



Customer Case NBTC

NBTC optimizes the online customer experience at Holland.com

"BlueConic gave a boost to our conversion rates and more in-depth insights into the characteristics and preferences of our target audiences!"

Natasja Fortuin
Manager Online Marketing, NBTC



NBTC, the Netherlands Board of Tourism & Conventions, is responsible for promoting the brand "Holland" abroad. With an increased focus on online, NBTC has invested in new technologies to attract, capture and convert online visitors into real-life "Holland visitors". NBTC enlisted BlueConic to start a continuous communication process with each individual online visitor. This new digital marketing strategy resulted in higher service levels for both NBTC's partners and for tourists visiting Holland.

Introduction

With more than 10 offices in Europe, North America and Asia, NBTC is responsible for the worldwide promotion of the Netherlands as an attractive destination for holidays, business meetings and conventions. By using its expertise in the fields of marketing, communication and research, NBTC is the leading organization for marketing "Holland". With the current offline and online marketing efforts, NBTC is able to attract 11 million people to visit the Netherlands as a tourist or for conventions, each year.

Situation

Promoting a country as a tourist destination traditionally is an activity where the public and private sectors meet. NBTC, faced by lower government funding, has reorganized and renewed its business strategy, now aiming more at co-creation together with its partners in the hospitality industry.

This business strategy has also put more emphasis on NBTC's online marketing efforts. Whereas previously NBTC's online activities were mainly focused on "branding Holland" as tourist destination, they now turned to look at new online business models that were focusing on visitor relevance and visitor conversions. Using joint marketing programs, NBTC wants to capitalize on its extensive tourism and marketing expertise to generate more bookings via a select group of hospitality partners. Moreover, it strives to deliver a tailor-made travel experience including all relevant services and products based on the individual tourist's interests.

Solution

In order to attract more tourists to the Netherlands through co-creation and cooperation programs with its partners, NBTC looked for high-quality partners that contributed to the “Holland” brand and who were able to offer tourist accommodations online. These accommodations consisted of (luxury) bungalows, housing in holiday parks and large-group accommodations. For this select group of partners, NBTC introduced a performance-based advertisement model based on conversions. For all other partners, NBTC maintained its already existing CPM-based advertisement model.

Simultaneously, NBTC selected BlueConic to help guide website visitors to find the most relevant tourist and destination information on its sites. By applying BlueConic, NBTC was able to capture the characteristics and interests of anonymous visitors on its websites aiming at Belgian, German, American and British tourists. Based on group composition – single, couple, family with children or larger companion groups (7+ people) – these visitors were segmented. This was then refined by adding interests like going to the beach, playing golf or visiting a museum, which was derived from each visitor’s online behavior. This refinement allowed BlueConic to automatically display a deep-linked banner for the most appropriate partner, offering an accommodation that matched with group composition and main interest.

Results

The results were astonishing! The conversion rates for these relevant deep-linked banners increased to 4.5 %. This exceeds by far the industry-average, which usually lies between 0.15 % – 0.25 % for standard travel-related banners. And not only conversion was extremely high, also the absolute number of bookings increased significantly.

Besides these positive revenue-generating results, NBTC also got to know their anonymous website visitors better. Through continuous research NBTC is an expert in incoming tourism and visitor profiles per market. BlueConic adds a whole new level of understanding of the online website visitor.

Split out per country and language, statistics could be derived which showed e.g. that American visitors usually travelled as couple, while Dutch visitors were mainly travelling as families with young children. Also cross-overs between group

composition and main interests could be made, which allows NBTC to increase service levels and make more relevant package offerings.

As Natasja Fortuin, Manager Online Marketing at NBTC explains:

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Next: Getting There and Around

Pleased with the initial results, NBTC is now expanding its BlueConic-based online communication program to travel-related services. By further refining and segmenting their online audience, they will soon start to offer similar performance-based campaigns aimed at a distinct group of travel service providers. Moreover, there are also plans to include other tourist services for specific things to do like visiting a museum, going to adventure parks or renting bicycles.

In the end, NBTC wants each of the tourists to have an unforgettable journey to Holland, a journey that started right from the very first click on one of NBTC’s online channels!