



NBTC
Holland Marketing

Powerful partnership

Beijing, November 2019

NBTC – a short introduction

- Development, branding and marketing of destination Holland
- Connected to Ministry of Economic Affairs
- HQ The Hague + international network, including Beijing office



Our source markets

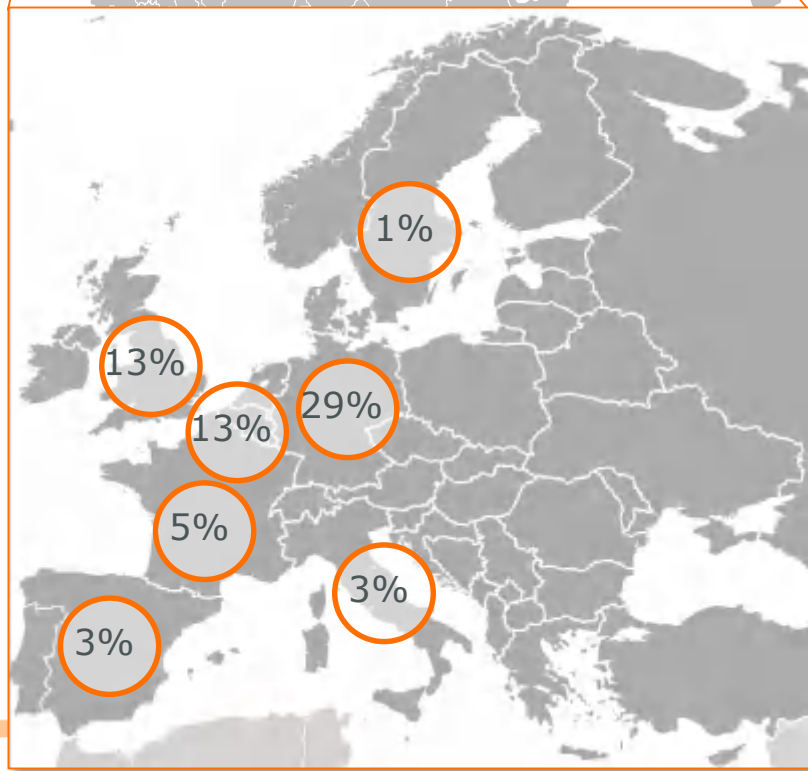
North- &
South-America
10%

Europe 81%

Africa 1%

Asia 7%

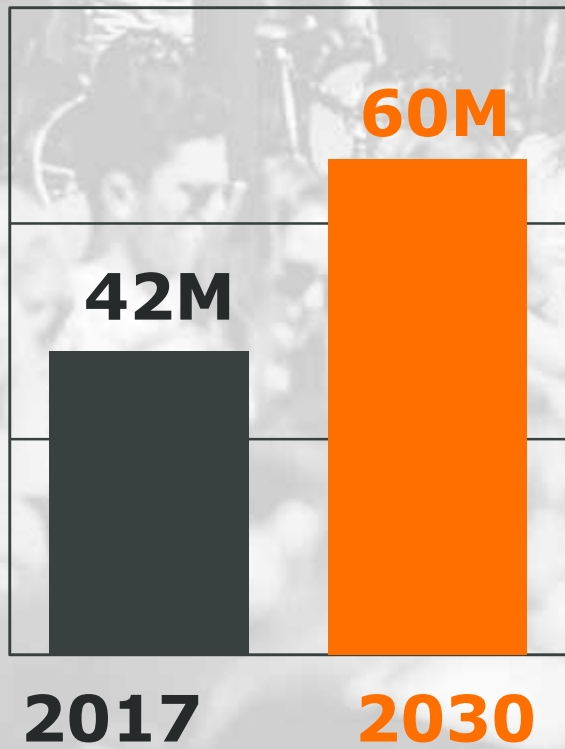
Australia &
Oceania 1%



Bron: CBS



Expected growth of tourism in The Netherlands

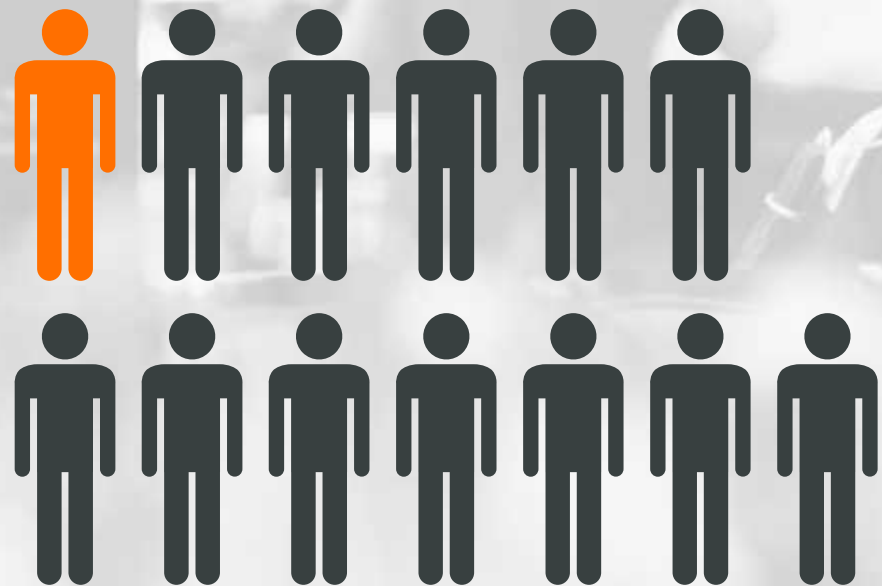


29 million international visitors
31 million Dutch visitors

60 million visitors +



Jobs



Spending



€ 82

Billion



Transformative power...

Strengthen local identities

Improving the quality of life

Contribute to/accelerate sustainability goals

Creating employment > independence, self-esteem

Revitalise local communities

... [depending on specific challenges of specific place]



'Capacity & yield management' for Holland...



Perspectief



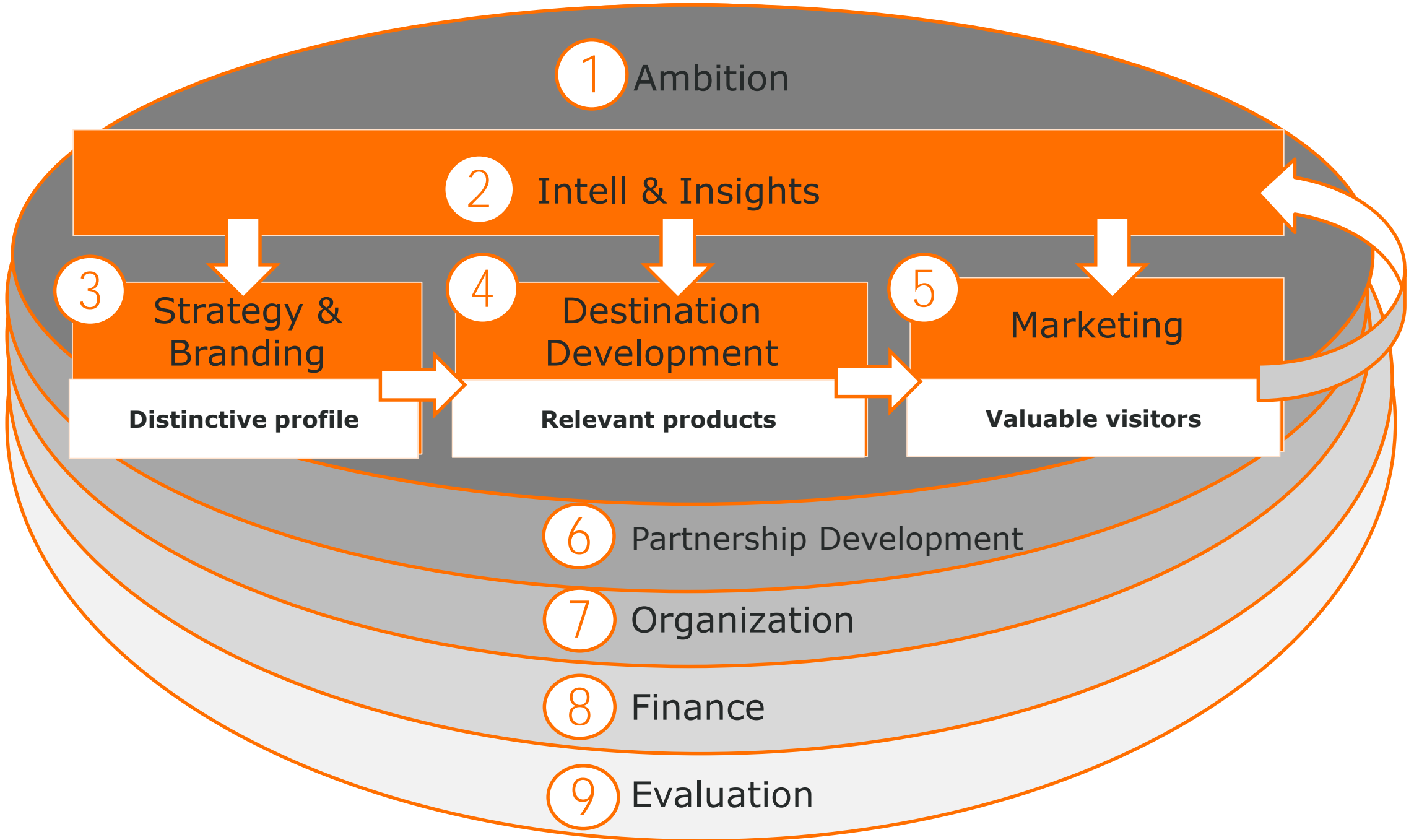
- **Tourism from a goal in itself to means to an end**
- **From benefit for the tourism industry to shared interests and benefits**
- **From promotion to development and management**



Strategic pillars

1. **Balancing the positives and negatives**
2. **Making 'the whole of the Netherlands' an attractive destination**
3. **Being accessible and connected**
4. **Improving and accelerating sustainability**
5. **Providing a welcoming sector and career perspectives**

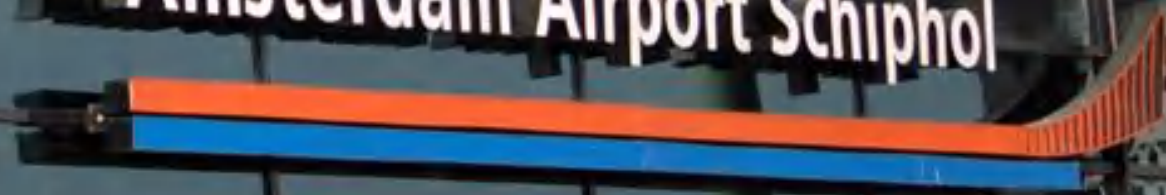




Schiphol

Nederlandse Spoorwegen

Amsterdam Airport Schiphol







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