

- China Lab - Digital HollandCity

- **MCN* Platform where Holland meets China:**
 - ✓ Providing Dutch partners digital access to Chinese visitors
 - ✓ Offering Chinese language services
 - ✓ Increasing conversion opportunities
- **Sharing insights on digital developments by being part of the China Lab Community**

*MCN: Multi Channel Network

Stay Connected with visitors

MCN communications, WeChat based Chinese Language services, and conversion opportunities are linked together through the entire customer journey.



Inspire Chinese visitors with your content

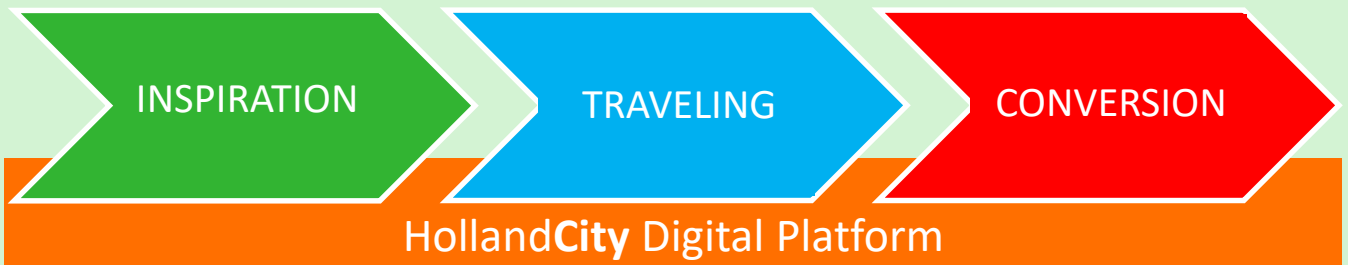
- Generate, edit, enrich and distribute content
- Get noticed through activities/campaigns



Provide services in Chinese by using Holland's official WeChat service account



Generate purchases and stay connected with Visitors and turn them into your Ambassadors



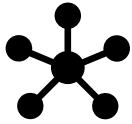
- Content is leading
- Generate interest
- Get connected

- Service is leading
- Stay connected
- Share the experience

- Purchase opportunities before, during and after the trip

Be part of digital HollandCity

Holland is presented to Chinese visitors on one MCN-platform
Being part of this platform is key to be on the radar of Chinese visitors



Central point for content on Holland for Chinese visitors and Chinese B2B partners



Sharing followers and benefiting from contributions of others on the same platform



Accumulating and enriching content which can be used for other purposes.

Increase conversion opportunities

Benefit from linking sales with content, creating opportunities to convert interests into sales.



Online shop contains all types of content, interlinked and directly accessible



Combine online and offline shops and stay connected to generate conversion opportunities before, during and after the trip



Convert buyers into followers and stimulate repeat-visits and repeat-purchases

Share the knowledge, build together

Being a pioneer partner team member, you'll work hand in hand to catch up on the latest digital developments in China. Share and learn from each other.



Be part of the WeChat group and experience the Chinese social network live



Exchange ideas and learnings during workshops. Be on the forefront of developments



Visit China to meet the local counterparts to get insight knowledge firsthand

Digital HollandCity WeChat* account

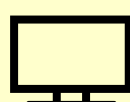
The official WeChat account of Holland is the point where visitors have access to information and services.



Audiotour services
Video introductions
Chinese language services



Access point to Digital
HollandCity shop



Access point to
iHolland magazine and
Holland TV

*WeChat: Most popular Social Media network, with integrated functions of messaging, payment, etc.

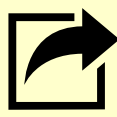


Multi Channel Network (MCN) platform

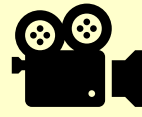
Integration of Holland/NBTC's digital channels as well as those of local partners and Key Opinion Leaders (KOLs) to maximize the reach,



NBTC Official networks
WeChat
Weibo*
Holland TV
iHolland Magazine



KOLs* Networks
SoMe Accounts
Columns
Video accounts

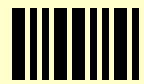


All types of content
• Text and pictures
• Video
• Audio

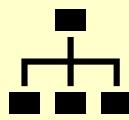
*Weibo: Most popular microblog, similar to twitter
*KOL: Key Opinion Leader = Influencer

Holland E-Shop

The Holland E-shop is the platform where the transactions are being made. It is the central market place for both consumers and B2B partners to purchase Holland tourism related products.



Conversion links are
inserted on MCN-platform



API links to all partners



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