

China Lab

The Chinese (travel) market is developing at an incredible rate. Trends like digitisation, mobile phone usage and payment and the shift from group travel to FIT, create opportunities to reach and influence travellers in new ways. China Lab is the platform and cooperation that bundles the individual strengths of Dutch suppliers together, provides access to this audience and delivers added value for (potential) Chinese travellers to The Netherlands.

Who do we focus on?

The campaign focuses on generating quality content and effective distribution of this content through digital platforms build by NBTC's own channels as well as through Chinese partnerships like with WeChat.

Another focus is the involvement of Dutch partners who together offer great product diversity to appeal the Chinese travellers.



Which target group?

China Lab is aimed at Chinese creatives, the young independent explorers in China. In the age range of 25-45, with higher education, and preference to travel with friends and relatives.

There are several particular groups, such as family travel, outdoor, history lovers.

They prefer experiences over sight-seeing, they tend to learn more from the locals in terms of their culture.

Being local is a modern reflection of the value of authenticity.



The consumer is leading

Before the traveller chooses their Holiday destination, various steps in the customer journey have taken place. By analysis of these steps of the potential traveller, we have created a clear picture of the relevant touchpoints in each phase. China Lab aims to add value in every phase of the customer journey.



What are we going to do?

The China Lab platform develops and grows as result of successful activities, new partnerships and market opportunities that come up. Therefore the activities are not fixed. However, in 2019 we expect to work on the following type of activities:

- Holland mini programme on WeChat; aimed at turning offline traffic to online traffic to stay connected with the target audience to facilitate further targeted communication/ influencing.
- Special interest Key Opinion Leaders used as ambassadors and quality content generators.
- The growth of the Multi-Channel Network of digital partners in the travel- and media sphere aimed at the promotion, distribution and conversion of Holland messaging and products.
- iHolland media; Holland's presence on WeChat, Weibo, Qyer.com, Mafengwo.com, Tuniu.com, Youku, Iqiyi
- Press targeting



Deliverables campaign



The China Lab is a platform focused on awareness building in 2019. The total reach will be over 10 million.



Campaign performance is also measured on engagement, shares, app-usage, downloads and purchases where relevant and possible.

Mediatools



Stronger together!

Alone we're fast, together we're stronger. That's why we believe in smart cooperations to generate added value.

We bring relevant Dutch- and market partners together around distinguished common propositions with appeal to our target audiences.

Want to join or more information?

Please let us know and we'll be in touch.

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