
- 180 nationalities
- > 3000 international companies



Booking.com



adyen



# Data | Visitors of Amsterdam

- 16,9 mln overnight stays in 2018 = **+6,7%**
- 501 hotels with 34800 rooms = **+7%**
- Av. daily spend: tourists €138 | business €237
- Nationalities:



# Back to Liam



# Challenges

- How do we create awareness amongst Liam about how to behave in Amsterdam?
- How do we create a strong, but not preachy message?
- How do we reach Liam during the whole customer journey?
- How do we stimulate public and private partners to join hands?



# Enjoy & Respect Campaign

*The core belief of Amsterdam and this campaign: The city where everything is possible, as long as you respect the locals and the city. That is the basis of our freedom.*



# Focus Campaign Enjoy & Respect

- Focus to raise awareness about what you can and can not do
- Males, 18-34, from the UK and the Netherlands. Reasons for visiting nightlife, going out, drinking, bachelor parties etc.
- Geo Focus: Red Light District, Leidseplein, Rembrandtplein.
- Co-creation between amsterdam&partners, City of Amsterdam, private partners
- Timings: P1: May 2018- dec 2018 | P2: April 2019- dec 2019

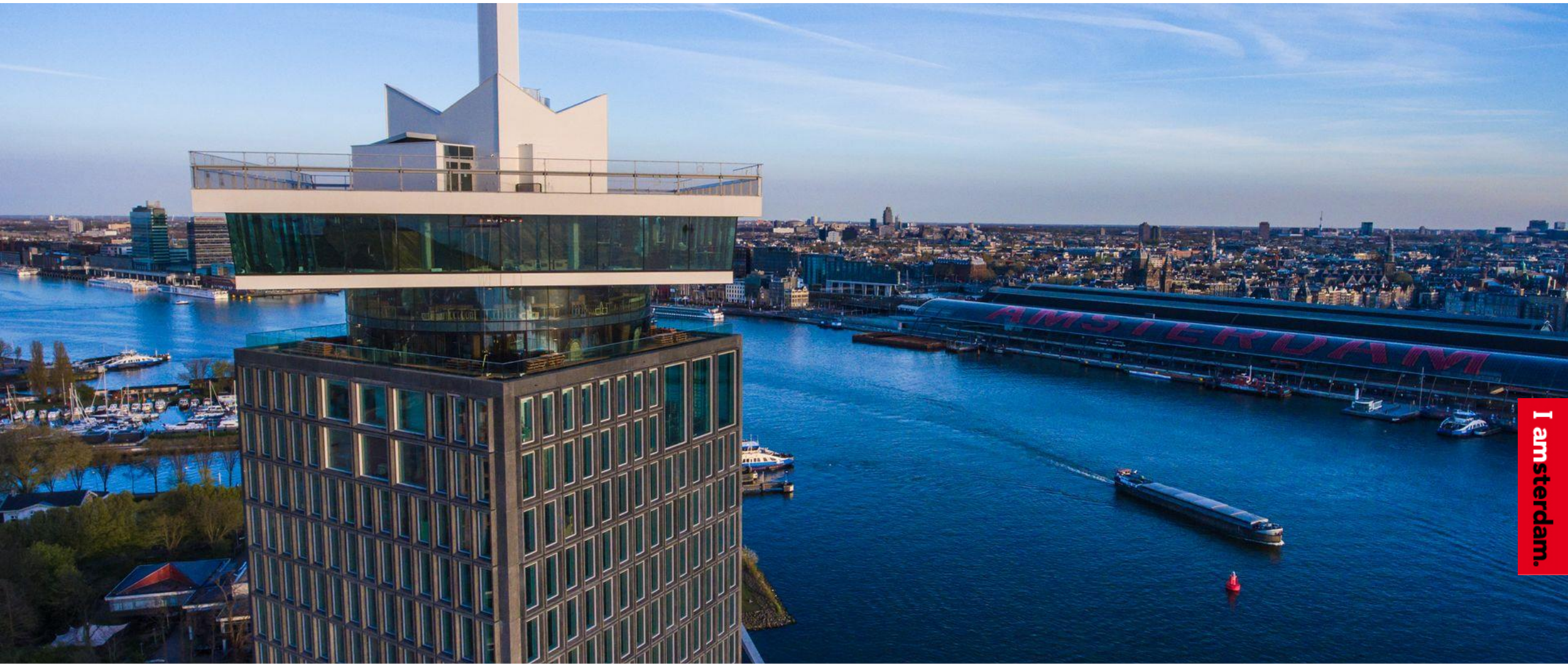
# Campaign Visuals



# Campaign Visuals



# Customer Journey of Liam



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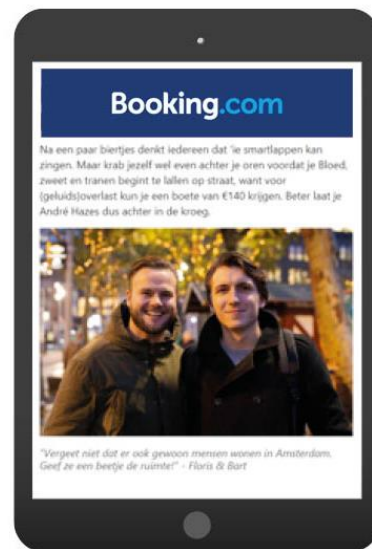


# Create awareness along the whole customer journey

## Orientation



## Pre-arrival



## Trip to Amsterdam



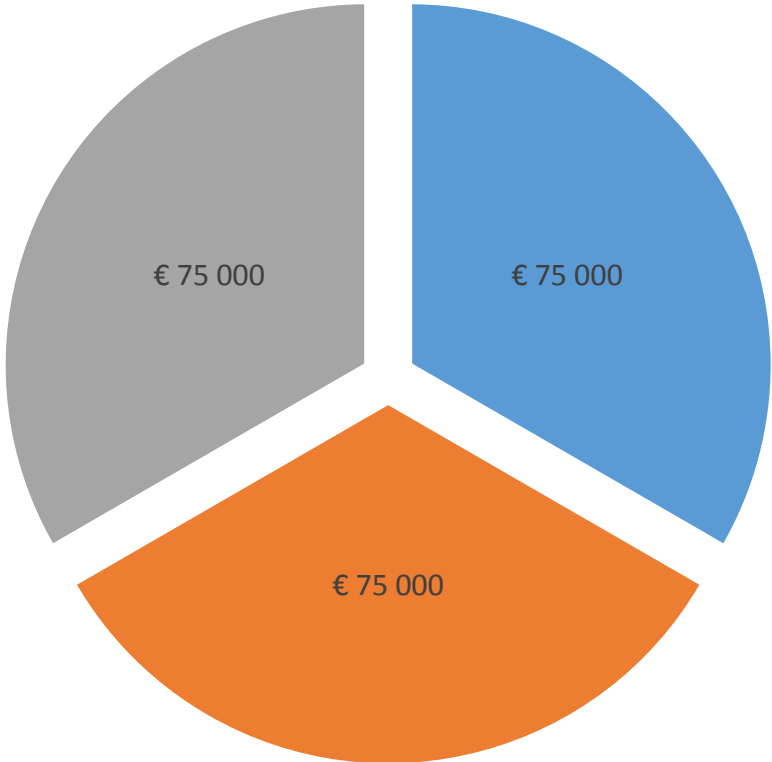
## In Amsterdam



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# We created public and private partnerships and € 225k budget

Budget



■ Publieke Partners ■ amsterdam&partners ■ City of Amsterdam ■

✘ Gemeente  
✘ Amsterdam  
✘

RIJKS  
MUSEUM

Schiphol  
Amsterdam Airport

JCDecaux

POLITIE

GVB

Booking.com



British Embassy  
The Hague

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# Results



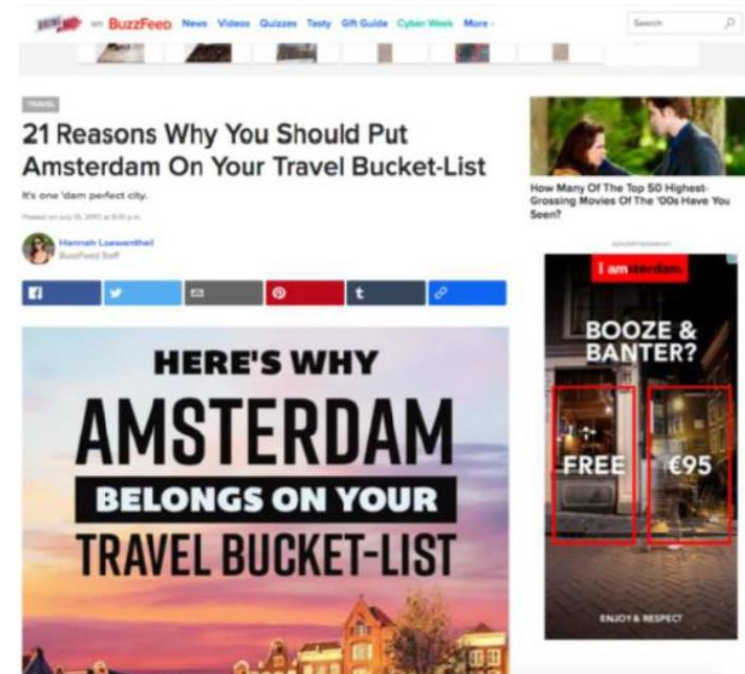
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# High reach via online advertising and social campaign



**Social Media (NL + UK target group):**

Reaching **>157,000** per week



**Online banners (UK target group):**

**4,559,749** impressions



# Positive tone of voice and high media value of > € 100k



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



▲ 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, council, police and hospitality industries, in an effort to point out that even in a city that is all about freedom, nuisance tourism has a price.



## Amsterdam start campagne tegen huftergedrag toeristen



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# Awareness high particularly under UK targetgroup

- **Recognition of campaign communications:**

**UK: 52% | NL: 41%**

- **More aware that misconduct is not done:**

**UK: 45% | NL: 24%**

- **Had never considered the subject/associated problems before the campaign, but now they do:**

**UK: 22% | NL: 16%**

# Questions?



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