

# Oh Oh The Hague ...

Official  
partner

The **Hague**.

◆ The City  
The Partners  
The **Hague**.



## Oh Oh The Hague, beautiful city behind the dunes

This first sentence says enough, and it seems that national and international visitors will be discovering this more and more. At the time of writing this Partner Plan, we have seen a record number of hotel overnight stays in The Hague in the first seven months of 2022. Next year we have the ambition, together with our partners and the Municipality of The Hague, to realise an economic impact of € 800 million from national day visitors and international overnight tourism. Realising this ambition is important for the wellbeing and prosperity of all residents of The Hague. The visitor economy is on the rise. Of course, we are also concerned about high inflation. What effect will that have? It is important to maintain healthy growth by ensuring that The Hague remains attractive to visitors.

We also hear positive feedback from the conference world. Congresses are taking place again and the market appears to be recovering faster than predicted (2024). We do have to deal with shorter lead times and later decision moments. What is also becoming increasingly important is that conferences leave a legacy for the city. That is something we are also focusing on this year: what visitors give back to the city.

In addition to attracting visitors and conferences to our city, our organisation also encourages foreign companies to come to The Hague. From start-ups to large international companies that have a link with the profile of our city: Security, Impact or Legal & Policy. The Dutch business climate contributes to the choice to establish here and the international position of The Hague, with its excellent facilities, makes it a wonderful place to live for employees of those companies. This activity of The Hague & Partners also creates a lot of employment at the various companies that help foreign companies settle in the city.

In short, we undertake a wide range of activities that are connected with each other. And all with the aim of keeping the economy of The Hague running, providing employment and maintaining an attractive living environment for the residents of The Hague. We connect, give peace of mind, and inspire partners, visitors and companies in the broadest sense of the word. It is nice to report that it will be M.C. Escher's 125th birthday in 2023, and it will be widely celebrated. You won't be able to miss it. As a partner you can capitalise on that. In any form. We hope to speak to, meet and inspire you again in the year ahead. Together, we give substance to The Hague song: Oh Oh The Hague, beautiful city behind the dunes. Will you be participating (again)?

**Jolanda van Witzenburg**  
Head of Development



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# Partner Programme

Official  
partner

The **Hague**.

**1** Online  
package

**2** Travel Trade  
package

**3** MICE package

**4** Regional  
package

**5** Business  
package

## Online package: Basic or Premium

Invest in the visibility of your organisation together with The Hague & Partners. With the UITagenda we offer a complete overview of everything there is to do in The Hague and the surrounding area. Your own page on denhaag.com completes the picture!

You will get more out of 2023 by collaborating through our partner programme. There are various possibilities. It starts with the online package: will you go for Basic or Premium? The choice is yours.

Gain insight into tourism opportunities, help employees develop and put what you have to offer on the map. In addition, there are various alternatives to entice local, national and international visitors. Complete the collaboration with additional options. Together, we work on the ultimate experience of The Hague, our City by the Sea.

Make an appointment to discuss the possibilities of this package via [partners@thehague.com](mailto:partners@thehague.com).

	Basic	Premium
<b>Partner Contribution</b>	€ 395	€ 865
<b>Knowledge</b>		
• Invitation to at least two online or hybrid The Hague & Partners knowledge sessions		
• Invitation to annual The Hague & Partners relations event		
<b>Service</b>		
• Free city map of The Hague (max 1,000) available from The Hague & Partners (WTC The Hague)		
• Possibility of online ticket sales via denhaag.com / THIS		
• Inclusion in digital promotion via the Embassy of The Hague		
• The Start: introduce your new employees to The Hague, led by our city guide		
• Receive the corporate newsletter		
<b>Visibility</b>		
• Page on denhaag.com		
• Listing on The Hague & Partners' website		
• One post on one of our social media channels		
• One agenda item in the digital newsletter		
• One highlight on the denhaag.com homepage		



## Travel Trade package

International tourism fits with The Hague. The International City of Peace and Justice and the ultimate combination of the city and the sea offer an attractive combination for a multi-day stay in the city. We put The Hague on the map with the travel industry, international media and press relations, so that The Hague is included in the programmes as a travel destination for a city break. Sustainability, international allure and unique gems in the city are key factors in our approach. We try to make an attractive bookable selection using these guidelines.

Our national and international acquisition strategy is aimed at proactively marketing in the Netherlands, Germany, Belgium and the United Kingdom. We are also cautiously looking at the French and American markets. We include what is happening in the world in the (im)possibilities of our market approach. We closely monitor trends and events in order to respond punctually. By sharing our knowledge of the sector and the market, involving you in the developments and connecting with each other, we can jointly position the city optimally and enable you to discover The Hague's international Travel Trade market.

Make an appointment to discuss the possibilities of this package via [partners@thehague.com](mailto:partners@thehague.com).

Travel Trade package - small	Travel Trade package - large
€ 595	€ 895
• Visible on denhaag.com	• Visible on denhaag.com
• Participation in two TH&P relations events	• Participation in two TH&P relations events
• Inclusion in the Travel Trade newsletter	• Inclusion in the Travel Trade newsletter
• Receive the corporate newsletter	• Receive the corporate newsletter
• Two Travel Trade meetings	• Four Travel Trade meetings
• Support in customising and offering programmes	• Support in customising and offering programmes
• Advice on the Travel Trade industry	• Advice on the Travel Trade industry
• Active referrals to tour operators, travel agents, OTAs, cruise lines and other travel sales companies	• Active referrals to tour operators, travel agents, OTAs, cruise lines and other travel sales companies
• Participation in online inspiration sessions	• Participation in online inspiration sessions
• Point of contact for The Hague within the travel industry	• Point of contact for The Hague within the travel industry
• Part of the story of The Hague at trade fairs	• Possibility of support at trade fairs through (digital) resources
• Participation in FAM Trips for a fee	• 50% discount on participation in FAM Trips and inclusion in the FAM Trips programme
-	• Participation in trade fairs through a shared partner stand
-	• Campaign support around trade fairs
• Listing on the Travel Trade website	• Listing on the Travel Trade website
-	• Promotional articles on the Travel Trade website homepage
• Access to travel industry trends on the new Travel Trade website	• Access to travel industry trends on the new Travel Trade website



## Travel Trade package

**What are we doing in 2023 and how can you join in?**

### FAM Trips

#### ♦ FAM Trip Tourist for a Day

In 2023, The Hague & Partners will organise Tourist for a Day for the ninth time. A unique programme has been put together especially for the travel industry in the Netherlands and Belgium, in which they briefly put themselves in the shoes of their customers to experience the city in an inspiring way. Travel Trade partners have the opportunity to take part in this day by participating in the day programme or speed dates. This is an excellent opportunity to maintain or expand your network.

*Date:* September 2023

*Participation price:* € 500 half day; € 1,000 whole day.

#### ♦ FAM Trip Have a Royal Winter

The aim of this FAM Trip is to discover what The Hague has to offer as the ultimate winter city. The city is rich in events and activities in the dark winter months. The Hague & Partners likes to promote this among the travel industry. Travel Trade partners have the opportunity to take part in this day by participating in the day programme or speed dates. This is an excellent opportunity to maintain or expand your network.

*Date:* November / December 2023

*Participation price:* € 500 half day; € 1,000 whole day.

Note: The Hague & Partners determines the FAM Trip programmes based on the wishes and needs of the target group.





## Travel Trade package

**What are we doing in 2023 and how can you join in?**

### Trade fairs

#### ♦ ITB Berlin 2023

The ITB Berlin is the largest international B2B travel trade fair in the world with an established reputation and will take place live in 2023. The trade fair is a mix of old and new components. The focus is on the global B2B frontrunner trade visitor, representing all segments of international tourism: tour operators, carriers, OTAs, OTPs, wholesalers, travel agents and trade press. The Hague & Partners represents The Hague and presents itself at the NBTC Holland Paviljoen.

*Date:* 7-9 March 2023

#### ♦ NBTC Perspective 2023

This is an annual meeting and networking event organised by NBTC/ETOA. Leading tour operators from Germany, Belgium and the United Kingdom with a focus on sustainable tourism will be attending. The Hague & Partners is present to represent The Hague in one-on-one meetings.

*Date:* September 2023 (exact date not yet known)

#### ♦ Global European Marketplace (GEM) 2023

The GEM is organised by ETOA. It is a B2B trade fair for networking and connecting with tourism companies selling the European market. This year's GEM will be held live in London through an appointment system that brings buyers and sellers together. The Hague & Partners is present to represent The Hague in one-on-one meetings.

*Date:* November 2023 (exact date not yet known)





## MICE package

With all the knowledge and culture that the city has to offer, The Hague has a strong infrastructure in which all facets for organising a successful event are present. The Hague offers perfect solutions for both small and large-scale corporate (hybrid) events. In addition to our main task of attracting conferences to The Hague, The Hague & Partners remains committed to putting The Hague on the map as the conference city, positioning ourselves as a city that works towards a better, safe and just world. We work in accordance with the main clusters as set out in the 2030 Economic Vision: Security Delta, Impact City and Legal & Policy Capital

Our team is fully committed to generating leads, which can be turned into conversion with partners in the city. This ensures that conference locations and hotels are filled. We build and maintain sustainable relations with national and international decision makers, local stakeholders and various knowledge institutions. We are a partner of national and international networks with the aim of putting The Hague on the map and realising new business for The Hague. We are happy to share our sector and market knowledge with our partners and other stakeholders in the city (and beyond) to facilitate attracting the international MICE market (Meetings, Incentives, Congresses & Exhibitions).

Through FAM Trips and site inspections, we enthuse potential bookers and planners and convince them to actually organise their event in our city. We help our partners collect and share market analyses, trends and developments. With the MICE package, you receive or can participate (at an attractive rate) in:

- A company presentation on the convention agency's website
- Access to the CRM system partner module
- Direct or indirect leads if your location and/or service fits within the wishes of the customer
- The opportunity to host The Hague & Partners events, including FAM Trips, sales events and partner meetings
- Receive the corporate newsletter.

As a MICE partner you contribute to the unique experience of The Hague, and you offer your product or service free of charge during site inspections. We prefer it if your organisation is certified and works sustainably (e.g. Greenkey, ICCA, IAPCO). Make an appointment to discuss the possibilities of this package via [partners@thehague.com](mailto:partners@thehague.com).



◆ The Impact  
The Conference  
The **Hague.**



# MICE package

What are we doing in 2023 and how can you join in?

Partner rates per year *	Small: € 650	Medium: € 1,150	Large: € 1,750
Event agencies, PCOs and suppliers	< 10 FTE	10-25 FTE	> 25 FTE
Event Venues	< 200 people	200-600 people	> 600 people
Theatres and stages	< 200 people	200-750 people	> 750 people

\* Event locations with a capacity > 600 people have a tailor-made interpretation, including through a strategic partnership.

## Sharing knowledge

The Hague & Partners would like to inform its partners about the latest trends and developments. Therefore, we are planning at least four knowledge sessions in 2023 to discuss various topics and expand knowledge. The following sessions are scheduled for 2023:

- Introductory sessions on the role of The Hague & Partners for new employees
- ICCA database training
- Event Design workshop
- What do The Hague clusters entail? Sales workshops for the various clusters.





# MICE package

What are we doing in 2023 and how can you join in?

## FAM Trips

### ♦ FAM Trip in collaboration with M&I Healthcare Europe

Following the M&I Healthcare Europe in The Hague, The Hague & Partners is organising a FAM Trip for a maximum of 15 international meeting planners (corporates and intermediaries), consisting of an inspiring multi-day programme, so that they can discover and experience the city themselves. It is an excellent opportunity to expand and strengthen your international network.

*Date:* 8-10 June 2023

*Participation price:* € 500 half day; € 1,000 whole day

Note: The Hague & Partners determines the FAM Trip programmes based on the wishes and needs of the target group.

### ♦ FAM Trip Europe / International 2023

The Hague & Partners invites international meeting planners (corporates and intermediaries) to an inspiring multi-day programme so that they can discover and experience the city for themselves. It is an excellent opportunity to expand and strengthen your international network.

*Date:* 2023, exact dates to be determined.

*Participation price:* € 500 half day; € 1,000 whole day

Note: The Hague & Partners determines the FAM Trip programmes based on the wishes and needs of the target group.





# MICE package

## What are we doing in 2023 and how can you join in?

### Trade fairs

To properly represent The Hague at the various trade fairs, good preparation and research by participating parties, among others, is important. Prior to the trade fair, we will send a mailing to our partners to provide you with the opportunity to share the most recent information with us and to indicate your interest in participating in a trade fair (this is not possible at all trade fairs). An up-to-date contact list of the fair will be shared with the participating parties in The Hague and the strategic partners. A thorough follow-up concludes a visit.

#### ♦ IMEX Frankfurt 2023

This international trade fair in Frankfurt with more than 9,000 international buyers, of which approximately 3,000 hosted buyers, is the centre for business buyers and the opportunity to present The Hague. The guiding principle is to position the city as a destination for business events as broadly as possible as part of the Holland Stand. The more partners that attend, the greater the impact of the Hague representation.

*Date:* 23-25 May 2023

*Participation price:* solo participation € 9,320; duo participation: € 4,660 per partner (based on interest and availability, per two partners)

#### ♦ IMEX US 2023

This international trade fair in Las Vegas with more than 9,000 international buyers, of which 3,000 hosted buyers, is the centre for business buyers and the opportunity to present The Hague. The guiding principle is to position the city as a destination for business events as broadly as possible as part of the Holland Stand. The more partners that attend, the greater the impact of the Hague representation.

*Date:* 9-12 October 2023

*Participation price:* solo participation € 9,320; duo participation: € 4,660 per partner (based on interest and availability, per two partners)

#### ♦ IBTM World

IBTM World is the leading global event for the meetings, incentives, conferences and events, taking place annually in Barcelona. At IBTM World, more than 3,000 destinations and suppliers will be there to meet and network with more than 15,000 industry professionals from more than 100 countries around the world.

*Date:* not yet known

*Participation price:* solo participation € 9,320; duo participation: € 4,660 per partner (based on interest and availability, per two partners)

#### ♦ The Meeting Space

The Meetings Space aims to unite the most influential buyers with the most inspiring suppliers in the MICE industry. It's all about meeting and networking with the right people - the influential companies you want to do more business with plus new companies and contacts. The programme lasts 2.5 days and is designed in such a way that participants receive the maximum benefits within the optimal time frame. It will be an extremely productive balance of meetings, networking, educational and exchange sessions.

*Date:* 28-29 September 2023

*Participation price:* solo participation € 7,300; duo participation: € 5,300 per partner (based on interest and availability, per two partners).

#### ♦ M&I Forums

The Hague & Partners participates in a number of M&I Forums every year. These forums feature one-on-one meetings, in the form of speed dating. All appointments are pre-scheduled and sent for review in advance. At the event itself, you sit at your own table, where the buyers on your schedule visit you at agreed times.

At each M&I event, you will have the opportunity to participate in unique destination-themed activities to foster the relationship with the business partners.

## MICE package

**What are we doing in 2023 and how can you join in?**

### **Where do we get information about trends and developments?**

The following trade fairs, conferences and activities are for information purposes. As a partner, you cannot register for them via The Hague & Partners:

#### ♦ **ICCA Destination Marketing Business Workshop Small**

During an intensive three-day programme, 15 associations and 15 convention bureaus get to know each other and during one-on-one meetings, they have the opportunity to explore a future collaboration and possibly take a first step. During the one-on-one meetings, The Hague & Partners presents the city as well as our partners. Only decisionmakers from associations are present at this event, which is aimed at international conferences with a minimum of 500 participants.

#### ♦ **ICCA Association Expert Seminar**

Prior to IMEX Frankfurt, ICCA is organising a seminar in which ICCA members and associations discuss current topics in the industry. The purpose of the meeting is to jointly raise issues and identify solutions that will benefit collaboration. By actively participating, The Hague puts itself on the international map. The number of participants is limited for this activity. If you are an ICCA member (such as The Hague & Partners), as a partner, you can register directly with ICCA.

#### ♦ **ICCA Congress 2023**

During the ICCA Congress 2023, international associations, CVBs, locations and various suppliers network and share their knowledge aimed at the future of the MICE industry. It is a unique opportunity to get in touch with them directly, allowing us to maintain and expand our network, gain new knowledge and generate leads for The Hague. The congress will take place in Bangkok (Thailand) from 12 to 15 November 2023.

#### ♦ **ICCA**

Every year, ICCA organises a forum where ICCA members and associations discuss current topics in the industry. The purpose of the meeting is to jointly raise issues and identify solutions that will benefit collaboration. The number of participants is limited for this activity. If you are an ICCA member (such as The Hague & Partners), as a partner, you can register directly with ICCA.



#### ♦ **PCMA Convening EMEA 2023**

Every year, PCMA's European event, Convening EMEA, takes place in a European city. This event is scheduled. During this event, the future of business events will be discussed.



# MICE package

## **Memberships and Networks**

During the year, we visit various network meetings, organised by the following network organisations of which The Hague & Partners is a member. The network is demonstrably expanded as a result, so that more companies and institutions know how to find us when it comes to The Hague as a destination for their event. You can also become a member of these organisations yourself. If you are interested, please feel free to contact our team.

### ♦ Cvent

The Hague & Partners has an annual membership with Cvent. This membership provides access to the CSN (Cvent Supplier Network), which connects event professionals and marketers to more than 28,000 hotels, venues and CVBs. Cvent supports planners in simplifying and automating the planning process. This system is used by Helsmbriscoe, among others, and generates RFPs and ultimately new business for The Hague.

### ♦ CLC VECTA

The promotion of interests, the positioning of the medium of live communication and the further professionalization of the industry are important for every entrepreneur in the industry. A strong network of members, willing to invest in collaboration, research, lobbying and knowledge sharing, forms the basis for this. By becoming a member, we can continue to do this. You will be part of that network and you can use all the benefits, products and services that come with membership.

### ♦ ICCA

ICCA (International Congress and Convention Association) represents the main specialties in the organisation of, transport to and accommodation of international meetings. ICCA has approximately 1,150 members and the organisation is located in 100 countries. ICCA makes a database available to members that contains 50,000 meetings worldwide.

### ♦ MPI

MPI Netherlands is the Dutch division of Meeting Professionals International. With a community of over 60,000 meeting professionals, of which approximately 18,000 are active members, MPI is the world's largest and most active trade association for the meeting and events industry. MPI Nederland has three pillars (Knowledge, Community, Industry Voice), all of which contribute to the progress of our industry and everyone who is active in it. Within the MPI Netherlands community of over 1,500 meeting professionals, including around 100 active members, we represent meeting planners, suppliers, next generation and teachers.

### ♦ NBTC

As the national destination management organisation of and for the Netherlands, the Netherlands Bureau for Tourism & Conventions (NBTC) provides a national vision on tourism and conferences based on relevant knowledge and insights. For the benefit of our country as a liveable, popular and valuable destination for residents, visitors and businesses.

### ♦ PCMA

PCMA is a professional organisation with more than 7,000 members in 37 countries in North America, Europe, Asia, the Middle East, Australia and New Zealand. PCMA is based in Chicago in the US and organises various international events aimed at the association and corporate market.

## **Hotel covenant**

To represent The Hague together with the hotels, an agreement has been made for the three-, four- and five-star hotels to join The Hague & Partners via the hotel covenant. The annual partner fee is determined by the covenant. This is the unique way to join us as a three-, four- and five-star hotel. Invoicing takes place via The Hague & Partners. What we do for the hotel sector in addition to our main task is agreed annually with the board at the beginning of the year. The activities stated in the MICE package and the Online Basic package apply to the hotel covenant.

## **Where will you see us in 2023 in any case?**

- We present the latest results at the hotel consultation (four times a year)
- We organise a meeting for the sales managers four times a year for inspiration and information
- New employees of the hotels can participate in The Start: a unique introduction to the city of The Hague
- Your account manager visits regularly for updates
- We inspire and share knowledge through online masterclasses.

## Regional package

The Hague attracts many (international) visitors to the city with the 'Girl with a Pearl Earring', the Peace Palace, the magical world of Escher, The Pier, Madurodam and other activities. Once in the city, the surrounding places are easily accessible for those (international) visitors. To connect the region of The Hague and the city, we offer the possibility to showcase your city or municipality and the most important attractions on [denhaag.com](https://denhaag.com). You can present your city or municipality and list the various activities. Using our social media and newsletters not only do you increase your visibility among visitors to The Hague, but you also increase visibility among The Hague residents so they can easily take a trip to the neighbours.

Connecting also means that we exchange knowledge, learn from each other and get synergy out of activities. It is a kind of regional network in which we must not lose sight of the possibilities within the business market. Our network of conferences and companies for the business market is certainly interesting for the region.

The advantages at a glance:

- Page on [denhaag.com](https://denhaag.com); a landing page for your own location with your own content and text (including attractions, venues and events)
- Four items per year in the consumer newsletter
- At least one post on one of our social media channels
- One highlight item on the [denhaag.com](https://denhaag.com) homepage
- Invitation to the annual The Hague & Partners relations event
- Invitation to at least two online or hybrid knowledge sessions from The Hague & Partners
- Opportunity to be included in collective campaigns. If an activity or exhibition fits with one of our campaigns, we could make a connection here (customisation)
- Participation in The Start: your employees can participate in an introductory tour through The Hague (one session four times a year);
- Receive the corporate newsletter.

**Rate: € 4,500 per year.**

Make an appointment to discuss the possibilities of this package via [partners@thehague.com](mailto:partners@thehague.com).



◆ The Neighbours  
The Collaboration  
The **Hague.**



## Business package

In recent years we have helped hundreds of international companies to set up and expand their activities in The Hague. Our investor relations team maintains daily relations with key strategic accounts and companies. This network of existing customers grows by an average of 10% annually. Locally, we actively collaborate with four hubs and one accelerator: Yes! Delft, The Hague Humanity Hub, World Startup, The Hague Tech and The Hague Security Delta. This keeps us informed of what is happening within our clusters.

Collaborating with us gives you local and global access to our growing high-quality business network. We also offer opportunities for further collaboration for better visibility of your company.

For whom is this of interest? Partners who offer business services in the region of The Hague for foreign companies, entrepreneurs and NGOs in and around The Hague. Partners who work with international companies on a daily basis and have English company/service information available. The guiding principle is that you get energy from collaborating with other partners who could be regarded as competitors. This enables us to provide top service and hospitality in The Hague together.

The most important advantages at a glance:

- Direct recommendations of partners and their services tailored to customer needs
- Access to events, such as The Hague Connect networking events, Investor Relations events and The Hague & Partners events
- Participation as an expert in the webinars and live streams of The Hague & Partners
- Your organisation's new employees can participate in The Start: an afternoon led by our city guide to discover the latest ins and outs of The Hague
- Opportunity to participate in foreign business trips and trade missions
- Name, logo and information listed on The Hague Business Agency and The Hague & Partners websites
- Invitation to at least two (online) sessions aimed at sharing knowledge, expertise and trends
- Receive the corporate newsletter.



◆ The City  
The Business  
The **Hague.**

# Business package

## What are we doing in 2023 and how can you join in?

Partner rates per year *	<b>Small: € 695</b>	<b>Medium: € 850</b>	<b>Large: € 1,000</b>
FTE	< 10 FTE	10-25 FTE	> 25 FTE

\* If you are already a member of The Hague International Centre, please contact us for collaboration and discount options.

### Sharing knowledge

The Hague & Partners would like to inform its partners about the latest trends and developments. Therefore, we are planning several sessions in 2023 to discuss different topics and expand knowledge. The following sessions are scheduled for 2023:

#### ♦ Community sessions

Twice a year we invite our partners for a community session. We are happy to tell you more about the latest developments in The Hague, but we are also curious about our partners' stories.

#### ♦ Ecosystem Tour

The Hague is bursting with a vibrant ecosystem, and we are proud of that. An ecosystem cannot do without communities such as Humanity Hub, The Hague Tech, Apollo 14 and many more. We would like to invite our partners to get acquainted with all The Hague hubs twice a year. Get a better picture of what The Hague has to offer and discover new inspiring companies that are located in the hubs.

#### ♦ Investor Relations

Our service does not stop after a company has settled in The Hague. That is precisely when we want to create extra value by staying in touch and finding out where we can help. We do this by regularly checking in with all companies and organising events. As a partner, we offer you the opportunity to be at these events and build a network.



photo: Unsplash / Nicholas Doherty

#### ♦ FFTs

Last year we organised more than 30 FFTs. The Fact-Finding Trips are tailor-made, and we listen to the wishes and needs of the customers and ensure that they come to the table with the right people. As a partner, you will be regularly approached if the customer is looking for one of your services.



# Business package

## What are we doing in 2023 and how can you join in?

### Trade fairs

To properly represent The Hague in the various clusters, we are active at various trade fairs worldwide. Our business advisors ensure that they are well prepared to get the most out of a visit. We use our network for this. If you are interested in attending a trade fair, keep in mind it is not possible at all trade fairs. Check with your account manager for the possibilities.

- ♦ MIT Solve
- ♦ ChangeNOW
- ♦ UN General Assembly
- ♦ Just Peace Month
- ♦ ImpactFest
- ♦ Money20/20
- ♦ ChangeNOW Fintech Week
- ♦ GIIN Investor Forum
- ♦ World Pension Summit
- ♦ Slushy

### Memberships and Networks

We are members of various international high-profile business networks. This enables us to stay connected with the market and enthusiastically put The Hague and its countless possibilities on the map. You can also become a member of these organisations yourself. If you are interested, please feel free to contact our team, we will be happy to provide you with information. In addition, we work daily with NFIA, Invest NL and InnovationQuarter.

#### ♦ MIT Solve

Meet the entrepreneurs who want to transform the world. MIT Solve is an initiative of the Massachusetts Institute of Technology and is a meeting place or platform for social impact innovation. Through open innovation challenges, Solve finds tech-enabled social entrepreneurs all over the world.

#### ♦ Netherlands British Chamber of Commerce

NBCC is the organisation for British companies in the Netherlands. In the Netherlands, they provide knowledge sessions, trade missions and various events with the aim of networking.

#### ♦ Port Hollandia

Port Hollandia creates the connection for companies between the Netherlands and Portugal and focuses on potential relations between the two countries. It is a group of entrepreneurs and companies from different fields doing business in both countries.

#### ♦ NDL/HIDC

NDL helps companies in the logistics sector with the aim of promoting the Netherlands abroad as a European logistics hub.

#### ♦ AmCham

The American Chamber of Commerce in the Netherlands (AmCham) is a non-profit organisation that helps companies to do business between America and the Netherlands.

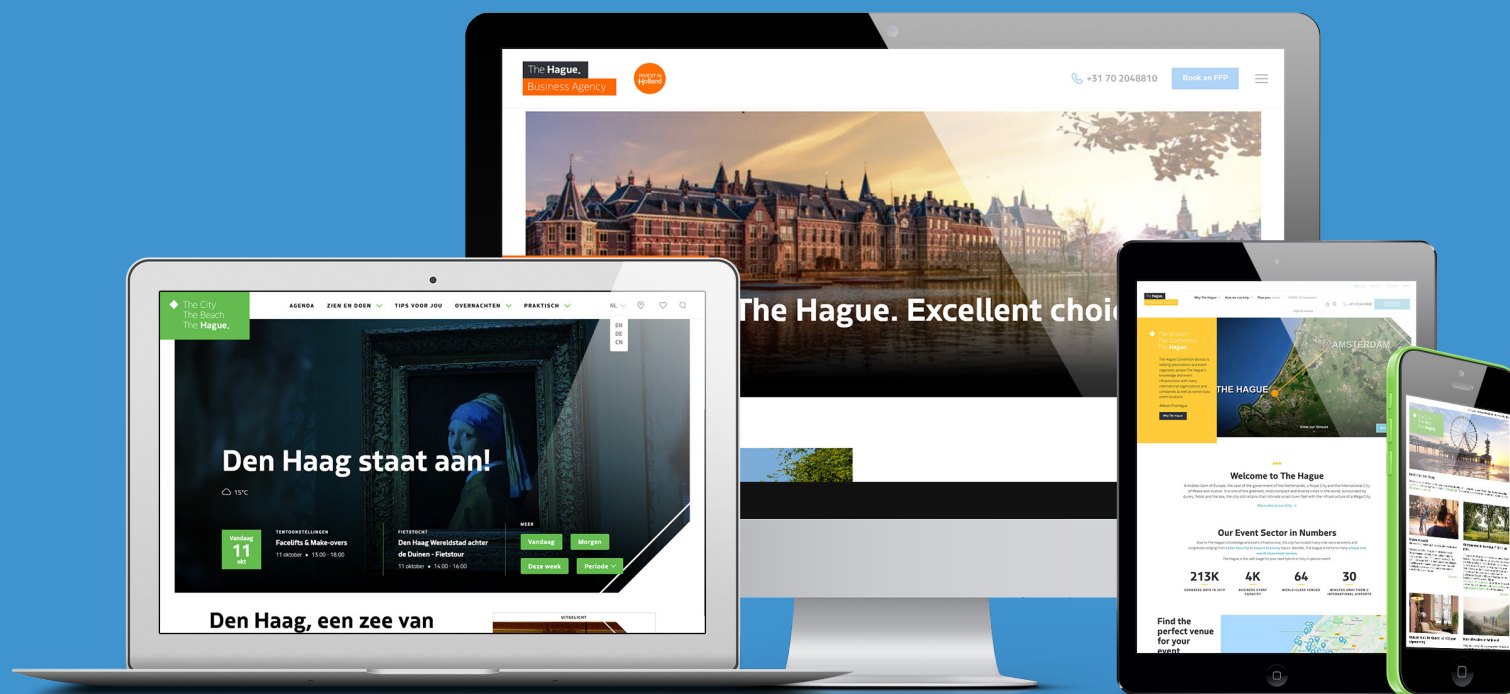
### The Hague International Centre

If your services are aimed at helping international staff to relocate and settle in the region of The Hague, we also strongly recommend that you become a partner of [The Hague International Centre](#). The Hague International Centre helps internationals with formalities in a pleasant way and focuses on the personal side of moving and living in the region of The Hague. We work closely together to offer a complete range of services.

# Visibility and additional services

Official  
partner

The **Hague**.





# Opportunities to increase visibility

The Hague & Partners has various means of communication, fully tailored to its specific target groups. These resources help to profile The Hague and to make visitors interested in doing business with us. Think of interested parties who see The Hague as a potential contender for establishing their company or organisation, holding a conference or visiting the city. As a partner, you can also use these resources.

For more information about the possibilities, please contact [partners@thehague.com](mailto:partners@thehague.com).



## The Hague city map

A city map is always useful for visitors. We have several options. Do you also want to be visible on this item?

- Free City Map: circulation 75,000

Make an appointment to discuss the possibilities via [partners@thehague.com](mailto:partners@thehague.com).

## Advertise online

The denhaag.com website is the tourist and cultural portal of The Hague, Scheveningen and Kijkduin. All attractions, current tourist and recreational information can be found here. As an organisation from The Hague, it is the place to be. With more than two million visitors on an annual basis and regular updates, this is the platform of The Hague.

**Website:** At denhaag.com you can promote your product via a banner or an advertorial.

**Newsletter:** The tourist online newsletter is published weekly. With current tips for fun things in and around The Hague, we invite the readers to visit the city. With an advertorial or banner, you bring your product to the attention of around 33,000 readers.

Make an appointment to discuss the possibilities via [partners@thehague.com](mailto:partners@thehague.com).



# Opportunities to increase visibility



## Themed campaigns

Throughout the year, various themes are central to our campaigns. This is reflected on our website, in editorials, social media, outdoors and through various PR activities. Locally, regionally, nationally, but also internationally, we inform and inspire (potential) visitors about The Hague. We also put The Hague on the map during international trade fairs.

- Theme year **'125 years of Escher'**. Escher was born 125 years ago and that is the central element in all associated campaigns during the year:
- National/international campaign **City by the Sea**. Our main proposition gets attention in the spring and autumn (low season)
- **Shopping** campaigns. We link these to the specific events, Easter, Mother's Day and Father's Day.
- **Royal** campaign. September is the 'royal' month.
- **Have a Royal Winter** campaign. From November to March, the focus is on positioning The Hague as a winter city.

Interested? We would be happy to discuss how your service or company can be put in the spotlight with a specific campaign. Make an appointment via [partners@thehague.com](mailto:partners@thehague.com).

## DenHaagPas

With the digital DenHaagPas we offer visitors and residents the opportunity to get to know The Hague in an appealing way. The pass offers special deals for restaurants, attractive parking rates to great theatre performances and activities. The pass therefore offers savings for the user and can be purchased at any time of the year. There are now approx. 5,000 pass holders. A sister of this pass is the LerarenPas, specifically for the target group of teachers. Participate with your campaign for free so that you are in the spotlight or so that you can sell the last tickets for a performance. Together, we put The Hague on the map.

Make an appointment to discuss the options via [partners@thehague.com](mailto:partners@thehague.com).



## Marketing advice

If you do not have this expertise in-house, but you want to be able to rely on it from time to time, no problem. Use our campaign marketers as interlocutors or to develop your entire campaign. Our knowledge of The Hague is solid. You can use the images we have at our disposal free of charge. We will be happy to share a cup of coffee and discuss a proposal, to see what your wishes are and what costs are involved.

Make an appointment to discuss the possibilities via [partners@thehague.com](mailto:partners@thehague.com).







## Webinars for the business market

High tech professionally designed webinars, conducted in the best locations in the city (hotels, museums, etc.) offer you the opportunity to share your knowledge and demonstrate expertise as a speaker or to promote your product or service. It puts you in touch with our international business community in a real-life setting.

Make an appointment to discuss the possibilities via [partners@thehague.com](mailto:partners@thehague.com).

## Video creation for the business market

The creation of commercial or on-demand video content is a new service in the service portfolio. We provide input on content development and have visual material available. We coordinate the project and have knowledge of the specific sectors in The Hague. Through our business online channels such as the website, LinkedIn page, YouTube and industry-specific webinars, we help to reach the targeted business communities. The cost for each project is calculated based on the scope of work required.

Make an appointment to discuss the possibilities via [partners@thehague.com](mailto:partners@thehague.com).



## Research

How useful is it to know who has visited you, where they come from and what they found interesting. With that knowledge, you can further refine your marketing activities to interest the target group. You don't always have the in-house expertise to do that research.

With our team, we can conduct GDPR-proof research for you. Together, we look at what you want to know, where your needs lie and what we need from you. We then get to work for you, with a qualitative report as the result.

You can opt for a basic survey or a more extensive version.

Make an appointment to discuss the options via [partners@thehague.com](mailto:partners@thehague.com).



# Facts about The Hague & Partners communication tools

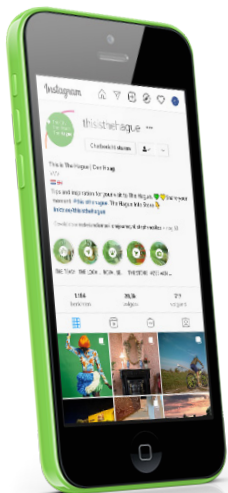
## Social media

We communicate our message through various social media channels. For **tourist visitors**, we use Facebook (approximately 70,000 followers) and Instagram (approximately 27,000 followers) to share information and inspiration on a daily basis.

We inform the **business target group** via LinkedIn and Twitter about what is going on in The Hague and where we represent The Hague. And the following continues to grow.

**Business:** Twitter (approximately 2,000 followers).

**Congresses:** Twitter (approximately 1,500 followers).



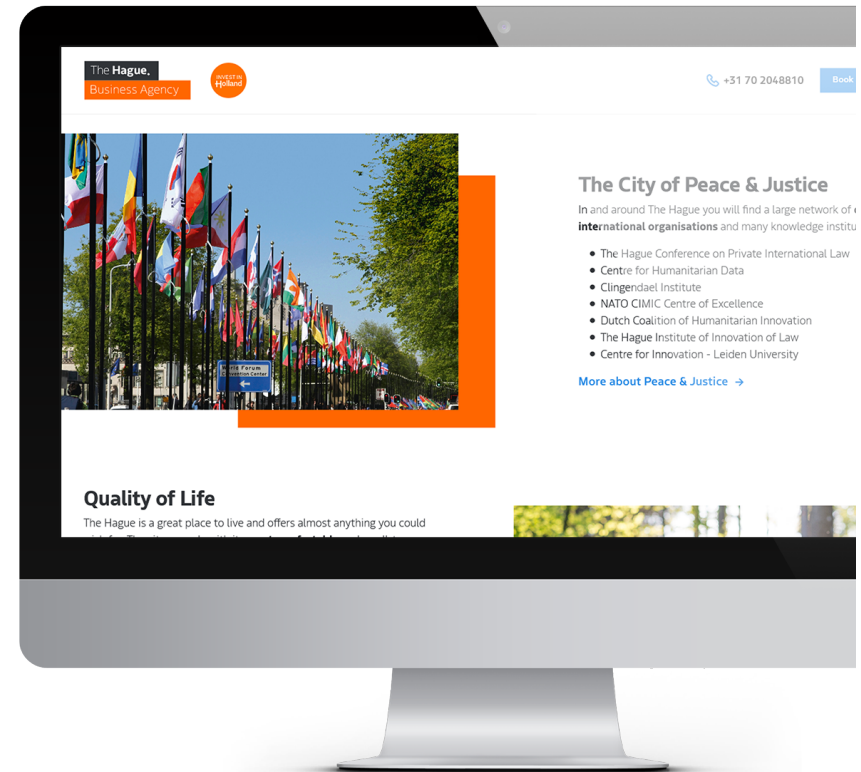
## Newsletters

The **tourist newsletter** reaches approximately 33,000 consumers every week and shows what is going on in The Hague.

The **corporate newsletter** to local stakeholders and partners is a strong channel for connecting with the local business community. This newsletter is sent to approximately 4,000 relations every month.

## Websites

The Hague & Partners has several online platforms at its disposal, aimed at different target groups: The **tourism website denhaag.com** has more than two million visitors a year. The **business websites** have approximately 10,000 unique visitors per month.





# 2023 Strategy







## Target groups and guiding principles

The Hague & Partners' primary task is to stimulate the prosperity and wellbeing for The Hague residents through marketing and acquisition of visitors, companies and conferences. With this, we are working on an attractive living, working and social climate for residents and locals of The Hague. We are committed to the image of City by the Sea and International City of Peace and Justice where thousands of people work towards a safe, better and just world.

### Our target groups:

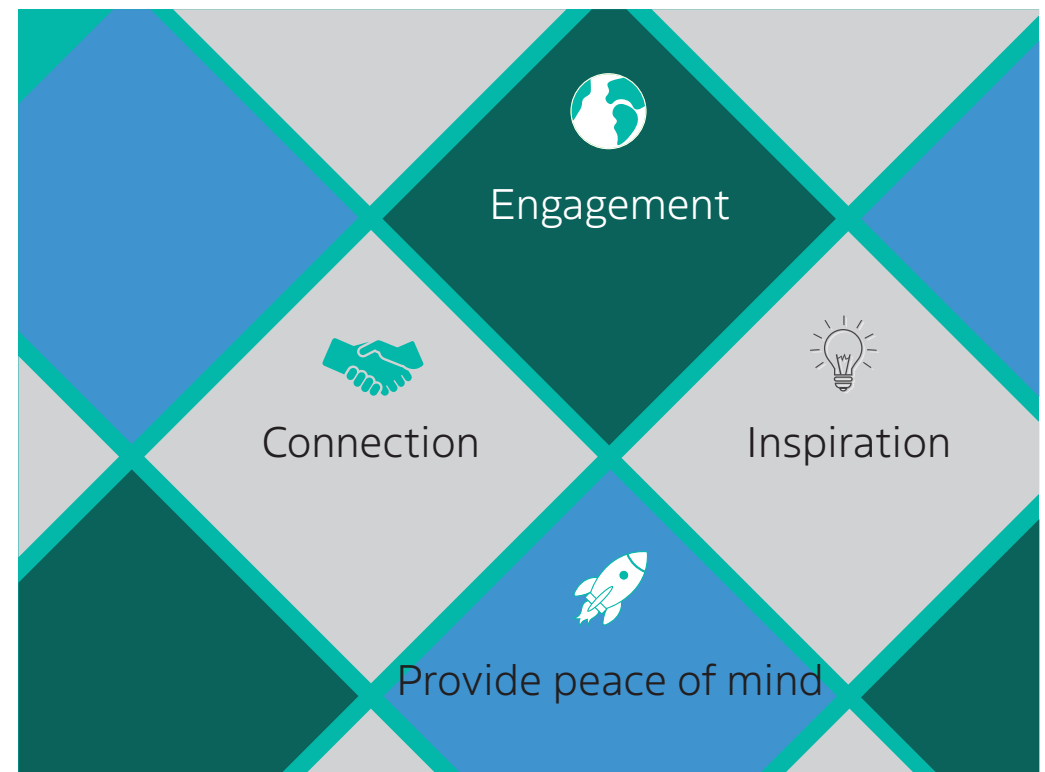
- Visitors: international, national, regional and local
- International congresses
- International companies and institutions

**City by the Sea:** We focus on the quality tourist who appreciates the city and contributes to the image of the city. A visitor who can circulate, who ensures economic impact and commotion in the positive sense of the word. The focus is on smart growth.

**City of Peace and Justice:** For the business market, the guiding principle is that we attract international congresses and companies that match with our aim of working towards a safe, better and just world. And spearhead clusters? They exist too. Impact, Security and Legal & Policy. Companies or congresses that recognise themselves in this are a perfect fit for us.

## Our method

These are our core values. This is what you will experience when you collaborate with us. If that isn't the case, let us know!





## Our focus

The focus for 2023 is on maintaining the growth that picked up again last year. We are aware this is going to be challenging. The war in Ukraine is having a major impact. The current energy crisis, increased inflation and the impending recession have implications for our work in recruiting and retaining visitors, conferences, and foreign companies and institutions. Nevertheless, we remain ambitious. We have limited influence on what happens on the world stage. But, together, we can influence what happens in The Hague, both for the corporate as well as the leisure market.

In 2023, we will continue to grow the propositions 'City by the Sea' and 'Royal City', with visitor marketing focusing on '125 years of Escher'. With major exhibitions in the Kunstmuseum Den Haag and Escher in the Palace and city dressing throughout the city, no one will be able to ignore this festive year. We believe that our campaign will attract many visitors from the Netherlands and abroad. The Hague as a winter city can also flourish again in 2023, with unique events such as The Hague Highlights which appeal to visitors from far and near. We focus on repeat visits from local and regional visitors and overnight stays by national and international guests. The focus of our international marketing is still on the neighbouring countries.

For the business market, our main focus is on attracting international congresses and companies that match our profile as a city that works towards a safe, better, just world. This international proposition of The Hague continues to strengthen. The positioning is actively communicated with the deployment of an International Media Coordinator. The three profile clusters in The Hague are key to this: Legal & Policy, Security and Impact. In addition, we focus on the legacy phenomenon. What can a conference leave the city, not just temporarily, but in the long term. We will discuss this together. When recruiting foreign companies and institutions, we will continue on the path we have started, which is now also endorsed nationally by the Invest in Holland network, namely: from quantity to quality. We do this in a programmatic, tripartite collaboration with the municipality and InnovationQuarter.

## The Hague facts

City by the Sea 	City of Peace and Justice 	2nd UN city after New York 
49 museums 	About 40 new foreign companies per year 	223 institutes and NGOs 
1,900 bars and restaurants 	11 kilometres of coastline 	83 hotels / overnight locations 
Number of hotel overnight stays: 1,519,000 ** 	Congresses in The Hague: 113 	121 embassies 
Average number of days of a congress: 5 * 	Average number of participants per congress: 425 * 	Top 3 international overnight tourists ** 1. Germany 2. Belgium 3. United States

\* data from 2019

\*\* source: Central Statistical Office data up to and including August 2022 (eight months)

2023 Partner Plan

## Contact

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Useful information: delivery specifications of materials (including images and text) can be found **here**. For the terms and conditions of the partner packages, visit **here**.

## Information?

If you would like to know more about the possibilities that The Hague & Partners can offer you, we would be happy to meet virtually, at our office or we can visit you.

## Team Business Development



**Shirley Kreffer**

Strategic partners, Business, DenHaagPas business, Hotels.



**Marjolein Lalleman**

Strategic partners, Travel Trade, MICE



**Peter Schaaff**

Online, region, DenHaagPas, advertising options in general



**Jolanda van Witzenburg**

Strategic partners, general