

1 MARKET SITUATION: "NETHERLANDS".

[MySwitzerland.com/meetings](https://myswitzerland.com/meetings)

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2 MARKET SITUATION AND OUTLOOK.

2.1 Economic situation

The Netherlands is experiencing strong growth and tight labour markets, with favorable economic prospects and sound public finances. But there are downward financial risks to the economic outlook and the country is exposed to Brexit. Looking forward, reforms are needed to move toward a more inclusive society in the context where digitalization and globalization will alter the functioning of the economy. The tax system needs to be streamlined to support growth, without increasing inequality. Labour-market inclusiveness could also be enhanced along several dimensions. A combination of tax and regulatory reforms would ensure a better job quality for the self-employed and workers on temporary contracts without discouraging these types of work. There is also scoping to reduce the large gender gap in part time work and enhance skills of vulnerable workers. Finally, addressing population ageing will also require reforms to occupational pension plans and ensuring an adequate supply for health professionals.

The Dutch labour market has recovered and the unemployment rate has been converging towards pre-crisis levels. Non-standard forms of work have expanded with a strong trend towards self-employment and an increased reliance on temporary contracts. These developments may reflect a preference of some individuals for a more flexible working relationship, but they could also lower job security and job quality for others. Policies need to protect vulnerable groups in the more dynamic working environment without creating barriers to labour mobility and flexibility of the overall labour market. To improve the fairness of the tax system, policies should ensure a more level playing field between workers on different types of contracts. Regulatory policies should aim at raising labour market mobility to improve the matching of skills to jobs by easing the protection on permanent employment contracts and through a more targeted approach to activation policies for disadvantaged groups. Finally, measures should improve the skills of individuals in vulnerable groups to enhance their opportunities to find better jobs.

(Source OECD Economic Outlook Statistics and Projections, June 2018)

2.2 Situation of the Meeting Industry & Trends.

1. Engaging events

Ensure your event is relevant for your attendees by starting with the question why?

Make the logistics of entire the event as simple as possible for attendees.

Design the event to make it as engaging, interactive and comfortable as possible.

Measure, measure and measure again, to make sure your attendees have understood your messages.

2. Venue trends

Choose venues that are interesting, relevant, on brand and on budget.

3. Safety and security

Both physical security and cybersecurity are paramount. Have safety and security on the

agenda from the very first meeting.

4. Technology

Technology solution can improve the attendee experience and streamline your logistics. Ensure the tools you use enhance the conversation, not detract from it. Project management software smooths the planning process. And data analytics improves measurement, so you can improve your next event.

5. Return on investment

The value of the information your attendees absorb needs to be higher than the costs of the meeting or event. Strategic Meetings Management creates efficiencies and cost saving, while providing value for attendees.

6. Recommendations

Focus on why. Match your budget to the expected return. Engage your attendees from the very start. Use all the relevant technology to make the event interesting and efficient. Keep safety and security at top of mind. Select venues that will inspire your attendees, while staying within budget.

(Source Meetings & Events Future Trends CWT 2018)

Trends

- Client is more demanding and has more choice.
- Each part of an event must be justifiable and have added values.
- Programs are more intense and tend to include more elements.
- Recommendations and the Internet remain the most important sources for organizers.
- Short-term proposals will remain.
- Short response time is definitely a plus.
- Flexibility will be key in planning ahead.
- An event should tell a story, providing an understanding.

2.3 Market situation in “Netherlands”

| Market share analysis | | | |
|--|---------|---------|---------|
| Travel to Switzerland from Netherlands | 2018 | 2019 | 2020 |
| Arrivals | 296.000 | 307.000 | 325.000 |

| Switzerland share of Netherlands outbound | 2018 | 2019 | 2020 |
|---|-------|-------|-------|
| Switzerland share of all outbound | 0,90% | 0,90% | 0,90% |
| Switzerland share of Europe | 1,00% | 1,00% | 1,00% |

| | | | |
|--------------------------------------|------|------|------|
| Outbound Travel Spending's (\$, bil) | 2018 | 2019 | 2020 |
| Total | 19,9 | 20,6 | 22,3 |
| Business | 5 | 5,3 | 5,6 |
| Leisure | 14,9 | 15,3 | 15,3 |

(Source Oxford Economics)

2.4 RFP situation in “Netherlands”

The RFP's 2019 of SCIB Netherlands increased compared to 2018 (January – August). The overnights of the carried out (CH) are increased although numbers of carried out are decreased (January – August). Reason larger groups.

2018 RFP's 45, Carried out (CH) 31, Overnights 5057.

2019 RFP's 54, Carried out (CH) 27, Overnights 5275.

3 TARGETS.

Qualitative:

- Maintaining a strong market presence and remaining aligned with market needs and developments.
- Generating new awareness and keeping existing clients interested in Switzerland.
- Continue to support buyers with our much valued quality service.
- Deepening our connections.
- Update and evaluate existing contacts database.
- Fast, pro-active and professional approach towards the market.

4 CURRENT DATABASE SITUATION.

| Kind | Contacts |
|-----------------|----------|
| Agencies | 936 |
| Corporates | 439 |
| Association | 247 |
| Media | 26 |
| Wedding planner | 7 |
| Total | 1655 |

5 DETAILED MARKETING ACTIVITIES.

Further details of past, present and future marketing activities can be found on www.stnet, which can be accessed by using your personal username and password.



Switzerland.

MarketingActivities SCIB

BENELUX

| | | | |
|----------------------------|--|--|---|
| 01/01/2020 – 31/12/2020 | Netherlands: Prospect of Switzerland affine companies. Build up and qualify contacts within companies that have an affinity for Switzerland. SCIB is member of the Dutch Swiss Business Club and aims to actively attend their meetings and benefit from their overall networking opportunities. | Comments Representation of all Partners by SCIB. | Cost CHF |
| 01/01/2020 – 31/12/2020 | Netherlands: eNewsletter. Mailing of short and attractive eNews. | Comments Mailing of short and attractive E-news. Several times per year. Partners to send in relevant news with text and pictures. No participation costs. | Cost CHF 0 Send in relevant news with text and pictures. |
| 01/01/2020 – 31/12/2020 | Netherlands: Google Adwords. Promotion of our “Meetings” dedicated site through Google Adwords. | Comments Included in the basic marketing package. Ongoing process by SCIB. | Cost CHF |
| 01/01/2020 – 31/12/2020 | Netherlands: MySwitzerland.com. Visits MySwitzerland.com/meetings. | Comments | Cost CHF |
| 01/01/2020 – 31/12/2020 | Netherlands: MPI networking meetings community. SCIB is MPI member in the Netherlands and aims to actively attend their chapter meetings and benefit from their educational sessions and overall networking opportunities. | Comments Representation of all Partners by SCIB. | Cost CHF |
| 01/01/2020 – 31/12/2020 | Netherlands: Telemarketing / database management. Ongoing update of our database, qualifying prospects and maintenance of existing contacts. | Comments Ongoing process by SCIB. | Cost CHF Share information with markets, especially after sales calls and activities and using the SCIB-database. |

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| 01/01/2020 – 31/12/2020 | Netherlands: Study trip winter. | Comments | Cost CHF |
|----------------------------|---|---|--|
| | Organization of a winter study trip for meetingplanner and a media representative. Total 10 persons. | Landarrangement. | 0 |
| | | | Please let us know if you are interested to welcome a study trip from the Netherlands. Partners to cover for land arrangement. Flights and Swiss Travel Passes paid by SCIB and STS. |
| 01/01/2020 – 31/12/2020 | Netherlands: Study trip summer. | Comments | Cost CHF |
| | Organization of a summer study trip for meetingplanner and a media representative. Total 10 persons. | Landarrangement. | 0 |
| | | | Please let us know if you are interested to welcome a study trip from the Netherlands. Partners to cover for land arrangement. Flights and Swiss Travel Passes paid by SCIB and STS. |
| 01/01/2020 – 31/12/2020 | Netherlands: Sales Calls. | Comments | Cost CHF |
| | Sales calls to incentive houses, PCO's, corporates and associations. | Representation of all Partners by SCIB. | |
| 01/03/2020 – 31/03/2020 | Netherlands: Workshop. | Comments | Cost CHF |
| | Organization of a cooking workshop. One evening for corporate meetingplanners and one evening for agencies meetingplanners. Location: De Kookfabriek Amsterdam. Participants: 15-20 persons per evening. Program: welcome, cooking, dinner, presentation, end. | Participation of this events. | 900 Open to Sub-Partners. Participation of the events. Costs CHF 900 per partner. Price not including travel cost, nor accommodation nor VAT. |
| 25/06/2020 – 28/06/2020 | Netherlands: Meeting Trophy 2020. | Comments | Cost CHF |
| | 16th edition of the Meeting Trophy rally through Switzerland. Recruited and guidance of Dutch senior account managers (incentive houses and PCO's). Participation of a media representative. | Registration and organisation via SCIB headoffice. Participation SCIB NL with Dutch team. | |
| 01/10/2020 – 31/10/2020 | Netherlands: Annual Networking Event. | Comments | Cost CHF |
| | Organization of our traditional Networking Event for our clients and new potential clients. Number of participants expected: 25-30 meetingplanners. Date and theme: tbc. Location tbc. Program: welcome, presentation or workshop, dinner. | Participation of the event. | 900 Open to Sub-Partners. Participation of the event. Costs CHF 900 per partner. Price not including travel costs, nor accommodation nor VAT. |
| 01/11/2020 – 30/11/2020 | Netherlands: IBTM fair. | Comments | Cost CHF |
| | Attendance on the Switzerland booth. Meet and greet clients. Active communication in the market prior to the event in order to drain as much qualified visitors to the booth as possible. | Registration and organisation via SCIB headoffice. Participation SCIB NL to make NL planners visit the Switzerland booth. | |

01/01/2020 –
31/12/2020

Netherlands: Key Media Management.

Mailing of both SCIB print newsletter and E-newsletters to dedicated media recipients (special interests media, daily press, trade media etc.). Integration of “Meetings” related articles in the regular media mailing of Switzerland Tourism. Posting of articles on the Media Corner. Invitation of meetings media to the international ST media event. Integration of a media representative into our regular study trips to benefit from adequate editorial coverage. Purchasing of advertorials and advertisements depending on correlative editorial opportunities.

Comments

Ongoing process.

Cost CHF