



# Why Content Is At The Heart of Promoting Sustainable Tourism

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# Where do we come from and what did the future look like?

**44 million visitors**

**2018**

**60 million visitors**

**2030**



## 5 strategic pillars of Perspective 2030 and HollandCity



**Tourism is no longer a goal in itself, but a means to achieving a goal:**

**burdens;**

**map as attractive  
destinations;**

**regions;**

**pollution;**

**destination**

# HollandCity

- **Emphasise short travel distances**
- **All of The Netherlands is interesting**

## HollandCity

Dutch Food & Cuisine  
Dutch Castles & Country Houses  
Liberation Route  
Land of Water  
Flowers  
Mondrian & De Stijl  
In the footsteps of Van Gogh  
The Dutch Golden Age  
Hansa Towns



Show off lesser-known districts based on their own unique DNA.



We use a storyline to link typical Dutch subjects.



Events and theme years generate urgency to visit a city or region.



Your official guide for visiting the Netherlands.

You are looking at Tourism in EN English



🔍 Your keyword

Search

Travel inspiration Destinations Activities Practical information Holland Stories 📅 Your itinerary



# Vincent van Gogh

Vincent van Gogh (1853-1890), born in the province of Brabant, is one of the most famous artists who ever existed. If you wish to admire Van Gogh's works, you really must visit the Van Gogh Museum in Amsterdam. But there are other special places that you really should visit if you are a Van Gogh lover! In the beautiful National Park De Hoge Veluwe lies the Kröller-Müller Museum, with the second largest Van Gogh collection in the world! And in Brabant, the region where he was born, you can still visit unique locations that were instrumental



**Everything within appr. 1,5h reach by public transport**

# Make people fall in love with (Holland) Stories



Holland Stories

## Flowers

Start here!



# Involve people in your content

Show how people deal with the current situation



# Key learnings and recommendations

## COVID-19 as an opportunity, rather than a threat

Use the current situation as an opportunity and don't change overnight your strategy. Educate people in how they can travel responsibly (both with regards to health but also in ways ways of travel).

## Involve people/your target audience in your mission

I.e. Influencers that want to go to Amsterdam after a trip you organized to show the country beyond Amsterdam. Make them part of your mission: do you want to be part of the problem OR be part of the solution?

## Content by people for people

Make tourism accessible to citizens and let them be part of your mission. Don't have the illusion that you can do it on your own as an organization. Start a movement and involve them by activating them