



NBTC
Holland Marketing

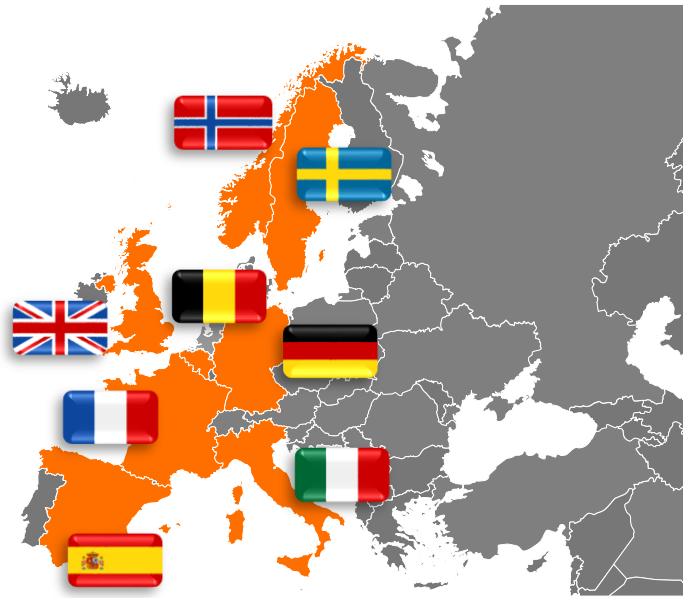
Effect of the City Break Campaign 2013

The Hague, April 2014



City Break Campaign 2013: an overview

City Break Campaign 2013: 8 markets



2013:
666.000
visitors* due
to the
campaign

City breaks in Holland
In 2013, over **2,4 million people** visited our country for a city break. Representing an economic value of **€ 1.15 billion**.

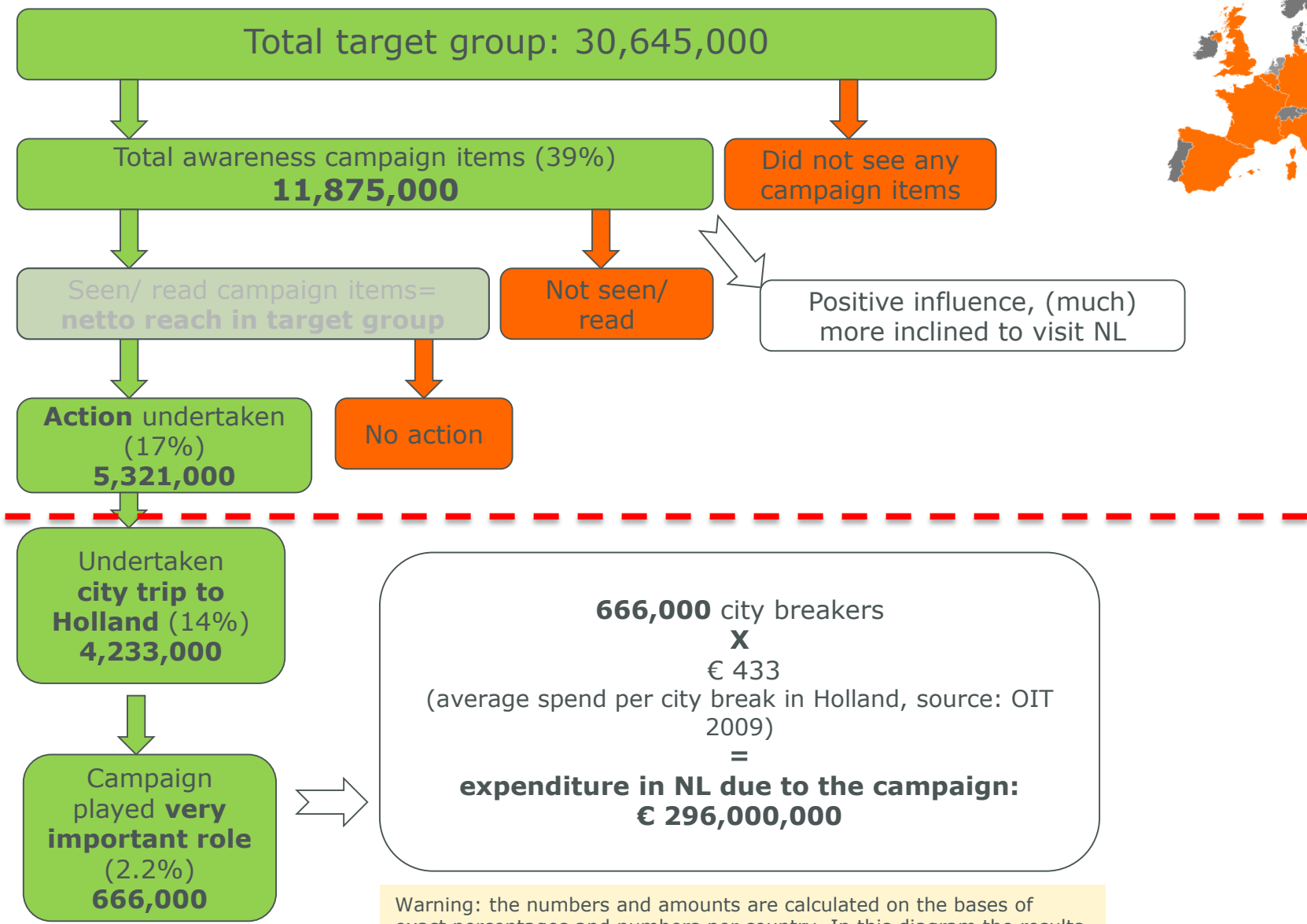
2013:
€ 296 million
economic
value



* Visitors in all countries except Norway: visitors for which the campaign played a very important role in the choice to visit Holland for a city break.



ROI diagram CBC 2013



Warning: the numbers and amounts are calculated on the bases of exact percentages and numbers per country. In this diagram the results of all countries are combined and rounded off, which causes differences





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Questions?

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